The South African Tourism Sector An Economic Outlook

Routledge Handbook of Tourism in Africa Sustainable Tourism in Southern Africa The Development and Promotion of Tourism in South Africa Tourism Management in Southern Africa Marketing South African Tourism and Hospitality Tourism in Africa The Development of Tourism in Southern Africa The Global Tourism System Improving Business Performance Through Innovation In Tourism In Southern Africa The Tourism Industry in Southern Africa The Role of Online Intermediaries in the Southern African Tourism Industry Strategies for Promoting Sustainable Hospitality and Tourism Services Routledge Handbook of Tourism in Africa New Directions in Southern African Tourism Geographical and Book of Research on International Travel Agency and Tour Operation Management Geography and Economy in South Africa and its Neighbours Cultural Tourism in Southern Africa Peripheral Territories Tourism and Regional Development Tourism Strategies and Local Responses in Southern Africa OECD Tourism Trends and Policies 2012 Tourism in the Developing World Marketing Tourism in South Africa India’s Tourism Tourism and Policies 2020 Tourism and Globalization Tourism Challenges and Policies 2020 The Political Economy of Tourism Development in Africa Tourism and the Law in South Africa Critical assessment of the theory and practice of strategic planning for tourism and leisure - Analysed on the basis of Disneyland Paris Challenges Facing Black Entrepreneurs in the South African Tourism Industry Certification in the South African Tourism Industry Introduction to Travel and Tourism Tourism and Development Issues in Contemporary Southern Africa Internet Marketing Management in the South African Tourism Industry FIFA World Cup TM 2010 in South Africa: Short- and long-term impacts on tourism This book provides a comprehensive and readable overview of the critical debates and controversies around tourism in Africa, and the major factors that are affecting tourism development now and in the future. Drawing upon research emerging from collaborative academics and practitioners based in the continent and in the African diaspora as well as international colleagues, the Handbook offers key critical insights into the issues, challenges and trends that Africa and African tourism is facing. Part I covers continent-wide issues such as climate change, ICT, heritage and development. The remaining parts are organised along geographic lines, with each chapter covering the development of tourism, current trends and discussion of critical issues such as community participation, gender, backpacking, urban tourism, wildlife tourism and conservation. Combining an overview of key theories, concepts, contemporary issues and debates, this book will be a valuable resource for students, academics and practitioners investigating the role of tourism in Africa. This book presents how tourism initiates economic development and how constraints to the growth of tourism in Sub-Saharan Africa can be addressed. With 24 case studies that illustrate the intervention challenges, the basic elements needed to ensure tourism destination success are applicable across the region. The objective is this volume is to contribute to ongoing policy debates as well as an academic understanding of the shifting role of tourism in modern South Africa. This collection of new research material seeks to contribute towards raising the South African profile within a growing international scholarship concerning issues of tourism and development, and of tourism and empowerment. Some of the key themes dealt with in the book include pro-poor tourism, tourism education and the use of new technologies, investment, nature-based tourism, new products, and barriers to developmental tourism. The book includes case studies dealing with the overexploitation of tourism and multiple other factors, make peripheral and ultra-peripheral territories relevant cases for studying governance and sustainable development. This book presents case studies of European Mediterranean regions to study regional development and territorial sustainability, strategic planning, and territorial policies and development, and written by experts in the field, the chapters contained herein provide the reader with a deep understanding, from several perspectives, of the dynamics, challenges, and opportunities of tourism in these specific territories. After the era of apartheid, festivals, conferences and events such as the hosting of the FIFA World Cup 2010TM provide exciting opportunities to market South Africa as preferred tourist destination. The exposure to international media and their audiences will have significant impact on the country’s tourism industry and will generate benefits for the local economy. These benefits include an increase in economic growth and job creation, social and infrastructural transformation as well as the alleviation of poverty. In order to induce sustainable contributions to the country’s economy from staging this mega event, South Africa needs to show a high level of professionalism and responsibility in their elaboration and execution of the various planned initiatives and programmes. The author believes that it knows about the necessity to prepare this event diligently and to not only support the country’s but also Africa’s overall image and economic objectives. In the following paper the author presents the current position and future outlook for South Africa’s tourism industry. She will clarify the terms sport tourism and its general impacts on the tourism industry as well as introduce the reader to the FIFA World CupTM history and characteristics. The author will conduct a detailed presentation of the predicted short- and long-term impacts of this hallmark event on South Africa’s tourism industry, economy and society. Challenges and opportunities will be identified and the reader will be provided with a summary of the preparation phase in terms of tourism, economy, culture and society prior to the FIFA World Cup 2010TM. Tourism Trends and Policies 2012 is an international reference and benchmark on how effectively countries are supporting competitiveness, innovation and growth tourism, and sheds light on policies and practices associated with this. This book discusses tourism development in Namibia, it consists of 12 major chapters. Chapter 2 explores the opportunities and challenges of implementing a national tourism policy in Namibia, as perceived by tourism entrepreneurs. Chapter 3 presents the South African experiences for local economic development (LED) in rural routes tourism, also a potentially strategic tool for development through tourism in the rest of Southern Africa. Chapter 4 discusses the modernization approach to tourism development, both in theory and practice. Chapter 5 discusses their commodification in the Namibian tourism promotion, thereby defining their symbolic role in Namibian tourism development policies. Chapter 6 evaluates the applicability of the strategic objectives and government policy in regard to community-based catering services among the Hantana. Chapter 7 analyses the effectiveness of tourism development in the simultaneous achievement of successful nature conservation and better means of subsistence in the Okavango Delta. Chapter 8 analyses the recently implemented tourism projects. Chapter 9 explores the awareness and responsibility of the Namibian African tourist sector to control HIV/AIDS, and the perceptions on the effects of the disease on its operational environment. The process of mutual learning is, however, a complicated one and has a number of critical points, as described in Chapter 10. Chapter 11 elaborates on the applicability of information and communication technology (ICT) for school-based tourism marketing in Namibia, based on experiences and studies in his former home region, the eastern Caprivi Strip. Chapter 12 discuss the possibilities for communities in or close to the park to benefit from its existence, focusing on the partnerships between the Makuake community, part of the park’s management and the private sector, and on a comparative situation on the Mozambican side in the former Coudada Sixteen National Park. Chapter 13 discusses some of the lessons learned from the Southern African case studies and applies them to develop the current issues of strategic tourism development, in terms of both academic research and applied work in the tourism sector. The dismantling of the apartheid regime in South Africa caused massive transformation in both...
geographical and economic terms, not only in this country but also in the region as a whole. As the post-apartheid government enters its second term, this captivating volume assesses its progress in unravelling the geography of apartheid, both in South Africa itself and in its relationships with other countries in Southern Africa and Africa. It also considers the ways in which South Africa, now that it is no longer a pariah state, has begun to position itself within the global economy. Examining South Africa’s role in terms of manufacturing, tourism, corporate finance, the labour market, and transport, the volume discusses the challenges of balancing growth and redistribution, the extent and nature of progress, change, and relationships within the regional and global economy. A compelling investigation into the economics of South Africa’s neighbouring states in relation to their natural resources, colonialism and inter-relationships with themselves and with South Africa leads to a focus on the region as a whole and its relations with the global economy. The 2020 edition analyses tourism performance and policy trends across 51 OECD countries and partner economies. It highlights the need for coherent and comprehensive approaches to tourism policy making, and the significance of the tourism economy, with data covering domestic, inbound and outbound tourism, enterprises and employment, and internal tourism consumption. We have been witnessing huge competition among the organizations and Governments’ and systems are looking for innovative ways to attract tourists in the global tourism market. In the classical literature of business the main purpose is to make a profit. However, if purpose only focus on the profit it will not be easy for them to achieve. Nowadays, it is more important for organizations to discover how to create a strong strategy in order to be more competitive in the marketplace. Increasingly, organisations have been using innovative approaches to strengthen their position. Innovative working enables organisations to make their position much more competitive and being much more value-oriented in the global tourism industry. In this book, we are pleased to present many papers from all over the world that discuss the impact of tourism business strategies from innovative perspectives. This book also will help practitioners and academicians to extend their vision in the light of scientific approaches. Essay from the year 2005 in the subject Tourism, grade: 74%, University of Sunderland, 29 entries in the bibliography, language: English, abstract: Tourism is said to be the largest industry in the world. The objective of the study is to have a huge impact on the globe thanks to cheaper flights and increased leisure time. More than 760 million international tourist arrivals worldwide were counted in 2004 WTO, 2005. According to the WTO, international tourism revenue reached a new record high of US $ 622 billion in 2004, 52% of it was earned by Europe, 21% by the Americans, 20% by Asia and the Pacific, Africa and the Middle East contributed with 3% each (South African Tourism, 2005). Moreover, the tourism and travel industry supports directly and indirectly approximately 200 million jobs worldwide, this is 8% of the total employment at present, which is expected to grow to 260 million jobs in 2013 (Hall and Page, 2002). These figures give us a short impression of the importance of this sector. However, the tourism industry is very volatile. Political changes, the opening of former communist countries like China or Cuba, permanent economic fluctuations as well as social, environmental and technological changes influence the innovation in a direct and indirect way. In summary, its goals are in improving standards, safety environments and interests standards, the implementation of the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa. This text introduces the first-time learner to the possibilities of the South African tourism economy. It contains the programme structure and content of the Technisa General and Business Studies Certificate. It uses both self-assessment and formal assessment to evaluate skills and knowledge. Over the past decade, the field of urban tourism has considerably expanded. The volume concentrate upon the Western European and North American experience. Recently, the scope and range of urban research has widened considerably, including the welcome appearance of studies that examine the tourism phenomenon in cities outside the Euro-American heartland. Despite this growing international debate and scholarship on tourism and cities, particularly in the developed North, literature that relates to the developing world as a whole, and to Africa in particular, remains sparse. The task of Urban Tourism in the Developing World: The South African Experience is to augment the current international scholarship concerning urban tourism in the developing world. More especially, the contributors draw attention to a range of case studies from South Africa that provide some starting points to address the uneven scholarly coverage of urban tourism the African context has received to date. In addition, the research material presented here seeks to contribute toward raising the South African, and indeed the African profile, within growing international scholarship concerning issues of urban tourism and development. This collection aims to expand an emerging South African and African tourism research "voice" concerning the tourism and development nexus, as well as to stem critiques that this body of research appears to have developed in a theoretical vacuum, divorced from broader international tourism research discourses. This collection of essays not only further develops an independent South African tourism perspective, but also presents research that is closely tied to international urban tourism research debates. In addition, this analysis of urban tourism in the South African context enriches the rather Western-oriented theories of urban tourism discourse through its emphasis on how urban tourism is evolving in urban Africa. This book provides an overview of innovative and new directions being charted in South Africa tourism geographies. Within the context of global change the volume explores different facets and different geographies of tourism. Key themes under scrutiny include: accommodation service sector, tourist poverty, tourism and social inclusion, tourism and climate change, threats to sustainability, inclusive tourism and a number of issues which demand the challenge of much tourism geographical scholarship. The 18 chapters range across urban and rural landscapes in South Africa with sectoral studies which include adventure tourism, coastal tourism, cruise tourism, nature-based tourism, sports tourism and wine tourism. Finally, the volume raises a number of policy and planning issues in the global South in particular relating to sustainability, local economic development and poverty reduction. Outlining the impact of tourism expansion in South Africa and suggesting future research directions, this stimulating book is a valuable resource for geographers as well as researchers and students in the field of tourism studies. Changes within the travel industry, such as globalization, consumerism, and advancements in technology, have led travel agencies to develop highly competitive businesses. To remain successful, new business practices and models must be created in the global tourism and hospitality industry. Travel companies continue to expand their businesses in different countries and seek to collaborate with international entrepreneurs, developing the need for cross-cultural strategies and policies. As travel agencies flourish, identifying these business practices is necessary for these organizations to obtain a competitive management model at the global level. The Handbook of Research on International Travel Agency and Tour
Operation M management gathers the latest methodologies, tools, models, and theories regarding tourism development and sustainability into one comprehensive reference source in order to promote, manage, and maximize the profitability potential of travel agencies and tour operation services. Featuring research on topics such as e-marketing, medical tourism, and online travel, this book provides travel agents, managers, industry professionals, researchers, academics, and students with the necessary resources to develop organizational strategies and models. This text is a comprehensive introduction to marketing in the tourism and hospitality industry written from a southern African perspective. It is aimed at students of university and technikon courses in marketing and tourism. This detailed, accessible textbook on the role of the marketer in southern Africa is presented in a clear and concise way, using real-life examples drawn from a range of southern African tourism and hospitality companies and destinations on all the key areas of marketing. “This book discusses interdisciplinary perspectives in the areas of global tourism and highlights cultural boundaries of strategic knowledge management through case studies.” - Managing Tourism in South Africa equips students as well as practitioners with a combination of industry-specific knowledge and general managerial skills needed to succeed. It explores the fundamental business management aspects of tourism including law, management, human resources, finance, marketing, and how the tourism industry is structured. This book meets the need of a good South African book pitched at the right level on this subject. The book has a southern African focus and is made accessible to students through the use of South African examples and case studies. A comprehensive introduction to marketing in the tourism and hospitality industry, written from a southern African perspective. An engaging social history of foreign tourists’ dreams, the African tourism industry’s efforts to fulfill them, and how both sides affect each other. Since the nineteenth century, foreign tourists and resident tourism workers in Africa have mutually relied upon notions of exoticism, but from vastly different perspectives. Many of the countries tourists who have traveled to the African continent fail to acknowledge or even realize that skilled African artists in the tourism industry repeatedly manufacture “authentic” experiences in order to fulfill foreigners’ often delusional, or at least uninformed, expectations. These carefully nurtured and controlled performances typically reinforce tourists’ reductive impressions—formed over centuries—of the continent, its peoples, and even its wildlife. In turn, once back in their respective homelands, tourists’ accounts of their travels often substantiate, and thereby reinforce, prevailing stereotypes of “exotic” Africa. Meanwhile, Africans’ staged performances not only impact their own lives, primarily by generating remunerative opportunities, but also subject the continent’s residents to objectification, exoticization, and myriad forms of exploitation. In the 21st century, advancements in the digital world are bringing about rapid waves of change in organizational management. As such, it is increasingly imperative to discover ways for businesses to adapt to changes in the markets and seize various digital marketing opportunities. Improving Business Performance Through Innovation in the Digital Economy is an essential reference source for the latest research on the impact of digital computing. It investigates new economic and entrepreneurial approaches to enhancing competitiveness and local business and community development, such as business ethics, mobile technology, and e-business. This book is ideally designed for knowledge workers, business managers, executives, entrepreneurs, small and medium enterprise managers, academicians, researchers, students, and global leaders seeking coverage on the management of sustainable enterprises. This detailed textbook is the first to deal extensively with marketing in the South African tourism and hospitality industry, and provides comprehensive coverage of marketing theories for students. Pro-poor tourism is currently receiving enormous attention from the World Tourism Organization, government, industry, and NGOs. Through a series of cases and reviews this book provides one of the first assessments of the effect of pro-poor tourism as a development strategy and tackles the issue of who benefits from tourism potential in poverty reduction. This book provides a comprehensive and readable overview of the critical debates and controversies surrounding tourism in Africa and the major factors that are affecting tourism development now and in the future. This book is ideally designed for knowledge workers, business managers, executives, entrepreneurs, small and medium enterprise managers, academicians, researchers, students, and global leaders seeking coverage on the management of sustainable enterprises. This book is the first to deal extensively with marketing in the South African tourism and hospitality industry, and provides comprehensive coverage of marketing theories for students. 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related impacts, possibilities and challenges from deep and wide-ranging perspectives. The chapters use case studies to showcase some of the cultural tourism which occurs in the region and link to concepts such as authenticity, commodification, the tourist gaze and “Otherness”, heritage, sustainability and sustainable livelihoods. The authors scrutinise both positive and negative impacts of cultural tourism throughout the book and explore issues including the definition of community, ethical considerations, empowerment, gender, participation and inequality. The book will be a useful resource for students and researchers of tourism, geography, anthropology and cultural studies.