



**tourism**

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Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**

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

**UNIVERSITY OF PRETORIA**

**March 2023**

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## **EXECUTIVE SUMMARY**

This research report had as its mandate the appraisal of the Domestic Tourism Remodelling Model (DTRM). This is a novel tool that was devised by the Department of Historical and Heritage Studies (DHHS) to facilitate the reignition of the local domestic tourism market within a COVID-19 environment. The DTRM was created and developed in theory in Phase I of this research project (2021-2022), while the current Phase II (2022-2023) project was to refine it through a practical piloting process. The premise underscored by this research was that within the tourism domain, the focus on the enhancement of the “supply” side of the tourism value chain, would ultimately stimulate an increase in the “demand” side. The model devised in Phase I had as its intention the reinvigoration of the domestic product through the DTRM tool. This comprised four essential elements with which to revitalise, stimulate and strengthen the domestic product. These elements are the “iconic”; the “un-iconic”; “multi-culturalism” and the “five senses”.

In Phase II, research into a range of global, African and local domestic tourism models were appraised and ultimately endorsed both the strategy and focus of the DTRM in a number of ways. These included 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 the destination image and enhancing the on-site experience; the indispensable need for diversified and unique tourism products; and the necessity of cooperation and collaboration between not only the public and private sector, but also between communities and government departments. Additionally, this research report also assessed, interpreted and appraised the domestic tourism realm in theory and practice, and presented an outline of the development of various policies in this domain. It also considered how the DTRM could be implemented in terms of policy realisation and practical actualisation in any domestic tourism market segment.

The effectiveness and suitability of the DTRM was illustrated by piloting it through a series of practical applications at grassroots level with diverse groupings of stakeholder participants in the Z.F. Mgcawu District Municipality in the Northern Cape province of South Africa. Five narrative-induced workshops were conducted respectively in Upington, Askham and Rietfontein, and the rich and varied responses

were evidence of the new dynamic that the DTRM could provide to the domestic tourism domain. Thus, Phase II of this research project has made it apparent that the DTRM does indeed have the potential to transform the local domestic tourism offering from a bottom-up and sustainable developmental approach by incorporating the input of individuals on the ground in the respective local domains. It used a novel facilitation approach literally inspiring a “think-outside-of-the-box” strategy, equating to a move away from the mundane to the creative so as to stimulate and enthuse the participant stakeholders.

Through this research report it is shown how the DTRM has been applied in a range of practical contexts and hereby been piloted and refined. The six phase practical steps of the implementation process are evidence of how it was and can be positioned to be implemented across various domestic tourism spheres throughout South Africa in both the short as well as the long-term.

## **DEFINITIONS**

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

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

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

**DEMAND** – the willingness and ability of consumers to buy different amounts of a tourism product at different prices during any one period; an all-inclusive profile of the tourist in terms of their travel motivations, destination choice, consumptive decision-making and travel frequency.

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

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

**INBOUND TOURISM** – visitors coming from overseas destinations into a host country, and then partaking in travels within that specific country and/or nation state.

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

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

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

**MAXIM** – a short, pithy statement expressing a general truth or rule of conduct.

**MODEL** – a set of procedures, patterns or systems that serve as an example to follow or imitate within a specific product/service lifecycle.

**OUTBOUND TOURISM** – travelling beyond the boundaries of one's own country to another country and/or nation state.

**PARTNERSHIP** – agreement between relevant stakeholders to advance mutual interests in a specific area.

**PILOT STUDY** – fundamental stage of the research process and the preliminary step to be conducted before any large-scale qualitative and/or quantitative research in order to analyse, appraise and evaluate the area in question for its applicability, flexibility and positioning.

**REFINEMENT** – small changes and/or additions to a specific component so as to optimize, improve and standardize that element within a broader system.

**RESILIENCE** – the capacity of systems to deal with stress by monitoring the stability of the tourism-related regional economy while ensuring the flexibility and diversity necessary for innovation and further development.

**SUPPLY** – the value of tourism products sold by the tourism industry to tourists via travel distribution channels; location specific value chain mechanisms, attributes and entities geared towards the satisfaction of tourist needs and subjective preferences.

**TOURISM CHAIN** – the pattern in the way tourists interact with attractions, destinations and sites.

**TOURISM FLOW** – the spatial patterns, migrations and movements of tourists visiting specific tourist attractions within travel destinations.

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



**TOURISM PRODUCT** – a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall experience for the potential tourist; these products are priced and sold through supply distribution channels and have a lifecycle.

**TOURIST** – a person who travels away from their home and stays away for at least one night, more than 24 hours, at their destination and they may travel for different purposes including business, leisure and exploration; types of tourists could include domestic, regional or international tourists.

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

**VALUE CHAIN** – a system which describes how government, the private sector and civil societies receive or access resources as inputs, wherein value is then added through various processes within the tourism industry.

## **ACRONYMS AND ABBREVIATIONS**

<b>COVID-19</b>	Novel coronavirus of 2019
<b>DHHS</b>	Department of Historical and Heritage Studies
<b>DTGS</b>	Domestic Tourism Growth Strategy
<b>DTRM</b>	Domestic Tourism Remodelling Model*
<b>GDP</b>	Gross Domestic Profit
<b>NDP</b>	National Development Plan
<b>NTSS</b>	National Tourism Sector Strategy
<b>NWU</b>	North West University
<b>POPI</b>	Protection of Personal Information Act
<b>SAR</b>	South African Railways
<b>SARH</b>	South African Railways and Harbours
<b>SATOUR</b>	South African Tourism Board
<b>STATSSA</b>	Statistics South Africa
<b>SWOT</b>	Strengths, Weaknesses, Opportunities and Threats
<b>TBCSA</b>	Tourism Business Council of South Africa
<b>UNWTO</b>	United Nations World Tourism Organisation
<b>UJ</b>	University of Johannesburg
<b>UKZN</b>	University of KwaZulu-Natal
<b>UP</b>	University of Pretoria
<b>WTTC</b>	World Travel and Tourism Council

***\*A novel concept devised and coined by the Department of Historical and Heritage Studies, University of Pretoria in 2021/2022.***

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## CHAPTER 1: CONTEXT OF THE STUDY

### 1.1) Introduction

This study is a follow-on from a Phase I project entitled: “Remodelling the local domestic tourism market within a COVID-19 environment” conducted in the 2021-2022 financial year by the Department of Historical and Heritage Studies (DHHS) at the University of Pretoria (UP).<sup>1</sup> This research developed a novel approach to the product component within the local domestic domain and found that in contrast to institutional portrayals that the aforesaid market in South Africa, in theory, remains severely under-developed, under-researched, limited in understanding and a fragmented field of knowledge at best.<sup>2</sup>

In this context DHHS formulated a conceptual model to serve as a benchmarking tool to reinvigorate and reignite the local tourism domain from a supply point of view in light of the sector’s long-term recovery plan in the wake of the pandemic.<sup>3</sup> This model honed in on encouraging and stimulating the development of a tourism product that takes into account other dimensions and or aspects that were not traditionally or formerly or conventionally regarded as part of the “tourism offering”.<sup>4</sup> It is by focussing on the product that this research report argued that you can remodel the supply in order to have a knock-on effect in terms of demand at a local or domestic level in order to resuscitate and strengthen tourism.<sup>5</sup> It is within this South African domestic tourism sphere that UP developed and presented the – “Domestic Tourism Remodelling Model” (DTRM) within the South African Tourism value chain.<sup>6</sup> (See Figure 1)

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<sup>1</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>2</sup> R. Scheyvens, ‘Poor cousins no more: valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7 (4), 2009, pp. 307-325; F. Mahlalela, ‘COVID-19: Tourism industry preparing for recovery’, *Independent Online* (August 2020), pp. 1 – 55.

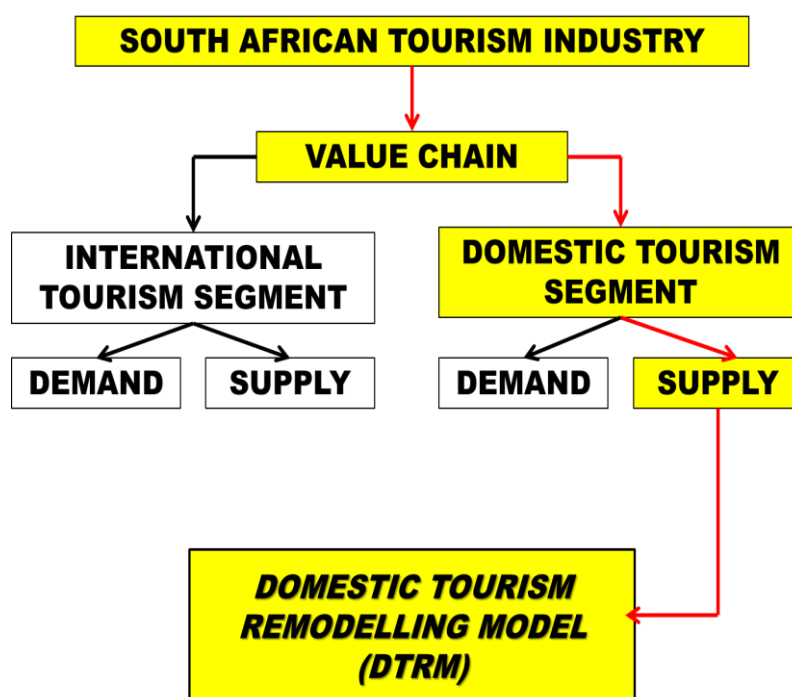
<sup>3</sup> National Department of Tourism, 2020, <<http://www.tourism.gov.za>>, Accessed: July 2022.

<sup>4</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>5</sup> *Tourism Sector Recovery Plan (August 2020); Tourism Recovery Plan (March 2021)*.

<sup>6</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

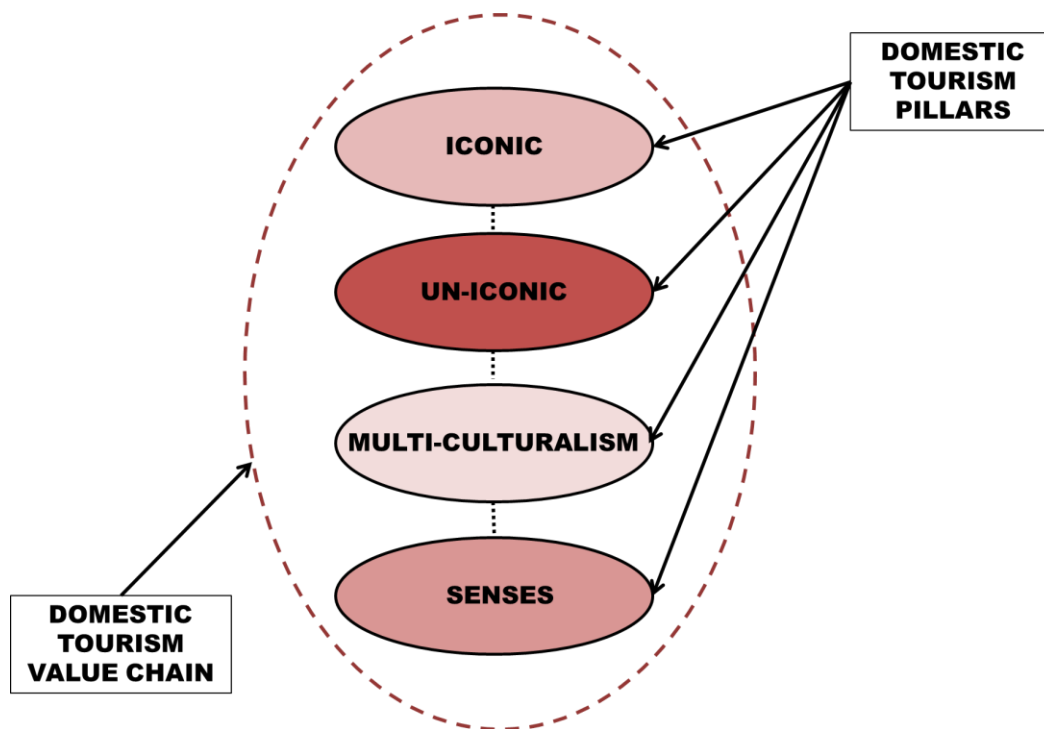
**Figure 1: DTRM in the South African tourism value chain**



The DTRM is thus an instrument which can be implemented within a local travel market to refocus, revitalise and re-energise the tourism product in a domestic environment. The DTRM is devised to incorporate what exists, and then expand and extend the product so as to make the domestic tourism market more attractive, viable and profitable, particularly to a local South African audience. In essence it focuses on the enhancement of the “supply” side of the tourism value chain, as illustrated above, in order to increase the “demand” side.<sup>7</sup> The devised model, DTRM, comprises of four key elements which can be applied to a range of localised travel spaces throughout South Africa. These outlined elements include – “iconic”, “un-iconic”, “multi-culturalism” and “senses”. (See Figure 2)

<sup>7</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

**Figure 2: Elements of the DTRM**



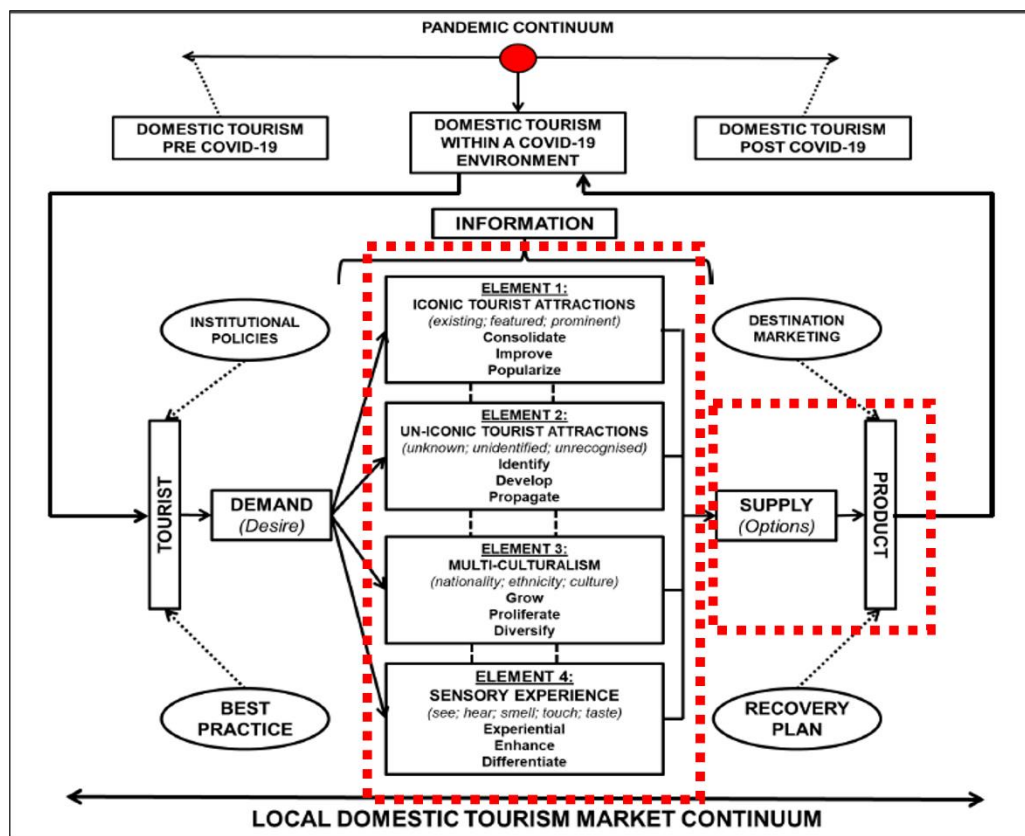
The first of these four elements, iconic, consolidates the already established tourist attractions within a particular area or region, the remaining three elements in turn are intended to invigorate the local domestic travel market in that specific touristic setting. This current phase of the project, Phase II, specifically addresses these three remaining elements with tourism stakeholders in these settings. The DTRM was piloted with a range of stakeholders who were encouraged to embrace different dimensions of their local domestic domain, while at the same time were enthused to approach tourism products from a different and innovative perspective. In this process of piloting, the DTRM was assessed, appraised and refined in order to optimise its potential to act as a catalyst to reshape the form and nature of the domestic tourism landscape so as to attract a wider tourist audience, especially from inside the localised travel arena. The intention of the DTRM holistically is therefore to engage and/or rebuild the existing tourism features and augment them with new attractions, as well as add innovative dimensions to invigorate domestic travels throughout South Africa.<sup>8</sup>

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<sup>8</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

It is believed that the DTRM has the potential to transform local tourism offerings, as it can strengthen and invigorate existing, and stimulate non-existing, aspects of the tourism “product”. Phase II of the research determined the feasibility and touristic viability of the practical application and implementation of the DTRM. It likewise enhanced and produced a final DTRM to guide how domestic tourism in South Africa can be reignited as part of the sector’s long-term hyper-local continuum going forward.<sup>9</sup> This took into account various pivotal components such as institutional policies, best practice mechanisms, destination marketing operations, as well as instituted recovery plans along the way. (See Figure 3)

**Figure 3: DTRM as part of the South African tourism value chain – before piloting and refining<sup>10</sup>**



<sup>9</sup> National Development Plan 2030; Domestic Tourism Growth Strategy (2012 – 2020); National Tourism Sector Strategy (2016 – 2026); Tourism Sector Recovery Plan (August 2020); Tourism Recovery Plan (March 2021).

<sup>10</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.



The Domestic Tourism Remodelling Model (DTRM) is an instrument which can be implemented within a local travel market to refocus, revitalise and re-energise the “product and/or service” within that specific domestic market setting. The DTRM is devised to incorporate what exists, and then expand and extend the tourism attraction so as to make the domestic tourism destination more attractive, viable, responsible, sustainable and profitable in the short as well as the long-term. Thus, the DTRM focuses on the enhancement of the “supply side” of the domestic tourism value chain in order to increase the “demand side”.<sup>11</sup>

It was found that the former, the supply side, was in need of serious academic attention as underscored by the commissioned findings presented by the University of KwaZulu-Natal (UKZN), the University of Johannesburg (UJ) and the North West University (NWU) in 2021-2022.<sup>12</sup> At this stage it is also important to note that the DTRM, with its inherent emphasis and focus on the supply side of the domestic tourism market segment, will stand in contrast to recent findings produced in terms of the “Domestic Tourism Monitoring and Evaluation Framework” that subsequently only focussed on the demand-side of the domestic tourism continuum in South Africa.<sup>13</sup> (See Figure 4)

Thus, the conceptualisation and contextualisation of the DTRM in essence creates a new area of academic inquiry in the broader tourism fraternity. Therefore, it is fair to argue even at this stage, based on the findings presented in Phase I of this broader study, that the DTRM offers a unique, authentic, distinct and original perspective to the South African domestic tourism scholarship, in theory and in practice.

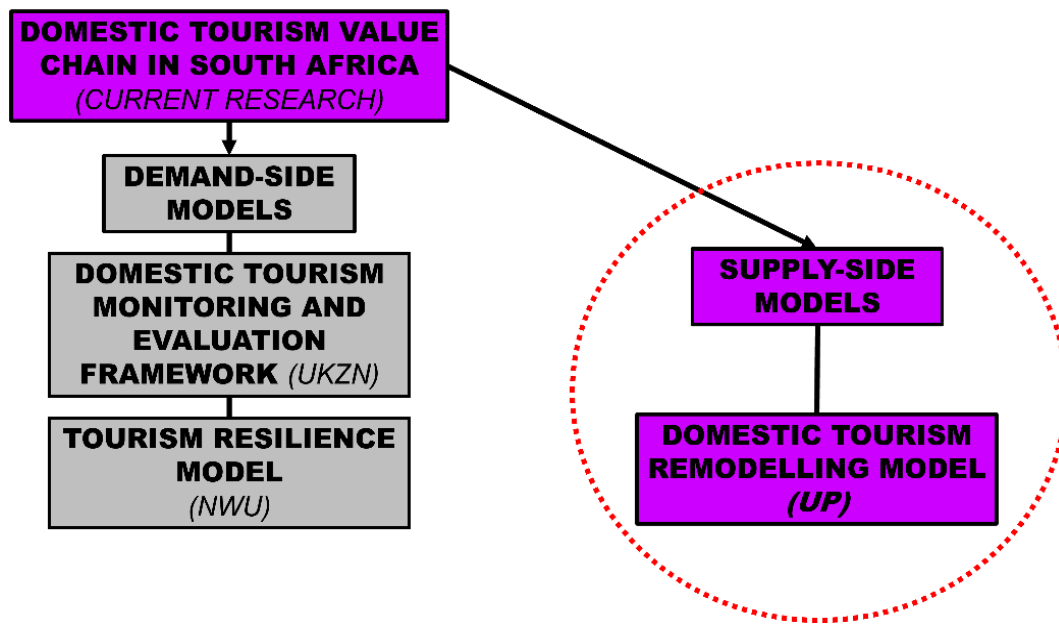
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<sup>11</sup> University of Pretoria, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>12</sup> University of Johannesburg, *The impact of COVID-19 on tourism sector demand and supply in South Africa*, 2021, pp. 1-114; North West University, *South African tourism sector demand and supply towards post COVID-19 resilience*, 2021, pp. 1-130.

<sup>13</sup> University of KwaZulu-Natal, *Re-examining perspectives on the recovery of South Africa’s domestic tourism in a COVID-19 environment*, 2021, pp. 1-147.

Figure 4: The DTRM within the South African tourism fraternity



It is within this outlined milieu that the Department of Historical and Heritage Studies (DHHS) in the Faculty of Humanities at the University of Pretoria (UP) sets forth to investigate, “*The piloting and refining of the Domestic Tourism Remodelling Model*”, in partnership with the Department of Tourism for South Africa in the 2022/23 financial year.

## 1.2) Rationale of the study

The rationale for the study is to transform the industry at a local domestic tourism level through introducing and trialling of the devised DTRM. In line with best practice in the global South the domestic domain is seen as the first stage in the process of rejuvenation and re-ignition of the tourism sector.<sup>14</sup> The scope of the study will entail:

- The reviewing of key background documents on related modules to reignite domestic tourism.
- The conducting of a pilot study to determine the practical application and implementation of the DTRM.

<sup>14</sup> R. Musavengane & L. Leonard, ‘COVID-19 impacts on tourism: South Africa’s experiences’, *Development Southern Africa* 39 (1), 2021, pp. 1 -22.

- 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.

### 1.3) Problem statement

It was agreed that the DTRM, with its four key components, needed to be piloted in order to test its veracity in a practical environment. Role players and stakeholders needed to be included from both the professional and practitioner sectors within the domestic tourism domain. Additionally, the proposed research calls for an investigation that would also consider the potential elements of recuperation and innovation at a community level in a delineated provincial case study. This in turn would address the problem by refining the innovative potential of the DTRM so as to address these negative impacts and positive growth points. Moreover, it is envisioned that the final DTRM will encapsulate the broad spectrum of the outlined “domestic tourism mix”, to ensure that the industry is equipped to withstand future challenges, global crises and other internal and/or external negative influences.<sup>15</sup> In other words, to emerge as a more vibrant and viable industry which has the potential to ensure a steadfast and sustainable future for the South African domestic tourism environment.<sup>16</sup>

The domestic tourism sector, it has been found, is in dire need of new strategies which are innovative, practical and long-term orientated.<sup>17</sup> In order to overcome the problems which go beyond the current South African economic decline – including aspects raised by the Ministry of Trade Industry and Competition, the Tourism Business Council of South Africa (TBCSA) and Statistics South Africa (STATS SA) such as South Africa being a long-haul travel destination in terms of the global North; the security factor in the broader sense of tourist safety; rising costs of living; lower levels of disposable incomes; vast unemployment especially amongst the youth demographic; as well as the increasing competition within the African continental travel

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<sup>15</sup> University of Pretoria, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>16</sup> F. Mahlalela, “Covid-19: Tourism industry preparing for recovery”, 14 August 2020, <<https://www.iol.co.za/pretoria-news/opinion/covid-19-tourism-industry-preparing-for-recovery-72a8c52d-af3b-471d-9776-0c0f5c818116>>, Accessed: July 2022.

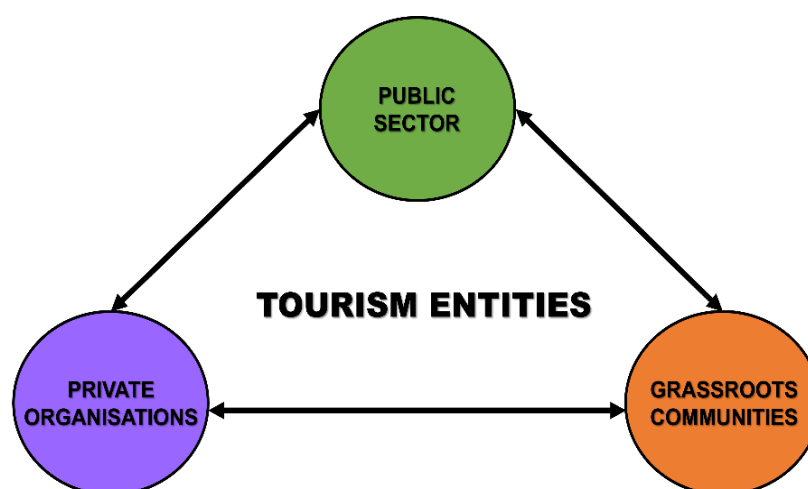
<sup>17</sup> R. Musavengane & L. Leonard, ‘COVID-19 impacts on tourism: South Africa’s experiences’, *Development Southern Africa* 39 (1), 2021, pp. 1 -22.

market.<sup>18</sup> Thus, the South African tourism sector needs to turn its attention to the domestic market by way innovative ideas such as the proposed DTRM and explore ways in which to bring about radical socio-economic change. The current project (Phase II), therefore set out to do exactly that: **pilot** and **refine** the devised model in order to contribute to the sector's recovery plan.

#### 1.4) Purpose of the study

The purpose of the investigation is to analyse, interpret, trial and evaluate the DTRM within the established local domestic tourism environment, and amongst role players and stakeholders, within South Africa's various localised travel settings. Thus, the purpose of the current Phase II study is to appraise and assess the DTRM in order to pilot and refine it for later implementation more broadly throughout the country. (See Figure 5)

*Figure 5: Interrelationships within the South African domestic tourism market segment*



#### 1.5) Research questions

The research questions include, but are not limited to:

- How has the international industry, in both the global North and South, attempted to develop models to define and address domestic tourism?

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<sup>18</sup> Department of Trade Industry and Competition, <<http://www.thedtic.gov.za>>, 2022, Accessed: November 2022; Tourism Business Council of South Africa, <<http://www.tbcsa.travel>>, 2022, Accessed: July 2022; Statistics South Africa, <<http://www.statssa.gov.za>>, 2021, Accessed: July 2022.

- What are the current prevailing strengths, weaknesses, opportunities and threats within the domestic tourism market (SWOT)?
- How can the success and sustainability of an innovative domestic tourism model be piloted and refined going forward?
- Can the DTRM be practically applied and realistically implemented in a local domestic tourism environment within South Africa?

### **1.6) Research objectives**

The objectives of the study sought to explore the following:

- 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 with stakeholders.
- 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.

## CHAPTER 2: APPROACH AND DESIGN

### 2.1) Research methodology

The envisaged research methodology is qualitative given the scope and extent of the research questions and objectives for the study. This includes the assessing of both primary and secondary sources, the evaluating of relevant and applicable international and national models, and the interpreting of fieldwork to ascertain the potential and applicability of the DTRM. This would also include consultative research with a range of stakeholders that make up the “domestic tourism mix” in a particular area or region along with discussion groups with tourism authorities, local practitioners and grassroots communities.<sup>19</sup> This would in turn establish the SWOT of the DTRM – within the particular “domestic tourism mix” in order to create a sustainable domestic tourism synergy.<sup>20</sup>

The above-mentioned research included three case studies in the Northern Cape province of South Africa. That include: Askham (Dawid Kruiper Local Municipality), Upington (Kai! Garib Local Municipality) and Rietfontein (Mier Local Municipality) all located in the Z.F. Mgcawu District Municipalities.<sup>21</sup> These case study locations were used for trialling the devised model, DTRM, in order to refine and appraise it. (See Figure 6)

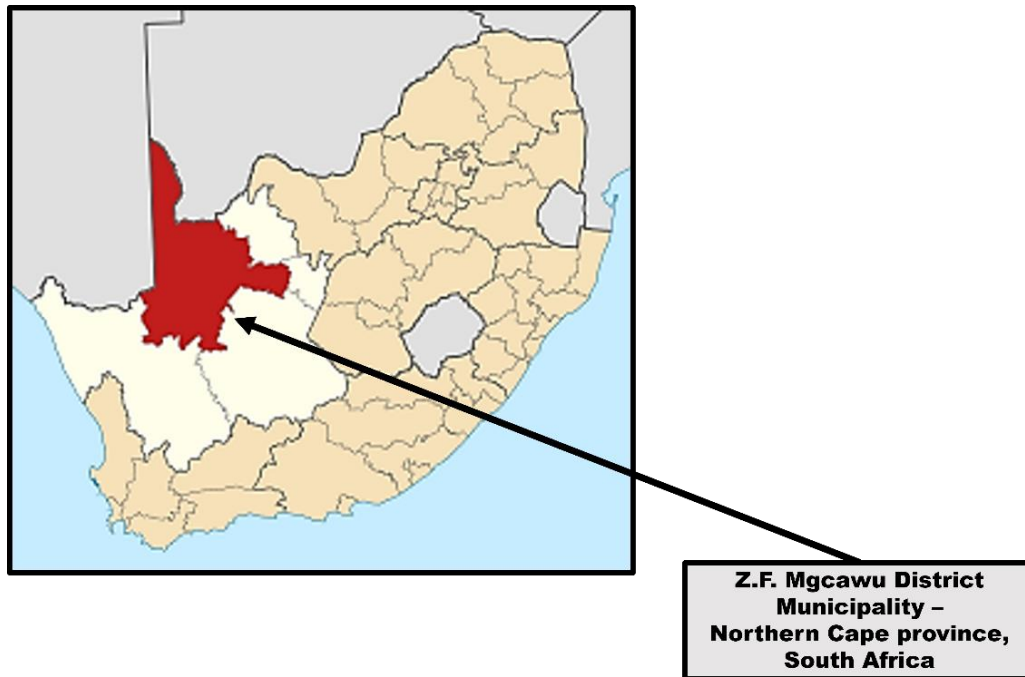
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<sup>19</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>20</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>21</sup> University of Pretoria – Department of Historical and Heritage Studies, *The Indigenous Story Teller (IST): The Northern Cape as a case study*, 2019, pp. 1-117.

**Figure 6: Case study – Z.F. Mgcawu District Municipality, Northern Cape**



## **2.2) Data collection and analysis**

A purely qualitative research approach was adopted for the research strategy. The data collection entailed practical discussions, consultations and interviews with individuals in their professional and experiential capacity using open-ended questions but, in a narrative-induced workshop setting. This included discussion groups in selected areas and regions of the Northern Cape province in order to generate data regarding existing and established domestic tourism structures, as well as the gauge the receptivity of the devised DTRM. The key objective of this research approach was thus to pilot and refine the DTRM in an engaging manner. Research regarding other models pertaining to domestic tourism and its reignition were likewise conducted. These were considered for possible additions, adaptations or refinements of the DTRM. The input and experience gained from the range of discussion groups and narrative-induced workshops was evaluated and appraised in order to refine and pilot the DTRM within the local South African “travelscape”.

## **2.3) Ethical aspects**

An amendment to the existing research and ethics approval was sought in order to add the additional phase and the extended nature of the research engagement with individual participants and stakeholders. This was submitted to the Postgraduate

Research and Ethics Committees of the Faculty of Humanities for approval in accordance with the UP's research and ethics policy. These regulations require that the proposal as well as the research questions (open-ended) be submitted for approval. This was done along with the inclusion of a "Letter of Introduction and Informed Consent" which guaranteed anonymity both in terms of the individual as well as his/her affiliations or positions, if so required. It also included the Photo/Video release form for purposes of permission and to comply with the Protection of Personal Information Act (POPI). In addition, a Letter of support from the Department of Tourism was also submitted to verify the research project.

#### **2.4) Chapter summary**

Based on the aforementioned ethical parameters this research project aims to conceptualise and contextualise the DTRM, as a supply-side domestic tourism model, within the broader South African tourism value chain using the Northern Cape as a case study. As indicated Upington, Rietfontein and Askham will serve as the pilot areas in the Z.F. Mgcawu District Municipality for the intended fieldwork with identified stakeholder participants.



## CHAPTER 3: CONCEPTUAL OVERVIEW

### 3.1) Theoretical background

As argued in the research report entitled “Remodelling the local domestic tourism market within a COVID-19 environment” (2021-2022), domestic tourism remains one of the most underrated niches within the travel domain, often referred to as the “poor cousin” to the international tourism market segment given the latter’s “monopolised revenue generating systems”.<sup>22</sup> As indicated, in the aforesaid report, the tourism domain is generally associated with “iconic” international destinations usually at the expense of “un-iconic” domestic attractions.<sup>23</sup> In this context, the “local” is often overlooked, side-lined and/or marginalised when it comes to established travel cultures, with South Africa being no exception.<sup>24</sup>

More than a decade ago, the Department of Tourism in South Africa launched the National Tourism Sector Strategy (NTSS) (2012 – 2020) which focussed on the development of a “national domestic tourism growth strategy” as a key contributor to a sustainable local tourism economy.<sup>25</sup> This initial strategy was, however, quickly reviewed for the period 2016 – 2026 so as to not only be more in line with the newly inducted National Development Plan (NDP) of 2030 for South Africa, but also to address the declining global economy and how it potentially could affect the South African travel domain and its associated market segments, including domestic tourism.<sup>26</sup> This latter strategy in part intended to:

accelerate programmes and projects that are aimed at benefitting local communities; prioritise campaigns that target both the lower and higher ends of the domestic tourism market; create a holiday [travel] culture among

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<sup>22</sup> Z.G. Yong, L.M. Yu, H.J. Min & L. Peng, ‘Research on dual monopoly in the tourism industry and related price coordination and policy regulation’, *Tourism Tribune* 34 (3), 2019, pp. 12 – 27; R. Scheyvens, ‘Poor cousins no more: valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7 (4), pp. 307-325; J. Jafari, ‘On domestic tourism’, *Annals of Tourism Research* 13, 1986, pp. 491-496; D.G. Pearce, ‘International and domestic tourism: Interfaces and issues’, *GeoJournal* 19 (3), 1989, pp. 259-260.

<sup>23</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

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

<sup>25</sup> National Department of Tourism, 2020, <<http://www.tourism.gov.za>>, Accessed: July 2022; *National Tourism Sector Strategy (2012 – 2020)*; *National Tourism Sector Strategy (2016 – 2026)*; *National Development Plan 2030*.

<sup>26</sup> *Domestic Tourism Growth Strategy (2012 – 2020)*; *National Tourism Sector Strategy (2016 – 2026)*; *National Development Plan 2030*.

previously disadvantaged groups; and extend visits to friends and relatives into tourism leisure and market domestic leisure to all major local markets.<sup>27</sup>

As underlined above, domestic tourism is frequently disregarded in favour of the seemingly more lucrative international tourism industry.<sup>28</sup> However, global domestic tourism statistics prove otherwise. In the 2018/2019 financial year, more than 9 billion domestic trips were recorded globally.<sup>29</sup> According to the World Travel and Tourism Council (WTTC), domestic tourism accounted for 73% of global tourism spending in 2018.<sup>30</sup> However, unlike this global trend and trajectory South Africa experienced a decrease in domestic trips between 2008 and 2019. In 2008, 32.9 million trips were taken compared to the 28 million domestic trips recorded in 2019.<sup>31</sup> Domestic tourism accounted for almost 80% of all tourist arrivals in South Africa in 2008.<sup>32</sup> In the first half 2022, South Africans took 15.2 million domestic tourism trips,<sup>33</sup> and by September 2022 the number had only risen to 23.9 million trips,<sup>34</sup> but had not reached pre-pandemic statistics. These figures reflect the period of hard and soft Covid-19 lockdown at an international and national level, where domestic tourism became the order of the day around the globe. These figures also indicate that the domestic tourism sector was active under Covid and post-Covid circumstances.

This situation, along with the dramatic global decline in international travel, endorses the need to refocus on and re-examine domestic tourism as a means to reignite and reinvigorate the tourism sector, especially within a South African context.

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<sup>27</sup> National Department of Tourism, 2020, <<http://www.tourism.gov.za>>, Accessed: July, 2022.

<sup>28</sup> J. Jafari, 'On domestic tourism', *Annals of Tourism Research* 13, 1986, pp. 491-496; D. G. Pearce, 'International and domestic tourism: Interfaces and issues', *GeoJournal* 19(3), 1989, pp. 259-260; I. Sindiga, 'Domestic tourism in Kenya', *Annals of Tourism Research* 23(1), 1996, pp. 19-31; R. Scheyvens, 'Poor cousins no more: valuing the development potential of domestic and diaspora tourism', *Progress in Development Studies* 7(4), 2007, pp. 307-325; Z.G. Yong, L.M. Yu, H.J. Min and L. Peng, 'Research on dual monopoly in the tourism industry and related price coordination and policy regulation', *Tourism Tribune* 34 (3), 2019, pp. 12 – 27.

<sup>29</sup> UN World Tourism Organisation, *Briefing note – Tourism and COVID-19: Understanding Domestic Tourism and Seizing its Opportunities*, 2020, p.2.

<sup>30</sup> World Travel and Tourism Council, *Domestic Tourism: Importance and economic impact*, 2018, p. 1.

<sup>31</sup> SA Tourism, *Domestic Tourism Performance 2008, 2009*, p. 3; Statistics South Africa, *Domestic Tourism Survey 2019, 2020*, p. 8.

<sup>32</sup> SA Tourism, *Domestic Tourism Performance 2008, 2009*, p. 4.

<sup>33</sup> South African Government, 'Minister Lindiwe Sisulu: Presentation of Domestic and International Tourism Performance', <<https://www.gov.za/speeches/minister-lindiwe-sisulu-presentation-domestic-and-international-tourism%C2%A0performance-1-sep>>, 1 September 2022, access: 12 February 2023.

<sup>34</sup> South African Government, 'Tourism on high numbers ahead of festive season', <<https://www.gov.za/speeches/tourism-high-tourism-numbers-ahead-festive-season-6-dec-2022-0000#:~:text=According%20to%20the%20Minister%2C%20%E2%80%9CDomestic,compensate%20for%20the%20lost%20time.%E2%80%9D>>, 6 December 2022, access: 12 February 2023.

### 3.2) Literature review

This literature review is divided into four main sections. These consider: research on domestic tourism models; measures to enhance domestic tourism; domestic tourism in South Africa; and lastly, the Northern Cape as a tourism destination.

#### 3.2.1) International domestic tourism models

In 2002, shortly after the outbreak of SARS-CoV-1, T. Huybers conducted a survey among Melbourne residents in Australia to ascertain the determinants in domestic tourists' short-stay destination choices.<sup>35</sup> Although the article 'Domestic Tourism Destination Choices – a Choice Modelling Analysis' does not explicitly focus on the outbreak and its impact on domestic tourism destination choices, Huybers does already note that such events will result in the substitution of international for domestic travel.<sup>36</sup> In analysing the results of the survey, "choice modelling" is used to determine the propensity for certain destinations and destination attributes. Huybers explains that the choice modelling method

is based on the key premise that consumers [tourists] base their purchase decisions [destination choice] on comparative attributes of a relevant set of rival products [other destinations].<sup>37</sup>

Amenities, crowdedness, environment (natural or cultural/historical, or a mix), an event or festival, expenditure per person, season and travel time (including mode of transportation) were identified as the seven major destination and trip attributes. The choice modelling analysis found that all attributes had significant importance for destination choice. More specifically, attributes such as amenities, less crowdedness, and events and/or festivals are of significant importance and the absence of any of these will negatively impact destination choice. An increase in trip expenditure also resulted in the destination becoming less attractive. The analysis further found that attributes such as environment and travel time had a less significant impact on destination choice.<sup>38</sup> Huybers concludes that it is of utmost importance for destination managers and marketers to have knowledge of the determinants of domestic tourists'

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<sup>35</sup> T. Huybers, 'Domestic Tourism Destination Choices – a Choice Modelling Analysis', *International Journal of Tourism Research* 5, 2003, pp. 445-459.

<sup>36</sup> T. Huybers, 'Domestic Tourism Destination Choices – a Choice Modelling Analysis', *International Journal of Tourism Research* 5, 2003, p. 445.

<sup>37</sup> T. Huybers, 'Domestic Tourism Destination Choices – a Choice Modelling Analysis', *International Journal of Tourism Research* 5, 2003, p. 446.

<sup>38</sup> T. Huybers, 'Domestic Tourism Destination Choices – a Choice Modelling Analysis', *International Journal of Tourism Research* 5, 2003, pp. 448-458.

destination choices in order to accurately position or reposition the destination in the market.<sup>39</sup>

In 2013 H. Alipour, H. Kilic and N. Zamani argued that conflict, international sanctions and the Iranian government's suspicion of international tourism resulted in a dire neglect of the industry, which has in turn negatively impacted the development and promotion of domestic tourism.<sup>40</sup> As such, the authors proposed a domestic tourism model in the article 'The untapped potential of sustainable domestic tourism in Iran'.<sup>41</sup> The Adaptive Domestic Tourism Model (ADTM) "contextualises domestic tourism planning within a sustainability framework that accounts for resources, activities and communities to be integrated in each domestic tourism enterprise locally and regionally".<sup>42</sup> The ADTM is based in a decentralised tourism system in which government, tourism product and service owners, and local communities all contribute to the development and promotion of domestic tourism. Furthermore, it is based on local knowledge and values and incorporates local social dynamics to ensure the sustainability of domestic tourism. The successful implementation of the ADTM is dependent on the aforementioned aspects as well as rigorous research and applicable policy. The authors conclude by stating that it is "a framework that would help to reconcile the policy-makers' suspicious attitude towards international mass tourism, to identify bottlenecks that hamper the tourism system in Iran, and to accommodate the population's recreational needs".<sup>43</sup>

In a 2013 report compiled by the Department of Tourism Management at the University of Pretoria, it was argued that "there is a lack of research on the product offerings in terms of meeting the needs" of the five market segments identified in the Department of Tourism's Domestic Tourism Growth Strategy.<sup>44</sup> As such, the report set out to

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<sup>39</sup> T. Huybers, 'Domestic Tourism Destination Choices – a Choice Modelling Analysis', *International Journal of Tourism Research* 5, 2003, p. 459.

<sup>40</sup> H. Alipour, H. Kilic & N. Zamani, 'The untapped potential of sustainable domestic tourism in Iran', *Anatolia* 24(3), 2013, pp. 468-483.

<sup>41</sup> H. Alipour, H. Kilic & N. Zamani, 'The untapped potential of sustainable domestic tourism in Iran', *Anatolia* 24(3), 2013, pp. 468-483.

<sup>42</sup> H. Alipour, H. Kilic & N. Zamani, 'The untapped potential of sustainable domestic tourism in Iran', *Anatolia* 24(3), 2013, p. 473.

<sup>43</sup> H. Alipour, H. Kilic & N. Zamani, 'The untapped potential of sustainable domestic tourism in Iran', *Anatolia* 24(3), 2013, p. 481.

<sup>44</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, p. 11.

develop a model to “determine the particular experience needs of the five key domestic market segments that will inform more appropriate and specific product development”.<sup>45</sup> Product offerings used in the study include transport; package tours; local tours; accommodation; attractions; and events and activities/special interest offerings. Four tourism nodes were identified, and a questionnaire was used to determine which product offerings were lacking for each of the five segments. Based on an analysis of the responses, each of the five market segments were positioned in relation to their needs and current product offerings in each of the four nodes. The results were then used to make recommendations specific to each tourism node and the products available in that node.<sup>46</sup> It was concluded that “decision-makers need to decide whether the appropriate response to gaps in a particular market segment should be addressed through the improvement of the tourist offerings or through a greater focus on developing the demand, or both”.<sup>47</sup>

In the article, ‘Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists’, the authors propose a model to determine the “causal relationships among destination image, perceived quality, satisfaction and behavioural intention in the context of domestic tourism”.<sup>48</sup> In developing the model, six constructs were assessed: cognitive image (destination attributes); affective image (tourists’ perceptions of and feelings towards the destination); overall image; perceived quality; satisfaction; and behavioural intentions.<sup>49</sup> D. Stylidis, Y. Belhassen & A. Shani posed nine hypotheses for the study and conducted a survey of 240 domestic tourists in the city of Eilat in Israel. It was found that the cognitive image had a positive effect on both the affective and overall images of the destination. However, the affective image had a far greater impact on the overall image. Domestic tourists’ perceived quality and satisfaction with the

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<sup>45</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, p. 11.

<sup>46</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, pp. 35-119.

<sup>47</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, p. 121.

<sup>48</sup> D. Stylidis, Y. Belhassen & A. Shani, ‘Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists’, *Current Issues in Tourism* 20(15), 2017, p. 1654.

<sup>49</sup> D. Stylidis, Y. Belhassen & A. Shani, ‘Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists’, *Current Issues in Tourism* 20(15), 2017, p. 1660.

destination was greatly impacted by the overall destination image. These then had a positive effect on domestic tourists' behavioural intentions, in that they indicated a strong desire to return to the destination and recommend it to others.<sup>50</sup> The authors conclude by recommending that the affective image of a destination be improved and that local communities be involved as they can reinforce the destination image and enhance the on-site experience.<sup>51</sup>

B. E. Bayih and A. Singh, like other scholars, contend that the lack of research on domestic tourists' motivations and behavioural intentions has in turn had negative implications for the development of adequate domestic tourism policies.<sup>52</sup> As such, the authors developed a domestic tourism behavioural model to assess the "relationships among travel motivations (push and pull), overall satisfaction, and behavioural intentions of domestic tourists in Ethiopia".<sup>53</sup> For 'Modelling domestic tourism: motivations, satisfaction and tourist behavioural intentions', a survey of 386 domestic tourists at four of the country's most popular destinations was conducted.<sup>54</sup> Pull motivations for this study were defined as: natural and cultural heritage sites; weather/climate; safety and security; festivals and events; traditional food; and shopping. Push motivations included: the need to acquire new knowledge; interest to visit a place not visited before; explore cultural resources; rest and relaxation; visit friends and relatives; and the desire to be away from home.<sup>55</sup> It was found that pull motivations have a major effect on satisfaction, the intention to revisit and recommend the destination to others. As such, "the attributes of destinations are the most critical elements that control domestic tourists' satisfaction of their travel experiences and destination loyalty".<sup>56</sup>

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<sup>50</sup> D. Styliadis, Y. Belhassen & A. Shani, 'Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists', *Current Issues in Tourism* 20(15), 2017, pp. 1660-1667.

<sup>51</sup> D. Styliadis, Y. Belhassen & A. Shani, 'Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists', *Current Issues in Tourism* 20(15), 2017, p. 1667.

<sup>52</sup> B. E. Bayih & A. Singh, 'Modelling domestic tourism: motivations, satisfaction and tourist behavioural intentions', *Heliyon* 6, 2020, p. 2.

<sup>53</sup> B. E. Bayih & A. Singh, 'Modelling domestic tourism: motivations, satisfaction and tourist behavioural intentions', *Heliyon* 6, 2020, p. 2.

<sup>54</sup> B. E. Bayih & A. Singh, 'Modelling domestic tourism: motivations, satisfaction and tourist behavioural intentions', *Heliyon* 6, 2020, pp. 1-17.

<sup>55</sup> B. E. Bayih & A. Singh, 'Modelling domestic tourism: motivations, satisfaction and tourist behavioural intentions', *Heliyon* 6, 2020, p. 6.

<sup>56</sup> B. E. Bayih & A. Singh, 'Modelling domestic tourism: motivations, satisfaction and tourist behavioural intentions', *Heliyon* 6, 2020, p. 13.

In 2020 S. K. Deb and S. Nafi outlined the interrelationships of tourism stakeholders, their various roles in the event of a crisis such as Covid-19 and provided guidelines for decision making during such an occurrence.<sup>57</sup> In the article 'Impact of Covid-19 pandemic on tourism: recovery proposal for future tourism', Deb and Nafi posed three different scenarios with regards to the pandemic to outline the role of each tourism stakeholder: low incidence (pandemic will end in six months); medium incidence (pandemic will end in six to twelve months); and lastly, high incidence (pandemic will last more than a year). In the event of the pandemic ending in six months, it was proposed that governments would lift travel restrictions and incentivise small tourism enterprises; tourism services and products would promote special offers; and tourists would travel more. For the second scenario, it was proposed that government would uphold restrictions on international tourists and incentivise both small and medium tourism enterprises; the tourism industry would try to minimise losses through cost-cutting measures; and tourists would travel less because of economic circumstances. The last scenario was proposed to entail long-term government support for all tourism enterprises; the tourism industry would experience severe unemployment; and tourists would travel less for the foreseeable future.<sup>58</sup> Policy implications for all scenarios include the maintenance of health and safety guidelines, a focus on urban tourism; government incentives for the tourism industry and tourists; public, private and community partnerships; discounted rates on transportation and accommodation; and action plans to mitigate the effects of the pandemic.<sup>59</sup> These scenarios and proposed policy implications can also be used for other crises to guide government and industry responses.<sup>60</sup>

In the article 'Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe' P. Matura proposed strategies to promote domestic tourism

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<sup>57</sup> S. K. Deb & S. Nafi, 'Impact of Covid-19 on tourism: Recovery proposal for future tourism', *GeoJournal of Tourism and Geosites* 33(4), 2020, pp. 1486-1492.

<sup>58</sup> S. K. Deb & S. Nafi, 'Impact of Covid-19 on tourism: Recovery proposal for future tourism', *GeoJournal of Tourism and Geosites* 33(4), 2020, p. 1490.

<sup>59</sup> S. K. Deb & S. Nafi, 'Impact of Covid-19 on tourism: Recovery proposal for future tourism', *GeoJournal of Tourism and Geosites* 33(4), 2020, p. 1491.

<sup>60</sup> S. K. Deb & S. Nafi, 'Impact of Covid-19 on tourism: Recovery proposal for future tourism', *GeoJournal of Tourism and Geosites* 33(4), 2020, p. 1490.

post-Covid-19.<sup>61</sup> Matura notes that obstacles to domestic tourism in Zimbabwe, as in other African countries, include a lack of travel culture, a lack of disposable income, and a complete disregard of domestic tourism in favour of international tourism.<sup>62</sup> In identifying the strategies, interviews were conducted with 15 expert informants working in government departments, marketing agencies and hotels. These strategies were identified:

- Building tourism and travel culture
- Improving the affordability of tourism products
- Development of products tailored to the domestic market
- Domestic market segmentation and discounted rates
- Tapping the VFR market
- Improving accessibility to attractions and destinations
- Aggressive local marketing of attractions and destinations
- Incentivising travel
- Adherence to Covid-19 protocols<sup>63</sup>

The author concludes that despite the threats of the pandemic, “it presents a rare turning point in terms of marketing direction and strategy for the tourism industry in Zimbabwe in the context of its domestic tourism market segment”.<sup>64</sup>

H. Giao, B. Vuong, N. Phuong and N. Dat conducted a study of factors that influence Vietnamese domestic tourists’ satisfaction with eco-tourism experiences.<sup>65</sup> A total of seven factors were identified: tourism infrastructure; natural landscape; transportation; food and beverages, shopping and entertainment; safety and security; tourist guides; and lastly, perceived price.<sup>66</sup> A survey of 457 domestic tourists visiting the Makong Delta in southwest Vietnam was carried out in 2019 for the article entitled ‘A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the

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<sup>61</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, pp. 85-103.

<sup>62</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, p. 87.

<sup>63</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, pp. 91-99.

<sup>64</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, p. 100.

<sup>65</sup> H. N. K. Giao, B. N. Vuong, N. N. D. Phuong & N. T. Dat, ‘A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam’, *GeoJournal of Tourism and Geosites* 36(2), 2021, pp. 663-671.

<sup>66</sup> H. N. K. Giao, B. N. Vuong, N. N. D. Phuong & N. T. Dat, ‘A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam’, *GeoJournal of Tourism and Geosites* 36(2), 2021, p. 664.



Mekong Delta, Vietnam'.<sup>67</sup> It was found that food and beverage services and shopping and entertainment facilities have the strongest influence on domestic tourists' perceived satisfaction. This second strongest influence is that of perceived price, which comprises the total cost to visit a destination. If entrance fees and the prices of goods are deemed too high, this will decrease tourists' satisfaction.<sup>68</sup> Natural landscape, safety and security, and transportation have a lesser impact on perceived satisfaction. Lastly, the authors argue beyond the seven factors identified for the model, gender and income also influence perceived satisfaction.<sup>69</sup> It is concluded that the study can be used by government and tourism product owners and service providers to improve domestic tourists' satisfaction.<sup>70</sup>

In a 2022 report by the University of KwaZulu-Natal on the recovery of domestic tourism in South Africa during and post-Covid-19 it was argued that "a more concerted effort and strategic orientation is needed to promote domestic travel in South Africa".<sup>71</sup> It is proposed that the tourism industry must transition from "the current industrial business operating model to an ecosystem-based operating model".<sup>72</sup> As such, a domestic tourism recovery framework and a monitoring and evaluation framework was developed. The recovery framework was designed to underpin and advance the objectives set out by the Department of Tourism's Tourism Sector Recovery Plan and the national Economic Reconstruction and Recovery Plan. The framework consists of four circular steps: re-evaluate; reconfigure; respond; and lastly, sustainably stimulate domestic tourism demand.<sup>73</sup> The effectiveness of the domestic tourism recovery framework is dependent on the use of the aforementioned monitoring and evaluation

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<sup>67</sup> H. N. K. Giao, B. N. Vuong, N. N. D. Phuong & N. T. Dat, 'A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam', *GeoJournal of Tourism and Geosites* 36(2), 2021, pp. 663-671.

<sup>68</sup> H. N. K. Giao, B. N. Vuong, N. N. D. Phuong & N. T. Dat, 'A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam', *GeoJournal of Tourism and Geosites* 36(2), 2021, p. 669.

<sup>69</sup> H. N. K. Giao, B. N. Vuong, N. N. D. Phuong & N. T. Dat, 'A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam', *GeoJournal of Tourism and Geosites* 36(2), 2021, p. 670.

<sup>70</sup> H. N. K. Giao, B. N. Vuong, N. N. D. Phuong & N. T. Dat, 'A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam', *GeoJournal of Tourism and Geosites* 36(2), 2021, pp. 669-670.

<sup>71</sup> University of KwaZulu-Natal, *Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID-19 environment*, 2022, p. 8.

<sup>72</sup> University of KwaZulu-Natal, *Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID-19 environment*, 2022, p. 127.

<sup>73</sup> University of KwaZulu-Natal, *Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID-19 environment*, 2022, pp. 128-140.

framework, which outlines certain indicators to be assessed to determine progress and ensure sustainability.<sup>74</sup> It is concluded that because domestic tourism's contribution to the South African economy and in reducing the seasonality of international tourist arrivals, it is critical to reignite the sector.<sup>75</sup>

### **3.2.2) Building and enhancing domestic tourism in the global South**

K. Molebo argues that “in culturally diversified regions such as Tanzania, domestic tourism enhances cross-cultural communication, fosters social cohesion, and national integration as citizens travel to explore their own country and interact with their fellow citizens”.<sup>76</sup> However, very few Tanzanians partake in domestic travel. In ‘Is there room for domestic tourism in Africa? The case of Tanzania’, Molebo analyses factors that inhibit domestic tourism to protected areas.<sup>77</sup> A survey was conducted to ascertain locals’ interpretation of the concepts of tourism, protected areas and their perceptions regarding travel to these areas. It was found that the four major barriers to domestic protected area tourism are a lack of travel culture, presence of wildlife in resourced areas (towns), a lack of financial resources and affordable accommodation facilities. The author notes that although there are several government-led initiatives to encourage domestic tourism, more needs to be done. Recommendations include the provision of locally owned affordable transportation and accommodation services; discounted travel packages; provision of family and youth-based activities in protected areas; lower entrance fees for students; the introduction of tourism and hospitality education; strategic marketing and educational campaigns; and lastly, a renewed domestic tourism strategy based on rigorous (local) stakeholder consultation.<sup>78</sup>

P. Morupisi and L. Mokgalo contend that in Botswana “the situation is rather grim as far as domestic tourism is concerned”.<sup>79</sup> For the 2017 article ‘Domestic tourism in

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<sup>74</sup> University of KwaZulu-Natal, *Re-examining perspectives on the recovery of South Africa’s domestic tourism in a COVID-19 environment*, 2022, pp. 140-144.

<sup>75</sup> University of KwaZulu-Natal, *Re-examining perspectives on the recovery of South Africa’s domestic tourism in a COVID-19 environment*, 2022, p. 147.

<sup>76</sup> K. Molebo, ‘Is there room for domestic tourism in Africa? The case of Tanzania’, *Journal of Ecotourism* 19(3), 2020, pp. 248-249.

<sup>77</sup> K. Molebo, ‘Is there room for domestic tourism in Africa? The case of Tanzania’, *Journal of Ecotourism* 19(3), 2020, pp. 248-265.

<sup>78</sup> K. Molebo, ‘Is there room for domestic tourism in Africa? The case of Tanzania’, *Journal of Ecotourism* 19(3), 2020, pp. 250-262.

<sup>79</sup> P. Morupisi & L. Mokgalo, ‘Domestic tourism challenges in Botswana: A stakeholders’ perspective’, *Cogent Social Sciences* 3(1), 2017, p. 2.

Botswana: A stakeholders' perspective', the authors interviewed stakeholders from public and private sector tourism organisations in an attempt to ascertain why domestic tourism in Botswana is virtually non-existent.<sup>80</sup> Based on the interviewees' responses it was found that a lack of travel culture; lack of preparedness for leisure travel; the pull of external regional destinations (such as South Africa); a monotonous tourism product; poor development of infrastructure outside the main tourist areas; and high prices are all barriers to active participation in domestic tourism. Morupisi and Mokgalo argue that Botswana's undiversified tourism product is the most significant barrier as most Batswana are familiar with wildlife having grown up around it. This is compounded by Batswana's lack of travel culture, the perception that leisure travel is not a necessity. This could be changed if more diversified tourism products were on offer.<sup>81</sup> The authors therefore conclude that a review of Botswana's tourism policy, which had been in place since 1990, is necessary. They are of the opinion that this will result in a more diversified tourism offering which will then necessitate public awareness campaigns which could lead to increased domestic tourism.<sup>82</sup>

According to B. E. Bayih and A. Singh the Ethiopian government and tourism service and product owners remain ignorant to the potentials of domestic tourism.<sup>83</sup> In 2018 the authors conducted a survey among 'tourism experts' and domestic tourists in four of the country's most popular tourist destinations: Lalibela, Gondar, Hawassa and Bale. The authors also made use of available statistics and archival documents to ascertain perceptions on domestic tourism and its promotion.<sup>84</sup> Upon analysing data obtained from the Ministry of Culture and Tourism, it was found that data on domestic tourism arrivals and economic contributions does not exist, which is indicative of the official view on domestic tourism. Bayih and Singh did however find that regional and

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<sup>80</sup> P. Morupisi & L. Mokgalo, 'Domestic tourism challenges in Botswana: A stakeholders' perspective', *Cogent Social Sciences* 3(1), 2017, pp. 1-12.

<sup>81</sup> P. Morupisi & L. Mokgalo, 'Domestic tourism challenges in Botswana: A stakeholders' perspective', *Cogent Social Sciences* 3(1), 2017, pp. 6-10.

<sup>82</sup> P. Morupisi & L. Mokgalo, 'Domestic tourism challenges in Botswana: A stakeholders' perspective', *Cogent Social Sciences* 3(1), 2017, p. 10.

<sup>83</sup> B. E. Bayih & A. Singh, 'Exploring Domestic Tourism in Ethiopia: Trends, Prospects, Promotional Marketing and Challenges', *International Journal of Recent Technology and Engineering* 8(6), 2020, p. 2675.

<sup>84</sup> B. E. Bayih & A. Singh, 'Exploring Domestic Tourism in Ethiopia: Trends, Prospects, Promotional Marketing and Challenges', *International Journal of Recent Technology and Engineering* 8(6), 2020, pp. 2675-2688.

destination specific tourism entities maintain up to date data on domestic tourism.<sup>85</sup> It was also found that domestic tourists far outnumbered international tourists at all destinations except Bale. Some of the obstacles identified include the government and private sector's disregard of the significance of domestic tourism, non-existent domestic tourism policy, poor infrastructure and service delivery, a lack of awareness, lack of disposable income and travel culture among Ethiopians, and accessibility issues.<sup>86</sup> The authors recommended the creation of promotional material to increase awareness, incentivising domestic tourism through lower rates for domestic tourists, implementing domestic tourism policy and strategies as well as the improvement of tourism infrastructure.<sup>87</sup>

In the 2020 article 'Health-Oriented Tourists and Sustainable Domestic Tourism', T. J. Lee, J. Han and T. Ko assess destination and trip attributes that contribute to the mental, physical, and social health of domestic tourists in Korea.<sup>88</sup> They note that forests, hot springs and herbal baths are increasingly being promoted and developed to provide wellness tourism experiences. A survey was conducted of 862 domestic tourists who took day trip tours from Seoul to nearby towns known for their health and wellness tourism experiences. The tour experiences include activities such as hiking, visiting historical areas, traditional (organic) food, tea ceremonies, coffee roasting and cultural exhibitions.<sup>89</sup> An analysis of the survey responses showed that most respondents reported an improvement in their mood and self-esteem; feeling relaxed and recharged after spending time in a less built-up environment, thereby awakening their five senses; and lastly, their social relations had improved after the tour.<sup>90</sup> The authors conclude that there is a definite opportunity for further development of this

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<sup>85</sup> B. E. Bayih & A. Singh, 'Exploring Domestic Tourism in Ethiopia: Trends, Prospects, Promotional Marketing and Challenges', *International Journal of Recent Technology and Engineering* 8(6), 2020, p. 2678.

<sup>86</sup> B. E. Bayih & A. Singh, 'Exploring Domestic Tourism in Ethiopia: Trends, Prospects, Promotional Marketing and Challenges', *International Journal of Recent Technology and Engineering* 8(6), 2020, pp. 2681-2685.

<sup>87</sup> B. E. Bayih & A. Singh, 'Exploring Domestic Tourism in Ethiopia: Trends, Prospects, Promotional Marketing and Challenges', *International Journal of Recent Technology and Engineering* 8(6), 2020, p. 2686.

<sup>88</sup> T. J. Lee, J. Han & T. Ko, 'Health-Oriented Tourists & Sustainable Domestic Tourism', *Sustainability* 12, 2020, pp. 1-16.

<sup>89</sup> T. J. Lee, J. Han & T. Ko, 'Health-Oriented Tourists & Sustainable Domestic Tourism', *Sustainability* 12, 2020, p. 7.

<sup>90</sup> T. J. Lee, J. Han & T. Ko, 'Health-Oriented Tourists & Sustainable Domestic Tourism', *Sustainability* 12, 2020, pp. 10-11.

niche tourism market which is more sustainable than others as it does not degrade the natural environment on which it depends.<sup>91</sup>

A. Chebli, B. Kadri and F. B. Said made use of a survey to assess the perceived quality and satisfaction of Algerian domestic tourists with tourism offerings in two popular Sahara destinations, and made recommendations based on their findings.<sup>92</sup> In 'Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists', they argue that the "perceived quality systematically affects [domestic tourists'] satisfaction and generates direct and indirect effects on their intention and behaviour toward the destination".<sup>93</sup> They identified five dimensions that play a major role in the perceived quality of a destination and or tourism experience (QoE): accessibility; physical environment; personalised relational environment; entertainment; and lastly, reliability.<sup>94</sup>

The survey was disseminated in 2021 on social media platforms and the website of a tour operator that organises trips to the Sahara. It was found that the price of a destination and transportation and accommodation infrastructure influences the perceived QoE and as such, where prices are deemed too high and infrastructure lacking, efforts should be made to improve these. Limited information about the two destinations was available and it was recommended to provide further training for local guides, which would improve domestic tourists' access to information on the natural and cultural significance of the destination as well as upskill local guides. Lastly, it was recommended that local communities diversify their economic activities and that local cuisine be made part of the experience.<sup>95</sup> The authors conclude that it is the responsibility of government and tourism service providers and product owners to

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<sup>91</sup> T. J. Lee, J. Han & T. Ko, 'Health-Oriented Tourists & Sustainable Domestic Tourism', *Sustainability* 12, 2020, p. 12.

<sup>92</sup> A. Chebli, B. Kadri & F. B. Said, 'Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists', *Journal of Tourism and Services* 23(12), 2021, pp. 61-85.

<sup>93</sup> A. Chebli, B. Kadri & F. B. Said, 'Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists', *Journal of Tourism and Services* 23(12), 2021, p. 62.

<sup>94</sup> A. Chebli, B. Kadri & F. B. Said, 'Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists', *Journal of Tourism and Services* 23(12), 2021, p. 63.

<sup>95</sup> A. Chebli, B. Kadri & F. B. Said, 'Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists', *Journal of Tourism and Services* 23(12), 2021, pp. 73-78.

ensure the quality of domestic tourists' experience and through doing so, loyal return visitors will be cultivated.<sup>96</sup>

### **3.2.3) South African domestic tourism**

In his 1994 article 'South African domestic tourism beyond apartheid', I. B. Mkhize briefly discusses the effects of apartheid policy on domestic tourism in the country and suggests interventions to make tourism more inclusive post-apartheid.<sup>97</sup> Mkhize notes that domestic tourism was inaccessible for South Africa's black population until the 1980s because of legislation such as the Group Areas Act and Separate Amenities Act, which also resulted in inadequate facilities. He contends that black domestic tourism consists of three phases: 1948-1970 when there was no black domestic tourist market; 1970-1980 when "the government introduced cumbersome mechanisms for allowing certain blacks but not others into white facilities"; and lastly, from the 1980s onwards when deregulation meant that the country's black population could partake in domestic tourism and access tourism facilities previously only reserved for South Africa's minority white population.<sup>98</sup> Recommendations to improve domestic tourism post-apartheid include community-based tourism initiatives, tourism planning should be enriched by South Africa's cultural diversity, accessibility should be improved, more affordable accommodation must be provided, and comprehensive surveys must be conducted to ascertain the needs of domestic tourists.<sup>99</sup>

According to C. M. Rogerson visiting friends and relatives (VFR) travel "is the largest element of [South African] domestic tourism and is dominated by black [South Africans]" but its significance has been largely ignored.<sup>100</sup> In his 2015 article, 'Revisiting VFR tourism in South Africa', Rogerson examines the "size, characteristics and spatial patterns of VFR tourism in South Africa" and contends that the

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<sup>96</sup> A. Chebli, B. Kadri & F. B. Said, 'Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists', *Journal of Tourism and Services* 23(12), 2021, p. 79.

<sup>97</sup> I. B. Mkhize, 'South African domestic tourism beyond apartheid', *Development Southern Africa* 11(2), 1994, pp. 249-252.

<sup>98</sup> I. B. Mkhize, 'South African domestic tourism beyond apartheid', *Development Southern Africa* 11(2), 1994, p. 250.

<sup>99</sup> I. B. Mkhize, 'South African domestic tourism beyond apartheid', *Development Southern Africa* 11(2), 1994, p. 251.

<sup>100</sup> C. M. Rogerson, 'Revisiting VFR tourism in South Africa', *South African Geographical Journal* 97(2), 2015, p. 139.

geographical spread of VFR travel in South Africa is directly related to the country's political past and its resulting patterns of circular migration.<sup>101</sup> The migrant labour system imposed by apartheid created circular migratory patterns between the former homelands and major urban centres that are still apparent today, and form the basis of the country's VFR travel, particularly among poorer households. It is argued that the low average spend by VFR travellers is why it has largely been regarded as less lucrative than other forms of domestic tourism. Rogerson further identifies the provinces of KwaZulu-Natal, North West, Limpopo and the Eastern Cape as major destinations for VFR travel. It is concluded that

for those district municipalities that exhibit particularly high shares of VFR tourists there is an imperative need to understand the local importance of VFR travel for tourism development and more broadly for rural local economic development futures in these areas.<sup>102</sup>

G. Ray and N. Wakelin-Theron argue that since the youth (18-35) constitutes the biggest percentage of the South African population, and since youth tourism is growing globally, more should be done to encourage this population group to partake in domestic tourism.<sup>103</sup> In analysing survey responses received from tourism students at a university in Johannesburg, Ray and Wakelin-Theron found that VFR travel was the most popular type of tourism undertaken by students. Barriers to domestic leisure tourism participation included unemployment, a lack of disposable income, no time or interest to travel, it was regarded as expensive, and a lack of sufficient information.<sup>104</sup> The authors state that respondents indicated that tourism marketing campaigns and products did not appeal to them and stressed the need "to implement new innovative tourism promotion methods that accommodate different market segments".<sup>105</sup> The authors conclude their article 'Understanding a tourism culture amongst students to advance domestic tourism in South Africa' by providing several recommendations: social media platforms need to form the basis of youth-specific promotional

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<sup>101</sup> C. M. Rogerson, 'Revisiting VFR tourism in South Africa', *South African Geographical Journal* 97(2), 2015, pp. 139-157.

<sup>102</sup> C. M. Rogerson, 'Revisiting VFR tourism in South Africa', *South African Geographical Journal* 97(2), 2015, pp. 152-153.

<sup>103</sup> G. Ray & N. Wakelin-Theron, 'Understanding a tourism culture amongst students to advance domestic tourism in South Africa', *African Journal of Hospitality, Tourism and Leisure* 7(4), 2018, pp. 1-13.

<sup>104</sup> G. Ray & N. Wakelin-Theron, 'Understanding a tourism culture amongst students to advance domestic tourism in South Africa', *African Journal of Hospitality, Tourism and Leisure* 7(4), 2018, p. 6.

<sup>105</sup> G. Ray & N. Wakelin-Theron, 'Understanding a tourism culture amongst students to advance domestic tourism in South Africa', *African Journal of Hospitality, Tourism and Leisure* 7(4), 2018, p. 7.

campaigns, new products and services need to be developed, more festivals and events need to be hosted, discounted accommodation and attraction rates need to be offered to students.<sup>106</sup>

In what is said to be one of Africa's first studies to profile domestic recreational tourists, T. Matiza and M. Kruger provide valuable insights into South Africa's domestic tourist market during and post-pandemic.<sup>107</sup> Based on a survey conducted during one of South Africa's peak periods of the pandemic, December 2020 to January 2021, three market segments were identified: independent budget-conscious Gen Z tourists (18-24); lingerlusting Gen Y (25-44); and the largest segment, wealthy wander-lusting baby boomers (50+).<sup>108</sup> Each segment's characteristics and travel motivations were identified, which were then used to suggest specific marketing strategies for each group. One commonality among all segments is the desire for nature-based and adventure tourism experiences to fulfil the need for relaxation. The authors recommend a multi-channel marketing strategy making use of social media, website and content platforms created specifically to market a tourism product. It was noted that pre-pandemic, South Africa's main domestic tourist market was the Gen Y (otherwise known as millennials) segment, whereas the Gen Z segment now constitutes the main domestic tourist market.<sup>109</sup> They further recommend special rates and packages, incentivising domestic tourism and more public-private partnerships to further develop and revive the country's tourism infrastructure.<sup>110</sup>

#### **3.2.4) The Northern Cape as a tourism destination**

In 'Culinary mapping and tourism development in South Africa's Karoo region', G. E. du Rand, I. Booysen and D. Atkinson propose the development of a culinary route in the Karoo region.<sup>111</sup> Although the region straddles four provinces, the largest part is

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<sup>106</sup> G. Ray & N. Wakelin-Theron, 'Understanding a tourism culture amongst students to advance domestic tourism in South Africa', *African Journal of Hospitality, Tourism and Leisure* 7(4), 2018, p. 9.

<sup>107</sup> T. Matiza & M. Kruger, 'Profiling the South African Recreational Domestic Tourist in the era of COVID-19', *Leisure Sciences*, 2022, pp. 1-22.

<sup>108</sup> T. Matiza & M. Kruger, 'Profiling the South African Recreational Domestic Tourist in the era of COVID-19', *Leisure Sciences*, 2022, pp. 12-14.

<sup>109</sup> T. Matiza & M. Kruger, 'Profiling the South African Recreational Domestic Tourist in the era of COVID-19', *Leisure Sciences*, 2022, pp. 14-16.

<sup>110</sup> T. Matiza & M. Kruger, 'Profiling the South African Recreational Domestic Tourist in the era of COVID-19', *Leisure Sciences*, 2022, p. 16.

<sup>111</sup> G. E. du Rand, I. Booysen & D. Atkinson, 'Culinary mapping and tourism development in South Africa's Karoo region', *African Journal of Hospitality, Tourism and Leisure* 5(4), 2016, pp. 1-22.



located in the Northern Cape province. The authors recommend the use of culinary mapping for development and promotion of the route. Culinary mapping makes use of Geographic Information Systems (GIS) and is defined as “a process of collecting recording, analysing and synthesising information in order to describe the culinary resources, networks, and patterns of usage of a specific group in a specific area”.<sup>112</sup> To assess the region’s culinary assets and potential for culinary tourism, the authors uploaded all information gathered to the GIS-based FOODPAT, which generated a map depicting the geographical spread of the region’s culinary assets. A total of 354 culinary assets, including 75 restaurants and 27 festivals, were identified. Based on the FOODPAT map, the authors argue that

there is sufficient evidence of economic viability in the Karoo, as its local cuisine is celebrated in books, festivals, recipes and restaurants [and] the Karoo has the capacity to exhibit regional gastronomic diversity and develop high-quality food experiences, based on its culinary heritage and regional cuisine.<sup>113</sup>

It is concluded that there is potential for the development of a Karoo culinary route, but it would need significant collaboration and input from both the public and private sectors.<sup>114</sup>

In 2016 D. Atkinson argued that the Karoo is “increasingly regarded as a place worth visiting”.<sup>115</sup> In ‘Is South Africa’s Great Karoo region becoming a tourism destination?’, Atkinson provides a brief overview of the evolution of perceptions of the region through an analysis of travel literature and lifestyle and tourism magazines.<sup>116</sup> She also conducted a survey of 210 Karoo travellers and 27 guesthouses in 12 towns to answer the article’s titular question. Through the literature analysis Atkinson notes that from the 1990s, the perception of the Karoo has changed drastically, and it was ‘re-discovered’ as a desirable tourism destination. Attention is also drawn to the fact that domestic tourism increased in the 1980s which also led to an increase in travel guides

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<sup>112</sup> G. E. du Rand, I Booysen & D. Atkinson, ‘Culinary mapping and tourism development in South Africa’s Karoo region’, *African Journal of Hospitality, Tourism and Leisure* 5(4), 2016, p. 3.

<sup>113</sup> G. E. du Rand, I Booysen & D. Atkinson, ‘Culinary mapping and tourism development in South Africa’s Karoo region’, *African Journal of Hospitality, Tourism and Leisure* 5(4), 2016, p. 10.

<sup>114</sup> G. E. du Rand, I Booysen & D. Atkinson, ‘Culinary mapping and tourism development in South Africa’s Karoo region’, *African Journal of Hospitality, Tourism and Leisure* 5(4), 2016, p. 17.

<sup>115</sup> D. Atkinson, ‘Is South Africa’s Great Karoo region becoming a tourism destination?’, *Journal of Arid Environments* 127, 2016, p. 199.

<sup>116</sup> D. Atkinson, ‘Is South Africa’s Great Karoo region becoming a tourism destination?’, *Journal of Arid Environments* 127, 2016, pp. 199-210.

recommending the Karoo region.<sup>117</sup> Through the survey, it was ascertained that there are two types of travellers in the Karoo: those seeking authentic and unique experiences and those who will return multiple times. The majority of the respondents were transit travellers who stayed in the Karoo on the way to another destination. However, Atkinson argues that they are important for two reasons: it is still a steady stream of travellers who help sustain tourism enterprises, and they may be converted to authentic, loyal or curious visitors. The survey also found that the most important attractions to the region are its silence, tranquillity, open space, scenery, friendly people and heritage. Atkinson concludes that although there has been a growth in tourism in the Great Karoo region, there is opportunity for more growth.<sup>118</sup>

E. Proos and J. Hattingh are of the same opinion as Atkinson, arguing that there are endless opportunities for the expansion of heritage tourism in the central Karoo region, and they specifically propose the development of the South African War Battlefields Route in the central Karoo.<sup>119</sup> A total of 21 towns were identified for the proposed route, with seven of these being in the Northern Cape province – Norvalspont, Colesberg, Noupoot, Richmond, Hanover, Deelfontein and De Aar. It is argued that the increased local and international interest in the South African War(1899-1902), and the growing popularity of battlefield tourism pose an opportunity for tourism development in the lesser-known central Karoo.<sup>120</sup> For the article ‘Advancing heritage tourism in the central Karoo: The South African War Battlefields Route’, the authors interviewed 33 tourism product owners and managers from several towns in the area of study to ascertain the possibility establishing the route.<sup>121</sup> It was found that little to no government involvement in tourism, lack of support, funding and upkeep of facilities are some of the most significant challenges faced by tourism stakeholders in the region. Although the participants were optimistic and showed interest in establishing a battlefields route, it was noted that a forum for management of the route must be

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<sup>117</sup> D. Atkinson, ‘Is South Africa’s Great Karoo region becoming a tourism destination?’, *Journal of Arid Environments* 127, 2016, p. 203.

<sup>118</sup> D. Atkinson, ‘Is South Africa’s Great Karoo region becoming a tourism destination?’, *Journal of Arid Environments* 127, 2016, pp. 205-209.

<sup>119</sup> E. Proos & J. Hattingh, ‘Advancing heritage tourism in the central Karoo: The South African War Battlefields Route’, *Development Southern Africa* 37(4), 2019, pp. 1-16.

<sup>120</sup> E. Proos & J. Hattingh, ‘Advancing heritage tourism in the central Karoo: The South African War Battlefields Route’, *Development Southern Africa* 37(4), 2019, pp. 1-11.

<sup>121</sup> E. Proos & J. Hattingh, ‘Advancing heritage tourism in the central Karoo: The South African War Battlefields Route’, *Development Southern Africa* 37(4), 2019, p. 7.

established; proper research must be conducted; accurate representations of history must be maintained; collaboration must take place; and effective and relative marketing must be done.<sup>122</sup> The authors conclude that there is a need to develop the proposed South African War Battlefields Route and that it has the potential to enhance heritage tourism in the Karoo.<sup>123</sup>

According to R. J. Lekgau and T. M. Tichaawa the Kgalagadi Transfrontier Park encouraged the establishment of guesthouses, lodges, restaurants and various activities such as dune boarding, game drives, 4x4 trails and desert walks, which in turn provide several income opportunities for the local communities.<sup>124</sup> The authors conducted surveys and focus group discussions with several tourism product owners and managers and community leaders to ascertain the contribution made by the Park and wildlife tourism in the area to sustainable livelihoods for surrounding communities.<sup>125</sup> It was found that while the Park and surrounding wildlife tourism establishments provided employment opportunities for the community of Askham, both directly (e.g. waiters, handyman, guides) and indirectly (e.g. selling crafts next to the road or gate of the Park), these are limited and potentially unsustainable.

The Park's mandate, nature and to some extent cultural conservation, imposes restrictions on the development of tourism infrastructure and thereby the number of tourists coming to the area. Furthermore, indirect employment opportunities are only lucrative during the peak season and render those partaking in them essentially unemployed in the off-peak season.<sup>126</sup> It is concluded that the "additional development

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<sup>122</sup> E. Proos & J. Hattingh, 'Advancing heritage tourism in the central Karoo: The South African War Battlefields Route', *Development Southern Africa* 37(4), 2019, p. 11.

<sup>123</sup> E. Proos & J. Hattingh, 'Advancing heritage tourism in the central Karoo: The South African War Battlefields Route', *Development Southern Africa* 37(4), 2019, p. 12.

<sup>124</sup> R. J. Lekgau & T. M. Tichaawa, 'Leveraging Wildlife Tourism for Employment Generation and Sustainable Livelihoods: The Case of the Kgalagadi Transfrontier Park, Southern Africa', *Bulletin of Geography* 49, 2020, pp. 99-100.

<sup>125</sup> R. J. Lekgau & T. M. Tichaawa, 'Leveraging Wildlife Tourism for Employment Generation and Sustainable Livelihoods: The Case of the Kgalagadi Transfrontier Park, Southern Africa', *Bulletin of Geography* 49, 2020, pp. 93-108.

<sup>126</sup> R. J. Lekgau & T. M. Tichaawa, 'Leveraging Wildlife Tourism for Employment Generation and Sustainable Livelihoods: The Case of the Kgalagadi Transfrontier Park, Southern Africa', *Bulletin of Geography* 49, 2020, pp. 99-105.

of community-led wilderness experiences would assist to incorporate additional members of the community into the sector”.<sup>127</sup>

### **3.3) Chapter summary**

This overview of literature pertaining to issues relevant to the domestic tourism sector considered a selection of models from across the globe ranging from Australia to Vietnam to Ethiopia. A number of variables were found to be utilised to assess the sector, some of which underscored the importance of the domestic tourism product. In the section considering the measures to enhance domestic tourism the importance of the issue of the product was also prevalent, along with the role of communities. The penultimate section which considered research on domestic tourism in South Africa referred to the inherent historical and socio-economic disadvantages and barriers, but also pointed to, amongst others, the possibilities in developing a market for new tourists such as the youth. The last section highlighted some of the work on the Northern Cape region – where this current study is located – and generally emphasized the importance of collaboration in developing the sector.

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<sup>127</sup> R. J. Lekgau & T. M. Tichaawa, ‘Leveraging Wildlife Tourism for Employment Generation and Sustainable Livelihoods: The Case of the Kgalagadi Transfrontier Park, Southern Africa’, *Bulletin of Geography* 49, 2020, p. 105.

## **CHAPTER 4: DOMESTIC TOURISM MODELS**

### **4.1) Introduction**

Domestic tourism is considered to be the oldest form of tourism practiced, globally.<sup>128</sup> However, despite this inherent developmental legacy, in most contemporary travel settings this segment is often used for encouraging the distribution of the economic benefits and political capital from travel; for social and cultural upliftment, community pride and boosting nation-building endeavours amongst citizens; for sustainable and responsible environmental and conservation efforts; as well as for counteracting the seasonality of international tourist arrivals and the phenomenon of the influence of “peak season” on the tourism domain at large.<sup>129</sup> Besides this, domestic tourism also serves as a “recovery tool” in times of international crises, be this economically, socially, environmentally, technologically or politically imposed.<sup>130</sup>

However, despite domestic tourism’s importance in terms of proactive development discourse and contributing directly to gross domestic profits of nation states, domestic tourism models focussing exclusively on the supply-side (product) of the tourism value chain has to date received relatively little formal attention by governments, the private sector, non-governmental organisations, local communities and tourism scholars alike. This chapter sets forth to address this evident lacuna in the tourism fraternity by exploring the domestic tourism value chain from three different, yet parallel, perspectives: domestic tourism models, generically; domestic tourism models from the global North and South; and the supply side domestic tourism models.

### **4.2) Domestic tourism models**

According to renown tourism academic J. Tribe, tourism is based on the theoretical formulation (intangible) and practical implementation (tangible) of abstract and conceptual models within the tourism value chain.<sup>131</sup> Since its early formulation in the 1940s and 1950s as an academic field of research, what would become the “global tourism fraternity” at large, has relied heavily on developmental frameworks, outlines

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<sup>128</sup> J. Jafari, ‘On domestic tourism’, *Annals of Tourism Research* 13 (1), 1986, pp. 491-496.

<sup>129</sup> Z.G. Yong, L.M. Yu, H.J. Min and L. Peng, ‘Research on dual monopoly in the tourism industry and related price coordination and policy regulation’, *Tourism Tribune* 34 (3), 2019, pp. 12 – 27; R. Scheyvens, ‘Poor cousins no more: valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7(4), 2007, pp. 307-325.

<sup>130</sup> J. Jafari, ‘On domestic tourism’, *Annals of Tourism Research* 13 (1), 1986, pp. 491-496.

<sup>131</sup> J. Tribe, ‘The indiscipline of tourism’, *Annals of Tourism Research* 24 (3), 1997, pp. 638-657.

and strategies to provide it with a methodological base to serve as a “discipline”, “domain” and or “field of interest” within primary, secondary and tertiary educational and learning environments around the world. The debate and contestation around this evolving field of study, which is heralded as being the world’s biggest and most expansive industry, has led to the coining of the concept “indiscipline of tourism” by Tribe. He argues that “various claims and frameworks have been proposed with regard to the epistemology of tourism, mainly centring around the discipline/field debate” and rejects the idea that tourism is a pure “discipline”. As an alternative he suggests that “tourism be conceptualized as two fields (the business of tourism and the non-business aspects of tourism). The model provides insights into how tourism studies is developing, the way the tourism world is seen, and the reasons for divisions among academics and between academics and industrialists.”<sup>132</sup> This need for justification as a worthwhile “academic space” for exploration, research and debate within the latter environment has in turn also led to the continued modelling, and in some instances remodelling, of demand and supply-side components throughout the years.

Thus, as soon as a tourism model is adapted to a specific segment of the travel market, it is continuously re-analysed, re-considered and re-evaluated in an attempt to not only stay relevant within the scholarship theoretically – but to also remain relevant within a fast-changing travel landscape in the global North and South practically.<sup>133</sup> As tourism studies have developed into the 21<sup>st</sup> century, it has also been referred to as an “inter-discipline” as well as a “trans-disciplinary” and a “multi-disciplinary” domain. Concurrently, there have also been emerging tourism models within the domain which have had to “evolve” and “adapt” along with it. This is to not only simultaneously meet the various sustainable industry objectives set forth by various global and local institutional entities, but to also constantly acclimatise to the ever-changing needs, wants and requirements of the tourists’ themselves who play a central role in all tourism flows of the modern market.<sup>134</sup>

This constant re-analysis, re-appraisal and re-evaluation is evident when considering renowned tourism models that are continually being re-conceptualised and re-

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<sup>132</sup> J. Tribe, ‘The indiscipline of tourism’, *Annals of Tourism Research* 24 (3), 1997, pp. 638-657.

<sup>133</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 3-28.

<sup>134</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 3-28.

contextualised, from an array of data sets, perspectives and case studies, on a yearly basis by established and emerging tourism scholars alike.<sup>135</sup> These include, but are not limited to: the “Functioning Tourism System” by C.A. Gunn (1972); the “Conventional Tourism System” by M. Leiper (1979); the “Tourism Area Lifecycle” by R. Butler (1980); the “Tourist Decision-making Process” by A. Mathieson and G. Wall (1982); as well as the “Conventional Tourism Product” by S. Smith (1994).<sup>136</sup> These five models were considered in Phase I of the study.<sup>137</sup> Thus, within these fluctuations within the tourism fraternity, internationally and nationally, it becomes evident that tourism models are regarded as the “foundation” to all tourism planning and practices, and without these theoretical and practical “inventions”, travel as a service sector and economic industry would struggle, or even cease, to exist. Therefore, the central and even critical position of tourism models of any kind, within the ever-evolving “interdiscipline” of tourism, cannot be overlooked nor underestimated in the contemporary scholarship.<sup>138</sup> This naturally applies to the domestic tourism market segment as well.

To date domestic tourism, defined as “travel that takes place between and within the borders and/or regions of a particular country and/or nation-state”,<sup>139</sup> has been defined and expounded upon within various different segments of the travel market.<sup>140</sup> Five of these segments in which research on domestic tourism has emerged include: social, technological, economic, environmental and political travel spheres. In academic literature this division is referred to as “STEER” - adding the environment (E) to the former acronym “PEST” (political, economic, socio-cultural and technology).<sup>141</sup> Table 1 reflects on this division and itemises a selection of articles relevant to the respective divisions. (See Table 1)

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<sup>135</sup> See for example *Annals of Tourism Research*.

<sup>136</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 3-28.

<sup>137</sup> See Chapter 5 of University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp.71-88.

<sup>138</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 3-28.

<sup>139</sup> See Chapter 4 of University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021.

<sup>140</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>141</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 3-28.

**Table 1: Domestic tourism segmentation and research**

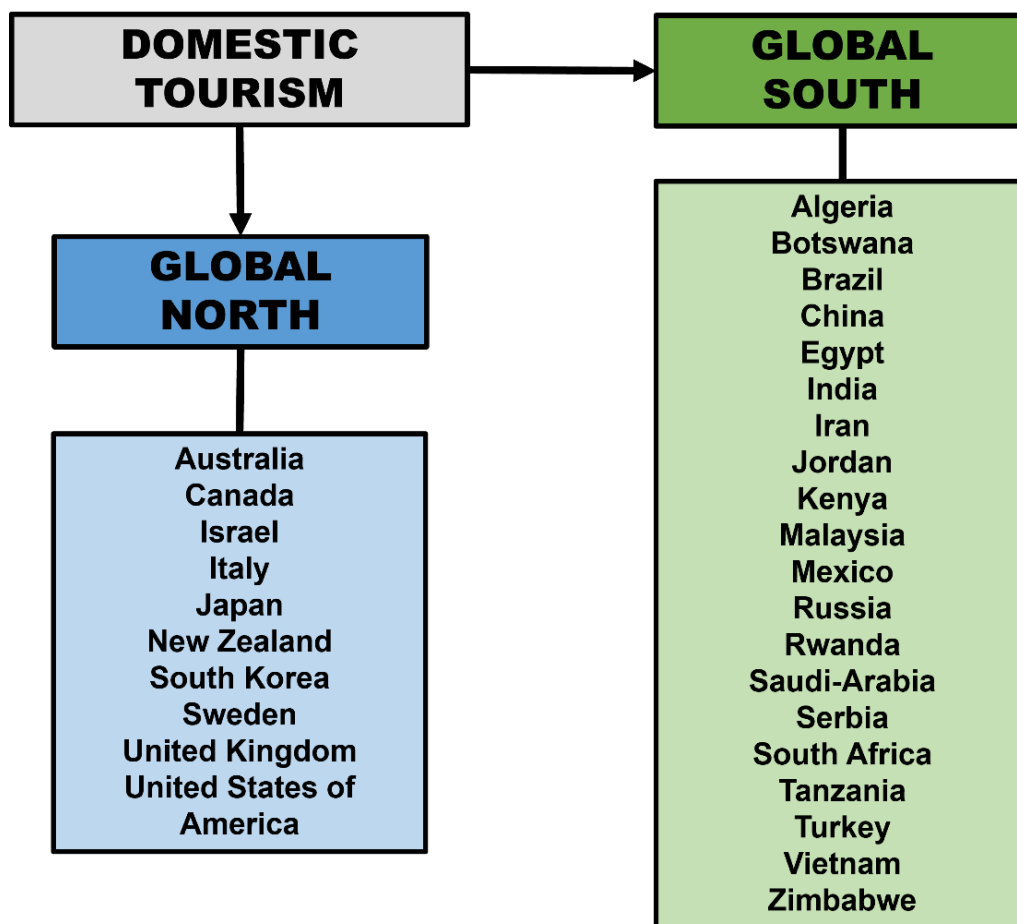
SEGMENT	RESEARCH OUTPUTS
<b>1) SOCIAL</b>	<ul style="list-style-type: none"> <li>• Jaakson (1986)</li> <li>• Cochrane (2009)</li> <li>• Yang, Liu &amp; Qi (2014)</li> <li>• Tsourgiannis, Delias, Polychronidou, Karasavvaglou &amp; Valsamidis (2015)</li> <li>• Li, Meng &amp; Zhang (2016)</li> <li>• Herle (2018)</li> <li>• Mansour &amp; Mumuni (2019)</li> <li>• Lin, Qin, Li &amp; Jiang (2022)</li> <li>• Matiza &amp; Slabbert (2022)</li> <li>• Nunkoo, Daronkola &amp; Gholipour (2022)</li> </ul>
<b>2) TECHNOLOGICAL</b>	<ul style="list-style-type: none"> <li>• Wang, Chou &amp; Wu (2010)</li> <li>• Bader, Baldauf, Leinert, Fleck &amp; Liebrich (2012)</li> <li>• Al-Badi, Tarhini &amp; Al-Sawaei (2017)</li> <li>• Vanhoof, Hendrickx, Puussaar, Verstraeten, Ploetz &amp; Smoreda (2017)</li> <li>• Roth-Cohen &amp; Lahav (2018)</li> <li>• Mkwizu &amp; Mtae (2019)</li> <li>• Kalna-Dubinyuk (2020)</li> <li>• Nofal, Al-Adwan, Yaseen &amp; Alsheikh (2020)</li> <li>• Briez, Eljalil &amp; Ezzat (2021)</li> <li>• Wu, Cao, Liu &amp; Chen (2022)</li> </ul>
<b>3) ECONOMIC</b>	<ul style="list-style-type: none"> <li>• Rogerson &amp; Liza (2005)</li> <li>• Anthanasopoulos, Ahmed &amp; Hyndman (2009)</li> <li>• Throane &amp; Farstad (2011)</li> <li>• Fralova, Ryabova, Kabanova, Rogach &amp; Vetrova (2017)</li> <li>• Canh &amp; Thanh (2020)</li> <li>• Lee (2021)</li> <li>• Muyobo &amp; Fragouli (2021)</li> <li>• Nurov, Khamroyeva &amp; Kadirova (2021)</li> <li>• Boto-Garcia &amp; Mayar (2022)</li> <li>• Sahoo, Nayak &amp; Mahalik (2022)</li> </ul>
<b>4) ENVIRONMENTAL</b>	<ul style="list-style-type: none"> <li>• Taylor &amp; Ortiz (2009)</li> <li>• Skanavis &amp; Sakellari (2011)</li> <li>• Bujaso &amp; Rossello (2013)</li> <li>• Priego, Rossello, Santana-Gallego (2015)</li> <li>• Kim, Park, Lee, Son, Son, Kim &amp; Yun (2017)</li> <li>• Peng &amp; Xiao (2018)</li> <li>• Dong, Xu, Yu &amp; Zhao (2019)</li> <li>• Lee, Han &amp; Ko (2020)</li> <li>• Diaz-Perez, Garcia-Gonzalez &amp; Fyall (2021)</li> <li>• Wang, Wang, Liu &amp; Wong (2021)</li> </ul>
<b>5) POLITICAL</b>	<ul style="list-style-type: none"> <li>• Archer (1978)</li> <li>• Jafari (1986)</li> <li>• Pearce (1989)</li> <li>• Adams (1998)</li> </ul>



	<ul style="list-style-type: none"> <li>• Wang &amp; Qu (2004)</li> <li>• Adelaye, Carr &amp; Insch (2019)</li> <li>• Hussain &amp; Fuste-Forne (2021)</li> <li>• Volgger, Taplin &amp; Aebli (2021)</li> <li>• Galderon, Esquivel, Garcia &amp; Lozano (2022)</li> <li>• Gyimothy, Braun &amp; Zenker (2022)</li> </ul>
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From the late 1970s to the early 2020s, domestic tourism has also been researched from a range of settings and perspectives in the global North and global South. The main countries involved in this research are indicated in Figure 7, reflecting on the widespread attention this sector has received.

*Figure 7: Domestic tourism in the global North and South*

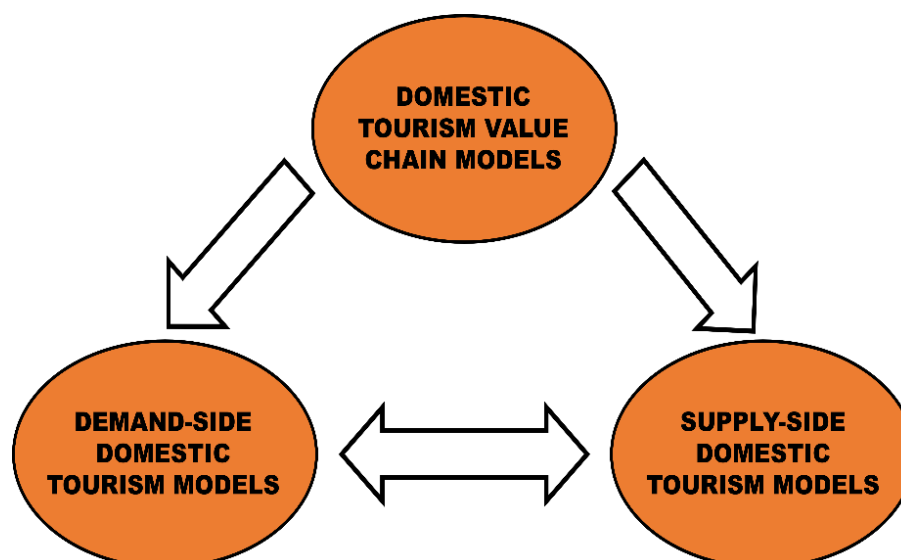


However, as illustrated in Figure 7, it is evident that domestic tourism remains relatively under-researched in the global North as opposed to the global South. This stands in sharp contrast to global trends and trajectories, as indicated in Chapter 3, where it was found that domestic tourism in the global North actually makes up the

majority of tourist arrivals, whereas the global South lags behind significantly in terms of national and intra-regional travels.<sup>142</sup>

Domestic tourism, as a topic of inquiry and interest, in turn has similarly not been excluded from this “modelification” and “remodelification” process within the travel industry at large. However, unlike conventional models that are generally grouped as a “collective” in the tourism fraternity, domestic tourism models are usually sub-divided into two categories parallel to one another though still in the tourism value chain. These are the “demand-side domestic tourism models” and “supply-side domestic tourism models”. (See Figure 8) The former, “demand”, in this instance refers to the ability and willingness of domestic consumers to buy different amounts of a local tourism product at different prices during any one domestic touristic experience. Thus, the impetus falls on the domestic tourist and their integration into any localised travel setting. The latter, “supply”, in turn refers to the value of domestic tourism products that are on offer by the local tourism industry to travelling domestic tourists. Thus, in this context the combined tourism product equates to the local touristic experience for domestic tourists to partake in.

**Figure 8: Domestic tourism models within the tourism value chain**



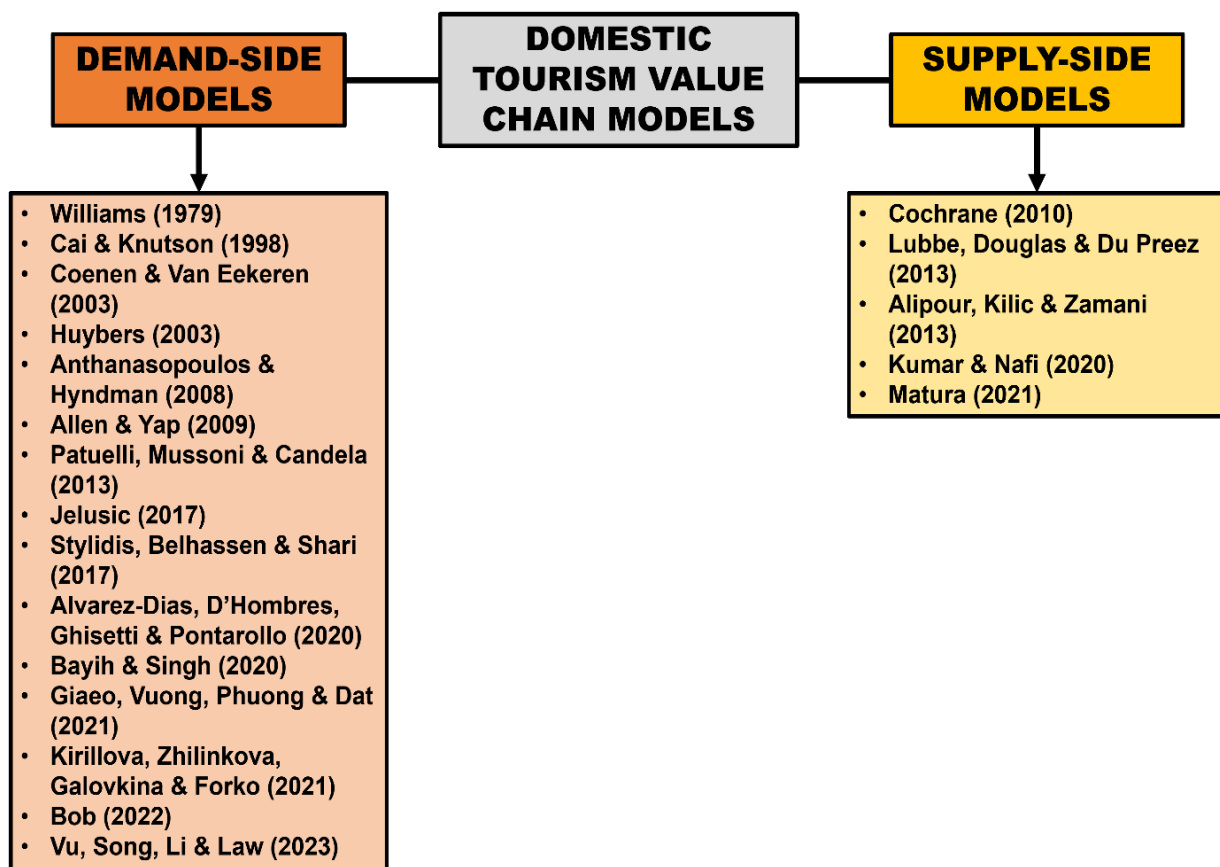
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<sup>142</sup> See Chapter 3.

Thus, the demand-side of domestic tourism models focuses exclusively on the maximization of disposable income and spending power for tourists to utilise more local products and services. In comparison, the supply-side of domestic tourism models focuses specifically on the formulation and deployment of local products to provide for domestic tourists so as to encourage more business and services.<sup>143</sup> Therefore, within the demand-side of domestic tourism models' tourists play the central role in all tourism flows; whereas in the supply-side of domestic tourism models the product plays the critical role in all tourism flows.

In this context, this parallel division of domestic tourism models within the tourism value chain has also been researched from a range of perspectives by various travel stakeholders, role players and communities across the global North and South, over the last half century. A search of over one hundred articles that focus on domestic tourism produced the following twenty publications specifically focusing on models. (See Figure 9)

*Figure 9: Domestic tourism models in context*



<sup>143</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 3-28.

When considering the models produced in the last half century on the demand and supply sides of the domestic tourism value chain, it becomes quite evident from Figure 9 that “demand-side” domestic tourism models (the tourists) have received much more academic attention as opposed to supply-side domestic tourism models (the tourism products). This makes it evident that “domestic tourists” have received considerably more research consideration in relation to “domestic tourism products”. This concerning as it stands to reason that without products, tourists would not have a domestic destination to explore. The latter lacuna in research is problematic in the light of the fact that these two components should, in principle, work in tandem with one another, and not in competition with one another to deliver a unique, authentic and memorable touristic experience for the domestic tourist. This, imbalance and under-representation of the supply-side of domestic tourism models raises concerns for the sector as a whole, especially in its wake to recover and build resilience to internal and external threats.

#### **4.3) Supply-side domestic tourism models**

Despite these outlined discrepancies between demand and supply-side domestic tourism models within the scholarship over the last fifty years, a handful of the latter have withstood the test of time in terms of academic inquiry, as indicated above. These models include: the “Holling Loop” by J. Cochrane (2010); the “Match Model” by B.A. Lubbe, A. Douglas and E. Du Preez (2013); the “Adaptive Model” by H. Alipour, H. Kilic & N. Zamani (2013); the “Theoretical Recovery Model” by S. Kumar & S. Nafi (2020); and the “Promotional Model” by P. Matura (2021).

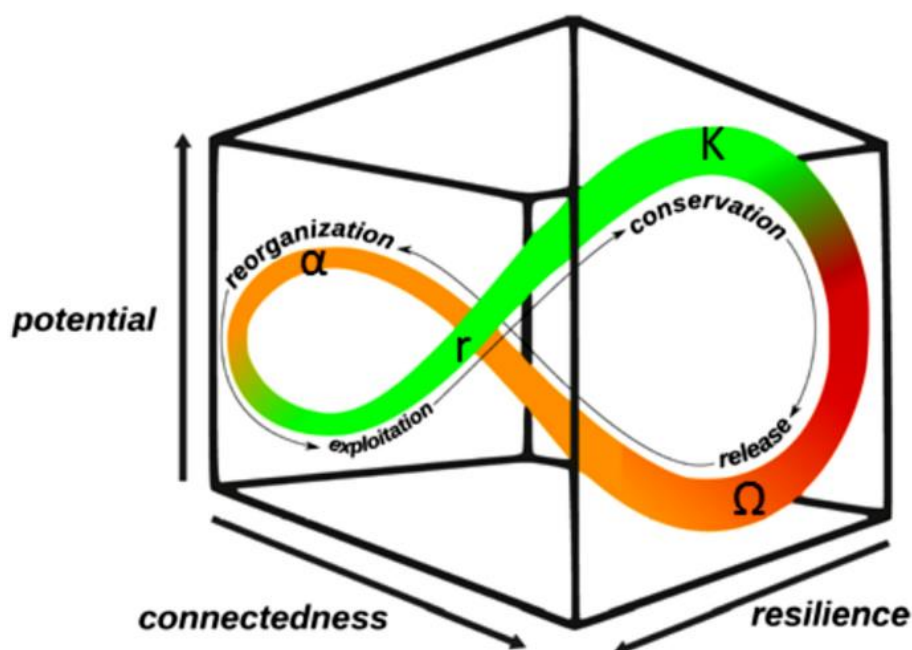
##### **4.3.1) “Holling Loop”**

The “Holling Loop”, also commonly referred to as the “Tourism Resilience Model”, was formulated in 2001. This was devised in the wake of various global crises that directly and indirectly affected the domestic tourism segments of various countries across the global North and South.<sup>144</sup> (See Figure 10)

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<sup>144</sup> J. Cochrane, J. ‘The sphere of tourism resilience’, *Tourism Recreation Research* 35 (2), 2010, pp. 1-13.

Figure 10: “Holling Loop”<sup>145</sup>



This principle aims of this “loop” or cycle, was to build resilience within tourism products within confined spaces, more specifically in local travel offerings. It proposed how these products in national travel spaces can become more flexible, adaptable and mendable to weaknesses and threats elsewhere in the domestic tourism value chain.<sup>146</sup> This cycle therefore sets forth by way of a continuous loop to showcase the various stages an intangible domestic tourism product will go through in its “life cycle” with a specific emphasis on its reorganisation, exploitation, conservation and release phases.<sup>147</sup> To some extent, this model is an adaptation and extension of some of the key elements or phases of the 1980s Butler Tourism Area Life Cycle,<sup>148</sup> but takes this further within the context of new social, technological, economic, environmental and political developments in the twenty-first century.

<sup>145</sup> J. Cochrane, J. ‘The sphere of tourism resilience’, *Tourism Recreation Research* 35 (2), 2010, pp. 1-13.

<sup>146</sup> J. Cochrane, J. ‘The sphere of tourism resilience’, *Tourism Recreation Research* 35 (2), 2010, pp. 1-13.

<sup>147</sup> J. Cochrane, J. ‘The sphere of tourism resilience’, *Tourism Recreation Research* 35 (2), 2010, pp. 1-13.

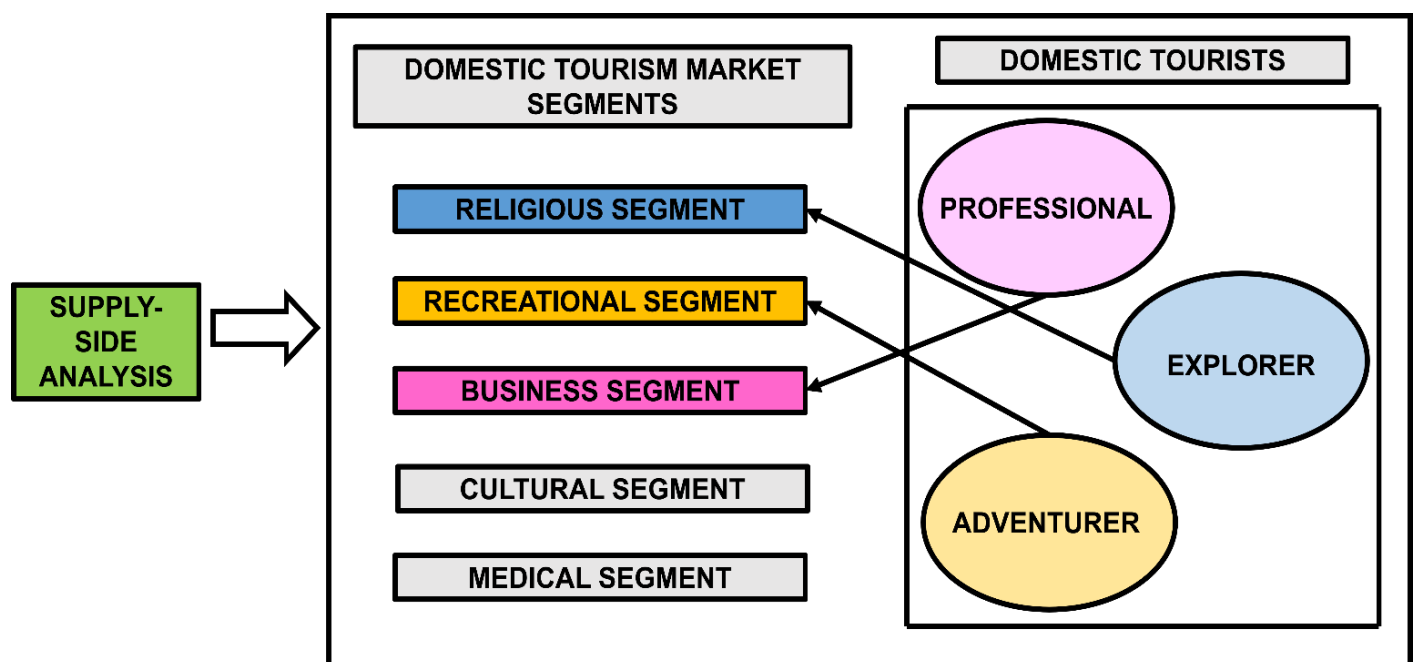
<sup>148</sup> See Chapter 5 of University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp.71-88.

In this cycle emphasis is also placed on how domestic tourism role players, across various economic, environmental, social and political domains, have to work in unison and in collaboration with one another to “harness market focus whilst simultaneously building cohesion” for and on behalf of domestic tourism products.<sup>149</sup> Thus, the “Holling Loop” cycle strategizes theoretical and practical ways to unlock the connectedness and potential of the supply-side of domestic tourism by building resilience into the core of the product from the beginning, instead of only adding resilience when crises arises in the local travel industry later on.<sup>150</sup>

#### 4.3.2) “Match Model”

The “Match Model” was created in 2013 to address a sharp decline in domestic tourism arrivals within a demarcated localised travel setting with set parameters.<sup>151</sup> (See Figure 11)

Figure 11: “Match Model”



<sup>149</sup> J. Cochrane, J. ‘The sphere of tourism resilience’, *Tourism Recreation Research* 35 (2), 2010, pp. 1-13.

<sup>150</sup> J. Cochrane, J. ‘The sphere of tourism resilience’, *Tourism Recreation Research* 35 (2), 2010, pp. 1-13.

<sup>151</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, pp. 35-119.

This model aims to address declining local travel numbers by “matching” domestic tourism market segments to domestic tourists instead of the other way around, which has become the status quo. This specific model in essence aims to circumvent the notion that “one size fits all” when it comes to domestic market segmentation.<sup>152</sup> It underscores the notion that each product will attract a different tourist; that all tourism products have to differ depending on region they are sold from; and that these products need to be developed by stakeholders in the region for tourists to come, and not by institutional role players.<sup>153</sup>

The “Match Model” therefore aims to deconstruct domestic tourism from a bottom-up developmental approach where in this context tourism stakeholders, role players and communities on the ground hold the key to domestic tourism development as opposed to public and private sector entities at the top.<sup>154</sup> This proposed segmentation in turn also allows for a more transformative and adaptive product offering, seeing as the latter is prioritized, as opposed to the tourist who will partake nonetheless in the experience should it peak their immediate travel interest.

#### **4.3.3) “Adaptive Model”**

The “Adaptive Model” was developed and positioned in 2013 for a two-fold reason. Firstly, to position a country as a domestic tourism hub in a specific region, and secondly to combat poverty, unemployment and political instability in that specific country. (See Figure 11) This model in turn sets forth to develop domestic tourism products from a resource, activity and community-base so as to inspire various market ties in an attempt to formulate an “organisation” around local market segments.<sup>155</sup>

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<sup>152</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, pp. 35-119.

<sup>153</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, pp. 35-119.

<sup>154</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, pp. 35-119.

<sup>155</sup> H. Alipour, H. Kilic & N. Zamani, ‘The untapped potential of sustainable domestic tourism in Iran’, *Anatolia* 24(3), 2013, p. 473.

**DOMESTIC TOURISM DEVELOPMENT: THE CASE OF IRAN**

**NATIONAL TOURISM ORGANIZATION (NTO)**

Resource-based    Activity-based    Community-based

Local tourism organization    Provincial tourism organization    Urban tourism organization

Focus on local affairs/community based operations    Regional level approach to tourism planning & management    Urban specific tourism

**TYPES OF TOURISM BASED ON MARKET TIES?**

Domestic tourism (sustainable/practical)    International tourism (mass). Future option?

**PLANNING APPROACH/DOMESTIC TOURISM PLANNING PROCESS. FOCUSED PROPOSITION**

Public sector; private sector; universities/NGOs (TRG triangle)

Policy    Plan    Implementation

44



a specific domestic tourism destination. This adaptive release method to domestic tourism, administers domestic tourism in small product clusters and as soon as these spaces attract tourists more domestic tourism product clusters are then created.<sup>156</sup>

Given the “stop-and-go” developmental approach, illustrated in the above figure, it is also important to point out this supply-side model’s reliance on policy, planning and implementation from the public as well as private sectors. Although the creators of the “Adaptive Model” cite that this is a more sustainable form to developing domestic tourism, they do concede that this model is not a “one shot, big bang” master plan.<sup>157</sup> Rather, they note that this “technical and discrete” model is based on local value with measurable outcomes that can result in immediate, mid-term and long-term utility, taking into account the delicate, complex and contentious local social dynamics of the specific area this domestic tourism model is introduced to.

#### **4.3.4) “Theoretical Recovery Model”**

In 2020, the “Theoretical Recovery Model”, illustrated below, was conceptualised and introduced to address the potential lasting effects of seemingly recurring global health emergencies – such as the Zika-virus, Ebola and Coronaviruses – and how they had a lasting impact on domestic tourism.<sup>158</sup> (See Figure 13)

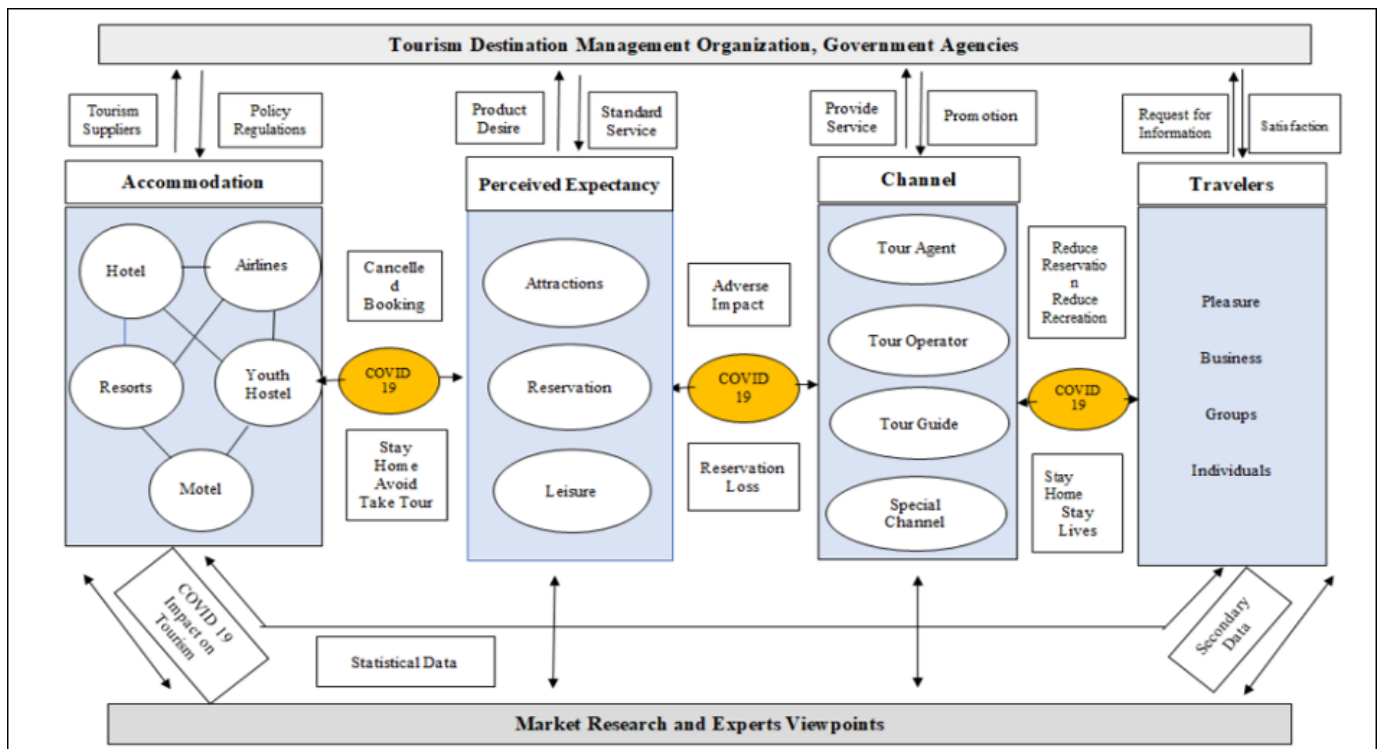
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<sup>156</sup> H. Alipour, H. Kilic & N. Zamani, ‘The untapped potential of sustainable domestic tourism in Iran’, *Anatolia* 24(3), 2013, p. 473.

<sup>157</sup> H. Alipour, H. Kilic & N. Zamani, ‘The untapped potential of sustainable domestic tourism in Iran’, *Anatolia* 24(3), 2013, p. 473.

<sup>158</sup> Singh, S. ‘Domestic tourism: Searching for an Asianic perspective’, *Domestic tourism in Asia* 29 (1), 2009, pp. 29-38.

**Figure 13: “Theoretical Recovery Model”**



The aforementioned model echoes the importance of market research done by experts and industry perspectives raised by local participants, as opposed to relying on government, private entities and destination management organisations only for domestic product creation, implementation and the ultimate resilience thereof. This model thus sets forth to put key domestic tourism products into temporary theoretical compartments.<sup>159</sup> Firstly, it does so as to address any weaknesses that may have arisen within them over time. Secondly, it does so when these threats are then addressed by local role players and these product compartments are then re-introduced to the broader domestic tourism sphere controlled by institutional bodies. It is also important to note that this specific model does take into account that domestic tourism as a market segment cannot operate without various institutional role players.<sup>160</sup> However, the “Theoretical Recovery Model” indicates that domestic tourism products must be formulated, managed and mitigated by local participants as they are the ultimate service providers to the domestic tourist. Thus, the model argues that the

<sup>159</sup> Singh, S. ‘Domestic tourism: Searching for an Asianic perspective’, *Domestic tourism in Asia* 29 (1), 2009, pp. 29-38.

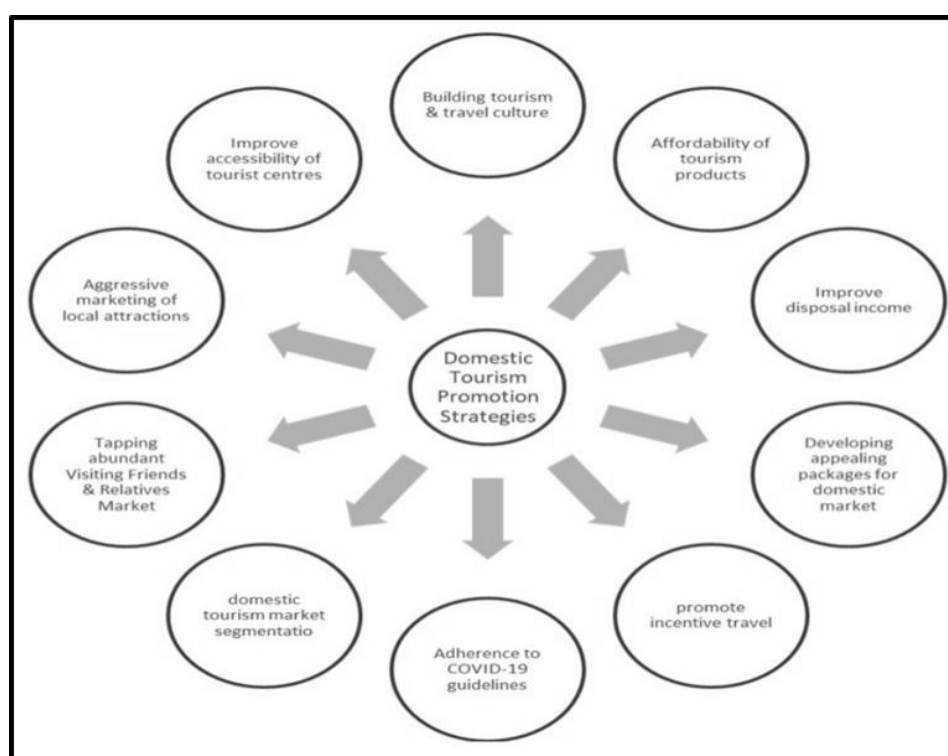
<sup>160</sup> Singh, S. ‘Domestic tourism: Searching for an Asianic perspective’, *Domestic tourism in Asia* 29 (1), 2009, pp. 29-38.

success, and the present recovery, of all domestic tourism holistically lies with grassroots communities, programmes and initiatives.<sup>161</sup>

#### 4.3.5) “Promotional Model”

The “Promotional Model” for domestic tourism was intended to serve as a tool to even further elevate domestic tourism in local travel destinations, seeing as it was one of the very few sectors that showed actual growth and flexibility during the global outbreak of COVID-19. Thus, this model outlines how one can enhance a country’s diverse range of domestic tourism products in a post-pandemic tourism landscape with somewhat stabilised tourism flows.<sup>162</sup> (See Figure 14)

**Figure 14: “Promotional Model”**



As visualised, in Figure 14, this model places a key emphasis on the “harsh realities” of the tourism industry’s “new normal”, however, echoes the importance to adhere to COVID-19 institutional guidelines, but stresses the need to find action plans to mitigate

<sup>161</sup> Singh, S. ‘Domestic tourism: Searching for an Asianic perspective’, *Domestic tourism in Asia* 29 (1), 2009, pp. 29-38.

<sup>162</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, pp. 91-99.

external threats effectively. This model also indicates the importance to uplift all domestic tourism market segments and their associated products.<sup>163</sup> It cautions against “favouring some over others” as has been found with business-driven niches which predominate over cultural, recreational, medical and religious niches in the past. By way of these promotional strategies, this product also underscores the importance of aggressive marketing, levels of disposable income and travel infrastructure as key contributors to a successful domestic tourism product in the short and long-term. This Promotional Model therefore sets forth to the “base” to which domestic tourism products on the supply-side of the domestic tourism value chain can be promoted going forward.<sup>164</sup>

#### **4.4) Chapter summary**

In summary it is important to underscore the need for more supply-side domestic tourism models to be formulated, created and deployed to address the new “tourism realities” across the international landscape. The aforementioned five supply-side models which emanate from both global North and South, can in turn serve as international best practice examples to strengthen and augment domestic tourism market segments.

However, in addressing this research gap within the tourism fraternity it is imperative to go beyond the status quo and actually reinvigorate from a bottom-up local grassroots perspective. As is evident from the above assessment of domestic tourism models focusing on the supply side, the innovation from a product point of view remains the key to unlocking unexplored potential within the domestic tourism domain. This is one of the key concerns of the DTRM which is premised on this idea of unlocking potential. Moreover, the DTRM innovation, has to be actualised with on-the-ground and “outside-the-box” thinking so as to re-energize, reconsider and reimagine what domestic tourism can be to a national tourism sector going forward.

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<sup>163</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, pp. 91-99.

<sup>164</sup> P. Matura, ‘Domestic Tourism promotion strategies during and after the Covid-19 pandemic in Zimbabwe’, *The Dyke*, 2021, pp. 91-99.

## **CHAPTER 5: DOMESTIC TOURISM REMODELLING MODEL (DTRM)**

### **5.1) Introduction**

As indicated earlier, the UP-conducted project entitled “Remodelling the local domestic tourism market in South Africa within a covid-19 environment” of 2021 – 2022 envisaged and developed a model to reconfigure the domestic tourism domain. This four-component model, DTRM, was devised to address the “supply” component of the tourism lifecycle as a means to reinvigorate the “demand” component, specifically within the context of the domestic market. This chapter focuses specifically on the newly devised model and unpacks its various elements in some more detail. The actual fieldwork, workshoping and results of the DTRM are discussed in Chapter 7 and reflect on how the interface with the stakeholders (government, tourism entrepreneurs, grass roots communities) in the field, responded to and augmented the DTRM with their input in order to make it integral to their respective environments.

### **5.2) Background**

As mentioned in Chapter 4, the “indiscipline of tourism”<sup>165</sup> as coined by Tribe indicates that tourism is a study domain which is conceptualized as having two distinct fields: the “business of tourism” and the “non-business” aspects of tourism. This particular model, the DTRM, would fall within the latter field as it does not deal with the statistical analysis of the situation, nor involve any numeracy, but rather analyses the qualitative input of the various stakeholders within a specific place. It is this emphasis on “place” that is of critical importance to developing a product that is more vibrant and dynamic and that can re-invigorate travel to a specific destination.

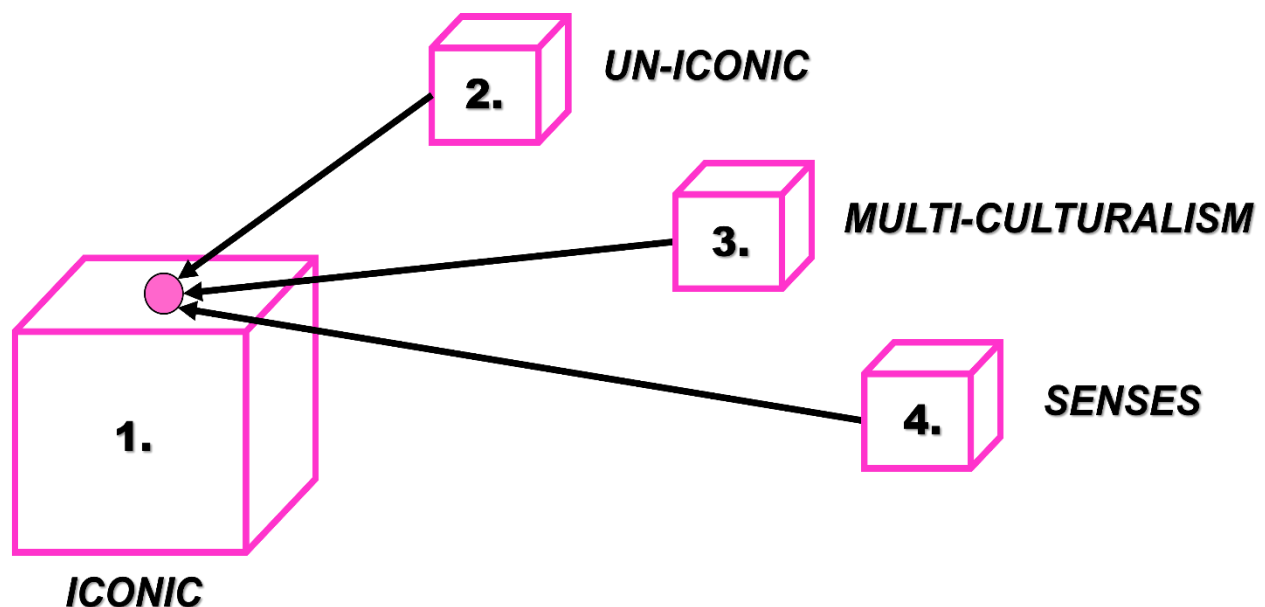
In essence, the theoretical standpoint is that the DTRM model needs to be developed and augmented by the specific participant stakeholders within a particular place or space. It argues that this should be a symbiotic relationship, a relationship in which the people and the product both benefit and are in essence indispensable to each other within the model. Put differently, the model needs to be developed or augmented by those in a particular touristic space in order for it to be to their specific advantage. It is thus a question of a mutually beneficial symbiotic relationship between model and participant stakeholder.

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<sup>165</sup> J. Tribe, ‘The indiscipline of tourism’, *Annals of Tourism Research* 24 (3), 1997, pp. 638-657.

The DTRM is thus a tool that has been devised by DHHS to encourage participant stakeholders to re-look and re-conceive the tourism product that is on offer within the local travel market. This encouragement and facilitation to think differently about the tourist product in a specific place and devise new dimensions to add to the supply component has the potential to both re-vitalise and re-energise the tourism product in a domestic environment. Basically, the DTRM was developed to include what already exists (iconic) within a touristic space, and then prompt an expansion and extension of the product (un-iconic, multi-cultural and sensorial) to enhance the domestic tourism market to make it more appealing and invigorating. This is accomplished through a facilitator who must engage with the participant stakeholders to ascertain what elements exist within their domain and then essentially stimulate, encourage and enthrall them to think differently about their tourism product on offer. (See Figure 15) As is explained, the DTRM encompasses four key elements which will be further unpacked in the following sections: iconic, un-iconic, multi-cultural and the five sense. (See Figure 16)

**Figure 15: Diagrammatic representation of the roll-out presentation and engagement process**



### 5.3) Element 1 – “Iconic”

This refers to the touristic products that are the most well-known in an area and are often those that are regarded as the drawcards to a particular destination. They are generally recognised as “the” tourist attractions which are featured in the popular media as among the “10 top things to do or see ...” at a specific place. They feature on all the destination marketing materials and cater to both a local and international tourist. They are therefore usually (but not always) well-preserved and well-developed with adequate infra-structure and useful information. These iconic elements can include both natural and cultural features, historical and modern landscapes, static and active experiences. As regards the **iconic**, the essential idea is to begin by ascertaining what a particular local destination has to offer in terms of the popular or rather known attractions.<sup>166</sup>

### 5.4) Element 2 – “Un-iconic”

In contrast to the iconic, the un-iconic includes those tourist attractions that are generally unknown, unidentified and unrecognised. As a result, they do not feature as drawcards in the tourism domain, they might never have been considered as of importance or of relevance, yet they have the potential to be of interest to both a local and international audience. Given this obscurity, they are sometimes not well preserved nor well-developed with limited infra-structure and usually no available information. They therefore do not feature as tourist drawcards. Essentially, they remain unknown and in an undeveloped and undiscovered state. Thus, these need to be ascertained and explored within the given area or region. This means there needs to be a concerted innovative effort to go beyond the iconic and venture into the “unknown” in terms of touristic practices.<sup>167</sup>

### 5.5) Element 3 – “Multi-culturalism”

The element of “multi-culturalism” refers to the rich diversity that makes up South African society. This includes the range of cultures, languages, traditions and beliefs

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<sup>166</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>167</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

that emanate from both the citizens within the country as well as from communities from outside of the country. “Multi-culturalism” or multi-inclusionism comprises a diversity of backgrounds, cultures, races, nations and ethnicities. It includes a broader spectrum of tangible and intangible elements which in the context of the tourism product can include flavours, traditions, practices, histories, trends and other attributes. This element allows for the showcasing of all cultures that are found within a specific destination, going beyond the dominant identities within a particular travel landscape. This element will afford the tourist to engage with different cultures which have the potential to enhance the tourist experience. It essentially strives to embrace other cultural, national and international features within the region so as to provide a multi-cultural dimension. Multi-culturalism therefore strives to be an inclusive, diversified and transformative component within the domestic tourism value chain.<sup>168</sup>

#### **5.6) Element 4 – “Senses”**

The fourth element refers to the five human senses: see, hear, touch, taste and smell. It goes beyond the stereotypical “look-and-see” of the tourism industry by incorporating all of the five senses. This element makes for a more holistic and diversified touristic experience by engaging the tourist more fully. In effect, by enhancing the overall sensory experience a more encompassing and satisfying product is developed.<sup>169</sup>

These four elements and/or pillars make up the components for strengthening and advancing the domestic tourism landscape from a grassroots bottom-up approach. It is argued that the stabilisation of the local tourism market will stand the domestic domain in good stead in preparation for the expected return of the international travel sector.<sup>170</sup>

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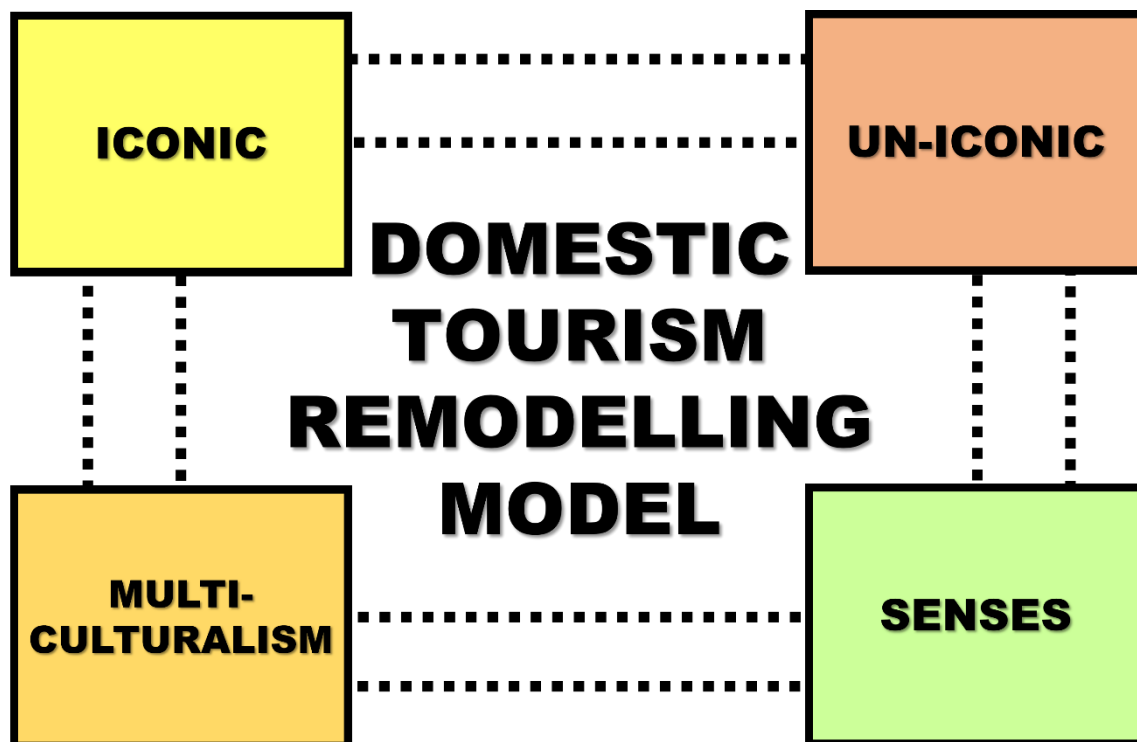
<sup>168</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>169</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>170</sup> *Tourism Sector Recovery Plan (August 2020); Tourism Recovery Plan (March 2021)*; National Department of Tourism, 2020, <<http://www.tourism.gov.za>>, Accessed: July 2022.



Figure 16: The Domestic Tourism Remodelling Model (DTRM)



### 5.7) Projected practical application

This relatively simplistic model, with its four relatively basic elements was devised in such a way that it can be used by a facilitator to re-invigorate the tourist product in a particular destination through a hands-on experiential process. The method of introduction is thus purely qualitative in research approach and allows for the development of a conversation, an interaction or communication channel where the human dimension is indispensable. It is important to note that the success of the model, in terms of its understanding, acceptance, development and implementation, is dependent on this human interactive dimension. This aligns with elements of the above discussed “Match Model” in that it requires that these products need to be developed by stakeholders in the region.<sup>171</sup> It also resembles aspects of the “Adaptive Model” which maintains that domestic tourism products should be developed from a resource, activity and community-base.<sup>172</sup> Lastly, it aligns with the “Theoretical

<sup>171</sup> University of Pretoria – Department of Tourism Management, *Analysis of the supply of tourism products for the five key domestic market segments*, 2013, pp. 35-119.

<sup>172</sup> H. Alipour, H. Kilic & N. Zamani, ‘The untapped potential of sustainable domestic tourism in Iran’, *Anatolia* 24(3), 2013, p. 473.

Recovery Model” which argues that domestic tourism products must be formulated and managed by local participants as they are the eventual service providers to the domestic tourist.<sup>173</sup> It must be pointed out that a quantitative research approach, using statistical data, questionnaires and surveys with no human interaction will not result in the model’s acceptance, development, evolution application and or sustainability.

Moreover, the facilitator in this process must be engaging and a lateral and spontaneous thinker in order to assist participant stakeholders to reconsider and reconfigure their tourist product. It is also essential that the facilitator is mindful and respectful of the tourism product or offering within a specific destination, as well as of those individuals in the tourism sector as well as those outside of it (and who might potentially want to be part of it). The participant stakeholders within a particular destination are in effect the specialists on the product and have the knowledge of what is available within a specific destination. Cognisance of this as well as respect for this knowledge needs to be made apparent before the facilitator can engage and suggest any additions and or changes to the product.

As intimated, the participant stakeholders to be involved in the piloting of the practical application must include a wide range of individuals representing the official and unofficial segments. In other words, these must include representatives from public entities, private entities, government officials, tourism entrepreneurs, community leaders and grassroots community members. These individuals must have some form of interest or investment in the tourism sector and should ideally be inhabitants of the region or destination. Given the oftentimes fractured nature of the tourism industry within a delineated region, it is also important for the effective engagement with participant stakeholders that both the presenter and the participants need to be non-partisan and a-political in terms of their partaking of the project development and eventual roll out. (See Table 2)

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<sup>173</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

**Table 2: Participants for the piloting of the projected practical application**

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

According to the Research Ethics rules and regulations of the UP Faculty of Humanities, key members within the tourism sector will be identified and requested to participate in the inception phase of the project. In addition, these key individuals will in turn be asked to invite interested participants to partake in the roll-out and initial phase of the DTRM model, providing them with the UP DHHS Letter of Introduction

and Informed Consent. Permission for this research project has also been granted by DT.<sup>174</sup>

The facilitator will first introduce the DTRM project and place it within a broader context of the tourism sector. Then, to begin the introduction of the DTRM model, the facilitator will first engage with the known tourism features and activities within the destination – the iconic – so as to embrace the participant stakeholders and their tourism products affirming what they have on offer. This is a key component of the interaction and should lay a solid foundation on which further discussion can take place. The facilitator needs to acknowledge what is available and affirm its importance and relevance as part of the tourism product. The facilitator also needs to win the trust of the participant stakeholders in order to get them on board at “ground zero”, before attempting to “launch” them into the unknown or untraversed – in other words, out of their comfort zone in terms of the tourism product. This stance should thus also develop and create a sense of trust with the participant stakeholders before embarking on the following three phases of the DTRM model which will compel them to “think outside of the box”. These subsequent three phases need to be presented in both a compelling and consultative manner.

The facilitator then needs to engage further with the participant stakeholders to reconsider those aspects which do not form part of the typical tourism offering, that is the un-iconic element. These might include the “best keep secrets”, the apparently every day, mundane or personal experience, but often unique features never considered of touristic value. These may include both the tangible or intangible, individual inherited knowledges or memories. The facilitator must be able to encourage the participant stakeholders to consider their touristic offering/s from a variety of perspectives and vantage points in order to stimulate and encourage creative thinking which will ultimately enhance the tourism product on offer.

The third element requires that the facilitator inspires the participant stakeholders to identify and consider other cultures or nationalities within their area. This aligns with

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<sup>174</sup> See *Chapter 2*.

the South African touristic motto of “A World in One Country”<sup>175</sup> and is intended to involve the range of cultures endemic to the country as well as those cultural communities from outside of the country. Participants must be encouraged to identify what is of interest about other cultures or nations living within their vicinity in terms of for example their cultural attributes – be it food, dance, language or belief systems. These different cultural traits can be included in the touristic product to add diversity and another colourful dimension to the experience of the tourist. This can be of particular use when the tourist spends an extended amount of time in a destination by adding variety to the cultural experience on offer. Moreover, given South Africa’s “rainbow nation” status domestic tourists would be attracted to other cultures both different as well as similar to their own. In the context of this third element, there is an additional beneficial add-on, as this element of multi-culturalism will also align with and subscribe to the principles and goals of the global organization “International Institute for Peace through Tourism”.<sup>176</sup>

The final element that the facilitator can use to expand the manner in which the tourist product is presented is by embracing all five senses of the tourist in the experience of the product. While the tourist usually “sees” an attraction and “hears” information about it, the facilitator can inquire and prompt the participant stakeholders to imagine how the other senses - smell, taste and touch - can be brought into the experience.

This roll-out and initial engagement phase has a dual mandate to test how the DTRM model idea is received by participant stakeholders, as well as how it can be used to re-invigorate the domestic tourism landscape. Thus, in essence, the participant stakeholders are being challenged to think beyond the mundane or the normal. To reiterate, the facilitator must stimulate and encourage the participant stakeholders to “think outside of the box” to re-conceptualise what the specific destination has on offer and to see ways in which it can be enhanced to remodel the model for a more attractive and diversified tourism product.

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<sup>175</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>176</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

## **5.8) Chapter summary**

The four elements that make up the remodelling model are conceptualised in such a way as to strengthen the tourism product through a facilitator in partnership with the participant stakeholders at a particular destination. The first of the four elements basically confirms the already established and recognised tourist attractions and is a means for the facilitator to connect and affirm the tourist product with the participant stakeholders. It is likewise a way in which the facilitator can also connect and win the trust of or acceptance by the participant stakeholders. The remaining three elements are intended as a catalyst whereby the facilitator can stimulate and encourage the participant stakeholders to think differently about their tourism product. Thus, tourism stakeholders will be encouraged to embrace different dimensions of the tourism product or offerings, by being stimulated to approach and think about their tourism products from different and more innovative perspectives. The DTRM is therefore intended as a “catalyst” to restructure the form and nature of the domestic tourism landscape in order to attract a wider tourist audience, both within and without the localised travel arena. Thus, it is believed that the DTRM has the potential to transform the local tourism offerings by re-invigorating existing tourism products, but by also adding new products to the tourism offering.

## CHAPTER 6: DOMESTIC TOURISM POLICY REVIEW

### 6.1) Introduction

Before considering the application of the DTRM in the designated area in Chapter 7, this chapter focuses briefly on the history and development of the domestic tourism market in South Africa in order to provide some context and background to the specific domain. It briefly outlines the historical context to domestic tourism and then highlights a selection of key pieces of legislation that have been promulgated in this regard.

### 6.2) Historical background to domestic tourism in South Africa

Tourism in South Africa has a long history, its development was inextricably linked to the development of the railways, and heavily influenced by the country's different political dispensations. In South Africa, as in other parts of the world, domestic tourism was often time used for unification or nation-building, to assert certain political ideologies and to bolster the industry in times of crises. Tracing the early emergence and development of South Africa's tourism industry is no easy task as the information is scattered across thousands of pages of the now digitised *South African Railways & Harbours Magazine*, and a select few academic publications. Furthermore, events such as the South African War (1899-1902), the formation of the Union of South Africa (1910), the First World War (1914-1918) and the Second World War (1939-1945) took precedence over or halted the development of tourism and resulted in sporadic documentation of any activities related to tourism.

As in other parts of the world, the railways in South Africa, played a pivotal role in the genesis and development of the country's tourism industry.<sup>177</sup> In the early 1900s, the Central South African Railways already started promoting tourism, and the acclaimed English tourism entrepreneur, Thomas Cook, organised trips to the battlefields of the South African War in 1901. In 1909 the South Africa Act amalgamated the country's former separate railway corporations into the South African Railways (SAR) corporation.<sup>178</sup> The SAR's Publicity and Travel Department (SARPTD) was

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<sup>177</sup> J. Foster, "'Land of Contrasts' or 'Home we have always known'?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930", *Journal of South African Studies* 29(3), 2003, pp. 660-664; V. Bickford-Smith, 'Creating a City of the Tourist Imagination: The Case of Cape Town, "The Fairest Cape of Them All"', *Urban Studies* 46(9), 2009, p. 1767.

<sup>178</sup> J. Foster, "'Land of Contrasts' or 'Home we have always known'?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930", *Journal of South African Studies* 29(3), 2003, p. 666.

established in 1914<sup>179</sup> to “disseminate visual material of South African scenery and industries in all parts of the world to stimulate tourism and industrial investment” in the country.<sup>180</sup> After 1910 (Union) the country’s railways were crucial in the unification of the Afrikaans and English-speaking populations as “they not only brought distant places into the national economy, but they also made it possible for citizens to travel and visit those places”.<sup>181</sup> In the 1920s the country’s harbours were also incorporated into the SAR, which then became known as the South African Railways and Harbours (SAR&H) Administration – an entity that influenced every aspect of life in South Africa, and served to extend the reach of the SARPTD.<sup>182</sup> The SAR&H controlled all transportation in the country – trains, harbours, busses and from 1934, South African Airways as well.<sup>183</sup>

Until the mid-1920s, the SARTPD focussed on promoting travel within the country, then in the late-1920s and early 1930s increased its efforts in promoting inbound tourism. The Publicity Department soon had offices in London and New York and circulated thousands of brochures, guidebooks and pamphlets. In 1929, an American newspaper editor noted that “wherever one goes one is met with the fascinating contrast of the primitive natural beauty of South Africa existing side by side with the advanced comforts of modern life”.<sup>184</sup> The editor also commented on the “pleasant surprises” of “up-to-date hotels and comfortable train travelling”, compared the country’s weather to that of the “French Riviera” and asserted that “American interest in South Africa is growing”.<sup>185</sup> In a 1933 article in the *South African Railways &*

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<sup>179</sup> J. Foster, “‘Land of Contrasts’ or ‘Home we have always known’?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930”, *Journal of South African Studies* 29(3), 2003, p. 663

<sup>180</sup> J. Lange & J. van Eeden, ‘Designing the South African Nation: From Nature to Culture’, in K. Fallan & G. Lees-Maffei (eds.), *Designing Worlds: National Design Histories in an Age of Globalisation*, 2016, p. 62.

<sup>181</sup> J. Foster, “‘Land of Contrasts’ or ‘Home we have always known’?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930”, *Journal of South African Studies* 29(3), 2003, p. 664.

<sup>182</sup> J. Foster, “‘Land of Contrasts’ or ‘Home we have always known’?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930”, *Journal of South African Studies* 29(3), 2003, pp. 661-662; J. Lange & J. van Eeden, ‘Designing the South African Nation: From Nature to Culture’, in K. Fallan & G. Lees-Maffei (eds.), *Designing Worlds: National Design Histories in an Age of Globalisation*, 2016, p. 62.

<sup>183</sup> J. van Eeden, ‘South African Railways Postcard Calendars, 1961 – 1984’, *South African Historical Journal* 66(1), 2014, p. 83.

<sup>184</sup> *South African Railways and Harbours Magazine*, ‘South Africa as a tourist country’, 1929, p. 1512.

<sup>185</sup> *South African Railways and Harbours Magazine*, ‘South Africa as a tourist country’, 1929, pp. 1512-1513.



*Harbours Magazine* explaining the importance of “publicity”, it is noted that “the average number of tourists annually visiting South Africa has grown from a negligible quantity to over 7 000”.<sup>186</sup>

It is important to note, however, that its domestic efforts did not diminish. The *South African Railways & Harbours Magazine* was the country’s most widely read periodical well into the mid-1900s and frequently featured photographs of the country’s cities and landscapes and promoted train tour packages to some of South Africa’s most popular coastal resorts, many of which developed because of the railways.<sup>187</sup> SAR&H was not the only one to promote domestic tourism, several Publicity Associations were established across the country, such as the Cape Peninsula Publicity Association (CPPA), Johannesburg and Pretoria Publicity Associations, and even a Graskop Publicity Association. Before the establishment of the SARPTD, these Associations were solely responsible for promoting their respective destinations and worked in conjunction with the SARPTD following its establishment. The CPPA, for example, hosted a Grand Gala season in 1908 in hopes of attracting “thousands of South African and hundreds of overseas visitors” to the city and produced a guidebook for the “Mother City of South Africa” to accompany the season.<sup>188</sup> In the early 1930s the Johannesburg Public Association and the SARPTD published two guidebooks that highlighted the city’s tourist attractions such as the “Johannesburg City Hall and within it the city hall organ; the law courts; the public library and geological museum; the city art gallery and the Union Observatory”.<sup>189</sup> The domestic market was very much focused on.

The Tourist Development Corporation, established in 1938, was responsible for promoting the country internationally, while the SARPTD was responsible for domestic

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<sup>186</sup> *South African Railways and Harbours Magazine*, ‘The Importance of Publicity: Placing South Africa on the Tourist Map’, 1933, p. 875.

<sup>187</sup> J. Foster, “‘Land of Contrasts’ or “Home we have always known”? the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930’, *Journal of South African Studies* 29(3), 2003, pp. 666-667; V. Bickford-Smith, ‘Creating a City of the Tourist Imagination: The Case of Cape Town, “The Fairest Cape of Them All”’, *Urban Studies* 46(9), 2009, p. 1767.

<sup>188</sup> V. Bickford-Smith, ‘Creating a City of the Tourist Imagination: The Case of Cape Town, “The Fairest Cape of Them All”’, *Urban Studies* 46(9), 2009, p.1769.

<sup>189</sup> C. M. Rogerson & J. M. Rogerson, ‘Historical urban tourism: Developmental challenges in Johannesburg 1920-1950’, *Urbani Izziv* 30, 2019, p. 116.

marketing.<sup>190</sup> The Corporation was jointly funded by the Union government and SAR&H and all “clerical and administrative work involved in the performance of the Corporations’ functions ... [was] to be performed by servants of the Railway Administration”.<sup>191</sup> The Corporation was therefore in essence an organ of the SAR&H with the object of developing “the tourist industry of South Africa by encouraging persons to visit the Union from elsewhere”.<sup>192</sup> Despite its efforts, the majority of the country’s visitors were from local neighbouring countries such as Rhodesia (Zimbabwe), Botswana and Mozambique. It was only in the 1960s that international tourist arrivals started to increase.<sup>193</sup> The SARPTD continued its domestic efforts by promoting a range of tour packages. For example, a bus service from Johannesburg to Durban was introduced in 1948 to “provide the public with yet another means to see South Africa first”.<sup>194</sup> In Cape Town, several day trips and sight-seeing tours to Hermanus, Cape Point, Chapman’s Peak, Groot Constantia, Hout Bay, and the winelands during the holiday season (December – January) and a 10-day Garden route tour were also offered.<sup>195</sup> From the 1940s the SARPTD also produced postcards of Table Mountain, Chapman’s Peak Drive, Durban and the South African bushveld, specifically Kruger National Park, which solidified their status as “iconic” attractions and landmarks.<sup>196</sup>

It must be noted that throughout these early years of the twentieth century, the domestic tourism market was almost exclusively focused on a white market. This inequity was to be further entrenched with the election in 1948 of the Nationalist Party government with its apartheid ideology.<sup>197</sup> This would have a seriously detrimental

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<sup>190</sup> J. Lange & J. van Eeden, ‘Designing the South African Nation: From Nature to Culture’, in K. Fallan & G. Lees-Maffei (eds.), *Designing Worlds: National Design Histories in an Age of Globalisation*, 2016, p. 63.

<sup>191</sup> *South African Railways and Harbours Magazine*, ‘From Railways to Tourist Corporation: Appointment of Director’, 1948, p. 374.

<sup>192</sup> *South African Railways and Harbours Magazine*, ‘From Railways to Tourist Corporation: Appointment of Director’, 1948, p. 374.

<sup>193</sup> A. Grundlingh, ‘Revisiting the “Old” South Africa: Excursions into South Africa’s Tourist History under Apartheid, 1948-1990’, *South African Historical Journal* 56, 2006, p. 105.

<sup>194</sup> *South African Railways and Harbours Magazine*, ‘New Bus Service between Johannesburg and Durban via Natal National Park and Zululand’, 1948, p. 130.

<sup>195</sup> *South African Railways and Harbours Magazine*, ‘New Bus Service between Johannesburg and Durban via Natal National Park and Zululand’, 1948, p. 130.

<sup>196</sup> J. van Eeden, ‘Surveying the “Empty Land” in Selected South African Landscape Postcards’, *International Journal of Tourism Research* 13, 2011, p. 602.

<sup>197</sup> For a discussion of this see A. Grundlingh, ‘Revisiting the “Old” South Africa: Excursions into South Africa’s Tourist History under Apartheid, 1948-1990’, *South African Historical Journal* 56, 2006.

effect on the development and expansion of the domestic tourism market within South Africa for decades.

Despite this detrimental political development, it is noteworthy that at the 1954 annual Conference of the South African Publicity Associations, the organisation's general manager, Mr. D. H. C. du Plessis, stated that "he pictured the tourist industry as a pyramid with income from overseas tourists as its apex and domestic tourism as the all-important base".<sup>198</sup> By the 1960s, the SARPTD was offering year-round packaged tours such as the Garden Route (one from Cape Town and one from Durban), Drakensberg, Two Game Reserves (Hluhluwe and Kruger National Park), Easter Tour, Panorama Tour and the Etosha Pan Game Reserve Tour. It also offered the 'Friendship Tour' or Round-in-Fourteen which, as the name suggests, was a 14-day tour through the country. Sights and attractions on the tour included the Kango Caves, Wilderness, Knysna, Plettenberg Bay, Mossel Bay, the winelands and Kimberley to visit the Big Hole and tour De Beer's Mine.<sup>199</sup> The emphasis was clearly on sun, sea and wilderness/wildlife.

The SARPTD continued to produce thousands of postcards and postcard calendars "that were used to encourage tourism, both nationally and internationally".<sup>200</sup> Between the years 1961 to 1984, a total of 552 postcards were produced by means of the SAR&H's postcard calendars.<sup>201</sup> According to J. van Eeden, in a 1966 postcard calendar it was explicitly stated that "we [SAR&H] acknowledge, frankly, that the calendar has been designed to stimulate the urge to travel".<sup>202</sup> However, the Sharpeville massacre of 1960, Soweto riots of 1976, and increased international scrutiny of the country's racial policies caused a sharp decline in international tourist arrivals, and as such, the country turned to domestic tourism in attempt to salvage the

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<sup>198</sup> *South African Railways and Harbours Magazine*, 'A Conference to Remember: Publicity Pundits Meet at Margate', 1954, p. 776.

<sup>199</sup> *South African Railways and Harbours Magazine*, 'Special All-Year Round Holiday Features', 1965, pp. 877-888.

<sup>200</sup> J. van Eeden, 'South African Railways Postcard Calendars, 1961 – 1984', *South African Historical Journal* 66(1), 2014, p. 79.

<sup>201</sup> J. van Eeden, 'South African Railways Postcard Calendars, 1961 – 1984', *South African Historical Journal* 66(1), 2014, p. 82.

<sup>202</sup> J. van Eeden, 'South African Railways Postcard Calendars, 1961 – 1984', *South African Historical Journal* 66(1), 2014, p. 80.

decline.<sup>203</sup> “The imperative to ‘See your own country’ or ‘Know your own country’ was frequently found in the [SARPTD’s] publicity material”.<sup>204</sup>

According to C. M. Rogerson and Z. Lisa, South Africa had one of the strongest domestic tourism markets in the world in the 1980s, despite it being based almost entirely on the white market.<sup>205</sup> From the 1970s, however, a black domestic tourism market also started to emerge, although restricted by segregation policies, a lack of leisure facilities and a lack of disposable income. Nevertheless, in 1985 30.5% of the country’s total holidaymakers were black South Africans, and it was estimated that the figure would rise to 55.3% by 2000.<sup>206</sup> By 1989, the South African Tourism Board (SATOUR) was making “conscious efforts” to deracialise the domestic tourism market,<sup>207</sup> a move that would be embraced by the new democratic dispensation which was emerging in the 1990s.

### **6.3) Policy perspectives on domestic tourism in South Africa**

#### **6.3.1) Tourism Act 72 of 1993**

The Tourism Act promulgated in 1993 on the eve of the democratic dispensation predominantly focussed on the re-establishment of the SATOUR and the regulation of tourist guides’ registration.<sup>208</sup> SATOUR, based on measures promulgated by the Act, would be responsible for promoting South Africa as a tourism destination locally and internationally, ensure the maintenance of the highest possible standards of tourism services and products, and to advise the Minister on all matters pertaining to South African tourism. The Act further provided for the establishment of an accommodation grading scheme as well as a classification scheme.<sup>209</sup> Although the Act contributed to the professionalisation of the tourism industry, it did very little to contribute to grass

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<sup>203</sup> J. van Eeden, ‘South African Railways Postcard Calendars, 1961 – 1984’, *South African Historical Journal* 66(1), 2014, p. 89.

<sup>204</sup> J. van Eeden, ‘South African Railways Postcard Calendars, 1961 – 1984’, *South African Historical Journal* 66(1), 2014, p. 87.

<sup>205</sup> C. M. Rogerson & Z. Lisa, “‘Sho’t Left’: Changing Domestic Tourism in South Africa’, *Urban Forum* 16(2-3), 2005, 93.

<sup>206</sup> F. F. Ferrario, ‘Emerging leisure market among the South African Black population’, *Tourism Management*, 1988, p. 24.

<sup>207</sup> M. M. Chitura, ‘International Tourism and Changes in the South African Tourism Product in the 1990s: Accommodation and Tourist Amenities in the Kruger National Park’, Masters dissertation, University of the Witwatersrand, 2005, p. 7.

<sup>208</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, p. 72.

<sup>209</sup> Tourism Act, Act 71 of 1993.

roots transformation of the industry. However, it did lay the foundation for future transformative actions and initiatives.

### **6.3.2) Domestic Tourism Growth Strategy (2004 – 2007)**

At the start of the twenty-first century, the then Department of Environmental Affairs and Tourism (DEAT) and SATOUR launched South Africa's first Domestic Tourism Growth Strategy (DTGS) at the 2004 Tourism Indaba.<sup>210</sup> In his speech, the then Minister, Marthinus van Schalkwyk, stated that "we need to build solid local foundations ... to ensure sustainable growth" and that an "important theme for [the] next five years [would be] a focus on local markets".<sup>211</sup> GDP growth, job creation and transformation were to be facilitated by domestic tourism through four key objectives identified in the DTGS: increased expenditure; reduced seasonality; improved geographic spread; and lastly, increased volumes.<sup>212</sup> Seven market segments were also identified: young and upcoming, striving families, well-off homely couples (emerging segments); independent young couples and families, golden active couples (established segments); home-based low-income couples and basic needs older families (untapped segments).<sup>213</sup>

Democratic South Africa's first domestic tourism campaign, "Sho't Left", was also launched as the main driver of the DTGS. The aim was to foster a culture of leisure, reduce seasonality and improve the geographic spread of domestic tourism by providing affordable leisure experiences.<sup>214</sup> Sho't Left was active until the end of 2011, when awareness of the campaign started to decrease and a new DTGS and campaign were launched.<sup>215</sup>

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<sup>210</sup> Department of Environmental Affairs and Tourism & South African Tourism Board, *Domestic Tourism Growth Strategy (2004-2007)*, 2004, p. 2.

<sup>211</sup> Polity, 'van Schalkwyk: The opening ceremony of the 2004 Tourism Indaba held at the Durban ICC (08/05/04)', <<https://www.polity.org.za/article/van-schalkwyk-the-opening-ceremony-of-the-2004-tourism-indaba-held-at-the-durban-icc-080504-2004-05-08>>, 08 May 2004, access: 02 February 2023.

<sup>212</sup> Department of Environmental Affairs and Tourism & South African Tourism Board, *Domestic Tourism Growth Strategy (2004-2007)*, 2004, p. 4.

<sup>213</sup> Department of Environmental Affairs and Tourism & South African Tourism Board, *Domestic Tourism Growth Strategy (2004-2007)*, 2004, pp. 9-10.

<sup>214</sup> Brand South Africa, 'South Africans: take a Sho't Left!', <<https://brandsouthafrica.com/shotleft/>>, 12 July 2004, access: 08 February 2022; Parliamentary Monitoring Group, 'SA Tourism Sho't Left Campaign: briefing', <<https://pmg.org.za/committee-meeting/5254/>>, 21 June 2005, access: 08 February 2022.

<sup>215</sup> Department of Tourism, *National Tourism Sector Growth Strategy (2012-2020)*, 2012, p. 2; News24, 'Tourism launched a new domestic tourism campaign', <<https://www.news24.com/drum/News/tourism-launches-a-new-domestic-tourism-campaign-20170728>>, 03 May 2012, access: 08 February 2022.

### **6.3.3) Tourism Bill (2012)**

Recognising that the 1993 Act “failed to provide an overarching national legislative framework for the management of tourism” as it mostly focussed on the functions of SATOUR, parliament amended the Act with the 2012 Tourism Bill.<sup>216</sup> The Bill provided for the continued existence of SATOUR, further regulation of tourist guides, and the establishment of the Tourism Grading Council of South Africa (TGSA).<sup>217</sup> As regards domestic tourism, it is merely stated that “responsible tourism for the benefit of the Republic and for the enjoyment of all its residents and foreign visitors” will be promoted and that “effective domestic and international marketing of South Africa as a tourist destination” will be provided for through the enactment of the Bill.<sup>218</sup> However, it did provide for the adoption of the National Tourism Sector Strategy, which in turn would provide for the adoption of the 2012 Domestic Tourism Growth Strategy (DTGS), as legislative frameworks for the development and promotion of tourism once the Bill was adopted as an Act.<sup>219</sup>

### **6.3.4) Domestic Tourism Growth Strategy (2012 – 2020)**

The second DTGS, implemented from 2012 to 2020, again aimed to foster a culture of leisure/travel, reduce seasonality, and improve the geographic spread of domestic tourism, and to stimulate the growth of South Africa’s domestic tourism market.<sup>220</sup> It was recognised that although the Sho’t Left campaign “kept domestic tourism going”, it was too narrow as it only focussed on one market segment and had an “incoherent and uncoordinated approach, and absence of a clear vision and direction” which was perceived as “a challenge for sustainability”.<sup>221</sup> As such, four new objectives were outlined: increased domestic tourism expenditure and volume; enhanced measures to address seasonality and an uneven geographic spread; upliftment of domestic travel infrastructure and lastly; build an enhanced level of tourism/leisure among South Africans.<sup>222</sup> Specific actions such as the innovation of operations and attractions,

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<sup>216</sup> Department of Tourism, ‘The Tourism Bill, 2012’, *Bojanala*, 2013, p. 12.

<sup>217</sup> Tourism Bill, Bill 44B of 2012.

<sup>218</sup> Tourism Bill, Bill 44B of 2012.

<sup>219</sup> Department of Tourism, ‘Minister van Schalkwyk speaks on the New Tourism Bill 2012’, <<https://www.tourism.gov.za/AboutNDT/Publications/van%20schalkwyk%20speaks%20on%20new%20tourism%20bill.pdf>>, 12 February 2013, access: 4 February 2023.

<sup>220</sup> Department of Tourism, *National Tourism Sector Growth Strategy (2012-2020)*, 2012, p. 4.

<sup>221</sup> Department of Tourism, *National Tourism Sector Growth Strategy (2012-2020)*, 2012, p. 1.

<sup>222</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

differentiated packaging of more affordable products, and the implementation of a tourism awareness campaign, were identified for each of the objectives. Five new market segments were put forward: spontaneous budget explorers; new horizon families; high-life enthusiasts; seasoned leisure seekers; and well-to-do Mzansi families.<sup>223</sup>

The main driver for the second DTGS was the “Vaya Mzansi” campaign, with the tagline “whatever you are looking for, it’s right here in South Africa”.<sup>224</sup> Instead of narrowly focussing on one market segment Vaya Mzansi was intended to, but did not quite, target all five newly defined market segments. Just over a year later, in 2013, Sho’t Left was revived with a renewed tagline – “Nothing’s More Fun than a Sho’t Left”.<sup>225</sup>

### **6.3.5) Tourism Act 3 of 2014**

The 2012 Bill was passed as Tourism Act 3 in April 2014 and repealed the 1993 Act.<sup>226</sup>

The following objectives for the South African tourism industry are set by the Act:

- the practicing of responsible tourism that is to the benefit of citizens and visitors alike
- effective domestic and international marketing of South Africa as a tourist destination
- the provision of quality products and services
- the promotion of growth and development of the tourism industry
- enhancing cooperation and collaboration among all spheres government in the promotion and development of the industry.<sup>227</sup>

Where the 1993 Act provided for the promotion of tourism, the new Act also provides for the development of tourism, as evidenced by its objectives.<sup>228</sup> This is done through the continued existence of SATOUR and the TGCSA, regulation of tourist guides, and

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<sup>223</sup> Department of Tourism, *National Tourism Sector Growth Strategy (2012-2020)*, 2012, pp. 4-7.

<sup>224</sup> Department of Tourism, *National Tourism Sector Growth Strategy (2012-2020)*, 2012, p. 8; News24, ‘Tourism launched a new domestic tourism campaign’, <<https://www.news24.com/drum/News/tourism-launches-a-new-domestic-tourism-campaign-20170728>>, 03 May 2012, access: 08 February 2022.

<sup>225</sup> Department of Tourism, *National Tourism Sector Growth Strategy (2012-2020)*, 2012, p. 8; News24, ‘Tourism launched a new domestic tourism campaign’, <<https://www.news24.com/drum/News/tourism-launches-a-new-domestic-tourism-campaign-20170728>>, 03 May 2012, access: 08 February 2022.

<sup>226</sup> Tourism Act, Act 3 of 2014.

<sup>227</sup> Tourism Act, Act 3 of 2014.

<sup>228</sup> Department of Tourism, ‘Workshop with the Portfolio Committee on the Tourism Bill’, <<https://www.tourism.gov.za/AboutNDT/Ministry/News/Pages/Tourism-Bill-Workshop.aspx>>, 12 February 2013; access: 4 February 2023.

the establishment of a national tourism information and monitoring system. To further ensure the quality of the tourist experience, it provided for the appointment of a Tourism Complaints Officer who would “receive and refer tourists’ complaints to relevant authorities nationally”.<sup>229</sup> The Act also enabled the use of the NTSS and DTGS as legislative measures for the management and promotion of domestic tourism.<sup>230</sup>

### **6.3.6) National Tourism Sector Strategy (2016 – 2026)**

According to the Department of Tourism in 2016 and based on lessons learned and changes in the domestic and international environment, a renewed National Tourism Sector Strategy (NTSS) was needed.<sup>231</sup> In the NTSS which appeared in 2017, it is recognised that “domestic tourism should continue to be encouraged as the potential impact of the market is far greater than that of the international market”.<sup>232</sup> NTSS identifies local economic conditions, a lack of awareness and undiversified product offerings as the main factors that contributed to a decline in domestic tourism trips from 3.5 million in 2009, to 2.8 million in 2015. Several measures to promote domestic tourism are discussed throughout the NTSS.<sup>233</sup>

Five strategic pillars were outlined in the NTSS: effective marketing; facilitating ease of access; visitor experience; destination management; and lastly, broad based benefits. Each of these pillars have several objectives meant to drive the growth of not only international but also domestic tourism, identified as the backbone of the sector.<sup>234</sup> It was recognised that a more focussed, sophisticated and inclusive approach to domestic tourism was needed. As such, SATOUR was allocated an increased budget for domestic tourism marketing and the DTGS was revised.<sup>235</sup>

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<sup>229</sup> Department of Tourism, ‘Tourism Act 3 of 2014’, <[<sup>230</sup> Tourism Act, Act 3 of 2014.](https://www.tourism.gov.za/AboutNDT/Pages/Tourism-Act.aspx#:~:text=Tourism%20Act%20No.,benefit%20of%20South%20African%20citizens.>”, 2023, access: 11 February 2023.</a></p></div><div data-bbox=)

<sup>231</sup> Department of Tourism, *National Tourism Sector Strategy (2016 – 2026)*, 2017, p. 1.

<sup>232</sup> Department of Tourism, *National Tourism Sector Strategy (2016 – 2026)*, 2017, p. 6.

<sup>233</sup> Department of Tourism, *National Tourism Sector Strategy (2016 – 2026)*, 2017, pp. 1-15.

<sup>234</sup> Department of Tourism, *National Tourism Sector Strategy (2016-2026)*, 2017, p. 18.

<sup>235</sup> Department of Tourism, *National Tourism Sector Strategy (2016-2026)*, 2017, p. 20.



### **6.3.7) Domestic Tourism Growth Strategy review (2016 – 2020)**

The DTGS was reviewed and revised in 2016 because of a continued decline in domestic tourism. This was attributed to the continued focus on inbound tourism, affordability and outdated and undiversified offerings.<sup>236</sup> Stakeholder, SWOT, problem, objective and strategy analyses were conducted for the review. In terms of stakeholders (domestic tourists, attractions and suppliers), a lack of information, out of date products, high costs and a focus on inbound tourism are some of the problems that were identified.<sup>237</sup> The National Development Plan (NDP), an increase in tourism funding, and vast heritage and cultural offerings were identified as some of the strengths; whereas limited institutional capacity, poor maintenance of infrastructure, weak/absent institutional arrangements, and a failure to incentivise domestic tourism were identified as weaknesses. Opportunities included VFR and business tourism; partnerships; technology; enterprise development; new products; stokvels; and threats included transportation costs; lack of diversification; safety; lack of transformation; and lack of investment.<sup>238</sup>

A new main objective of developing a “robust domestic tourism economy by 2030” to be achieved through “making affordable and compelling tourism experiences accessible for the domestic tourism market” was set.<sup>239</sup> Activities such as establishing a domestic tourism directorate and advisory council, a policy and legislative review (NTSS and Tourism Act), training and development, partnerships, incentives, taking tourism to the people (tourism fares) and establishing a dedicated tourism trade show were outlined for 2017 through 2026.<sup>240</sup>

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<sup>236</sup> Department of Tourism, *Domestic Tourism Strategy Review – theory of change approach*, 2016, pp. 2-15.

<sup>237</sup> Department of Tourism, *Domestic Tourism Strategy Review – theory of change approach*, 2016, pp. 12-13.

<sup>238</sup> Department of Tourism, *Domestic Tourism Strategy Review – theory of change approach*, 2016, p. 13.

<sup>239</sup> Department of Tourism, *Domestic Tourism Strategy Review – theory of change approach*, 2016, p. 16.

<sup>240</sup> Department of Tourism, *Domestic Tourism Strategy Review – theory of change approach*, 2016, pp. 20-26.

### 6.3.8) Domestic Tourism Scheme (2021 – 2022)

More recently, the Department of Tourism published its Domestic Tourism Scheme (DTS) with a specific focus on Social Tourism.<sup>241</sup> Social Tourism aims to provide disadvantaged population groups with the opportunity to partake in tourism through various initiatives, events, programmes and or activities.<sup>242</sup> The Scheme has the following four objectives: increase domestic tourism participation; increase accommodation occupancy rates; ensure economic growth; and create a multiplier effect in the country's tourism industry.<sup>243</sup>

In developing the DTS, a benchmark analysis was conducted of the domestic tourism schemes of France, Belgium and Mexico and it was found that all three initiatives were based on the issuing of travel vouchers, public-private partnerships, and increased marketing efforts.<sup>244</sup> The DTS is an amalgamation of the three benchmarked schemes and is proposed to be implemented in two phases, the first being a stakeholder management initiative and the second the development and implementation of a voucher system.

The first phase will involve the following:

- Signing of agreements with tour operators to sell specific domestic tourism packages
- Signing of agreements with accommodation establishments to provide discounted rates in the off-peak seasons
- Strategic marketing conducted by SA Tourism
- Using state-owned tourism products to facilitate the implementation of the DTS<sup>245</sup>

The second phase will involve:

- Proposal of the introduction a holiday savings system for public and private sector employees
- Initiating a travel levy to enable primary and high school learners to travel

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<sup>241</sup> Department of Tourism, *Domestic Tourism Scheme*, 2019, p. 1.

<sup>242</sup> L. Minnaert, A. Diekmann & S. McCabe, 'Defining Social Tourism and its Historical Context', *Social Tourism in Europe: Theory and Practice*, 2011, p. 18; J. Lima & C. Eusébio, *Social Tourism: Global Challenges and Approaches*, <<https://www.cabidigitallibrary.org/doi/book/10.1079/9781789241211.0000>>, 2021, access: 5 February 2023.

<sup>243</sup> Department of Tourism, *Domestic Tourism Scheme*, 2019, p. 9.

<sup>244</sup> Department of Tourism, *Domestic Tourism Scheme*, 2019, pp. 9-15.

<sup>245</sup> Department of Tourism, *Domestic Tourism Scheme*, 2019, p. 33.

- Encouraging pensioners to travel through a holiday savings programme administered through a levy on monthly state funded pensions<sup>246</sup>

The DTS is yet another tool designed to address the issues of seasonality, affordability, poor geographic spread, and a lack of travel culture among South Africans.<sup>247</sup> It was piloted in 2019/20 in a national park in each of the following provinces: Eastern Cape, Northern Cape, Free State, Mpumalanga and Limpopo. In 2020/21 it was partially implemented in provincial parks in KwaZulu-Natal, North West, Western Cape and Gauteng. Lastly, in 2021/22 several activations in the Northern Cape, Gauteng and Limpopo took place. These involved visiting lesser-known tourism sites in each of the provinces.<sup>248</sup> It is reported that although the DTS has only been partially implemented, it “has been well received by the target groups and partnering provinces and establishments”.<sup>249</sup>

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

This brief history of the origin and development of the domestic tourism domain in South Africa provides a chronological overview of how the official position has developed and changed over an extended period of time. Focusing specifically on the past three decades it itemises some of the key acts, bills, policies and strategies devised by the South African government, but in particular the Department of Tourism. This provides a concrete backdrop to the context in which the DTRM can be situated taking cognisance of both the enabling and obstructing parameters.

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<sup>246</sup> Department of Tourism, *Domestic Tourism Scheme*, 2019, p. 36.

<sup>247</sup> Department of Tourism, *Domestic Tourism Scheme*, 2019, p. 6.

<sup>248</sup> Department of Tourism, *Domestic Tourism Scheme Final report*, 2022, pp. 3-5.

<sup>249</sup> Department of Tourism, *Domestic Tourism Scheme Final report*, 2022, p. 14.

## **CHAPTER 7: WORKSHOPPING THE DTRM IN THE NORTHERN CAPE**

### **7.1) Introduction**

As indicated in Chapters 1, 2 and 5 above, a municipal district (Z.F. Mgcawu District Municipality) within the Northern Cape province was selected as the region for the initial roll-out and testing of the DTRM through a process of workshopping. Besides being the largest province in South Africa with the highest unemployment percentage and lowest contribution to the gross domestic product (GDP), the Northern Cape boasts a unique and vibrant tourism sector. It is however a long-haul destination with an uneven spread of tourism destinations and tourism participation. Moreover, both participant stakeholder engagement as well as participant observation during the research process made it apparent that a considerable amount of the tourism offering within the province has not been maintained or sustained.

This chapter will reflect on the initial testing and rolling out of the DTRM based on the fieldwork, workshops and discussions completed in the Northern Cape. This will point to the ways in which the approach to the launching of the inception phase of the DTRM was adapted and aligned to the particular target groups. It will also encapsulate the key responses from the field research and workshops in order to evaluate the reception and potential of the DTRM. In addition, the chapter will also include sections focusing on three of the key workshop areas with a selection of vignettes to reflect on some of the ideas generated to augment domestic tourism.

### **7.2) Participants and process**

Given the time constraints and vast distances within the province as well as the responses received from stakeholders in the region the following local destinations were selected: Upington, Rietfontein, Andriesvale (Askham) and Tweerivieren. These particular destinations reflect on a wide spectrum of tourist attractions from World Heritage Sites to the more conventional museums. In addition, a concerted effort was made to include a range of stakeholder participants in order to get input and insights from role players in all aspects of the tourism industry. Besides individuals in the formal and informal tourism sectors, such as tourism officers, tourist guides and crafters, an effort was made to include individuals who are not in the tourism industry, but are keen to be involved such as community members and students.

Officials who represented government and the public entities were important to contribute to the formal parameters of the sector in their respective regions. The private sector was in turn represented by individuals involved in accommodation facilities, tour operation, guiding, catering and non-governmental entities and were important as they could give input from their practical experience on the ground. Some of the groups also included students studying tourism as well as community members with an interest in becoming part of the tourism industry. This latter cohort were of value for the aspirations they had as well as how they perceived and imagined their roles in the sector.

This diverse range of participants were accommodated together in a number of single workshops so as to generate a diverse and nuanced response. This also was an effective mechanism to get “unlike-minded” to hear and consider other viewpoints which in turn could stimulate more creative thinking and potential possibilities. This is in line with workshop methodology whereby one of its attributes is to “uncover the cracks” in the project and “shine a light” on other components.<sup>250</sup> Given the efficient cooperation from the tourism and heritage stakeholders that were approached, there was an overwhelming response to the call to participate in the proposed workshops. Much of this can be attributed to the relationships established during the course of Phase I of this research project – “Reigniting the local domestic tourism market within a COVID-19 environment”<sup>251</sup> – which created an interest and eagerness among these stakeholders to continue to be involved in the research being conducted. Table 3 reflects on the details of the scheduled workshops held from 23 – 27 January 2023. (See Table 3)

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<sup>250</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>251</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

**Table 3: Fieldwork – Workshops completed**

DESTINATION	DATE AND TIME	PARTICIPANTS	NUMBER
<b>Uppington</b> (Pabello, Keidebees and Rosedale)	<b>23 January 2023</b> <b>09:00 – 12:00</b>	<ul style="list-style-type: none"> <li>• Government officials</li> <li>• Public entities</li> <li>• Private entities</li> <li>• Tourism entrepreneurs</li> </ul>	<b>22</b>
	<b>24 January 2023</b> <b>09:00 – 12:00</b>	<ul style="list-style-type: none"> <li>• Students</li> <li>• Grassroots community members</li> <li>• Academia</li> </ul>	
<b>Rietfontein</b> (Philandersbron, Groot Mier and Klein Mier)	<b>25 January 2023</b> <b>09:00 – 11:30</b> <b>11:30 – 14:00</b>	<ul style="list-style-type: none"> <li>• Tourism entrepreneurs</li> <li>• Community leaders</li> <li>• Grassroots community members</li> <li>• Students</li> <li>• Private entities</li> </ul>	<b>41</b>
<b>Askham</b> (Andriesvale, Witdraai and Kgalagadi Transfrontier Park)	<b>26 January 2023</b> <b>09:00 – 13:30</b>	<ul style="list-style-type: none"> <li>• Grassroots community members</li> <li>• Community leaders</li> <li>• Tourism entrepreneurs</li> </ul>	<b>22</b>
<b>TOTAL:</b>			<b>85</b>

The aforementioned workshops were approached in a creative manner to engage the range of participants. This is in line with one of the goals of workshopping that is, “address the right problem for the people that need it”. The workshops were presented utilizing various informal steps to which reactions and responses were recorded by a member of the research team.<sup>252</sup> In order to stimulate a lively and creative response, the maxim “to think outside the box” was adopted. To visually actualize this notion, a tangible box was used as a prop to facilitate the idea of thinking “inside” and “outside” of the box. This was an innovative approach devised by the UP team specifically for this DT project.

There is no specific blueprint for the approach to workshop as each session needs to be handled differently depending on the actual nature of the group and the response to and repour with the facilitator. However, the following is a baseline approach which can be roughly summarized into six basic steps. Firstly, the facilitator needs to engage the participant stakeholders by inspiring them, as well as earn their trust and eagerness to participate in the workshop. After round-the-room introductions, the background and context of the project as well as the workshops needs to be explained. The importance of the stakeholder participants inputs needs to be emphasized and a sense of the importance of what they have to contribute needs to be established. Secondly, in addition, the basic conceptualization of the DTRM needs to be clearly unpacked. Here the abovementioned tangible box needs to be introduced so as to launch the interactive and participatory process. In this instance a fluorescent **pink box** was used to create a somewhat informal and entertaining component – but one which would make a lasting impression.

The next four steps follow the four DTRM elements. In each instance an explanation is provided and the stakeholder participants are invited to contribute their individual experiences and ideas. These need to be expounded upon by the facilitator to stimulate further inputs and creative contributions. With the iconic element, extracts from the internet that reflect on the specific destination were shared with the stakeholder participants as a stimulus. The limitations of the recorded webpage entries

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<sup>252</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

were discussed in order to kindle creative reactions and imaginative responses. Moving to the second element, uniconic, participants were inspired to suggest personal ideas which include memories and experiences of what are generally unknown, overlooked or forgotten “treasures”. For element three, the idea of multi-culturalism was explained, focusing on the concept of diverse cultures and different nationalities within the respective destinations. These other ways of life, including both tangible and intangible aspects, were considered within the context of tourism as a peace broker. The final element, senses, was presented in such a way so as to include the entire sensorial experience by highlighting the role of each of the five senses.

Using the maxim and its related imagery of “**thinking outside the box**” the session was wrapped-up by reflecting on all the touristic components that emanated from the discussions. This was consolidated and presented in such a way so as to enhance the tourism product (supply) and possibilities for the local destination. An open discussion of the DTRM ensued with a consideration of the limitations and prospects for the destination. An effort was made to endorse the ideas and input given by participant stakeholders so as to encourage them to continue thinking differently about their tourism product and ways in which to reinvigorate this in their respective domains. In addition, the value of their input was signified by the awarding of certificates of attendance and group photographs. (See Table 4)



**Table 4: DTRM facilitation process – “Thinking outside the box”**

<i>“Think outside of the box”</i>	
<b><u>1. Introductions</u></b>	<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” Explanation of the DTRM</p>
<b><u>2. ICONIC</u></b>	<ul style="list-style-type: none"> <li>• Divulge the webpage information on the destination</li> <li>• What is your favourite place in this area</li> <li>• Name the first tourist attraction that comes to mind</li> <li>• Why do people / tourists come to visit your area</li> <li>• Name five places that you think are worth visiting</li> </ul>
<b><u>3. UN-ICONIC</u></b>	<ul style="list-style-type: none"> <li>- Name one place you believe is a “secret gem” in your area</li> <li>- What was one of your favourite childhood memories from this area</li> <li>- Name a story or describe a memory, experience or story you have from an elder/ grandmother/ grandfather told you about</li> <li>- Name one “happy” place in your area – why?</li> <li>- Name on “sad” place in your area – why?</li> </ul>
<b><u>4. MULTI-CULTURALISM</u></b>	<ul style="list-style-type: none"> <li>- With which culture / group / heritage do you identify?</li> <li>- Name two other cultures besides your own</li> <li>What typifies /encapsulates your own culture</li> <li>- Tangible symbol / aspect (food/drink/dress)</li> <li>- Intangible symbol / story tradition belief</li> <li>- Name one aspect/element of another culture that you enjoy or admire</li> </ul>
<b><u>5. FIVE SENSES</u></b>	<ul style="list-style-type: none"> <li>- Select / identify one attraction: <ul style="list-style-type: none"> <li>○ See?</li> <li>○ Hear?</li> <li>○ Touch?</li> <li>○ Taste?</li> <li>○ Smell?</li> </ul> </li> </ul>
<b><u>6. RESOLUTIONS AND REFLECTIONS</u></b>	<ul style="list-style-type: none"> <li>• Wrap-up</li> <li>• Evaluation of the DTRM</li> <li>• Certificate of attendance</li> <li>• Way forward</li> </ul>

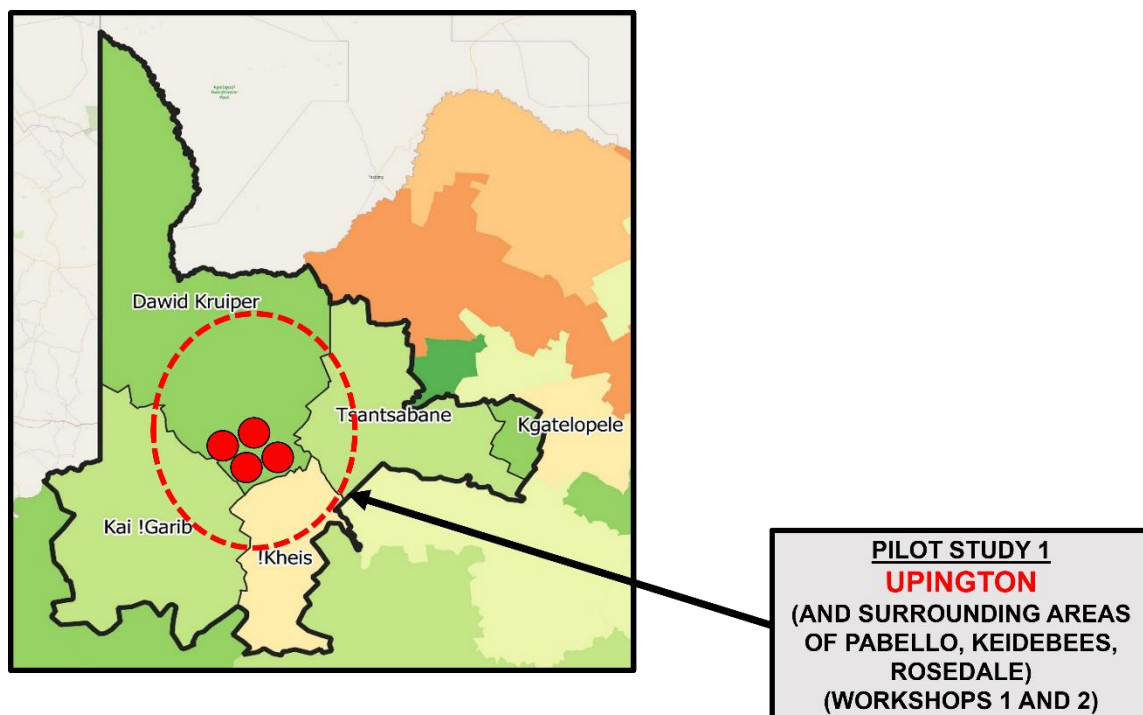
### 7.3) Reactions and responses

Within the confines of the region in the Northern Cape both urban and rural communities were included in the fieldwork. There were, as indicated, six sessions with workshops comprising a range of participants. This section will appraise the inputs and feedback from these sessions according to the six steps outlined above. For the purposes of the report a selection of three attractions and/or activities will be highlighted for each of the four elements.<sup>253</sup> In accordance with the Research and Ethics approval in the Faculty of Humanities at the University of Pretoria, the identities of stakeholder participants remain confidential. In addition, certain elements of the responses have been adapted, disaggregated and recast.<sup>254</sup>

#### 7.3.1) Pilot study 1 – Upington

Upington is located in the southern-most part of the Z.F. Mgcawu District Municipality (See Figure 17)

**Figure 17: Pilot study 1 – Location (Upington)**

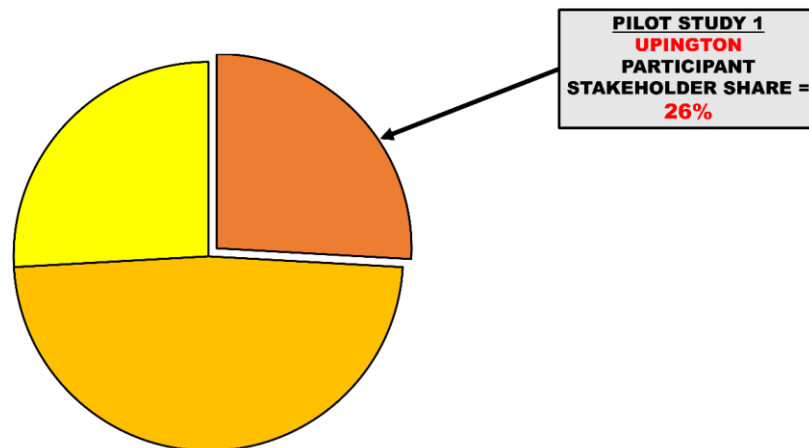


<sup>253</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>254</sup> Faculty of Humanities – Ethical project clearance number: HUM082/047

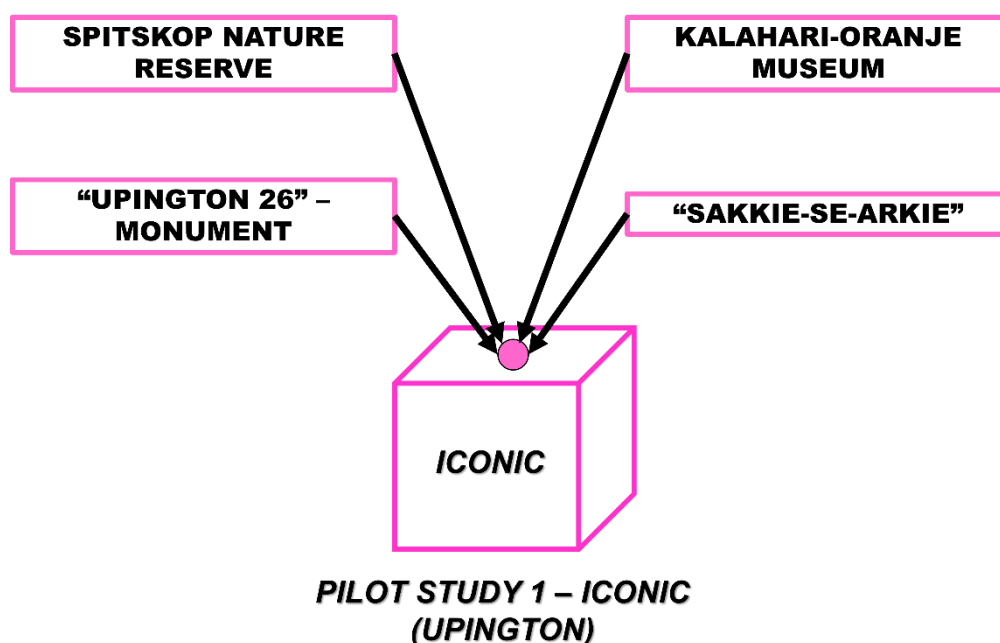
In Upington, two sessions were held including stakeholders and participants from a range of walks of life. A total number of 22 stakeholder participants were recorded for the aforementioned workshops, equaling a 26% share of all fieldwork suppliers (See Figure 18)

**Figure 18: Pilot study 1 – Participant stakeholder share (Upington)**



After introductions the iconic element of the DTRM model was discussed. While there was a consensus about some of the key iconic features listed about the area it was interesting to note that regardless of social differentials, there were differences about the rankings of the attractions formally listed on the internet in and around the town. (See Figure 19)

**Figure 19: Pilot study 1 – Iconic (Upington)**



Moreover, to the dismay of the representatives from the official tourism sector it became apparent that a number of the traditional key iconic tourism attractions within the town were either unmaintained or inaccessible. In fact, one of the most popular drawcards listed online, and mentioned by most participants, was found to be under legal litigation. Furthermore, the unkept state of some of the iconic heritage sites, including both conventional historical and liberation struggle sites, were also flagged as problematic – both within the urban area and rural precinct. The consensus from the workshop was that Upington had a fair range of tourism products, but that these were possibly not adequate enough to draw and sustain the domestic tourism market.

Turning to the uniconic, stakeholder participants were eager to share what they found to be unique and memorable in the Upington area. Reminiscing on childhood recollections the experience of taking a “short journey on a train to Keimoes and Kakamas with a ‘Ouma’ (grandmother) and her special homemade ‘Xmas’ three-layered tri-colored heavily iced cake with a flask sweet tea” was described.<sup>255</sup> The facilitator embellished this idea by showing how this could be developed as a domestic tourism drawcard for the area with the re-activation of a short-stretch railway track between Upington, Keimoes and Kakamas. Quipped as “Tee op die Trein” (Tea on the train),<sup>256</sup> it could serve as an experiential tourist attraction which would include travelling through an untraversed area (the outskirts of Upington – vineyards, informal settlements and the arid landscape; with the revival of a mode of transport (railway and train); and a unique food and beverage (“Xmas” cake and sweet tea) with the addition of a local storyteller regaling the tale of the yesteryear “Ouma experience”.<sup>257</sup>

Another recollection referred to was the tradition of having a packed picnic “under the ‘Bloekomboom’ (Eucalyptus) along the banks of the Oranje River”, where “stories van die verlede” (stories of the past) were told. According to the facilitator this could be further enhanced by packing a local favourite – “rosyntjiekonfytbroodjies” (raisin jam sandwiches) and be presented on a locally crafted “lappieskombers” (patchwork quilt blanket) and relocated to the vicinity of the former Eiland Resort along the banks of

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<sup>255</sup> Upington Workshop Sessions 1 and 2 – 23/24 January 2023.

<sup>256</sup> See for example the Outeniqua Choo Tjoe Train experience in the Western Cape province of South Africa Outeniqua Choo Tjoe Train, 2023, <<http://www.outeniquachootjoe.com>>, Accessed: December 2022.

<sup>257</sup> Upington Workshop Sessions 1 and 2 – 23/24 January 2023.

the Oranje/Gariep River. This could be marketed as the “Laslappie Piekniek” (Patchwork picnic).

Finally, another uniconic example provided by the stakeholder participants would be a visit to Paballelo which to date had not been included in the tourism offerings of the town. This experience would expose the tourist to a personable, comfortable and a “feeling of home” setting with its dynamic cultures, including people who speak an admixture of languages and share a diverse range of local cuisines and music. Interestingly, some participants were intrigued to hear about the lifestyle in the informal settlement. This could be offered as the “Paballelo Cultural Hub”.

As regards the multi-cultural element there were numerous offerings mentioned by the stakeholder’s participants to the workshop. Amongst those identified, at a global level, were the Spanish who were responsible for the Khi Solar One Power Tower, the first solar power plant in Africa which is apparently the first tower plant to have 24 hours of operation with solar energy.<sup>258</sup> With its 4200 massive wall-like solar mirrored panels it reduces the country’s carbon dioxide emissions by 138 000 metric tons a year. At a local level both the Tswana and Coloured communities, who have been inhabitants of the area for centuries, were also referred to as being part of the cultural landscape of the region. All of these and other would add to the culture, traditions and cuisine in the area.

The fourth element, the five senses, resulted in a multitude of ideas which added value to both existing and potential tourist attractions. For example, while “roosterkoek” (grid bread) was seen as a typically local food offering, the inclusion of it in the tourist domain as more than just a meal [taste], it could also be offered as five-sensory attraction. Besides taste, tourists could be invited to be involved in the preparation of making and kneading the dough [touch], the cooking over the open fire [smell, hear and sight], which would mean through this participatory process all five senses will be involved. This could be presented as the “Roosterkoek Braai”. This involvement and inclusion of all five senses in making “roosterkoek” could easily be transposed onto

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<sup>258</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

the “Wyn proe – Wyn maak” (Wine tasting and Wine making) a vineyard experience – drinking the wine [taste and smell], cutting the grapes [touch], learning about the wine making process [hear] and walking in the winelands [sight]. Lastly, another popular five sensory touristic experience would be the involvement of the tourist in the making and eating of the local dish, “redclaw”. This delicacy is made from chicken feet, chili, spices and a “thick finger licking sauce” which has a red colouring. The involvement would again include all five senses as is the case of the “roosterkoek”. (See Table 5)

**Table 5: Pilot study 1 – Uniconic, multi-culturalism and senses (Upington)**

Area	Event	Drawcard	Participants	Model element
Upington	“Tee op die Trein”	Authentic tri-coloured Xmas cake and sweet tea with a yesteryear train and “Ouma” experience	Local story teller Local bakers	Un-iconic
Upington	“Laslappie Piekniek”	Riverside experience with unique local favourite treats and memorable stories including “rosyntjie broodjies” and a handcrafted “laslappie kombers”	Local story teller Local caterers Local crafters	Un-iconic
Upington	Paballelo Cultural Hub	Informal settlement experience to partake in an at-home setting with its dynamic cultures, admixture of languages and diverse range of local cuisines and music	Local communities	Un-iconic
Upington	Spanish	Original contractors for the Khi Solar One Power Tower – the largest solar panel in the southern hemisphere	Remaining Spanish inhabitants	Multi-cultural element
Upington	Tswana communities	Descendants of indigenous inhabitants with a distinct culture, traditions and cuisine in the area	Local individuals who identify as Tswana	Multi-cultural element
Upington	Coloured communities	Descendants of the majority of indigenous inhabitants with a distinct culture, traditions and cuisine in the area	Local individuals who identify as Coloured	Multi-cultural element
Upington	“Roosterkoek braai”	Prepare and knead the dough [touch]; cook the product over the open fire [smell, hear and sight]; eat the product [taste];	Local community individuals Local food makers	Five senses
Upington	“Wyn proe - Wyn maak”	Drinking the wine [taste and smell]; cutting the grapes [touch]; explanation of the wine process [hear]; and walking in the vineyards [sight].	Local cellar owners and employees	Five senses

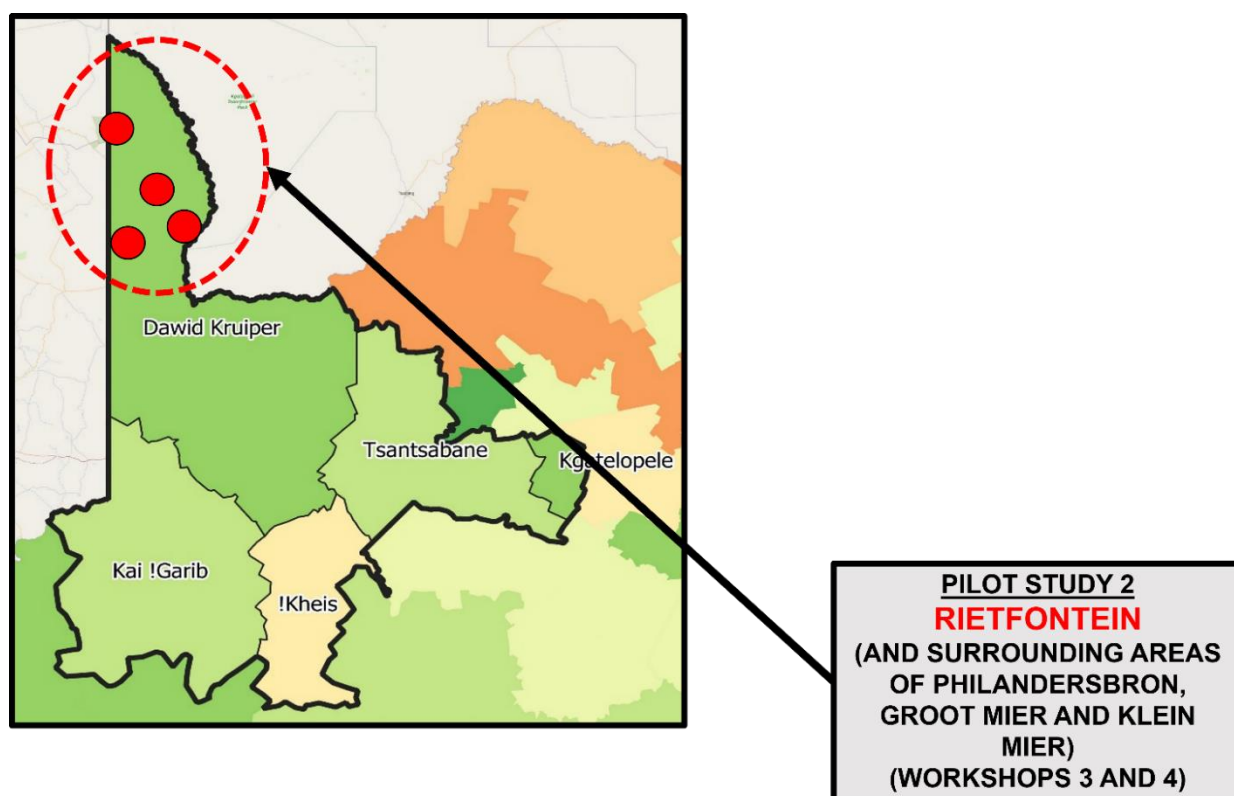
<b>Upington</b>	Finger licking redclaw	Making of this local delicacy using chicken feet, chili, spices [feel, smell, hear] and eating the “thick finger licking sauce” [taste, smell, touch]	Local community individuals Local food makers	<b>Five senses</b>
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The participants were all in agreement that the last three elements of the DTRM – uniconic, multi-cultural and senses – added a vibrant dimension to and had great possibilities for the tourism offerings of the area.

### 7.3.2) Pilot study 2 – Rietfontein

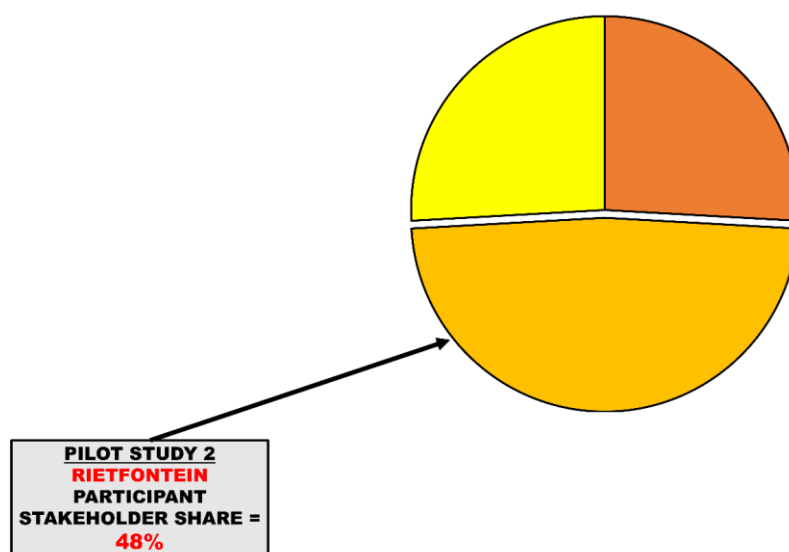
Rietfontein is located in the northern-most part of the Z.F. Mgcawu District Municipality. (See Figure 20)

*Figure 20: Pilot study 2 – Location (Rietfontein)*



A total number of 44 stakeholder participants were recorded for the aforementioned pilot area, equaling a 48% share of all fieldwork partakers. (See Figure 21)

**Figure 21: Pilot study 2 – Participant stakeholder share (Rietfontein)**



A similar scenario was experienced at Rietfontein which included participants from other outlying areas in the vicinity such as Philandersbron, Groot Mier and Klein Mier. Rietfontein is on the M27 road just under four kilometers from the Namibian border post which leads to Aroab, Namibia. Two sessions had to be held to accommodate the large number of interested stakeholders and other interested parties. After inviting all participants to introduce themselves and mention their connection or interest in tourism, the key iconic elements of the DTRM model were considered.

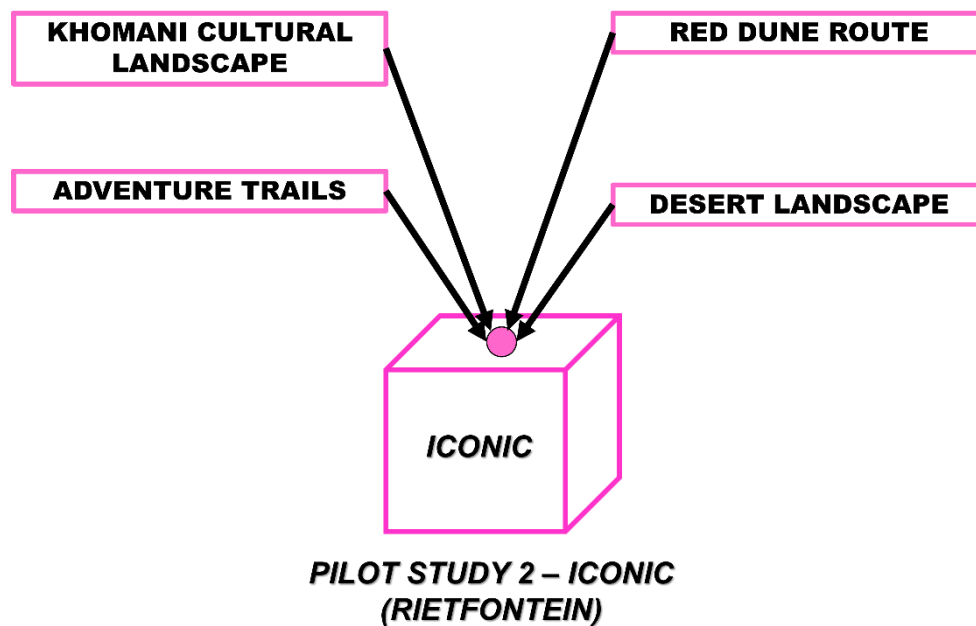
Here there was a general consensus about the desert landscape (Kalahari) as being the most important drawcard for tourists. (See Figure 22) This included the fact that the broader region falls within the Khomani Cultural Landscape which is part of the ancient expansive desert area in the Northern Cape and Namibia.<sup>259</sup> The desert tourism experiences seemed primarily to be formalized by outsiders in terms of packages and excursions, forming part of the renown Red Dune Route, with some participation in the tented camping offerings.<sup>260</sup>

<sup>259</sup> Khomanisan Cultural Landscape, <<https://whc.unesco.org/en/list/1545/>>, Accessed: January 2023

<sup>260</sup> Red Dune Route, <<https://www.experiencenortherncape.com/visitor/routes/kalahari-red-dune-route>>, Accessed: January 2023



*Figure 22: Pilot study 2 – Iconic (Rietfontein)*



Uniconic ideas that emanated from the workshop discussions were all related to events that the community at large could contribute to in various ways. One suggestion was the hosting of “Dune Dinners” on the expansive salt pan areas, such as Haksteen Pan in the evenings and into the night. The suggestion was made that lanterns could be arranged around removable tables and chairs and local cuisine could be prepared and served in the wide-open expanse. Another uniconic idea was “Stil sterre” (silent stars) given the expansive untainted night skies and the quietness of this remote region. This alternative experience was believed to be something tourists would enjoy as it contrasted so starkly with the urban areas. Another uniconic contribution made was “Storie vertel” (Story telling) described by one of the participants as “sentraal tot mens wees” (central to being human). Here the idea of community members telling stories of traditions or experiences from the past either around an open fire or on the “stoep” (verandah) of a community member’s house.

The multi-cultural element included contributions from a range of indigenous peoples who lived in the region. These included the Nama, Damara and Griqua as well as a suggestion that later arrivals, people of mixed descent and also Europeans, such as the Germans could form part of the offerings. It was maintained that all of these peoples had rich histories and cultures to share which could contribute to a cultural

kaleidoscope for a touristic experience. Members of the community suggested they had recollections of their own as well as those they had garnered from their ancestors. The facilitator then pointed out that the presentation of these “stories” could also be embellished with traditional small eats and refreshments in a customary manner to provide a more authentic, unique and holistic touristic experience.

The element of the five senses was responded to with suggestions that essentially revolved around local foods. Not unlike the contributions from Upington, here again the preparation and eating of local dishes suggested by the participants could be enhanced by integrating the five sense to the experience. The first of these was the traditional “askoek” (ash bread) for an “Askoek braai” attractive event. Here a dough is made, left to rise and then kneaded. Hot coals are prepared in a hole in the ground and the covered bread (either as a single loaf) or as small balls on the hot coals are placed in the hole and covered with more coals. The entire process involves all five senses from preparing and kneading the dough [see, touch, smell]; to making the coals [see, touch, hear] to eating the finished product [taste and smell].

The next food item suggested by the participants was the preparation of “Afval” (tripe). This traditional delicacy was believed to go to the heart of the matter of “oorlewing in die dore woestyn” (survival in the arid desert) and how no part of an animal which is slaughtered is wasted. This could be quipped as the “Afval Affair”. Here again the preparation process has the potential to involve all five senses giving a holistic tourist experience. This could begin from the preparation of the “afval” when the tripe is cut from the slaughtered animal, [see, touch, hear and smell] to the cleaning of it [touch and see] to the preparing it for eating [taste and smell]. This experience could be added to through the sharing of recipes and methods of preparation as well as reminiscences related to the eating of the delicacy.

Another food-related suggestion which could also involve all five senses was the picking and eating of “ghoena” (Cape sour fig).<sup>261</sup> This succulent desert plant grows in

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<sup>261</sup> South African Biodiversity Institute, <<https://pza.sanbi.org/carpobrotus-edulis>>, Accessed: February 2023; the botanical name is *Carpobrotus edulis* but commonly known as Cape sour fig, Cape fig or “Hottentots fig (English); ghaukum, ghoenavy, Hottentotsvy, Kaapsevy, perdevy, rankvy, suurvvy, vyerank, (Afrikaans); and ikhambi-lamabulawo, umgongozi (isiZulu).

the region and has a fruit that contains seeds that are embedded in an astringent (sour-salty), sticky, jelly-like mucilage. Once ripened on the plant, the fruits can be eaten fresh. They also have certain medicinal qualities. Here again the five sense can be incorporated into this experience as besides walking into the dunes to pick them [see and hear] and eating them [taste and smell], the texture can be felt [touch]. (See Table 6)

All participants were in agreement that the last three elements of the DTRM will add a new and imaginative element to the already established domestic tourism products in the area.

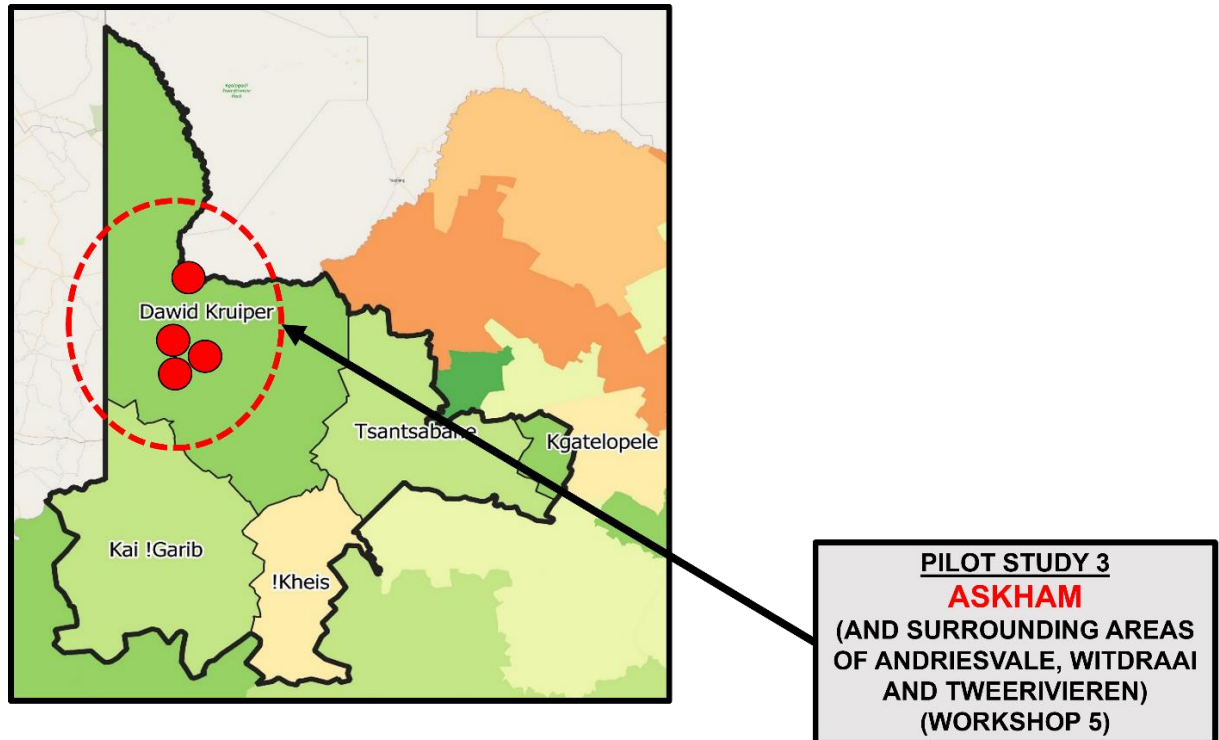
**Table 6: Pilot study 2 – Uniconic, multi-culturalism and senses (Rietfontein)**

Area	Event	Drawcard	Participants	Model element
Rietfontein	Dune dinner	Unique desert pan experience with locally prepared food enjoyed in the open expanse	Local community individuals Local food makers	Un-iconic
Rietfontein	“Stil sterre”	Observing and experiencing the expansive night skies within the quietness of the darkness	Local community individuals	Un-iconic
Rietfontein	“Storie vertel”	Stories about traditions and events either told in the open air or on the verandah of a community member	Local community individuals	Un-iconic
Rietfontein	Nama & Damara	Descendants of indigenous inhabitants with a distinct history, culture, traditions and cuisine in the area	Local community individuals	Multi-cultural element
Rietfontein	Griqua	Descendants of indigenous inhabitants with a distinct history, culture, traditions and cuisine in the area	Local community individuals	Multi-cultural element
Rietfontein	German	Descendants of early missionaries, settlers and colonialists with a distinct history, culture, traditions and cuisine in the area	Local community individuals	Multi-cultural element
Rietfontein	“Askoek Braai”	Making and kneading the dough [see, touch, smell]; preparing the coals [see, touch, hear]; eating the finished product [taste and smell].	Local community individuals	Five senses
Rietfontein	“Afval” Affair	Cutting of the tripe [see, touch, hear and smell]; cleaning it [touch and see]; preparing it for eating [taste and smell]. Stories related to the issue of survival in the arid region could also be added to the “affair” along with favourite recipes and methods of preparation.	Local community individuals	Five senses
Rietfontein	Ghoena grazing	Walking into the dunes to pick “ghoena” [see and hear]; eating them [taste and smell]; the texture can be felt [touch].	Local community individuals	Five senses

### 7.3.3) Pilot study 3 – Askham

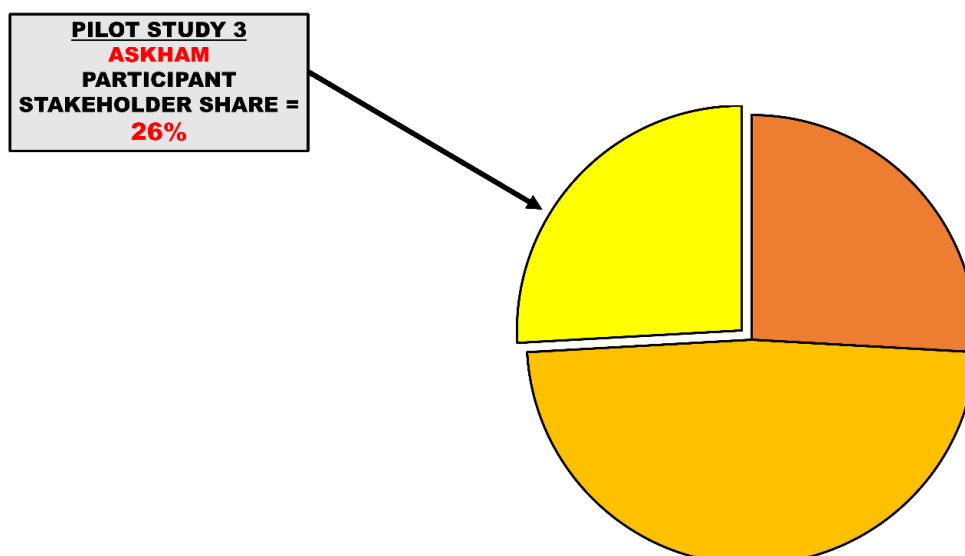
Askham is located in the central part of the Z.F. Mgcau District Municipality. (See Figure 23)

*Figure 23: Pilot study 3 – Location (Askham)*



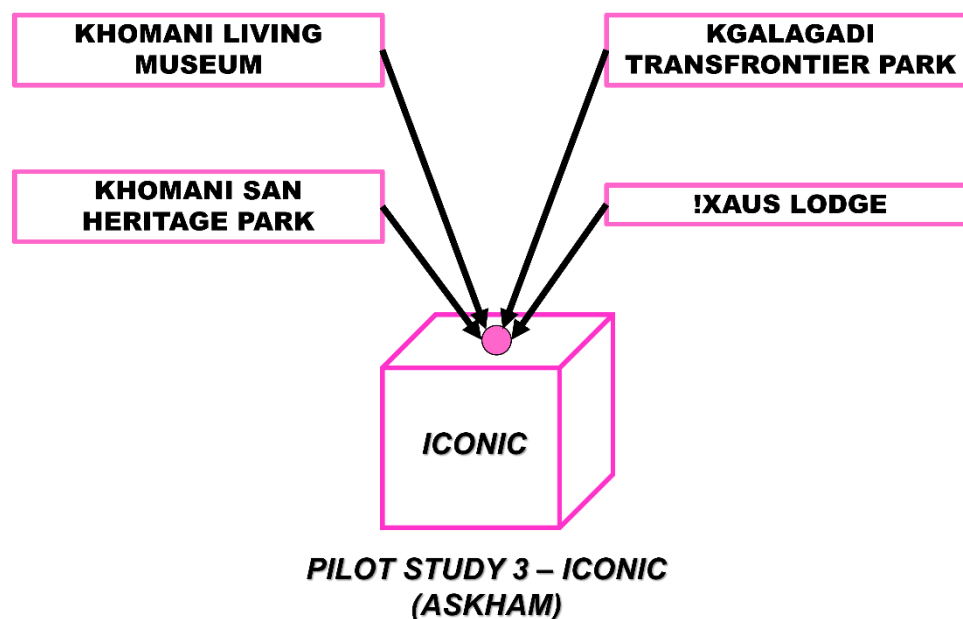
A total number of 22 stakeholder participants were recorded for the aforementioned pilot area, equaling a 26% share of all fieldwork contributors. (See Figure 24)

*Figure 24: Pilot study 3 – Participant stakeholder share*



While Askham is also an area not unlike that of Rietfontein and its regions, there were also unique and viable contributions that emanated from the participants who joined the four-hour long workshopping event. The iconic touristic drawcards here are also very much centred on the desert and its attributes. These include the internationally renowned Kgalagadi Transfrontier Park which stretches across areas of South Africa, Botswana and Namibia and is visited by both international and local tourists.<sup>262</sup> Also, the !Xaus Lodge which is a highly rated (almost exclusive) accommodation facility with a fairly checkered history in terms of management and maintenance, but involves both community members and investors.<sup>263</sup> And then the Khomani Living Museum developed on the Erin Game ranch, now the Khomani Cultural Landscape, which involves members mainly from the local Andriesvale community in taking walks in the dunes with explanations regarding plant and animal life.<sup>264</sup> (See Figure 25)

**Figure 25: Pilot study 2 – Iconic (Askham)**



The uniconic element during this workshopping session elicited contributions ranging from very personal favorites in this remote region to reminiscences of past

<sup>262</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

<sup>263</sup> !Xaus Lodge, <<https://www.expertafrica.com/south-africa/kgalagadi-transfrontier-park/xaus-lodge/in-detail>>, Accessed: February 2023

<sup>264</sup> Khomanisan Living Museum, <<http://www.khomanisan.com/activities/living-museum-1-2/>>, Accessed: January 2023.

experiences. The younger members present spoke enthusiastically of the games that they played. One example was “Gatjiekpot” (hole pot) which was a popular game which involved the use of stones to be thrown into a designated hole dug into the sand. This, the facilitator suggested, could be played with the children of visitors to the Park to entertain them in the evenings when game drives were over. Another uniconic element suggestion revolved around the local donkeys. Besides the offer of donkey rides with the traditional two-wheeled donkey cart around the local settlements as a touristic experience, it was also suggested that visitors could partake in the sole-fullness of the donkey by going to a shed where hay was stored for them and possibly overnight or have an early morning coffee there so as to awaken to the bray of the donkeys. This particular participant reminisced about how that experience of the donkey call was something she treasured living in this region.

Another uniconic suggestion made at Askham also resonated with the community at Rietfontein and that was the importance of selling silence: “Swaarte van Stilte” (Heaviness of Silence) as a touristic experience. Here again the notion was that in the far away desert plains time almost stood still and you could hear the silence of the untouched environment. Various suggestions were made as to how this silence could be embraced from sitting in the middle of nowhere or climbing a hill behind the informal settlement to experience this incredible quietness.

Turning to the multi-cultural element, participants also referred to the range of local indigenous peoples in the region comprising mostly the descendants of the Khomani San. Reference was also made to Afrikaners who lived in the region as both farmers and small-scale business owners and entrepreneurs. It was agreed that all of these cultural groupings had histories and stories to share about their pasts and their inhabiting of this region. Interestingly, reference was also made to members of the Pakistani community in the area who were both traders and shop owners and who were of interest to the locals. It was suggested how their stories, traditions and cuisine could add another dimension to the touristic experience on offer by having them share this as part of the region’s offerings.

The element involving all five senses resulted in a number of ideas, but unlike the other workshop participants, were this time not only food-centred. A suggestion was

made for a number of sunrise and sunset walks, particularly in the surrounding dunes and veldt. Here participants felt one would be able to see, hear, feel, taste and touch the pristine surroundings in what could be described as “Sonopkoms stilte” (Sunrise silence) or “Sonondergaan” (Sunset silence). Another suggestion was to accompany a local on a hunt either for small wild game or for insects and then partake in the preparation of the meal which was made as a result. This experience could be coined the “Jag en eet” (Hunt and eat).

A last suggestion pertaining to the five senses revolved around alcohol that is readily available in the area and is sold on a large scale in virtually every settlement. The “Rooi prop – vaalwyn” is a local wine by-product which has not been through a maturing process, has a full fruity taste and a relatively low alcohol content and is sold in five-litre plastic containers with a red screw top – hence the name “rooi prop” (red cap). This was suggested could be sold to the visiting tourist as a sundowner beverage and experience. While this appears as a rather sensitive issue and is regarded by some community members as hugely problematic due to a high rate of alcoholism within the communities, it has the potential to be offered as a tourist engagement under controlled and regulated conditions. (See Table 7)



Area	Event	Drawcard	Participants	Model element
Askham	Gatjie pot	A popular local game played by the children	Younger members of the community	Un-iconic
Askham	Donkey ride and donkey bray	The donkey rides for both young and old as well as the experience of being near three donkeys and hearing them bray in their local environment	Local community individuals	Un-iconic
Askham	"Swaarte van stilte"	Taking in the quietness at various locations and times of the day	Local community individuals	Un-iconic
Askham	Khomanisan	Descendants of the first peoples and indigenous inhabitants of the area with a distinct history, culture, traditions and cuisine in the area	Local community individuals	Multi-cultural element
Askham	Afrikaner	Descendants of early settlers, colonialists and farmers with a distinct history, culture, traditions and cuisine in the area	Local community individuals	Multi-cultural element
Askham	Pakistanis	Descendants of traders and shop owners with a distinct history, culture, traditions and cuisine in the area	Local community individuals	Multi-cultural element
Askham	"Sonopkoms stilte" or "Sonondergaan"	Sunrise and sunset walks, particularly in the surrounding dunes and veldt. Here all five senses would be involved [see, hear, smell, taste and touch] in the pristine surroundings	Local community individuals	Five senses
Askham	"Jag en eet"	Accompanying a local hunter or gatherer either for small wild game or for insects [see, hear] and then partake in the preparation of the meal [feel, smell and taste].	Local community individuals	Five senses
Askham	'Rooi prop en vaalwyn"	Partake in the drinking or sundowner of the "rooi prop" local unmaturing wine [taste, smell, feel, touch and hear]	Local community individuals	Five senses

***Table 7: Pilot study 3 – Uniconic, multi-culturalism and senses (Askham)***

#### **7.4) Chapter summary**

Much of the deliberation over the four elements resulted in workshop participants being inspired about what could be added to the tourism offerings in their region in order to attract more domestic tourists. In effect, participants were literally “thinking out of the box” and the ideas across the board were well-received and found to be highly inspirational. Participants also appeared to be intrigued by what other participants suggested and, in some cases, were keen to share other ideas and even consider collaborating with one another. This brought to the fore the whole idea of cooperating and co-joining with each other to make the experience a more durable and more attractive one for the outsider.

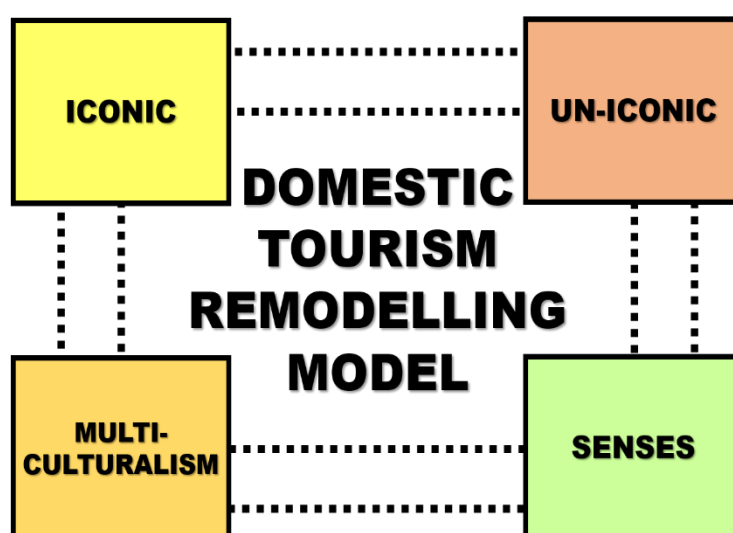
It was therefore apparent that workshopping the “out of the box” idea and using the DTRM as a catalyst made participants feel more part of the tourism domain and the product that could be on offer. It can be concluded that the DTRM was well received and had a very positive acceptance level making it appear both viable and doable.

## CHAPTER 8: CONCLUSION

The key concern of Phase II of this project entitled: “The piloting and refining of the Domestic Tourism Remodelling Model” was to appraise whether the DTRM developed *in theory* in Phase I of this project entitled “Reigniting the local domestic tourism market within a COVID-19 environment” was viable *in practice*. In order to accomplish this key concern of assessing the theoretical model in terms of a practical model, this phase of the study (Phase II) set out to refine the DTRM through a piloting process.

Throughout this study, in an effort to reinvigorate the domestic tourism segment as the foundational mandate, the view has been upheld that within the tourism value chain, the **supply** or **product** component is critical and should take precedence. In other words, the approach was one that focuses on the enhancement of the “supply” side of the tourism value chain, so as to ultimately stimulate an increase in the “demand” side.<sup>265</sup> The model devised in Phase I had as its intention the reinvigoration of the domestic product through the DTRM instrument, which comprised four essential elements with which to revitalise, stimulate and strengthen the domestic product. These elements are the “iconic”; the “un-iconic”; “multi-culturalism” and the “five senses”. (See Figure 26)

*Figure 26: Domestic Tourism Remodelling Model*



<sup>265</sup> University of Pretoria – Department of Historical and Heritage Studies, *Remodelling the local domestic tourism market within a COVID-19 environment*, 2021, pp. 1-137.

The report undertook to consider research on domestic tourism as well as models that pertained to the domestic domain and to see how these either aligned, augmented or contradicted the DTRM. Research from seven international destinations was analysed.<sup>266</sup> These included models from Australia, Iran, Israel, Ethiopia, South Africa, Zimbabwe and Vietnam which again highlighted the issue of the importance of the supply side, that is the product, within the tourism value chain. Moreover, the significance of the involvement of local communities in the promotion of domestic tourism was also made apparent in this international and national research, underlining the positive role they could play in reinforcing the destination image, but also enhancing the on-site experience.<sup>267</sup> The prevalence of undiversified tourism products was also flagged as a significant barrier for the development of the domestic tourism segment.<sup>268</sup> In addition, the importance of partnerships, cooperation and collaboration between not only the public and private sector, but also between communities was also made evident in this research.<sup>269</sup>

Five domestic tourism supply-side models were also selected for analysis. These included:

- the “Holling Loop” by J. Cochrane (2010);
- the “Match Model” by B.A. Lubbe, A. Douglas and E. Du Preez (2013);
- the “Adaptive Model” by H. Alipour, H. Kilic & N. Zamani (2013);
- the “Theoretical Recovery Model” by S. Kumar & S. Nafi (2020);
- the “Promotional Model” by P. Matura (2021).<sup>270</sup>

Although these various models were developed both before and after the global pandemic, they all regarded domestic tourism as a means to salvage the tourism

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<sup>266</sup> See Chapter 3.

<sup>267</sup> D. Styliadis, Y. Belhassen & A. Shani, ‘Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists’, *Current Issues in Tourism* 20(15), 2017, p. 1667; A. Chebli, B. Kadri & F. B. Said, ‘Promotion of Domestic Tourism by Enhancing the Practice of Alternative Tourism as a Quality Measure to Satisfy and Retain National Tourists’, *Journal of Tourism and Services* 23(12), 2021, pp. 73-78; I. B. Mkhize, ‘South African domestic tourism beyond apartheid’, *Development Southern Africa* 11(2), 1994, p. 251.

<sup>268</sup> P. Morupisi & L. Mokgalo, ‘Domestic tourism challenges in Botswana: A stakeholders’ perspective’, *Cogent Social Sciences* 3(1), 2017, p. 10.

<sup>269</sup> S. K. Deb & S. Nafi, ‘Impact of Covid-19 on tourism: Recovery proposal for future tourism’, *GeoJournal of Tourism and Geosites* 33(4), 2020, p. 1491; G. E. du Rand, I. Booysen & D. Atkinson, ‘Culinary mapping and tourism development in South Africa’s Karoo region’, *African Journal of Hospitality, Tourism and Leisure* 5(4), 2016, p. 17; E. Proos & J. Hattingh, ‘Advancing heritage tourism in the central Karoo: The South African War Battlefields Route’, *Development Southern Africa* 37(4), 2019, p. 11.

<sup>270</sup> See Chapter 4.

sector in crisis, regardless of the particular challenge or period. Across the board, domestic tourism was commended as a means to build resilience within the broader sector.

It was also made evident in many of the models that the key concern remained innovation from a product point of view in order to reinvigorate the domestic tourism domain. It was indicated that this could be achieved through unlocking unexplored potential within a domestic destination. In addition, it was also made apparent by some of these models that these products needed to be developed by stakeholders within the region, also referred to as “local participants”, emphasizing the importance of the community-base in the process. The point is made that domestic tourism products must be formulated, managed and mitigated by the local communities as they are in effect the ultimate service providers within the domestic tourism domain. This strategy is what lies at the very heart of the DTRM which was devised as a tool to be inspirational at a grass roots level. Hence the choice of the region for the piloting of the DTRM.

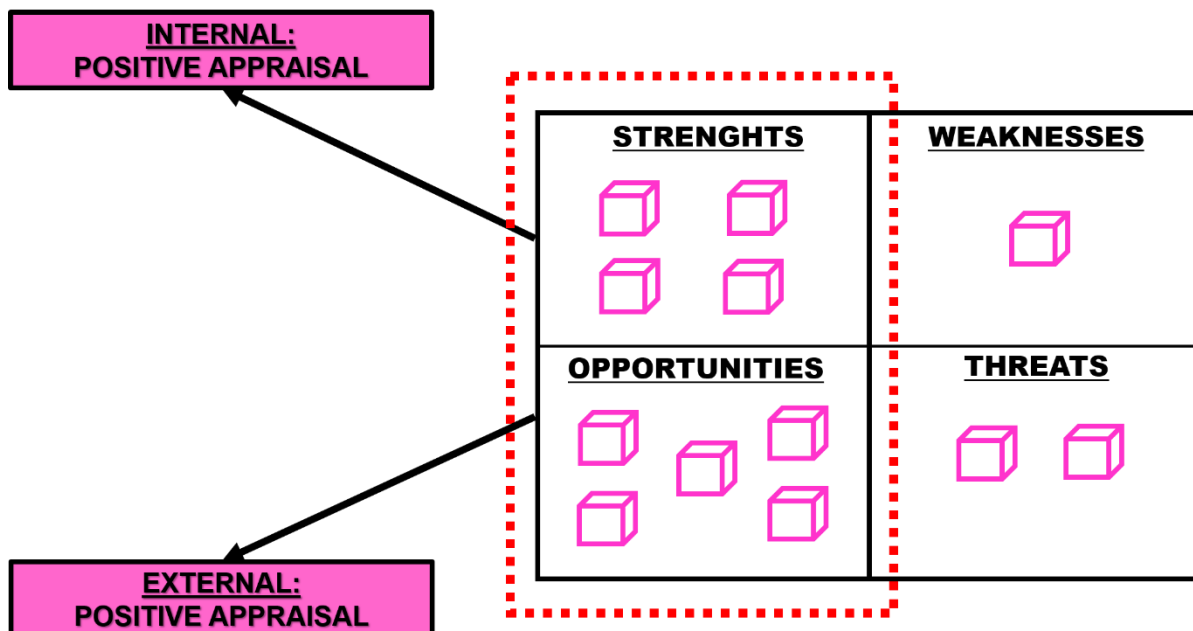
Thus, the main object was to pilot the DTRM with a range of stakeholders within their local domestic environs. Five narrative-induced workshops were held in the Z.F. Mgcawu District Municipality in the Northern Cape Province where the DTRM was introduced and participant stakeholders were encouraged to contribute to the four elements through the use of an innovative facilitated encounter. The approach to attaining the desired response from the participant stakeholders was to facilitate the encounter with the local communities using constructive attributes and a conducive format. The maxim of “think outside of the box” was transposed into a tangible workshopping tool where participant stakeholders could literally add to the “**box**” their ideas, suggestions, thoughts and creativity. This process was enabled by a facilitator with attributes such as being engaging and empathetic, a good listener, a lateral thinker and an innovative intellect – along with being able to think on the spot.

The feedback received from the different groupings showed that the DTRM had the effect of acting as a catalyst to inspire the participant stakeholders to rethink aspects of their tourism domain and tourism product specifically. In fact, it is fair to argue that based on these workshop findings, the DTRM could indeed add a unique, authentic,

distinct and original perspective to the supply side of the South African domestic tourism value chain. In other words, it has the potential to reignite and reinvigorate the tourism product and thus cumulatively strengthen the tourism sector.

In terms of a retrospective SWOT analysis of the DTRM, and by using the four classic determinants, the strengths and opportunities far outweigh the weaknesses and threats. In terms of “strengths”, the DTRM delivered on the development of creative and authentic touristic options; it facilitated the creation of unique and distinct domestic tourism products; it evoked entrepreneurial action; and it inspired and propagated the concept of holistic tourist experiences. As regards the “opportunities”, the DTRM proved to be both innovative and flexible across diverse stakeholder groupings; it has the potential for poverty alleviation; can induce community upliftment and pride; as well as offer local employment possibilities. The lack of integral cooperation in terms of communities was deemed to be a weakness. However, the lack of cooperation between the public and private sector along with the institutional and regulatory barriers accounted for dysfunctional communication and operation which can threaten the success of the application of the DTRM. (See Figure 27)

*Figure 27: SWOT appraisal of DTRM*



Overall, this SWOT analysis endorses the veracity, viability and applicability of the devised DTRM as a tool for developing a successful strategy for the future of domestic tourism.

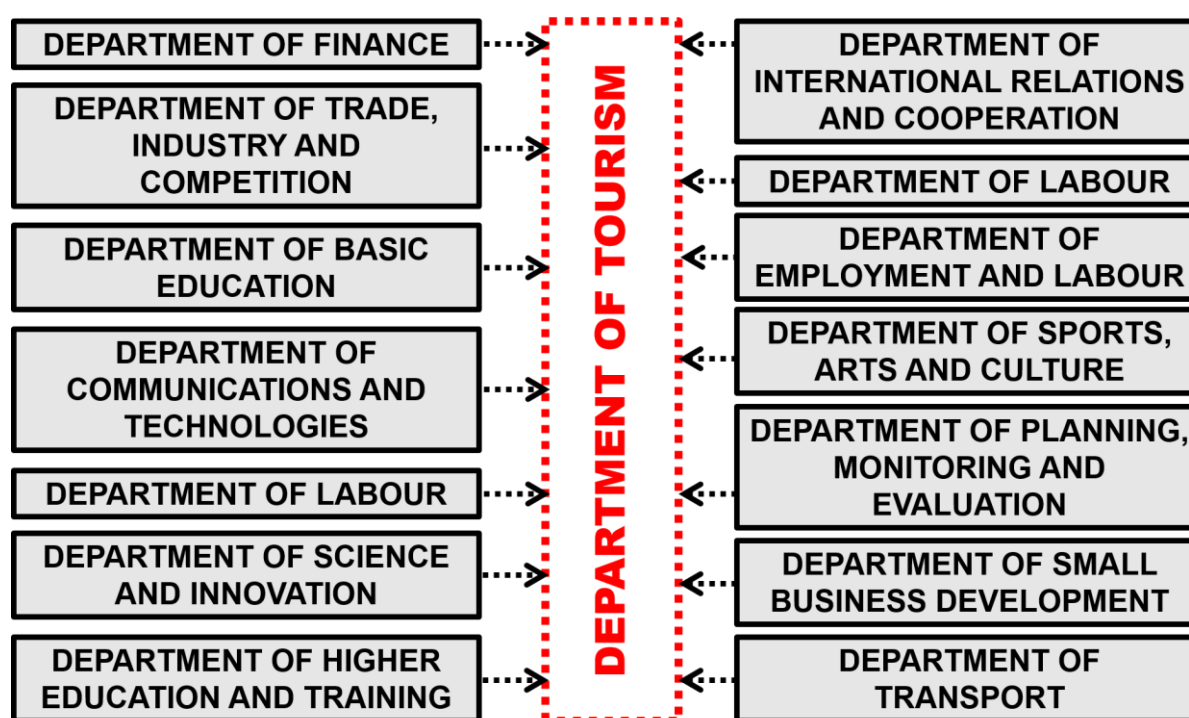
Thus, in this Phase II process of piloting this innovative tool, the DTRM was assessed, appraised and refined in order to optimise its potential to act as a catalyst to reshape the form and nature of the domestic tourism landscape. This in turn will have the potential to attract a wider tourist audience, especially from inside the localised travel arena. The intention of the DTRM holistically is therefore to engage and/or rebuild the existing tourism features and augment them with new attractions and experiences, as well as to add innovative dimensions to invigorate domestic travels throughout South Africa. This DTRM endeavour needs to be implemented in close collaboration with the communities within the local domestic arena in order to synergise a more viable and attractive product.

The key rationale of the DTRM is to use these elements as a catalyst to get the communities at the grass roots level to be inspired to think differently about what they can offer to the domestic visitor coming to their region. The more unique and authentic these offerings become, the greater the attraction will be for domestic tourists to be motivated to take a trip to a domestic destination. While the DTRM differentiates between four distinct elements – iconic, uniconic, multi-culturalism and the five senses – it became apparent that there is both synergy and overlap between them when considering the actualization of the touristic experience. It is argued that the so-called packaging of the tourism product, in other words what can be supplied holistically by a destination will stimulate a demand.

In considering the potential of such combined offerings, full-day experiences or longer excursions could combine ideas and activities from a number of community members to make the offering more worthwhile and attractive. This would call for spatial collaboration, that is a need to collaborate based on your setting. In addition, there would also need to be a greater degree of inter-governmental and departmental collaboration for effective reinvigoration and proficiency of the DTRM. In reviewing the

development of policy on domestic tourism in South Africa,<sup>271</sup> there is evidence of continual planning and strategization within the Ministry of Tourism over the past three decades. However, the efficiency and impactfulness of these legal and promotional initiatives and drives can only be effectively and efficiently accomplished if there is collaboration and support from the other government departmental ministries. This again emphasizes the multi-faceted and interconnected nature of tourism and why its success within any given country is dependent on congenial relations and collaborations both at a community level, but also within a broad spectrum of multiple government divisions. (See Figure 28)

*Figure 28: Government departments and domestic tourism*



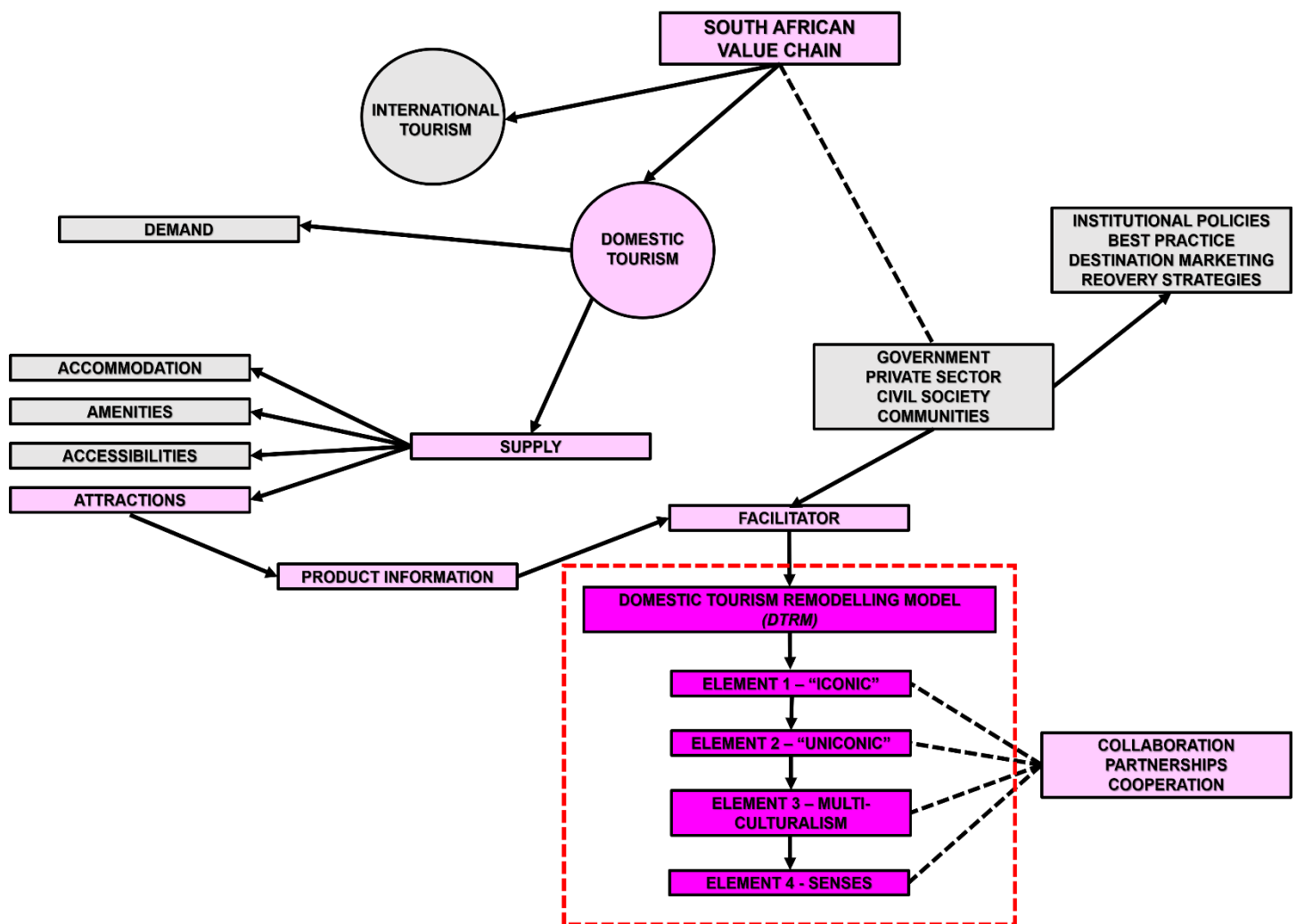
In terms of the most recent scheme developed by the Department of Tourism, the Domestic Tourism Scheme, there are various objectives of the scheme already present within the DTRM. Thus, as indicated in Chapter 6 the DTRM can be implemented alongside the Domestic Tourism Scheme given that both models emphasise either side of the tourism value chain (demand and supply) in terms of increased participation, increase occupancy, economic growth and the multiplier effect.

<sup>271</sup> See Chapter 6.



Thus, Phase II of this research project has made it apparent that the DTRM does indeed have the potential to transform local tourism offering. It can strengthen and invigorate the existing tourism product, but also stimulate non-existing dimensions of the tourism product so as to increase the attraction and hence heighten the demand. Therefore, in conclusion it can be confirmed that the DTRM will hold a central, critical and pivotal role within the South African domestic tourism in both the short and long term. (See Figure 29)

**Figure 27: DTRM – refined and piloted within the South African value chain**



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