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# Sustainability of Rural Tourism Products in South Africa

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**Univen & CSIR**

**National Department of Tourism Research Seminar, Johannesburg, South Africa**

**23 March 2018**

# Context

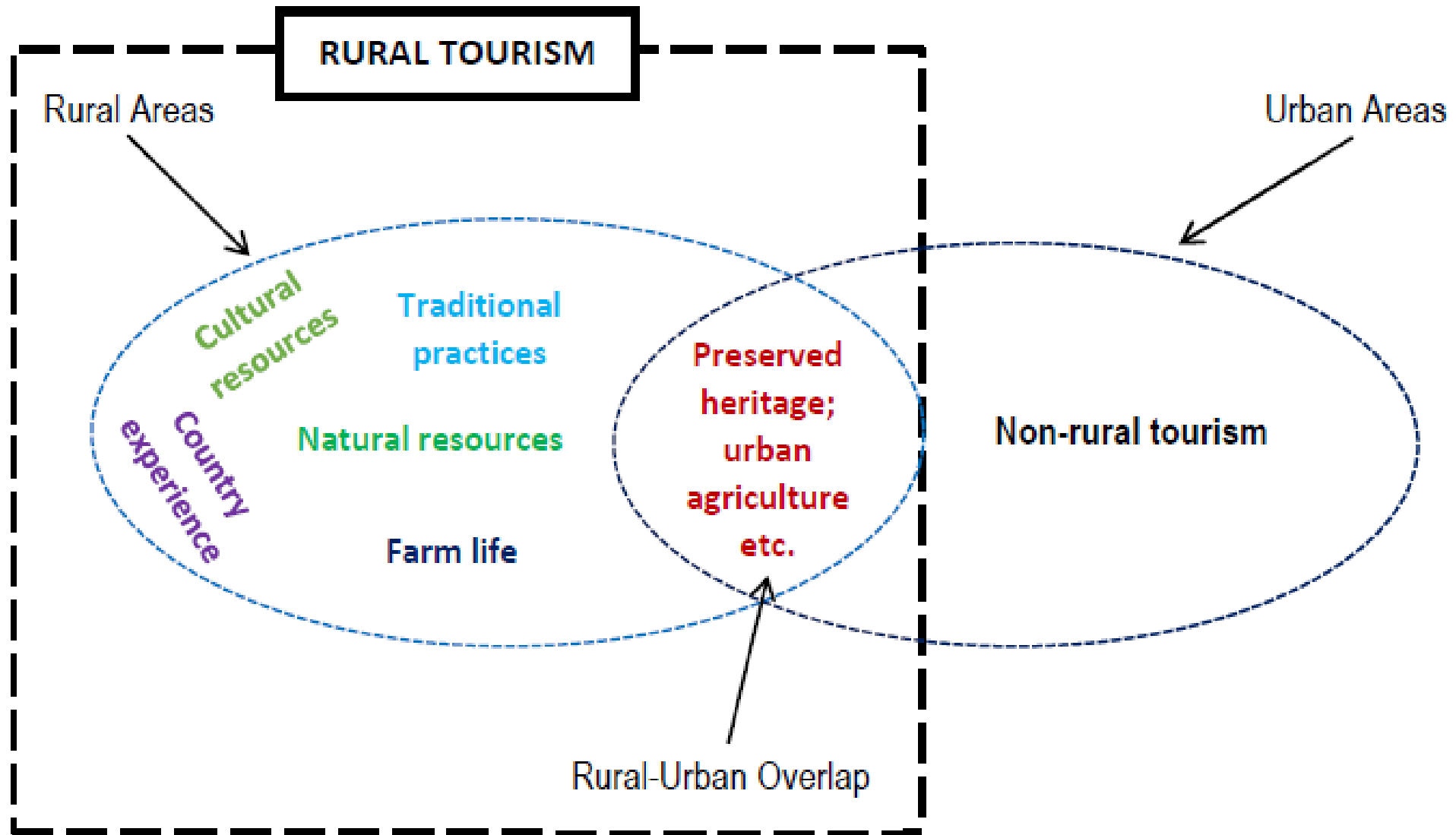
- South Africa does not have a framework for sustainable rural tourism products.
- Frameworks existing elsewhere may not just be borrowed in their current state and format for use in South Africa.

# Objectives

To:

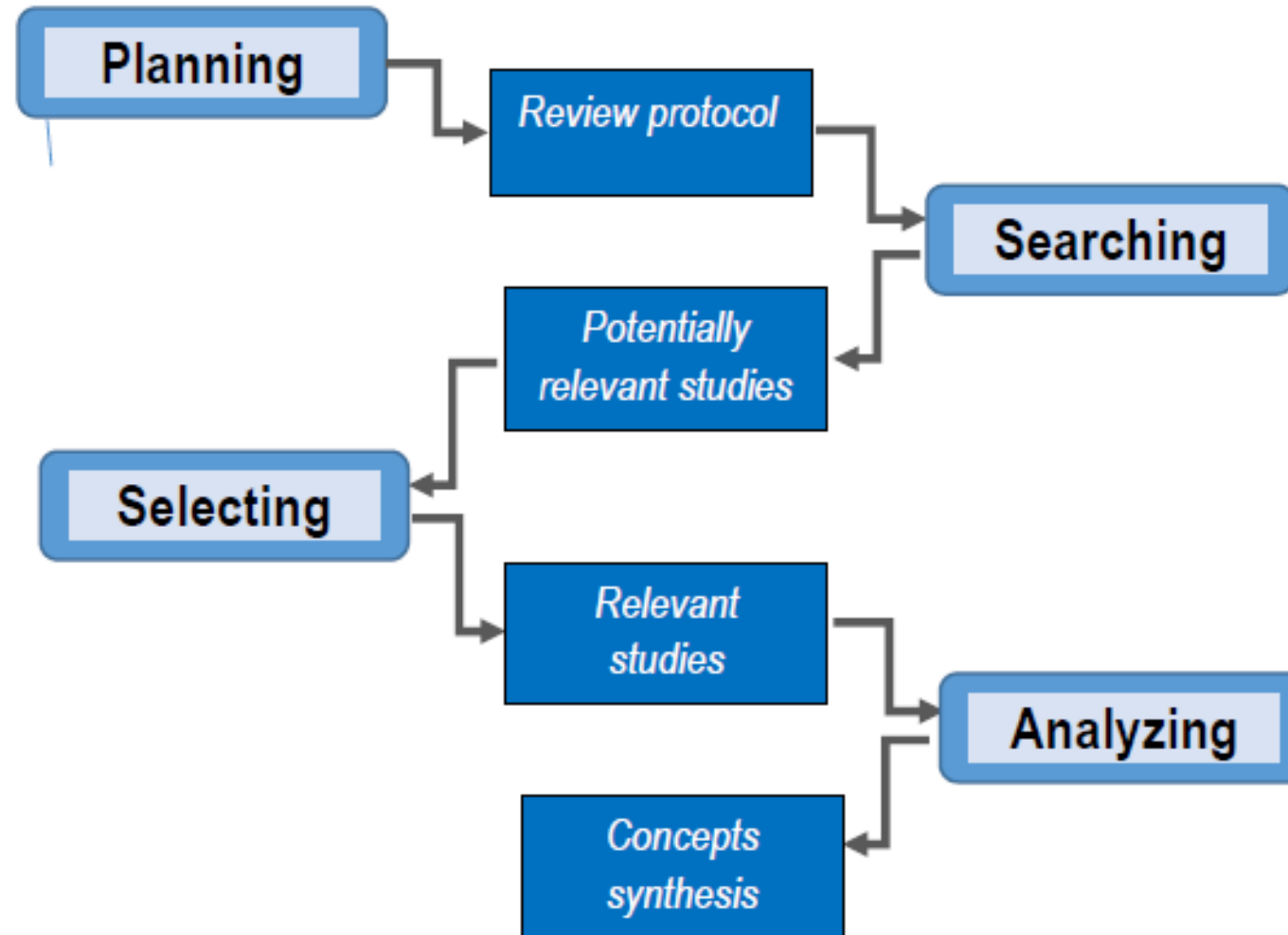
- to provide a critical review of literature on the RTPs and how they may be assessed in terms of their sustainability,
- to identify and profile RTPs in South Africa, and
- to develop a framework that acts as a base for RTPs to assess their sustainability, from both a demand and supply perspective.

# Conceptualising Rural Tourism



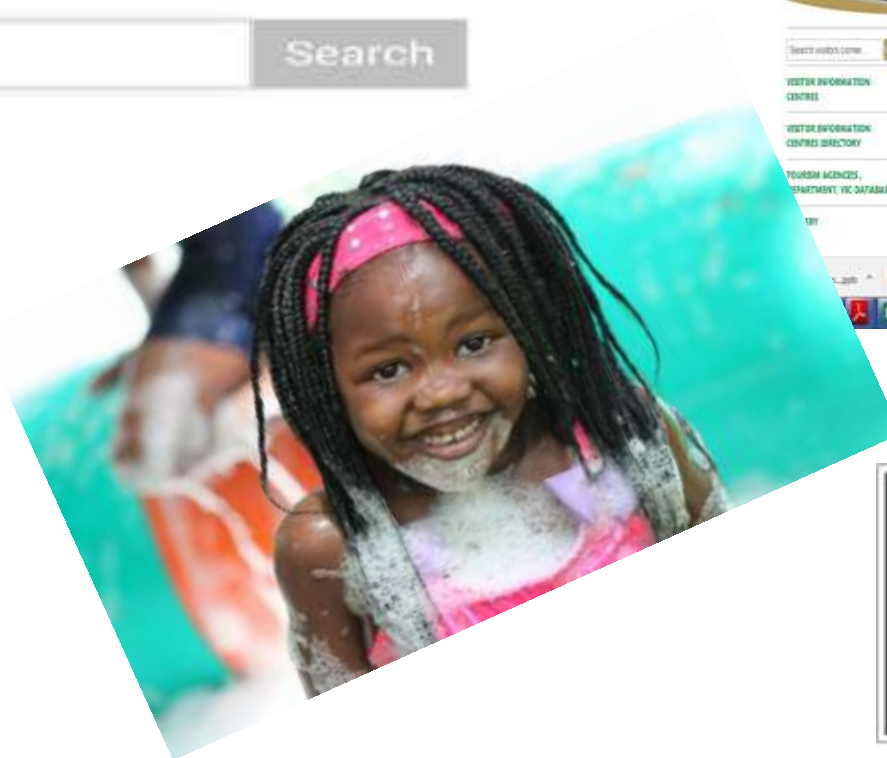
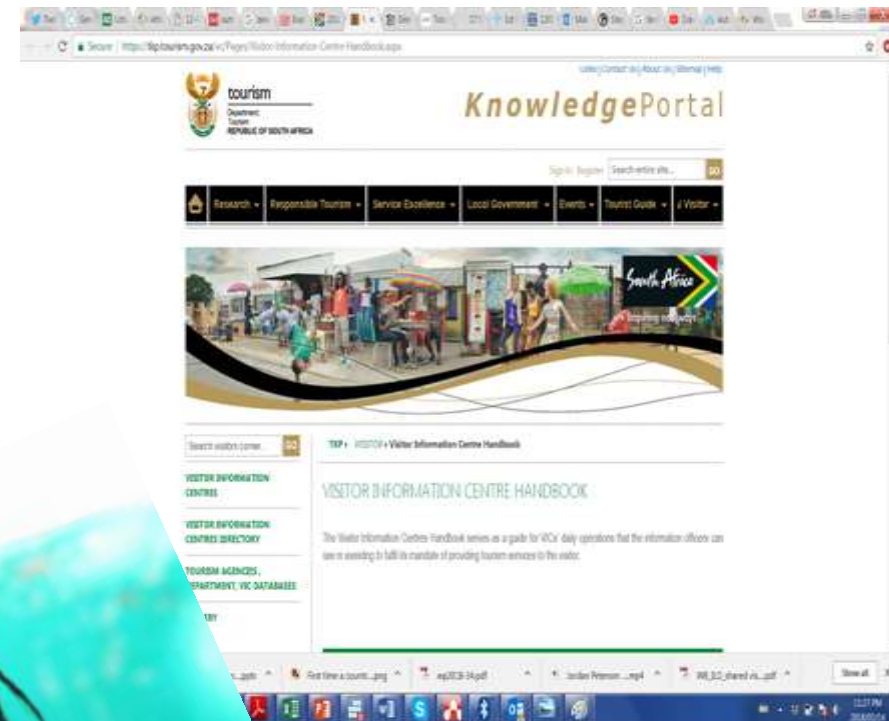
Source: Authors

# Methodology: Literature Review



Source: Authors

# Methodology: Identifying information sources, searching for RTPs

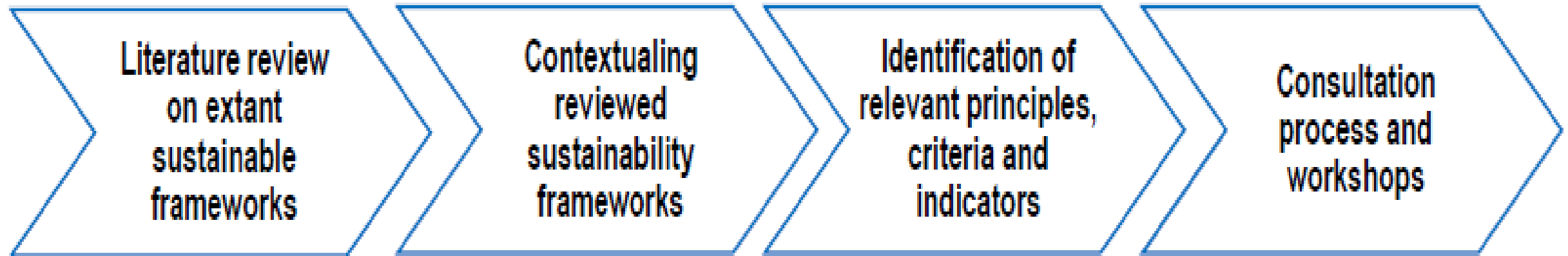


# Methodology: Key Informant Interviews

Target institution	Reason for inclusion	Number of participants	Abbreviated
Academia	Universities teach and research on tourism.	Eight	UR
Municipalities	Have tourism departments responsible for tourism in their jurisdictions.	Seven	MR
Tourism authorities	Responsible over tourism activities in their jurisdiction	Two	TAR
Tourism associations and agents	Association have database of members, who could be the suppliers of RTPs	Four	TAAR
Total interviews		21	

Source: Authors

# Methodology: Developing principles, criteria and indicators to assess sustainability of RTPs in South Africa



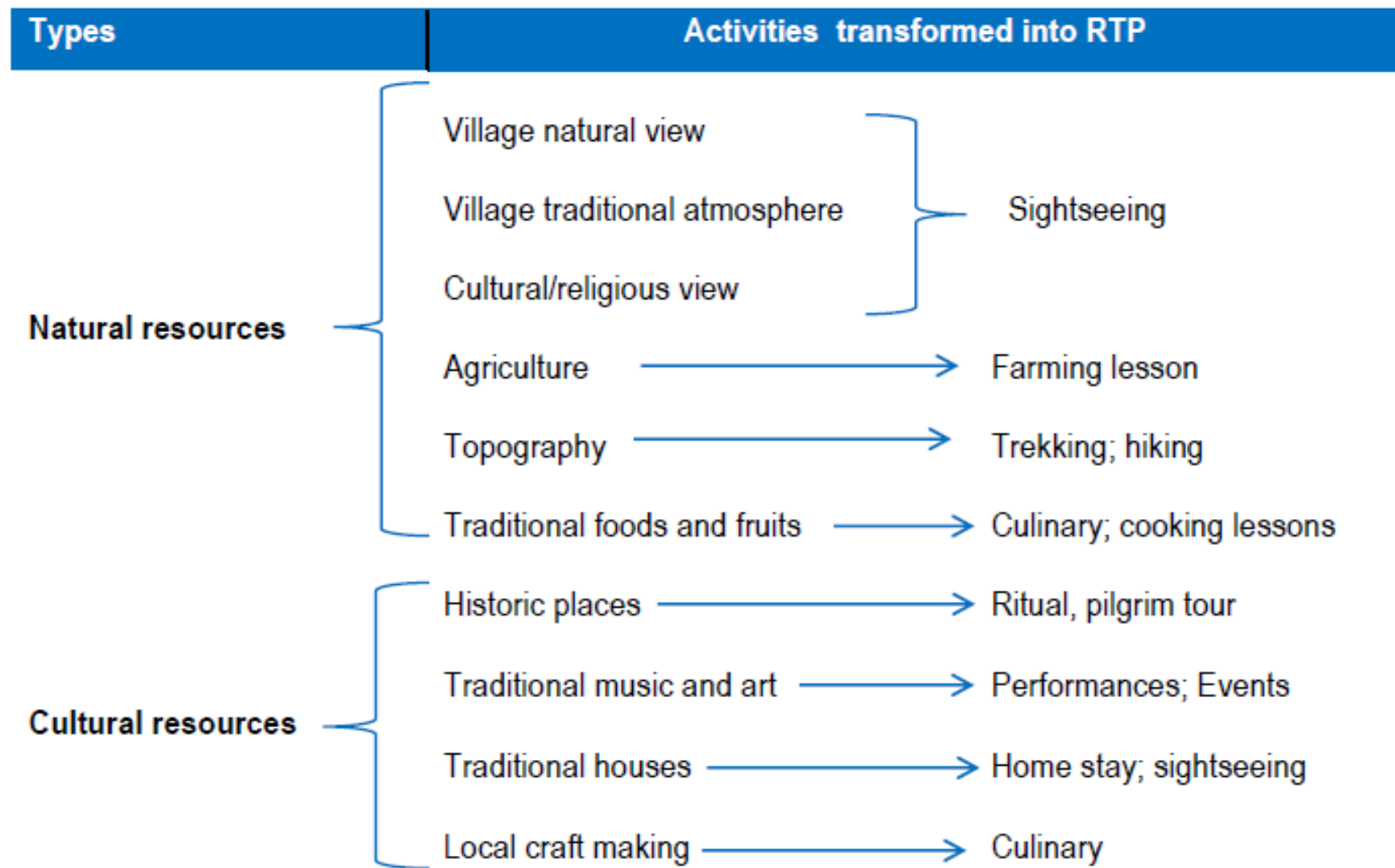
Source: Authors



# Methodology: Piloting and Case Selection to Empirically Test the RTP Sustainability Framework

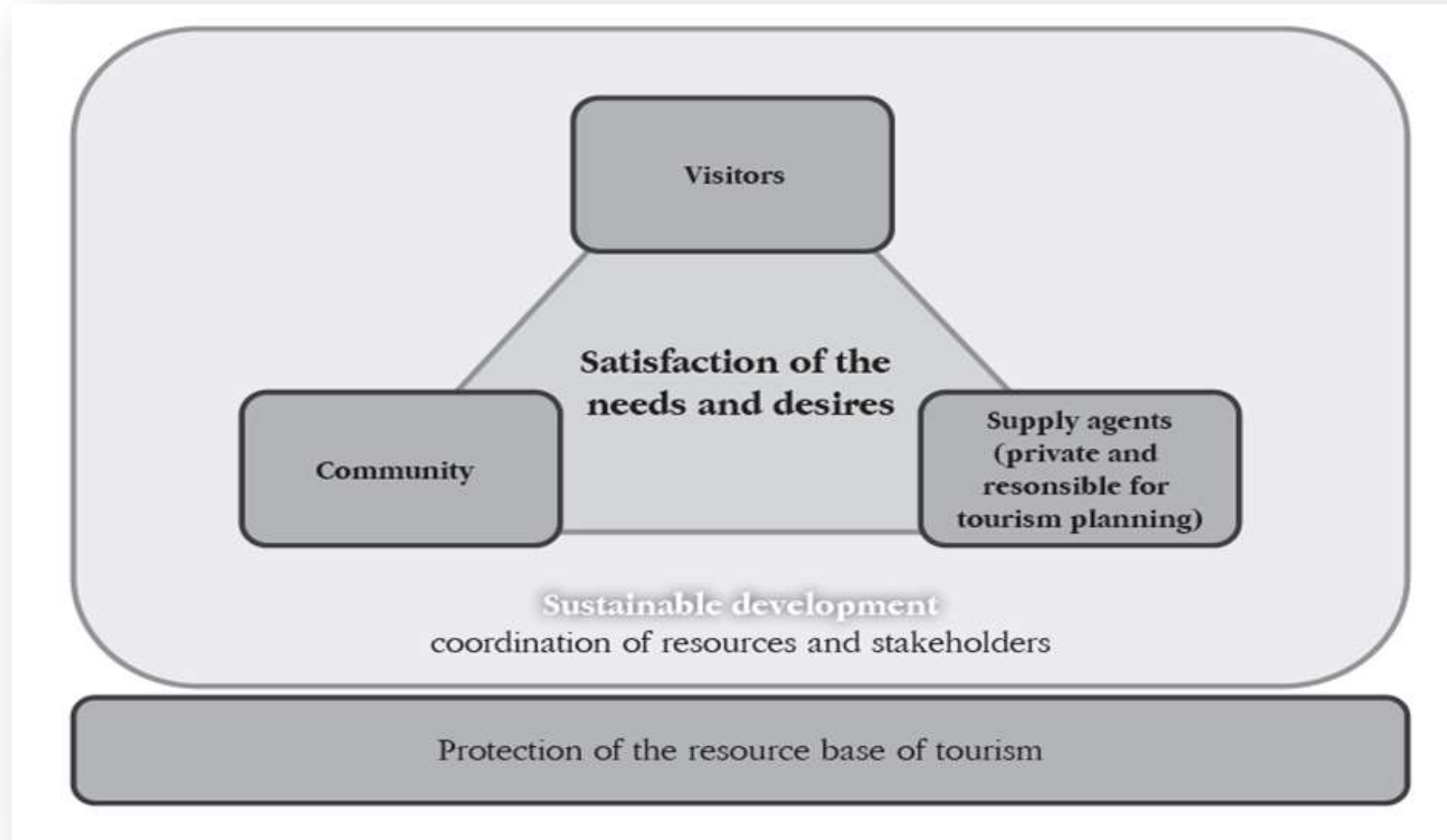
- One RTP identified for piloting
- Three RTPs, identified as cases
- One positive response with no response on applying the framework
- Three delayed responses

# Results: From Reviewed Literature - RTP



Source: Fatimah (2015) with variations made by the authors.

# Results: From Reviewed Literature - Sustainability



# Results: From Key Informants

*I know that rural tourism is when tourists visit rural or remote areas, so maybe rural tourism products refers to tourism products located in the rural areas [TAR].*

*what is non-urban*

*Using the internet could be the best*

*I think culture in Soweto,*

*this is not a test where I'd have to read first.*

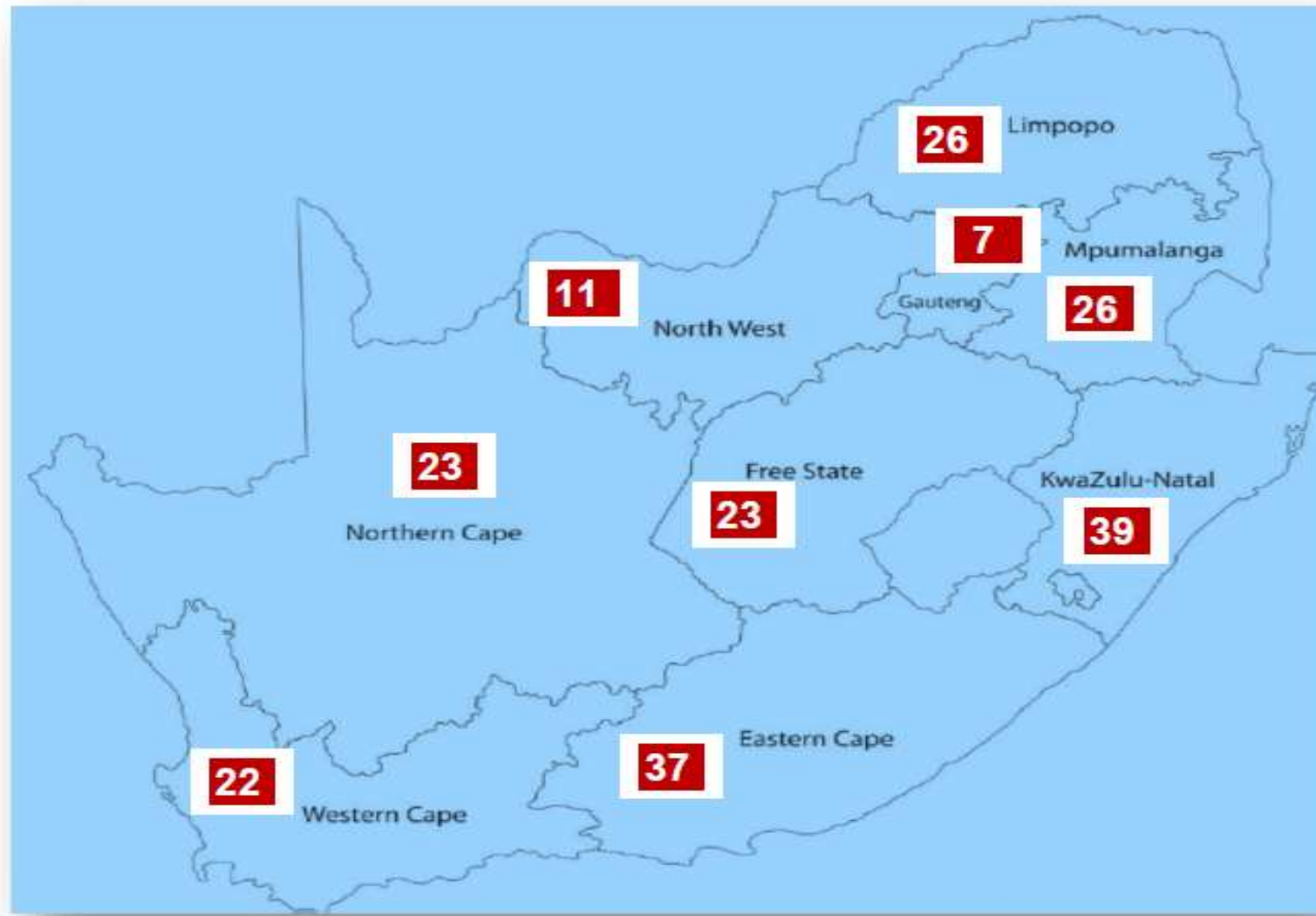
*I am afraid their market is small.*

*(this is) not my field of expertise,*

*now a white elephant [UR]*

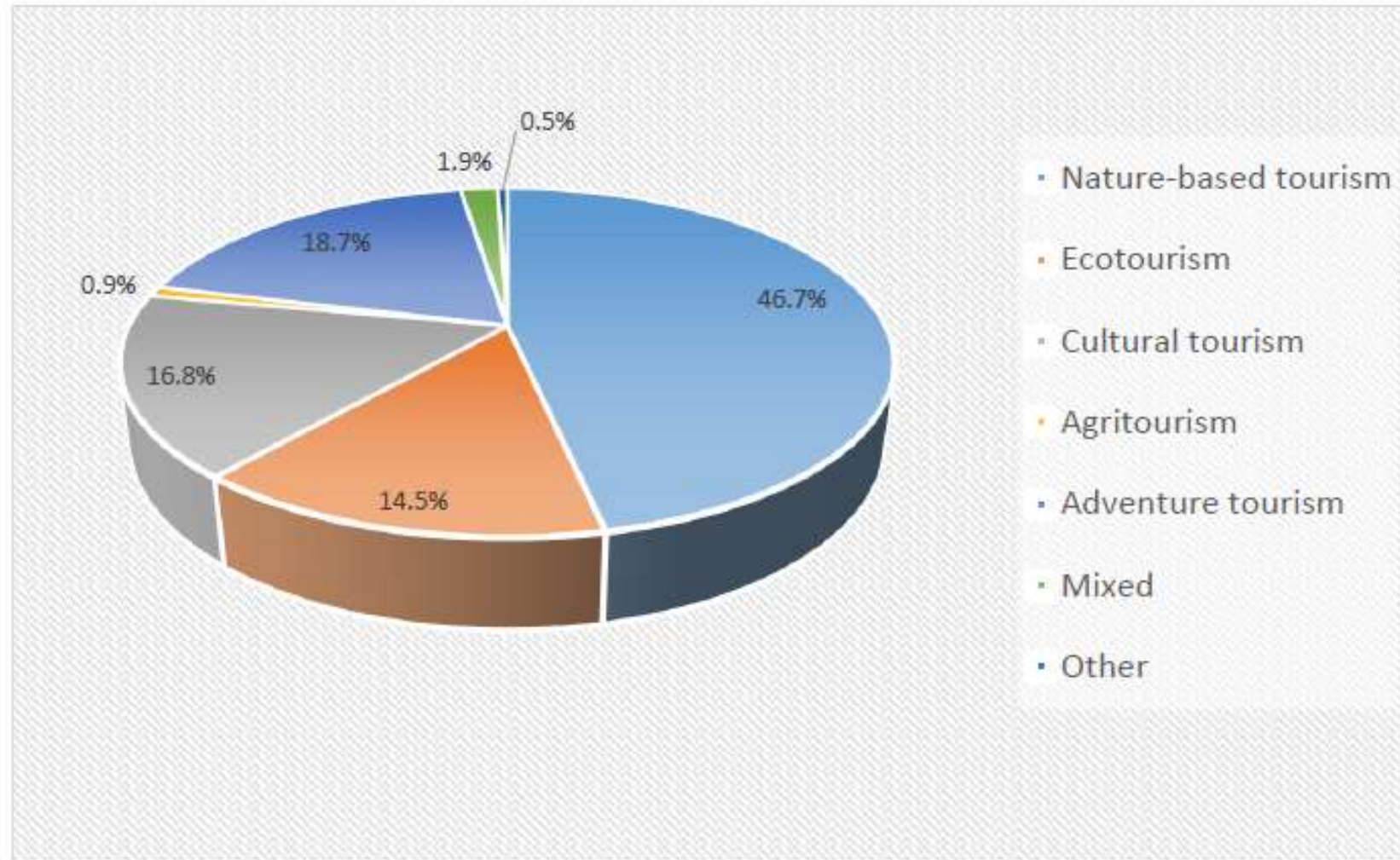
*I can not remember what this is*

# Results: From Internet Search of RTPs - Profiling



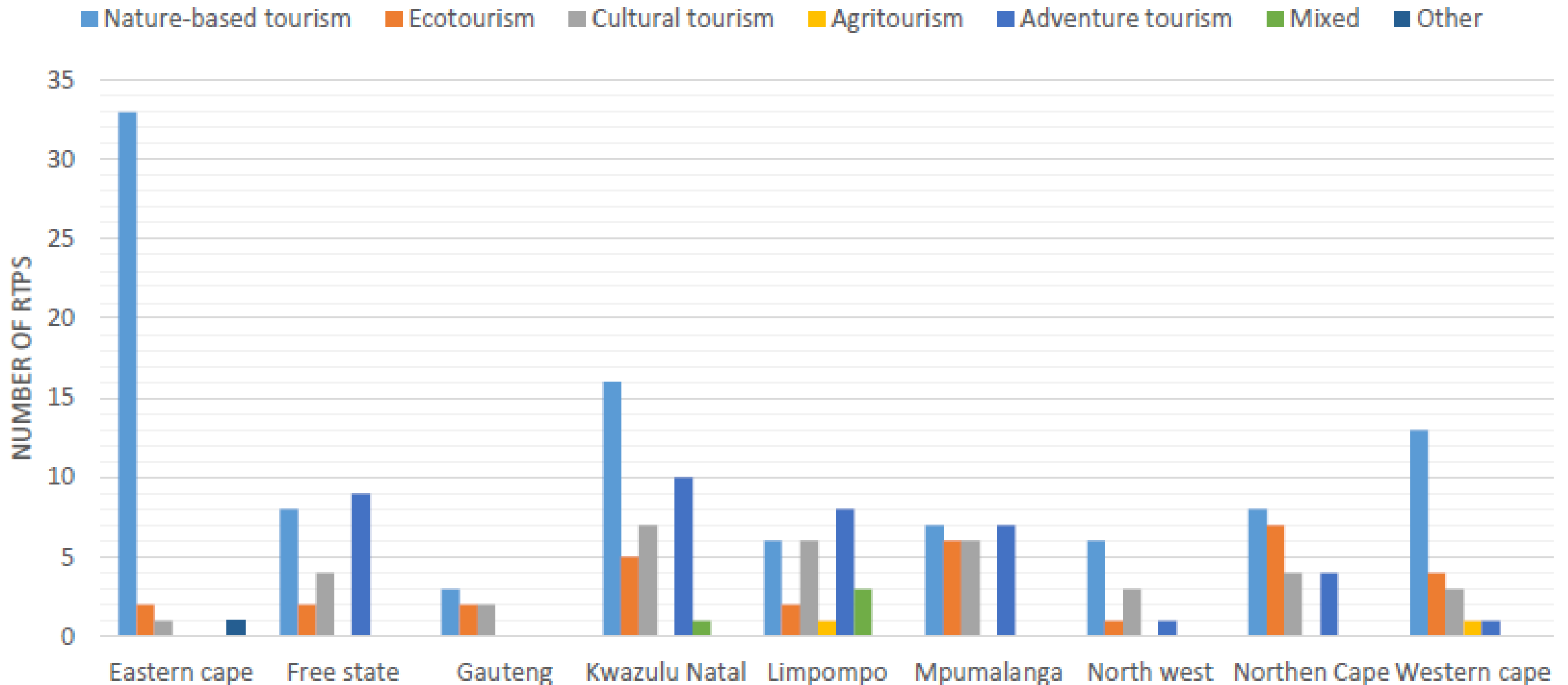
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# Results: From Internet Search of RTPs - Profiling



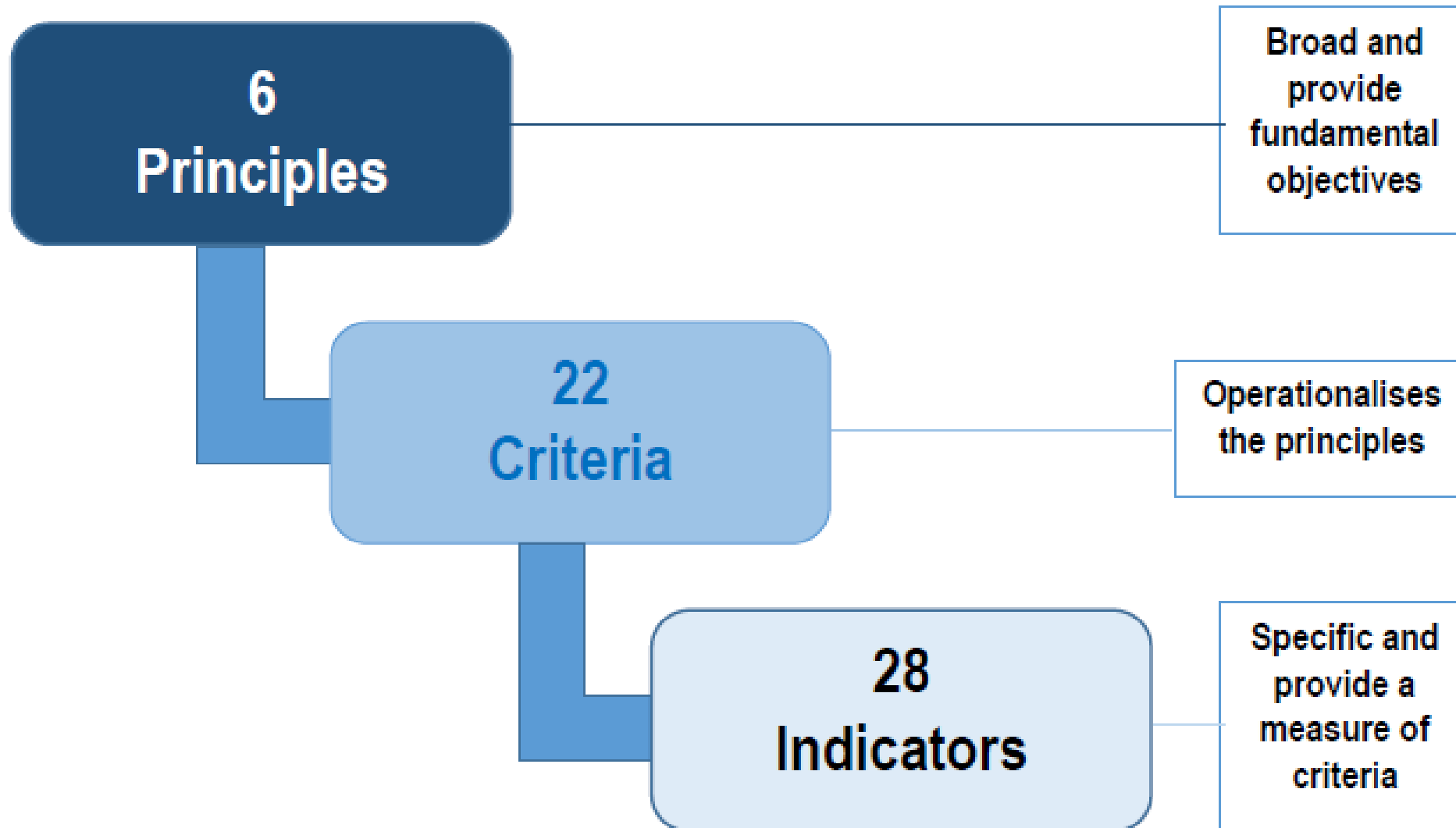
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# Results: From Internet Search of RTPs - Profiling



Source: Authors

# Results: Sustainability framework



Source: Authors

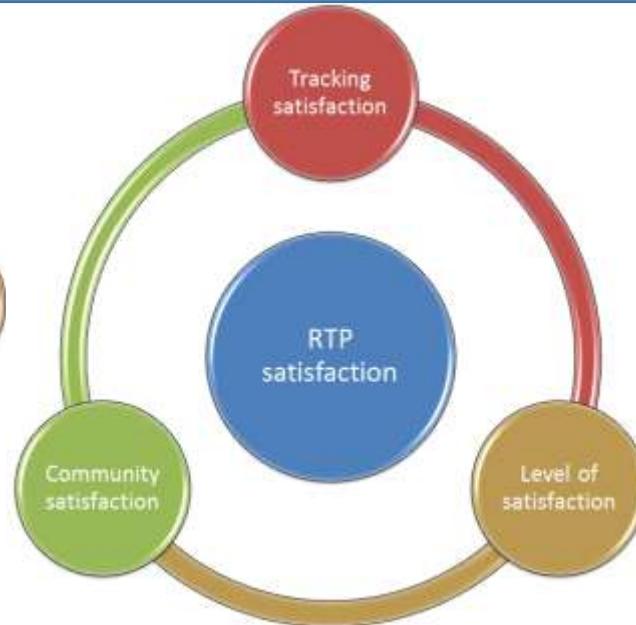


# Results: Sustainability framework

Weighting	Measure	Level of performance
1	Fails to demonstrate an ability to meet the requirement.	Very Poor
2	The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled.	Poor
3	The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas.	Acceptable
4	The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.	Good
5	The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.	Excellent

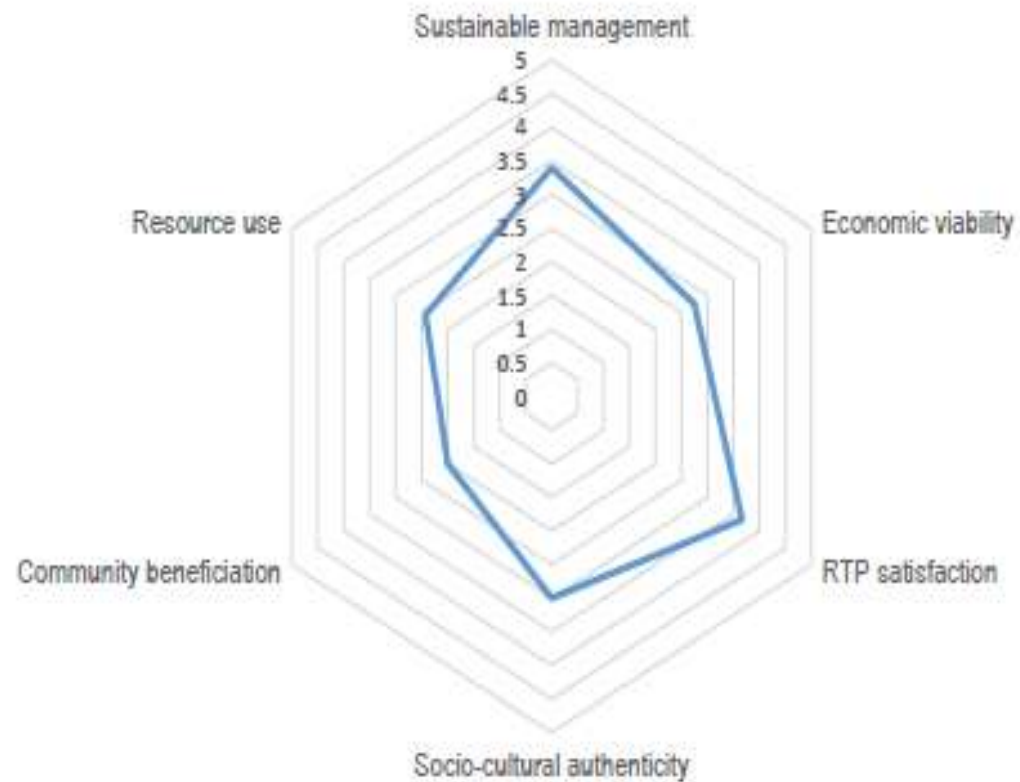


## PRINCIPLES



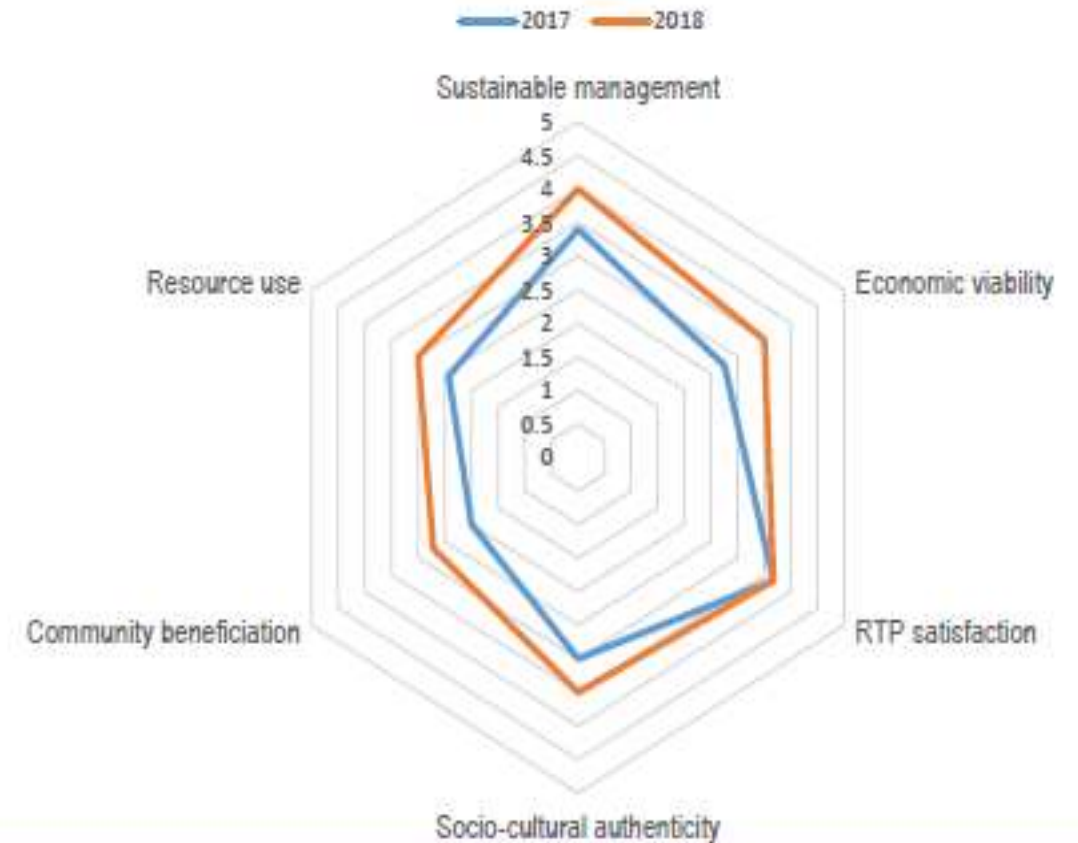
# RTP Sustainability hypothetical application

2017 Assessment of RTP Sustainability



Source: Authors

2017, 2018 Assessment of RTP Sustainability

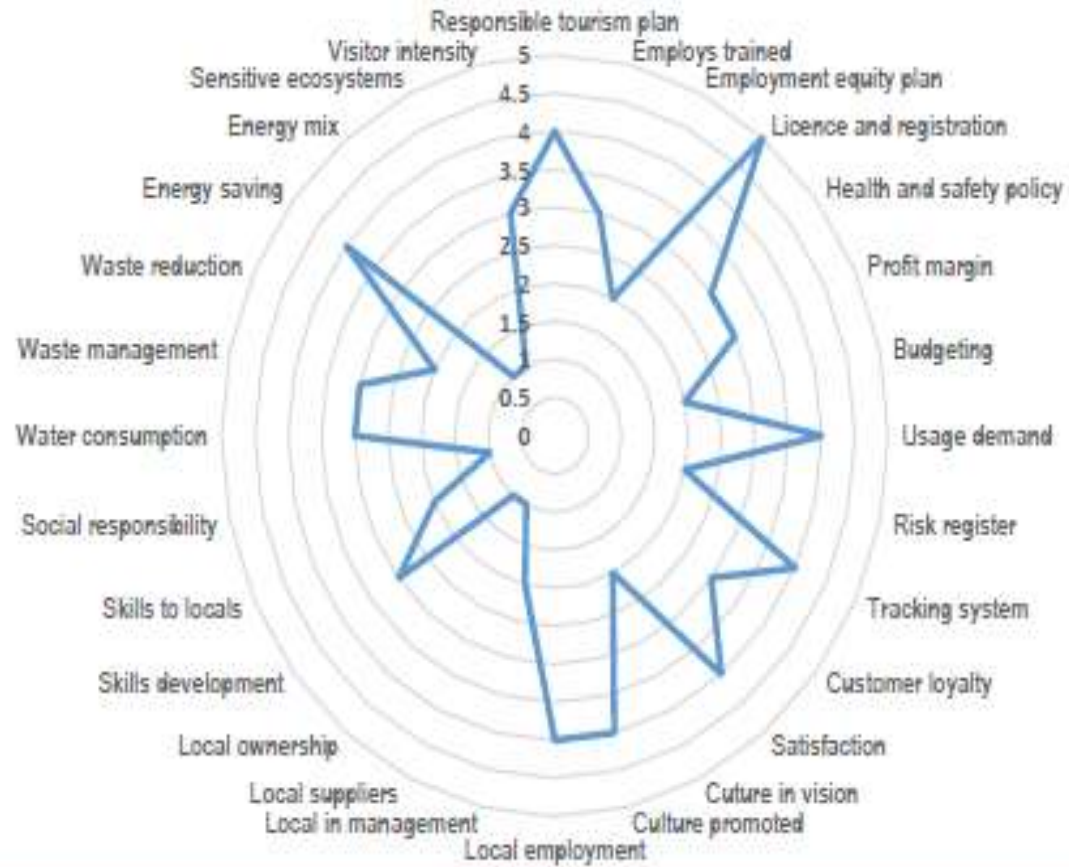


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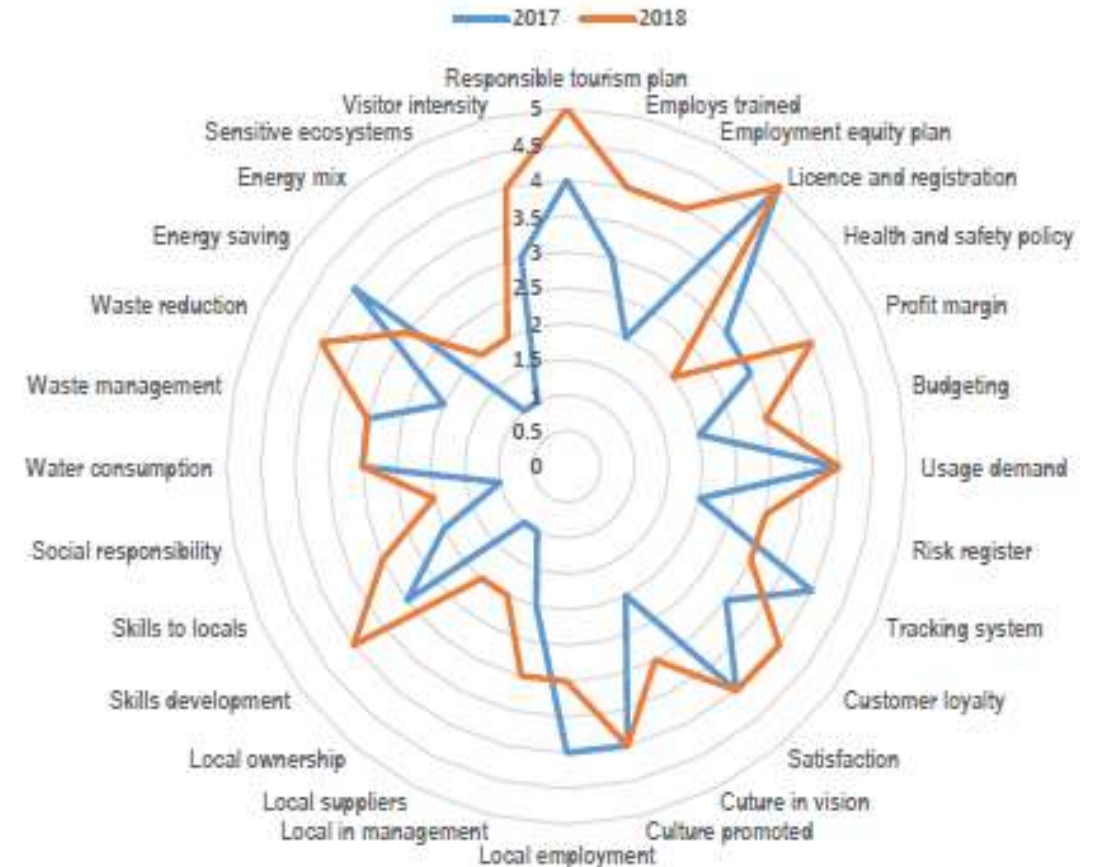
# RTP Sustainability hypothetical application

2017 Assessment of RTP Sustainability



Source: Authors

2017, 2018 Assessment of RTP Sustainability



Source: Authors

# Selection of Indicators

1 Select one of the six principles to consider

2 Select one of its criteria as identified in the framework

3 Determine your context especially noting the product cycle of the RTP and the sustainable principle under consideration:

Sustainability management	Economic viability	RTP satisfaction	Socio-cultural authenticity	Community beneficiation	Optimal use of resources
Standard – principle typically applies across all RTPs	Does RTP pursue market share vs Market growth?	Standard – principle typically applies across all RTPs	The context is determined by the culture surrounding the product	The context is determined by type of product and backward and forward linkages	The context is determined by the resources used.

4 Select indicator(s) for each criteria considering the RTP life cycle and its context

Is the indicator already measured in existing frameworks, or elsewhere?

**YES** - Is it consistent with the criteria under consideration?

**YES**

Move to step 5

**NO**

No: develop an indicator consistent with criteria and government practice. Develop complementary indicators. Select alternative indicator.

**NO** - Is there an established method, or example of the indicator?

**YES**

Select method in common usage.

Are data available?

Yes: Move to step 5

No: Create data for in line with government and strategic interest OR select alternative indicator

**NO**

Develop consistent method or example.

Are data available?

Yes: Move to step 5

No: Create data for in line with government and strategic interest OR select alternative indicator

5 Is indicator optimal? (Adheres and conforms to national and international standards)

**YES**

Adopt indicator/ retain and use indicator

**NO**

Select alternative indicator

Thank you