



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

THE PILOTING AND REFINING OF THE DOMESTIC TOURISM REMODELLING MODEL (DTRM)

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24 March 2023





tourism
Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Faculty of Humanities
Fakulteit Geesteswetenskappe
Letapisa la Bumanina

Humanities 100
Since 1919

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

UNIVERSITY OF PRETORIA

MARCH 2022



tourism
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Humanities 100
Since 1919

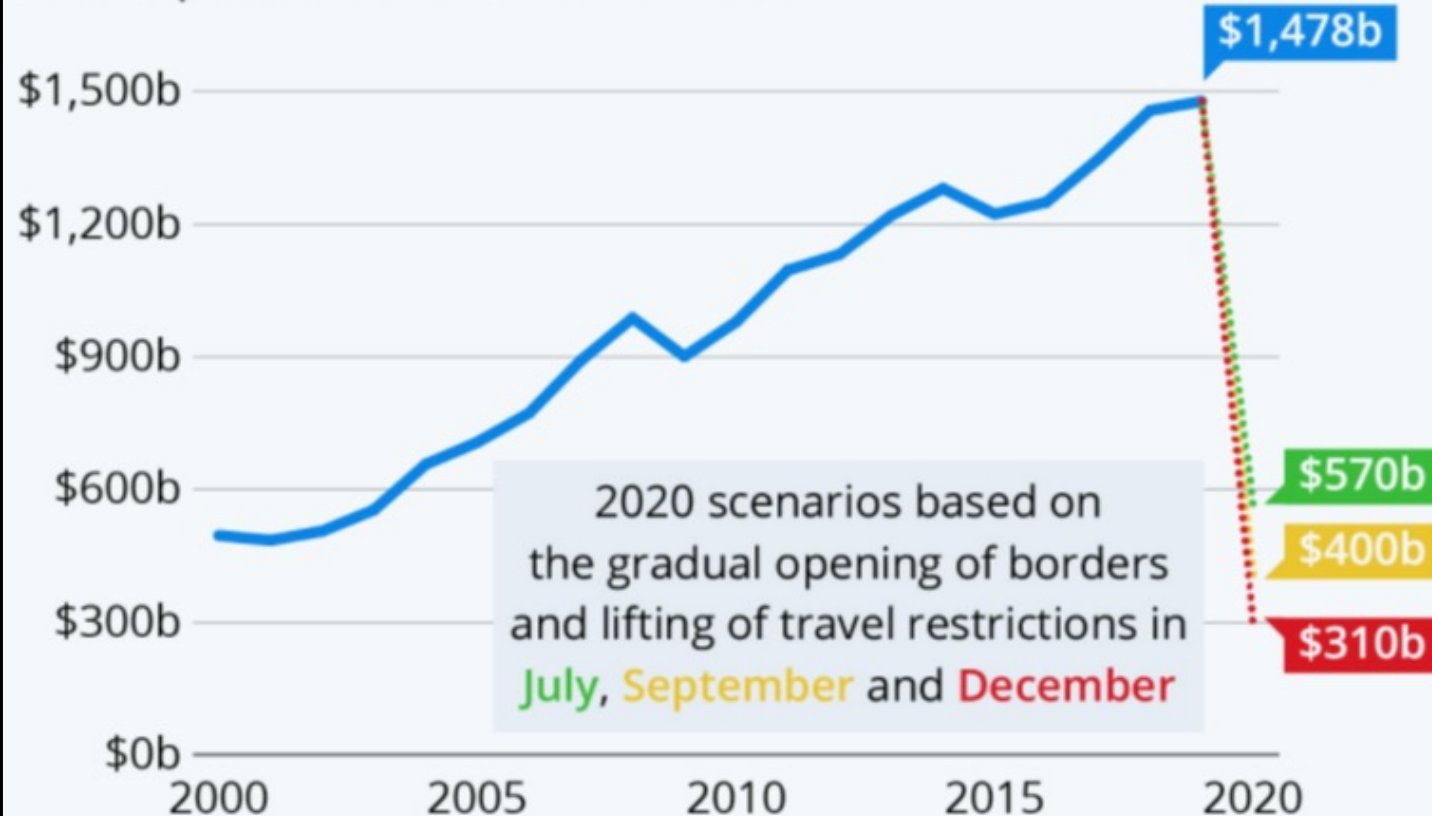
THE PILOTING AND REFINING OF THE DOMESTIC TOURISM REMODELLING MODEL (DTRM)

UNIVERSITY OF PRETORIA

March 2023

Pandemic Could Set Tourism Sector Back by \$1 Trillion

Global international tourism receipts from 2000-2019 and possible scenarios for 2020

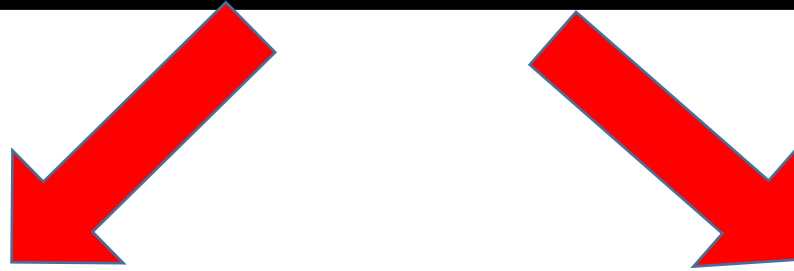


2020
2021
2022

DTRM

Domestic Tourism
Remodelling Model

TOURISM VALUE CHAIN



DEMAND



TOURIST



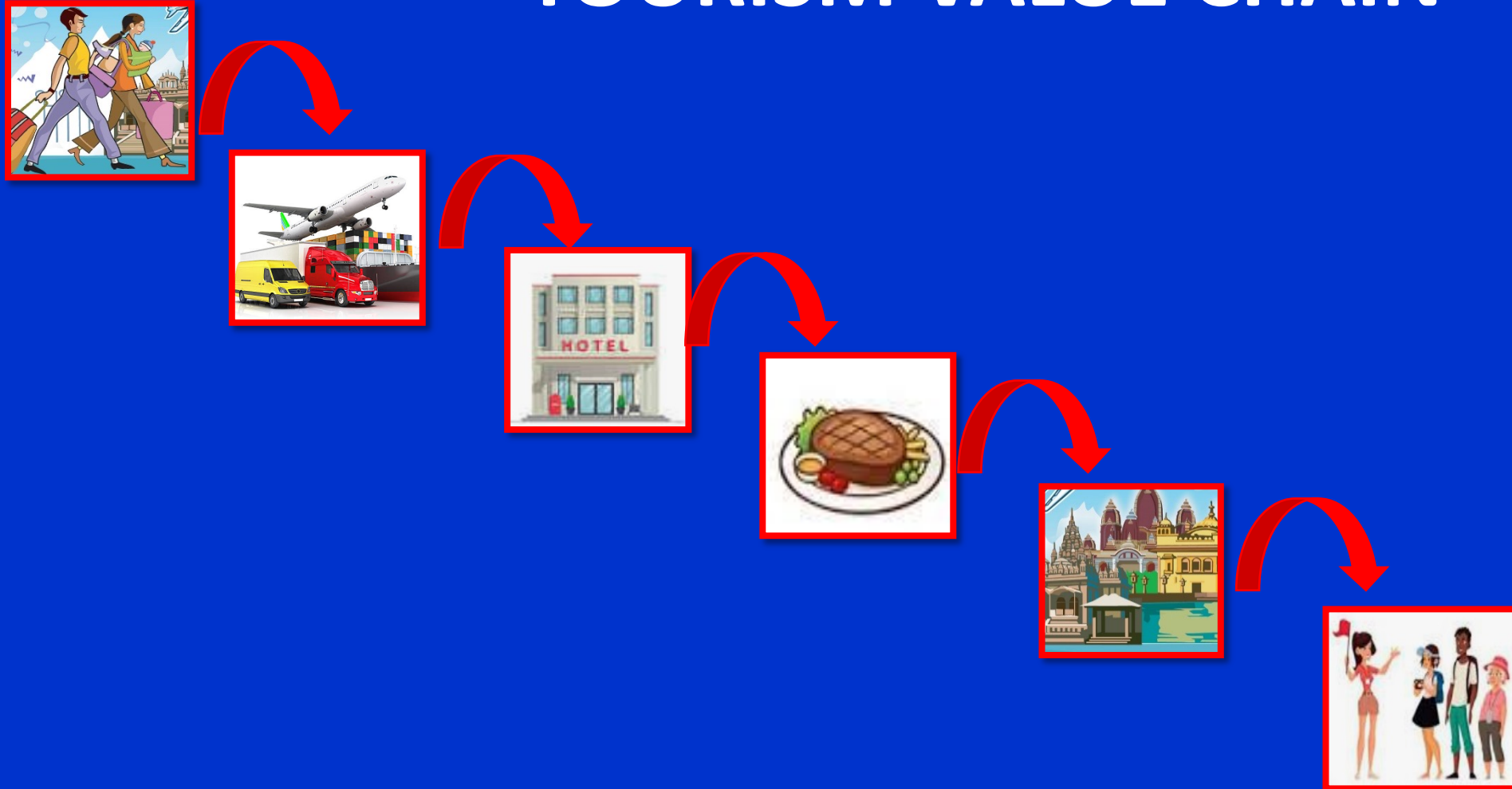
SUPPLY



PRODUCT



TOURISM VALUE CHAIN

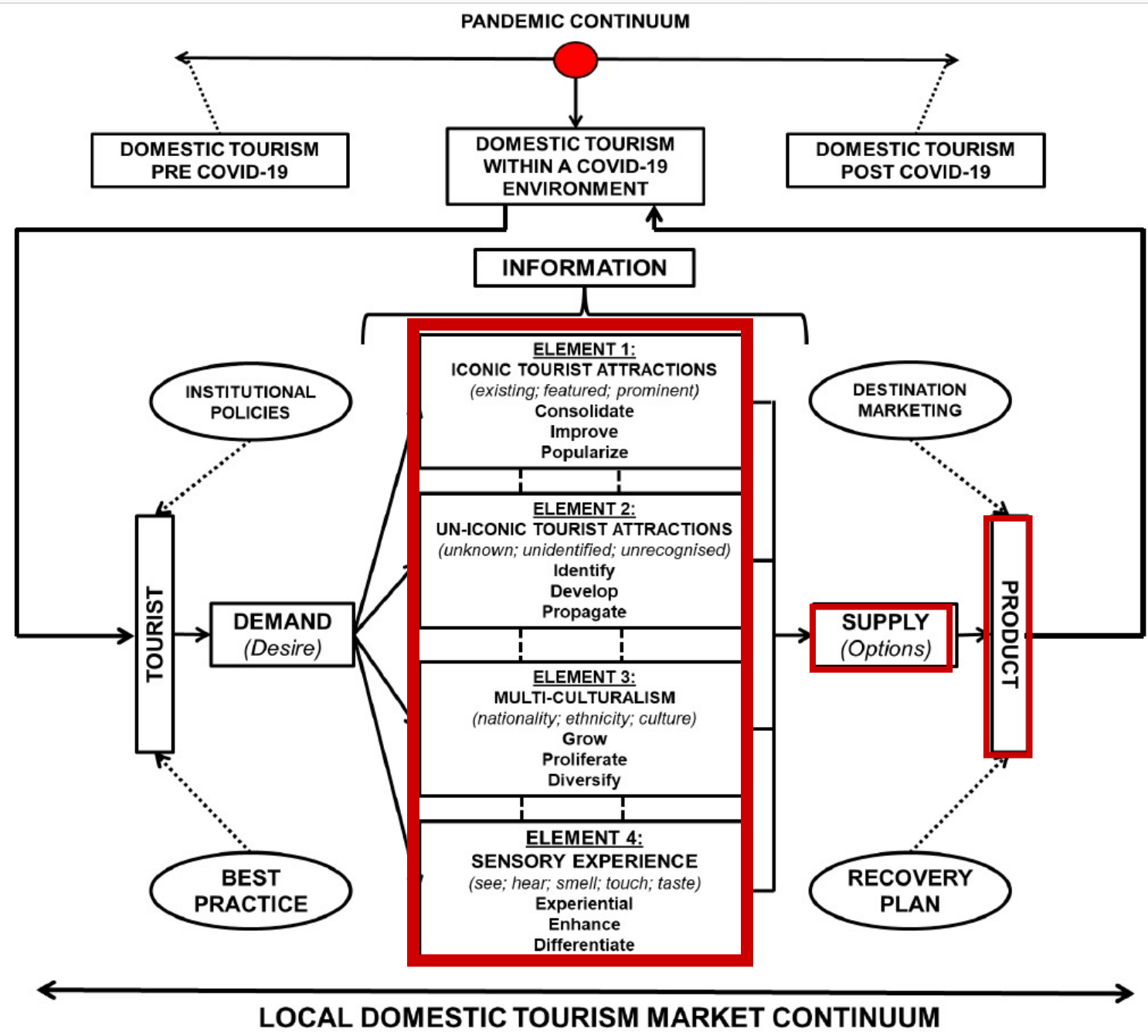


DOMESTIC TOURISM MODELS

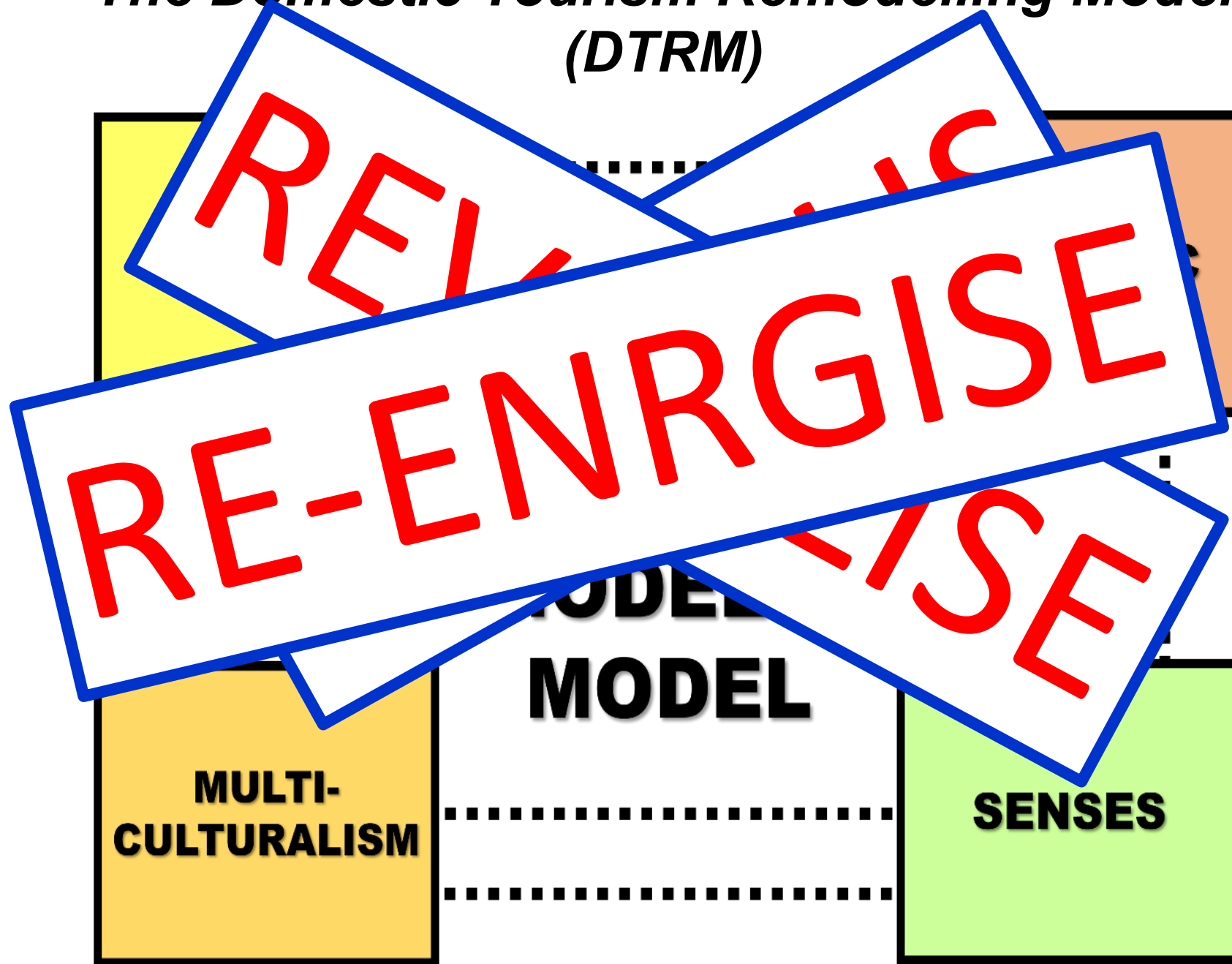
- Global
- African
- South
African

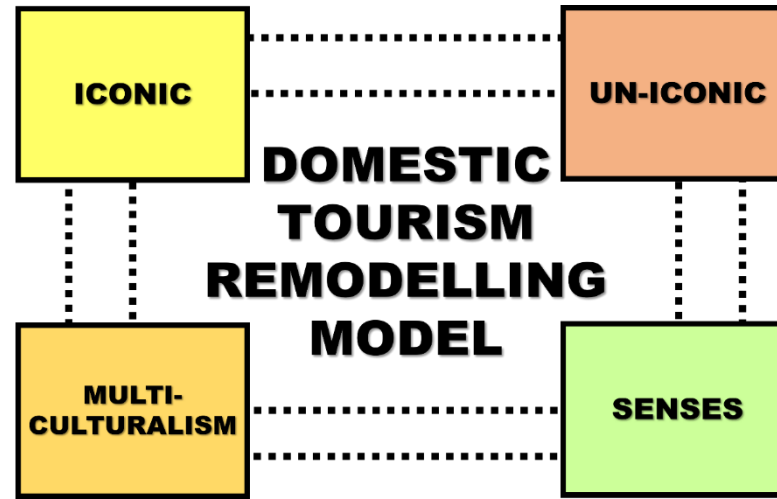
- the importance of the **supply side**, that is the **product**, within the tourism value chain;
- the significance of the involvement of **local communities** in the promotion of domestic tourism;
- the relevance of **local communities** in reinforcing and enhancing the destination image / experience;
- the indispensable need for **diversified and unique** tourism products;
- the necessity of **cooperation and collaboration** between public and private sectors and between communities and government departments

Domestic
Tourism
Remodeling
Model



The Domestic Tourism Remodelling Model (DTRM)





UNIQUE
AUTHENTIC
NOVEL
ORIGINAL
DISTINCT
TRANSFOR
MATIONAL

Strengthen existing aspects of the tourism product

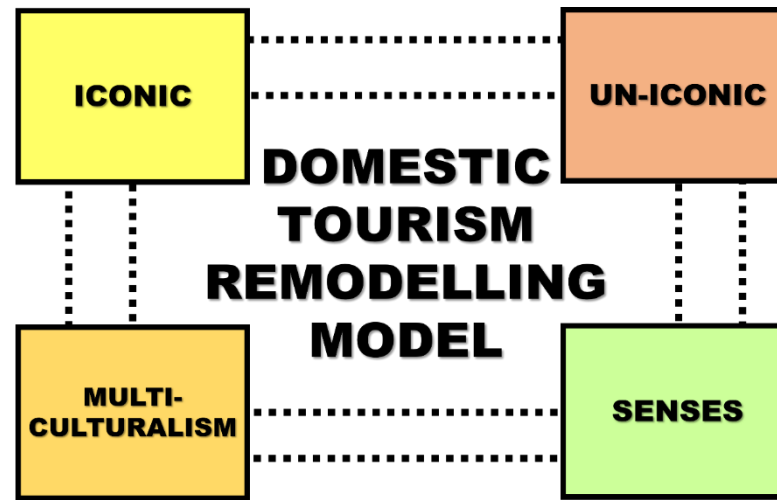
Stimulate new and non-existing aspects of the tourism product

Make the domestic tourism product more attractive responsible, viable, sustainable and profitable

Enhances the “supply side” in order to increase the “demand side”

RATIONALE:

- 1 - The reviewing of key background documents on related modules to reignite domestic tourism.
- 2 - The conducting of a pilot study to determine the practical application and implementation of the DTRM.
- 3 - The refining and producing of a final DTRM to guide how domestic tourism in South Africa can be reignited as part of the sector's recovery plan.



- encapsulates the broad spectrum of the outlined “domestic tourism mix”
- ensures that the industry is equipped to withstand future challenges, global crises and other internal and/or external negative influences.
- emerges as a more vibrant and viable industry which has the potential to ensure a steadfast and sustainable future for the SA domestic tourism environment

OBJECTIVES

- To ascertain the prevalence of models applicable to the domestic tourism realm and how they compare and/or differ to the DTRM.
- To determine how the DTRM can contribute to the tourism sector's recovery plan through real-time discussion groups within communities.
- To identify key factors that can refine or enhance the DTRM.
- To assess the receptiveness and viability of the DTRM within a localised arena.
- To conduct the piloting of the DTRM within various scenarios.
- To prepare the DTRM for possible future implementation to capacitate stakeholders in domestic tourism spaces.

***DOMESTIC
TOURISM
MARKET***

INNOVATIVE

PRACTICAL

LONG-TERM

NEEDS STRATEGIES...

METHODOLOGY

Qualitative research methodology

**Practical discussions, interviews and
open-ended questions**

**Narrative-induced participatory
workshops**

LITERATURE REVIEW

International domestic tourism models

- **Huybres: “Choice modelling method”**
- **Alipour/Kilic/Zanani: “Adaptive DT Model”**

Measures to enhance domestic tourism

- **Melubo: “Cross-cultural communication”**
- **Morupisi/Mokgalo: “diversified tourism products”**
- **Han/Ko: “awakening of the 5 senses”**

Domestic tourism in South Africa

- **Mkhize: “community-based initiatives”**
- **Rogerson: “VFR and tourism development”**

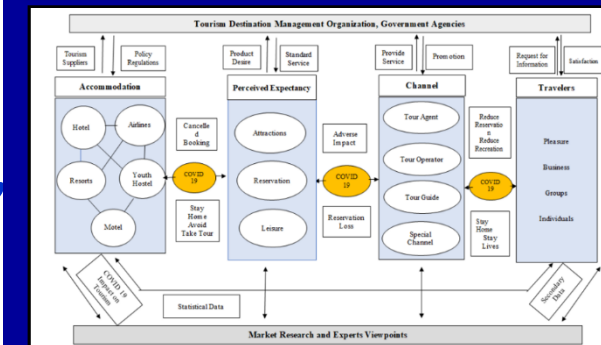
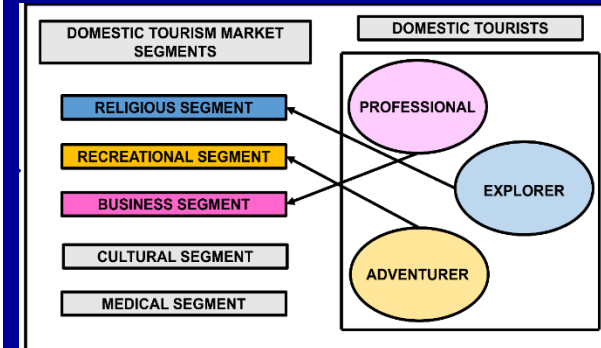
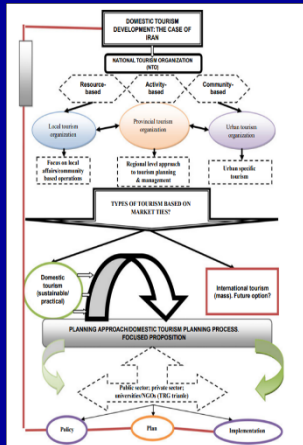
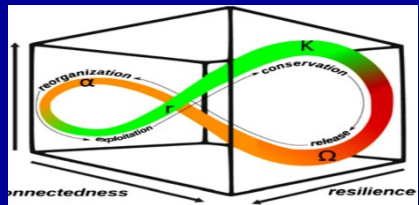
DOMESTIC TOURISM MODELS

Domestic tourism models - general

- Tribe: “tourism models as the foundation”

Domestic tourism – supply side

- Under-researched
- Cochrane: “Holling loop”
- Lubbe: “Match model”
- Alipour/Kilic/Zamani: “Adaptive model”
- Kumar/Nafi: “Theoretical recovery model”

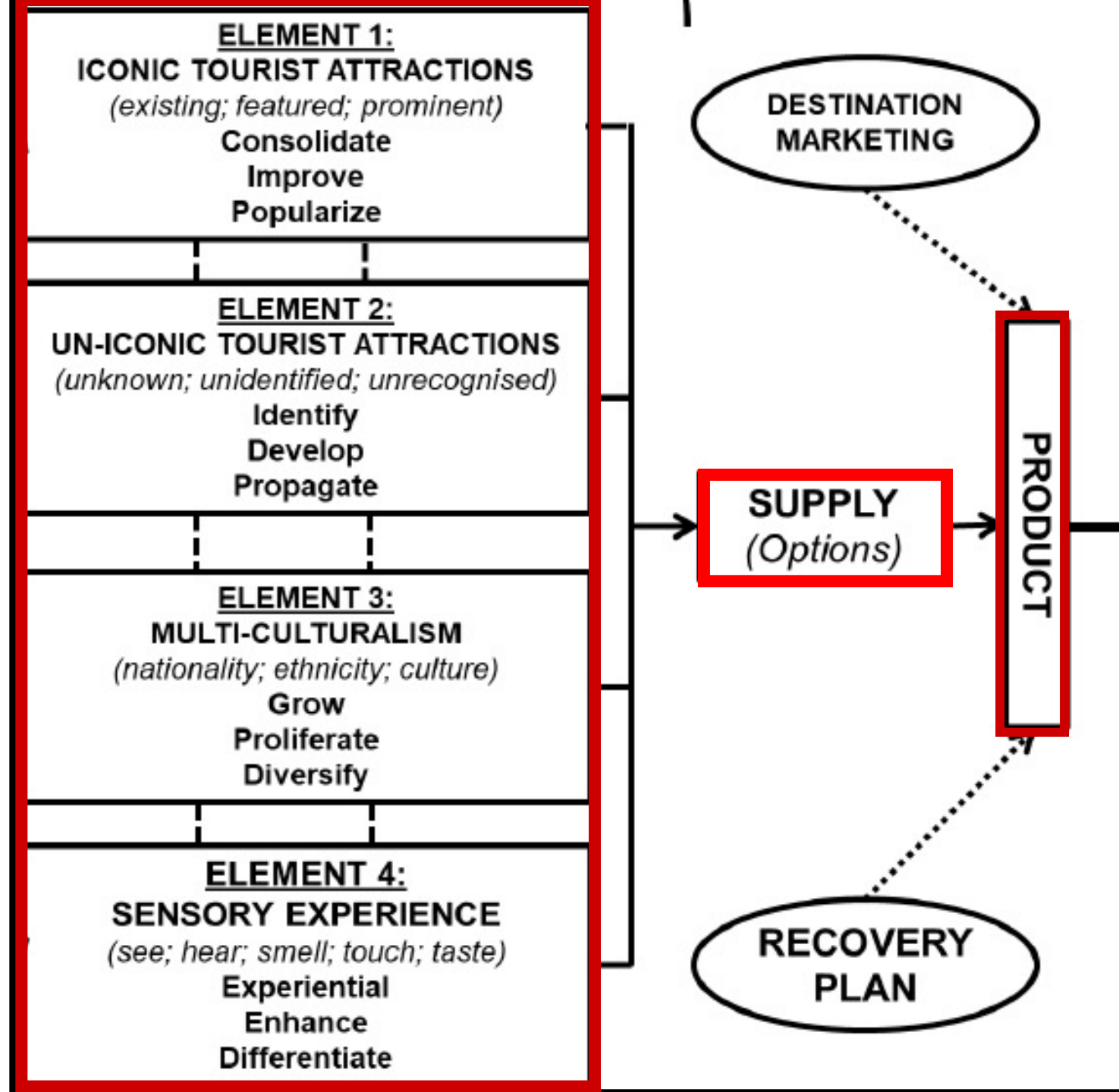


Innovation from a supply side remains key to unlocking unexplored potential.

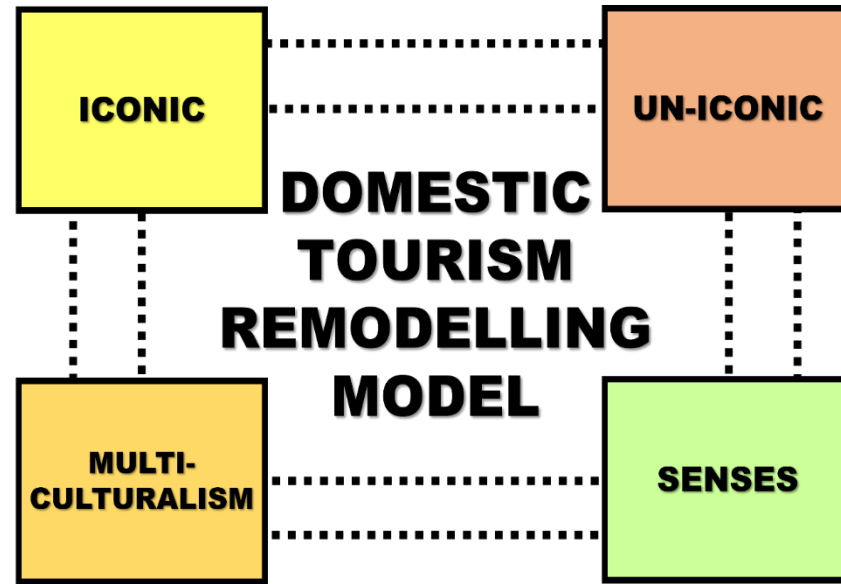
TOURISM INNOVATION – is the application of **new** processes, products, services and forms of organisation to the market place.



DTRM



SUPPLY SIDE *(Product)*



Qualitative input of the various stakeholders with in a specific PLACE

PLACE is of critical importance to developing a product that is more vibrant and dynamic and that can re-invigorate travel to a specific destination.



PEOPLE



PLACE

A symbiotic relationship, a relationship in which the **people** and the **product** both benefit and are in essence indispensable to each other within the model.

Put differently, the model needs to be developed by those in a **particular touristic space** in order for it to be to their specific advantage.



RE-LOOK & RE-CONCEIVE

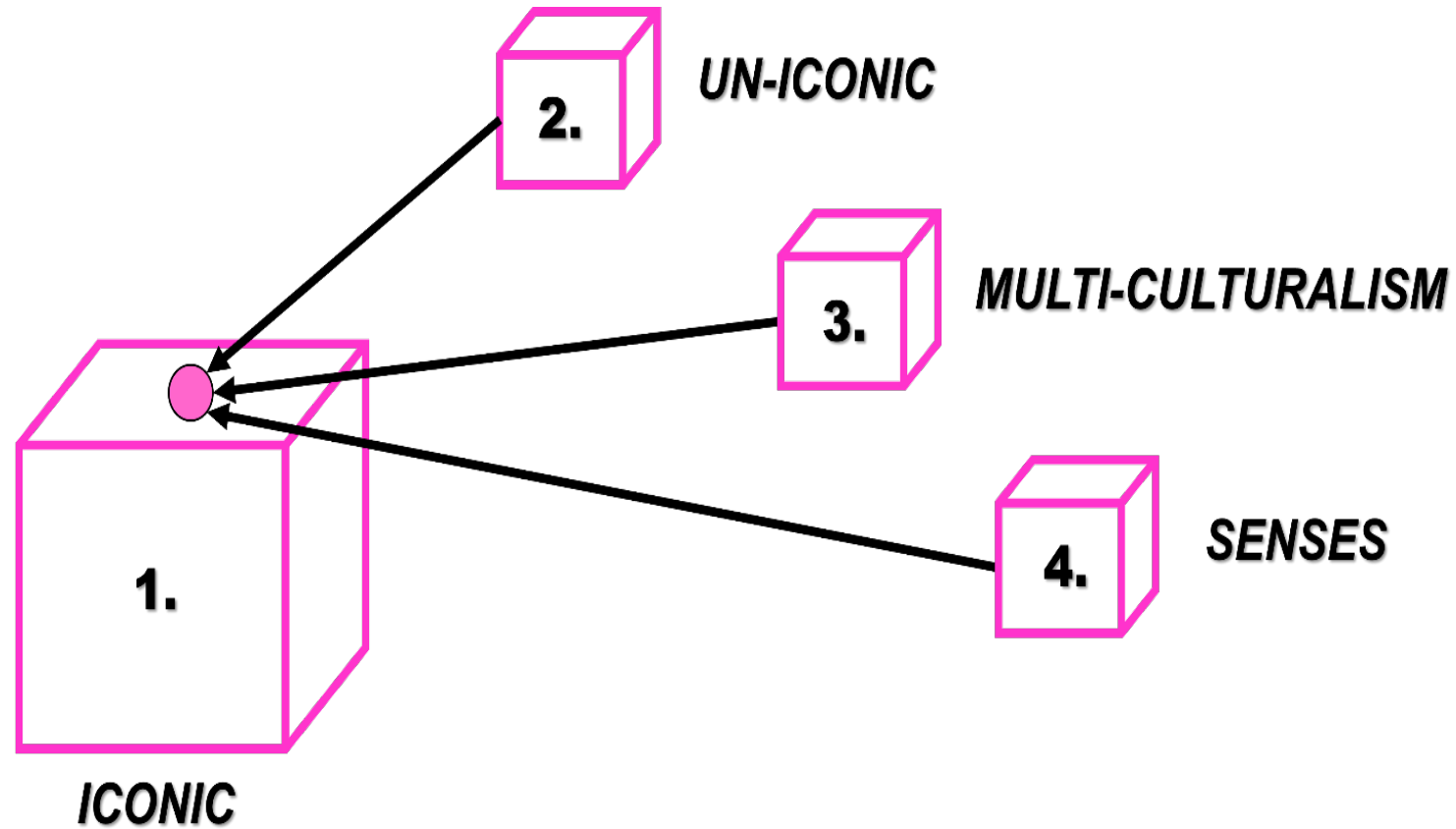
RE-VITALISE & RE-ENERGISE

WHAT EXISTS?

HOW TO EXPAND & EXTEND

DTRM

DTRM = 4 ELEMENTS



ICONIC

popular and well-recognised tourist attractions; feature prominently in all destination marketing materials; drawcards for tourists to a specific area; highly regarded attractions of choice and cater to local, provincial and national audiences; purpose-built infrastructures and auxiliary services are well-developed and comply with industry standards and tourist expectation; information regarding these attractions well developed, well-known and widely promoted.

UN-ICONIC

under-acknowledged, unidentified, and unrecognised tourist attractions; attractions that are in principle unknown to tourists; hardly ever feature in destination marketing materials; generally unknown to tourists; might not be highly regarded tourist attractions they still have the inherent potential to attract and interest a local, provincial and national audience; have no infrastructures and/or auxiliary services and are mostly underdeveloped; void of tourist drawcards.

MULTI-CULTURALISM

the inclusion of diverse backgrounds, cultures, races, nations and ethnicities; goes beyond the identification of the local to incorporate a broader spectrum of tangible and intangible elements which in the context of tourism includes flavours, traditions, practices, histories, trends and contributions; multiculturalism aligns with the idea of showcasing all cultures found within a specific region, albeit it be beyond the known, recognised and dominant identities within a particular travel landscape.

SENSES

incorporating all five senses into the touristic encounter within an attraction this has the potential to make for a more holistic and diversified experience; go beyond merely “seeing an attraction” the tourist should be engaged to hear, smell, taste and touch the elements of the attraction. This will enhance the overall sensory experience at the tourist attraction giving it a more fulfilling, encompassing and satisfying dimension

ICONIC

DTRM

- **Most well known**
- **Featured in popular media**
- **Usually well preserved / well-developed**
- **Adequate infra-structure / information**
- **Known attractions that are on offer**

- **Generally unknown /unidentified**
- **Do not feature as drawcards**
- **Not well preserved nor well-developed**
- **No infra-structure no available information**
- **Unknown attractions**

- **Rich diversity of SA society**
- **Range of languages, traditions, beliefs**
- **Multi-inclusionism adds variety**
- **Showcasing of all cultures**
- **Diversified attraction**

SENSES

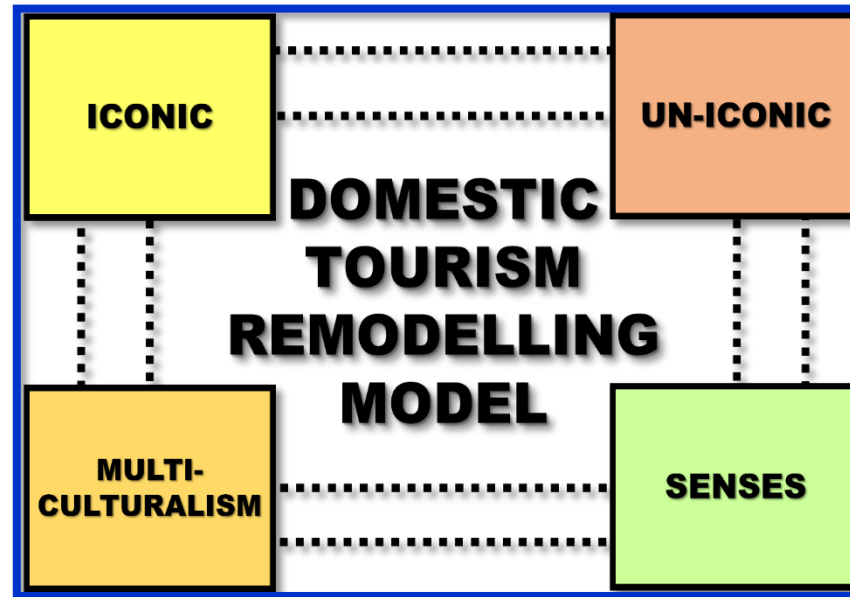
- Goes beyond “look-an-see”
- Holistic experiential engagement
- Overall sensory experience
- More encompassing
- Interactive product

DTRM

Participants
for the
piloting
of the
projected
practical
application

FACILITATOR	DESCRIPTOR	STAKEHOLDERS
<ul style="list-style-type: none">○ Specialist in tourism	PARTICIPANTS	<ul style="list-style-type: none">• Public entities• Private entities• Government officials• Tourism entrepreneurs• Community leaders• Students• Academia• Grassroots community members
<ul style="list-style-type: none">○ Engaging and empathetic○ Good listener○ Organiser○ Lateral thinker○ Innovative○ Non-partisan○ A-political	ATTRIBUTES	<ul style="list-style-type: none">• Inhabitant of the region• Representative of the segment• Involved or potentially involved• Non-partisan and A-political
<ul style="list-style-type: none">○ Presenter of workshops○ Leader of discussions○ Participant observation	FORMAT	<ul style="list-style-type: none">• Participants in workshops• Partakers in discussions• Presenters of tourism products

DTRM



MATCH MODEL – products need to be developed by stakeholders in the region

ADAPTIVE MODEL – tourism products should be developed from a community base

THEORETICAL RECOVERY MODEL – domestic tourism products must be managed by local participants as they are the eventual service providers

Tourism Act 72 of 1993

Domestic Tourism Growth Strategy (2004 – 2007)

Tourism Bill (2012)

Domestic Tourism Growth Strategy (2012 – 2020)

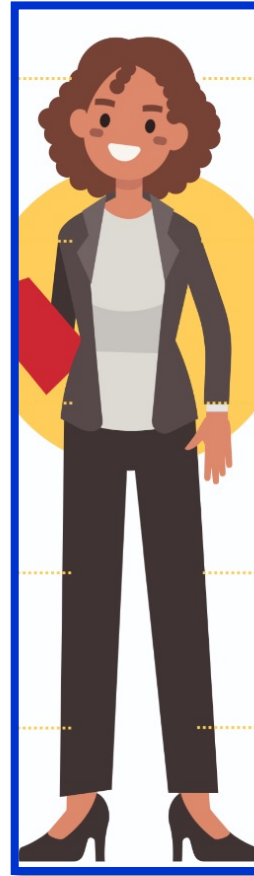
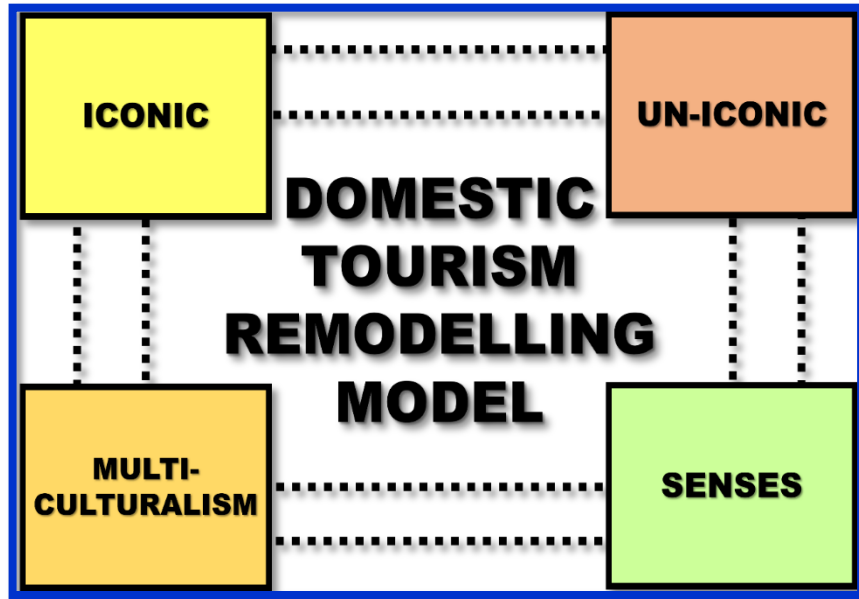
Tourism Act 3 of 2014

National Tourism Sector Strategy (2016 – 2026)

Domestic Tourism Growth Strategy review (2016 – 2020)

Domestic Tourism Scheme (2021 – 2022)

Increase domestic tourism participation; increase accommodation occupancy rates; ensure economic growth; and create a multiplier effect in the country's tourism industry



NARRATIVE-INDUCED WORKSHOPS

Human interaction dimension

FACILITATOR

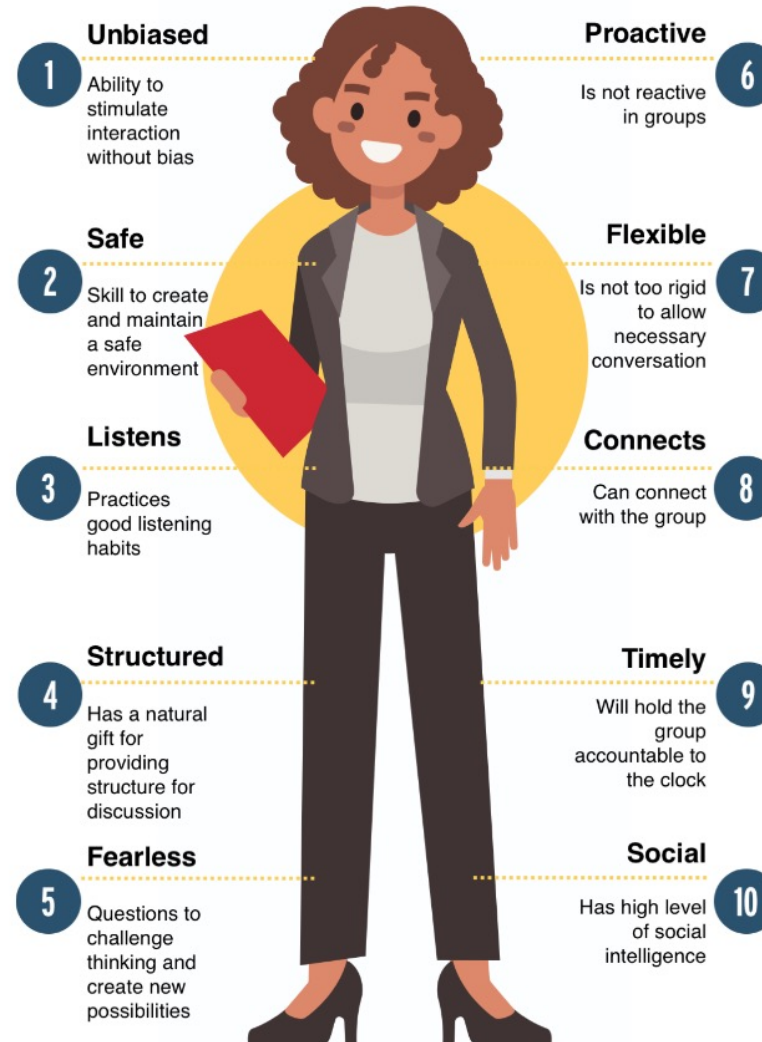
Specialist in
tourism

ATTRIBUTES

- Engaging and empathetic
- Good listener
- Organiser
- Lateral thinker
- Innovative
- Non-partisan
- A-political

QUALITIES

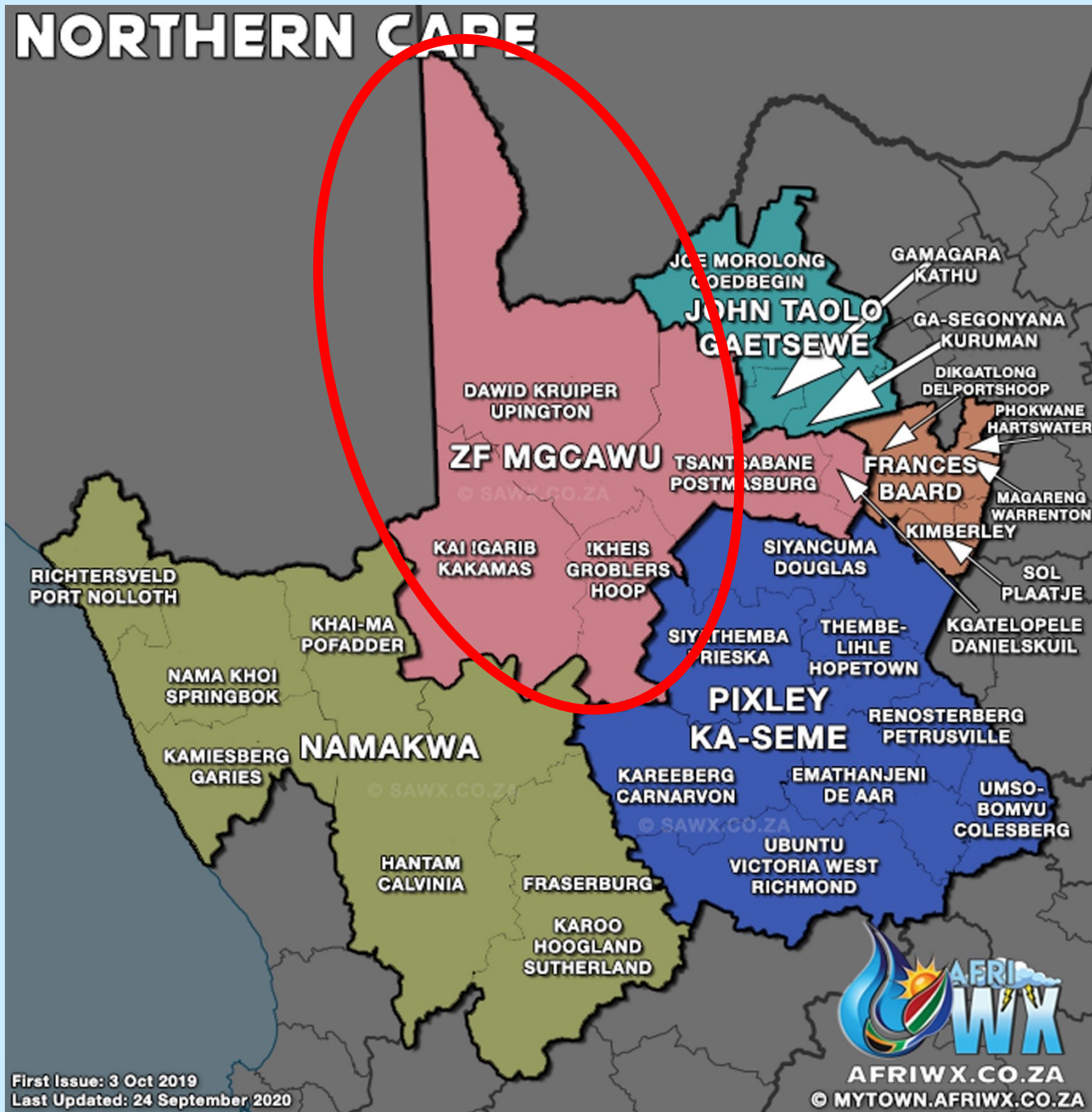
OF A GREAT FACILITATOR

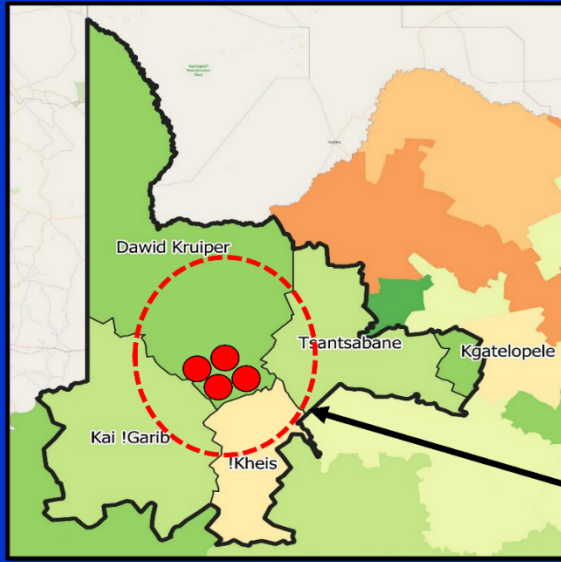


FORMAT

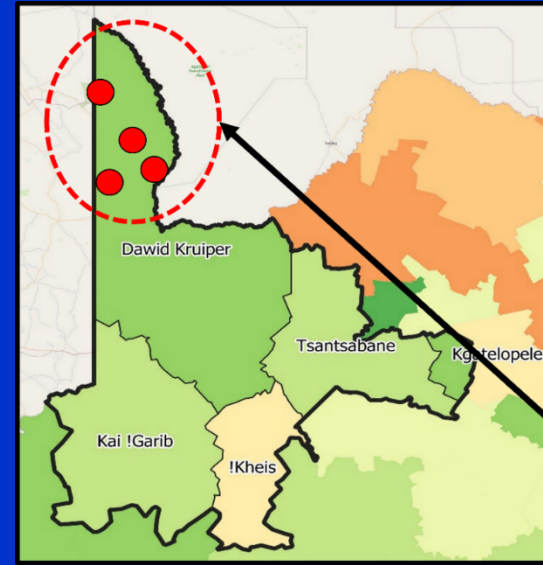
- Presenter of workshops
- Leader of discussions
- Attentive listener
- Participant observer

NORTHERN CAPE

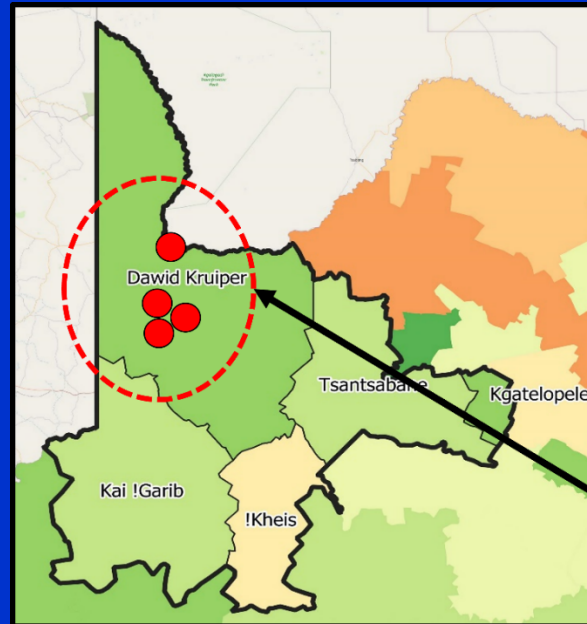




PILOT STUDY 1
UPINGTON
(AND SURROUNDING AREAS
OF PABELLO, KEIDEBEES,
ROSEDALE)
(WORKSHOPS 1 AND 2)



PILOT STUDY 2
RIETFontein
(AND SURROUNDING AREAS
OF PHILANDERSBRON,
GROOT MIER AND KLEIN
MIER)
(WORKSHOPS 3 AND 4)



PILOT STUDY 3
ASKHAM
(AND SURROUNDING AREAS
OF ANDRIESVALE, WITDRAAI
AND TWEERIVIEREN)
(WORKSHOP 5)

UPINGTON 1st WORKSHOP



UPINGTON 2nd WORKSHOP



RIETFontein 1st WORKSHOP



RIETFONTTEIN 2nd WORKSHOP



ASKHAM WORKSHOP



UPINGTON WORKSHOPS

Stakeholder participants

Formal & informal tourism sectors:

Government officials

Tourism officers Tourist guides Crafters

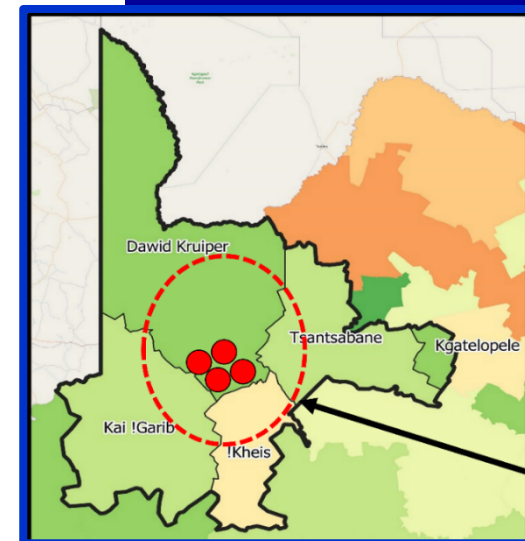
Catering

BnB owners

Individuals not in the tourism industry, but are keen to be involved:

Community members and students.

Upington: Pabello / Keidebees / Rosedale



PARTICIPATORY WORKSHOPS

NO BLUEPRINT

6 steps...

1. Introductions

2. Iconic

3. Uniconic

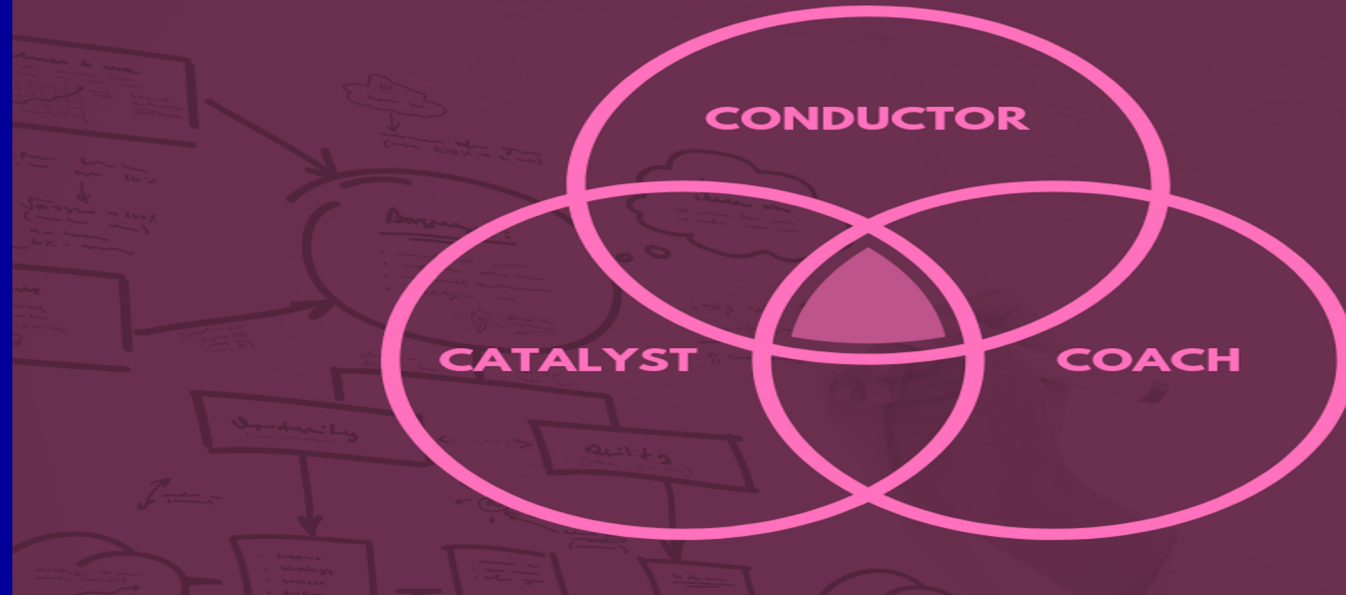
4. Multiculturalism

5. Five senses

6. Resolutin & reflection

<i>"Think outside of the box"</i>	
1. Introductions	<p>Participant stakeholder introductions</p> <p>Explanation about the purpose and structure of the workshop</p> <p>About your opinion, your view, your experience – you are the specialist that is why we have come to you</p> <p>Introduce the "box-paradigm"</p> <p>Explanation of the DTRM</p>
2. ICONIC	<ul style="list-style-type: none">Divulge the webpage information on the destinationWhat is your favourite place in this areaName the first tourist attraction that comes to mindWhy do people / tourists come to visit your areaName five places that you think are worth visiting
3. UN-ICONIC	<ul style="list-style-type: none">Name one place you believe is a "secret gem" in your areaWhat was one of your favourite childhood memories from this areaName a story or describe a memory, experience or story you have from an elder/ grandmother/ grandfather told you aboutName one "happy" place in your area – why?Name one "sad" place in your area – why?
4. MULTI-CULTURALISM	<ul style="list-style-type: none">With which culture / group / heritage do you identify?Name two other cultures besides your ownWhat typifies /encapsulates your own cultureTangible symbol / aspect (food/drink/dress)Intangible symbol / story tradition beliefName one aspect/element of another culture that you enjoy or admire
5. FIVE SENSES	<ul style="list-style-type: none">Select / identify one attraction:<ul style="list-style-type: none">See?Hear?Touch?Taste?Smell?
6. RESOLUTIONS AND REFLECTIONS	<ul style="list-style-type: none">Wrap-upEvaluation of the DTRMCertificate of attendanceWay forward

THE ROLE OF A FACILITATOR



UPINGTON



ICONIC

- ~~1. Kgalagadi Transfrontier Park (250km away)~~
2. Orange River Cellars (Upington - open)
3. Kalahari-Oranje Museum (Upington - **closed**)
4. Kalahari Craft Beer (Upington - open)
- ~~5. Spitskop Nature Reserve (15 km away)~~
6. Bezalel Wine & Brandy Estate (Upington - open)
- ~~7. Kalahari Safari day tours (100 Km away)~~
8. Upington Slaghuis (Upington - **meat shop**)
9. Speldekussing (Upington - **gift shop**)
10. Sakkie se Arkie (Upington - **closed**)



Tripadvisor



Trip.com





“Think Outside of the Box”

UN-ICONIC

➤ **“Tee op die Trein”
(Tea on the train)**



➤ **“Laslappie Piekniek”
(Patchwork picnic)**



➤ **“Paballelo Cultural Hub”**



A World in One country

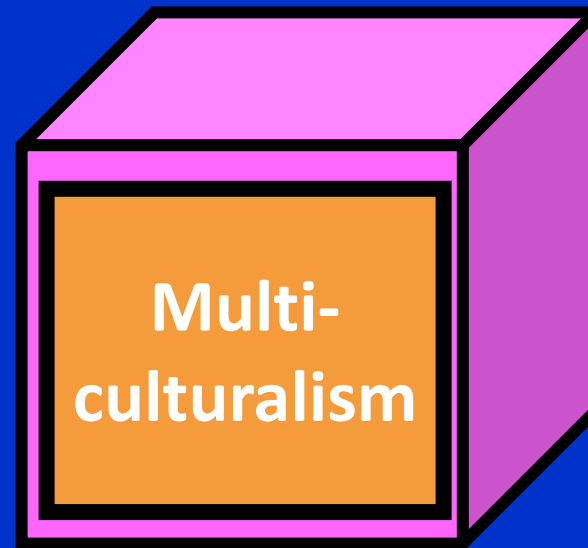
Rainbow nation

Other nations

Other cultures

**Memories
of others**

**Different
belief
systems**



**International
cuisines**

“Think Outside of the Box”

International Institute for Peace through Tourism (IIPT)



Multi-
culturalism

➤ Spanish who were responsible for the Khi Solar One Power Tower



➤ The Tswana groups



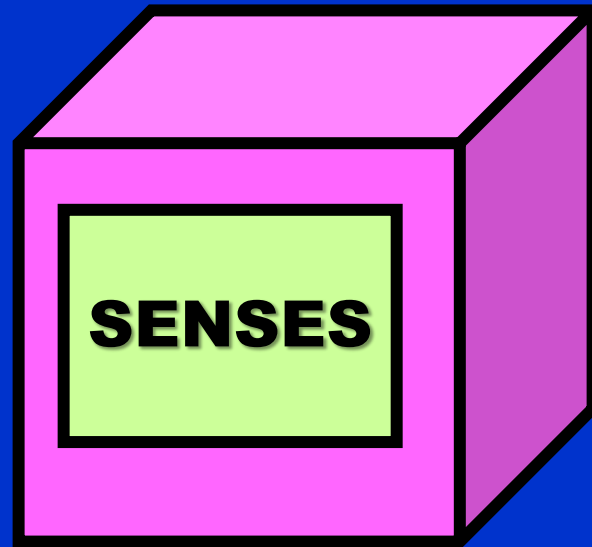
➤ The Coloured communities



SEE

HEAR

TOUCH



TASTE

SMELL

“Think Outside of the Box”

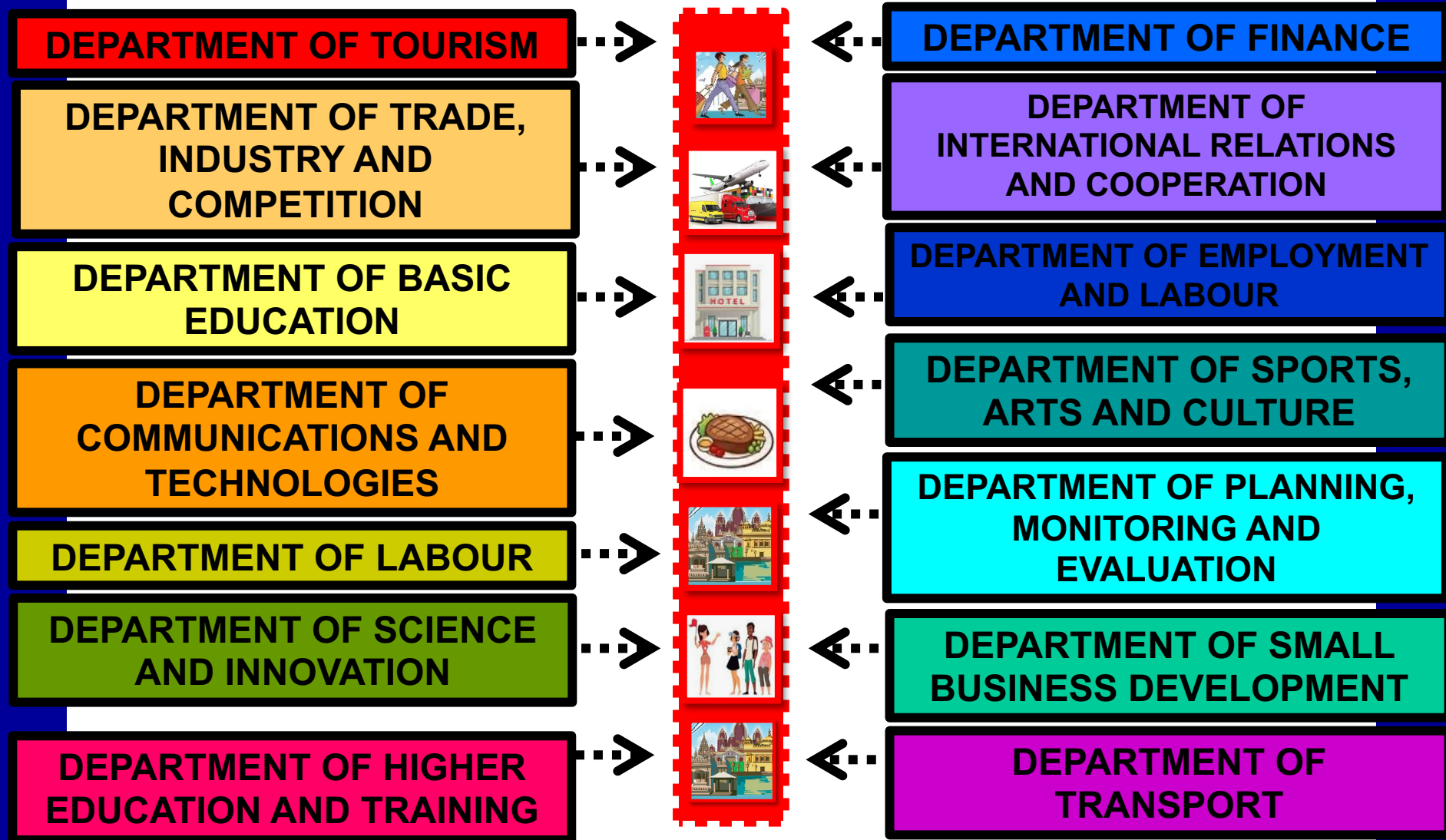
SENSES

“Roosterkoekbraai” (grid bread)

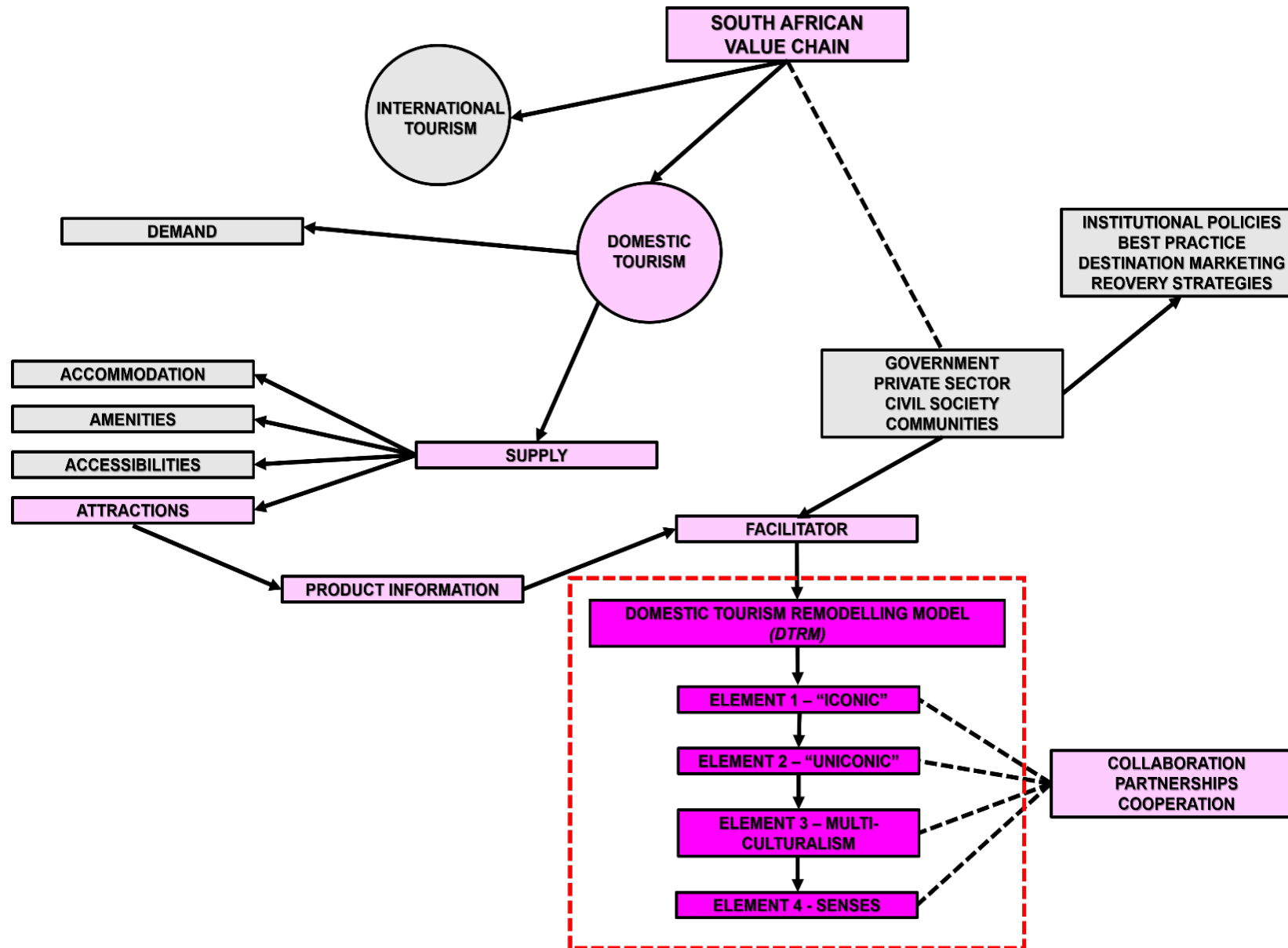
- Knead the dough - Touch
- Cook it - Smell
- Cook it - Hear
- Eat it - See
- Eat it - Taste



TOURISM VALUE CHAIN

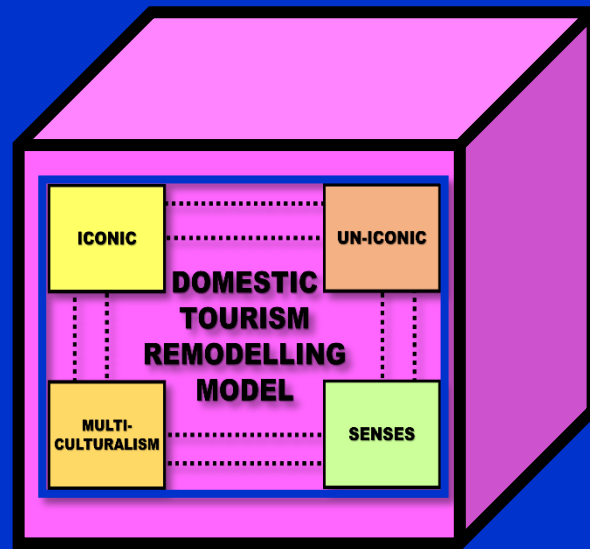


DTRM – refined and piloted within the South African value chain



Conclusion:

The DTRM adds a unique, authentic, distinct and original dimension to the SUPPLY



A reinvigorated PRODUCT will in turn result in stimulating the DEMAND



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Thank you!

