Cross-Border Themed Tourism Routes in the southern African region: practice and potential

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PURPOSE OF THE STUDY

- **understand tourism products in cross-border themed tourism routes in the SADC region**
- **explore the possibility of integrating routes to enhance a cross-border niche tourism experience**
- **explore other international mechanisms, systems or processes**
- **identify methods to improve the broader functionalities of the sector**
- **consider ways in which the sector could be enhanced to contribute to the broader economy and unemployment**

In essence, the intention of this study is to develop and test a model for the development and implementation of guided cross-border themed tourism routes according to existing and potential tourism niche markets.

Research Reports of 2012-2018

tourism
Department:
Tourism
REPUBLIC OF SOUTH AFRICA

CROSS-BORDER TOURISM

DEPARTMENT OF HERITAGE AND
HISTORICAL STUDIES

UNIVERSITY OF PRETORIA

2013 – 2018

- **"Understanding the Concept of Cross-Border Guiding in Southern Africa", 2012**
- **"Harmonization of Tourist Guide Training Regulations and Standards in South Africa", 2013**
- **"Harmonisation of Tourist Guide Training in southern Africa – phase III" 2014**
- **"Harmonised Tourist Guide Training in southern Africa – phase IV" 2015**
- **"Cross-Border Tourism pilot project: The Namibian-South African Corridor" 2017-2018**

TOURISM is a rapidly growing globalised industry

- **Product diversification and global competitiveness**

- **Recent trends include:**
- **Cross Border tourism**
- **Route tourism**
- **Niche tourism**

TOURISM CHALLENGES & TRENDS

CROSS-BORDER TOURISM

movement of tourists across the borders of a country under the guidance of a qualified tourist guide

ROUTE TOURISM

linking together of a series of tourism attractions under a unified theme to promote entrepreneurial opportunities among the local communities

NICHE TOURISM

specific tourism product which is custom-made to   meet the needs and demands of a particular audience/market segment group of tourists

Need for renewal

Tourism Benefits in Africa

- A **powerful vehicle** for economic growth and job creation

- Tourism is growing faster in the world's **emerging and developing regions** than in the rest of the world

- Potential of tourism has not been fully recognized as **a vital source of economic and development power** that can strengthen and expand the continent's economies.
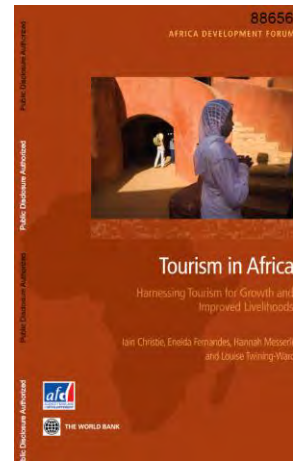
CROSS-BORDER TOURISM ROUTES

- **border regions peripheral / marginal**

- **integration of value chains**

- **augment foreign investment**

- **diffuse innovations**

- **intensify tourist flows**
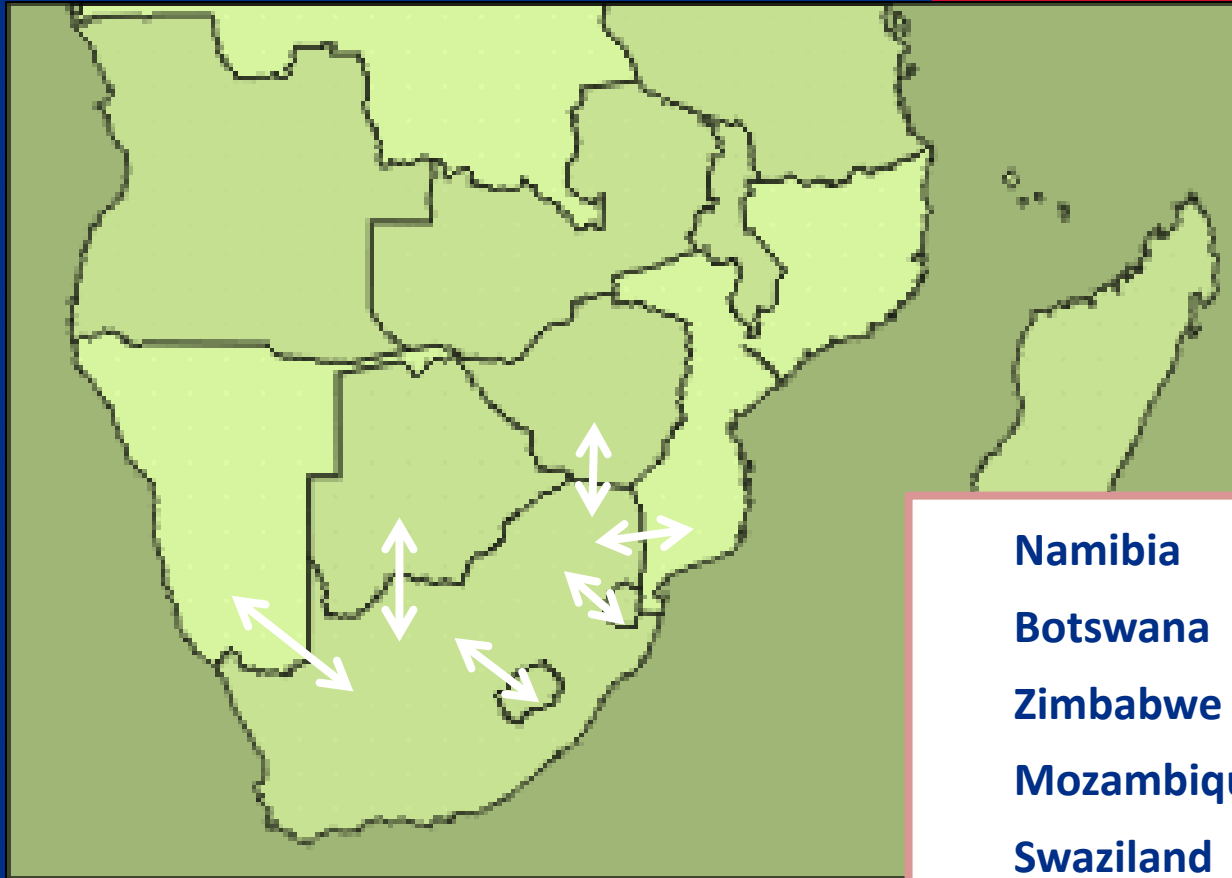
- **multiply socio-economic effects**

(Stepanova, 2017)

TOURISM-SCAPES

"A landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions is combined into a route based on a thematic approach"

TOURISMSCAPES

CROSS-BORDER TOURISMSCAPES
The Liberation Route

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YUNIBESITHI YA PRETORIA

"TOURISMSCAPE" a landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions are combined into a route based on a thematic approach.

① HEROES' ACRE
- Commemorates the Namibian freedom struggle
- Celebrates Namibian independence 21 March 1990
- Houses 174 graves including 9 of symbolic leaders
- Statue to the Unknown Soldier
- The Eternal Flame: the undying spirit of freedom

② THREE DIKGOSI MONUMENT
- Honours 3 chiefs who petitioned Queen Victoria in London for protection
- Chief Khama III of the Bangwato
- Chief Sebele I of the Bakwena
- Chief Bathoen I of the Bangwaketse
- Bechuanaland Protectorate (1885)

③ NATIONAL HEROES ACRE
- Burial ground and national monument in Harare
- Commemorates Patriotic Front guerrillas killed in Rhodesian Bush War
- Contemporary Zimbabweans also buried at the shrine
- Most of the interred are Zanu-PF sympathisers
- Monument is modelled after an AK-47

④ SAMORA MACHEL STATUE
- Celebrates Samora Machel as 1st president of Mozambique (1975 – 1986)
- Machel is idolized as a hero of Mozambican independence
- Through guerrilla warfare Machel led the victory over the colonial Portuguese government (1974).

⑦ ROBBEN ISLAND
- World Cultural Heritage Site (1999)
- Island 6,9 km off the Cape coast
- 17th - 20th century: military base, hospital and place of banishment and incarceration
- Nelson Mandela imprisoned for 18 of 27 years
- 3 of SA presidents served sentences

⑥ THABA BOSIU MOUNTAIN
- A steep, flat-topped mountain
- Thaba-Bosiu is famous historical site.
- King Moshoeshoe successfully defended the Basotho people against their attackers
- Considered the birthplace of the nation.
- SeSotho: 'Mountain at Night'

⑤ LUBOMBO LIBERATION ROUTE
- Liberation struggle route for Mozambique and South Africa
- 'Eastern Front' of the liberation struggle used by Mkhonto Wesiswe (MK)
- Transit point for guerrillas infiltrating into SA
- ANC internal code: Maputo = the 'Harbour', Swaziland = 'Bay', South Africa = 'Ocean'

CROSS-BORDER TOURISMSCAPES
The Origins Route

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"TOURISMSCAPE" a landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions are combined into a route based on a thematic approach.

① QUIVER TREE DOLERITE PARK & MESOSAURUS FOSSIL SITE
- Indigenous quiver tree (Aloe dichotoma)
- San hollow the branches for quivers
- Mesosaurus = "middle lizard" 280 mill yrs

② TSODILO HILLS
- World Heritage Site (2001)
- 100 000 years old
- High concentration of rock paintings
- Sacred, mystical place of ancestral spirits
- Extensive trade networks

③ GREAT ZIMBABWE
- 12th to 15th centuries
- World Heritage Site (1986)
- Largest stone structure south of Sahara
- Shona: 'houses of stone'
- 20,000 inhabitants

④ CHINHAMAPERE ROCK ART SITE
- World Heritage Centre (2008)
- 6,000 to a few 100 years old
- Vumba mountains and woodland
- Rainmaking rock paintings
- Sacred rainmaking rituals

⑤ NSANGWINI ROCK ART SITE & LION CAVERN
- Rock art images
- San rainmaking ceremony
- Lion Cavern oldest mine in the world
- Dates back 43,000 years
- Fossilized evidence of cell division

⑥ LIPHOFUNG CAVES
- Sotho: "place of the eland"
- Open-air cavern
- Moshoeshoe stayed here for a time
- Basotho cultural village

⑦ CRADLE OF HUMANKIND
- World Heritage Site (1999)
- Hominin site: 40% of human ancestor fossils
- Mrs. Ples (1947)
- Australopithecus sediba (2008)
- Homo Naledi (2015)
- Only underground lake in SA

NAMBIA-SOUTH AFRICA CORRIDOR

Themed cross-border tourist routes "Tourism-scapes"

Origins Route – fossils, first inhabitants and first kingdoms

Colonial Remnants Route – colonial histories and heritages

Liberation Route – movements opposed to colonial oppression

Literature and Film Route – literary and film tourism sites

7 Natural Wonders of Southern Africa – nature attractions

**Culinary Route** – tasting and learning to cook the local cuisines

Culture Rumble Route – cultural villages and attractions

Supernatural Southern Africa – mysterious local legends on monsters, ancestors, spirits, ghosts and other supernatural occurrences.

- **DESTINATION AND PRODUCT DEVELOPMENT**

- **PRODUCT DIVERSIFICATION**

- **REGIONAL CO-OPERATION**

- **ACCUMULATIVE BENEFITS**

INBOUND TRAVEL MARKET SHARE 2016

4,7%
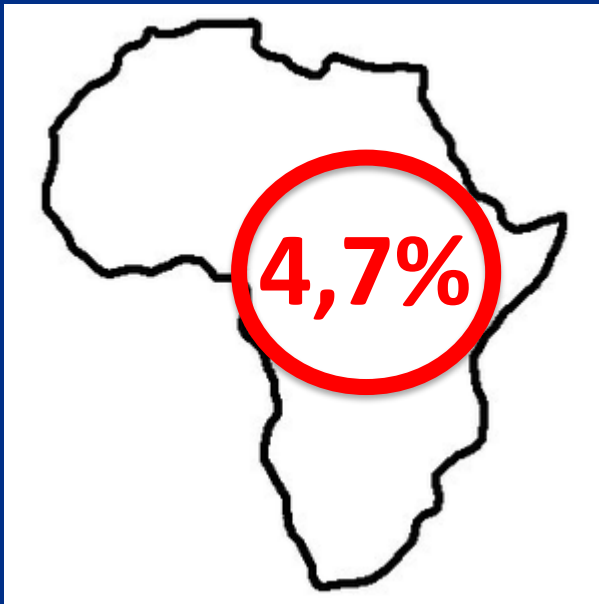
Collaborate – not compete

50%

Possible solution

"development of new tourism products [through] the connection of already established forms of tourism with alternative/niche tourism products [,...] including cultural tourism"

Acolla Cameron, Niche Focused Tourism Development in Small Island Developing States: The case of Trinidad", *Academic Conferences Association*, 2017, p. 732

Literature Review

- Cross border:

D.J. Timothy; Association of European Cross-border Communities (AEBR); H. Wachowiak; K. Vodeb; E. K. Prokolla; S.V. Stepanova; G. Skaremo; A. Murphy.

Theme Routes:

- C.M. Rogers; J. Briedenhann & E. Wickens; D. Meyer; M. Lourens; J.D. Snowball & S. Courtney
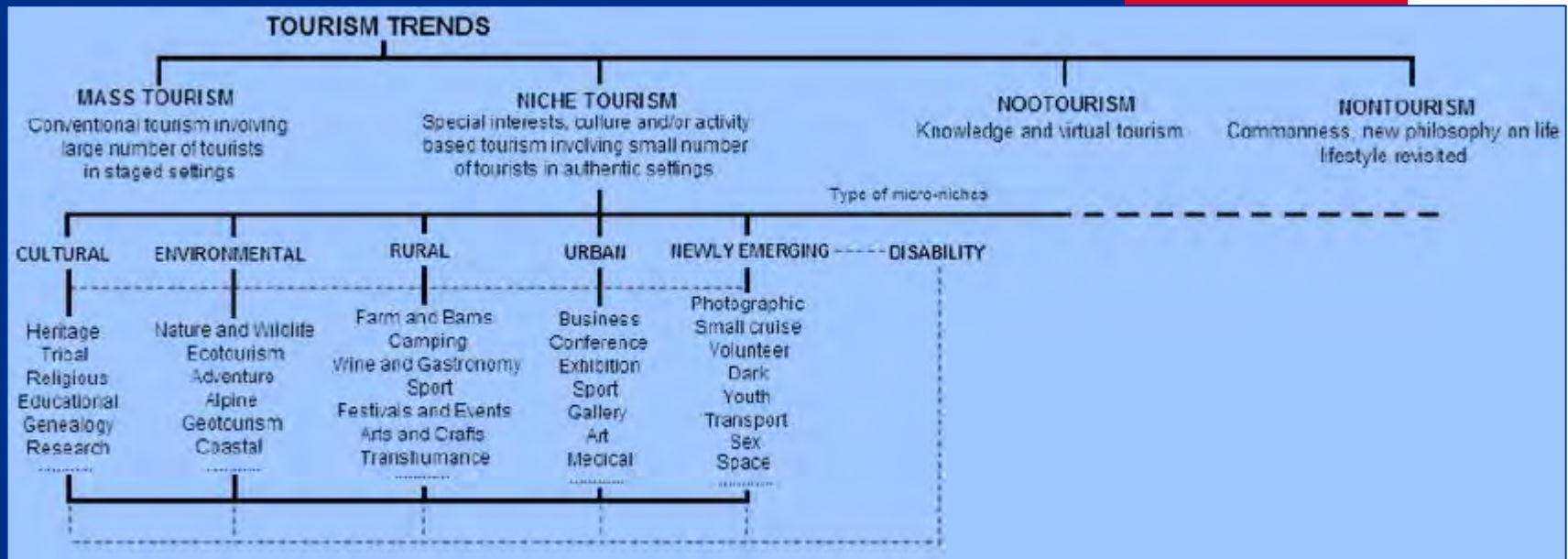
Niche tourism:

- N.J. Morgan; & A. Pritchard; M. Novelli; J.M. Ali-Knight; A. Cameron; G. Visser & G. Hoogendoorn

Tourist Experiences:

- J. Pine & J. Gilmore; E. Cohen; N. Wang; P. Pearce; G. Moscardo; A. Zatori.
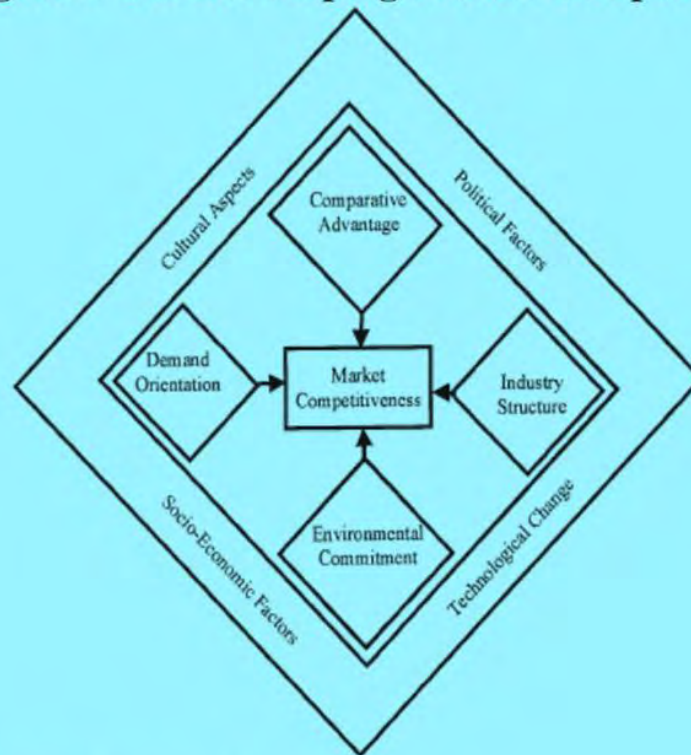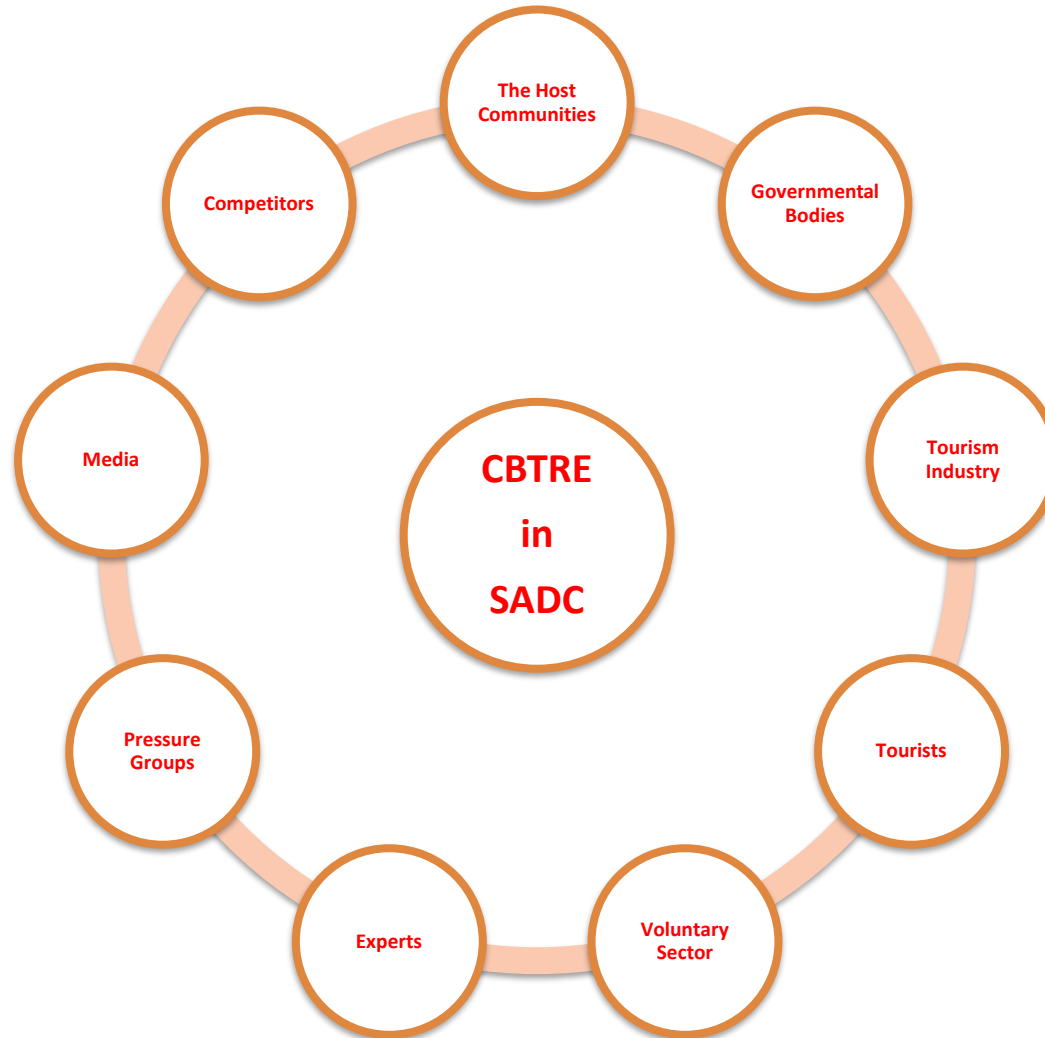
Niche Tourism Framework (Novelli, 2005)

Niche Tourism market competitiveness (Cameron)

Figure 1- Factors shaping Market Competitiveness

Source: Hassan (2000: 241)

Key stakeholders in CBTRE development

The Host Communities

Governmental Bodies

Competitors

Tourism Industry

Media

CBTRE in SADC

Tourists

Pressure Groups

Voluntary Sector

Experts

Adapted from J. Swarbrooke

Government Stakeholder departments – 7 SADC countries

Stakeholders	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe
Tourism	Ministry of Environment, Wildlife and Tourism (Department of Tourism)	Ministry of Tourism and Environmental Affairs	Ministry of Tourism, Environment and Culture	Ministry of Culture and Tourism	Ministry of Environment and Tourism	National Department of Tourism	Ministry of Tourism and hospitality Industry
Home Affairs	Ministry of Labour and Home Affairs	Ministry of Home Affairs	Ministry of Home Affairs	Ministry of the Interior	Ministry of Home Affairs and Immigration	National Department of Home Affairs	Ministry of home Affairs and culture
Transport	Ministry of Transport and Communications	Ministry of Public Works and Transport	Ministry of Public Works and Transport	Ministry of Transport and Communications	Ministry of Works and Transport	National Department of Transport	Ministry of Transport and Infrastructure Development
Foreign Affairs	Ministry of Foreign Affairs	Ministry of Foreign Affairs and International Cooperation	Ministry of Foreign Affairs and international Relations	Ministry of Foreign Affairs and Cooperation	Ministry of International Relations and Cooperation	National Department of International Relations and Cooperation	Ministry of Foreign Affairs and International Trade

Existing routes – 7 SADC countries: Culture & Adventure & Nature

Route	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe
♦Kgalagadi Transfrontier Park	✓				✓	✓	
♦The Greater Limpopo Park	✓	✓		✓		✓	✓
♦The Ai-Ais Richtersveld Transfrontier Park					✓	✓	
●♦Rovos Rail Routes	✓				✓	✓	
■♦Kalahari Red Dune Route	✓				✓	✓	
●♦East 3 Route		✓		✓		✓	
●♦The Genesis Route		✓		✓		✓	
●♦Diamond Route (De Beers)	✓					✓	
●♦Maloti Drakensberg Route			✓			✓	
♦Cape To Namib, desert Route					✓	✓	
♦N7 Route					✓	✓	
●♦Maloti Route/Route 26			✓			✓	
♦Kavango and Zambezi Route	✓				✓		
♦The Caprivi Strip	✓				✓		
●■♦Karoo Highlands Route						✓	
●■♦Go Ghaap Route						✓	

Challenges facing CBT

- Borders as barriers
- Hinder travel
- Intimidating

Challenges in SADC:

- **Varied levels of development (SA – 34 & Swaziland 167)**
- **Infrastructure (Technical and Social)**
- **Transport (air, road, rail connectivity)**
- **Coordination and Collaboration**
- **Legislation and regulations (Acts 1992-2014)**
- **Customs and Immigration (Visas** ("evisa"?))
- **Language**
- **Currencies**
- **Competitiveness**
- **Standards and quality assurance**
- **Safety and Security**

- Enabling structures
- Involve stakeholders

Mitigations and solutions in SADC:

- **Collaboration and partnerships (smaller)**
- **Diplomacy and supra-national agreements (1996-2013)**
- **Regionally accepted currency**
- **Investment**
- **Visa consolidation and exemption (Univisa)**
- **Harmonization of standards(SADC Tourism Protocol 1998**
- **Experience diversification (opportunities…)**

TOOL KIT

Two aspects:

general guiding principles:
considerations throughout
the development process

a three phase development plan:
with more specific actions and
considerations in each phase

Guiding principles of CBTRE development

Guiding Principles of CBTRE Development

Practical	Structural	Experiential
Predicated on the idea that all aspects of the route such as travel times and stops are achievable as is with itinerary creation: • Be realistic about time constraints and the times and types of travel required to get from A – B. • Consider things such as accommodation, meals, transport, budget and day by day activities. • Take your time to improve experience; don't include too much travel or activities in a day. • Provide tourists / customers with the necessary additional information about health and safety, forex, what to pack, bookings, travel documents, reservations, time changes, etc. • Include sufficient downtime and leisure time.	Predicated on the idea that the environment within which you are attempting the route is enabling with little destabilising factors such as visa requirements: • Ask questions about the legal requirements of providing the route, driver guide permits in all the countries present, vehicle licenses, etc. • Ask questions about the path of least resistance, for example will this experience sell or are there too many administrative burdens such as visa's • Make some connections with activities, attractions and experiences offered on the route in order for you to negotiate partnership arrangements and co-	Predicated on experience driven management practices that include the tourist as a central part of the experience: • Consider the levels of immersion offered across your tour and at each attraction or activity. • Engage as many of the senses as you possibly can in your experience. • Learn to speak the Lingo, for example, if you are offering a geological tour, you need to know some terminology. • Allow for flexibility and options in content narration and attractions visited. • Add some drama and myth to tourist interactions and storytelling like personal interactions. • Consider the tourist as co-creators

PRACTICAL:

- Realistic time constraints
- Accommodation, meals, transport, budget
- Improve experience
- Additional information – safety, health, forex
- Downtime
- Market with creative language
- Optional extras

STRUCTURAL:

- Legal requirements
- Administrative issues
- Partnerships to co-create
- Standards at attractions
- Research conducted
- Competiveness - uniqueness

EXPERIENTIAL:
- Levels of immersion
- Engage senses – smell, touch, taste, sight, hear
- Subject specific lingo
- Flexibility
- Drama, myth, story telling
- Tourists as co-creators
- Education opportunity
- Spontaneity
- On-going experience – at and in between
- Theme suites the selected destinations, attractions activities and experiences

A three phase development plan

Phase 1: Conceptualisation and Research

- Consider a theme for your experience. Think of something innovative and unique. Perhaps consider what you would like to experience when travelling.
- Conduct research and profile your tourists groups and/or niche market segment and consider individual and/or collective wants and needs. This might also include some market statistics and indications for demand for your CBTRE, which might also inform other aspects such as pricing, marketing practices and viability.
- Conduct research on your competitors, both direct and indirect. You might even take a tour, collect brochures and Google similar types of tours offered in the market. This will assist you to see how other experiences are designed and created, and also give you some ideas for your experience and appropriate quality of the experience. It might also lead you to consider another unique experience.
- Conduct further research on your theme, potential partners, attractions and activities that can be incorporated in you theme. Start generating narrative and conversational content for you and potentially your partners.

Phase 2: Planning and Assessment

- Start planning your CBTRE by mapping out the main proposed attractions, activities and experiences and on route alternatives.
- Consider all practical itinerary aspects of the CBTRE, such as different methods of transport, duration and travel times, arrival departure times, accommodation, meals.
- Consider experiential elements such as engaging multiple senses and the experience of travel (this might inform a variety transportation choices)
- Complete your research on key attractions and tailor make conversational topics and narratives to fit your theme and experiences and attractions. Create a quick reference guide, should you need to consult your sources.

- Contact potential partners and explain your plan and theme to them. Discuss partnership agreements and joint experience development in the form of tailor-made narrative content and discussion topics if necessary.
- Create lists for main attractions, activities and experiences; alternatives; accommodation; meals plans, etc. Remember to include extra fees and optional extras.
- Make sure that you acquire all necessary legal permission and permits that will be needed on route, for attractions, at border crossings for both you and your tourists.

Phase 3: Testing and Implementation

- As always it is very important for you to test the viability of your route a couple of times before implementing it. This will also allow you the opportunity to meet with potential partners and invite industry partners, test tourists in niche markets and tourist guides along, if possible, to provide feedback on the experience.
- Incorporate feedback and make adjustments accordingly.
- Consider marketing solutions and distribution channels appropriate to your niche or target group.

PHASE 1: CONCEPTUALIZATION AND RESEARCH
- Identify a theme (innovative, unique, niche)
- Conduct research (desktop, field and indigenous)
- Conduct network research (partners, activities)
- Brand - creative name or angle

PHASE 2: PLANNING AND ASSESSMENT
- Mapping (route and alternatives)
- Practicalities (transport, accommodation, meals, timing)
- Complete research and follow ups on key attractions
- Contact potential partners
- Tailor-made narrative and content
- Check permissions (legal)

PHASE 3: TESTING AND IMPLEMENTATION
- Viability (check route, meet partners, feedback)
- Incorporate feedback
- Marketing and distribution channels

Potential Combination Routes – 7 SADC countries: Culture & Adventure & Nature

Route	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe
■4X4 Routes							
●Famous peoples Routes							
●■Entertainment/Events Routes							
●♦Origins Route							
■Extreme sport route							
●Train Routes							
●■Walking/Backpacking Routes							
●Supernatural Routes							
♦Flower/Plant Routes							
■♦Sky Routes (balloons)							
♦Natural Wonders Routes							
■♦Mountain Climbing Routes							
●♦Indigenous people's Routes							
●Liberation Routes							
●Colonial Routes							
▲Migration Routes							
●Film and literature Routes							
♦Fishing/hunting routes							

Tourismscape – Theme: Film Tourism

- 1980s

- US$ 51.2 MILLION

- AWARD WINNING

- SEQUELS

Northern Cape, Namibia, Mpumalanga, Botswana
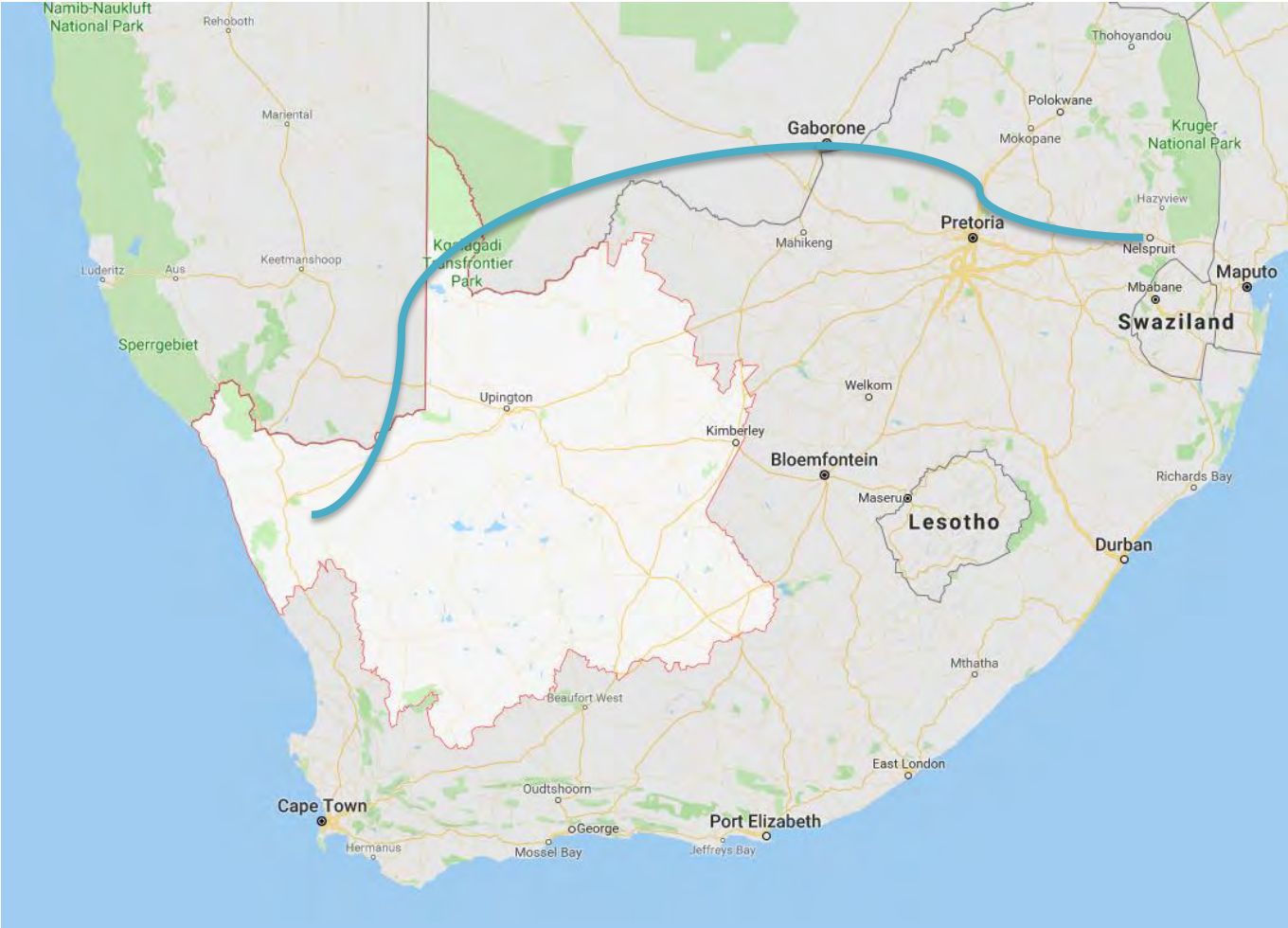
BUSHMAN PEOPLE

BUSHMAN CULTURE

BUSHMAN CREATIVE INDUSTRIES

- 2018

- US$ 900 MILLION

- Award Winning

The Southern African Wakanda Experience Route

Ndebele

Zulu

Xhosa

Sotho-Tswana rondavels (huts)

Timbuktu

Victoria Falls
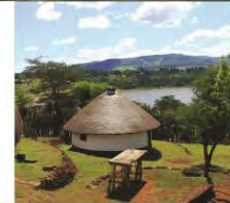
Maasai

Thank you!

Professor Karen Harris
Mr Hannes Engelbrecht
Ms Sian Pretorius
Mr CR Botha