An ecotourism rating system for South African National Parks

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Summary

An ecotourism rating system for South African National Parks

Ecological travel (ecotourism) is the “next big thing”. To experience nature up close and personal is to backpack off the beaten track and these days this is the “hippest” way to travel. Ecotourism is seen as the most excelling fragment of tourism and The United Nations World Tourism Organisation (UNWTO) views tourism in an unspoilt natural area (ecotourism) as the fastest growing concept of the tourism industry. Ecotourism has evolved into speciality travel; including an assorted – and often confusing – collection of events and tourism types, for example bird watching, methodical study, photography, diving and trekking. Ecotourism takes place in unspoilt natural areas, lodges and conservation areas such as national parks.

South African National Parks, (SANParks), whom manages a system of parks, and signifies the indigenous fauna & flora, landscapes and associated cultural heritage of the country. National parks offers facilities for overnight tourist, with a range of accommodation, in arid, coastal, mountain and bush veld habitats. A variety of incomparable adventure tourism opportunities, for example game viewing, bush walks, canoeing and exposure to cultural and historical experiences are offered by these national parks. SANParks’ objectives are the insurance of protection, conservation and management of the protected areas for the purposes they were declared.

The key aspect of SANParks’ management operations is ecotourism. The three areas that the management of parks cover are general management which include finance and marketing; conservation management which consists of wildlife counting, sales of wildlife, environment etc. and ecotourism management which includes aspects such as camps, accommodation, game drives and picnic areas. Because ecotourism as an important aspect of park management and is one of SANParks’ core pillars, the main concern is which strategies and policies are in place in order to provide tourists with an ecotourism experience within South African National Parks?

Tourism products (especially accommodation products) need to recognize that customers (tourists) have certain expectations and these expectations must be met. One way in meeting these expectations is to adhere to tourists’ perceptions and satisfaction as well as to provide a quality service. It is also seen as one of the most important influences on productivity and profit of a tourism organisation. One approach to obtain customer satisfaction and meeting expectations is to implement a grading/rating system. When managers and owners of accommodation and tourism products want to convince tourists of the quality of the organisation or tourism product

that is being presented, a classification or rating system plays an important role to communicate this vital issue.

South Africa has various rating systems / schemes, however there are no acknowledged rating systems for ecotourism products in South Africa National Parks. The shortcomings of these current rating systems are that they rate mostly the hospitality and accommodation sectors. These criteria's tend to focus on the following: building exteriors, bedrooms, bathrooms, public area, general facilities, general services, housekeeping services, additional facilities and responsible environmental and business practices. None of these schemes focus primarily on ecotourism principles. These systems need to be adapted for nature/wildlife products and the problem that this study will address is to develop an ecotourism rating system for South African National Parks. It is essential to have a rating system in place to compete in the global world where ecotourism and green aspects are important and to deliver a valuable service. Therefore the problem that this research will addresses, is to develop an ecotourism rating system for South Africa National Parks.

The research approach used in this study included quantitative methodologies. An explorative research approach was followed through an online questionnaire with the aim of determining the perceptions of visitors about the perceptions of respondents regarding the importance of specific ecotourism principles. These constructs were determined through a literature review. The sources consulted included the following: De Witt, 2011; Du Plessis, 2010; Geldenhuys, 2009:5; Saayman, 2009:70; Fennell, 2008:23; Blamey, 2001:12; Eagles, 1996; Dingwall and Gordon, 1996.

The questionnaire was distributed electronically on the SANParks' website. Data collection took place during April 2013. A total of 308 responses were received during the period of data collection. The results of the empirical quantitative data was analysed by the Statistical Consultation Services at the North-West University by means of the SPSS (Statistical Package for Social Sciences) software programme. The statistical methods utilised included descriptive statistics and causal research. The descriptive statistics includes the demographic profile of respondents, the principles of ecotourism, the factor analysis and the factor correlation matrix. The causal research includes the *t*-test and the analysis of variance (ANOVA).

The results of the descriptive data indicated that the language most spoken by the respondents was primarily English followed by Afrikaans. The greater number of respondents was married and live in Gauteng. They were well educated with a diploma or degree. Most of the respondents were Wild Card holders and supports conservation organisations, such as Rhino Conservation, followed by SA Wildlife, SANParks Honorary Rangers, Green Peace, UNITE against poaching

and World Wide Fund for Nature. Respondents' understanding of responsible ecotourism is conserving and protecting nature, has a low impact on the environment and has an educational travel experience in any environment.

The key principles of ecotourism, namely conservation of nature, conservation of culture, community involvement, environmental education, tourist satisfaction, responsible tourism practices, environmental education, tourist satisfaction, responsible tourism practices, role players participating in ecotourism – the tourist and accommodation and were rated based on a five point Likert scale. The principles that were rated with the highest mean values included: water sources are protected (4.83); tourists are told not to touch or disturb birds and animals (4.76); correct disposal of waste, including cigarette butts, into allocated waste bins is encouraged (4.73); dripping taps are fixed immediately (4.70) and noise is limited in natural areas (4.70).

The exploratory factor analysis was conducted on the principles identified, they were as follows: *Conservation of nature* had five factors namely, Conservation; Controlled development; Environmental friendly; Alien plants; Water saving measurements. *Conservation of culture* had two factors namely, Local community involvement; Benefit for community. *Community involvement* had two factors namely, Benefits; Education for community. *Environmental education* had only one factor namely, learning experiences. *Tourist satisfaction* also had one factor namely, Tourist satisfaction. *Responsible tourism practices* had three factors namely, recycling and environmental friendly practices; Interaction with nature; Responsible practices. *Tourist participation in ecotourism* had one factor namely, Informed tourist. *Accommodation* had three factors namely, Eco-friendly practices and development; Touch the earth lightly; Environmental friendly accommodation.

Group statistics namely *t*-tests and ANOVA's were performed to determine whether there were any significant differences between the factors identified from the ecotourism principles. The *t*-test was used to compare the socio-demographic aspects, namely home language (English and Afrikaans) with all the ecotourism principles. The *t*-test was used to compare behavioural aspects, namely Wild Card holders (Yes and No) with all the ecotourism principles. This were done to determine if the respondents' opinions differ about principles in terms of Wild Card holders or non-Wild Card holders. The ANOVA was tested for socio-demographic aspects of respondents namely, marital status. The ANOVA was tested for socio-demographic aspects of respondents namely, level of education.

The research made the following contributions to the field of ecotourism. These contributions are made in three categories namely, literature, methodology and practical contributions:

- It is the first time that literature about ecotourism are combined to identify principles and constructs. All rating criteria was investigated to do this.
- First time that different rating systems regarding ecotourism was identified, analysed and compared to each other.
- Added to the literature on future trends of ecotourism which will assist in the planning and development of ecotourism products as well as rating systems.
- The rating system can assist in future ecotourism development in protected areas as the most important principle for ecotourism have been identified.
- The research contribute to more environment friendly development of ecotourism accommodation products
- It is the first time that all relevant aspects of ecotourism was identified and developed into questionnaire that test ecotourism rating constructs and principles.
- The research also contribute to the fact that one knows what are the ecotourism constructs that are seen as important by the visitor to national parks.

  The empirical results also determined statistical differences of the constructs and principles regarding socio-demographic and behavioural aspects of the visitors to national parks in South Africa.
- This was the first time that a specific rating system was developed for South African National Parks.
- This rating system can also be adapted to other conservation areas such as game reserves and game farms.

Keywords: ecotourism, rating system, national parks, sustainable tourism, eco-labels, principles

Opsomming

’n Eko-toerisme evalueringstelsel vir die Suid-Afrikaanse Nasionale Parke

Die ekologiese reis voorkeur (eko-toerisme) is die nuutste gier. Dit behels die reis op onverkende roetes om die natuur eerstehands van naby en persoonlik te ervaar en het die meer moderne manier geword om te reis. Eko-toerisme is die snel-groeiendste segment van toerisme industrie en volgens “The United Nations World Tourism Organisation” (UNWTO), ag toerisme in ’n ongerepte natuurlike omgewing (eko-toerisme) die snel-groeiendste konsep van die toerisme industrie. Eko-toerisme het ontwikkel in ’n tipe van gespesialiseerde reis keuse; ’n diverse – en soms verbysterende – samestelling van aktiwiteite en toerisme tipes, van voëlkyk, natuurkundige studies, fotografie, duik en pakstappery. Eko-toerisme vind plaas in ongerepte natuurlike omgewings, lodges en bewarings areas soos nasionale parke.

Die Suid-Afrikaanse Nasionale Parke, (SANParke), bestuur ’n park sisteem wat die inheemse fauna, flora, landskappe en geassosieërde kulturele erfenis van die land verteenwoordig. Hierdie parke beskik oor oornag-fasiliteite vir toeriste, ’n ongeëwenaarde verskeidenheid van akkommodasie in dorre-, kus-, berg- en bosveld habitatte. Die nasionale parke bied aan besoekers ’n ongekende verskeidenheid van toerisme avontuur geleenthede, dit sluit in wildbesigtiging, staproetes, kanovaart en blootstelling aan kulturele en historiese ervarings. Die doelstellings van SANParke is om die beskerming, bewaring en bestuur van die beskermde areas te verseker vir die doel waarvoor dit beskermd verklaar is.

Eko-toerisme is ’n sleutel-aspek van SANParke se bestuurs-bedrywighede. Die bestuur van die parke dek drie areas, naamlik algemene bestuur insluitend finansies en bemarking, bewarings bestuur wat wildtelling, wildsverkope, omgewing ens. en eko-toerisme bestuur aspekte soos kampe, akkommodasie, wildbesigtiging, piekniek plekke. As een van die sleutel-aspekte vir parkbestuur en ook een van SANParke se kernpilare, is die vraag wat ontstaan, watter strategieë en beleidsrigtings is in plek om toeriste te voorsien van ’n eko-toerisme ervaring binne die Suid-Afrikaanse Nasionale Parke?

Kliënte (toeriste) het sekere verwagtinge en toerisme produkte (veral akkommodasie produkte) moet hierdie behoeftes erken en voldoen daaraan. Een manier om aan hierdie verwagtinge te voldoen, is om gehoor te gee aan toeriste se persepsies en tevredenheid asook kwaliteit dienslewering. Dit word ook beskou as een van die mees belangrike invloede op produktiwiteit en profyt van ’n toerisme organisasie. Een benadering tot die behaling van kliënte tevredenheid

en voldoening aan verwagtinge, is die implementering van ’n evalueringstelsel. Wanneer bestuurders en eienaars van akkommodasie en toeriste produkte, toeriste wil oortuig van die kwaliteit van die organisasie of toeriste produk wat aangebied word, speel ’n klassifikasie of evalueringstelsel ’n baie belangrike rol om hierdie belangrike kwessie aan te spreek.

Suid-Afrika het verskeie gradering stelsels / ontwerpe, maar daar is geen erkende evalueringstelsel vir eko-toerisme produkte in die Suid-Afrikaanse Nasionale Parke nie. Die tekortkominge van die huidige gradering stelsels is dat dit meestal die gasvryheids- en akkommodasie sektore gradeer. Die kriteria hiervoor neig om op die volgende te fokus: die buitekante van die geboue, slaapkamers, badkamers, publieke areas, algemene fasiliteite, algemene dienste, huishoudingsdienste, addisionele dienste, en verantwoordelike omgewings- en besigheids praktyke. Geen van hierdie gradering stelsels fokus hoofsaaklik op eko-toerisme aspekte nie. Hierdie stelsels moet aangepas word vir natuur / wildlewe produkte en hierdie studie spreek hierdie probleem aan deur ’n eko-toerisme evalueringstelsel vir die Suid-Afrikaanse Nasionale Parke te ontwikkel. Dit is belangrik om ’n evalueringstelsel in plek te kry om sodoende te kan kompeteer in die globale wêreld waar eko-toerisme en groen aspekte belangrik is en ook om ’n waardevolle diens te lewer. Daarom spreek hierdie studie die probleem aan deur ‘n eko-toerisme evalueringstelsel vir die Suid-Afrikaanse Nasionale Parke te ontwikkel.

Die navorsings benadering wat in hierdie studie gebruik is, sluit kwantitatiewe metodologieë in. ’n Verkennende navorsings benadering was gevolg deur middel van ’n aanlyn vraelys met die doelwit om die persepsies van respondente rakende die belangrikheid van spesifieke eko-toerisme beginsels, vas te stel. Hierdie konstrukte was bepaal deur ’n literêre oorsig. Die bronne wat geraadpleeg was, sluit die volgende in: De Witt, 2011; Du Plessis, 2010; Geldenhuys, 2009:5; Saayman, 2009:70; Fennell, 2008:23; Blamey, 2001:12; Eagles, 1996; Dingwall and Gordon, 1996.

Die vraelys was elektronies versprei op SANParke se webwerf. Data insameling het gedurende April 2013 plaasgevind. ’n Totaal van 308 reaksies was in die data insamelings tydperk ontvang. Die resultate van die empiriese kwantitatiewe data was geanaliseer deur die “Statistical Consultation Services” van die Noordwes Universiteit deur middel van die SPSS (Statistical Package for Social Sciences) sagteware program. Die statistiese metodes wat gebruik was, sluit in beskrywende statistieke en oorsaaklike navorsing. Die beskrywende statistieke sluit in die demografiese profiel van respondente, die beginsels van eko-toerisme, die faktor analise en die faktor korrelasie matriks. Die oorsaaklike navorsing sluit die *t*-toets en die analise van afwyking (“Analysis of variance” - ANOVA) in.

Die resultate van die beskrywende data toon dat die taal wat deur die meeste van die respondente gepraat word, hoofsaaklik Engels is, gevolg deur Afrikaans. Die groter meerderheid van die respondente is getroud en woon in Gauteng. Hulle is opvoedkundig opgelei en beskik oor 'n diploma of 'n graad. Die meeste van die respondente is "Wild Card" houers en ondersteun bewarings organisasies soos "Rhino Conservation", gevolg deur "SA Wildlife", "SANParks Honorary Rangers", "Green Peace", "UNITE against poaching" en "Word Wide Fund for Nature". Die respondente se begrip vir verantwoordelike eko-toerisme is: Bewaring en beskerming van die natuur, het 'n lae impak op die omgewing en het 'n opvoedkundige reis ervaring in enige omgewing.

Die hoof beginsels van eko-toerisme is die bewaring van die natuur, die bewaring van kultuur, gemeenskaps betrokkenheid, omgewings opvoeding, toeriste tevredenheid, verantwoordelike toerisme praktyke, deelnemende rolspelers in eko-toerisme – die toeris en akkommodasie en was geëvalueer op 'n vyf punt Likert skaal . Die beginsels wat geëvalueer was met die hoogste gemiddelde waardes, sluit in: beskermde waterbronne (4.83); toeriste word aangesê om nie voëls of diere aan te raak of te versteur nie (4.76); korrekte wegdoening van afval, insluitend sigaret stompies, in geallokeerde afval houers word aangemoedig (4.73); onmiddellike regmaak van lekkende krane (4.70) en geraas word beperk in natuurlike gebiede (4.70).

Die verkennende faktor analise was gedoen en het die volgende faktore geïdentifiseer: *Bewaring van natuur* het vyf faktore gehad naamlik, Bewaring; Beheerde ontwikkeling; Omgewings vriendelik; Indringerplante; Meting van Waterbesparing. *Bewaring van kultuur* het twee faktore gehad naamlik, Plaaslike gemeenskaps betrokkenheid; Voordele vir gemeenskap. *Gemeenskaps betrokkenheid* het twee faktore gehad naamlik, Voordele vir die gemeenskap; Opvoeding vir gemeenskap. *Omgewings opvoeding* het een faktor gehad naamlik, Leer ervarings. *Toeriste tevredenheid* het ook net een gehad naamlik, Toeriste tevredenheid. *Verantwoordelike toerisme praktyke* het drie faktore gehad naamlik, Herwinning en omgewings vriendelike praktyke; Interaksie met natuur; Verantwoordelike praktyke. *Toeriste deelname in eko-toerisme* het een faktor gehad naamlik, Ingeligte toeris. *Akkommodasie* het drie faktore gehad naamlik, Eko-vriendelike praktyke en ontwikkeling; Raak die aarde saggies aan; Omgewings vriendelike akkommodasie.

Groep statistieke, genaamd *t*-toetse en ANOVA's was gedoen om te bepaal of daar enige beduidende verskille was tussen die faktore wat geïdentifiseer is van die eko-toerisme beginsels. Die *t*-toets was gebruik om die sosio-demografiese aspekte, naamlik huistaal (Engels en Afrikaans) met al die eko-toerisme beginsels te vergelyk. Die *t*-toets was gebruik om gedrags aspekte, naamlik "Wild Card" houers (Ja en Nee) met al die eko-toerisme beginsels te vergelyk. Dit was gedoen om vas te stel of die respondente se opinies verskil oor beginsels in terme van

“Wild Card” houers of nie “Wild Card” houers. Die ANOVA was getoets vir sosio-demografiese aspekte van respondente, naamlik huwelikstatus. Die ANOVA was getoets vir sosio-demografiese aspekte van respondente, naamlik opvoedingsvlak.

Die navorsing verleen die volgende bydraes tot die eko-toerisme veld. Hierdie bydraes word opgedeel in drie kategorieë, naamlik literatuur, metodologie en praktiese bydraes:

- Dit is die eerste keer dat die literatuur oor eko-toerisme gekombineer is om beginsels en konstrukte te identifiseer. Alle evaluering kriteria was verken om dit te kon doen.
- Dit is ook die eerste keer dat verskillende gradering stelsels in verband met eko-toerisme geïdentifiseer, geanaliseer en vergelyk was met mekaar.
- Byvoeging tot die literatuur oor toekomstige tendense van eko-toerisme wat in die beplanning en ontwikkeling van eko-toerisme produkte, sowel as evalueringstelsels, sal help.
- Die evaluering stelsel kan bydra tot toekomstige eko-toerisme ontwikkeling in beskermde gebiede omdat die mees belangrike beginsel vir eko-toerisme geïdentifiseer is.
- Die navorsing dra by tot meer omgewings-vriendelike ontwikkeling van eko-toerisme akkommodasie produkte.
- Dit is die eerste keer dat alle verwante aspekte van eko-toerisme geïdentifiseer en ontwikkel was in ‘n vraelys wat eko-toerisme graderings konstrukte en beginsels toets.
- Die navorsing dra ook by tot die feit dat ons nou weet wat die eko-toerisme konstrukte is wat belangrik geag word deur die besoeker aan die nasionale parke.
- Die empiriese resultate het ook statistiese verskille van die konstrukte en beginsels vasgestel, rakende sosio-demografiese en gedrags aspekte van die besoekers aan die nasionale parke in Suid-Afrika.
- Dit is die eerste keer dat ’n spesifieke eko-toerisme evalueringstelsel ontwikkel is vir die Suid-Afrikaanse Nasionale Parke.
- Hierdie evalueringstelsel kan ook aangepas word vir ander bewarings areas, soos wildbewaring en wildsplase.

Sleutelwoorde: eko-toerisme, evalueringstelsel, nasionale parke, volhoubare toerisme, eko-etikette, beginsels

Acronyms

ANOVA	-	Analysis of Variance
CBTE	-	Community-based Tourism Enterprises
CFC	-	Chlorofluorocarbons
CPF	-	Coordinate Policy Framework
DEAT	-	Department of Environmental Affairs and Tourism
DEH	-	Department of Environment and Heritage
EIA	-	Environmental Impact Assessment
EMS	-	Environmental Management System
ESOK	-	Ecotourism Society of Kenya
FTTSA	-	Fair Trade in Tourism South Africa
GBRMPA	-	Great Barrier Reef Marine Park Authority
GDP	-	Gross Domestic Product
GTA	-	Gauteng Tourism Authority
ISO	-	International Standards Organisation
IUCN	-	International Union for Conservation of Nature
KMO	-	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
LCA	-	Life Cycle Assessment
NGO	-	Non-Governmental Organisations
PAN	-	Protected Area Network
SANParks	-	South African National Parks
SIDS	-	Small Islands Developing States
SPSS	-	Statistical Package for Social Sciences
UNEP	-	United Nations Environmental Programme
UNWTO	-	United Nations World Tourism Organisation
USF	-	Unique Selling Feature
WESSA	-	Wildlife and Environment Society of South Africa
WRSA	-	Wildlife Ranging South Africa
WTTC	-	World Travel and Tourism Council
WWF	-	World Wildlife Fund

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Chapter 1
Introduction and problem statement

1.1 Introduction

Ecological travel (ecotourism), according to Wearing and Neil (2009:xi), is the "next big thing". To experience nature up close and personal is to backpack off the beaten track and these days this is the "hippest" way to travel. Ecotourism is seen as the most excelling fragment of tourism and twenty percent of the world's total tourism expenditure is contained. The World Tourism Organisation (WTO) views tourism in an unspoilt natural area (ecotourism) as the fastest growing concept of the tourism industry (Van Zyl, 1999:30; TIES, 2001:5). According to Wearing and Neil (2009:xii), ecotourism has evolved into speciality travel; including an assorted – and often confusing – collection of events and tourism types, for example bird watching, methodical study, photography, diving and trekking. Ecotourism is growing three times faster, globally, than the whole of the tourism industry and nature tourism is increasing at 10% - 12% per annum internationally (WTO, 2006; Mintel Report, 2006).

South Africa's picturesque attractiveness, range of wildlife, mixture of cultures, heritages and ceaseless occasions to travel around the in the open, add to the fact that South Africa is seen as an ecotourism paradise (Saayman & Van der Merwe, 2004:54). It is said that eighty percent of South Africa's tourism product offering is nature-based, which draws thousands of international, as well as local tourists each year (South African Yearbook, 2008/2009: 499-532; Eloff, 2000; Fox & Du Plessis, 2003:46). Rhodes and Saayman (1998:50) express that, to separate a tourism experience in South Africa from a nature-based experience (ecotourism), is almost impossible. These ecotourism products are mostly found on privately-owned land (game farms), nature reserves, as well as, government-owned provincial and national parks (Honey, 1999:340). The single biggest contributor to ecotourism in South Africa is South African National Parks, with 19 national parks to choose from; each contributing to a selection of ecotourism products (SANParks, 2008).

Due to the fact that ecotourism is nature-based and coupled to that, there are so many ecotourism products available in South Africa that it becomes critical for these products to be graded and rated, to give peace of mind for the ecotourist when booking at national parks (SANParks, 2008).

The goal of this chapter is to clarify the problem statement, the primary and secondary objectives of the study, method of research, chapter classification, and the clarification of relevant concepts.

1.2 Literature background

South African National Parks, (SANParks), whom manages a system of parks, and signifies the indigenous fauna & flora, landscapes and associated cultural heritage of the country. National parks offers facilities for overnight tourist, with a range of accommodation, in arid, coastal, mountain and bush veld habitats. A variety of incomparable adventure tourism opportunities, for example game viewing, bush walks, canoeing and exposure to cultural and historical experiences are offered by these national parks (SANParks, 2008). SANParks' objectives are the insurance of protection, conservation and management of the protected areas for the purposes they were declared (SANParks, 2009a). The distribution and location of South African National Parks are given in Figure 1.1.

Figure 1.1: Map of national parks in South Africa (Adapted from: SANParks, 2013)

SANParks operations, which are governmented by the Coordinate Policy Framework (CPF), were analysed for the establishment of the existing state of affairs in South African National Parks regarding ecotourism. The CPF documents, which contain the policies for all national parks, assist as an instruction for the content of the specific park management plans and it is

based on three core pillars, namely conservation, nature-based tourism and constituency building.

- Conservation

  The primary obligation of SANParks is to conserve South Africa's biodiversity, landscapes and associate heritage assets.

- Nature-based tourism

  Revenue necessary to supplement government funding for conservation depends on SANParks' ecotourism pillar because SANParks have an important role to play in the promotion of ecotourism in South Africa to both domestic and international markets.

- Constituency building

  SANParks is obligated to form constituencies at international, national and local level in order to support the conservation of natural and cultural heritage and make certain that a broad base of South Africans are involved in its initiatives (SANParks, 2006:13).

Ecotourism is the most important aspect of the opertions of SANParks' management (SANParks, 2006:13). The three areas that the management of parks cover are general management which include finance and marketing; conservation management which consists of wildlife counting, sales of wildlife, environment etc. and ecotourism management which includes aspects such as camps, accommodation, game drives and picnic areas (Saayman, 2009:358). Because ecotourism as an important aspect of park management and isone of SANParks' core pillars, the main concern is which strategies and policies are in place in order to provide tourists with an ecotourism experience within South African National Parks? A further analysis of the CPF was done to determine the commitment of SANParks in providing tourists with an ecotourism experience in order to find an answer to this concern (Table 1.1).

Table 1.1: SANParks' principles regarding ecotourism

SANParks' principles regarding ecotourism
• The provision of sustainable high-quality, nature-based, value for money tourism experiences**,** promoting the strategic advantage, biodiversity**,** cultural and, where applicable, wilderness qualities. • The contribution to building a broad-based constituency for sustainability and conservation in a people-centred manner. • The use of appropriate nature-based and cultural tourism as the best possible financial opportunity to support and supplement conservation**.** • To strive for customer service excellence in line with market expectations, but to be compliant with other values of the organisation.

- To offer a variety of opportunities and products.
- To offer equitable access and implementing the principle of subsidisation if it is needed.
- To recognise that, apart from limitations of the biophysical environment and the park's desired state, tourist density may need to be constrained by the experiential perceptions of those in the marketplace.
- To promote mutual benefits with the key stakeholders, as well as opportunities for growth and development of neighbouring communities, bearing in mind that SANParks is not a development agency.
- To do the strategic tourism planning, sustainable product development, the use of zoning, and appropriate style to achieve the desired state in the park, and in a regional context.
- To make sure that tourism generates economic activity, involves local people in decision-making and supports their culture and heritage meaningfully.

(Adapted from: SANParks, 2006:12)

From Table 1.1 it is clear that ecotourism forms an important part of South African National Parks and it also plays a significant role in the management of parks.

Ecotourism, for the reason that it is part of the concept of sustainability, is also regarded as a sub-component of alternative tourism as well as natural-based tourism. According to Diamantis and Westlake (2001:32), there are other forms of sustainable tourism who also claimed to have resemblances to ecotourism and being part of both nature-based travel and alternative tourism. The search for sustainability in their practices for example both mass tourism and other forms of tourism such as events/festivals, conferences and business tourism, are placed outside the sustainability borders.

A number of descriptions have been used for ecotourism products, namely, "ecotour", "ecotravel", "ecosafari's", "eco(ad)ventures", "ecovacation" and "ecocruise". These ecolabels, according to Goodwin (2001:2), became attachments to a number of tourism products. The term "ecotourism" which has mainly been used in environment friendly travel and forms part of alternative tourism, soft tourism, low impact tourism, "green" tourism, or in a harder form, ethical travel (Goodwin, 2001:2).

The term "eco" in ecotourism has normally been associated with the ecological concept in connotation with ecologically sustainable (Björk, 2007:24). Björk (2007:24) states however that

the sustainability element of ecotourism contains more than just the preservation of the biodiversity of an area. A special interest for the private sector are the economic development dimension which is found in the “eco” term in ecotourism. According to most ecotourism definitions, one finds the ideal balance when preservation and development is done at the same time. This paradox is not unique for ecotourism, but it is found in related definitions and perceptions for example sustainability and sustainable tourism development, on which ecotourism is built (Björk, 2007:24).

Although ecotourism today is seen as a “buzz” word, like eco-friendly, eco-development and even economics, this phenomenon in fact has existed here for a long time. It is known as ecotourism, and it is gaining in popularity at a time of escalating environmental degradation and a growing threat to nature conservation efforts worldwide (Myburgh & Saayman, 1999:1). Although the word “ecotourism” seems to be understandable it is in fact a confusing term and has various definitions (Diamantis, 2004:5; Fennell, 2003:18; Myburgh & Saayman, 1999:1). Ceballos-Luscarain (1987:14) first defined ecotourism as, “responsible travel to relatively undisturbed natural areas, with the object of studying, admiring and enjoying the natural landscape and its wild plants and animals, as well as existing cultural manifestations (both present and past) found in these areas”.

Ceballos-Lascurain (1996:29) later changed it to the environmental responsible travel while enjoying the visit and appreciating nature and any accompanying cultural features that promotes conservation and sustainable development, has low visitor impact, and provides for beneficial active socio-economic involvement of local communities. The complicated relationship between the tourists, the environment and the cultures in which they interact were explained by Hetzer (1965:1-3), from whom the work on ecotourism can be drawn back to.

Other researchers (Ziffer, 1989:6; Boo, 1991b:4; Fennell, 1999:43; Myburgh and Saayman, 2009:7) and organisations (The Ecotourism Society, 1991; The Ecotourism Association of Australia, 1992:1; Forestry Tasmania, 1994:ii) elaborated Ceballos-Lascurain’s definition by emphasizing certain aspects of it (Diamantis, 2004:5). In Table 1.2 a summary are given of a number of definitions regarding ecotourism.

Table 1.2: Conceptual definitions of ecotourism

Ziffer (1989:6)	Ecotourism is a form of tourism which is motivated primarily by the history of a natural area, including its ethnic culture. The ecotourist visits relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The ecotourist follows a non-consumptive use of wildlife and natural resources

	and contributes to the visited area through labour or financial resources to benefit the conservation of the site and the economic well-being of the local communities directly.
Boo (1991b:4)	Ecotourism is nature tourism that contributes to conservation, through creating funds for protected areas, creating employment opportunities for local communities and offers environmental education.
The Ecotourism Society (1991) as cited in Orams (1995a:5)	Responsible travel is travelling to natural areas, which conserves the environment and improves the well-being of local communities.
The Ecotourism Association of Australia (1992:1)	Ecotourism is ecologically sustainable tourism that promotes environmental and cultural understanding, appreciation and conservation.
Valentine (1992) as cited in Weiler and Hall (1992:105-127)	Ecotourism is nature-based tourism that is ecologically sustainable and is based on reasonably undisturbed natural areas, which does not damage or degrade these areas, contributes directly to the continued protection and management of protected areas, and is subject to sufficient and proper management system.
Scace, Grifone & Usher (1992:14)	Ecotourism is an enlightening nature-travel experience that contributes to conservation of the ecosystems while respecting the integrity of host communities.
Landman (1993:13)	Ecotourism can be seen more as the attitude of a tourist or visitor: the ethic is not to invade the natural environment. Ecotourists prefer to travel to protected, undisturbed areas and also to experience the local cultures of the different ethnic groups that form an integral part of such areas.
Robinson (1993:7)	Responsible tourism which is sustainable and thus requires the promotion of appropriate and environmentally sympathetic development in order to protect living and non-living natural resources. It contributes to the objectives of achieving social fairness and enhancing quality communities in the immediate surrounding area of the protected area.
Forestry Tasmania (1994:ii)	Nature-based tourism that is focussed on providing learning opportunities while also providing local and regional benefits, and demonstrating environmental, social, cultural and economic sustainability at the same time.
Tickell (1994:ix)	Travel to enjoy the world's incredible diverse natural life and human culture without causing damage to either.

Allcock, Jones, Lane & Grant (1994:17)	Nature-based tourism that contains education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition identifies that the natural environment includes cultural aspects and that ecologically sustainable involves an appropriate return to the local community and long term conservation of resources.
Steenkamp (1994)	Ecotourism which is travelling to destinations with the main purpose of experiencing personally the attractive and well-managed natural environment and cultural heritage of a specific area, without having a negative impact on culture and nature. It is an enlightening experience about local communities and natural ecosystems, in which the tourist actively participates. It works in the other direction too, bringing both economic and social benefits to local communities and assuring the conservation of the natural and cultural resources.
Van Wyk (1995:8)	Ecotourism is an enlightening nature travel experience that contributes to the conservation of the ecosystem, while respecting the integrity of the host communities.
Shackley (1996:12)	Ecotourism is responsible travel that conserves the natural environment and sustains the well-being of local people.
Lindberg & McKercher (1997:67)	"Ecotourism is tourism and recreation both which is nature-based and sustainable.
Fennell (1999:43)	Ecotourism is a sustainable form of natural resource-based tourism that emphasises mainly on experiencing and learning about nature, and is ethically managed to be low-impact, non-consumptive, and locally positioned (control, benefit, and scale). It usually occurs in natural areas, and should contribute to the conservation or preservation of such areas.
Weaver (2001:105)	A broader perspective of ecotourism is proposed because its elements are not seen in isolation, but rather as inter-reliant components within a sole system. This holistic approach enhances quality learning and sustainable outcomes.
Diamantis (2004:5)	Ecotourism tends to have three main components namely natural-based, educational and sustainable management, which include economic, social, cultural and ethical issues.
Wearing & Neil (2009:xiii)	Fauna, geology and ecosystems of an area are important role players in the nature based aspect of ecotourism.
Myburgh and	The prefix, "eco" means ecology or ecosystem. These references imply that

Saayman (2009:7)	ecotourism should be nature-based and its attraction should be based mainly on the natural environment or some elements thereof. The main focus is on the environment, but there is a secondary role for related cultural attractions. To provide a more holistic and realistic experience for ecotourists, the cultural dimensions must be are recognised and incorporated.

(Adapted from: Diamantis, 2004:6; Myburgh and Saayman, 2009:4; Van der Merwe, 2004:7-8)

According to the definitions in Table 1.2, it is clear that ecotourism consists of a number of core principles, namely:

- Sustainable development;
- Conserving nature;
- Interaction between the tourist, nature and culture;
- Tool for conservation;
- Must be, enlightening nature experience;
- Aims to maintain a balance between community, conservation, tourism and culture;
- Involves travel to natural destinations;
- Minimises tourism impact;
- Builds environmental awareness;
- Provides direct financial benefit for conservation and empowerment for local people;
- Respects local culture;
- Provides a learning experience;
- Supports human rights and democratic movements; and
- Is sensitive to the host country's political environment and social climate.

These principles can be gathered into three pillars as indicated by Myburgh and Saayman (1999:9) (see Figure 1.1), namely (1) promotion and enhancement of the natural and cultural environment as a tourism USF (Unique Selling Feature), (2) the effective planning and management of the environment to ensure sustainability, and (3) ensuring that the local population, as part of the environment, shares in the benefits accruing from the first two provisions. Based on Hetzer's (1965:1-3) work, a fourth pillar was added as shown in Figure 1.2, namely, tourist satisfaction. Feelings about a product or service are seen as the emotional concept named satisfaction and are determined once the service has been used. Satisfaction is defined as an after-purchase and after-consumption evaluation, which involves the feelings regarding the service of consumers (Hetzer, 1965:1-3). (The pillars of ecotourism are discussed in full in Chapter 2).

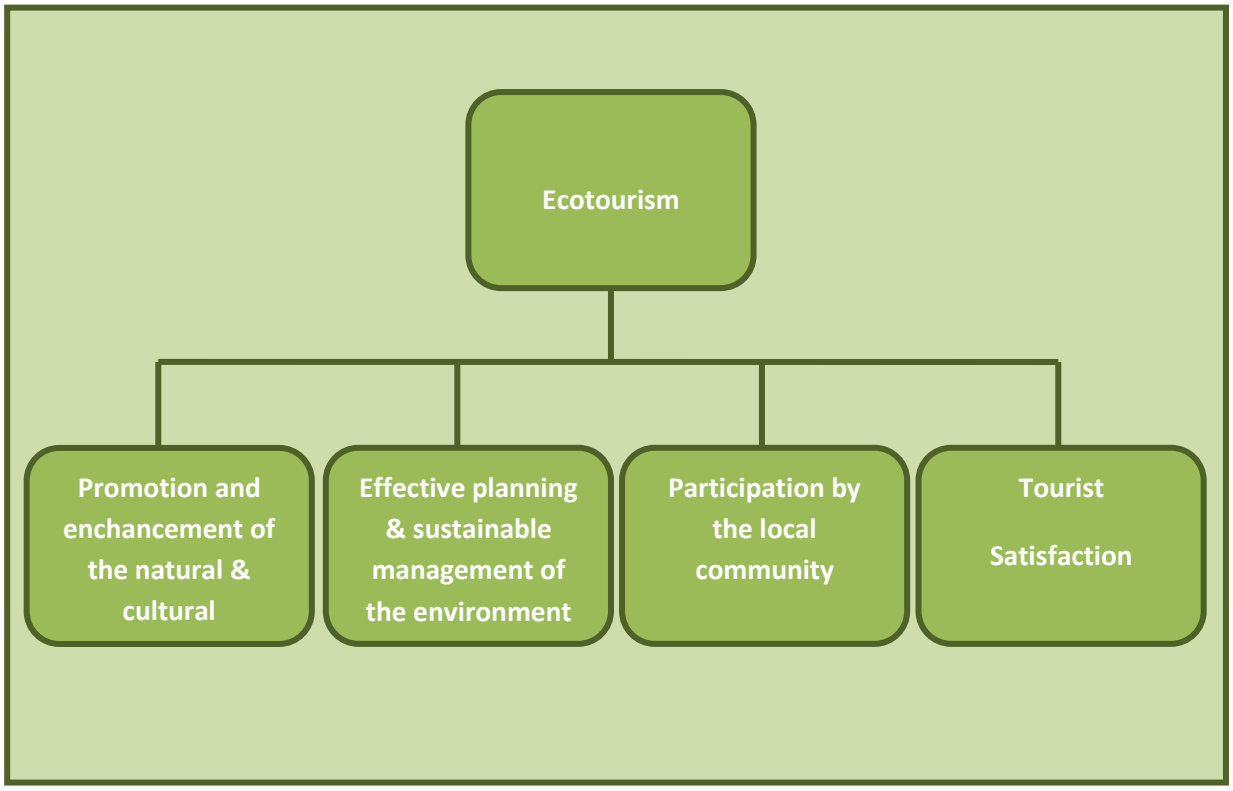


Figure 1.2: Pillars of Ecotourism (Adapted from: Myburgh and Saayman, 2009:3)

The move towards using the environment to sell tourism products has been less obvious, partly because the environmental setting of resorts and tourism facilities (eg. park accommodation) has always been part of the product itself (Font & Buckley, 2001:2). Considering the ethics of tourism development, Wheeler (1998:1) states that there is a need to change the nature of the product claims by enlarging the specificity about where the environmental benefit in the product or service lies; increasing precision in terminology that is supported by definitions; and increasing specificity in product benefits. The United Nations Environment Programme states that ecoratings are one of the most hopeful methods to achieve great environmental standards for ecotourism products (Wheeler, 1998:1).

1.3 Problem statement

Ingram (1996:30) states that tourism products (especially accommodation products) need to recognize that customers (tourists) have certain expectations and these expectations must be met. One way in meeting these expectations is to adhere to tourists' perceptions and satisfaction as well as to provide a quality service. It is also seen as one of the most important influences on productivity and profit of a tourism organisation. One approach to obtain customer satisfaction and meeting expectations is to implement a grading/rating system. Du Plessis

(2010:31) concur by stating that when managers and owners of accommodation and tourism products want to convince tourists of the quality of the organisation or tourism product that is being presented, a classification or rating system plays an important role to communicate this vital issue.

A quality graded establishment offers extensive consumer assurance.

- South African Tourism approves and uses star graded establishments.
- Grading gives organizations a competitive advantage.
- Grading is an endless tool for quality control.

From the literature (IISD, 2001b; Rivera, 2002; Salzhaeur, 1991; WTO, 2003; Bien, 2003; Honey & Stewart, 2002b; Sallows & Font, 2004; Sanabria, Skinner, Font, Eaglen, Sallows & Frederiksen, 2003; Sasidharan, Sirakaya & Kerstetter, 2002; Starkey, 1998) it is clear that ecotourism grading/rating systems do have the following benefits for product owners, namely:

- Substantial consumer confidence are offered by a quality graded establishment.
- South African Tourism approves and uses star graded establishments.
- Grading gives organizations a competitive advantage, a higher company profile, respect and credibility.
- Grading is an endless tool for quality control.
- Provide industry with a marketing tool, can be directly marketed to consumers, tour operators and travel agents. Provides SANParks with a marketing advantage over their competitors (private lodges, neighbouring countries).
- Improved operational efficiency.
- Business sustainability (as resources are used responsibly).
- Provide economic benefits to participants.
- Promote continuous environmental improvement for eco-labelled products.
- When the credibility of the destination is threatened it can help organisations to protect their market niches as ecotourism destinations.
- By encouraging environmentally sensitive business operations it improves industry practices.
- Assist in developing standards for environmentally sensitive tourism services and products in the tourism industry.
- Can be extended to certify the environmental soundness of tourist destinations as well as the natural resources at these destinations.
- Method to show best practice and industry leadership.
- Environmental performance are improved.

- Tourists making informed choices while selecting tourism enterprises for their vacations can be enabled.

Former Minister of Tourism, Marthinus van Schalkwyk, stated in his speech at the South African Travel and Tourism Conference held in September 2012, that tourism will be positioned as a service-driven industry through the implementation and application of standards and self-assessment tools and South Africa will be seen as a globally competitive service economy. Therefore the industry is urged in becoming active participants and improve their service levels in line with world-class standards. This is what led him to the grading of establishments. The issue of rating was also discussed by Mr Glenn Philips, Managing Executive Tourism and Marketing, during a meeting held in 2010, stressing the importance of rating/grading systems for South African National Parks as ecotourism product.

South Africa has various rating systems / schemes, however there are no acknowledged rating systems for ecotourism products in South Africa National Parks. The shortcomings of these current rating systems are that they rate mostly the hospitality and accommodation sectors. These criteria's tend to focus on the following: building exteriors, bedrooms, bathrooms, public area, general facilities, general services, housekeeping services, additional facilities and responsible environmental and business practices. None of these schemes focus primarily on ecotourism principles (See Appendix A). These systems need to be adapted for nature/wildlife products and the problem that this study will address is to develop an ecotourism rating system for South African National Parks. It is essential to have a rating system in place to compete in the global world where ecotourism and green aspects are important and to deliver a valuable service. Therefore the problem that this research will addresses is to develop an ecotourism rating system for South Africa National Parks.

1.4 Objectives of the study

The following section will outline the primary and secondary objectives of the study.

1.4.1 Primary objective

The primary objective of this study is to develop an ecotourism rating system for South African National Parks.

1.4.2 Secondary objectives

The following objectives were set:

Objective 1:

- To conduct a literature analysis regarding ecotourism and its principles.

Objective 2:

- To do a literature analysis of rating systems found in the tourism industry.

Objective 3:

- To do a literature analysis of future trends in tourism.

Objective 4:

- To determine the demographic profile of visitors to national parks in South Africa and to determine the perceptions of respondents regarding the importance of specific responsible ecotourism principles.

Objective 5:

- To conduct a factor analysis regarding the ecotourism principles, the analysis of the correlations between the factors and the group statistics (t-test).

Objective 6:

- To draw conclusions and make recommendations concerning development and management aspects of ecotourism in South African National Parks.

1.5 Research Methodology

A two-pronged approach will be followed for the research. The research will be done by means of a literature review, as well as an empirical survey.

1.5.1 Literature study

Literature pertaining to ecotourism criteria and rating systems will be used to define certain concepts and examine case studies. Various books, articles, internet sources and dissertations will be used to define important concepts, and to elaborate on information in various chapters. The literature search utilised online databases such as Ebscohost Research Database - specifically the Academic Search Premier, Business Source Premier and Hospitality and Tourism Index - Nexus Database System, Sabinet online, Science Direct and SAePublications. These will be consulted to identify recent studies in the field of ecotourism and sustainable

development. Keywords will include: ecotourism, sustainable tourism, tourists, product development, rating systems, national parks, ecolabels and ecotourism principles.

1.5.2 Empirical study

The empirical study (primarily research) consists of the following:

1.5.2.1 Research design and method of collecting data

There are three types of research, namely, explorative, descriptive and causal research. Explorative research is the gathering of preliminary information that will assist the defining of problems and suggestion of hypotheses. Descriptive research is to describe things, such as the determination of market potential for a product or the demographics and attitudes of tourists buying a product. Causal research is the testing of hypotheses about cause-and-effect relationships (Kotler, Burton, Deans, Brown & Armstrong, 2013:156).

This research is explorative of nature, to get a better understanding about how visitors interpret responsible ecotourism. It is of a quantitative nature and data was collected by means of a self-administrated questionnaire, loaded on South African National Parks website. When accurate sets of data developed that can be cross-examined to more identifiable issues such as demographic profile and visitors' perceptions and experiences, then conducting visitor surveys is of high value (Prideaux & Crosswell, 2006:368). According to Slabbert, Saayman and Saayman (2006:63), as well as Ivankova, Creswell and Clark (2007:257) and Maree and Pieterson (2007:155), the advantages of a quantitative approach are as follows:

- Sample size is large;
- A questionnaire is suitable for collecting demographical information, for example, gender, age and province of residence;
- It is inexpensive to conduct; and
- It is relatively easy to tabulate and analyse the data, using statistical software for further analysis, such as factor analysis.

1.5.2.2 Development of sample plan

The development of the sample plan included the identification of the sampling frame and the sampling methods, which will be discussed accordingly.

1.5.2.2.1 Sampling frame

For the purpose of obtaining data from park visitors, non-probability sampling was used. More specifically a web-based survey (convenience sampling) was conducted utilising a database

supplied by SANParks. A web-based survey was aimed at visitors to South African National Parks. Both researchers and respondents prefer the method of web-based surveys more and more. Quick responses, flexibility, lower costs and ease of data handling are the benefits of the web-based method (Reynolds, Woods & Baker, 2007:110).

Visitors to South African National Parks who made use of SANParks' website were presented with the chance to participate in the survey. To make sure that visitors only complete one questionnaire, care was taken by requesting and capturing their e-mail addresses in a database. From the database, the respondents were restricted electronically to permit the completion of only one questionnaire.

A total of 308 (n) questionnaires were electronically received back and were used for the statistical analysis. This number of questionnaires (n=308) is regarded as representative by Cooper and Emory (1995:207), Buckingham and Saunders (2004:114) and by Floyd and Fowler (2009:41) and can therefore be considered as usable for statistical analysis. Given this validity of the findings, conclusions and recommendations may be confidently drawn from the results.

1.5.2.3 Sampling method

A non-probability sampling was followed with a convenience sample and willingness to complete the questionnaire. This sampling method suggests that sample members are chosen because they are readily available to complete the questionnaire (Tustin, Ligthelm, Martins & Van Wyk, 2005:346). Completed questionnaires were returned electronically, after which they were analysed statistically. To motivate visitors to the website to participate, respondents completing the questionnaire stood a chance to win a weekend away to a South African National Park. The questionnaire was presented on the website of South African National Parks during April, May and June 2013. Fricker *et al.* (2005:371); Roth (2006:191) and Brennan *et al.* (1999:84) researched the use of the internet as a successful medium to conduct surveys. Their research revealed that the internet is a highly viable tool to use for research and that the internet holds several advantages for researchers.

1.5.2.4 Development of questionnaire

The questionnaire was newly developed. Literature (Du Plessis, 2010; Geldenhuys, 2009:3; Saayman, 2009:70; Fennell, 2008:23; Blamey, 2001:12; Eagles, 1996; Dingwall and Gordon, 1996) and the measurement for ecotourism products (see Appendix A) were used as well as Botswana's Ecotourism Certification System who has developed an ecotourism certification

system. The study of De Witt in 2011 (The development of an ecotourism model for South African National Park) was also used.

Section A consisted of the demographic profile where the tourists were asked their age, gender, province of residence and educational background. Section B consisted of the perceptions of respondents regarding the importance of specific ecotourism principles, which was in the form of a Likert scale (importance). For example, how important is it for the facilities to fit in the environment, how important is it that the activities are environmental friendly, how important is it that alternative energy is used and how important is it to use natural products.

1.5.2.5 Data analysis

North-West University's Statistical Consultation Services processed the results of the empirical research. SPSS (Statistical Package for Social Sciences) software programme analysed the data. Descriptive statistics that gave an overview of the demographic profile was interpreted by statistical methods. The indication of the occurrence of the values for each aspect, measures of location that included the mean or average values of each aspect are known as frequency tables and were the techniques used in the descriptive analysis (Tustin, Lighthelm, Martins & Van Wyk, 2005:523).

In order to reduce the variables to a smaller set of variables, while keeping most of the original information, an exploratory factor analysis was conducted (Tustin *et al.*, 2005:668). The purpose of a factor analysis, as described by Pietersen and Maree (2007:222) and by Field (2006:619), is to determine sets of variables (in this case, environmental impacts). For this type of analysis, items are measured on a 5-point Likert scale are particularly well suited (Pieterson & Maree, 2007:219). A pattern matrix with the principal axis factoring extraction method and Oblimin rotation method was used in which eight principles with their factors were extracted by Kaiser's criterion. A factor correlation matrix was used to identify possible correlations between the factors that were extracted from the factor analysis.

A one-way analysis of variance (ANOVA) was conducted. The ANOVA is a useful method to use when there are more than two independent groups that need to be compared on a single quantitative measured score (Pietersen & Maree, 2007:229; Altinay & Paraskevas, 2008:216). In this case, the ANOVA test was used to explore whether or not a significant relationship existed between respondents and other measured aspects.

A t-test was applied to determine whether there was a significant difference between the mean values of the factors identified for the visitors (Tustin *et al.*, 2005:668).

1.6 Preliminary Chapter Classification

The study consists of the following chapters:

Chapter 1: Introduction and problem statement

This chapter includes an introduction to ecotourism in South Africa, as well as the definitions of ecotourism by many researchers and an outline regarding the motives, methods and timeframe of research.

Chapter 2: A theoretical analysis of Ecotourism

The aim of this chapter is a theoretical analysis of ecotourism and sustainable ecotourism development. The remainder of the chapter focusses on: the ecotourism forms which include mass-tourism, alternative tourism, nature-based tourism, wildlife-based tourism, soft and hard ecotourism; the definitions of ecotourism; the summary of the key aspects from ecotourism definitions; the principles of ecotourism; the pillars of ecotourism; the impacts of tourism namely economic impacts, socio-cultural impacts and environmental impacts and the theoretical analysis of the concept sustainable ecotourism development.

Chapter 3: Ecotourism labelling and rating

The purpose of this chapter is to perform a theoretical analysis of ecotourism labels and rating systems found in different nature- and wildlife-based products. The remainder of the chapter addressed the role players in eco-labelling, the awarding body, the verifying body, the applicant, and the tourism market; eco-labelling in the framework of sustainable tourism and ecotourism; and the global and national environmental initiatives.

Chapter 4: Future trends in ecotourism

The aim of this chapter is to conduct a literature analysis of future trends in tourism. The remainder of this chapter will focus on globalisation and long-term economic trends, social trends, political trends, environmental trends and technological trends.

Chapter 5: Empirical results

This chapter aims to determine, from a supply and demand side, which aspects are seen as fundamental for South African National Parks to include in a rating system, to be able to rate ecotourism products provided by them.

Chapter 6: **Conclusions and recommendations**

The last chapter will focus on the conclusions drawn, concerning the ecotourism rating system. Resulting, fundamental recommendations will be made for criteria and a rating system of ecotourism products. This chapter will also consist of the development of the Ecotourism Certification System for South Africa.

1.7 Definition of concepts

The following concepts are defined:

1.7.1 Ecotourism

The father of ecotourism, Ceballos-Lascurain, first defined ecotourism as "responsible travel to relatively undisturbed natural areas, with the object of studying, admiring and enjoying the natural landscape and its wild plants and animals, as well as existing cultural manifestations (both present and past) found in these areas" (Ceballos-Lascurain, 1987:14; 1996:29; Valentine, 1992:109; Diamantis, 1999:93-122; Diamantis & Ladkin, 1999:35-45; Blamey, 2001:5-22; Orams, 2001:23-36). Ceballos-Lascurain later made some adjustments to his first definition and added that ecotourism is the environmental responsible travel while enjoying the visit and appreciating nature and any accompanying cultural features which promote conservation and sustainable development, have low visitor impact, and provide for beneficial active socio-economic involvement of local communities (Ceballos-Lascurain, 1987:14; 1996:29; Valentine, 1992:109; Diamantis, 1999:93-122; Diamantis & Ladkin, 1999:35-45; Blamey, 2001:5-22; Orams, 2001:23-36).

1.7.2 Ecolabels

Font and Buckley (2001:3) define ecolabels as methods to standardise the promotion of environmental claims by following compliance to set criteria, generally based on third party, impartial verification / rating system, usually by governments or non-profit organisations. The International Standards Organisation (ISO) defines ecolabelling as: "a voluntary, multiple-criteria based, third-party program that awards a license that authorises the use of a product within a particular product category based on life cycle considerations" (Global Ecolabelling Network, 1999). An often-quoted definition of ecolabelling, as applied to tourism, is: "an officially sanctioned scheme in which a product or service may be awarded an ecological label on the basis of its acceptable level of environmental impact. The acceptable environmental impact may be determined by consideration of a single environmental hurdle or after undertaking an assessment of its overall impacts" (Synergy, 2000:vii).

1.7.3 Rating Systems

An aggregation of definitions produces the following definition of rating systems in the context of tourism: “A voluntary procedure that assesses audits and gives assurance that a business, facility, product, process, service or management system meets specific standards. It awards a marketable logo to those that meet or exceed baseline standards” (TIES, 2003:7; McLaren, 2002; Honey, 2003; Honey & Rome, 2001:5; Honey, 2001:1; Chester, Crabtree, Hundloe & Lee, 2002:3; Crabtree, O’Reilly & Worboys, 2002:7-8).

1.7.4 National Parks

The objectives of national parks in South Africa are described by the National Parks Act (Act No. 57 of 1976) (SA, 1976). “A national park can be defined as the establishment, preservation and study of wild animals, marine and plant life and objects of geological, archaeological, historical, ethnological, oceanographic, educational and other scientific interests and objects relating to the said life or the first-mentioned objects or to events in or the history of the park, in such a manner that the area which constitutes the park shall, as far as may be and for the benefit and enjoyment of visitors, be retained in its natural state” (SA, 1976). These parks are administered through South African National Parks (SANParks), which is a public-sector authority (Myburgh & Saayman, 2002:261).

Chapter 2
A theoretical analysis of Ecotourism

2.1 Introduction

Travel and tourism is a major source of foreign exchange earnings for many developing countries and are among the world's fastest growing industries. According to Wood (2002:7) because of this increasing economic importance of this industry, the attention of most countries has been captured which is also the case with South Africa.

South Africa is a tourist's "utopia", with scenic beauty (nature-based tourism), range of wildlife, mixture of cultures, heritages, and ceaseless occasions to travel around the in the open, add to the fact that South Africa is seen as an ecotourism paradise. Travellers are made up from the arrivals into South Africa and departures from the country, regardless of residency status (STATSSA, 2012:6). In 2012, a total of 35 291 559 travellers (inbound and outbound) were documented, compared to 19 185 135 documented in 2000. Similarly, there were 18 766 958 arrivals and 16 524 601 departures in 2012, compared to 9 884 953 arrivals and 9 300 182 departures in 2000. Here an increase of 84% for all travellers, 89.9% for arrivals and 77.7% for departures in 2000, compared to 2012 can be seen. The general pattern detected is that the arrival number were greater than departures in the country throughout the thirteen year period. As South Africa has cities, mountain areas, beautiful beaches, deserts, forest and a variety of other nature based and wildlife attractions, it can be seen as a world in one country (Saayman and Van der Merwe, 2004:54).

South Africa offers the ecotourist a wide selection of ecotourism products such as wildlife viewing, camping, hiking, hunting, walking safaris and horse safaris to name but a few (Saayman and Van der Merwe, 2004:54). An important sustainable development instrument can possibly be ecotourism because it has become an increasing niche market within the larger travel industry. Market research according to Wood (2002:7) shows that the interest of ecotourists are wilderness settings and pristine areas. Ecotourism products are mostly found on privately-owned land (game farms), nature reserves, as well as, government-owned provincial and national parks (Honey, 1999:340). Three percent of the land or 3.7 million ha, is officially protected under SANParks (the national conservation agency for South Africa). South African National Parks is one of the world's leading conservation and ecotourism destinations, with 19 national parks, each offering a variety of ecotourism products (SANParks, 2008).

The main reason for conducting this study is to develop an ecotourism rating system, for national parks in South Africa; therefore, the aim of this chapter is to do a theoretical analysis of ecotourism. The remainder of the chapter will focus on: the ecotourism forms which include mass-tourism, alternative tourism, nature-based tourism, wildlife-based tourism, soft and hard ecotourism, the definitions of ecotourism, the summary of the key aspects from ecotourism definitions, the principles of ecotourism the pillars of ecotourism the impacts of tourism, namely economic impacts, socio-cultural impacts and environmental impacts and the theoretical analysis of the concept sustainable ecotourism development.

2.2 Ecotourism seen in the bigger context of tourism

The following section will focus on the different forms of tourism, namely mass tourism, nature-based tourism, wildlife-based tourism, alternative tourism and ecotourism. It is crucial to make a distinction between the different forms of tourism to indicate where ecotourism falls into the bigger picture of the tourism industry.

2.2.1 Mass tourism, alternative tourism, nature-based, wildlife-based tourism and ecotourism

As perceived from its name, mass tourism includes immense numbers of tourists to an area, going for more feet. It is areas such as cities, beachfronts, amusement parks and other areas, where the number of dependent feet passing through is dependent on the sustainability of tourism (Page & Dowling, 2002:23; Wearing & Neil, 1999:3). It includes people who seek duplication of their own culture in institutionalised locations, with minimum culture or environmental interaction in genuine settings (Fennell, 2003:7).

The success of mass tourism, according to Page and Dowling (2002:23) and Wearing and Neil (1999:3), lies in the interaction between the tourists and their destination in order to free them from as many obligations as possible. These tourists do not seem to adapt to their destination, but instead they appear to want their destination to adapt to them (Page & Dowling, 2002:23; Wearing & Neil, 1999:3). To identify an alternative approach to tourism development, because of the problems caused by mass tourism, it is needed that negative consequences of the mass tourism approach is reduced (Geldenhuys as cited in Myburgh & Saayman, 2009:12).

As a result, an alternative tourism perspective was born. The alternative forms of tourism, which place importance on greater interaction and understanding between hosts and guests as well as between tourists and the environment, are seen as alternative tourism (Geldenhuys as cited in Myburgh & Saayman, 2009:12). Alternative tourism (Figure 2.1) is tourism that sets out to be

consistent with natural, social and community values and which lets both hosts and guests to enjoy positive and meaningful interaction and share experiences (Wearing & Neil, 2009:3).

Fennell (2003:9) defines alternative tourism as ”a general term that covers an entire series of tourism strategies namely “appropriate”, ”eco”, “soft”, “responsible”, “people to people”, “controlled”, “small scale”, “cottage” and “green” tourism and all support the notion to offer a more kind alternative to conventional mass tourism in certain types of destinations. Ecotourism, which falls under alternative tourism, concentrates on fewer numbers of tourists, but a better quality of experience, where tourists can learn more about the nature, for example guided tours where they can learn about and experience nature better.

According to Figure 2.1, features of alternative tourism include the following:

- Preservation, protection and enhancement of the quality of the resource base that is essential to tourism;
- Tourism that tries to minimise its impact on the environment;
- An emphasis on not only ecological sustainability but also cultural sustainability;
- The endorsement of infrastructure which brings forth economic growth, when and where it improves local conditions and not where it is damaging or surpasses the carrying capacity of the natural environment;
- The foresting and active promotion of development that roots in local conditions and development that complement local attributers;
- Responsible tourism, and
- Low impact tourism (Wearing & Neil, 2009:3; Shackley, 1996:12).

It is important that nature-based tourism are not assumed to be ecotourism, but rather that ecotourism is a product of nature-based and wildlife-based tourism. The reason for this is that vast numbers of tourists can still visit natural and wildlife areas for example the Great Barrier Reef, which remains nature-based tourism but does receive thousands of tourists per year (Great Barrier Reef Marine Park Authority (GBRMPA), 2013). Higher levels of the environment awareness in the western society are main factors in the larger request for nature and wildlife-based tourism. Simultaneously, the shortage of unspoiled environments in thickly occupied parts means that travelling is needed for high quality sites to be reached.

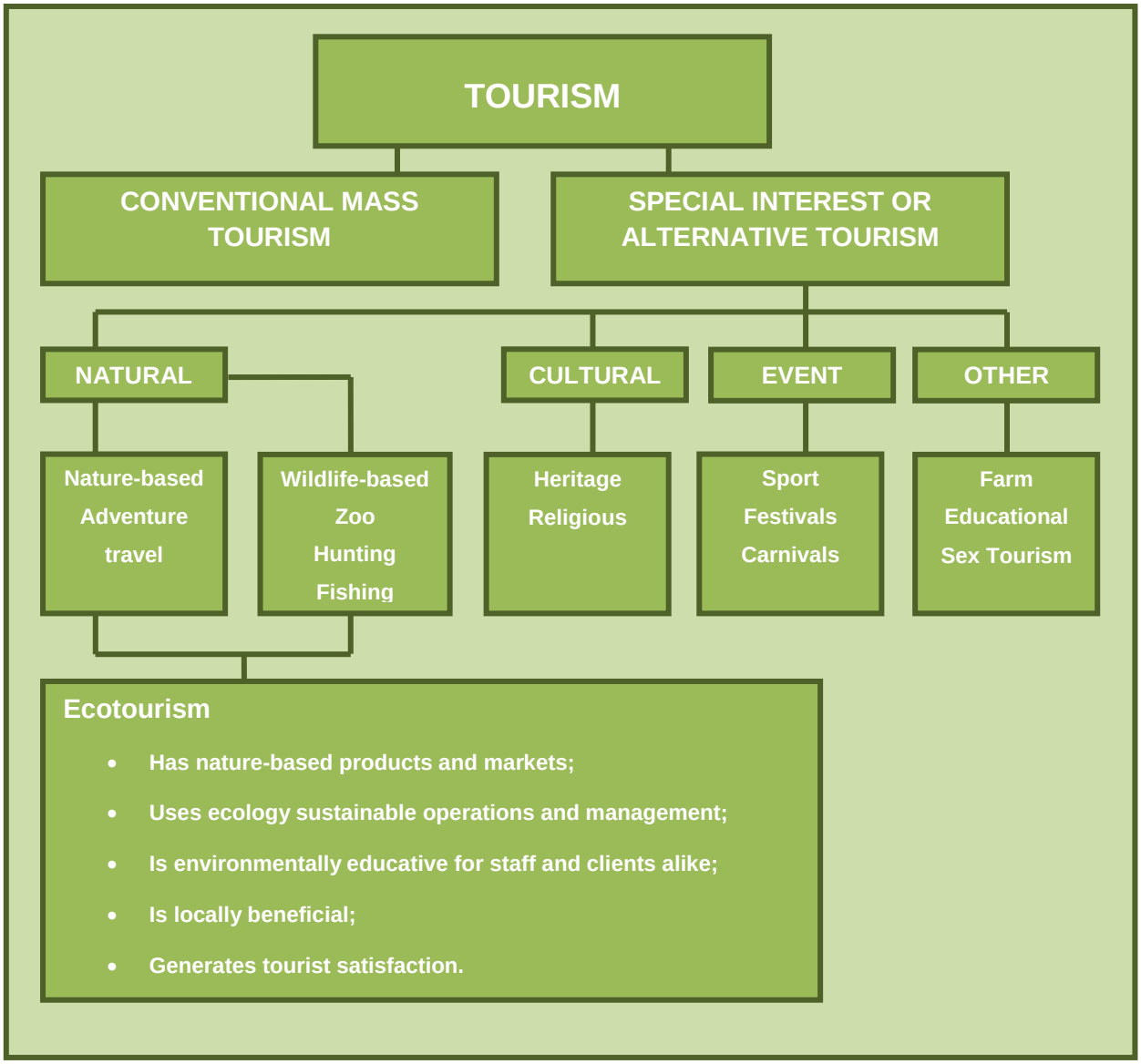


Figure 2.1: An overview of tourism (Adapted from: Page & Dowling, 2002:23; Wearing & Neil, 1999:3)

There is also difference between nature-based and wildlife-based tourism. Nature-based tourism is based on the desires of people/tourists to experience nature in their leisure time. Nature-based tourism has no less than four sub groups (car camping, adventure travel, wilderness travel and ecotourism), distinguished according to the travel motives of the travellers (Figure 2.2) which is proposed by Eagles (1996). The four sub-markets of nature-based can be discussed as follows: wilderness travel are seen as individual recreation through basic travel in natural environments, without human disruption (walking safaris, bushwalking); adventure travel is personal accomplishments by means of the excitement of conquering dangerous environments (abseiling, white-water rafting); car camping is safe family travel in line of the wild and the civilised (camping) and ecotourism involves travel for discovering and learning about natural environments (wildlife viewing). Destinations for nature-based tourism differs

considerably, but natural areas such as national parks and conservation reserves comprises of the biggest components (Eagles, 1999; Hoogwerf, 1995; Hall, 1991). Walking safaris, bushwalking, backpacking, wildlife viewing, camping and fishing are the commonly pursued nature-based tourism activities.

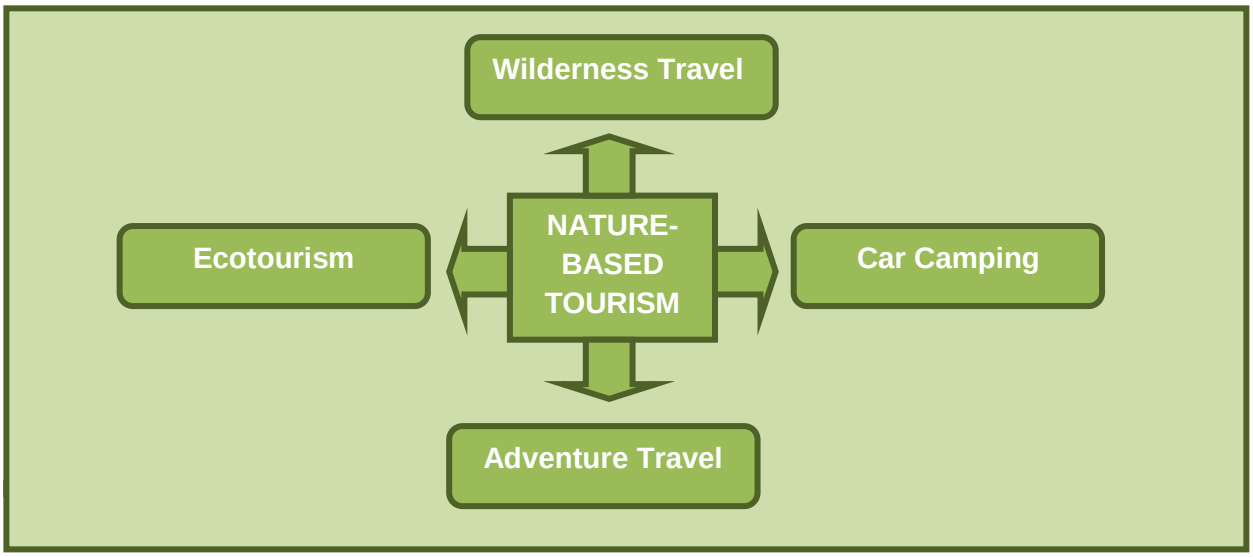


Figure 2.2: Nature-based tourism (Adapted from: Myburgh & Saayman, 1999:11)

Encounters with non-domesticated animals, which occurs in either the animals' natural environment or in captivity, are seen as wildlife-based tourism. Activities such as viewing, photography and feeding, along with those that involve killing or capturing animals, mainly hunting (in the terrestrial environment) and recreational fishing (in the aquatic environment) are included. Wildlife-based tourism includes attractions at fixed sites, tours and experiences available in association with tourist accommodation, or it can occur as unguided encounters by independent travellers (Higginbottom, 2004:2). Wildlife-based tourism has no less than four sub-markets or groups (wildlife watching, zoo tourism, hunting tourism, fishing tourism).

The four sub-markets (Figure 2.3) of wildlife-based can be discussed as follows: wildlife watching involves the observation or interaction with free-ranging wildlife; captive-wildlife tourism is the observation of animals in man-made captivities such as primarily zoos, wildlife parks, animal sanctuaries and aquaria, also includes circuses and shows by mobile wildlife exhibitors; hunting tourism includes big game trophy hunting, small game hunting, meat hunting and skill hunting and fishing tourism includes marine and freshwater fishing.

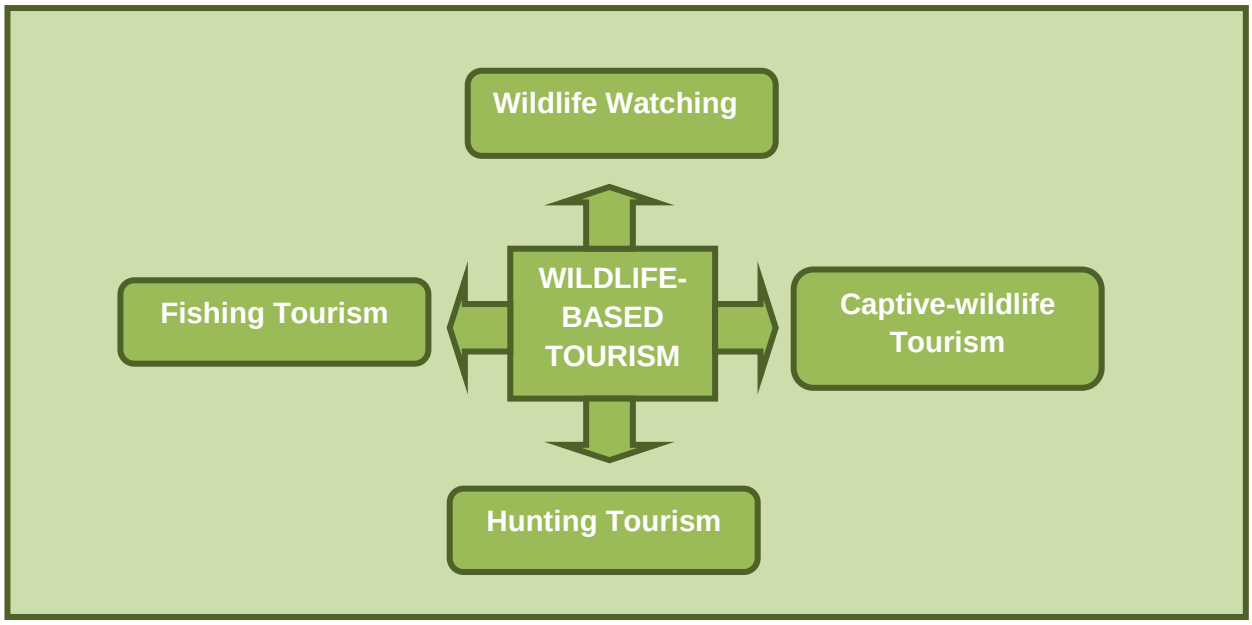


Figure 2.3: Wildlife-based tourism (Adapted from: Myburgh & Saayman, 1999:11)

To add to the above, Dawson (2001:41) and Higginbottom (2004:1) used an adapted definition to underline the difference between ecotourism, nature-based and wildlife-based tourism (Table 2.1):

Table 2.1: Differences between ecotourism, nature-based and wildlife-based tourism

DEFINITIONS COMPONENTS	ECOTOURISM	NATURE-BASED TOURISM	WILDLIFE-BASED TOURISM
Management goals	Preservation and protection of resources	Conservation and resource management	Conservation and resource management
Primary resource use	Natural resource and natural history of the area, including its indigenous cultures	Natural resources, natural history, and the present and historic cultures of the area	Tourism based on encounters with non-domesticate (non-human) animals
Primary tourists motivations	Visit an ecosystem or undeveloped natural area for appreciation and to experience the environmental conditions	Visit an undeveloped area for appreciation and to directly experience the environmental conditions, or indirectly as a consumptive or non-consumptive recreational experience	Access to affordable, high quality wildlife tourism experiences
Recreational activities	Non-consumptive appreciation and study of wildlife and natural resources	Non-consumptive appreciation and study, and consumptive use of wildlife and natural resources	Non-consumptive – viewing, photography, feeding as well as killing or capturing animals – hunting and recreational fishing
Economic contribution of tourism to area	Directly and indirectly contributes to the visited area which supports the	Directly and indirectly contributes to the visited area which supports the	Directly and indirectly contributes to the visited area

	protection or preservation of the site and the economic well-being of local communities	conservation of the site and the health of the local economy	
Visitor appreciation	The visit should strengthen the tourist's appreciation and dedication to preservation and protection issues at the visited area and in general	The visit should strengthen the tourist's appreciation of and dedication to conservation issues at the visited area and in general	The visit should strengthen the tourist's appreciation of and dedication to conservation issues at the visited area and in general
Management of the public/private area	Implies a managed approach by the host country or region which commits to establishing and maintaining the area with the participation of local residents, marketing it appropriately, enforcing regulations, and using the economic benefits to fund the area's land management as well as community development	Implies a managed approach by the public and private sectors which commit to establishing and maintaining the area, marketing it appropriately, enforcing regulations, and using the economic benefits to fund the area's land management	Implies a managed approach by the public and private sectors which commit to establishing and maintaining the area, marketing it appropriately, enforcing regulations, and using the economic benefits to fund the area's land management

(Adapted from: Dawson, 2001:41) and Higginbottom, 2004:1)

As seen in Table 2.1, there are a number of differences between the ecotourism, nature-based and wildlife-based tourism concepts. The main difference is that ecotourism needs to generate an income and be profitable, but only in an environmentally sustainable manner and the profit must be ploughed back into the community and the environment. According to Myburgh and Saayman (1999:11), it is at times more significant to inform tourists than to make profit from ecotourism.

Page and Dowling (2002:60) added that low impacted nature tourism contributes to the maintenance of species and habitats, either directly through a contribution to conservation and/or indirectly by providing income for the local community enough for local people to value, and therefore protecting their wildlife area as a source of income. Some major features that distinguish ecotourism from nature-based tourism are that ecotourism is educative, sustainable and has a minimum impact on the natural component and on the ethical nature of the tourism experience provided (Myburgh & Saayman, 1999:11). Therefore ecotourism has a vital role to play in the regional development, wildlife management and increasing community awareness of environmental issues (Myburgh & Saayman, 1999).

Hard and soft dimensions of ecotourism as representing different outlooks regarding the degree of physical challenge and comfort that ecotourists wish to experience (Laarman & Durst, as cited by Fennell, 2003:35). In order to truly experience nature, there might be a need to live

basically, with hardly any comforts and travel in challenging conditions for long periods within the wilderness context.

Ecotourists who have a profound degree of interest and are often expertise in the subject matter are seen as hard-core ecotourists. A casual interest in the natural attraction are seen as soft ecotourists and they aspire to experience that attraction on a more insincere and highly facilitated level. This tourist is not as much of willing to accept discomfort and physical hardship and may be content to spend a considerable time in an interpretive centre. Laarman and Durst, as cited by Fennell (2003:34) suggest that ecotourism are engaged by the soft ecotourists as one component of a multi-purposed and multi-dimensional travel experience.

According to Geldenhuys, as cited in Myburgh and Saayman (2009:10), a strong preconceived notion in favour of hard ecotourism and sometimes to the point of not including the soft perspective as an authentic expression of the sector, are demonstrated by some researchers and practitioners. Soft ecotourism is far more accessible to those who are not wealthy, young or healthy. The hard-soft spectrum (Figure 2.4) shows that ecotourism, perceived in this way, constitutes a substantial portion of the overall market.

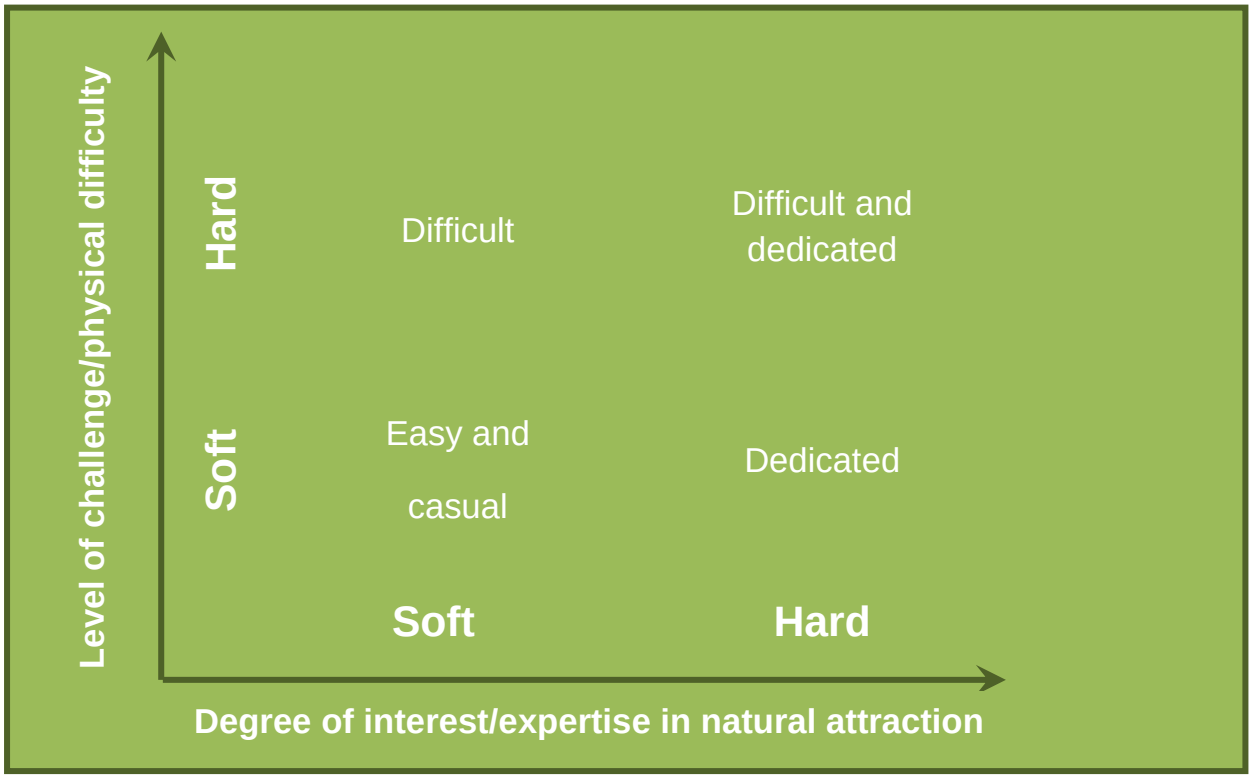


Figure 2.4: Soft-hard ecotourism (Adapted from: Laarman & Durst as cited by Fennell, 2003:35)

2.3 Theoretical analysis of ecotourism definitions

This section will focus on the theoretical analysis of ecotourism definitions. The popular arrival of ecotourism in the late 1980's was treated as a solution to all tourism-related complications in the destination areas. With the association with a common pursuit for the natural attractions during a holiday, an enthusiasm to achieve sustainable development by any means, probable employment prospects in natural areas and a move towards planning in protected areas, was claimed by its popularity (Boo, 1990, 1991a,b, 1992, 1993; Ceballos-Lascurain, 1991a,b, 1993a,b, 1996; Hvenegaard, 1994:25; Blamey, 1995a,b; Orams, 1995a; Dowling, 1996; Lindberg & McKerscher, 1997; Diamantis, 1998a,b, 1999). This popularity has also been interpreted into improved visits for ecotourism-related purposes and is claimed to be the reason for around 20% of total tourism arrivals (WTO, 1998).

The term 'eco' in ecotourism has largely been linked to the ecological concept in suggestion to ecologically sustainable (Björk, 2007:24). Björk (2007:24), however states that the sustainability aspect of ecotourism assures more than just preserving the biodiversity of an area. An economic development element, an element of exceptional interest for the private sector, can also be drawn from the "eco" term in ecotourism. Most ecotourism definitions describes the ultimate balance of preserving and developing at the same time. This conflict, according to Björk (2007:24), is not an exceptional one for ecotourism, but can be established in related concepts, for example sustainability and sustainable tourism development, on which ecotourism is built. The vagueness of current ecotourism definitions have been criticised and the abstract concepts that are used in most ecotourism definitions have been considered difficult to operationalize (Blamey, 1997).

2.3.1 Ecotourism definitions

The historical origin of the ecotourism concept can be drawn back to the 1960's, when ecologists and environmentalists became alarmed over the inappropriate use of natural resources. The preference of economic interest and the mistreatment of natural resources endangered the protection of biodiversity. The first time that mention was made to ecotourism was when the Mexican ecologist Hetzer (1965)presented the term 'ecotourism' and also identified four normative principles (pillars). According to Hetzer (1965) ecotourism must:

- Minimise environmental impact;
- Minimise impact on host culture and maximise respect for host cultures;
- Maximise the economic benefits to the host country's grassroots; and
- Maximise recreational tourist satisfaction.

Academic interest and research into ecotourism have grown only prominently from the 1980's (Gale & Hill, 2009:5; Wearing & Neil, 2009:1; Björk, 2007:26; Weaver & Lawton, 2007:116; Orams, 2001:23; Pforr, 2001:68). It is a well-known fact in ecotourism literature, that the term itself was primarily and officially defined by the father of ecotourism, Ceballos-Lascurain as "responsible travel to relatively undisturbed natural areas, with the object of studying, admiring and enjoying the natural landscape and its wild plants and animals, as well as existing cultural manifestations (both present and past) found in these areas" (Ceballos-Lascurain, 1987:14; 1996:29; Valentine, 1992:109; Diamantis, 1999:93-122; Diamantis & Ladkin, 1999:35-45; Blamey, 2001:5-22 and Orams, 2001:23-36).

Ceballos-Lascurain later made some adjustments to his first definition, adding that ecotourism is the environmental responsible travel while enjoying the visit and appreciating nature and any accompanying cultural features, which promotes conservation and sustainable development, has low visitor impact, and provides for beneficial active socio-economic involvement of local communities. (Ceballos-Lascurain, 1987:14; 1996:29; Valentine, 1992:109; Diamantis, 1999:93-122; Diamantis & Ladkin, 1999:35-45; Blamey, 2001:5-22 and Orams, 2001:23-36).

Other researchers and organisations elaborated on Ceballos-Lascurain's definition by emphasizing certain aspects of it (Diamantis, 2004:5). In Table 2.2, a summary is given of different definitions of ecotourism that was developed over the past couple of years.

Table 2.2: Conceptual definitions of ecotourism

Ziffer (1989:6)	Ecotourism is a form of tourism, which is motivated primarily by the history of a natural area, including its ethnic culture. The ecotourist visits relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The ecotourist follows a non-consumptive use of wildlife and natural resources and contributes to the visited area through labour or financial resources to benefit the conservation of the site and the economic well-being of the local communities directly.
Boo (1991b:4)	Ecotourism is nature tourism which contributes to conservation, through creating funds for protected areas, creating employment opportunities for local communities and offers environmental education.
The Ecotourism Society (1991) quoted by Blamey (2001:6)	Responsible travel is travelling to natural areas, which conserves the environment and improves the well-being of local communities.
The Ecotourism Association of Australia	Ecotourism is ecologically sustainable tourism that promotes environmental

(1992:1) quoted by Blamey (2001:6)	and cultural understanding, appreciation and conservation.
Valentine (1992)	Ecotourism is nature-based tourism which is ecologically sustainable and is based on reasonably undisturbed natural areas, which does not damage or degrade these areas, contributes directly to the continued protection and management of protected areas, and is subject to sufficient and proper management system.
Scace, Grifone & Usher (1992:14)	Ecotourism is an enlightening nature-travel experience that contributes to conservation of the ecosystems while respecting the integrity of host communities.
Landman (1993:13)	Ecotourism can be seen more as the attitude of a tourist or visitor, the ethic is not to invade the natural environment. Ecotourists prefer to travel to protected, undisturbed areas and also to experience the local cultures of the different ethnic groups that form an integral part of such areas.
Robinson (1993:7)	Responsible tourism which is sustainable and thus requires the promotion of appropriate and environmentally sympathetic development in order to protect living and non-living natural resources. It contributes to the objectives of achieving social fairness and enhancing quality communities in the immediate surrounding area of the protected area.
Forestry Tasmania (1994:ii)	Nature-based tourism that is focussed on providing learning opportunities while also providing local and regional benefits, and at the same time demonstrating environmental, social, cultural and economic sustainability.
Tickell (1994:ix)	Travel to enjoy the world's incredible diverse natural life and human culture without causing damage to either.
Allcock, Jones, Lane & Grant (1994:17)	Nature-based tourism which invasies education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition identifies that the natural environment includes cultural aspects and that ecologically sustainable involves an appropriate return to the local community and long term conservation of resources.
Steenkamp (1994)	Ecotourism which is travelling to destinations with the main purpose of experiencing personally the attractive and well-managed natural environment and cultural heritage of a specific area, without having a negative impact on culture and nature. It is an enlightening experience about local communities and natural ecosystems, in which the tourist actively participates. It works in the other direction too, bringing both

	economic and social benefits to local communities and assuring the conservation of the natural and cultural resources.
Van Wyk (1995:8)	Ecotourism is an enlightening nature travel experience that contributes to the conservation of the ecosystem, while respecting the integrity of the host communities.
Shackley (1996:12)	Ecotourism is responsible travel which conserves the natural environment and sustains the well-being of local people.
Lindberg & McKercher (1997:67)	"Ecotourism is tourism and recreation both which are nature-based and sustainable.
Fennell (2003:43)	Ecotourism is a sustainable form of natural resource-based tourism which emphasises mainly on experiencing and learning about nature, and is ethically managed to be low-impact, non-consumptive, and locally positioned (control, benefit, and scale). It usually occurs in natural areas, and should contribute to the conservation or preservation of such areas.
Weaver (2001:105)	A broader perspective of ecotourism is proposed because its elements are not seen in isolation, but rather as inter-reliant components within a sole system. This holistic approach enhances quality learning and sustainable outcomes.
Diamantis (2004:5)	Ecotourism tends to have three main components, namely natural-based, educational and sustainable management which include economic, social, cultural and ethical issues.
Wearing & Neil (2009:xiii)	Fauna, geology and ecosystems of an area are important role players in the nature based aspect of ecotourism.
Myburgh and Saayman (2009:7)	The prefix "eco" means ecology or ecosystem. These references imply that ecotourism should be nature-based and its attraction should be based mainly on the natural environment or some elements thereof. The main focus is on the environment, but there is a secondary role for related cultural attractions. To provide a more holistic and realistic experience for ecotourists, the cultural dimensions must be are recognised and incorporated.
Goodwin (1996:288)	Ecotourism that has a low impact on nature tourism which contributes to the upholding of species and habitats, either directly through a contribution to conservation, and/or indirectly by providing income to the local community that is enough for local people to value and therefore protect their wildlife

	heritage area, as it is a source of income.
Björk (2007:35)	An activity where authorities, the tourism industry, tourists and local people work with each other to make it possible for tourists to travel to genuine areas in order to admire, study and enjoy the nature and culture in a way that does not misuse the resources, but rather helps with sustainable development.
Powell and Ham (2008:468)	Travel to natural areas which encourage environmental conservation, social equity and environmental education, in an effort to uphold economic viability without damaging the host environment.
Quebec Declaration on Ecotourism (2002)	Ecotourism welcomes the principles of sustainable tourism concerning the economic, social and environmental impacts of tourists.

According to the numerous definitions listed in Table 2.2, it is clear that ecotourism consists of a number of core principles, namely:

- Sustainable development;
- Conserving nature;
- Interaction between the tourist, nature and culture;
- Tool for conservation;
- A must be, enlightening nature experience;
- Aims to maintain an equilibrium between community, conservation, tourism and culture;
- Contains travel to natural destinations;
- Reduces tourism impact;
- Raises environmental awareness;
- Ensures direct financial benefit for conservation and empowerment for local communities;
- Respects local culture;
- Provides a learning experience;
- Supports human rights and democratic movements;
- Is thoughtful to the host country's political environment and social climate; and
- Ensures positive experiences for both visitors and hosts.

One of the first Nordic ecotourism enterprises (started in 1994) used the ecotourism definition of WWF (World Wildlife Fund) which is known as the code of conduct: "ecotourism is responsible travelling contributing to the protection of natural areas and the well-being of location populations" and the joining 10 commands are (Sæþórsdóttir *et al.*, 1998:32):

- Ecological and social sustainability shall be all-important to group size (Group size);
- All travel companies should delegate obligation for the environment to a certain member and develop an environmental plan (Plan);
- Environmental responsibility are also applicable to subcontractors at the travel destination (Subcontractor Agreements);
- Select environmentally improved hotel sites (Accommodation);
- Genuinely informed guides are crucial (Guides);
- Upkeep of the local economy (Economy);
- Inspire a respectful approach between travellers (Visitors);
- Do not buy their lives (Purchase/Shopping);
- Ecotourism call for travellers to be well informed (Education); and
- Ecotourism shall contribute to the protection of the natural surrounding and local development (Protect and Develop).

The Code of Conduct just mentioned, which is offered by the WWF has been updated and today states that ecotourism is:

- The combination of tourism development and environmental conservation;
- Support the preservation and conservation of wilderness and biodiversity;
- Use natural resources in a sustainable way;
- Minimise consumption, waste and pollution;
- Respect local cultures;
- Respect historic sites;
- Local communities should benefit from tourism;
- Choose tours with trained and professional staff;
- Make the trip a learning opportunity about the area; and
- Comply with regulations and follow safety rules.

As a result, ecotourism is tourism that is built on the natural environment, pursues to minimise negative impacts on the environment, provides a learning opportunity, contributes to the local community and must be sustainable, which are found in the range of ecotourism definitions (Figure 2.5). Page and Dowling (2002:62) adds by saying that many definitions' focus is on minimising impacts. Instead, what is desirable is an ecotourism industry that helps in moving ecotourists from a minimal inactive to a more dynamic contribution to the sustainability of eco-attractions.

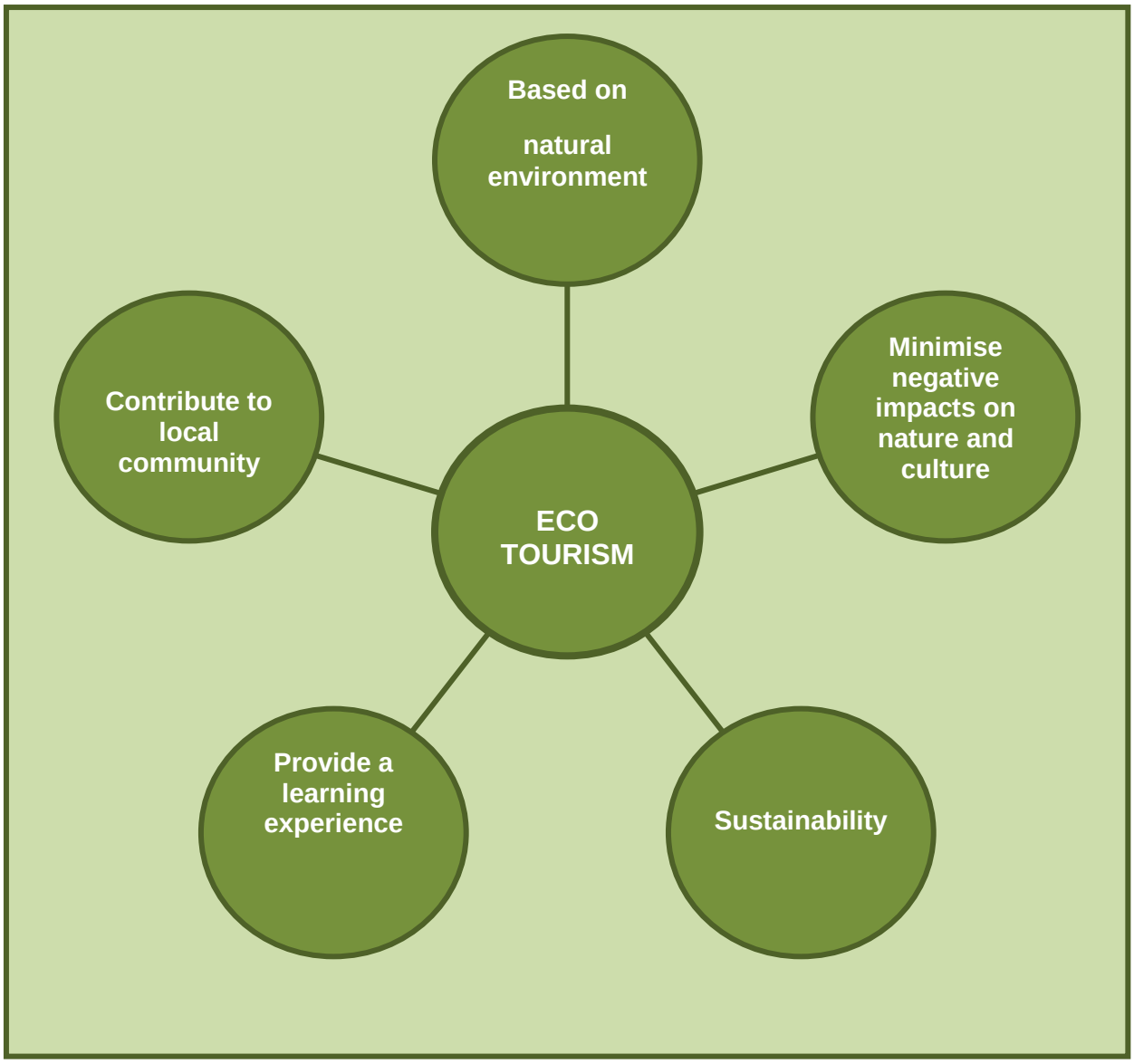


Figure 2.5: Ecotourism key elements (Adapted from: Bucley, 1994:661)

An ecotourism framework by Buckley (1994:661) refers to similar aspects than those in Figure 2.5. These aspects are illustrated in Figure 2.6.

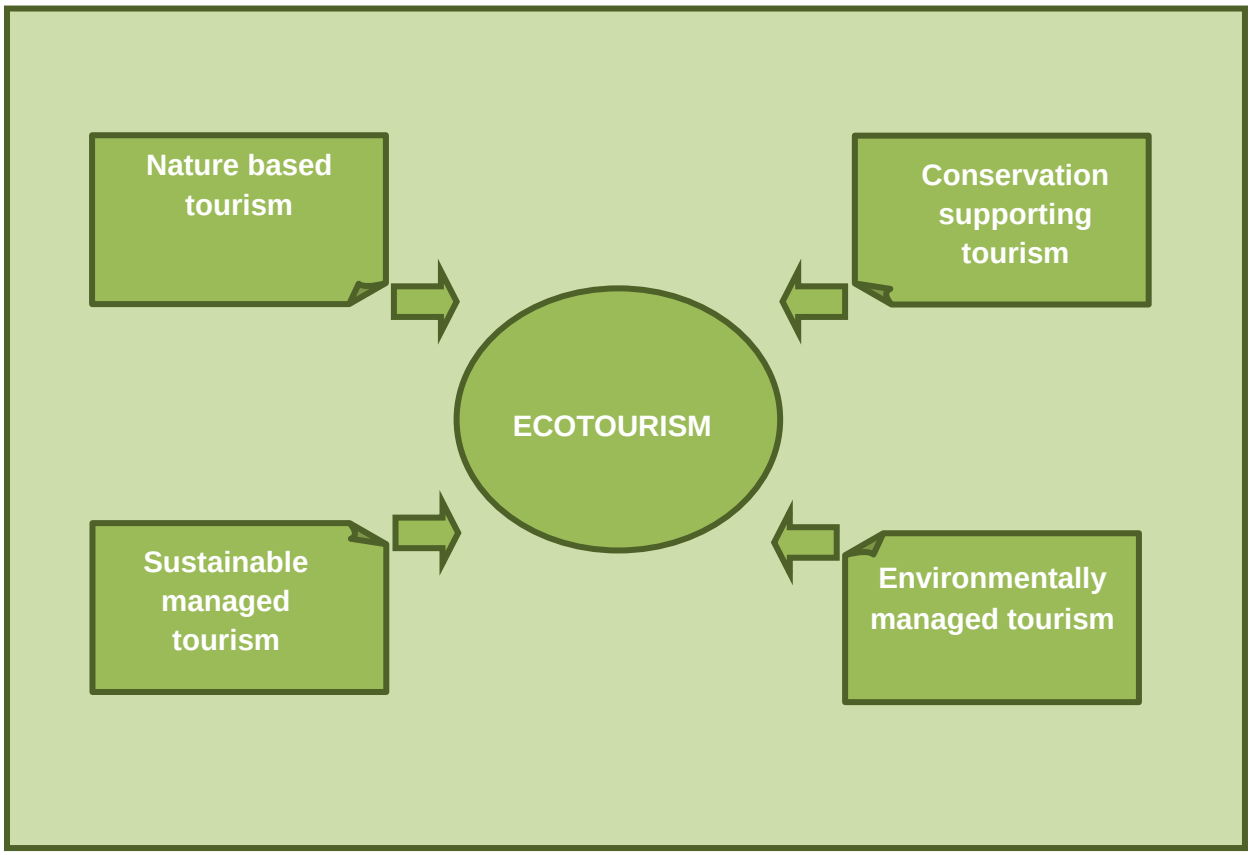


Figure 2.6: An ecotourism framework (Adapted from: Buckley, 1994:661)

Ecotourism is not apprehensive with bringing in a multitude of tourists. Instead, it offers determined travel to natural areas for a small number of tourists. According to Myburgh and Saayman (1999), it aims at upholding an equilibrium between community, conservation, tourism and culture, and tries to stabilise the economy and the ecology. To assist further in the developing process of ecotourism products, one needs to be informed about the principles of ecotourism.

2.4 Principles of ecotourism

From the literature analysis of ecotourism, the following can consequently be seen as the primary principles of ecotourism (Table 2.3). Based on the works of Fennell (2008); Geldenhuys (2009); Saayman (2009); Blamey (2001); Eagles (1996) and Dingwall and Gordon (1996) the following principles also form part of the constructs that were used to develop the questionnaire (Appendix A).

Table 2.3: Key ecotourism principles

Universally acknowledged key principles
• Should not damage the resource. • Developed in an environmental friendly matter. • Long-term benefits to the resource, to the local community and the industry (benefits may include conservational, scientific, social, cultural and economic). • Should provide first-hand participatory and enlightening experiences. • Education among all parties – local communities, government, non-government, industry and tourists. • Encourages recognition of the essential values of the resource by all parties. • Involve recognition of the resource on its own terms and in acknowledgement of its limits, which involves supply-orientated management. • Promote understanding and involve partnerships between many role players, which could include government, non-governmental organisations, industry, scientists and local people. • Promote moral and ethnic responsibilities and behaviour towards the natural and cultural environment by all players. • Nature conservation and local economic benefit. • Public and private ecotourism businesses should have an environmental strategy. • Well educated staff is essential. • High environmental standards should be demanded. • Culturally and economically sensitive community development is needed.

(Adapted from: Fennell, 2008:23; Geldenhuys, 2009:5; Saayman, 2009:70; Blamey, 2001:12; Eagles, 1996; Dingwall and Gordon, 1996)

2.5 Pillars of ecotourism

All of the above-mentioned can be grouped together to form the four pillars of ecotourism. The four pillars of ecotourism consists of four aspects, namely qualifying ecotourism products must contribute to the conservation and enhance the natural and cultural environment, must provide environmental education opportunities, should be planned and managed in a sustainable manner and should provide the tourist with an enlightening experience (Geldenhuys, 2009:5; Diamantis, 2004:5; Van der Merwe, 2004:19; Weaver, 2005:440 and Blamey, 2001:6). The questionnaire that was developed for this research used these four pillars (Figure 2.7) as basis.

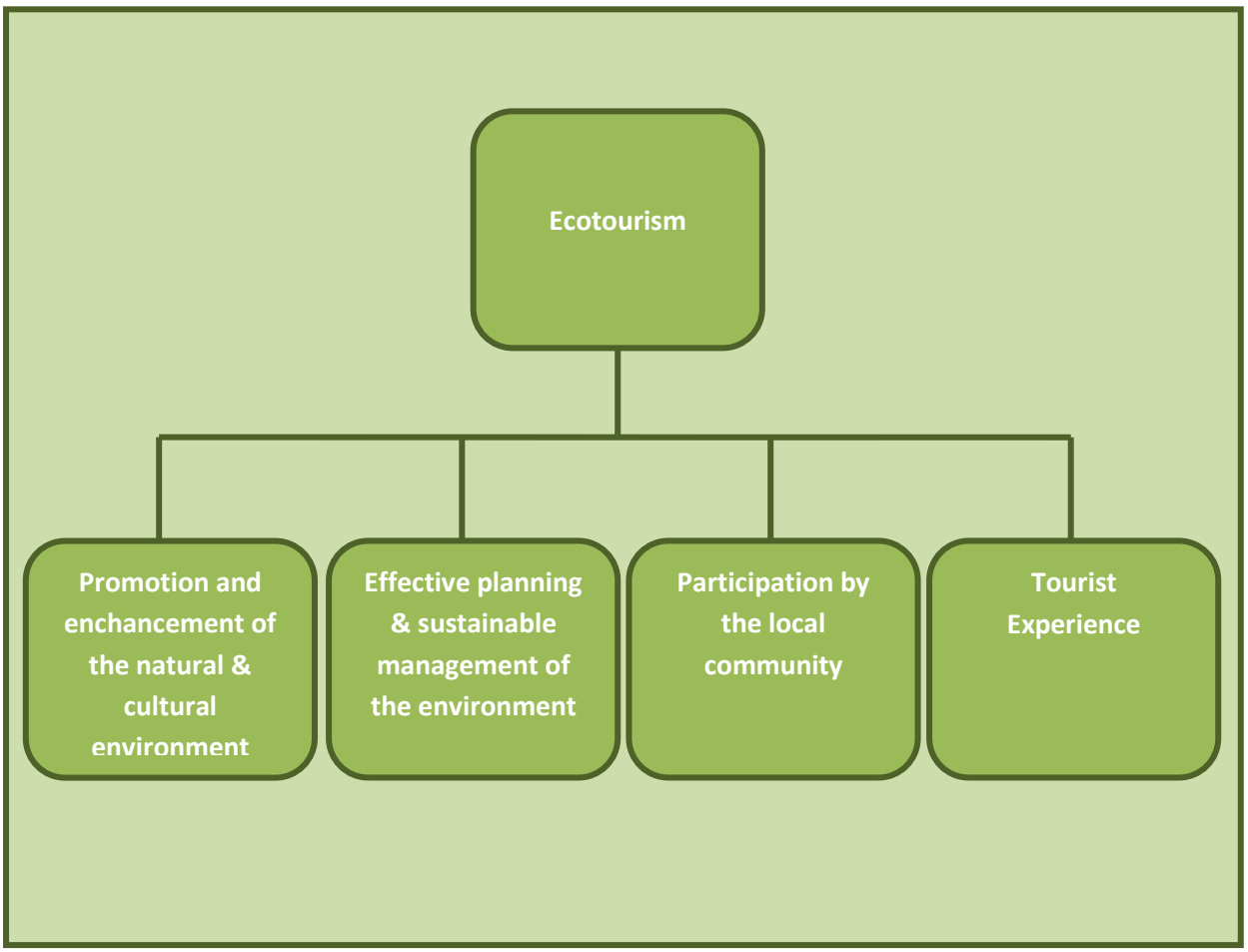


Figure 2.7: Pillars of ecotourism (Adapted from: Geldenhuys, 2009:5; Diamantis, 2004:5; Van der Merwe, 2004:19; Weaver, 2005:440 and Blamey, 2001:6)

The four pillars will be discussed next:

2.5.1 Promotion and enhancement of the natural and cultural environment

The key drivers for tourists are attractions because the success of a destination depends on it (Leask, 2010:155). Scenically attractive environments that combine aspects such as fauna & flora, geographical distinctiveness and historical/cultural importance are what draws individuals (Fennell, 2002:100; Deng, King & Bauer, 2002:426).

Because national parks contains astonishing geographies such as natural landscapes, topography, rare fauna and flora, rare geological features and cultural heritage, they have become popular ecotourism attractions. According to Hearne and Salinas (2002:153), protected areas are preferred ecotourism attractions for tourists. Extremely important objectives for management is to both sustain attractive natural and cultural resources and to offer high excellence ecotourism experiences at the same time (Hearne & Salinas, 2002:153).

2.5.2 Effective planning and sustainable management of the environment

Tourism will only be sustainable if appropriate planning, monitoring, evaluation and management is carried out and when the attitudes and behaviour of managers, stakeholders and tourists are ecologically, economically and ethically responsible (Deng, King & Bauer, 2002:424; Wunder, 2000:51). Pforr (2001:69) states that ecotourism is associated with sustainable tourism (this will be discussed under 2.7 as it forms an integrated part of ecotourism) and therefore should accept the basic principle of sustainable development which is balancing economic, ecological and social aspects as an integrated whole.

2.5.3 Participation by the local community

A necessary aspect of sustainable tourism and ecotourism development is community involvement. This can lead to a condition where not only the local community benefits, but the quality of the tourists' experience will also improve. Tourism is an industry that is greatly subjected on the goodwill, hospitality and helpfulness of the host communities (Cole, 2006:630; Van der Merwe, 2004:29; Wight, 2003:51).

2.5.4 Tourist experience

One of the core pillars of ecotourism that has been identified is tourist experience (Chan & Baum, 2007; Clifton & Benson, 2006; Geldenhuys, 2009), therefore, it is important for ecotourism product developers to determine how ecotourists perceive ecotourism. Experiencing remoteness, tranquillity and closeness to nature, have the opportunity to learn about wildlife, nature and local cultures, and also engage in a physical challenge are often ecotourists' motivation to visit an area (Chan & Baum, 2007:575; Backman, Petrick & Wright, 2001:458; Wight, 1997:218).

Ecotourism activities, in which ecotourists typically engage are, according to Fennell (2008:33), guided game drives, nature photography, camping in nature, outdoor sports such as hiking, mountain biking and scuba diving, stargazing, picnicking in nature, extreme activities, such as white-water rafting, mountain climbing, abseiling and bungee jumping, bird-watching and wildlife viewing.

Tourist perceptions offers developers with information to help avoid the occurrence of negative impacts on the environment and communities, while also forming experiences to meet the prospects of the ecotourism market, therefore an understanding of tourist views is also significant (Clifton & Benson, 2006; Petrosillo, Zurlini, Corliano, Zaccarelli, & Dadamo, 2007). Ecotourism product providers can educate tourists with regards to the principles of ecotourism,

and areas of misunderstanding regarding ecotourism can be identified. The following section will focus on the impacts of ecotourism.

2.6 Impacts of ecotourism

The impacts of ecotourism consist of the economic impacts, the social and cultural impacts and the environmental impacts.

2.6.1 The economic impact

Tourism gives growth to an arrangement of benefits and costs and the nature and scope of economic impacts lean towards the dependence on geography and socio-economic structures. There are five factors which determine whether economic impacts are positive or negative, namely the kind of tourism facility and attraction for tourists, the capacity and level of tourist spending, the level of economic development in the region, the degree to which tourist spending is upheld and recirculated in the region and the extent of seasonality in the region (Page and Connell, 2006:343).

Craven (1990:3) defines economics as the concern with the economy or economic system and the problematic of allocation of resources is a central subject of economics, because most resources are scarce. The term “scarcity” is used to show that most resources in society are finite and decisions have to be made on how to use and sustain the resources. Economists define resources as follows (Page and Connell, 2006:343): natural resources, for example the land, labour, for example human resources and entrepreneurship and capital, for example artificial aids to assist in producing goods.

One of the main justifications for ecotourism development is that it has the potential for economic benefits. Revenue gained from ecotourism is encouraged to draw in foreign exchange, generate work and improve economic and social prospects in a destination area. Features of ecotourism which differentiate it from other industries, goods and services, are (Mathieson and Wall, 1982; Holloway and Robinson, 1995):

- An unseen export industry.
- Require associated goods and services.
- Is a fragmented product.
- Is an extremely price- and income-elastic product.
- Is an unpreserved product.
- Is subject to unpredictable external influences.

Table 2.4 provides a list of the most well-known positive and negative economic impacts:

Table 2.4: Positive and negative economic impacts

Positive Economic Impacts	Results
Contributor to the Gross Domestic Product	Tourism contributes more than 8% to South Africa's GDP
Invisible export	Tourism receives foreign exchange through international tourists visiting the country
SMME opportunities	Tourism generates opportunities for local communities to provide goods and services to tourists by starting up small businesses. This in turn stimulate job creation
Employment opportunities	Tourism inspires the creation of both direct employment opportunities (jobs that are created within the tourism industry) and of indirect employment opportunities (jobs that are created by tourism support services)
Economic development	Tourism will rouse the economic development as the initial tourist spending flows throughout the economy. This in turn can lead to the improved quality of life of the local community
Redistribution of wealth	Increasing revenue to poorer areas through tourism can play a substantial role in the redistribution of prosperity
Government revenue is earned through tourism	Government revenue generated through tourism can be reinvested in the local community through for example the improvement of infrastructure and recreation facilities
Negative Economic Impacts	**Results**
Inflation	An increase in living and property costs often occurs as a result of tourism
Leakages	Leakages occur whenever money is spent on imports or export leakages and are not reinvested in the local economy. Money leaks out the country's economy when goods, services and skills are imported. Foreign investors that take the return on their investment back to their own countries which in turn create an export leakage.
Over-dependence of an economy on tourism	Tourism is susceptible to external shocks. The over-dependence on tourism can cripple a region's economy should it be hit by a crisis such as a recession, natural disaster or terrorism.
Unemployment due to seasonality	The lower demand for tourism offerings in off-peak seasons leads to a huge amount of short-term jobs, as opposed to permanent jobs being generated.

(Adapted from: Ivanovic, Khunou, Reynish, Pawson & Tseane, 2009:271; George, 2007:29; Diamantis, 2004:304; Lindberg, 2001:367; Saayman, 2000:116; Lickorish, 1994; Mason, 1995; Pearce, 1989)

Countries identify encouraging economic benefits as a major type of ecotourism impact and therefore support ecotourism development. Developing countries have chosen ecotourism as part of their approach to develop. These countries long for the positive economic benefits and tend to be not as much aware of some negative economic effects that ecotourism can also convey. The issue has been raised that ecotourism requires careful planning and management in order to enlarge economic benefits and to increase costs.

2.6.2 Socio-cultural impact

The term socio-cultural originated from society and culture. The study of the society are known as sociology and people in groups, their interaction, their attitudes and their behaviour is the main focus point. People's interaction perceived through social interaction, social relations and material artefacts are known as culture (Mason, 2003:57). Socio-cultural impacts, therefore, relates to variations in societal value systems, individual behaviour, social relationships, lifestyles, means of expression and community structures (Page & Connell, 2006:360).

According to Burns and Holden (1995:113) culture involves behavioural patterns, knowledge and values, which have been attained and transferred through peers, and culture is the multifaceted whole which comprise of knowledge, belief, art, moral law, custom and any other capabilities and habits attained by being a member of society.

Culture is the conditioning fundamentals of behaviour and the products of that behaviour and consists of twelve elements namely craft, language, traditions, gastronomy, art and music, history of the area which includes visual reminders and types of work engaged in by residents, architecture, religion which includes visible manifestations, education systems, dress and leisure activities (Figure 2.8) (Mathieson and Wall, 1982:158 as cited in Page and Connell, 2006:360; Ritchie and Zins, 1978 as cited in Mason 2003:57; Shaw and Williams, 1994:87 as cited in Page and Connell, 2006:360):

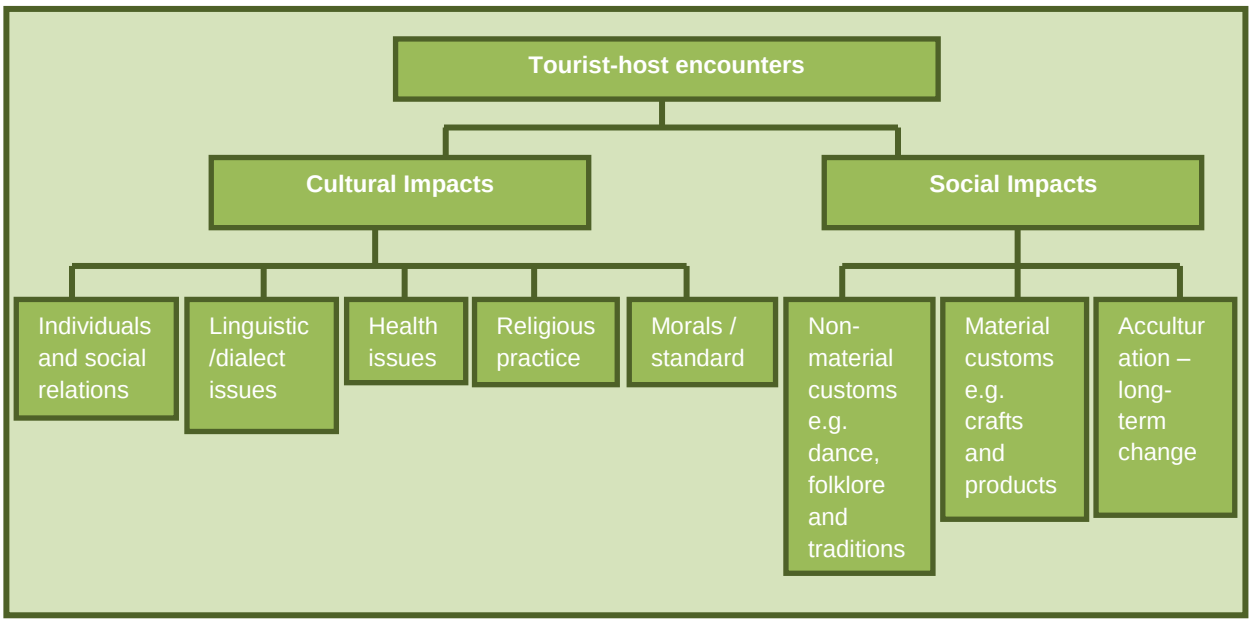


Figure 2.8: The dimensions of tourist-host encounters (Adapted from: Mathieson and Wall, 1982:158 as cited in Page and Connell, 2006:360; Ritchie and Zins, 1978 as cited in Mason 2003:57; Shaw and Williams, 1994:87 as cited in Page and Connell, 2006:360)

Table 2.5 shows which impacts can surface from socio-cultural interaction between visitors and the host community:

Table 2.5: Positive and negative socio-cultural impacts of tourism

Positive Socio-cultural Impacts	Results
Development of cultural awareness	The tourist and the community are exposed to each other's cultures. Ecotourism has the prospective to decrease stereotyping and to contribute to an agreed understanding of cultural differences
Preserving history and local heritage	Learning about and experiencing the local culture is frequently a main attraction of ecotourism. Revenue from tourism can be used to benefit in the preservation and/or restoration of local heritage and historical buildings
Promotes international peace	Direct interaction between tourists and local communities can lead to better understanding and tolerance of each other.
Enhances an appreciation of cultural traditions	The local community may feel a sense of pride when tourists are interested to learn about and to appreciate their culture
Improved infrastructure and public services for the local community	Tourism development can benefit the local community due to development of additional facilities and services,

	as well as the improvement of existing infrastructure
Negative Socio-cultural Impacts	**Results**
Skilled foreign workers are imported for the tourism industry	Give local community a feeling of economic colonialism
Antagonism	Community shows unfriendliness towards tourism that can lead to social unrest
Westernisation & commodification of the culture	The local culture is altered to suit the needs of tourism
Staged authenticity	The originality of a culture packaged for tourism may be questionable
Health issues	Tourists may introduce disease to the local community for example HIV/AIDS, Ebola virus, swine flu or bird flu

(Adapted from: Honey, 2008:31; George, 2007:300; Saayman, 2000:136; Hudman & Jackson, 2003:37)

The manufacturing of employment, the renewal of poor or non-commercial regions, the revival of local arts and crafts and traditional cultural activities, the renewal of social and cultural life of the local population, the regeneration of local architectural traditions, and the promotion of the need to conserve areas of exceptional attractiveness which have pleasing and cultural value, are some of the more beneficial impacts of ecotourism on society (Mason, 1995).

Some of the negative effects are overcrowding. Traditional activities such as farming may decline and regions can become over-reliant on tourism and the local community may find it problematic to co-exist with tourists who have unalike values and who takes part in leisure activities, while the local community are has to work (Mason, 2003:59). More negative impacts include cultural damage, genuineness and specific issues, such as increases in drug taking, prostitution and crime in general. The “demonstration” effect is one of the most important socio-cultural impacts of tourism. This is most likely to occur when the contacts between local community and visitors are relatively insincere and short lived (Williams, 1998).

2.6.3 Environmental impact

The environment consists of both natural and human features. The term environment is frequently thought to mean no more than the physical or natural features of a scenery (Mason, 2003:70). There has also been a switch to more environmental sensitive practises of tourism, such as ecotourism and wildlife-based tourism, which still brings with it major environmental concerns (Page & Connell, 2006:374). According to Swarbrooke (1999) as cited in Mason (2003:70-71) there are five sub-components of the environment, namely the natural environment, wildlife, the farmed environment, the built environment and natural resources. Figure 2.9 indicates the components of these five aspects.

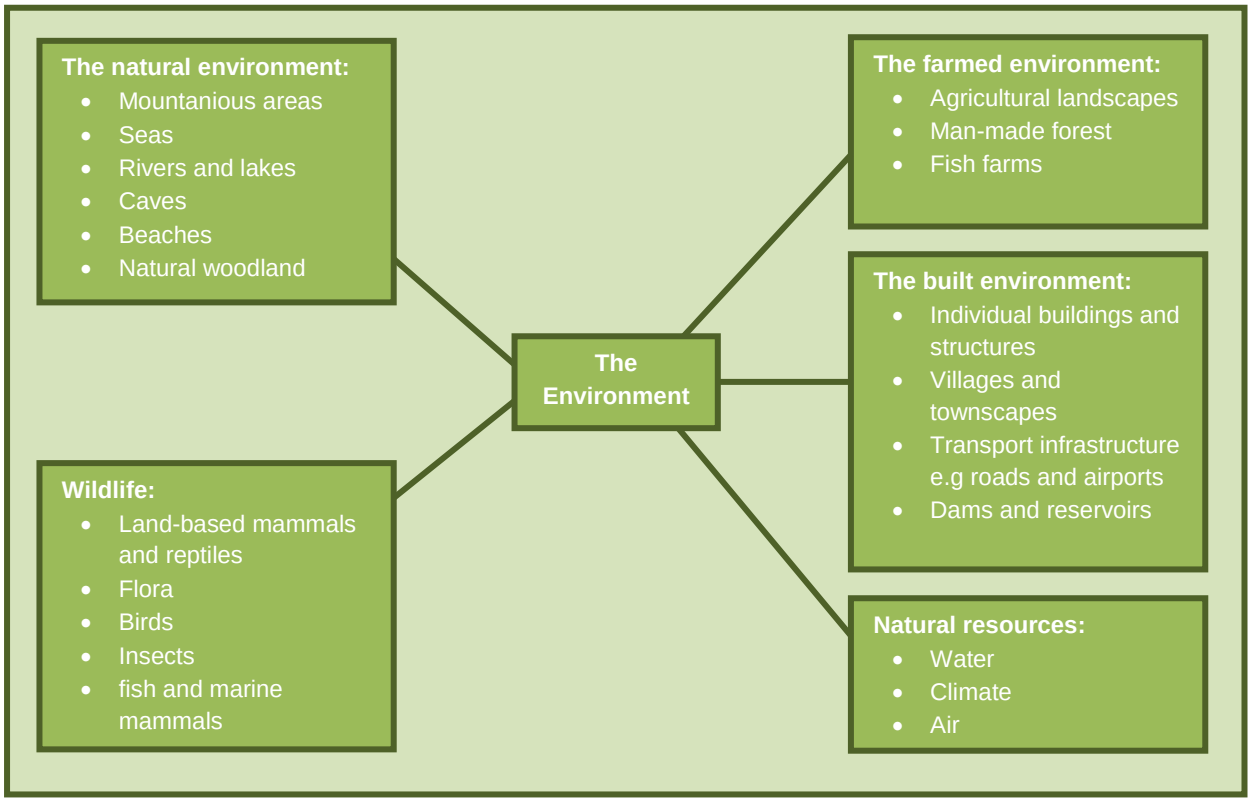


Figure 2.9: The scope of the concept of the environment (Adapted from: Swarbrooke, 1999 as in Mason, 2003:70-71)

As seen in Figure 2.9, the environment consists of five sub-components and their aspects, namely 1) the natural environment, which consists of mountainous areas, seas, rivers and lakes, caves, beaches and natural woodland, 2) wildlife, which consists of land-based mammals and reptiles, flora, birds, insects, fish and marine mammals, 3) the farmed, environment which are agricultural landscapes, man-made forest and fish farms, 4) the built environment, which are individual buildings and structures, villages and townscapes, transport infrastructure (roads and airports), dams and reservoirs and 5) natural resources, which consist of water, climate and air.

Positive impacts are that ecotourism may encourage processes to protect the environment and/or landscape and/or wildlife, ecotourism helps the promotion of the establishment of National Parks and/or Wildlife Reserves, ecotourism promotes the preservation of buildings or monuments (includes UNESCO's World Heritage Sites), ecotourism may endorse the revenue to preserve historic buildings, heritage sites and wildlife habitats. The following have been viewed as negative environmental impacts: tourists are likely to drop litter, ecotourism can contribute to overcrowding in terms of people as well as traffic, ecotourism may result in the pollution of water courses and beaches, ecotourism may result in footpath erosion, ecotourism can lead to the manufacture of unattractive human structures such as buildings (e.g hotels) that

do not fit in with vernacular architecture and ecotourism may lead to damage and/or disturbance to wildlife habitats.

Table 2.6 illustrates a more intricate condition regarding the effects of ecotourism impacts on the environment than the lists above (Hunter and Green, 1995 as cited in Mason, 2003:75; Fennel, 2002:43):

Table 2.6: Balance sheet of environmental impacts of ecotourism

Area of effect	Negative Impacts	Positive Impacts
Biodiversity	• Disturbance of breeding or feeding patterns • Killing of animals for leisure (hunting) or to supply souvenir trade • Loss of habitats and change in species structure • Ruin of flora	• Encouragement to conserve animals as attraction • Establishment of protected or conserved areas to meet tourist demands
Erosion and physical damage	• Soil erosion • Damage to sites through trampling • Overloading of crucial infrastructures (water supply networks)	• Tourism revenue to finance ground repair and site restoration • Improvement to infrastructure prompted by tourist demand
Pollution	• Water pollution through sewage or fuel spillage and rubbish from pleasure boats • Air pollution (vehicle emissions) • Noise pollution (from vehicles or tourist attractions such as bars and disco's) • Littering	• Cleaning programmes to protect the attractiveness of location to tourists
Resource base	• Depletion of ground and surface water • Alteration of water supply to meet tourists needs (golf courses / pools) • Depletion of local fuel sources • Depletion of local building material sources	• Development of new or improved sources of supply
Visual / structural change	• Land transfers to tourism (farming) • Detrimental visual impact on natural and non-natural landscapes through	• New uses for bordering or unproductive lands • Landscape improvement (to clear

	tourism development • Introduction of new architectural styles • Changes in (urban) functions • Physical expansion of built-up areas	urban carelessness) • Regeneration and/or modernisation of built environment • Reuse of abandoned buildings

(Adapted from: Hunter and Green, 1995 as cited in Mason, 2003:75; Fennel, 2002:43)

As indicated in Table 2.6, the negative impacts are more than the positive impacts. A key resource for ecotourism is the environment. It is possible to divide the environment into human or built environment and the natural environment. The need for sensibly planned and accomplished ecotourism in relation to environmental impacts has developed and remains to be a serious issue because visitor numbers continues to rise.

As seen in the above section (Section 2.6), one of the world's largest economic sectors are ecotourism and has the proficiency to play a key role in sustainable development in those parts where the environment appeals to tourism (Powell & Ham, 2008:467; Tsuar, Lin & Lin, 2005:640; Fennell, 2002:12). Therefore, the following section will look at the theoretical analysis of sustainable development.

2.7 Theoretical analysis of the concept sustainable development

The search for sustainable development and environment friendly behaviour is a primary challenge for all governments, companies and individuals (Davis, 1991:4). One of the crucial source of foreign income for a number of developing countries, such as South Africa, are tourism. In some, the industry is facing environmental problems that could constrict future growth. This has resulted in a number of discussions about sustainable development (Clayton, 2002:61). At least three different meanings are found that relate directly to the notion of sustainable tourism and which are used in the literature (McCool & Moisey, 2001:5). They imitate a range of world-views, from those that are industry-centred, to those that are more largely socially-centred. They are as follows:

- To maintain the tourism industry in the long run:

  To build and manage tourism businesses in such a manner that they maintain themselves over a long period. A great emphasis are placed on upholding publicity programmes to assure that the tourists' number visiting an area remains to increase by means of sustainable tourism. In this context of sustainable tourism, the more tourists, the better (McCool & Moisey, 2001:5).

- A gentler form of tourism:

  This form of tourism is generally restricted in balance, sensitive to cultural and environmental impact and respective of the involvement of local community in policy decisions. There are limited biophysical and social restrictions to tourism development. Tourism will cause negative social and environmental impacts. Local people and communities benefits from sustainable tourism and protects resources on which the tourism industry rests (McCool & Moisey, 2001:5).
- A tool of social and economic development:

  It should be used as a method to enhance economic opportunity. The question that arises is "What should be sustained?" The main focus, in a natural resource management setting is on various ecosystem characteristics. Extensive economic and social development programmes are integrated with tourism and can be seen as a way – similar to many definitions of ecotourism – to protect the natural and social funds upon which the industry is built (McCool & Moisey, 2001:5).

Sustainable tourism is different from sustainable tourism development and can be described as the survival of a product in the long-term within the destination. This may sound a bit confusing, but one can easily argue that tourism can be seen as sustainable in an area where the tourist numbers and spending show a steady growth pattern over a period of time (Ioannides, 2001:59). For example the Cango Caves, which maintained its potential to attract tourists done over an extended time period. If nearer examined, one will see that the environment has suffered a great deal. Therefore from an environmental point of view, the Cango Caves have not been sustainable. Here it is clear that tourists impact on the physical environment. This is a comprehensible warning to national parks to keep the environment, future generations and community in mind during the scheduling and development process.

On the other hand, tourism within the perspective of sustainable development is far more complex. It can be defined as the type of tourism that is established and preserved in an area either the local community or the environment, in such a way and at such a scale, that it remains feasible over an undetermined period and does not damage or change the (host) environment to such an degree that it prohibits the effective development and well-being of other activities and processes. This can be seen as an acknowledgement that tourism is not taking place in a vacuum (Ioannides, 2001:59).

Conservation for future generations, protecting the local community's culture and natural heritage and upholding an anticipated quality of life, should be the emphasis of national parks' aim. This results in using a combination of the last two views with the emphasis on restricted

biophysical and social tourism development, where sustainable tourism closely benefits local people and their communities in which the tourism industry is conducted.

Clearly, sustainable tourism development must keep the environment and economic growth in mind. Swarbrooke (1999:14) and the International Energy Agency (2001:13) give the following definition of sustainable tourism development as the forms of tourism where the needs of tourists, the tourism industry, and host communities are met without compromising the ability of future generations to meet their own needs (Hobson & Essex, 2001:133; Pigram & Wahab, 1997:3).

Because of the fact that the environment plays an important role, the definition changed to economically viable tourism that does not extinguish future resources on which tourism will depend, remarkably the physical environment and the social factor of the local community (Swarbrooke, 1999:14). Goodwin (2002:3) agrees by saying responsible travel to natural areas are because of conservation of the environment and sustainability of the well-being of local people. There are three primary requirements for sustainable tourism and Goodwin (2002:3) suggests it as the needs of the local community must be met in terms of their standards of living (short and long term), in order to achieve an enhanced standard of living the fulfilment of the demands of growing tourism numbers are required as well as the endurance of attracting them and for this purpose the environment must be protected.

Briassoulis (2002:1065) states that sustainable tourism development circles around a central matter. In order to meet the vital criteria of promoting local communities' economic well-being, preserving their natural and socio-cultural assets, achieving intra- and intergenerational fairness in distribution of expenses and benefits, that secures their independence and satisfying the needs of tourists, the natural, built, and socio-cultural resources of local communities must be managed .

The Manila Declaration of the World Tourism Organisation, as in Swarbrooke (1999:14) and Inskeep (1991:33), states that sustainable tourism is the fundamental conditions for harmonious development of tourism are the protection, enhancement and improvement of the numerous components of the environment. Likewise is the sensible management of tourism that can contribute to an enormous degree in the protecting and developing of the physical environment and the heritage, as well as refining the quality-of-life.

This declaration pointed out the significance of a link between the environment and the tourism industry.

In order for the development of tourism to take place, an unspoilt natural and human environment is a fundamental condition. Furthermore, sensible management of tourism may add considerably to the protection and development of the physical environment and the cultural heritage, as well as to improving the quality of life (Inskeep, 1991:33).

According to Murphy (1985:274), tourism's interest in sustainable development is understandable because the environment, both physically and humanly, is sold as a product. Tourism is environmentally dependent and the environment is vulnerable to the impact of tourism. To a large degree is tourism, a resource-based activity that interacts with natural systems and with the ability to conduct extensive changes in the environment (Pigram, 1995:208). Sustainable tourism development signifies the interdependence of environmental, social and economic issues and politics. In order for successful sustainable tourism development this interdependence should be taken into consideration (Myburgh & Saayman, 1999:18).

Nevertheless, despite the increasing popularity of the term, its transformation into action was thus far not yet completely successful (Ioannides, 2001:57). The main stumbling block that prevents a true sustainable development is the fact that sustainable development does have a different meaning for different groups as stated by Ioannides (2001:57). McCool and Moisey (2001:2) added that the meanings attached to sustainable tourism development have diverse significance, with little seemingly agreement among authors and government institutions. Ioannides (2001:57) says that, a delicate balance between conflicting economic, environmental, and socially equitable objectives must be achieved in order for a true sustainable development to take place. As a result the economic growth is distributed evenly with minimised environmental impacts of these activities. In theory it may sound easy to balance the "three E's" of sustainability namely environment, economy and equity (Figure 2.10).

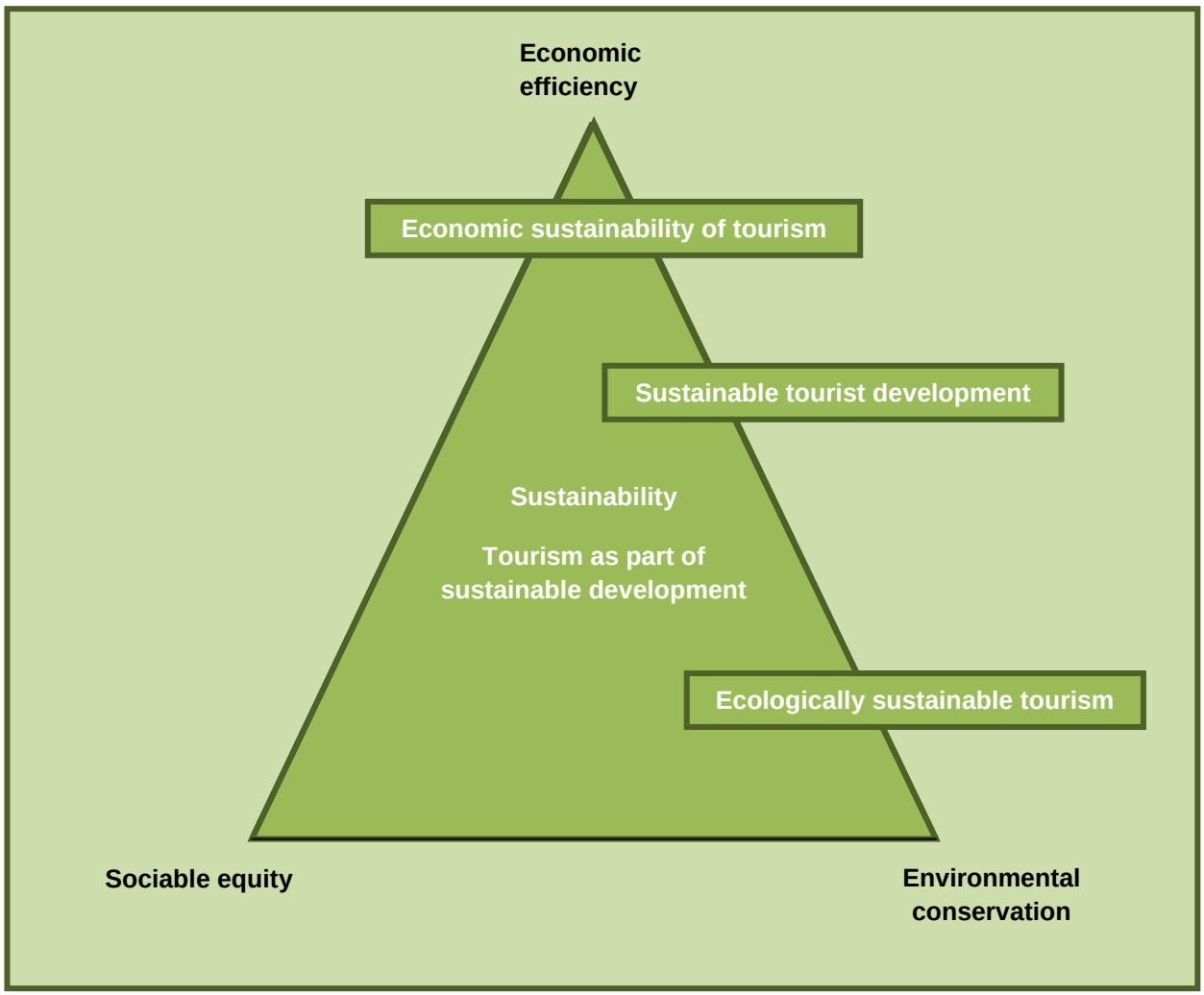


Figure 2.10: Analysis of sustainable tourism (Adapted from: Coccossis *et al.*, 1996)

The first analysis of sustainable tourism are the policy area that can be found near the top, in correspondence with economic efficiency. The second analysis, ecologically sustainable tourism, can be recognised near the top that corresponds with environmental conservation. The third is in fact a blend of economic efficiency and environmental conservation policies and can be identified along the side that connects these two peaks of the triangle. The last one fits better in the centre of the triangle. The above-mentioned methods reflect different main concerns of which each one has its own values and could be appropriate for various cases and settings, whether it is established or developing destinations, in progression or deterioration, natural areas or developed resorts (Coccossis *et al.*, 1996:9).

In the pursuit for an extended perspective on tourism and the environment, the strategies toward sustainable development would involve the following:

- To link a development policy with environmental management. The first step would be to review the project plans and programmes from an environmental perspective;

- Having a regional-level environmental management schemes that can provide a framework for guiding local environmental management programmes;
- Tourism development and environmental management policies at local, regional and national level to be integrated ; and
- To increase the local capability to deal with environmental issues, predominantly in fast developing tourist destination areas (Coccossis *et al.*, 1996:9).

This imply that, to achieve a decent standard of living for all people and living within the limits of their natural systems, all current and future generations must strive to it. This may sound easy but it is difficult to get consensus on how sustainable development must be applied due to the different views from different stakeholders (Ioannides, 2001:57). For those whose main priority it is to maintain economic growth, one tends to find short-term goals opposed to those that may give preference to less tangible social justice and environmental protection goals. In a tourism context, this means that those who are more concerned about a fast reward from their investment will not be extremely concerned about the environment or social ramifications of their actions.

Similarly, it aims to be impossible to convince people from a poor country in a remote area to buy into a long-term development process to protect their natural environment, especially if they pursue rapid economic growth as is the case with people living in the rural areas. Moreover, sustainable development is seen by developing countries as yet another attempt of Western industrialised societies to oppose their own agendas on poorer nations. Table 2.7 clearly indicates the difference between sustainable tourism development and non-sustainable tourism development (Swarbrooke, 1999:15).

Table 2.7: Sustainable versus non-sustainable tourism development

SUSTAINABLE	NON-SUSTAINABLE
General concepts	
• **Slow development**	• Rapid development
• **Controlled development**	• Uncontrolled development
• **Appropriate scale**	• Inappropriate scale
• **Long term**	• Short term
• **Qualitative**	• Quantitative
• **Local control**	• Remote control
Development strategies	

• **Plan, then develop** • **Concept-led schemes** • **Landscapes concerned** • **Pressure and benefits diffused** • **Local developers** • **Locally employed** • **Vernacular architecture**	• Develop without planning • Project-led schemes • Concentrating on “honey-pots” • Increase capacity • Outside developers • Imported labour • Non-vernacular architecture
Tourist behaviour	
• **Some mental preparation** • **Learning local language** • **Tactful and sensitive** • **Quiet** • **Repeat visits**	• Little or no mental preparation • No learning of local language • Intensive and insensitive • Loud • Unlikely to return

(Adapted from: Swarbrooke,1999:15)

According to Inskeep (1991:461), the goals of sustainable tourism are:

- To develop a better awareness and understanding of the substantial contributions that tourism can make to the environment, the people and the economy;
- To encourage fairness in development;
- To improve the quality of life of the local community;
- To deliver a high quality of experience for the visitor; and
- To preserve the quality of the environment on which the above-mentioned goals depend.

If one look at the goals, some advantages and disadvantages of sustainable ecotourism must also be considered as indicated in Table 2.8.

Table 2.8: Advantages and disadvantages of sustainable ecotourism

Advantages of sustainable ecotourism	Disadvantages of sustainable ecotourism
• Brings satisfaction and enrichments to visitors; • Strengthens the respect for natural and built heritage; • Promotes an understanding of and appreciation for other communities and cultures;	• Overcrowding; • Traffic congestion; • Wear and tear; • Inappropriate development; and • Conflicts with the local community

• Supports the maintenance and improvement of heritage; • Acts as catalyst for clearance of eyesores and dereliction; • Creates jobs and wealth; • Diversified narrowly-based rural economies; • Improves the quality of community life; and • Supports businesses and services that might close down, had it not been for ecotourism.	

(Adapted from: Selman, 1996:55)

Some basic guidelines (zoning, tourism demand management, design for tourism management, crowd management, monitoring of impacts, behavioural management and profit sharing for local conservation and improvement) to follow, when goals, advantages and disadvantages as mentioned above are all considered for sustainable ecotourism, will ensure contribution to the protection of natural areas:

- Zoning

  Zones with different uses and use intensity should be defined. It is a multi-dimensional technique that is driven by ecological data to balance the demands of protection and use in determining the most appropriate levels of use for specific areas within the park. One of the most crucial results is to guarantee that activities in one zone do not intrude on the intended purposes of another (Buckley & Pannell, 1990:29).
- Tourism demand management

  Global tourism demands for a nature-area to be managed. The following instruments can be used: Determine total number of tourists, meaning tourists carrying capacity, establishes a price in line with number of tourists allowed per day and define marketing, distribution and promotion policies in line with price per day and demand numbers.
- Design for tourism management

  Designs facilities for the use of tourists. Uses local building styles and building materials. Also makes use of environmental friendly technology. Hardens intensive-use areas.
- Crowd management

  Designs routes that enable management to manage tourist's movements. Provides signposts and sets up timing and sequencing programmes.
- Monitors impacts continuously

  Determines which areas and species are of great interest to the tourists and undertakes regular ecological audits to measure the impacts.

- Behavioural management
  Sets up rules and codes of practice for tourists. Educates communities, staff and tourists on the importance of conservation.
- Profit sharing for local conservation and improvement
  Ensures that parts of the profits are reinvested in the area that is used to generate the profit (Yunis, 2001:3).

The definitions of ecotourism and principles that were identified for ecotourism, pillars of ecotourism as well as sustainable aspects found in this chapter, were used to develop the eight principles of the rating system of this study.

2.8 Conclusion

The main reason for conducting this study is to develop an ecotourism rating system, for national parks, therefore, the aim of this chapter is to do a theoretical analysis of ecotourism. The major challenge of ecotourism today is how to interpret the definition of ecotourism into applicable and usable principles (guidelines) and criteria. Given that diverse ecotourism areas, regions and destinations around the world are exceptional in most respects, this is a difficult task.

There are different forms of tourism, such as mass tourism, nature-based tourism, alternative tourism, wilderness travel and ecotourism. Ecotourism which falls under alternative tourism, concentrates on fewer tourists, but a better quality of experience where tourists can learn more about the nature. Ecotourism needs to generate an income and be profitable, but only in an environmentally sustainable manner and the profit must be ploughed back into the community and the environment. Low impacted nature tourism, adds to the upkeep of species and habitats, either directly through a contribution to conservation and/or indirectly by providing income to the local community, and as a result to guarantee a source of income, they protect their wildlife area. Some key features that differentiate ecotourism from other forms of tourism are the fact that ecotourism is educative, sustainable and has a minimum impact on the natural component and on the ethical nature of the tourism experience provided.

Nature-based, ecologically sustainable, environmentally educative and locally beneficial and that it generates tourist satisfaction, are core principles that are essential to ecotourism. For a product to be labelled as ecotourism, the nature-based, ecologically sustainable and environmentally educative principles are crucial while locally beneficial and that it generates tourist satisfaction are seen as being expected for all forms of tourism. Sustainable

development is central in ecotourism. At least three different meanings relates directly to the concept of sustainable tourism and are used in the literature. These meanings reveal a spectrum of world-views, from those that are industry centred to those that are more widely socially centred. The next chapter will focus on ecotourism labelling and rating systems.

Chapter 3
Ecotourism labelling and rating

3.1 Introduction

Many eyebrows has been raised because of the increasing number of “eco” marketing claims in tourism. The question arises whether there are any methods to ensure the validity of claims, such as whether a product is eco-friendly or not. The regulation system of environmental promotion, for example legislation to industry self-regulation to voluntary codes of practice, vary across borders (Polonsky, 1995; DoE, 1997; Leubuscher, Hager, Wattiez, Mombru & Liaska, 1998). These false claims are also called “greenwashing” and are defined as “the phenomenon that describes companies and persons that in a false way exploits the green trend” (David Report, 2007:4). Governments and organisations came up with a solution to “greenwashing” by developing eco-labels, also known as green labels, which are used to communicate to tourists that the product is indeed environment-friendly based on a list of proven required criteria. “Eco-labelling refers to the provision of information to tourists that a product is environment-friendlier than other products in the same category” (Nunes & Riyanto, 2005:145).

Eco-labels were first developed in Europe in 1978 and due to its success it is now found around the world. According to the Federal Electronics Challenge (2007), eco-labelling is a voluntary move towards certified environmental performance acknowledgment that is in practice around the world and an eco-label identifies a product that meets the specified performance criteria or principles. Font and Buckley (2001:3) define eco-labels as a method in standardising the approval of environmental claims by means of fulfilling the set criteria that is normally based on unbiased verification by governments or non-profitable organisations. The International Standards Organisation (ISO) defines eco-labelling as a voluntary third-party programme based on various criteria that awards a license in authorising the utilisation of a product within a specific product category based on the life cycle considerations (Global Eco-labelling Network, 1999). An often-quoted definition of eco-labelling, as applied to tourism, is: “an officially sanctioned scheme in which a product or service may be awarded an ecological label on the basis of its acceptable level of environmental impact. The acceptable environmental impact may be determined by consideration of a single environmental hurdle or after undertaking an assessment of its overall impacts” (Synergy, 2000:vii).

The demand for products with eco-labels is growing according to the Ecolabel Index (2010:1-19) and they were originally developed as an environment-friendly informing method and not a

form of “greenwashing”. Eco-labels are used as a marketing tool that brings a competitive advantage to the tourism company’s product and also to allow the tourists to make better choices for the environment during their purchasing decisions (Ehrenfeld, 2008). Tourism literature interpret and label environmental management tools differently and often refer to terms such as environmental certifications, accreditation schemes, tourism eco-labels, environmental rating schemes, environmental auditing, benchmarking, best practice and consumer labels (Fennell, 2008:188; Ingram, 2007:281; Harris, Griffin & Williams, 2002:59, Diamantis & Westlake, 2001:33; Holden, 2008:147).

According to Toth (2002:73-101), rating programmes can be administered in various different ways, for instance, a trade association with a composite unit of members that produce similar products, or through a governmental agency. As stated in the definitions above, labels can be put to practise through third-party non-governmental organisations with numerous environmental interests (Toth, 2002:73-101). In developing successful standards for rating, third-party programmes need to consult with a variety of stakeholders such as industry, government and tourists. This ensures both that the necessary environmental objectives are met by the standards and that it is feasible for suppliers (UNEP, 1998). Standards can be in the form of specific technical requirements, environmental management systems (for example, based on ISO 14000 and 14001) or result-based objectives that can be feasible through any process preferred by the supplier (Toth, 2002:73-101).

To ensure the success of sustainable tourism, the importance of rating programmes are highlighted by Skinner, Font and Sanabria (2004:214). The features of successful rating programmes include the prospect of alleviating unconstructive environmental and social impacts, guarantee answerability and provide advertising benefits to the participating forms (Skinner *et al.*, 2004:214). The possibility that tourism eco-labels may create international trade conflicts arouses concern, while environmental rating creates an optimistic outline for promoting environmental and community friendly tourism (Coyle, 2005:12).

Eco-labels that evaluate environment-friendly products for tourists, can consider effects like the bio-degradability of the product, the materials and methods used when manufactured. To qualify for an eco-label, companies must submit to a rating process to display the fulfilment of the requirements of certain environmental standards in the products they offer. Products are labelled with the eco-label as a status indicator to tourists (OECD, 1997). The same idea is applied to tourism to allow tourists to be informed that the products they are taking advantage of, are not damaging the environment in the location where they are visiting.

A broad range of eco-labels in tourism, hospitality and land management have been introduced during the last decade, and most of them are implemented at sub-national level, meaning specifically country (Font and Buckley, 2001:3). Although eco-labels, according to Font and Buckley (2001:3), can recognise good practice, the introduction of rating systems needs to go hand-in-hand with the regulation of claims outside rating systems, since these undermine the "official" eco-labels. Therefore, the intention of this chapter is to present a theoretical analysis of ecotourism labels and rating systems found in different nature- and wildlife-based products. The remainder of the chapter will address the role players in eco-labelling, the awarding body, the verifying body, the applicant, and the tourism market; eco-labelling in the context of sustainable tourism and ecotourism; and the global and national environmental initiatives.

3.2 Ecotourism labelling

The validity of the possible role of environmental considerations when purchasing holidays, can be attributed to the growth in ecotourism for demand and supply and the reported common interests of tourists for environmental concerns in the last decade (Font and Buckley, 2001:6). The importance of the environment as part of a holiday destination, means that tourists may look for eco-labels that address environment friendly issues, to ensure their destination has clean, pleasant surroundings. Fewer tourists, according to Font and Buckley (2001:6), will be concerned enough to go beyond this, and to consider labels proving good environmental practices or environmental improvement, although both may be related. Role players in awarding eco-labels are being depicted in Figure 3.1 below.

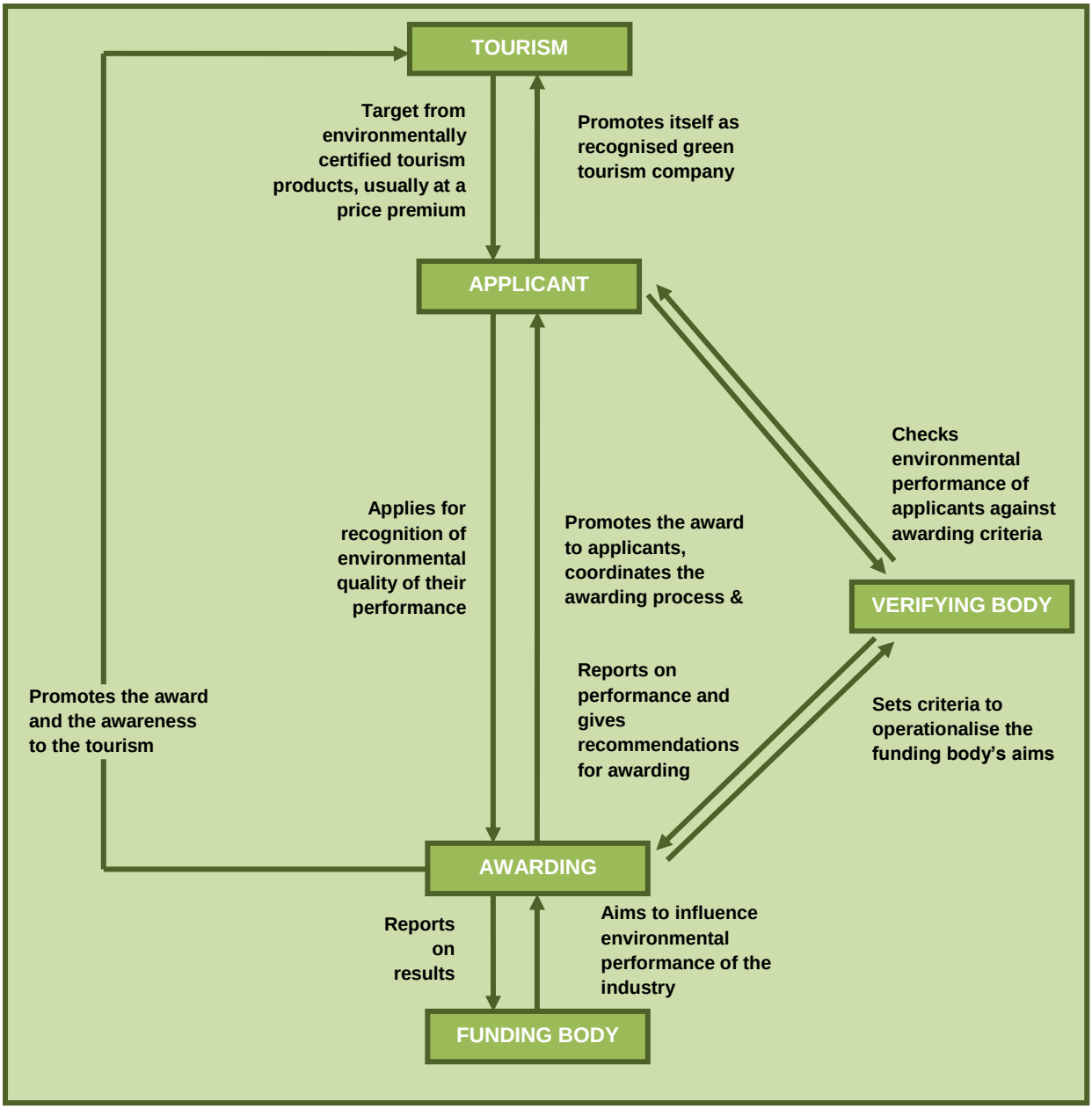


Figure 3.1: The players in tourism eco-labels (Adapted from: Font and Buckley, 2001:5)

The different players in tourism eco-labels will be discussed next.

3.2.1 Funding Body

The funding bodies are the organisations that pay for an extensive part of the cost of development or management of an eco-label (Font and Buckley, 2001:7). They tend to be governmental or non-profit organisations and in a smaller number of cases, industry associations or tourism companies. According to Font and Buckley (2001:7), the current trend is to include both public bodies and non-governmental organisations (NGO's) to guarantee credibility and transparency of the label, while also engaging industry associations and large tourism companies to ensure the industry's commitment to applying for the label, and therefore the long-term survival of the label.

The success of a tourism eco-label needs to be assessed against the objectives of the funding body, broadly: (i) the enhancement of the industry's environmental performance (this is where eco rating systems plays a role) (ii) the benefits of associating the funding with "good causes" (Font and Buckley, 2001:7). The eco-label will be run from a resource based point of view, with strong management and verifying criteria, but there will be limited tourist projection. The award will be run as a glamorous public relations exercise to ensure that the funding body benefits from a green image (Font and Buckley, 2001:7).

3.2.2 The eco-label and its Awarding Body

An Awarding Body may target many sectors of the tourism industry, basically differentiated between providers of tourism products – such as hotels, airlines, attractions and destinations – and distribution channels – such as travel agents and tour operators (Font and Buckley, 2001:9). According to The United Nations Environmental Programme (UNEP) (1998), there are also numerous labels specific to accommodation providers, rather than to other types of tourism organisations, and there is a significant lack of schemes for destinations and travel agents.

An eco-label must be developed in three phases, plus project management tasks:

- Positioning the concept of an eco-label among other environmental promotion tools and planning the eco-label by considering the stakeholders to be included.
- Development of the criteria (rating system or criteria) to be used, the methods of verification and the tools to be made available to potential awardees. Also, consulting both with potential sites and stakeholders and piloting the guidelines written to help applicants.
- The process is wrapped up by focusing on the proposals for managing the eco-label, such as funding, alternative methods of running it and associated costs, bodies that are willing to endorse the label and to market the proposals to sites and stakeholders to increase the interest in the eco-label before handing over the proposals to the funding body.

3.2.3 The Verifying Body

The verifying body prepares a list of criteria to verify the tourism company's performance and management and a briefing for a verifying agency to undertake this task. They operationalize these criteria, which are often the result of compromises, showing their weakness (Font and Buckley, 2001:10). According to Font and Buckley (2001:10), environmental codes of conduct have been developed, but the verification performance and management in the service industry becomes problematic.

Tourism eco-labels have responded by keeping their criteria to simple facts, mostly verified to

site visits and little paperwork, although some recent labels are demanding stricter environmental management structures (Font and Buckley, 2001:11). This, according to Font and Buckley (2001:11), will determine the future shape and content of eco-labels.

3.2.4 The applicant and the tourism industry

Tourism companies (such as South African National Parks) attributes a lot and is regarded as environmentally respectful. First of all, they might want to preserve environmental resources, and influence others in this practice. Secondly, they want to be seen to be environmentally friendly to gain corporate advantage through enhanced image. Thirdly, they want to make savings or increase revenues from environmental practices and a green image, ranging from incentives to higher selling prices to cost savings (Font and Buckley, 2001:12).

Not only does it sell to prospective tourists, but companies also benefit from this when dealing with the public sector, non-profitable organisations, traders and company employees, as seen in Table 3.1, which summarises the benefits of green management and marketing (Ledgerwood & Street, 1993; Post & Altman, 1994; Miller & Szekely, 1996; Tsai & Child, 1997; Hartman & Staford, 1997; Menon & Menon, 1997).

Table 3.1: Benefits of green management and marketing

Aims	Organisation itself	Traders	Non-profit organisations	Public Sectors	Tourists
Resources preservation	Staff awareness	Ability to influence	Expert input to product design	Leadership	Managed consumption through education
Corporate advantage through image	Good staff relations	Access to new suppliers Access to capital	Product endorsement	Status / PR input in planning policies	Promotion Access to new markets
Financial benefits	Eco-savings	Reduced insurance Recycling revenues	Indirectly, through image reinforcement	Funding opportunity Penalty avoidance Possible TAX incentives	Increase in usage prices

(Adapted from: Font and Buckley, 2001:12)

According to Font (2001:12) many benefits (eco-savings, reduced insurance, recycling revenues, financial image reinforcement, funding opportunities, penalty avoidance, TAX incentives), as mentioned in Table 3.2 originate from green marketing, rather than green management, hence the temptation of promoting tourism products with references to unspoilt

nature where this is consumed, but not protected, through tourism.

Different industries will use the environment in their marketing strategies at different times, depending on the availability of other sources of competitiveness, competitors' pressure and tourist pressure (Font and Buckley, 2001:12). In the case of national parks, the environment can be seen as the main selling feature. Tourism adapted the strategic use of the environment as a marketing tool, shown in the seven profiles listed in Figure 3.2, considering the importance they give to their environmental performance through green marketing (Roome, 1992; Steger, 1993; Gummessor, 1994; Jose, 1996; Menon & Menon, 1997; Azzone, Bertele & Noci, 1997, Schaefer & Harvey, 1998).

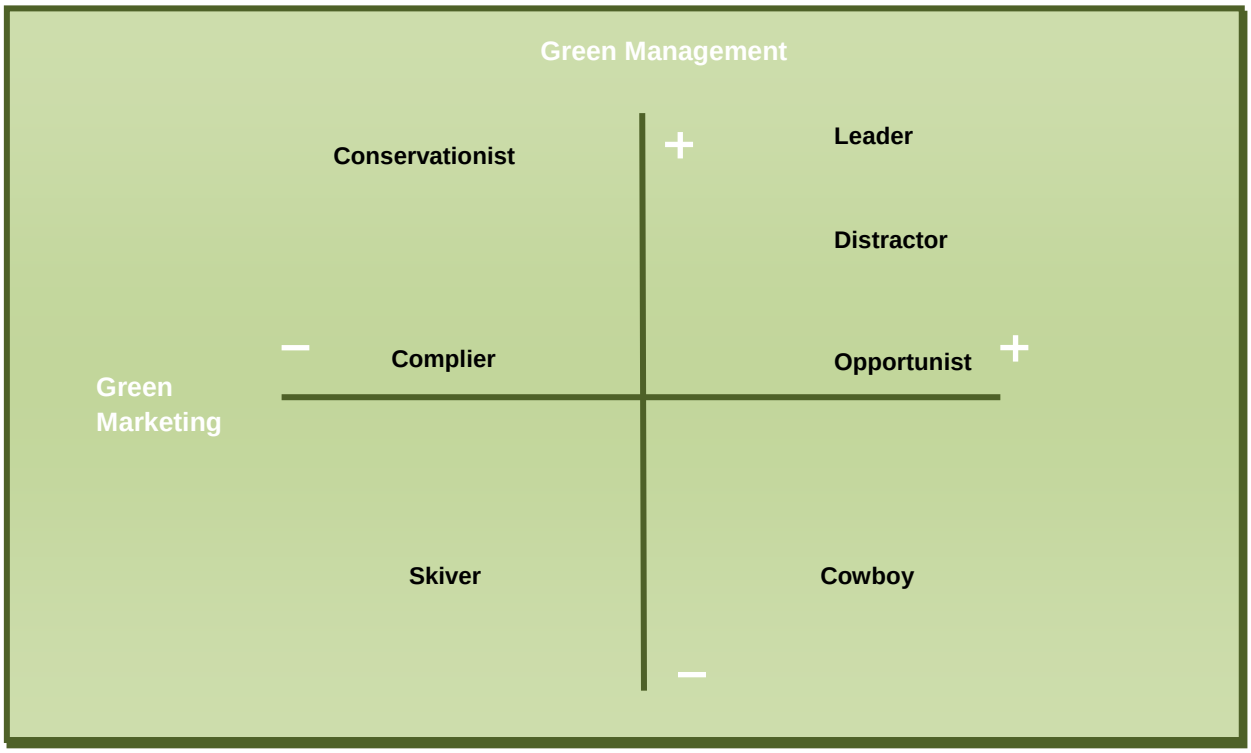


Figure 3.2: Corporate attitudes towards the environment (Adapted from: Font and Buckley, 2001:13)

The seven profiles in "green management" namely conservationist, leaders, distracters, compliers, opportunists, skivers and cowboys, listed in Figure 3.2 will be discussed next (Font and Buckley, 2001:13-14).

- The conservationist

  Environmental expenses on an ongoing improvement basis, are internalised by these tourism companies. Ongoing improvement, rather than a fixed state, is the green path. The tourism companies' management systems combine environmental issues and increasing targets which is higher than governmental regulations are set. To avoid generating additional unwanted demand, they do not bring their environmental performance into play in promoting themselves.

- The leaders

  These are the tourism companies who have environmental standards as high as the conservationist tourism companies and as a promotional tool, they use their environmental performance. These are the tourism companies who use competitive edge namely environmental management with a marketing focus.

- The distracters

  These are the tourism companies who rather take the “can do” approach instead of the “should do” approach. These tourism companies will focus on issues that they can be dealt with effortlessly as their environmental flagship to be seen as “green”.

- The compliers

  To these tourism companies the environment is not a priority, because they comply with the current legislation and utilize this as a hurdle to tourism development and it has little implications for management.

- The opportunists

  These are the tourism companies that use environmental claims for marketing and promoting purposes. There are diminutive change in their resource planning and management. They comply with the basic environmental legislation and institutionalise environmental concerns by means of mission statements and broad claims. Through promotion, these will be presented to society with little background.

- The skivers

  Most basic responsibilities to the environment will be denied because of economic profits by opportunity-driven tourism companies. All environmental legislation have not been complied to and tries to avoid awareness to the environment close proximity to their organisation.

- The cowboys

  These tourism companies are comparable to the skivers. Without being reverential to the resources used, they promote their tourism products as being nature-based. Due to the differences between the tourist destination and the tourists’ origin caused by distance and the legal frameworks, this deceit can be easier in tourism than in other sectors..

One of the key quarrels for using award schemes being environmental achievements and claims is to safeguard that only companies with good environmental management take part in green marketing (Font and Buckley, 2001:12-13). Eco-labelling will be discussed next, in the context of ecotourism.

3.3 Eco-labelling in the context of Ecotourism

The intention of the eco-labelling and / or certification schemes in tourism is to highlight the best practices for products and services. (Diamantis & Westlake, 2001:27). Such schemes aim to ensure that different components of the tourism industry, from both the demand and supply elements, are conducting their practices with fewer unfavourable impacts on the environment, on society and on the economy. Because of the enormous size of the tourism industry, these schemes have been initiated in the gentlest forms of tourism, especially ecotourism (Diamantis & Westlake, 2001:27).

It appears that, according to Diamantis and Westlake (2001:27), eco-labelling and certification schemes in tourism have been operational to warrant added sustainable management or sustainable consumption in tourism practices. In many instances, entrepreneurs in the tourism industry are claiming that they practise sustainability, even before they open for business and to argue further that, as there is a lot of discussion revolving around the true meaning of sustainability and ecotourism, such eco-labelling schemes will not be practising sustainability successfully (Diamantis & Westlake, 2001:27).

As a result to these limitations, the question that comes to mind is whether or not current eco-labelling schemes address these issues. At the moment, according to Diamantis and Westlake (2001:29), eco-labelling schemes seem to accept certain indicators that guarantee sustainability and ignore all three issues namely, geographical impartiality, single-sector tourism development planning and resources utilization. Eco-labelling schemes with regard to sustainability should adopt certain trade-off scenarios grounded on the viewpoint of the types of sustainability in order to better address the sustainability issues (Diamantis & Westlake, 2001:29).

Hunter established four different methods to sustainable development grounded on four types of sustainability, see Table 3.3, which are also trade-off scenarios in itself and not tourism oriented (Hunter, 1997:860-863). As a result, eco-labelling schemes could be adapted to go along with the different types of sustainability:

- Very weak

  Eco-labelling schemes with the intent to protect the existing practices of the tourism products and services rendered.

- Weak
  Eco-labelling schemes with the intent to protect only the new types of improvement in the destination or adjacent areas.

- Strong
  Eco-labelling schemes with the intent to affect an environmental management system in the destination and services rendered.

- Very strong
  Eco-labelling schemes with the intent to uphold absolute preservation of tourism products and services rendered.

For example, in a very strong scenario of eco-labelling, the Life Cycle Assessment (here after referred to as LCA), methodology can provide the foundation of the scheme (Diamantis & Westlake, 2001:29). As a result, LCA components could be applied namely:

- Inventory of the different products at the destination and the gathering of data relating to the material and energy inputs of the different products.
- Impact analysis: establishment of the environmental, economical, social and cultural impacts on each of the different products examined in the inventory assessment.
- Impact assessment: the classification, characterisation and valuation of the different impacts.
- Improvement: a formal and systematic appraisal of the product's impact over a period of time.

The advantages of selecting such techniques to provide the foundations of an eco-labelling scheme lie in the measurement of the different impacts over the life span of the destinations' products and services (Diamantis & Westlake, 2001:30). The disadvantages of applying the LCA lie in the complexity of the issues involved and the elements that ought to be included in such an assessment and the consistency of the different environmental values.

These four different types of eco-labelling as listed in Table 3.2 with regard to sustainability present an ideal situation and do provide a number of alternatives for tourism managers (Diamantis & Westlake, 2001:31). If one considers the question of why eco-labelling schemes could apply only to ecotourism and benign forms of tourism and not to mass tourism products, such types of eco-labelling could overcome these problems. This suggests, according to Diamantis and Westlake (2001:31) that if a destination is providing mass tourism products but new forms of development are occurring in such destinations, the weak type of eco-labelling should only be applied for such new forms of development.

Table 3.2: Types of sustainability within tourism

Types	Characteristics	
Very Weak Tourism imperative scenario	Status: Criteria: Benefits: Costs:	Tourism in its early stages Tourism activities do not generate more degradation Tourism is an alternative form of development Creates more employment Increases environmental protection Creates certain antagonistic impacts
Weak Product-led tourism scenario	Status: Criteria: Benefits: Costs:	Tourism is developed Sustain tourism activities and develop new products Improvement of the local economy and employment Assist preservation practices of surrounding destinations Expansion and diversification of tourism planning Conserve only existing infrastructure and products
Strong Environmental-led tourism scenario	Status: Criteria: Benefits: Costs:	Tourism in its early stages Environmental management utilization Environmental quality Economic and employment growth Specialised tourism destination Only in circumstances lacking focus and commitment
Very strong Neotenous tourism scenario	Status: Criteria: Benefits: Costs:	Tourism in its exploitation and involvement stages Absolute preservation of resources Protection of renewable and non-renewable resources Long-term environmental attractiveness Tourism growth is limited Tourism development is abolished to minimise generation of negative environmental impacts Tourism development is sacrificed in cases where other sectors employ better environmental practices

(Adapted from: Diamantis and Westlake, 2001:30)

The strong and very strong types of sustainability can be applied, according to Diamantis and Westlake (2001:31), in all the destinations regardless of whether they have mass tourism or ecotourism products, but it is more likely that these eco-labelling schemes are most suited for

ecotourism destinations such as national parks. This is because strong and very strong eco-labelling schemes are aiming to apply strict environmental management schemes, a scenario that is not suitable to the current status of many mass tourism destinations (Diamantis & Westlake, 2001:31).

The challenge of creating a rating process (eco-labelling) for ecotourism could be classified into three categories (Diamantis & Westlake, 2001:32). Firstly, that of clarifying any limitations of the definitional perspective of ecotourism and creating eco-label programmes based on overcoming such limitations. Secondly, ensuring eco-labelling programmes guarantee the sustainability of ecotourism products. Thirdly, assessing if current eco-labelling practices for ecotourism can be applied to other green products of tourism, especially farm and rural tourism (Diamantis & Westlake, 2001:32).

The benefits of creating these kinds of definitions are that they go along with different types of sustainability (Hunter, 1997; Westlake & Diamantis, 1998) and they evade an inspection of the notion of ecotourism from a particular viewpoint such as economic, social, cultural and conservation. The effective claim of these definitions especially over the matters of eco-labelling and acceleration schemes highlights another problem (Diamantis & Westlake, 2001:35) - in an ideal research setting eco-labelling schemes have to reflect the different trade-off scenarios of ecotourism. According to Diamantis and Westlake (2001:35), four different schemes can be created:

- Very weak: eco-labelling schemes that works only with the management of different products in the protected and non-protected areas.
- Weak: eco-labelling schemes with main emphasis on the natural-based components of ecotourism and less emphasis on the educational and sustainability aspects.
- Strong: eco-labelling schemes that assesses the natural-based, educational and sustainability components of ecotourism.
- Very strong: eco-labelling schemes that assesses all three components of ecotourism but does not deal with the economical features of the ecotourism products.

These different scenarios with regards to ecotourism, present an alternative way of thinking in terms of matching the definitional limitations of ecotourism with the needs of the different ecotourism destinations (Diamantis & Westlake, 2001:35). A key element of the success of ecolabels, according to Diamantis and Westlake (2001:35), is that they should be accompanied by an appropriate selection of indicators as well as the support of the different stakeholders and local communities.

3.4 Environmental initiatives and schemes regarding tourism

The environmental initiatives and schemes regarding tourism is an important participant in the growth and evolution of sustainable tourism and ecotourism. It is therefore important to look at national and international environmental programmes, conferences, initiatives, strategies and actions. A wide range of tourism, hospitality and recreational land management operations have appeared in the 1990's, a selection of which can be found in Table 3.5. The first step to improve the environment is environmental policies that are formulated and initiatives adopted by a variety of global and national bodies.

Table 3.3: Timeline of national and international environmental programmes, conferences, initiatives, strategies and actions

Year	Organisation	Country
1960	Spaceship Earth	
1972	UNEP (United Nations Environment Programme)	Stockholm
1973	Convention on International Trade in Endangered Species of Wild Fauna & Flora	
1980	The Manila Declaration on World Tourism	
1985	Blue Flag Campaign	Europe
1987	Montreal Protocol World Commission on Environment & Development International Environmental Award	 Worldwide
1989	Landscape of the Year GITES Panda	Europe France
1990	White Paper on Environmental Strategy Action Blue Swallow Eco-Snail of the North Sea Island of Borkum IH&RA Environmental Award (International Hotel & Resort Association)	 Europe Germany Worldwide
1991	Caring for the Earth – the International Union for Conservation of Nature (IUCN), World Wide Fund for Nature (WWF) & the United Nations Environment Programme (UNEP) Austrian Eco-label for Tourism Organisations Environmentally Conscious Hotel & Restaurant Businesses in Bavaria Green Hand – We do something for the Environment	 Austria Germany Austria Austria

	Holiday Villages in Austria	
1992	Rio Earth Summit	Rio de Janeiro
	The European Charter for Sustainable Tourism in Protected Areas	Europe
	Seaside Award	United Kingdom
1993	UN Commission on Sustainable Development	
	Environmental Squirrel	Germany
	The Environmentally Oriented Hotel & Guest House	Germany
	Model Campsites in Germany	Germany
1994	Cairo World Population Conference	Cairo
	Ecotel Certification	Worldwide
	Ecotourism Symbol Alcuda	Spain
	The Green Key	Northern Europe
	Natural Products Hohe Tauern NP	Austria
1994/1995	Environmental Seal of Quality Tyrol & South Tyrol	Austria & Italy
1995	World Conference on Sustainable Tourism	
	European Prize for Tourism & the Environment	Europe
1995/1996	The David Bellamy Conservation Award	United Kingdom
1996	Eco-label for the Luxembourg Tourism Organisations	Luxembourg
	Environmentally Friendly Campsites Lever	Germany
	Green Keys	France
	Nature & Ecotourism Accreditation Programme	Australia
	Scottish Golf Course Wildlife Initiative	Scotland
	White Paper on the Development and Promotion of Tourism	South Africa
1997	Bed & Bike: Bicycle friendly guest operations	Germany
	Biosphere Hotels	Spain
	Committed to Green	Europe
	Environmental Quality Mark for Alpine Club Mountain Huts	Germany

	United Nations Framework Convention on Climate Change Protocol	
	Manila Declaration on the Social Impacts of Tourism	
	Berlin Declaration on Biological Diversity & Sustainable Tourism	Germany
1998	Conference on Sustainable Tourism in Small Island Developing States (SIDS)	Buenos Aires
	Green Tourism Business Scheme	United Kingdom
	The Emblem of Guarantee of Environmental Quality	Spain
1999	British Airways for Tomorrow Awards	Worldwide
	Destination 21	Denmark
	Eco-dynamic Enterprise	Belgium
	Green Globe 21 Standard for Travel & Tourism	Worldwide
	TUI Environment Initiatives	Worldwide
	Q-Plus-Kleinwassertal	Austria
	The Nordic Eco-labelling of Hotels	Scandinavia
	Draft Principles on Sustainable Tourism	
	Santiago WTO Summit – Global Code of Tourism Ethics	Santiago
1999/2000	PAN Parks (Protected Area Network)	Europe
2000	Horizons	Canada
	Smart Voyager	Ecuador
	Tourfor	Europe
	Millennium Declaration Earth Charter	Paris
2001	Fair Trade in Tourism	South Africa

2002	World Summit on Sustainable Development	
	Quebec Declaration on Ecotourism	Canada
	Greening the WSSD	South Africa
	World Conservation Union – IUCN	South Africa
	National Responsible Tourism Development Guidelines – DEAT	South Africa
	Batho Pele – Guiding Principles for Social Responsibility (Responsible Tourism Stakeholders)	South Africa
	Heritage Environmental Rating Programme – Heritage Imvelo Awards – FEDHASA	South Africa
	Cape Town Declaration	South Africa
2003	UN Framework Convention on Climate Change (UNFCCC)	
	Sustainable Tourism Eliminating Poverty (ST-EP) Programme – UNWTO	
	New Partnership for Africa's Development (NEPAD) – Action plan of the environment initiative	
2004	Calvia Conference – the role of local authorities and tour operators in working to achieve responsible tourism	
2005	Kyoto Protocol on climate change comes into force	
	National Strategies for Sustainable Development (NSSD) – DEAT	South Africa
	Millennium Ecosystem Assessment World Summit	
2006	Al Gore's An inconvenient truth	
	International Year of Deserts & Desertification	
	Indalo Yetho – Awareness campaign: DEAT & WESSA	
	Long-term mitigation scenario (LTMS)	
	Process on climate change – DEAT	
	Responsible tourism manual – Gauteng Tourism Authority (GTA)	
2007	Davos Declaration – Climate change & tourism responding to global challenges (2nd conference)	

2009	2nd International Conference on Responsible Tourism in Destinations – Kerala Conference ICRT & Incredible India	

(Adapted from: Font & Buckley, 2001:271; UNEP, 2003)

As seen in Table 3.5, in 1960, 'Spaceship Earth' was a key representation in the late twentieth-century debate over the world's resources and the future of humankind (Höhler, 2008:65-85). In 1972, the United Nations Environment Programme (hereafter referred to as UNEP) was established. UNEP engages in a wide range of concerns, from atmosphere and terrestrial ecosystems, the promotion of environmental science and information to a prompt notice and crisis reaction ability to deal with environmental disasters and emergencies (UNEP, 2013). One year later, 1973, the Convention on International Trade in Endangered Species of Wild Fauna and Flora was established. In 1980, a conference took place in Manila and produced a document (Manila Declaration on World Tourism) of great historical importance because of the guidelines for the harmonious, balanced and equitable development of national and international tourism. In 1985, the Blue Flag Campaign was established. The general goal of the Blue Flag Campaign was to raise awareness of environmental matters and to provide information to the public, decision makers and tourism operators. From 1987, the programmes, conferences, initiatives, strategies and actions changed to more environmental conscious outcomes.

The White Paper on Environmental Strategy Action was developed in 1990 in South Africa. In 1991, the International Union for Conservation of Nature (IUCN), World Wide Fund for Nature (WWF) was established. In 1992, the Rio Earth Summit was held, the World Conference on Sustainable Tourism in 1995 and in 1997 on a second conference, the Manila Declaration on the Social Impacts of Tourism was produced. The Conference on Sustainable Tourism in Small Island Developing States (SIDS) took place in Buenos Aires in 1998. The Green Globe 21 Standards for Travel and Tourism was established in 1999.

South Africa followed these international trends and the following established initiatives in South Africa will be discussed. In 1996 the Department of Environmental Affairs and Tourism in South Africa (DEAT) published its White Paper on the Development and Promotion of Tourism which recognised that tourism had fundamentally been a neglected opportunity for South Africa, but which also deliberated that tourism could provide the nation with an instrument for progression, capable of exploding and invigorating other sectors of the economy. A foresighted part of the paper encouraged the development of sustainable tourism growth. An outline on the key elements of sustainable tourism in 1996 were (DEAT, 1996):

- To ensure community involvement and communities' gain from tourism

- To promote responsible tourism that is respectful towards local, natural and cultural environments
- Local community involvement in planning and decision-making processes
- Sustainable usage of local resources
- Sensitivity towards the host culture
- To encourage natural, economic, social and cultural diversity and maintenance thereof
- Appraisal of environmental, social and economic impacts as a precondition to developing tourism

Resulting from the White Paper, DEAT also produced National Responsible Tourism Guidelines, that included objectives for the tourism sector and accentuated the need to concentrate on the triple bottom line of sustainable development (economic, environmental and social sustainability) (DEAT, 2002):

- Inclination for business and land occupancy arrangements that directly benefit local communities and/or conservation, should be exercised
- Grow partnerships and joint ventures with communities having a considerable stake, a significant management role and good capacity building. Joint land ownership can grant equity in enterprises
- Support locally owned businesses by procuring locally made goods and making use of services offered wherever quality, quantity and consistency allows. Set a 20% target for improvement over three years by monitoring the percentage of commodities and services the enterprise sourced from businesses within 50 kilometres (km)
- Recruit and employ staff in an unbiased and transparent way and capitalize on the employment of staff from the local community. Targets to be set for escalating the proportion of staff and/or of the enterprise's wage bill benefiting communities within 20km of the enterprise
- Consideration for developing and marketing fairly traded tourism products
- Make use of local guides and encourage persistent improvement in their quality to ensure that the community speaks for itself and to increase the proceeds to the local community (by higher fees for quality tours). Monitor, report this economic contribution to the community and set objectives to increase it annually
- Promote visitor behaviour that is low in impact on, and respectful towards natural heritage

It was predicted in 2002 that tourism industry groups would use these guidelines to develop sub-sector guidelines that were pertaining to their industry and that this will result in codes of best practice. It was hoped that through such voluntary systems, enterprises would take a market lead over their competitors by being perceptibly "sustainable" (Spenceley, 2003).

DEAT published a Responsible Tourism Manual for South Africa in 2002 as a tool to assist the tourism sector. The aim was to offer “mainstream” and community-based tourism enterprises (CBTE’s) with information pertaining to accountable tourism and the prospects that it offered for improving their business performance.

Specific to South Africa and at the level of international best practices, this guide supplied a collection of sensible, cost-effective and responsible actions offered to tourism businesses with mention to many useful sources of information that could monitor their implementation of accountable business activities (Spenceley, Relly, Keyser, Warmeant, McKenzie, Mataboge, Norton, Mahlangu & Seif, 2005).

South Africa hosted the first conference on Responsible Tourism in Destinations just prior to the Johannesburg World Summit on Sustainable Development in 2002. A total of 280 delegates from 20 countries attended the Cape Town Conference and it resulted in a statement that called upon tourism enterprises to implement an accountable method, to oblige to specific responsible practises and to report progress in a clear and auditable way and where suitable, to use this for market gain (DEAT, 2002).

By 2002, South Africa had a strong policy basis for responsible tourism, and it was hoped that this would be followed by solid and perceptible indication of activities and results of good practice. Both the Responsible Tourism guideline and the manual are freely available on DEAT’s website.

3.4.1 Rating systems on environmental issues regarding tourism

The following section will discuss rating systems found in Africa and outside Africa, addressing environmental and social issues of tourism. The seven rating systems that have been identified and that evolved in Africa and outside Africa are: Fair Trade in Tourism South Africa (Africa), Heritage Ecotourism Rating Scheme in South Africa (Africa), Botswana Ecotourism Certification System (Africa), the EcoRating Scheme in Kenya (Africa), ISO14001 (Switzerland), Green Globe 21 (England) and Greenstop.net (England) and will be discussed accordingly.

3.4.1.1 Fair Trade in Tourism South Africa

In 2002, Fair Trade in Tourism South Africa (FTTSA) was launched as an independent initiative of IUCN (the World Conservation Union), with the intension to inspire reasonable and sustainable tourism growth and development in South Africa. This is done by encouraging the notion of Fair Trade in Tourism, and by promoting fair and responsible tourism businesses using the “Fair Trade in Tourism” Trademark. This Trademark is an autonomous icon of fairness in

tourism and is monitored by FTTSA staff to capitalize on its worth as a marketing tool for all Trademark users (Seif, 2002).

Commercial tourism products can apply for the trademark if they are (Seif, 2002):

- Tourism resources (i.e. attractions and places of interest);
- Tourism facilities (i.e. accommodation, conference, restaurant, entertainment); or
- Tourism services (i.e. transport, tour guides, tour operators, ground handlers, travel agents).

Tourism associations, non-governmental organisations (NGO's) and other non-commercial bodies are not qualified for the usage of the trademark (Seif, 2002). For tour operators, FTTSA can assess specific, pre-packaged tours. A tour, or a part of a tour, may be awarded the Trademark, but the tour operator as a business unit (with a broader and potentially changing market offering) may not apply (Seif & Gordon, 2003).

The main criteria for the trademark are that products meet the six FTTSA principles (Seif, 2002), namely:

- *Fair Share*: all contributors involved in a tourism activity should get their fair share of the income from the operation where benefits are in direct share to one's involvement to the activity. Therefore, Fair Trade Tourism is socially of nature
- *Democracy*: all contributors involved in a tourism activity should have the rights and opportunity to partake in decisions that concern them
- *Respect*: both host and visitor should have respect for human rights, culture and environment. This includes:
  - Safe working conditions and practices
  - Protection of children and young workers
  - Promoting gender equality
  - Understanding and tolerance of socio-cultural norms
  - Conservation of the environment
  - HIV/AIDS awareness
- *Reliability*: the services delivered to tourists should be reliable. This means:
  - Quality reflecting value for money
  - Basic safety ensured by host and visitor
- *Transparency*: tourism activities should establish mechanisms of accountability. This includes:
  - Ownership of tourism activities must be clearly defined
  - All participants need to have equal access to information

- Sharing of profits, benefits and losses must be transparent

- *Sustainability*: the tourism activities should strive to be sustainable. This includes:
  - Increased knowledge through capacity building
  - Improved use of available resources through networking and partnerships
  - Economic viability through responsible use of resources and democratic management.

A self-assessment process is done initially, followed by an independent, on-site evaluation. After a skilled panel review, successful candidates are awarded the Trademark. Products that fulfil the minimum fair trade criteria are awarded the trademark on a 12 months basis. At the time of the award, FTTSA (with input by the independent assessor) and the product will create mutually agreed upon targets for enhancement over the period of award, to increase quality as well as compliance with the FTTSA criteria (Seif & Gordon, 2003).

3.4.1.2 Heritage Ecotourism Rating Scheme, South Africa

Qualitour is a private South African company that launched the Heritage Ecotourism Rating Programme in 2001. This programme was intended to offer certification to businesses throughout the tourism industry in South Africa, based on the International Hotels Environment Initiative, as the company believes that Green Globe is not entirely suitable to South Africa certainties (as it does not work at the community level). However, all initiatives registered with the Heritage programme, automatically receive Green Globe associate status, while qualification for Green Globe certification takes longer (Koch *et al, 2*002).

The sectors of the tourism market covered by the scheme are (Qualitour, undated):

- Accommodation
- Nature / wildlife reserve
- Tour operator
- Restaurant
- Tourist attraction
- Conference centre; and
- Tourism service provider

Apart from the just mentioned sectors, there are nine main criteria within the Heritage scheme (McManus, 2004) that need to be adhere to:

- Environmental: flora, fauna and land
- Economic: purchasing and procurement, business partnerships, design and construction elements, transport and maintenance, communications and marketing

- Management systems (i.e. noise, energy, water, waste, air quality and chemical and pesticide use); and
- Community involvement (i.e. employment policies, education and training, charity and community support, and outreach programmes)

The Heritage Standard addresses the following key environmental indicators:

- Purchasing and Procurement
    - Environmental Policy
    - Supplier Selection
    - Purchasing Activities
    - Recyclability
    - Administrative systems
    - Sponsors and Associates
- Business Partnerships
    - Memberships and Associations
    - Eco-status of Associates and Business Partnerships
- Design and Construction
    - Design
    - Technology
    - Hazardous Materials
    - Environmental Impact
- Transport and Vehicle Maintenance
    - Transport Systems
    - Parking Facilities
    - Maintenance Facilities
- Fauna, Flora and Game
    - Indigenisation
    - Pest Control
    - Game Management (where applicable)
    - Land Management
- Communications and Marketing
    - Training and Awareness
    - Internal/External Communications
    - Feedback Systems
    - Environmental Marketing
    - Recognition and Publicity
- Resource Management
    - Noise Management

    - Energy Management
    - Water Management
    - Waste Management
    - Chemicals and Hazardous Materials Management
    - Air Quality Management
- Community Involvement
    - Employment Practice
    - Education and Training
    - Community Support
    - CSR
- General
    - Environmental Management Plan
    - Emissions Management
    - Climate Change Mitigation and Management
    - Environmental Health and Safety
    - Legal Compliance and Risk Management

Each Silver Class property must achieve a minimum of 50% compliance with the Heritage standard, although the full implementation of the Environmental Management System (here after referred to as EMS) is not required. A minimum score of 75%, in compliance with Heritage standards is required for Gold Class properties, and there must be demonstrable effort to ensure continual environmental performance. To achieve Platinum Class, a business must achieve a minimum score of 94% on its annual assessment and clearly demonstrate compliance with the principle of continual improvement (The Heritage Environmental Management Company, 2014).

3.4.1.3 Botswana Ecotourism Certification System

Encouragement and support for responsible environmental, social and cultural behaviour by tourism businesses are the motivation behind the design of the Botswana Ecotourism Certification System and they attempt to make sure establishments provide superior eco-friendly products to tourists. It consists of a set of performance standards, which are designed to meet or exceed basic environmental responsible standards or regulation. The system is built on the basis of the Botswana National Ecotourism Strategy (2002). The five guiding principles from the Botswana National Ecotourism Strategy are:

- Minimising negative social, cultural and environmental impacts.
- Maximising the involvement in, and the equitable distribution of economic benefits to, host communities.

- Maximising revenues for re-investment in conservation.
- Educating both visitors and local people as to the importance of conserving natural and cultural resources.
- Delivering a quality experience for tourists

The system is further combined with such internationally recognised schemes as the Global Sustainable Tourism Criteria and Green Key. Its development has been guided by the Botswana Tourism Policy (1990) and the Botswana Tourism Master Plan (2000). Both documents call for tourism activity within Botswana to be undertaken on an ecologically and economically sustainable basis. Further guidance was provided by the baseline criteria of the Sustainable Tourism Certification Network of the Americas, Agenda 21, principles for Sustainable Development recognised at the Earth Summit in 1992, the Mahonk Agreement and the ISO 9001 and ISO 14001 standards.

The system was developed in close co-operation with the Botswana tourism industry and has received high levels of support throughout. Its development followed that of the Botswana Ecotourism Best Practices Manual (2008) which is used as a reference document in association with these standards.

3.4.1.4 EcoRating scheme, Kenya

The EcoRating scheme is a voluntary enterprise fronted by the Ecotourism Society of Kenya (ESOK). In 2002, the scheme was started and the aims are to promote sustainable tourism by identifying efforts to endorse environmental, economic, and socio-cultural values in Kenya. It does this through a systematic approach that authenticates tourism organisations' performance against an established set of criteria. The criteria mainly cover environmental and socio-economic issues. The sustainable use of resources and protection of the environment also to the support of local economies through relationships and building of size of local communities and employees are emphasised by ESOK (ESOK, undated).

Accommodation, namely hotels, lodges, camps and bush homes are enclosed by the certification scheme. Facilities undertake a self-assessment by completing a questionnaire and returning it with supporting documentation to the ESOK secretariat. The secretariat organises a meeting of the eco-rating committee (an independent evaluation team), who analyse the applications to verifies compliance with ESOK criteria and makes recommendations for certification as necessary. The board has representation from an extensive cross-section of institutions, both private and public and is re-constituted every two years (ESOK, undated).

There are three levels of certification namely, Bronze, Silver and Gold. Qualification for the different levels depends on the total scores on the assessment questionnaire. The self-assessment by the applying facility is followed by an external audit before certification is awarded. All successful applicants receive a certificate of recognition and are allowed to display and use the scheme logo on their property and on promotional material. Ratings are valid for two years and subsequently businesses need to re-apply if they have to continue use of the scheme logo (ESOK, undated).

The main criteria for certification are environmental, social and economic (ESOK, 2002):

- Environmental: purchasing, pollution, conservation, development impacts, resource use, green and appropriate technology design
- Economic: job creation, local and employee benefits, helping local suppliers, research and development in communities, training
- Social (employees): wages, human rights, labour rights, equal opportunities, training, flexible working programs; and
- Social (community): fair complaints system, community development projects, assistance to communities, health and safety.

3.4.1.5 ISO14001 (Switzerland)

The website of the International Standardisation Organisation (ISO) states that its standards add value to all types of business operations. They contribute to making the development, manufacturing and supply of all kinds of products and services more efficient, safer and cleaner. ISO is effectively a system of the national standards institutes of some one hundred and forty countries, thirty two of which are in Africa. The central office in Switzerland coordinates the system and publishes the finished standards. All strategic decisions are referred to the ISO members, who meet for annual General Assembly.

ISO14001, first published in 1995, are developed in Switzerland and is the standard against which an organisation may have its Environmental Management System audited by an independent certification body that then vouches for the conformity of the system to the standard's requirements by issuing an "ISO14001 certificate". Guidelines are applicable to any organisation, regardless of size, type or level of maturity, which is interested in developing, implementing of improving an environmental management system – and therefore not only tourism enterprises may use it. The system addresses resource use, energy consumption, waste generation and use of recoverable resources.

Within the standard there are 17 elements of ISO 14001, which are required to be met by organisations seeking formal recognition for their EMS. ISO 14001 requirements are as follows:

- An environmental policy supported by senior management;
- The identification of environmental aspects and impacts, and the identification of significant environmental impacts that the organisation may cause;
- Identification of environmental compliance requirements;
- The development of objectives and targets, and their environmental management programs;
- Defined resources, roles, responsibilities and authorities for environmental management;
- The development of competence, training and awareness procedures;
- A communication process of the EMS to all stakeholders and interested parties;
- The development of EMS documentation as required by the standard;
- The development of document control procedures;
- The development of operational control procedures;
- The development of emergency preparedness and response procedures;
- The development of procedures to monitor and measure operations that can have significant impact to the environment;
- An evaluation of compliance procedure;
- Procedures developed for the management of non-conformance, corrective and preventative actions;
- The development of a records management procedure;
- A program for completing internal EMS audits and corrective actions; and
- The development of procedures for management review by senior management.

Up to the end of December 2003, at least 66 070 ISO14001 certificates had been issued in 113 countries and economies. Africa accounted for 23 776 of these certificate (4.19%) which were awarded in 45 countries on the continent (ISO, 2004). It was not possible to determine how many of these certificates were issued to tourism enterprises.

3.4.1.6 Green Globe 21 (England)

The World Travel and Tourism Council (WTTC) started Green Globe in 1994 in England. The scheme has changed over the past decade from a process-based framework into one that is more performance-based. Green Globe 21 provides tourism operations with an outline to standardise their environmental and social performance achieve certification and constantly improve their performance. Enterprise policies, the regulatory framework, performance, EMS and stakeholder consultation are addressed by the scheme (Koeman *et al.*, 2002). In Africa there are Green Globe 21 enterprises in Kenya, Egypt and the Seychelles.

A wide range of sectors of the tourism economy are covered by Green Globe 21, namely accommodation, activities, admin offices, cableways, airlines, airports, attractions, community/destination, convention centre, cruise vessel, ecotourism, exhibition hall, farm stays, golf course, marina, railway, resort, restaurant, tour operator, trailer park, vehicles, vehicle rental, vineyard, visitor centre and winery (Green Globe, undated a).

Four standards are included in the system that is suitable for companies, communities, ecotourism enterprises and design and construction activities (Green Globe, undated a). The four standards have different main criteria, which are outlined in Table 3.4.

Table 3.4: Main areas of focus within Green Globe's four certification standards

Company Standard	Communities Standard	Ecotourism Standard	Design & Construction
• Environmental & Social Sustainability Policy • Legislative Framework Environmental & Social Sustainability Performance • Environmental Management System • Consultation & Communication	• Community Authority • Regulatory Framework • Environmental & Social Sustainability Policy • Environmental & Social Sustainability Planning Systems • Environmental & Social Sustainability Benchmarking • Community Stakeholder consultation & performance reporting	• Ecotourism policy, performance & regulatory framework • Natural areas focus • Interpretation & education • Ecologically compatible infrastructure • Ecologically sustainable practice • Contributing to conservation • Ecotourism benefiting local communities • Cultural respect & sensitivity • Customer satisfaction • Responsible marketing • Ecotourism product minimal impact	• Sustainable design & construction policy • Regulatory framework • Sustainable design assessment • Sustainable design process management • Sustainable construction process management • Community & stakeholder consultation & performance reporting

(Adapted from: Green Globe, 2001, 2003a, 2004a, 2004b)

There are three levels of participation in Green Globe – Affiliates, Benchmarking and Certification. All levels of participation (A= Affiliate/Awareness; B= Benchmarking; C= Certifying)

require annual renewal. For B and C, this involves annually undergoing Benchmarking and Certification. Therefore an operation can work towards achieving targets over time and can commit to a process of repetitive enhancement (Green Globe, undated a). The implementation structure through these three steps is outlined in Table 3.5.

Table 3.5: Awareness, Benchmarking and Certified levels of participation in Green Globe

Awareness / Affiliate	• Register with Green Globe • Learn about the Green Globe 21 Program • Produce an Environmental and Social Sustainability Policy for submission to Green Globe
Benchmarked	• Measure indicators for core and optional key performance areas • Submit measurements and environmental and Social Sustainability Policy to Green Globe • Earth Check runs independent assessment of measures • Make annual improvements • Pre-requisite for Certification
Certified	• Meet the relevant Green Globe 21 Standard (including successful Benchmarking and an operating Environmental Management System) • Have on- and off-site assessment conducted by accredited third party assessor

(Adapted from: Green Globe, undated b)

3.4.1.7 Greenstop.net (England)

Greenstop operates a website with a "Greenstop Destinations Directory". The directory are available to tourists to identify hotels, conference venues, and holiday and travel companies that are making an effort to work in an environmental responsible way. To qualify for listing on the website, the scheme asks initiatives to rate how far they have improved in environmental responsibility by comparing their activities against a checklist that addresses water, waste, energy, purchasing, transport and future plans (see Table 3.6).

Table 3.6: Structure of Greenstop.net

1 "stop" (•) organisations are working in an environmentally friendly way on at least some level(s)	**Accommodation & Travel and Tourism providers** **Two or more from Waste, Water, Energy, Purchasing and/or similar activities** • *Waste*: Do you minimise/compost waste, reduce wastage e.g. dispensers in bathrooms; re-use office paper etc.? • *Water*: Do you check for dripping taps, offer guests opportunity to cut down on laundry etc.? • *Energy*: Do you turn down heating thermostats by one degree, use

	some energy saving lighting where appropriate, switch off equipment you are not using, make sure TV's are not left on standby etc.? • *Purchasing*: Do you buy natural/biodegradable products, buy locally produced goods, use local businesses etc.? • *Transport*: Do you consider your use of transport and food/produce miles and do you take CO2 emissions into consideration? • *Plus Future plans*: Are you prepared to adopt further targets for the next year?
2 "stops" (••) companies are deeply committed to environmentally responsible management with environmental management policies and active programmes	**Most if not all of the above, given individual establishment circumstances PLUS** • Do you monitor water/energy consumption and energy costs and have you involved the staff in this process? • Have you calculated your carbon emissions and identified ways in which you can reduce them? • Are you beginning to write down what you do and define best practice?
3 "stops" (•••) have achieved environmental excellence through certification awards or development of their own stringent policies	**All of the above PLUS a significant number of the activities listed below** • You have a fully defined environmental management policy, probably written down if your establishment is a fairly large one and there is considerable staff changeover • You have involved the staff in the decision-making process and in some case have appointed staff champions for the different areas • You have also initiated programmes that benefit or involve the local community • You inform your guests of your activities • You are committed to helping the local economy through your activities • You may have already reached gold standard or achieved certification through a recognised certification process (this is not compulsory • You have won awards and local/national recognition for your efforts • You have set targets to reduce your carbon emissions and have an action plan to ensure you meet that target • You buy or invest in carbon credits from carbon off-set projects e.g. carbon sequestration from forestry or sustainable livelihood projects • Your policy is subject to continuous review and analysis • You set yourself annual realistic targets

(Adapted from: Spenceley, 2005)

Greenstop operates worldwide and has nine certified hotels in Kenya, Morocco, Tanzania and Zimbabwe, in addition to six operators offering tours and products in those destinations.

To summarise the certification systems discussed Table 3.7 was compiled.

Table 3.7: Comparison of Certification Schemes

	Activities	Year Started	Institution	Location	Market Sectors	Main Criteria	Implementation Structure	Number of product in South Africa
Social & Environmental Schemes	Fair Trade in South Africa	2002	Fair Trade in Tourism SA (NGO)	South Africa	Tourism resources, facilities & services	Fair share, democracy, respect, reliability, transparency, sustainability	Self-assessment, Independent audit	7
	Heritage	2001	Qualitour (company)	South Africa	Accommodation reserves, tour operators, restaurant, attractions, conference centre, service providers	Purchasing, partnerships, design, transport, land marketing, management systems, communities	Audit by Qualitour	40
	Eco-rating Scheme	2002	Ecotourism Society of Kenya	Kenya	Accommodation	Environmental Economic Social	Self-Assessment, independent audit, three levels	21
	Botswana Ecotourism Certification System	2008	Botswana Tourism Board	Botswana	Accommodation	Environmental	Self-Assessment, independent audit, three levels	
	ISO14001	1995	ISO & national standards agencies	25 African countries	All industrial sectors	Environmental	Independent audit	23 776 (not all tourism)
	Green Globe 21	1994	Green Globe	Kenya, Egypt, Seychelles	Accommodation, tour operators, transport, attractions, conference centre, administration, service providers	Policy, environmental, community relations, constructions	Develop policy & indicators, independent audit, three levels	18
	Greenstop.net		Greenstop.net	Kenya, Morocca, Tanzania, Zimbabwe	Accommodation, conference venues, holiday & travel companies	Environmental: waste, water, energy, purchasing, transport	Self-assessment	9

(Adapted from: Spenceley, 2004)

As seen in Table 3.7, the review of rating systems addresses seven systems developed. These are Fair Trade in Tourism South Africa (FTTSA), the Heritage Ecotourism Rating Scheme, the Ecotourism Society of Kenya's EcoRating Scheme, Botswana Ecotourism Certification System, ISO14001, Green Globe 21 and Greenstop.net.

Either NGO's or for-profit establishments tend to implement the certification systems. Aside from ISO14001, which is undertaken across 25 African countries, a number of tourism certification systems were presented in South Africa (4 schemes) and Kenya (3 schemes), while one type of system was presented in 7 other countries, namely Egypt, the Seychelles, Namibia, Swaziland, Morocco, Tanzania and Zimbabwe.

The accommodation sector were worked with in all of the certification systems. Other sectors that were mentioned the inclusion of tourism facilities, attractions, services, transport, conference centres and admin offices. These schemes tended to address environmental criteria, concentrating on waste, water and energy issues. FTTSA, however, predominately focusses on the socio-economic criteria relating to fair-trade with some incorporated environmental issues.

A combination of self-assessment and independent audits was the implementation structure of the schemes. Enterprises pay a fee for the independent audit and then, if they met the scheme's criteria, would contribute an annual fee to the certifier. Tourism certification is in its early stages in Africa, with a wide variety of schemes operating under similar criteria. South Africa and Kenya produce the strongest move towards certification on the continent.

The Conservation Services Department provides South African National Parks with the services required to manage national parks for the conservation and sustainable use of biodiversity. The protected areas act no. 57 of 2003, gives South African National Parks its legal mandate. Rhodes and Saayman (1998:50) expressed that it is difficult to distinct a tourism experience from a nature experience in South Africa. That is why South African National Parks plays an important role in ecotourism, and it is essential that an ecotourism rating system is implemented. When implementing a rating system it will determine the criteria / principles for ecotourism products and act as a guide for environmental friendly facilities as well as to minimise the negative impacts on the environment.

3.5 Conclusion

The aim of this chapter was to do a theoretical analysis of ecotourism labels and ecotourism rating systems found in different nature- and wildlife-based products. The remainder of the chapter addressed the role players in eco-labelling, the awarding body, the verifying body, the applicant, and the tourism market; eco-labelling in the context of sustainable tourism and ecotourism; and the global and national environmental initiatives.

To show that they are doing their bit and for applicants to seek industry recognition, most eco-labels in tourism, hospitality and destinations are run as public relations exercises for funding bodies. Although there is a growth in the awareness in environmental issues, which still play a somewhat small role in the tourists' decision making process, few eco-labels are market driven after price, availability and convenience, among other determinants (Font and Buckley, 2001:14). The seven corporate attitudes towards the environment were identified as the conservationists, the leaders, the distractors, the opportunists, the cowboys, the skivers and the compliers.

Little indication is obtainable on whether objectives are met and the intensions of development (both geographically and through market penetration) of awarding agencies cannot be considered as proof of success on their own, yet most eco-labels mention the protection of environmental resources as their objective. Existing ecotourism certification programmes are more receptive to national and local stakeholder concerns than international programmes. They are also more likely to keep an eye on how ecotourism establishments contribute to conservation of protected areas and what instruments are in place to guarantee profits reach the local community (Font and Buckley, 2001:15).

Different types of eco-labelling have been suggested with regard to sustainability and four different definitions of ecotourism have been introduced ranging from very weak to very strong, depending on the setting and the standpoint of the examined concept. Four different eco-labelling schemes could be created based on the trade-off definitions of ecotourism in a way that can become practical in the setting in which they are applied.

An extensive range of tourism, hospitality and recreational land management operations have appeared from the 1960's to date. The first step of sustainability to improve the environment is environmental policies, which are formulated and initiatives adopted by a variety of global and national bodies.

Chapter 4
Future trends in ecotourism

4.1 Introduction

In *Physics of the Future,* Kaku (2011) determines that by the year, 2100 every computer will be controlled by the use of small brain devices and things will be moved from one place to another with the power of minds. Artificial intelligence will be spread all over the environment and internet-enabled contact lenses will allow access to the world's information base or raise up any image required in the blink of an eye. The question that Yeoman (2012:3) however asks is what is the meaning of all this for tourism? Does the future imply a world of flying cars, teleportation and space ships? But more realistically, what implications does peak oil and ageing populations have on the future of tourism? What about the middle classes of China and India, the argument about climate change and the evolving technologies such as claytronics that is used in hotel design (Yeoman, 2012:3).

Toffler (1981:44) states that humankind will face new encounters, and this appears to be future procedures. The main concerns about these future procedures are centred on the forms tourism and most importantly, ecotourism will take on in the future, the changes that will take place globally influencing the types of experiences that tourists seek in the future. The types of products and services that are developed today in order to match the future industry needs will be influenced by the answers that destination managers and tourism operators give to these concerns. To allocate resources today in order to maintain or achieve competitive advantage for businesses tomorrow, the public and private sector tourism organisations must bet on the accuracy of their choices (Dwyer, Edwards, Mistilis, Roman, Scott and Cooper, 2008:1).

The ability to identify and manage with adaptation across an extensive variety of behavioural, environmental and technological factors and the way they interact according to Dwyer *et al.,* (2008:1) and Page and Connell (2006:17) is a key element of a successful ecotourism industry. Main changes in the leisure and ecotourism environment, reflecting changing consumer values, political forces, environmental changes and the explosive growth of information technology, should be seen in the forthcoming years. Slight to no part of the industry will remain untouched.

Accounting for these changes will be the test for tourism stakeholders in both the private and public sectors to proactively achieve and uphold competitive advantage for their associations (Hammond, 1998; Goldblatt, Perraton, Held, McGrew & Anthony, 2006; Glenn & Gordon, 2000).

The United Nations World Tourism Organisation (UNWTO) (2002:25) has listed the key causes and effects that is affecting tourism under 11 headings namely economy, technology, facilitation, safety, demography, globalisation, localisation, social-environmental awareness, living and working environments, “experience” economy and marketing. Five key trends have been given emphasis to that are measuring the strength of the general trends of tourism, namely globalisation and long-term economic trends, social trends, political trends, environment, energy and natural resources trends and changes in technology. When these trends are measured, numerous facts should be kept in mind. No single trend will command the global future in 2020, because each trend will have varying impacts in different regions and countries and the trends can be equally strengthening and in some cases, they will work at cross-purposes.

How world events effect tourists and suppliers of goods and services and consequently how these shape ecotourism, is important to recognise. The greater the knowledge of the trends support ecotourism development, the better ability the destination managers and ecotourism operators will have to convey strategies in order to achieve competitive advantage for their businesses. Rivalry in the tourism and hospitality industries are growing between destinations worldwide (between established markets and from new markets), between destinations domestically, and between companies within a destination.

Ecotourism trends cannot be considered in separation from key trends that will shape the world of the future, since ecotourism is fundamentally integrated part with other sectors in the economy. The trends that function at a global level are referred to as megatrends (Dwyer *et al.*, 2008:1). A megatrend in this case is defined as the some dependable form in statistical outcomes and the implementation of new behaviour by large numbers of people. Combined types of trends include: the global economy and globalisation, political, social trends and demographics, natural resources and environment, and science and technology.

Competitive advantage for tourism stakeholders’ associations will be sought for. Those destinations and individual operators that make decisions on the supply side that do not equal shifting needs from the demand side, will undergo strategic drift, reduced ecotourism numbers and yield and a likely drop in the entire tourism industry (Johnson & Scholes, 1997). Figure 4.1 illustrates the proposed framework in which these megatrends have influence and impact upon the tourism industry. Decision processes and resource provision should be driven by these trends. Each of these trends has sub-components as well as occasional counter-trends.

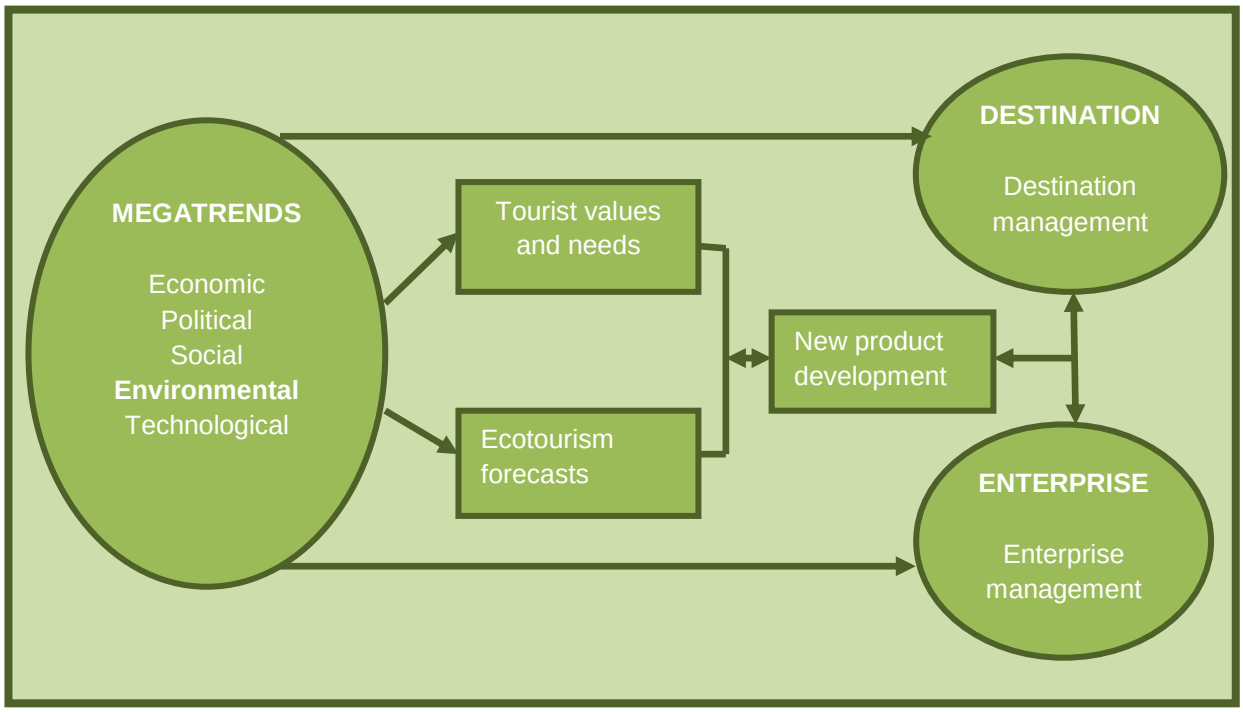


Figure 4.1: Influence of megatrends on ecotourism (Adapted from: Dwyer *et al.,* 2008:2)

The main reason for conducting this study is to develop an ecotourism rating system, for national parks in South Africa, therefore, the aim of this chapter is to look at possible future trends in ecotourism. The remainder of this chapter will focus on: globalisation and long-term economic trends, social trends, political trends, *environmental trends* and technological trends.

4.2 Global megatrends affecting ecotourism

Fascinating variations in the quality of the tourist market are associated with the supply and demand side of tourism. These aspects of needs, motivations, and demands lead to new directions in tourist companies. A rapid pace of bringing modern technologies into ecotourism may declare a genuine revolution in the organisation of the tourist system. These examples show that ecotourism, like all repeats of evolution, under-go changes. The factors which will shape the future of the tourist market are economic, political, social, environmental and technological factors. These are external factors which is not controlled by the market. There must be an analysis of the trends involved with ecotourism, in an effort to answer some of these questions. More significant circumstances in the development of the tourist system with the influence of some components namely economic / financial trends, social trends, demographics, politics, legislation, regulation, global warming, safety, technology, transportation and international trade are presented in Figure 4.2 (Dwyer *et al.*, 2008:2, Cooper, Fletcher, Gilbert and Wanhill, 1993:266).

Figure 4.2 presents two basic groups of factors namely exterior and interior which will have an impact on ecotourism in the twenty-first century. The first group are exterior factors called

"megatrends" (economic/financial, social, demographics, politics, global warming, safety, technology, transportation and international trade). The second group are interior factors connected with the tourist market such as the “new” tourist, human resources and sustainable development (Dwyer *et al.*, 2008:2, Cooper *et al.*, 1993:266).

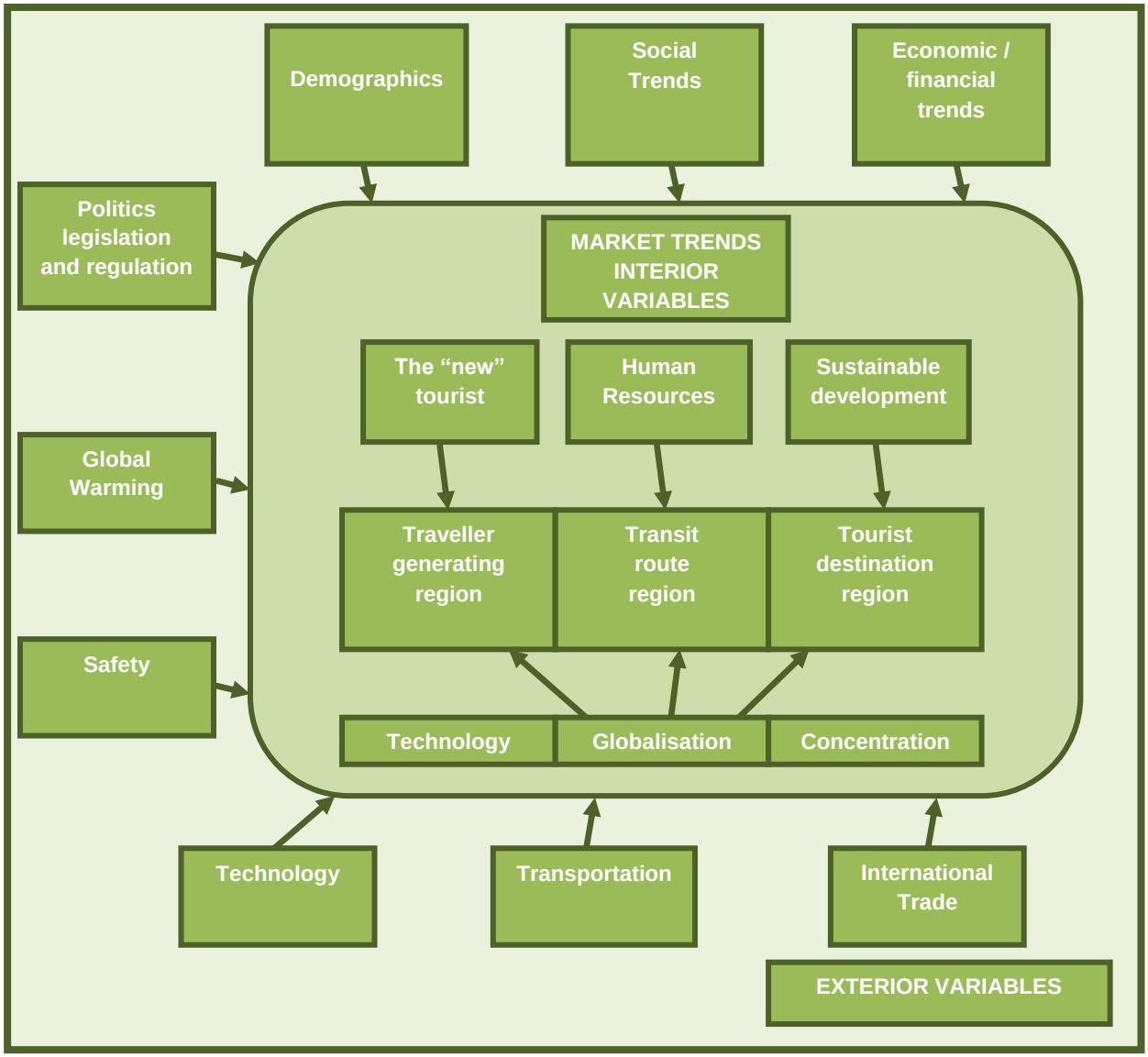


Figure 4.2: Forces of change in the ecotourism system (Adapted from: Cooper *et al.*, 1993:266)

4.2.1. Exterior factors

The exterior factors called "megatrends" consists of economic/financial factors, social factors, demographical factors, political factors, global warming factors, safety factors, technological factors, transport factors and international trade factors. Globalisation and economic trends, social trends, technological trends and environmental trends will be discussed next in full.

4.2.1.1 Globalisation and Long-term Economic Trends

An international process which surpasses local and national borders and represents an international geographical entity which eroded the independence of the nation state are seen as globalisation (Page & Connell, 2006:17; Dwyer *et al.,* 2008:2; Kapiki, 2012). Revolutions in telecommunications and computing, the development of free trade, the decline of communism and the democratisation of financial markets are a result of globalisation (Dwyer *et al.*, 2008:2). The shape of modern life will continue to change due to increased international connectivity and furthermore the limits of physical boundaries will shrink and the geographical scope of social networks will expand. An influential force that forms national and regional economies is globalisation, which are linked and interdependent.

The McDonaldisation of a tourism product line is where the experience of a hotel stay in one country is identical to that in another. The experience of products and services is becoming homogenised by the global operators, especially in the accommodation sector where the standard level of service and provision can be assured regardless of the country that is visited (Page & Connell, 2006:206).

Economic liberalisation and globalisation brings out some risks and, unavoidably problems of which some of them are possibly extremely disruptive arises. Downturns in vital economies with associated overspill of implications for other economies, arguments over international economic rules, and situations of unequal growth prospects and distribution are the causes of these problems. The distribution and capacity of ecotourism escalates when a society becomes more economically developed and greater discretionary household income then becomes more available (Weaver & Lawton, 2007:69).

The impact of globalisation on ecotourism includes:

- Ecotourism operations that are typically established near sensitive or protected areas. These areas are the most vulnerable to external disturbances caused by too many tourists and the pollution they leave behind.
- Local and native cultures can be severely transformed by tourists and their western belief systems.
- Many locally owned ecotourism operations are small in scale and incapable to compete financially against larger, more powerful foreign operations.
- Because of its excessive prospective as a sustainable development strategy that has large multiplier and spill-over effects in developing economies, ecotourism may be the most attractive development alternative some developing countries have in the short to medium term.

- Individual ecotourism packages can be easily "green washed" and marketed to a trusting public as environmental friendly when in reality they carry many of the same harmful impacts as mass tourism.

4.2.1.2 Social Trends

Three subcategories of social factors can be identified and are likely to influence ecotourism and travel: social values of society, lifestyles and demographics. As individuals are part of greater social groups that influences their behaviour and which in turn are part of and influenced by the surrounding culture, social factors are closely interconnected with cultural factors. The term culture can be defined as a set of beliefs, values, attitudes and habits that forms behaviour which is shared by a society and transferred from one generation to another (Bennett & Kassasjin, 1982 cited in Mill & Morrison, 2002: 244).

Profound effects on virtually every social institution are caused by unprecedented social and demographic shifts (Euro direct, 2002; Williams & Shaw, 2009). These shifts include population and ageing, urbanisation, changing social structures, health, aspirations and expectations, values and lifestyles, changing work patterns, gender, and education.

- ***Population and ageing***

  The population seems to be increasing and the older people have more time and money for travelling. As a result, this sort of change can affect many kinds of tourism aspects (Kapiki, 2012). One out of every eight people will be 60 years and older by the year 2020. The declining percentage of working people to pensioners will put a strain on social services, pensions, and health systems in developed countries and advanced developing countries (NIC, 1999). The senior citizens as such will be considered as older rather than old. This will result in many older people who stays in the workforce longer, often in part-time or in consulting capacities. Older people will not only be old but more active, enjoying better health and are well-off (UNWTO, 2002). Adults wants to be teenagers and children are growing up faster. The aspirational age of twelve year-olds is seventeen. This results in products that need to have cool teen attributes for children which have an impact on ecotourism. Adults who are acting more like teenagers in the sense of dressing, eating habits, interests and pastimes results in products that needs to be suited for both children and adults. With older people, the products must be to fulfil the needs of older tourists. Products which involves less adventures and more age appropriate activities.

- ***Changing social structures in developed economies***

  Domestic styles are changing from the traditional 'nuclear' family in contemporary western society. In developed countries, family households are getting smaller, sole-parent and single-person households are becoming more evident because of lower fertility rates and higher divorce rates. A novel definition of family is surfacing and include any arrangement of two or more people living in a domestic household which are made-up of a minimum of two adults, or one adult and one child. This can have an impact on the ecotourism package and the development of ecotourism products. The ecotourism package has to be adjusted for smaller groups and more activities for children have to be included.

- ***Health***

  Physical and mental well-being matter and there is a growing recognition towards that. Concern regarding health and well-being are becoming important to people. Greater significance is placed on relaxation and self-medicating. A mature population of cashed up baby boomers will surge the need for healthcare combined with getting well in beautiful settings. Although travel for health reasons is not new, more sophisticated travel products that provides wellness to ecotourists will take form. Products will have to include things like health spas in a wildlife-based area (Kapiki, 2012).

- ***Aspirations and expectations***

  The growing complexity of the 21st century life is motivating a better transparency need and a pursuit for a profounder personal sense of meaning, not only in secluded, spiritual fields but in all aspects of people's exists, including those of work environments and consumption. The 'experience economy' are talked about which is reflecting these changes in society. The ecotourism product should offer an experience element because some argue that a new era has arrived where experiences are the economic contributions that are in highest demand and produce the highest value profits (Pine & Gilmore, 1999; Kapiki, 2012).

- ***Values and lifestyles***

  A desire to self-differentiate is what drives tourist behaviour. The setting for lifestyle choice, tourist behaviour, political behaviour, education choices and expectations is provided through the need to express one's self by the consumed products and services (Education Commission of the United States, 1999). The prospect to tailor or personalise the products, services and experiences tourists buy in order to meet their specific wants and needs are becoming a high demand, consequently an almost universal customisation becomes a driving expectation. A counter-trend toward high value-added

and extended vacations are found, regardless of the trend for travellers to take short breaks, which are purpose-driven by education, wellness, or other forms of programmed self-improvement (UNWTO, 2002).

Tourists require something more as they seek newer, richer and deeper experiences, even though more and more material needs are fulfilled. Consistent with Maslow's self-actualisation concept, tourists seeks for new meanings from their consumption of goods and services. The self-actualisation aspiration changes into a search for an extensive meaning and a sense of worth that is beyond material possessions. People became too impatient to give another chance to a product or service that failed in the satisfaction aspect originally, despite the fact that they became extremely experimental, willing to try new products, foods and attractions. Awareness by media reporting will furthermore be increased on the most important problems such as threats to rainforests, pollution, global warming, coral reef bleaching and issues like dwindling water supplies worldwide and by means of direct experience of global warming impacts. The call for environmental protection will increase, when acquaintances and understanding of ecosystems and human impacts on the environment improves (Costello, 2002).

- ***Education***

  A more highly skilled labour force is required for the globalising economy and the inevitable technological change. Global employment opportunities will be expanded by the internet and as a result, the increase for diverse linguistic speakers and better cultural understanding will be demanded for. The success for destinations and businesses will be determined by an increasingly educated population and workforce (Kapiki, 2012).

Other aspects that will have an impact are the following:

- Products should have "cool" teen features and the products will have to be suited for both children and adults because adults behave more like teenagers.
- Products will have to involve less adventures and more age appropriate activities for the older tourist.
- Travelling for health reasons will become more sophisticated and provide wellness to ecotourists, and products will have to include things like health spas in a wildlife-based area. Although tourists are tremendously experimental, they are too impatient for second chances to be given for a product or service that fails to satisfy their needs initially.
- The success for destinations and businesses will be determined by a highly skilled labour force.

- Evolving tourists include characteristics such as seeking “experiences”; being money rich / time poor; having greater flexibility in the taking of leisure time; and being self-indulgent, perceptive, quality aware, individualistic and desiring self-improvement. Tourists are typically becoming more critical and less loyal, and seeking value for money, not necessarily low prices.
- Changes in demography are comparable to changes in tastes. Holidays become more specialised which include some sort of educational or cultural experience.
- As the middle class is growing, travel and tourism experiences will be progressively factored into their values and lifestyles. Discovering, experiencing, participating in, learning about and being included more closely in the everyday life of the destinations, tourist visits has become an increasingly interest. As part of the ecotourism experience with an emphasis on health, well-being, education, skill development and cultural appreciation, the individuals has become more interested in self-improvement.
- For more flexible travel plans, a change in work patterns is needed. Travelling will take place with air and car travels instead of by coach or rail (Kapiki, 2012). The past is being revisited by cashed up baby boomers and rich-packers, who are defined as well-off urban professionals that return to the countries they once visited as penniless back-packers.

4.2.1.3 Technological Trends

Knowledge seems to be essential for competitive advantage for any organisation (Sheldon, 1997; Werthner & Klein, 1999; Kapiki, 2012). In the future, knowledge will become an even more vital advantage in economies and businesses. Opportunities as well as posing threats to the ecotourism industry will be created by technological developments. Information and transport technology is crucial for ecotourism (Urry, 2004; Williams & Shaw, 2009). Ecotourism is dependent on innovations and scientific discoveries in order for products and services to be renewed and developed (Nordin, 2005). The success of ecotourism companies will continue to emphasise on value added products and services by means of using technology for competitive advantage. Information that is available to travellers has a significant impact on the decision making process of tourists (Fodness & Murray, 1997; Vogt & Fesenmaier, 1998; Jeng & Fesenmaier, 2002; Bieger & Laesser, 2004; Gursoy & McClearly, 2004). The ecotourism managers’ success will depend on how they visualise, observe, and measure the effects of approaching science and technology upon demand, supply and distribution. The providers of the numerous tourism industry areas, the visitor and the industry business setting as a whole will continue to be influenced by the development and uprising in technology. New technology virtually changes all aspects of the ecotourism and hospitality associations in all sectors, significantly (Urry, 2004; Williams & Shaw, 2009; Kapiki, 2012). The ecotourism industry tended not to take a vigorous role in developing or adapting to new technology in the past because it is

important for ecotourism destinations and products to be environmental friendly. The industry is sometimes unwilling to implement new methods and tools, regardless of the eruption of new technology.

4.2.1.4 Environmental Trends

Modern-day environmental problems will persist and in many circumstances it will grow over the foreseeable future. As a result of population growth, economic development, greenhouse gas emissions and rapid urbanisation, all countries are probable to face enlarged environmental problems. The United Nations Environment Program's (UNEP's) identified the main environmental issues and indicators of concern, which is addressed in its Global Environment Outlook reports. The major environmental trends includes climate change, natural resources depletion (energy, water and land-use), loss of biodiversity and other environmental trends including ozone depletion and land salinity (UNEP, 2002).

Climate change

One of the most concerning and contentious environmental encounters of our time is climate change. An increase in the awareness over recent years, has led to a better understanding of the scientific proof that supports trends in climatic changes seen today as well as better refined modelling and scenarios that forecast impacts for the future (Williams & Shaw, 2009).

Changes in atmospheric and ocean water temperatures are established by these significant changes, thus producing new conditions for air temperatures as well as rates of rainfall and evaporation, and other weather variables such as wind and storm patterns. Conditions created over many years and decades influences these changes which result in impacts that are often not noticeable straightaway but rather lag over a period of time into the future. One of the biggest challenges to justify and adapt to climate change is presented by this level of uncertainty (McEvoy, Handley, Cavan, Aylen, Lindley, McMorrow & Glynn, 2005; Becken & Hay, 2007; Williams & Shaw, 2009).

From the time when climatic variation has been part of the Earth's system throughout geological time scales, it is vital to point out that greenhouse gases and climate change are not an unexpected phenomena. The contribution from continued dependence on and consumption of fossil-fuel based energy sources are one of the main factors in the current climate change trend. The rates at which these greenhouse gases are being and will continue to be released into the atmosphere, as a result of ignition of fossil-fuel based energy sources, drives the development and growth seen for the massive mainstream of economies on Earth.

The path of growth under “business-as-usual” conditions is not sustainable for the environment, or for future economic development which continue to create growing awareness. For new conditions to be formed and eased into, changes are needed today. A recent independent report, titled the *Stern Review on the Economics of Climate Change*, appointed to assess the confirmation and understanding of the economics of climate change, stated that the costs acquired today will prevail over benefits of strong, early action to invest in decreasing emissions and mitigation (Stern, 2006).

The currently observed climate change which is known as the warming trend across the globe, has several direct and indirect environmental consequences which are trans-boundary, for example across one or many political and geographical borders, and likely to differ significantly amongst regions, continents, and climate zones (McEvoy et al., 2005; Becken & Hay, 2007). Sea-level rise, changes to ocean currents, accelerated rates of glacial melt in the polar regions, and loss of snow cover and permafrost are some of the direct consequences of temperature changes. The impact on ecotourism can lead to popular marine destinations that can disappear, Africa becomes drier which can lead to wildlife that can disappear and because of these destinations are closer to the poles can become more popular.

Depletion of natural resources

The biological and physical resources of the Earth are being ruined and/or exhausted due predominantly to population progression and economic development. Agriculture and food resources, energy, water, and land use are some of the affected resources, which are discussed below.

- **Agriculture and food resources**

  Increasing pressure on food resources is a result by world population that is growing rapidly. Developing countries, which are even now having difficulties to feed their people, will yield about 98% of the population growth. Increasing populations put bigger pressure on the Earth’s land, water, food, timber and energy resources. Will come from food, land and water security will result in even more critical concerns.

- **Energy**

  The unavoidable rise in the price of oil are one of the main economic matters in the world. This will have a subsequent impact on economies, because of the existing dependency on fossil-fuel based energy sources. Overall energy provisions will be adequate to meet global demands over the next few decades, stipulated that extensive investment in a new capacity are made. The Caspian Sea, Venezuela, and West Africa are all being reckoned upon to provide for the enlarged projected manufacture, however

there is a wide-range of political and/or economic threat that is involved in these sources.

The Middle East's traditional providers are increasingly unstable and this results into a sharper demand-driven competition for resources and perhaps one of the key uncertainties goes together with a major disruption of oil supplies. New encounters already seem to be decreasing although production has kept increasing, to date. Becoming more energy efficient through to 2020 must be the aim by the global economy (NIC, 1999). Opposing impacts on the expenditures of the entire industry including travel and transport will be caused because of oil prices that will continue to rise although traditional industries are progressively effective in their energy use. The "big rollover" in production, when production begins to decrease, is currently predicted to occur any time between now and 2030 to 2050. The most certain aspect is that through extracting more oil, it is very likely that higher and higher prices will be asked for this oil (Carmody, 2005). The impact on ecotourism is that it will become expensive to visit these destinations if these destinations are far from urban and rural sites.

- **Water**

  World consumption of water is growing at twice the amount of population growth. The realism is that over the next thirty years, the total of countries facing water unavailability will double and this will result in conflicts, even wars could be the consequence from disagreements over water. Countries in dry areas, such as Africa and the Middle East will feel the pressure on water resources over the next thirty years. Half of the world's population will live in countries that are "water-stressed" by the year 2020. The developing world, mostly in Africa, the Middle East, South Asia, and northern China, will feel this stress stronger (NIC, 2004).

  With more than one-sixth of the Earth's population depending on glacier and seasonal snow packs for their water supply, the consequences of hydrological changes are likely to be harsh. In parts of the world where the water supply is controlled by melting snow or ice, an increase in surface temperatures is expected to produce less winter precipitation as snow and the melting of winter snow would occur earlier in spring (Barnett, Adam & Lettenmaier, 2005). The drying out of rivers also affects the environment (and tourism) in areas where wetlands and deltas have been selected areas of exceptional natural beauty and therefore, conflict could take place where countries share water resources, such as within the catchment areas of the River Nile or River Jordan (UNWTO, 2002).

- **Land-use**

  Substantial ruin of arable land will continue, as will the loss of tropical forests, with cumulative extensive and intensive land use for agricultural purposes (Williams & Shaw, 2009). One of the foremost threats is broad-scale clearing that native bush lands are facing globally. The negative effects of land clearing are that it destroys plants, entire habitats and local ecosystems and removes the food and habitat on which other native species rely on. Clearing also causes weeds and invasive animals to spread, it increases greenhouse gas emissions and it can lead to soil degradation, such as erosion and salinity, which in turn can be harmful to the quality of water (Department of the Environment and Heritage (DEH), 2005a, b).

- ***Loss of biodiversity***

  Due to population strain, harm to habitats, pollution and over-hunting, which in many circumstances consist of illegal poaching of threatened or endangered species for example rhinos, a growing loss of species is caused. Many native species need specific environmental conditions to survive and the loss of habitat are the main reason for some widespread species being lost from local areas. If this takes place in several regions, extinctions can be caused (Department of Environment and Heritage (DEH), 2005a, b).

- ***Other environmental trends***

  Other environmental trends which have particular relevance and concerning outcomes are additional to the previously discussed environmental trends. Ozone depletion and land salinity are examples of these environmental trends. Ultraviolet radiation has an impact on living organisms on the earth including humans and the ozone layer protects the surface of the earth from this ultraviolet radiation. The release of chlorofluorocarbons (CFCs) into the atmosphere, accelerates the depletion of ozone in the Earth's stratosphere. Industrial processes, refrigerants and aerosol sprays is the most common source of CFC. Global efforts in decreasing and finally eliminating these sources of CFCs, during the 1980s and 1990s, have assisted in stalling any further enhancing depletion of the ozone layer, however, the risk of depletion will be felt continually. Global warming in addition, may drastically increase the capacity for ozone-destroying substances to linger in the stratosphere for decades (Viner & Nicholls, 2005).

The feasibility and attractiveness of an area as an ecotourism destination is very important and is determined by the natural environment and climate conditions because ecotourism is closely linked to the environment. Visitors can gain easier access to interesting natural or man-made environments because ecotourism developments are established near attractive or unique features of the environment.

The effective management of environmental sensitive areas and the preservation of unique environments, particularly when these are major sources of attractions for visitors, are the main focus of ecotourism development, and is typically the concern of ecotourism stakeholders, including researchers. The focus, in recent years, has moved toward the part that tourism can play in decreasing environmental pollution and demands on resource use. Climate change will influence the types of destinations that tourists prefer and which ones will stop to be as attractive. An example of some of the main environmental effects of climate change that will have an impact on ecotourism destinations in the future is presented in Table 4.1.

Table 4.1: Potential climate changes and their anticipated impacts

Projected climate change	Environmental Implications	Potential impacts on ecotourism activity
Much warmer, wetter winters. Warmer, drier summers. More 'reliable' summers.	**Possible pressure on ecosystems that is sensitive to warming** **Damage to some ecosystems as a result of increased tourism activity.**	Improvement in warmer conditions could relate to more domestic holidays. Warmer more reliable summers also provide increased motivation for those in hotter regions to travel to destinations with more desirable summer conditions. Harmful effects on the ski industry - a decline in the number of days of reliable snow cover in winter, especially for low-lying resorts, creating capacity burdens for higher altitude ski resorts.
Warmer, wetter winters. Much warmer, drier summers. Increased heat index –more days above 40°C. More arid landscape.	**Bigger risk of drought and bushfire hazard.** **Rise in water shortages.** **Greater personal heat stress.** **Vulnerability to tropical disease (e.g. malaria).** **Reduced air quality in cities.**	Reduction in tourist numbers in traditional midsummer destinations due to excessive heat, however an increase in numbers may be apparent in current shoulder seasons. Increased incentive for outbound tourists to go to more temperate and milder summer destinations rather than holiday 'at home'. Potential for extensive damage to tourist facilities and disturbance of services during or following bushfires or other extreme weather events. Adverse effects on sport tourism and sports event tourism in midsummer.

Warmer winters. Warmer summers. Rise in heat index. Slight rainfall increases. Increased frequency and/or intensity of tropical storms.	**Greater threat of storms and beach erosion.** **Rise in sea level and potential infrastructure damages from tidal surges / flooding risks.** **Risk of rise in tropical diseases.** **Coral bleaching.** **Salinisation of aquifers.**	Some coastal tropical and sub-tropical destinations may become too hot to visit in summer, but general, sightseeing travel unlikely to be greatly affected. Potential for extensive damage to tourist facilities and disruption of services during or following significant weather events such as storms and flooding. Decreased aesthetic value of coral reefs as tourist destinations, due to coral bleaching. Loss of confidence in destination due to increasing health risks.
Little change in rainfall. Relatively little change in temperatures.	**No dramatic climatic changes foreseen.** **Islands and coastal areas vulnerable to sea level rise.** **Coral bleaching.**	Limited effect on travel patterns, though decline in dive and beach markets are possible.
Increased occurrence of drought conditions in surroundings and inland regions. Higher heat index.	**Arid rural landscape.** **Greater risk of drought and bushfire hazard.** **Rise in water shortages.**	Reduction in summer tourist numbers to rural and inland destinations, such as wineries and alpine regions, due to excessive heat. An increase in numbers may be apparent in current shoulder seasons. Potential for substantial damage to tourist facilities and disruption of services during or following bushfires or other extreme weather events. Disturbances in nature-based tourism, such as visits to national parks.

(Adapted from: Viner and Nicholls, 2005)

An increase of the development of “artificial” (indoor) environments for tourism will take place because of the extensive environmental changes. The impact on fuel costs that affects transport costs and also the flow of tourism are the source of reduced supplies of energy. Rising temperatures can impact the “bottom line” of operators in many areas of ecotourism operations because half of all energy uses in hotels is attributable to air-conditioning.

Because tourism is a “transport-intensive” business, the options for replacement to other fuels, on the foundation of established technologies, are limited. Tourism is severely open to higher oil prices and is likely to suffer the most if it comes to a conflict between basic transport needs such as economic development and travelling to work and discretionary transport needs such as recreational tourism, in the face of declining stocks of oil. Continuing high oil prices would be predominantly not good for tourism.

High oil prices feed into higher inflation and interest rates resulting in economic recessions and will have an impact undesirably on the tourism industry (Carmody, 2005). The tourism industry should make a fair contribution in the efforts to reduce greenhouse gas emissions and other pollutants. The fast growth in air travel emissions contrasts with the accomplishment of many other sectors of the economy that reduces emissions. Therefore, costs to economies from the growth in emissions will grow much faster than loss of benefits to tourism industry stakeholders. Although the Kyoto Protocol targets covers emissions from domestic flights, international flights is not covered. Jet fuel for international flights has historically been discharged from taxation. Joint air agreements between EU Member States and third countries are being transformed to allow this option, but the application will take some time.

The question is not whether the industrial processes and lifestyles should change to accommodate the environment, but how drastically the change must be made to the current practices in order to conserve the environment, to become familiar with new environmental conditions, how quickly one must act and how much it will cost. This conversion will be difficult because some nations remain resisting changes that could affect their economies. The debate over environmental issues can only grow in the years to come, because developing countries declare their right to the same energy-consuming and polluting luxuries developed countries has long enjoyed.

The future trends discussed above are just some of the forces that ecotourism stakeholders must recognise and understand if ecotourism is to develop in a sustainable way. These trends calls up various implications for ecotourism management and new areas of research. A summary of the megatrends can be seen in Table 4.2.

Table 4.2. Summary of the megatrends

Demographic Factors	Political Factors
• aging of societies; • tendencies to set up home late; • a smaller number of households; • a leading model of family 2+1; • growing number of single people; • growing number of childless couples; • growing number of working women.	• changes in Central-West Europe; • incorporation of the European Union; • liberalisation of international migrations; • convenience passports, foreign currency; • unsteady political state in numerous parts of the world; • international terrorism; • bigger significance of safe travel
Social & cultural factors	**Economic factors**
• shortened time of working, more free time and longer vacations; • increase of time for extra work; • earlier retirements; • increasing number of "two-income" households; • which were thought of as a healthy life; • a family crisis; • conflicts between identity and modernisation, especially in developing countries a radical demands and increases of importance of ethnic movement etc.	• continuance of reasonable economical rise in the world scale; • a bigger imbalance between rich and poor countries; • a bigger financial crisis in a number of countries (especially, among "economical tigers" in South Asia and Pacific); • a stable price of petroleum; liberalisation and development of an international trade; • capital concentration in world's economy; • globalisation of economic activity;
Technological factors	**Ecological factors**
• automation and computerisation; • developing of telecommunication developing of computing systems; • developing of transport and infrastructure (airports, motorways); • use of modern technologies in everyday life (household articles, sport, tourist equipment); • developing of soft technologies;	• minor environmental resources a greater ecological awareness in society; • government's concern with environment; • conflicts caused by developing of a big accumulations (in developing and developed countries); • development of the ecological movement • international association in field of natural and cultural environment protection;

(Adapted from: Toffler, 1981; Cooper *et al*., 1993 and Dwyer *et al*., 2008)

4.3 Conclusion

The aim of this chapter was to do a theoretical analysis of possible future trends in ecotourism. The remainder of this chapter focused on: globalisation and long-term economic trends, social trends, political trends, *environmental trends* and technological trends.

Globalisation is an international process which surpasses local and national borders and represents an international geographical entity which eroded the independence of the nation state. An influential force that forms national and regional economies is globalisation, which are linked and interdependent. The experience of products and services is becoming homogenised by the global operators, especially in the accommodation sector where the standard level of service and provision can be assured regardless of the country that is visited. The distribution and volume of ecotourism increases as a society becomes more economically developed and greater discretionary household income subsequently becomes more available.

Three subcategories of social factors can be identified and are likely to influence ecotourism and travel: social values of society, lifestyles and demographics. Adults wants to be teenagers and children are growing up faster. The aspirational age of twelve year-olds is seventeen. This results in products that need to have cool teen attributes for children which have an impact on ecotourism. Adults who are acting more like teenagers in the sense of dressing, eating habits, interests and pastimes results in products that needs to be suited for both children and adults. A novel definition of family is surfacing and include any arrangement of two or more people living in a domestic household which are made-up of a minimum of two adults, or one adult and one child. This can have an impact on the ecotourism package and the development of ecotourism products. The ecotourism package has to be adjusted for smaller groups and more activities for children has to be included.

Although travel for health reasons is not new, more sophisticated travel products that provides wellness to ecotourists will take form. Physical and mental well-being matter and there is a growing recognition towards that. Concern regarding health and well-being are becoming important to people. Products will have to include things like health spas in a wildlife-based area. People became too impatient to give another chance to a product or service that failed in the satisfaction aspect originally, despite the fact that they became extremely experimental, willing to try new products, foods and attractions.

Information and transport technology is crucial for ecotourism. Ecotourism is dependent on innovations and scientific discoveries in order for products and services to be renewed and developed. The ecotourism industry tended not to take a vigorous role in developing or adapting to new technology in the past because it is important for ecotourism destinations and products

to be environmental friendly. The industry is sometimes unwilling to implement new methods and tools, regardless of the eruption of new technology.

One of the most concerning and contentious environmental encounters of our time is climate change. An increase in the awareness over recent years, has led to a better understanding of the scientific proof that supports trends in climatic changes seen today as well as better refined modelling and scenarios that forecast impacts for the future. The impact on ecotourism can lead to popular marine destinations that can disappear, Africa becomes drier which can lead to wildlife that can disappear and because of these destinations are closer to the poles can become more popular.

The feasibility and attractiveness of an area as an ecotourism destination is very important and is determined by the natural environment and climate conditions because ecotourism is closely linked to the environment. Visitors can gain easier access to interesting natural or man-made environments because ecotourism developments are established near attractive or unique features of the environment.

The effective management of environmental sensitive areas and the preservation of unique environments, particularly when these are major sources of attractions for visitors, are the main focus of ecotourism development, and is typically the concern of ecotourism stakeholders, including researchers. The focus, in recent years, has moved toward the part that tourism can play in decreasing environmental pollution and demands on resource use. Climate change will influence the types of destinations that tourists prefer and which ones will stop to be as attractive.

Chapter 5
The Empirical Results

5.1 Introduction

The primary objective of this study is to develop an ecotourism rating system for South African National Parks. The empirical study was done to gain an understanding of the perceptions from a demand side (which is the visitors to South African National Parks) regarding key principles of ecotourism. Quantitative research was conducted.

The questionnaire used in the survey consisted of two sections namely:

- Section A sought to determine the demographic profile of respondents; and
- Section B sought to determine the perceptions of respondents regarding the importance of specific ecotourism principles (measured on a five-point Likert scale)

The research is descriptive and exploratory in nature and a web-based survey was done for the demand side (visitors to South African National Parks). The questionnaire was hosted on South African National Parks' website during April 2013 and 308 (n) questionnaires were received back. A non-probability sampling method was used, namely convenience sampling.

The data was analysed by the Statistical Consultation Services at the North-West University by means of the SPSS (Statistical Package for Social Sciences) software programme (SPSS Inc., 2009). In order to develop the rating system the data was interpreted by the means of the following methods:

- Descriptive statistics in order to give an overview of the demographic profile of the respondents as well as the aspects considered as important by the visitors (demand side). The techniques used in the descriptive analysis included frequency tables that indicated the frequency of the values for each aspect and the measure of location, which was the mean or average value of each aspect (Tustin, Lighthelm, Martins & Van Wyk, 2005:523).
- Exploratory factor analysis was used in order to reduce the variables (ecotourism principles) to a smaller set of variables, while retaining most of the original information (Tustin *et al.*, 2005:668).
- Factor correlation matrix was used to identify possible correlations between the factors that were extracted from the factor analysis (Tustin *et al.*, 2005:668).

- A *t*-test and ANOVA's was conducted in order to determine whether or not there was any significant difference between respondents (visitors to national parks) and the ecotourism principles (Tustin *et al.*, 2005:523).

The aim of this chapter is to reflect the results of the empirical research. The information from the empirical research will be used to develop the rating system. This chapter consists of two sections, namely descriptive statistics and causal research. The descriptive statistics include the demographic profile of respondents, the principles of ecotourism, the factor analysis and the factor correlation matrix. The causal research includes the *t*-test and the analysis of variance (ANOVA).

5.2 Descriptive results

Next the descriptive results will be discussed.

5.2.1 The demographic profile of respondents

The following table describes the demographic profile of the respondents that participated in the survey.

Table 5.1: Demographic profile of respondents

Demographic profile	
Home language	English (66%) Afrikaans (31%) Other (3%)
Marital Status	Married (61%) Not Married (21%) Divorced (7%) Widow/er (2%) Living together (9%)
Province of residence	Gauteng (40%) Western Cape (20%) KwaZulu-Natal (9%) Eastern Cape (5%) Limpopo (4%) Mpumalanga (8%) Free State (1%) North West (7%) Other (6%)

Level of education	Diploma, Degree (46%) Matric (22%) Post Graduate (21%) Professional (10%) Other (1%)
Times visited in past three years	3-4 times on average
Wild Card Holder	Yes (62%) No (38%)
Conservation Organisations	Yes (48%) No (52%) Includes: Birdlife, Green Peace, Rhino Conservation, SA Wildlife, SANParks Honorary Rangers, UNITE against poaching and the World Wide Fund for Nature
Respondents understanding of ecotourism	A responsible, sustainable way of tourism, which is focused on conserving and protecting nature by means of raising awareness of endangered, fragile or protected ecosystems. Has a low impact on the environment An educational travel experience in any environment (natural or man-made) that contributes to the conserving of those environments through generating sustainable economic opportunities of direct benefit to local people and utilises environmentally friendly management practices.

As seen in Table 5.1 the language most spoken by the respondents was primarily English (66%) followed by Afrikaans (31%). The greater number of respondents was married (61%) and live in Gauteng (40%). They were well educated with a diploma or degree (46%). Most of the respondents were Wild Card holders (62%) and supported conservation organisations (48%).

This research confirms previous research done on the profile of visitors to South African National Parks by Ferreira (2008), Bothma (2009), Mouton (2009), Du Plessis (2010), Du Plessis (2011), Tiedt (2011), Bouwer (2012), De Witt (2012) and Hermann (2014). These respondents were thus representative of the normal park visitor profile, thus familiar with the park environment and able to provide their opinions on ecotourism principles from a visitor point of view. The conservation organisation that was supported the most was Rhino Conservation, followed by SA Wildlife, SANParks Honorary Rangers, Green Peace, UNITE against poaching and World Wide Fund for Nature. Respondents understanding of responsible ecotourism was

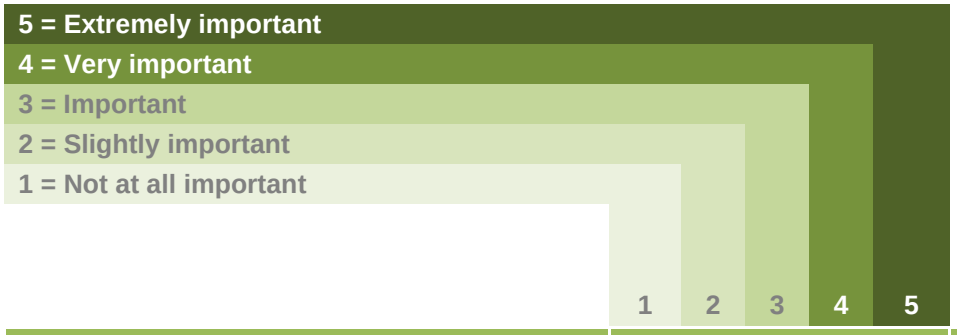
the following: Conserving and protecting nature, has a low impact on the environment and has an educational travel experience in any environment.

5.2.2 Ecotourism principles

Section B of the questionnaire focused on principles of ecotourism, which were based on a literature review regarding ecotourism. The key principles identified were: conservation of nature, conservation of culture, community involvement, environmental education, tourist satisfaction, responsible tourism practices, environmental education, tourist satisfaction, responsible tourism practices, role players participating in ecotourism – the tourist and accommodation. This was also the first step in analysing the items to be included in the rating system. Sources that were used to develop the questionnaire included the works of Diamantis (2004), Fennell (2008), Spencely (2008) and Saayman (2009), material sourced from The Department of Environmental Affairs and Tourism (2003) and Björk (2007). The importance of each of the items (Table 5.2 – Table 5.9) was rated on a five-point Likert scale ranging from 1 = "Not at all important" to 5 = "Extremely important". The mean value and standard deviation were also reported for each item.

a. Conservation of nature

Table 5.2: Ecotourism principle – Conservation of nature



	Responsible ecotourism principles	Percentage					Mean Value	Std. Deviation
	CONSERVATION OF NATURE							
1	That new roads are restricted to existing roads in the national park	3	8	32	30	27	3.71	1.045
2	That an EIA has been conducted before development started	0	2	8	16	74	**4.63**	.704
3	That the roaming of vehicles is restricted	1	4	14	28	53	4.29	.901
4	That hiking trails are marked clearly	1	2	15	39	43	4.19	.867
5	The roads are built around indigenous trees	2	4	14	19	61	4.36	.948
6	That roads that are not in use are being rehabilitated	3	11	21	32	33	3.81	1.112

7	That tourist numbers are restricted per season	2	5	23	33	37	3.97	.998
8	That building materials are environment-friendly	1	1	8	24	66	**4.56**	.714
9	That natural ventilation is used to regulate temperatures in buildings	2	7	16	22	53	4.16	1.060
10	That alternative water storage is in place, for example tanks used to save rain water	1	4	13	27	55	4.32	.888
11	That human waste is treated in environment-friendly way	1	3	14	26	56	4.36	.845
12	That noise is limited in natural areas	0	0	6	19	75	**4.70**	.564
13	That new indigenous trees are being planted	1	1	15	19	64	4.47	.815
14	That only alien trees are being used for fire wood	1	5	20	27	47	4.15	.966
15	That alien plants are being removed	2	3	11	20	64	4.43	.892
16	That water used in kitchens is being reused	1	5	19	38	37	4.05	.922
17	That cleaning substances used are environmentally friendly	1	2	12	27	58	4.43	.788
18	That water sources are protected	0	0	3	11	86	**4.83**	.449
19	That interaction with nature, such as hiking and mountain climbing, is offered	5	11	23	34	27	3.68	1.123
20	That development is slow and thought through in order to lower the impact on the environment	1	2	13	29	55	4.38	.820
21	That ecotourism operations take place on a relatively small scale	4	10	33	28	25	3.61	1.084
22	That awareness is being raised regarding biodiversity and conservation	0	1	8	19	72	**4.65**	.636

From Table 5.2 the following principle of ecotourism namely “conservation of nature” were rated *very important to extremely important* by the respondents:

- That water sources are protected (M=4.83; SD±.449)
- That noise is limited in natural areas (M=4.70; SD±.564)
- That awareness is being raised regarding biodiversity and conservation (M=4.65; SD±.636)
- That an EIA has been conducted before development started (M=4.63; SD±.704)
- That building materials are environment-friendly (M=4.56; SD±.714)

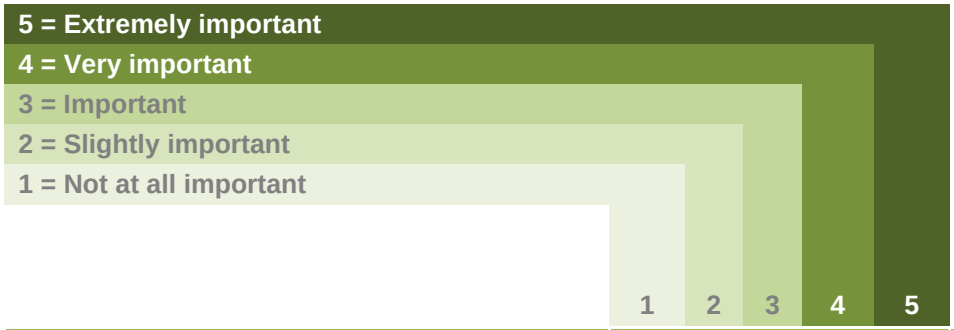
The following three aspects of “conservation of nature” aspects were considered as *important to very important*:

- That ecotourism operations take place on a relatively small scale (M=3.61; SD±1.084)

- That interaction with nature, such as hiking and mountain climbing, is offered (M=3.68; SD±1.123)
- That new roads are restricted to existing roads in the national park (M=3.71; SD±1.045)

b. Conservation of culture

Table 5.3: Ecotourism principle – Conservation of culture



Responsible ecotourism principles		Percentage					Mean Value	Std. Deviation
CONSERVATION OF CULTURE								
1	That the food served is made from locally recipes	13	24	33	17	13	2.95	1.207
2	That local cultures are still permanent residents on the land	20	20	31	18	11	2.79	1.260
3	That local cultures may hunt and fish freely on the property if in need of food	43	25	19	8	5	2.05	1.163
4	That local cultures are allowed to plant own food in the national park	49	26	16	7	2	1.89	1.066
5	That local cultures are allowed to practice their heritage in the national park	28	24	27	13	8	2.49	1.254
6	Were the local culture taken into consideration when development started?	10	10	34	23	23	**3.40**	1.227
7	That tourism development take in consideration heritage and local culture	8	12	31	23	26	**3.46**	1.223
8	That employees are from the local community	5	11	25	27	32	**3.69**	1.180
9	That cultural activities are offered	12	21	33	22	12	3.00	1.189
10	That the integrity of cultural and heritage sites not be effected	4	7	26	30	33	**3.83**	1.089
11	That a certain percentage of fees paid by tourists be directed to conservation of cultural as well as natural sites	9	12	28	24	27	**3.47**	1.261

From Table 5.3 the principle “conservation of culture” the following aspects were rated by respondents as *important to very important*:

- That the integrity of cultural and heritage sites not be effected (M=3.83; SD±1.089)
- That employees are from the local community (M=3.69; SD±1.180)

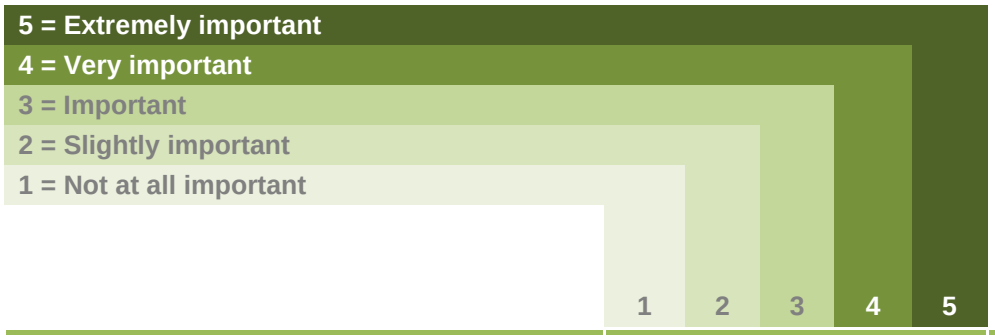
- That a certain percentage of fees paid by tourists be directed to conservation of culture as well as natural sites (M=3.47; SD±1.261)
- That tourism development take in consideration heritage and local culture (M=3.46; SD±1.223)
- That local culture was taken into consideration when development started? (M=3.40; SD±1.227)
- That cultural activities are offered (M=3.00; SD±1.189)

The following two "cultural" aspects were considered *slightly important to important*:

- That the food served is made from locally recipes (M=2.95; SD±1.207)
- That local cultures are still permanent residents on the land (M=2.79; SD±1.260)

c. Community involvement

Table 5.4: Ecotourism principle – Community Involvement



	Responsible ecotourism principles	Percentage					Mean Value	Std. Deviation
	COMMUNITY INVOLVEMENT							
1	That cultural activities are hosted by the local culture/community	9	14	34	27	16	3.26	1.158
2	That the local community is involved with development decisions	10	16	28	26	20	3.32	1.227
3	That the local community is involved in the management of the national park	22	21	31	18	8	2.71	1.227
4	That the local community gains financial advantage from the product	11	14	34	24	17	3.21	1.208
5	That the local community is able to show and teach their culture to tourists	10	13	33	30	14	3.27	1.139
6	That the local community is taught about conservation	1	1	7	13	78	**4.69**	.666
7	That the local community was used for the purposes of building facilities	5	8	31	27	29	3.69	1.099

8	That funds are being raised for the local community by the national park	16	18	25	21	20	3.11	1.336
9	That the local community is provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry	4	4	24	24	44	4.01	1.089

From Table 5.4 the following aspects regarding the principles of ecotourism namely "community involvement" were rated *very important to extremely important*. Therefor for "community involvement", the following aspects are important for the rating criteria:

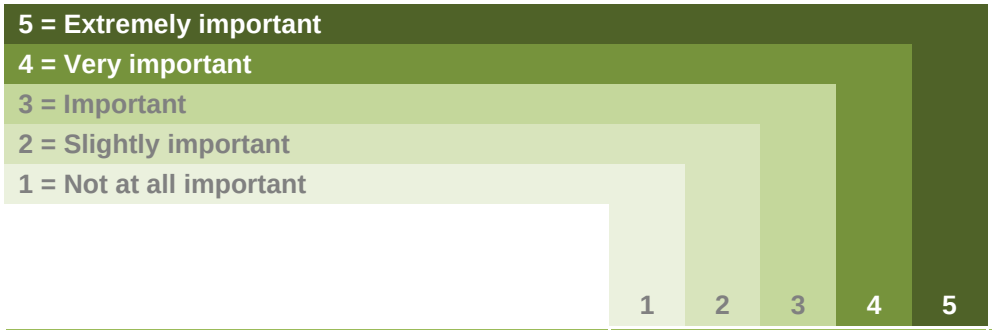
- That the local community is taught about conservation (M=4.69; SD±.669)
- That the local community is provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry (M=4.01; SD±1.089)

"Community involvement" aspects that were rated as *important to very important* are:

- That the local community was used for the purposes of building facilities (M=3.69; SD±1.099)
- That the local community is involved with development decisions (M=3.32; SD±1.227)
- That the local community is able to show and teach their culture to tourists (M=3.27; SD±1.139)
- That cultural activities are hosted by the local culture/community (M=3.26; SD±1.158)
- That the local community gains financial advantage from the product (M=3.21; SD±1.208)
- That funds are being raised for the local community by the national park (M=3.11; SD±1.336)

d. Environmental education

Table 5.5: Ecotourism principle – Environmental Education



Responsible ecotourism principles	Percentage	Mean Value	Std. Deviation

ENVIRONMENTAL EDUCATION								
1	That information about rules and regulations is on display	0	1	5	20	74	**4.67**	.619
2	That education sessions are held to inform guests about conserving fauna and flora	1	3	16	30	50	4.27	.881
3	That tourists are learning about the different cultures	6	12	30	26	26	3.54	1.184
4	That tourists are learning about green practices	0	4	16	32	48	4.23	.876
5	That tourists are learning about their carbon footprint	1	5	16	28	50	4.22	.942
6	That tourists are learning about the economic impact of buying local products	4	5	22	32	37	3.93	1.068
7	That tourists are educated about waste reduction when visiting parks	1	3	12	23	61	4.42	.857

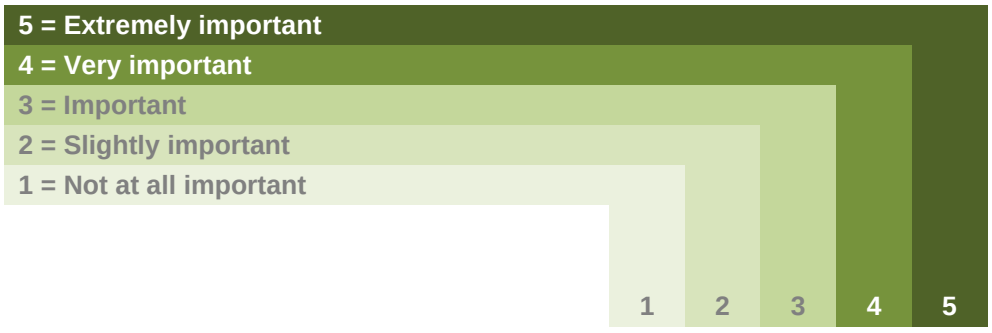
Regarding the principle “environmental education”, the following aspects were rated as *very important to extremely important* by respondents:

- That information about rules and regulations is on display (M=4.67; SD±.619)
- That tourists are educated about waste reduction when visiting parks (M=4.42; SD±.857)
- That education sessions are held to inform guests about conserving fauna and flora (M=4.27; SD±.881)
- That tourists are learning about green practices (M=4.23; SD±.876)
- That tourists are learning about their carbon footprint (M=4.22; SD±.942)

“Environmental educational” aspects that were rated *important to very important* are, that tourists were learning about the economic impact of buying local products (M=3.93; SD±1.068) and that tourists were learning about the different cultures (M=3.54; SD±1.184). It is evident that most “environmental educational” aspects received a high mean value which highlights the importance of education in ecotourism-related aspects as well as for a rating criteria.

e. Tourist satisfaction

Table 5.6: Ecotourism principle – Tourist Satisfaction



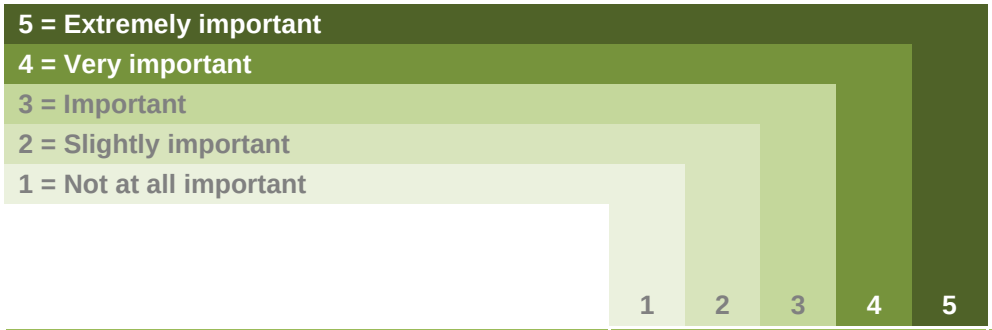
Responsible ecotourism principles		Percentage					Mean Value	Std. Deviation
TOURIST SATISFACTION								
1	That tourists are briefed beforehand about what the product entails	2	3	15	32	48	4.24	.891
2	That the risks involved are clearly stated	0	2	11	31	56	4.41	.755
3	That the product gives a quality experience filled with either education, excitement or cultural benefits	2	3	16	33	46	4.18	.940

The aspects regarding the ecotourism principles "tourist satisfaction" that were rated as *very important to extremely important* are the following:

- That the risks involved are clearly stated (M=4.41; SD±.755)
- That tourists are briefed beforehand about what the product entails (M=4.24; SD±.891)
- That the product gives a quality experience filled with either education, excitement or cultural benefits (M=4.18; SD±.940)

f. Responsible tourism practices

Table 5.7: Ecotourism principle – Responsible Tourism Practices



Responsible ecotourism principles		Percentage					Mean Value	Std. Deviation
RESPONSIBLE TOURISM PRACTICES								
1	That activities of learning sessions take place in a natural area	2	8	33	35	22	3.68	.961
2	That tourists get to interact with nature	1	4	22	34	39	**4.06**	.930
3	That water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets.	1	2	11	21	65	**4.49**	.813

4	That paper and other materials are recyclable	0	2	8	21	69	**4.58**	.702
5	That solar heating systems are in place	1	1	11	22	65	**4.50**	.776
6	That walking or bicycles are encouraged in suitable areas in parks	7	9	23	23	38	3.76	1.245
7	That accommodation is built without harming the environment	0	1	6	19	74	**4.65**	.657
8	That biodegradable products are encouraged, such as biodegradable soap	1	3	11	21	64	**4.46**	.825
9	That dripping taps are fixed immediately	1	1	6	15	77	**4.70**	.653
10	The correct disposal of waste, including cigarette buds, into allocated waste bins is encouraged	0	1	4	17	78	**4.73**	.551
11	That bedding and linen are made from recycled materials	7	16	31	20	26	3.43	1.231
12	That timers are installed in the rooms for the lights as well as for air conditioning	6	12	22	25	35	3.72	1.224
13	That the waste and water are being treated, controlled and reused	1	1	18	22	58	**4.38**	.835
14	That all notifications and information sheets are printed on recycled paper	0	4	26	20	50	**4.14**	.990
15	That building materials used are environmentally friendly	1	2	16	20	61	**4.39**	.864
16	That there is participation in “Plant-a-tree” day by parks and tourists	3	8	23	23	43	3.94	1.134

From Table 5.7 it is evident that all the aspects under the principle “responsible tourism practices” were rated by the respondents as *important to very important*. Therefore, making this category important in the development of the rating criteria. The following eight were rated as most important by respondents:

- The correct disposal of waste, including cigarette butts, into allocated waste bins is encouraged (M=4.73; SD±.551)
- That dripping taps are fixed immediately (M=4.70; SD±.653)
- That accommodation is built without harming the environment (M=4.65; SD±.657)

- That paper and other materials are recyclable (M=4.58; SD±.702)
- That solar heating systems are in place (M=4.50; SD±.776)
- That water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets (M=4.49; SD±0.813)
- That biodegradable products are encouraged, such as biodegradable soap (M=4.46; SD±0.825)
- That building materials used are environmentally friendly (M=4.39; SD±0.864)

g. Role players participating in ecotourism – the tourist

Table 5.8: Ecotourism principle – Role players participating in ecotourism – the tourist

Responsible ecotourism principles		Percentage					Mean Value	Std. Deviation
ROLE PLAYERS PARTICIPATING IN ECOTOURISM:								
The Tourist								
1	That tourists are informed of the benefits of conservation	0	1	9	29	61	**4.50**	.703
2	That tourists are limited to untouched/undisturbed natural areas	4	7	19	25	45	4.00	1.146
3	That tourists are encouraged to keep on the walking trails	1	1	8	21	69	**4.56**	.760
4	That tourists are informed about energy saving practices	1	2	16	26	55	4.32	.874
5	That tourists are encouraged to view animals and birds from a distance	2	6	19	22	51	4.14	1.057
6	That tourists are aware of the impact they have on the environment	1	1	6	24	68	**4.60**	.678
7	That tourists are told not to touch or disturb birds and animals	1	1	4	13	81	**4.76**	.576

Regarding “role players participating in ecotourism” (the tourist), the following are important for the rating criteria and were rated *very important to extremely important* by the respondents:

- That tourists are told not to touch or disturb birds and animals (M=4.76; SD±.576)
- That tourists are aware of the impact they have on the environment (M=4.60; SD±.678)
- That tourists are encouraged to keep on the walking trails (M=4.56; SD±.760)
- That tourists are informed of the benefits of conservation (M=4.50; SD±.703)
- That tourists are informed about energy saving practices (M=4.32; SD±.874)
- That tourists are encouraged to view animals and birds from a distance (M=4.14; SD±1.057)
- That tourists are limited to untouched/undisturbed natural areas (M=4.00; SD±1.146)

h. *Role players participating in ecotourism – accommodation*

Table 5.9: Ecotourism principle – Role players participating in ecotourism – accommodation

	Responsible ecotourism principles	Percentage					Mean Value	Std. Deviation
ROLE PLAYERS PARTICIPATING IN ECOTOURISM:								
ACCOMMODATION								
1	That accommodation is built without harming the environment	1	1	9	23	66	**4.54**	.734
2	That water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets.	1	1	12	21	65	**4.48**	.809
3	That water is saved by using rain water tanks	1	1	9	19	70	**4.60**	.689
4	That the waste and water are being treated, controlled and reused	1	1	14	22	62	**4.46**	.795
5	That drain water is being purified	1	3	17	25	54	4.28	.917
6	That dripping taps are fixed immediately	1	1	8	13	77	**4.66**	.712
7	That paper and other materials are recyclable	1	1	17	20	61	4.40	.868
8	That solar heating systems are in place	1	1	13	22	63	**4.45**	.815

9	That solar power appliances be used, e.g. fridges, stoves	1	2	17	25	55	4.29	.923
10	That there are energy saving programmes in place, or a contribution is made towards energy saving	1	1	13	27	58	4.39	.845
11	That timers are installed in the rooms for the lights as well as for air conditioning	4	9	21	25	41	3.90	1.149
12	That biodegradable products are encouraged, such as biodegradable soap	1	4	16	23	56	4.32	.912
13	That eco-friendly non-toxic cleaning supplies are used	1	3	13	23	60	4.41	.853
14	That bedding and linen are made from recycled materials	8	13	30	18	31	3.54	1.264
15	Develop the reuse of towels and linen programmes	3	2	24	25	46	4.08	1.023
16	That non-disposable ware such as glassware, chinaware and silverware are used	2	5	18	25	50	4.18	1.001
17	That building materials used are environmentally friendly	0	3	12	24	61	**4.45**	.785
18	That there are no visible electricity lines	5	12	27	19	37	3.71	1.215
19	That there are fresh-air exchange systems in place	3	4	27	30	36	3.92	1.035
20	That the accommodation or camps welcome smaller groups	3	6	27	25	39	3.92	1.076
21	That the accommodation is not significantly impacted by a town site, noise, traffic, smog or pollution	1	2	9	21	67	**4.52**	.821

"Respondents rated aspects of ecotourism regarding accommodation", the following as *very important to extremely important*:

- That dripping taps are fixed immediately (M=4.66; SD±.712)
- That water is saved by using rain water tanks (M=4.60; SD±.689)

- That accommodation is built without harming the environment (M=4.54; SD±.734)
- That the accommodation is not significantly impacted by a town site, noise, traffic, smog or pollution (M=4.52; SD±.821)
- That water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets (M=4.48; SD±.809)
- That the waste and water are being treated, controlled and reused (M=4.46; SD±0.795)
- That solar heating systems are in place (M=4.45; SD±0.815)
- That building materials used are environmentally friendly (M=4.45; SD±0.785)

The individual aspects/constructs that received the highest mean values (*very important to extremely important*) form the eight ecotourism principles combined are the following:

- That water sources are protected (M=4.83; SD±.449) (conservation of nature)
- That tourists are told not to touch or disturb birds and animals (M=4.76; SD±.576) (role players participating in ecotourism – the tourist)
- The correct disposal of waste, including cigarette butts, into allocated waste bins is encouraged (M=4.73; SD±.551) (responsible tourism practices)
- That noise is limited in natural areas (M=4.70; SD±.564) (conservation of nature)
- That dripping taps are fixed immediately (M=4.70; SD±.653) (responsible tourism practices)

The individual aspects that received the lowest mean values (*not at all important to important*) from the eight ecotourism principles combined are the following:

- That local cultures are allowed to plant own food in the national park (M=1.89; SD±1.066) (conservation of culture)
- That local cultures may hunt and fish freely on the property if in need of food (M=2.05; SD±1.163) (conservation of culture)
- That local cultures are allowed to practice their heritage in the national park (M=2.49; 1.254) (conservation of culture)
- That local cultures are still permanent residents on the land (M=2.79; SD±1.260) (conservation of culture)
- That the food served is made from locally recipes (M=2.95; SD±1.207) (conservation of culture)
- That the local community is involved in the management of the national park (M=2.71; SD±1.227) (community involvement)

It is interesting that the ecotourism principles which received the lowest average main value was the principle “conservation of culture”. Therefor one can say that most respondents thought that “conservation of culture” was not that an important principle regarding the rating criteria for ecotourism products.

The above-mentioned principles listed under “important to extremely important” correspond well with the research of De Witt (2011), who developed an ecotourism model for national parks. The principles with the highest mean values found in De Witt’s (2011) study were: everyone has a responsibility to maintain a litter-free environment; do not feed the animals; everyone has a responsibility to save water and electricity; to implement practices to reduce pollution and litter; specimens should not be collected and taken out of the park; visitors should not drive “off-road” or on roads with a “no entry” sign; stick to the speed limit; tourism within SANParks must be in support of conservation; ensure employees understand and adhere to all aspects of the SANParks’ policy to prevent negative impacts on the environment and local communities; and all stakeholders including government, tourism product providers, tourists and local communities should recognise their responsibility to achieve sustainable tourism.

These results also correspond strongly with research from DEAT (2003:6); Tassiopoulus (2008:310); Coetzee and Saayman (2009:131); Iyyer (2009:51) and Keyser (2009:42) concerning responsible ecotourism, which identifies the necessity for all participants to take responsibility for their actions and to behave in an ethical manner. The next section will discuss the factor analysis.

5.3 Exploratory Results

An exploratory factor analysis was conducted on each category as listed in Table 5.2 – Table 5.9 namely conservation of nature, conservation of culture, community involvement, environmental education, tourist satisfaction, responsible tourism practices, tourist participation and accommodation. A pattern matrix with the principal axis factoring extraction method and Oblimin rotation method were used in each case. Bartlett’s test of specificity indicated that the factors yielded p-values of <0.001, which indicates that the correlation structure was valid for factor analysis of the data collected. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) of each factor indicated that the patterns of correlation were relatively compact and should yield distinct and reliable factors (Field, 2009:647). According to Field (2009:647) a KMO statistic of between 0.7 and 0.8 is good, while a KMO statistic of 0.8 to 0.9 is great and a KMO statistic above 0.9 is superb. All constructs were included in the factor analysis as all constructs had factor loadings above 0.2. The factor labels were determined by analysing the

common themes underlying the constructs within each factor. A Cronbach's Alpha (1 = very reliable) and inter-item correlation reliability tests were also conducted. A correlation matrix gives the correlation co-efficient between a specific factor and all the other factors (Tustin *et al*., 2005:669).

The factor analyses yielded the following factors: Five factors for conservation of nature; two factors for conservation of culture; two factors for community involvement; one factor for environmental education; one factor for tourist satisfaction; three factors for responsible tourism practices; one factor for the tourist participation; and three factors for accommodation.

This section will discuss the above-mentioned factors. The results of the factor analysis is divided into the following seven categories namely; conservation of nature, conservation of culture, community involvement, environmental education, tourist satisfaction, responsible tourism practices, tourist participation and accommodation.

5.3.1 Conservation of nature

Conservation of nature revealed five factors, which will be discussed next. From Table 5.10 it is clear that this factor analysis revealed a high KMO-value (0.868) with 51% of the variance explained by these five factors and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.10: Factor analysis validity

KMO	.868
Bartlett's Test	<0.000
Variance Explained	51%

Table 5.11: Factor analysis: conservation of nature

CONSERVATION OF NATURE					
	Factors				
	Conservation practices	Controlled development	Environment friendly	Alien Plants control	Water saving measurement
Mean Values	**4.48**	**3.96**	**4.36**	**4.29**	**4.24**
Cronbach's Alpha	**0.68**	**0.67**	**0.67**	**0.65**	**0.70**
Inter-item correlations	**0.25**	**0.26**	**0.27**	**0.65**	**0.43**
That an EIA has been conducted before development started	.478				
That awareness is being raised regarding	.456				

biodiversity and conservation					
That noise is limited in natural areas	.449				
That water sources are protected	.433				
That tourist numbers are restricted per season		.685			
That the roaming of vehicles is restricted		.449			
That ecotourism operations take place on a relatively small scale		.431			
That new roads are restricted to existing roads in the national park		.413			
That development is slow and thought through in order to lower the impact on the environment		.374			
That natural ventilation is used to regulate temperatures in buildings			.661		
That new indigenous trees are being planted			.585		
That building materials are environment-friendly			.483		
That cleaning substances used are environmentally friendly			.324		
That alien plants are being removed				.712	
That only alien trees are being used for fire wood				.420	
That human waste is treated in environment-friendly way					-.743
That alternative water storage is in place, for example tanks used to save rain water					-.566
That water used in kitchens is being reused					-.506

Table 5.12: Factor correlation matrix – conservation of nature

Factor Correlation Matrix - Conservation of nature					
Factor	Conservation practices	Controlled development	Environment friendly	Alien Plants control	Water saving measurement
Conservation	1.000	.257	.303	.368	-.433
Controlled development	.257	1.000	.229	.174	-.267
Environment friendly	.303	.229	1.000	.303	-.334
Alien Plants control	.368	.174	.303	1.000	-.372
Water saving measurement	-.433	-.267	-.334	-.372	1.000

It is clear from Table 5.12 that small correlations exist between the factors and therefore each factor can be seen as individual factors.

Factor 1: Conservation practices

Factor 1 had a mean value of 4.48 which was therefore the most important of the five factors with a Cronbach's Alpha value of 0.63, therefore making this the most important factor. This factor consist of the following constructs: an EIA had been conducted before development started; awareness is being raised regarding biodiversity and conservation; noise is limited in natural areas; water sources are protected; interaction with nature, such as hiking and mountain climbing, is offered; roads are built around indigenous trees. Hearne and Salinas (2002:153) as well as Wood and Glasson (2005:391) stated that the natural environment covers fundamental resources of biodiversity and cultural heritage, which make these areas attractive for development and ecotourism projects. Page and Dowling (2002:60) confirm that the maintenance of species and habitats is contributed through low impacted nature tourism and through a contribution to conservation. Diamantis (2004:6), Myburgh and Saayman (2009:4) and Van der Merwe (2004:7-8) also confirm that one of ecotourism's core characteristics is conserving nature.

Factor 2: Controlled development

Factor 2 had a mean value of 3.96 which was the least important of the five factors with a Cronbach's Alpha value of 0.67. This factor include the following constructs: tourist numbers are restricted per season; the roaming of vehicles is restricted; ecotourism operations take place on a relatively small scale; new roads are restricted to existing roads in the national parks; development is slow and thought through in order to lower the impact on the environment; roads that are not in use are being rehabilitated. Geldenhuys (2009:5), Fennell (2008:23), Reid (1999:33) and Blamey (2001:12) confirmed that the above mentioned constructs are supported by the principles of ecotourism. Edgell (2006:122), Keyser (2009:34) and Saarinen (2009:275) supports this by stating that ecotourism are capable of adding significance to the local area by attaining local economic benefits, increased quality of life and an enhanced quality of the environment, if planned and developed in a responsible way.

Factor 3: Environment friendly

Factor 3 had a mean value of 4.36 with a Cronbach's Alpha value of 0.64. This factor include the following constructs: natural ventilation is used to regulate temperatures in buildings; new indigenous trees are being planted; building materials are environment-friendly; hiking trails are marked clearly; cleaning substances used are environmentally friendly. Coetzee and Saayman (2009:131), The Department of Environmental Affairs and Tourism (DEAT, 2003:19), Du Plessis (2010) and De Witt (2011) state that environment-friendly practices are becoming more and more vital in the tourism industry regarding the responsible use of resources such as water and energy as global warming and an growth in human population goes on with less lands offered

for conservation. Page and Dowling (2002:1), Hudman and Jackson (2003:39), Diamantis (2004:15), George (2008:306) and Holden (2008:18), as in De Witt (2011) study, imply that by implementing environmentally friendly practices, ecotourism could be able to maximise positive impacts and minimise negative impacts on the environment. Previous research undertaken by Berry and Ladkin (1997:434); Butler (2000:345); Chin, Moore, Wallington and Dowling (2000:20); Baysan (2001:218); Farrel and Marion (2002:31); Bresler (2007:167); Jackson (2007:35); Pandey (2008:1543) and Du Plessis' (2010) indicated that the increase in tourism is acknowledged to cause severe opposing environmental impacts, specifically to protected areas such as national parks and therefore national parks must make decisions from an environment friendly point of view (Noe, Hammet & Bixler, 1997:323; De Oliviera, 2002:1716; Marion & Reid, 2007:5). Environment-friendly tourism suggests tourism that are practiced and follows environmentally sound principles and are shifting the global emphasis from that of mass consumption to one more in line with our role within the greater ecosystems (Du Plessis, 2010).

Factor 4: Alien Plants control

Factor 4 had a mean value of 4.29 with a Cronbach's Alpha value of 0.65. This factor include the following constructs: alien plants are being removed; only alien trees are being used for fire wood. The current literature supports this by stating that it is important to remove alien plants. Reid (1999:33), Blamey (2001:12), Fennell (2008:23) and Geldenhuys (2009:5), confirm that the above-mentioned constructs are supported by the principles of ecotourism.

Factor 5: Water saving measurements

Factor 5 had a mean value of 4.24 with a Cronbach's Alpha value of 0.70. This factor include the following constructs: human waste is treated in environment-friendly way; alternative water storage is in place, for example tanks used to save rain water; water used in kitchens is being reused. The following authors Reid (1999:33), Blamey (2001:12), Fennell (2008:23) and Geldenhuys (2009:5) state that water saving measurements are an important principle of ecotourism. Du Plessis' (2010) study on "How environment friendly are South African National Parks?" confirms that examples of functioning more environment friendly includes: saving water and energy and using grey water.

5.3.2 Conservation of culture

Conservation of culture revealed two factors, which will be discussed next. From Table 5.13 it is clear that this factor analysis revealed a high KMO-value (0.896) with 62% of the variance explained by these two factors and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.13: Factor analysis validity

KMO	.896
Bartlett's Test	<0.000
Variance Explained	62%

Table 5.14: Factor analysis: conservation of culture

CONSERVATION OF CULTURE		
	Factors	
	Cultural involvement	Cultural rights
Mean Values	**3.48**	**2.44**
Cronbach's Alpha	**0.86**	**0.85**
Inter-item correlations	**0.50**	**0.53**
That the integrity of cultural and heritage sites not be effected	.778	
That a certain percentage of fees paid by tourists be directed to conservation of cultural as well as natural sites	.750	
That cultural activities are offered	.748	
That employees are from the local community	.603	
Were the local culture taken into consideration when development started?	.548	
That tourism development take in consideration heritage and local culture	.545	
That local cultures are allowed to plant own food in the national park		-.859
That local cultures may hunt and fish freely on the property if in need of food		-.836
That local cultures are still permanent residents on the land		-.732
That local cultures are allowed to practice their heritage in the national park		-.621
That the food served is made from locally recipes		-.409

Table 5.15: Factor correlation matrix – conservation of culture

Factor Correlation Matrix - Conservation of culture		
Factor	Cultural involvement	Cultural rights
Cultural involvement	1.000	-.561
Cultural rights	-.561	1.000

Factor 1: Cultural involvement

Factor 1 had a mean value of 3.48, making it the most important factor. This factor had a Cronbach's Alpha value of 0.86. The factor consist of the following constructs: that the integrity of cultural and heritage sites not be effected; that a certain percentage of fees paid by tourists be directed to conservation of culture as well as natural sites; that cultural activities are offered;

employees are from the local community; was the local culture taken into consideration when development started; that tourism development take in consideration heritage and local culture.

The current literature support this by stating that local community involvement can lead to a circumstances where not only the local community benefits, but enhancement of the quality of the tourists' experience also exist, as tourism is an industry that is significantly dependent on the goodwill, hospitality and helpfulness of host communities (Van der Merwe, 2004:29; Cole, 2006:630; Wight, 2003:51).

Factor 2: Cultural rights

Factor 2 had a mean value of 2.44 with a Cronbach's Alpha value of 0.85. This factor consist of the following constructs: local cultures are allowed to plant own food in the national park; local cultures may hunt and fish freely on the property if in need of food; local cultures are still permanent residents on the land; local cultures are allowed to practice their heritage in the national park; the food served is made from locally recipes.

The following author's state that the local community is a vital role player in the successful development of ecotourism and the aspects listed above are crucial to generate a sustainable ecotourism environment (Wight, 2003:51; Hall & Richards, 2003:1; Van der Merwe, 2004:29; Cole, 2006:630).

5.3.3 Community involvement

Community involvement revealed two factors, which will be discussed next. From Table 5.16 it is clear that this factor analysis revealed a high KMO-value (0.907) with 69% of the variance explained by these two factors and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.16: Factor analysis validity

KMO	.907
Bartlett's Test	<0.000
Variance Explained	69%

Table 5.17: Factor analysis: community involvement

COMMUNITY INVOLVEMENT		
	Factors	
	Benefit of local community	Community education
Mean Values	**3.22**	**4.35**
Cronbach's Alpha	**0.91**	**0.52**
Inter-item correlations	**0.58**	**0.40**
That the local community gains financial advantage from the product	.853	
That the local community is involved in the management of the national park	.838	
That the local community is able to show and teach their culture to tourists	.796	
That funds are being raised for the local community by the national park	.773	
That cultural activities are hosted by the local culture/community	.752	
That the local community is involved with development decisions	.752	
That the local community was used for the purposes of building facilities	.464	
That the local community is provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry		.437
That the local community is taught about conservation		.683

Table 5.18: Factor correlation matrix – community involvement

Factor Correlation Matrix - Community involvement		
Factor	Benefit of local community	Community education
Benefit of local community	1.000	.360
Community education	.360	1.000

Factor 1: Benefit of local community

Factor 1 had a mean value of 3.22 which ranked second out of the two factors with a Cronbach's Alpha value of 0.91. This factor consist of the following constructs: the local community gains financial advantage from the product; the local community is involved in the management of the national park; the local community is able to show and teach their culture to tourists; funds are being raised for the local community by the national park; cultural activities are hosted by the local culture/community; the local community is involved with development decisions; the local community was used for the purposes of building facilities.

Previous research by Van der Merwe (2004:29), Cole (2006:630), Wight (2003:51), Hall and Richards (2003:1) confirm that the local community must be involved in ecotourism development and management to enable successful ecotourism.

Factor 2: Community education

Factor 2 had a mean value of 4.35 which ranked first with a Cronbach's Alpha value of 0.52. The Cronbach's Alpha was low because there were only two items / constructs under this factor namely: the local community was provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry and the local community was taught about conservation.

Previous research by Van der Merwe (2004:29), Cole (2006:630), Wight (2003:51), Hall and Richards (2003:1) endorsed the importance that local communities be educated in the vicinity of the ecotourism product on the subject of conservation of wildlife natural resources. Stem, Lassoie, Lee, Deshler and Schelhas (2003:393) agrees that when communities are not educated, they will not understand the importance of conserving wildlife and then the parks have few chances of surviving because those communities who live next to parks are not concerned about conservation and this is when for example poaching increases. Therefore education of communities of wildlife forms a key part of ecotourism practices.

5.3.4 Environmental education

Environmental education revealed only one factor. From Table 5.19 it is clear that this factor analysis revealed a high KMO-value (0.842) with 57% of the variance explained by these five factors and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.19: Factor analysis validity

KMO	.842
Bartlett's Test	<0.000
Variance Explained	57%

Table 5.20: Factor analysis: environmental education

ENVIRONMENTAL EDUCATION	
	Factors
	Learning Experiences
Mean Values	**4.18**

Cronbach's Alpha	**0.87**
Inter-item correlations	**0.50**
That tourists are learning about green practices	.871
That tourists are learning about their carbon footprint	.831
That tourists are educated about waste reduction when visiting parks	.748
That tourists are learning about the economic impact of buying local products	.662
That tourists are learning about the different cultures	.655
That education sessions are held to inform guests about conserving fauna and flora	.637
That information about rules and regulations is on display	.530

Factor: Learning experiences

This factor had a mean value of 4.18 with a Cronbach's Alpha value of 0.87. This factor consist of the following constructs: tourists are learning about green practices; tourists are learning about their carbon footprint; tourists are educated about waste reduction when visiting parks; tourists are learning about the economic impact of buying local products; tourists are learning about different cultures; education sessions are held to inform guests about conserving fauna and flora; information about rules and regulations is on display.

Page and Dowling (2002:1) support this by pointing out that the vital features that separates ecotourism from any other form of nature-based tourism is environmental education and interpretation. Added to this it also helps to create a pleasant and significant ecotourism experience (De Witt, 2011).

5.3.5 Tourist satisfaction

Tourist satisfaction revealed one factor. From Table 5.21 it is clear that this factor analysis revealed a high KMO-value (0.715) with 75% of the variance explained by this factor and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.21: Factor analysis validity

KMO	.715
Bartlett's Test	<0.000
Variance Explained	75%

Table 5.22: Factor analysis: tourist satisfaction

TOURIST SATISFACTION	
	Factors
	Tourist Satisfaction
Mean Values	**4.27**
Cronbach's Alpha	**0.84**
Inter-item correlations	**0.64**
That tourists are briefed beforehand about what the product entails	.874
That the product gives a quality experience filled with either education, excitement or cultural benefits	.791
That the risks involved are clearly stated	.736

Factor: Tourist satisfaction

The factor had a mean value of 4.27 with a Cronbach's Alpha value of 0.84. This factor consist of the following construct: tourists are briefed beforehand about what the product entails; the product gives a quality experience filled with education, excitement or cultural benefits and the risks involved are clearly stated. This is confirmed by Chan and Baum (2007:586) and Clifton and Benson (2006:239). The objective of developing experiences is to gratify the needs and wants of present and prospective ecotourists (De Witt, 2011).

5.3.6 Responsible tourism practices

Responsible tourism practices revealed three factors. From Table 5.23 it is clear that this factor analysis revealed a high KMO-value (0.910) with 61% of the variance explained by these three factors and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.23: Factor analysis validity

KMO	.910
Bartlett's Test	<0.000
Variance Explained	61%

Table 5.24: Factor analysis: responsible tourism practices

RESPONSIBLE TOURISM PRACTICES			
	Factors		
	Recycling and environmental friendly practices	Interaction with nature	Responsible practices

Mean Values	**4.50**	**3.83**	**3.69**
Cronbach's Alpha	**0.91**	**0.67**	**0.72**
Inter-item correlations	**0.53**	**0.43**	**0.46**
That dripping taps are fixed immediately	.855		
The correct disposal of waste, including cigarette buds, into allocated waste bins is encouraged	.779		
That paper and other materials are recyclable	.723		
That accommodation is built without harming the environment	.713		
That biodegradable products are encouraged, such as biodegradable soap	.592		
That building materials used are environmentally friendly	.573		
That water usage is limited by means of implementing, for example, showers instead of baths, water saving shower heads and dual flushing toilets.	.558		
That solar heating systems are in place	.520		
That the waste and water are being treated, controlled and reused	.475		
That all notifications and information sheets are printed on recycled paper	.418		
That tourists get to interact with nature		1.007	
That activities of learning sessions take place in a natural area		.543	
That walking or bicycles are encouraged in suitable areas in parks		.371	
That bedding and linen are made from recycled materials			.798
That timers are installed in the rooms for the lights as well as for air conditioning			.602
That there is participation in "Plant-a-tree" day by parks and tourists			.391

Table 5.25: Factor correlation matrix – responsible tourism practices

Factor Correlation Matrix - Responsible tourism practices			
Factor	**Recycling and environment friendly practices**	**Interaction with nature**	**Responsible practices**
Recycling and environment friendly practices	1.000	.460	.588
Interaction with nature	.460	1.000	.469
Responsible practices	.588	.469	1.000

Factor 1: Recycling and environmental friendly practices

Factor 1 had a mean value of 4.50 which ranked first out of the three factors with a Cronbach's Alpha value of 0.91. This factor consist of the following constructs: dripping taps are fixed immediately; correct disposal of waste, including cigarette buds, into allocated waste bins is encouraged; paper and other materials are recyclable; accommodation is built without harming

the environment; biodegradable products are encouraged, such as biodegradable soap; building materials used are environmentally friendly; water usage is limited by means of implementing, for example, showers instead of baths, water saving shower heads and dual flushing toilets; solar heating systems are in place; the waste and water are being treated, controlled and reused; all notifications and information sheets are printed on recycled paper.

Previous research by Page and Dowling (2002:1), George (2008:306), Holden (2008:18), Diamantis (2004:15) and Hudman and Jackson (2003:39) confirms that to implement environment-friendly practices it would maximise positive impacts and minimise negative impacts on the environment caused by tourism development and tourists.

Factor 2: Interaction with nature

Factor 2 had a mean value of 3.83 which ranked second out of the three factors with a Cronbach's Alpha value of 0.67. This factor consist of the following constructs: tourists get to interact with nature; activities of learning sessions take place in a natural area; walking or bicycles are encouraged in suitable areas in parks.

Authors such as Reinus and Fredman (2007:842) and Leask (2010:155), state that interaction with nature is a key motivator for tourists to visit natural areas. Scenically attractive environments that include features such as fauna, flora, geographical distinctiveness and historical/cultural importance attracts individuals (Deng, King & Bauer, 2002:426; Fennell, 2002:100). The development of ecotourism will ensure the improvement of activities such as hiking, climbing and mountaineering, interaction with nature and learning experiences about the local natural and cultural environment (Arabatzis & Grigoroudis, 2010:163).

Factor 3: Responsible practices

Factor 3 had a mean value of 3.69 which ranked third out of the three factors with a Cronbach's Alpha value of 0.72. This factor consist of the following constructs: bedding and linen are made from recycled materials; timers are installed in the rooms for the lights as well as for air conditioning; there is participation in "Plant-a-tree" day by parks and tourists. Responsible practices in natural areas are supported by Reid (1999:33), Blamey (2001:12), Fennell (2008:23), Geldenhuys (2009:5).

5.3.7 Role players participating in ecotourism – the tourist

Role players participating in ecotourism – the tourist revealed one factor. From Table 5.26 it is clear that this factor analysis revealed a high KMO-value (0.856) with 54% of the variance

explained by this factor and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.26: Factor analysis validity

KMO	.856
Bartlett's Test	<0.000
Variance Explained	54%

Table 5.27: Factor analysis: tourist participation in ecotourism

TOURIST PARTICIPATING IN ECOTOURISM	
	Factors
	Informed tourist
Mean Values	**4.41**
Cronbach's Alpha	**0.83**
Inter-item correlations	**0.46**
That tourists are aware of the impact they have on the environment	.832
That tourists are informed about energy saving practices	.783
That tourists are told not to touch or disturb birds and animals	.691
That tourists are informed of the benefits of conservation	.671
That tourists are encouraged to keep on the walking trails	.663
That tourists are encouraged to view animals and birds from a distance	.633
That tourists are limited to untouched/undisturbed natural areas	.462

Factor: Informed tourist

Informed tourists had a mean value of 4.41 with a Cronbach's Alpha value of 0.83. This factor consist of the following construct: tourists are aware of the impact they have on the environment; tourists are informed about energy saving practices; tourists are told not to touch or disturb birds and animals; tourists are informed of the benefits of conservation; tourists are encouraged to keep on the walking trails; tourists are encouraged to view animals and birds from a distance; tourists are limited to untouched/undisturbed natural areas. Costello (2002) confirms this factor, by stating that awareness and understanding (informed tourists) of the ecological unit and human impacts on the environment advances the call for environmental protection by tourists.

5.3.8 Role players participating in ecotourism – accommodation

Role players participating in ecotourism - accommodation revealed three factors, which will be discussed next. From Table 5.28 it is clear that this factor analysis revealed a high KMO-value (0.936) with 62% of the variance explained by these three factors and the Bartlett's Test of Sphericity to be significant (<0.000). Thus a factor analysis can be performed on this set of data. The Cronbach Alpha values can be considered acceptable in this case of exploratory analysis.

Table 5.28: Factor analysis validity

KMO	.936
Bartlett's Test	<0.000
Variance Explained	62%

Table 5.29: Factor analysis: accommodation

ACCOMMODATION			
	Factors		
	Recycling and environment friendly practices	Touch the earth lightly	
Mean Values	**4.31**	**4.02**	**4.54**
Cronbach's Alpha	**0.95**	**0.70**	
Inter-item correlations	**0.55**	**0.37**	
That solar power appliances be used, e.g. fridges, stoves	.861		
That there are energy saving programmes in place, or a contribution is made towards energy saving	.844		
That biodegradable products are encouraged, such as biodegradable soap	.809		
That drain water is being purified	.806		
That solar heating systems are in place	.800		
That the waste and water are being treated, controlled and reused	.791		
That timers are installed in the rooms for the lights as well as for air conditioning	.761		
That eco-friendly non-toxic cleaning supplies are used	.725		
That water is saved by using rain water tanks	.717		
That water usage is limited by means of implementing, for example, showers instead of baths, water saving shower heads and dual flushing toilets.	.684		
Develop the reuse of towels and linen programmes	.658		
That paper and other materials are recyclable	.628		
That bedding and linen are made from recycled materials	.573		

That non-disposable ware such as glassware, chinaware and silverware are used	.532		
That dripping taps are fixed immediately	.450		
That building materials used are environmentally friendly	.366		
That the accommodation or camps welcome smaller groups		.557	
That there are no visible electricity lines		.556	
That the accommodation is not significantly impacted by a town site, noise, traffic, smog or pollution		.531	
That there are fresh-air exchange systems in place		.503	
That accommodation is built without harming the environment			.346

Table 5.30: Factor correlation matrix – accommodation

Factor Correlation Matrix - Accommodation			
Factor	Recycling and environment friendly practices	Touch the earth lightly	
Recycling and environment friendly practices	1.000	.629	.169
Touch the earth lightly	.629	1.000	.079
	.169	.079	1.000

It is clear from Table 5.30 that small correlations exist between the factors and therefore each factor can be seen as individual factors

Factor 1: Recycling and environment-friendly practices

Factor 1 had a mean value of 4.31 which ranked second out of the three factors with a Cronbach's Alpha value of 0.95. This factor consist of the following constructs: solar power appliances be used, e.g. fridges, stoves; there are energy saving programmes in place, or a contribution is made towards energy saving; biodegradable products are encouraged, such as biodegradable soap; drain water is being purified; solar heating systems are in place; the waste and water are being treated, controlled and reused; timers are installed in the rooms for the lights as well as for air conditioning; eco-friendly non-toxic cleaning supplies are used; water is saved by using rain water tanks; water usage is limited by means of implementing, for example, showers instead of baths, water saving shower heads and dual flushing toilets; develop the reuse of towels and linen programmes; paper and other materials are recyclable; bedding and linen are made from recycled materials; non-disposable ware such as glassware, chinaware and silverware are used; dripping taps are fixed immediately; building materials used are environmentally friendly. Previous research confirm that by implementing environment-friendly practices, ecotourism would be able to maximise positive impacts and minimise negative

impacts on the environment (Page & Dowling, 2002:1; George, 2008:306; Holden, 2008:18; Diamantis, 2004:15; Hudman & Jackson, 2003:39).

Factor 2: Touch the earth lightly

Factor 2 had a mean value of 4.02 which ranked third out of the three factors with a Cronbach's Alpha value of 0.70. This factor consist of the following constructs: the accommodation and camps welcome smaller groups; there are no visible electricity lines; the accommodation is not significantly impacted by a town site, noise, traffic, smog or pollution; there are fresh-air exchange systems in place. This finding is confirmed by Page and Dowling (2002:1), Hudman and Jackson (2003:39), Diamantis (2004:15), George (2008:306), Holden (2008:18), through stating that to implement environmentally friendly practices, ecotourism will be able to maximise positive impacts and minimise negative impacts on the environment.

The last factor loading or item is not considered a factor because it has only one item and therefore it has no Cronbach's Alpha. This item had a mean value of 4.54 and consists only of accommodation is built without harming the environment. However this item forms part of the factor analysis, this item will not be considered when creating the rating system, because it is not a factor. The current literature support this by stating that by implementing environment-friendly practices, ecotourism would be able to maximise positive impacts and minimise negative impacts on the environment (Page & Dowling, 2002:1; Hudman & Jackson, 2003:39; Diamantis, 2004:15; George, 2008:306; Holden, 2008:18). Research done by Baysan (2001:228) and Erdogan and Tosun (2009:406) also underline the importance of environment-friendly development and accommodation units must be supplied with environment-friendly products such biodegradable soaps and detergents (Du Plessis, 2010).

The next section includes group statistics (*t*-test) which compared the socio-demographic aspects and behavioural aspects. The socio-demographic aspects include home language, marital status, province of residence, and level of education. The only behavioural aspect is Wild Card holders.

5.4 Factors influencing perceptions regarding ecotourism principles

Group statistics namely t-tests and ANOVA's were performed to determine whether there were any significant differences between the factors identified from the ecotourism principles. The *t*-test is used when two independent groups need to be compared based on their average score on a quantitative variable (Pietersen & Maree, 2008:225). These tests are suitable when there are two experimental conditions and the same participants took part in both conditions (Field,

2009:325; Wielkiewicz, 2000:1), thus it was suitable for the purposes of this analysis. A *p*-value of >0.05 was indicative of a significant difference between the mean factors of the two groups on a confidence level of 95%. In a *t*-test differences are depicted by means of effect sizes. According to Field (2009: 57), effect sizes of around 0.1 indicate small effects, effect sizes around 0.3 represent medium effects and effect sizes around 0.5 and above represent large effects. The *t*-test was used to compare the socio-demographic aspects and only two showed significant differences namely home language (English and Afrikaans) and marital status. For behavioural aspects only Wild Card holders (Yes and No) showed significant differences with the eight ecotourism principles.

The analysis of variance (also known as "ANOVA") is used when there are more than two independent groups that need to be compared on a single quantitative measure or score. It tests whether the groups have different average scores (Pietersen & Maree, 2008:229). The ANOVA was tested for socio-demographic aspects of respondents namely, marital status and level of education. There are a significant difference when the p-value is <0.05.

5.4.1 Comparison with home language (Socio-demographics)

Table 5.31 provides an outline of the results of the *t*-test. The *t*-test was used to compare the socio-demographic aspects namely home language (English and Afrikaans) with all the ecotourism principles. This is done to determine if the respondents' opinions differ about principles in terms of home language.

Table 5.31: *t*-test – Home language

***t*-test – Home language** **Group 1: English** **Group 2: Afrikaans**								
Variable	**Mean English N=201**	**Mean Afrikaans N=94**	**t-value**	**p**	**Std. Dev. English**	**Std. Dev. Afrikaans**	**F-ratio Variances**	**P Variances**
Conservation practices	4.478342	4.448704	0.50436	0.614397	0.466987	0.450400	1.075012	0.707730
Controlled development	**4.009983**	**3.838148**	**2.18761**	**0.029511**	**0.629740**	**0.589262**	**1.142102**	**0.480967**
Environment friendly	4.377411	4.326667	0.71453	0.475481	0.545679	0.584788	1.148480	0.427505
Alien plants	4.314721	4.188889	1.22664	0.220971	0.772576	0.875951	1.285516	0.152736
Water saving measurement	4.267343	4.146296	1.36114	0.174545	0.673973	0.751124	1.242047	0.216863
Cultural involvement	**3.595918**	**3.188889**	**3.55434**	**0.000444**	**0.867853**	**0.964799**	**1.235894**	**0.227952**
Cultural rights	**2.531633**	**2.183889**	**2.96576**	**0.003276**	**0.936781**	**0.884950**	**1.120569**	**0.547859**

Benefits of local community	**3.355928**	**2.889683**	**3.91584**	**0.000113**	**0.913612**	**0.980520**	**1.151832**	**0.418495**
Education for community	**4.418367**	**4.172222**	**2.62709**	**0.009080**	**0.681980**	**0.841885**	**1.523920**	**0.016339**
Learning experience	4.177182	4.173701	0.04912	0.968820	0.719660	0.631657	1.298052	0.1677411
Tourist satisfaction	4.269759	4.260300	0.09782	0.922143	0.764777	0.734243	1.084900	0.672936
Interaction of nature	3.848639	3.751852	0.92455	0.355984	0.803336	0.861959	1.151276	0.420055
Responsible practices	3.706633	3.634831	0.58309	0.560298	0.966809	0.955736	1.023305	0.917561
Recycling and environmental friendly practices	4.508698	4.482438	0.35356	0.723929	0.589557	0.569326	1.072332	0.718051
Informed tourist	4.383028	4.460582	-1.00542	0.315555	0.617946	0.576789	1.147801	0.464884
Touch the earth lightly	3.984772	4.094444	-1.16643	0.244416	0.723439	0.772216	1.139393	0.453917
Eco friendly practices and development	4.317576	4.259907	0.66788	0.504749	0.672868	0.691252	1.055389	0.747976
Environmental friendly accommodation	4.500000	4.584270	-0.89194	0.373183	0.767948	0.670973	1.309947	0.151499

As seen in Table 5.31, there are significant statistical differences between English and Afrikaans respondents regarding the following:

- Controlled development: From the *t*-test it is clear that Afrikaans-speaking respondents (M=3.83; SD±0.59) feels that controlled development is less important than English-speaking respondents (M=4.00; SD±0.62) to South African National Parks.
- Cultural involvement: From the *t*-test it is clear that English-speaking respondents (M=3.60; SD±0.87) feels that cultural involvement are more important to them than Afrikaans-speaking respondents (M=3.19; SD±0.96).
- Cultural rights: From the *t*-test it is clear that English-speaking respondents (M=2.53; SD±0.94) feels that cultural rights are more important to them than Afrikaans-speaking respondents.
- Benefits of local community: From the *t*-test it is clear that English-speaking respondents (M=3.36; SD±0.91) feels that benefits of local community are more important to them than Afrikaans-speaking respondents (M=2.89; SD±0.98).
- Education for community: From the *t*-test it is clear that English-speaking respondents (M=4.42; SD±0.68) feels that education for community are more important to them than Afrikaans-speaking respondents (M=4.17; SD±0.84).

From the results it is clear that aspects involved with the "local community" and "culture" are seen as more important for English-speaking respondents than for Afrikaans-speaking respondents. It must be kept in mind, however, that there were significantly more English-speaking respondents (N=201) than Afrikaans-speaking respondents (N=94). This can also influence the results.

The next t-test was used to compare behavioural aspects namely Wild Card holders (Yes and No) with all the ecotourism principles.

5.4.2 Comparison with being a Wild Card holder or not (Behavioural)

Table 5.32 provides an outline of the results of the *t*-test. The *t*-test was used to compare behavioural aspects namely Wild Card holders (Yes and No) with all the ecotourism principles. This is done to determine if the respondents' opinions differ about principles in terms of Wild Card holders or non-Wild Card holders.

Table 5.32: *t*-test – Wild Card holder

t-test – Wild Card Holder Group 1: Yes Group 2: No								
Variable	**Mean Yes N=189**	**Mean No N=116**	**t-value**	**p**	**Std. Dev. Yes**	**Std. Dev. No**	**F-ratio Variances**	**P Variances**
Conservation practices	4.478649	4.463393	0.27776	0.781395	0.427386	0.506513	1.404561	0.042054
Controlled development	**4.022703**	**3.855952**	**2.26794**	**0.024056**	**0.608892**	**0.622681**	**1.045805**	**0.781351**
Environment friendly	4.326216	4.421429	-1.43562	0.152170	0.559577	0.544494	1.056171	0.759447
Alien plants	**4.440541**	**4.044643**	**4.23181**	**0.000031**	**0.712260**	**0.884179**	**1.541001**	**0.009594**
Water saving measurement	4.298198	4.145833	1.82238	0.069409	0.676198	0.733553	1.176837	0.328891
Cultural involvement	**3.341261**	**3.693694**	**-3.23173**	**0.001370**	**0.974102**	**0.786098**	**1.535520**	**0.014494**
Cultural rights	**2.259189**	**2.706306**	**-4.05203**	**0.000065**	**0.938414**	**0.885774**	**1.122388**	**0.510238**
Benefits of local community	**3.119048**	**3.383097**	**-2.30381**	**0.021931**	**1.017149**	**0.839750**	**1.467133**	**0.028587**
Education for community	4.308108	4.405405	-1.09277	0.275390	0.733284	0.755325	1.061019	0.717315
Learning experience	4.159550	4.199271	-0.47422	0.635693	0.682751	0.719927	1.111864	0.524003
Tourist satisfaction	4.235883	4.321212	-0.93286	0.351666	0.783534	0.713818	1.204872	0.287901
Interaction of	3.794595	3.879880	-0.86527	0.387594	0.817883	0.826081	1.020148	0.895584

nature								
Responsible practices	3.689312	3.689189	0.00105	0.999160	0.985752	0.934600	1.112457	0.544214
Recycling and environmental friendly practices	4.547293	4.416692	1.87467	0.061830	0.543457	0.637092	1.374272	0.057745
Informed tourist	4.410326	4.407336	0.04132	0.967070	0.574475	0.645572	1.262835	0.164117
Touch the earth lightly	4.064865	3.944196	1.33039	0.184417	0.750803	0.768693	1.048226	0.770907
Eco friendly practices and development	4.334279	4.247656	1.06605	0.287272	0.660655	0.707576	1.147090	0.409765
Environmental friendly accommodation	4.546448	4.517857	0.32319	0.746786	0.723830	0.759115	1.099871	0.566126

As seen in Table 5.32, there are significant practical and statistical differences between Wild Card holders and non-Wild Card holder respondents regarding the following:

- Controlled development: From the *t*-test it is clear that Wild Card holder respondents (M=4.02; SD±0.60) feels that controlled development are more important than non-Wild Card holder respondents (M=3.85; SD±0.62).
- Alien plants: From the *t*-test it is clear that Wild Card holder respondents (M=4.44; SD±0.71) feels that alien plants are more important than non-Wild Card holder respondents (M=4.04; SD±0.88).
- Cultural involvement: From the *t*-test it is clear that non-Wild Card holder respondents (M=3.69; SD±0.79) feels that cultural involvement are more important than for Wild Card holder respondents (M=3.34; SD±0.97).
- Cultural rights: From the *t*-test it is clear that non-Wild Card holder respondents (M=2.70; SD±0.89) feels that cultural rights are more important than for Wild Card holder respondents (M=2.26; SD±0.94).
- Benefits of local community: From the *t*-test it is clear that non-Wild Card holder respondents (M=3.38; SD±0.84) feels that benefits of local community are more important than for Wild Card holder respondents (M=3.11; SD±1.01).

From the results it is clear that aspects involved with the local community are seen as more important for non-Wild Card holder visitors than for Wild Card holder visitors. On the other hand Wild Card holders rated “alien plants” and “controlled development” as more important. Therefor one can conclude that Wild Card holders can be seen as more serious conservationist as they rated conservation related elements as higher.

5.4.3 Comparison of marital status (Socio-demographic)

The ANOVA was tested for socio-demographic aspects of respondents namely, marital status. There are a significant difference when the p-value is <0.05.

Table 5.33(a): Spearman's rho – Marital status

Analysis of Variance Marked effects are significant at p < 0.05000								
Variable	SS Effect	df Effect	MS Effect	SS Error	df Error	MS Error	F	P
Conservation practices	1.45007	4	0.362517	60.6539	293	0.207010	1.751208	0.138772
Controlled development	0.81546	4	0.203865	112.5197	293	0.384026	0.530862	0.713149
Environment friendly	1.85021	4	0.462552	89.4368	293	0.305245	1.515347	0.197663
Alien plants	5.34503	4	1.336257	185.7556	293	0.633978	2.107733	0.079883
Water saving measurement	2.05754	4	0.514384	143.4817	293	0.489699	1.050409	0.381419
Local community involvement	**14.25931**	**4**	**3.564827**	**237.0189**	**292**	**0.811708**	**4.391761**	**0.001834**
Benefit for community	**11.60582**	**4**	**2.901456**	**250.6330**	**292**	**0.858332**	**3.380341**	**0.010061**
Benefits	7.62694	4	1.906735	265.1505	292	0.908050	2.099813	0.080894
Education for community	1.83880	4	0.459700	160.5366	292	0.549783	0.836148	0.503101
Learning experience	2.30670	4	0.576674	140.2773	291	0.482052	1.196289	0.312546
Tourist satisfaction	3.82266	4	0.955665	164.1098	289	0.567854	1.682941	0.153944
Interaction of nature	**6.49149**	**4**	**1.622872**	**192.1916**	**292**	**0.658191**	**2.465657**	**0.045178**
Responsible practices	2.82678	4	0.706695	271.0786	291	0.931542	0.758630	0.552958
Recycling and environmental friendly practices	1.92761	4	0.481904	98.4976	292	0.337321	1.428622	0.224470
Informed tourist	1.60760	4	0.01899	104.7237	291	0.359875	1.116773	0.348717
Touch the earth lightly	1.11644	4	0.279110	169.7997	293	0.579521	0.481622	0.749235
Eco friendly practices and development	2.76211	4	0.690526	133.6838	293	0.456259	1.513454	0.198216
Environmental friendly accommodation	3.75560	4	0.938899	155.8356	291	0.535518	1.753256	0.138362

Table 5.33 shows that there is a significant difference between marital status and "local community involvement", "benefits for the local community" and the "interaction of nature". The Spearman's rho is used to interpret these significant differences for the three identified factors.

Table 5.33(b): Spearman's rho – Marital status - Local community involvement

Unequal N HSD Variable: Local community involvement Marked effects are significant at p < 0.05000					
Marital status	**Divorced M=3.6000 N=20**	**Married M=3.3538 N=187**	**Not married M=3.5410 N=63**	**Living together M=4.0833 N=29**	**Widow/er M=3.1667 N=7**
Divorced (N=20)		0.917463	0.999631	0.463074	0.897065
Married (N=187)	0.917463		0.781333	**0.020692**	0.995181
Not married (N=63)	0.999631	0.781333		0.160686	0.937235
Living together (N=29)	0.463074	**0.020692**	0.160686		0.315369
Widow/er (N=7)	0.897065	0.995181	0.93235	0.315369	

From Table 5.33(b) revealed that a practical significant difference exists between married respondents and respondents that are living together regarding "local community involvement". Living together has a mean value of 4.08 which is higher than that of married which has a mean value of 3.35. This means those respondents who are living together feels stronger about local community involvement than those who are married. No reason for this could be supplied.

Table 5.33(c): Spearman's rho – Marital status - Benefit for community

Unequal N HSD Variable: Benefit for community Marked effects are significant at p < 0.05000					
Marital status	**Divorced M=2.6316 N=20**	**Married M=2.3206 N=187**	**Not married M=2.4492 N=63**	**Living together M=2.9786 N=29**	**Widow/er M=2.2571 N=7**
Divorced (N=20)		0.839382	0.974074	0.777313	0.942976
Married (N=187)	0.839382		0.940215	0.060506	0.999939
Not married (N=63)	0.974074	0.940215		0.203953	0.995223
Living together (N=29)	0.777313	0.060506	0.203953		0.590718
Widow/er (N=7)	0.942976	0.999939	0.995223	0.590718	

Table 5.33(c) only shows a statistical significant difference between marital statuses regarding "benefit for community".

Table 5.33(d): Spearman's rho – Marital status Variable: Interaction of nature

Unequal N HSD Variable: Interaction of nature Marked effects are significant at p < 0.05000					
Marital status	**Divorced M=4.0877 N=20**	**Married M=3.7949 N=187**	**Not married M=3.7722 N=63**	**Living together M=4.1149 N=29**	**Widow/er M=3.2381 N=7**
Divorced (N=20)		0.800016	0.752229	0.999974	0.286193
Married (N=187)	0.800016		0.999878	0.560960	0.701185
Not married (N=63)	0.752229	0.999878		0.491787	0.732819
Living together (N=29)	0.999974	0.560960	0.491787		0.255312
Widow/er (N=7)	0.286193	0.701185	0.732819	0.255312	

Table 5.33(d) only shows a statistical significant difference exists between marital status regarding "interaction of nature".

5.4.4 Comparison of level of education (Socio-demographic)

The ANOVA was tested for socio-demographic aspects of respondents namely, level of education. There is a significant difference when the p-value is <0.05.

Table 5.34(a): Spearman's rho – Level of education

Analysis of Variance Marked effects are significant at p < 0.05000								
Variable	**SS Effect**	**df Effect**	**MS Effect**	**SS Error**	**df Error**	**MS Error**	**F**	**P**
Conservation practices	0.427800	3	0.142600	61.6761	294	0.209783	0.679750	0.565039
Controlled development	0.437099	3	0.145700	112.8980	294	0.384007	0.379420	0.767912
Environment friendly	1.216634	3	0.405545	90.0704	294	0.306362	1.323744	0.266767
Alien plants	**8.102858**	**3**	**2.700953**	**182.9978**	**294**	**0.622442**	**4.339287**	**0.005187**
Water saving measurement	1.679163	3	0.559721	143.8601	294	0.489320	1.143875	0.331615
Local community involvement	5.353589	3	1.784530	245.9245	293	0.839333	2.126129	0.097009
Benefit for community	4.714257	3	1.571419	257.5246	293	0.878924	1.787890	0.149539
Benefits	2.009519	3	0.669840	270.7680	293	0.924123	0.724838	0.537847
Education for community	**5.791614**	**3**	**1.930538**	**156.5838**	**293**	**0.534416**	**3.612427**	**0.013715**
Learning	1.271542	3	0.423847	141.3124	292	0.483947	0.875814	0.453966

experience								
Tourist satisfaction	0.742483	3	0.247494	167.1900	290	0.576517	0.429292	0.732166
Interaction of nature	0.443877	3	0.147959	198.2393	293	0.676584	0.218685	0.883399
Responsible practices	**9.788392**	**3**	**3.262797**	**264.1170**	**292**	**0.904510**	**3.607253**	**0.013814**
Recycling and environmental friendly practices	1.043151	3	0.347717	99.3821	293	0.339188	1.025146	0.381769
Informed tourist	0.759098	3	0.253033	105.5722	292	0.361549	0.699858	0.552796
Touch the earth lightly	3.290427	3	1.096809	167.6257	294	0.570155	1.923702	0.125790
Eco friendly practices and development	1.302250	3	0.434083	135.1437	294	0.459672	0.944332	0.419529
Environmental friendly accommodation	0.415495	3	0.138498	159.1757	292	0.545122	0.254068	0.858411

Table 5.34 shows the significant difference has been found between level of education and "alien plants", "education for community" and "responsible practices".

Table 5.34(b): Spearman's rho - Level of education - Alien Plants

Unequal N HSD Variable: Alien Plants Marked effects are significant at p < 0.05000				
Marital status	**Diploma, Degree M=4.2862 N=142**	**Matric M=4.5152 N=68**	**Post-graduate M=4.0238 N=65**	**Professional M=4.3871 N=31**
Diploma, Degree (N=142)		0.341366	0.242424	0.958317
Matric (N=68)	0.341366		**0.002678**	0.919391
Post-graduate (N=65)	0.242424	**0.002678**		0.267155
Professional (N=31)	0.958317	0.919391	0.267155	

From Table 5.34(b) one find a practical significant difference exist between matric and post-graduate respondents regarding "alien plants". Those respondents who have a matric qualification have a mean value of 4.51 which is higher than that of post-graduate respondents which has a mean value of 4.02. This means that respondents who have matric feels stronger about the alien plants being controlled or removed than those who have a post-graduate degree. No practical reason can be supplied for this finding.

Table 5.134(c): Spearman's rho – Level of education - Education for community

Unequal N HSD Variable: Education for community Marked effects are significant at p < 0.05000				
Marital status	**Diploma, Degree M=4.2572 N=142**	**Matric M=4.2424 N=68**	**Post-graduate M=4.5794 N=65**	**Professional M=4.4833 N=31**
Diploma, Degree (N=142)		0.999436	0.064178	0.628235
Matric (N=68)	0.999436		**0.047688**	0.57068
Post-graduate (N=65)	0.064178	**0.047688**		0.957038
Professional (N=31)	0.628235	0.578068	0.957038	

In Table 5.34(c) one can see that a practical significant difference was found between matric and post-graduate respondents regarding "education for community". Those respondents who have a post-graduate degree have a mean value of 4.57 which is higher than that of matric respondents who have a mean value of 4.24. This means that respondent with a post-graduate degree feel stronger about education for community than those who have a matric qualification. A logical explanation can be that due to the fact that they are more educated than only matric, they feel stronger about education in general and therefore would also like to see that local communities be more educated and bare the fruits of education. "Education of local communities" is also key in conservation and ecotourism as identified above (Van der Merwe, 2004:29; Cole, 2006:630; Wight, 2003:51; Hall and Richards, 2003:1).

Table 5.34(d): Spearman's rho – Level of education - Responsible practices

Unequal N HSD Variable: Responsible practices Marked effects are significant at p < 0.05000				
Marital status	**Diploma, Degree M=3.7457 N=142**	**Matric M=3.9026 N=68**	**Post-graduate M=3.3730 N=65**	**Professional M=3.6344 N=31**
Diploma, Degree (N=142)		0.783261	0.123312	0.967515
Matric (N=68)	0.783261		**0.009627**	0.683329
Post-graduate (N=65)	0.123312	**0.009627**		0.700527
Professional (N=31)	0.967515	0.683329	0.700527	

Table 5.34(d) one can see a practical significant difference between matric and post-graduate respondents regarding "responsible practices". Those respondents who have a matric qualification have a mean value of 3.90 which is higher than that of post-graduate respondents who have a mean value of 3.37. This means those respondents who have a matric qualification feel stronger about responsible practices than those who have a post-graduate degree. One

would tend to think it should have been the other way around as educated people should most probably know more about responsible tourism, no practical explanation can be given.

As seen above, the *t*-test was used to compare the socio-demographic aspects such as home language and behavioural aspects namely Wild Card holders. The ANOVA was tested for socio-demographic aspects of respondents, namely marital status and level of education.

From the literature and empirical results certain steps were followed regarding the development of the rating system. This will be discussed next.

5.5 Steps followed in developing the rating system

Steps in developing the rating system will be discussed accordingly.

Step 1: Literature analysis

In the first step, the literature analysis, multiple references (De Witt, 2011; Du Plessis, 2010; Geldenhuys, 2009:5; Saayman, 2009:70; Fennell, 2008:23; Blamey, 2001:12; Eagles, 1996; Dingwall and Gordon, 1996) was used to identify the principles and criteria for the rating system. From the literature analysis the questionnaire was developed. The questionnaire were sent to tourism managers of SANParks and Mr Glenn Phillips (General Manager of marketing) for scrutiny and decided on these principles. The literature identified eight ecotourism principles each with its own unique constructs (see chapter 2 and questionnaire) that is of the most importance for ecotourism rating system, and are the following: conservation of nature; conservation of culture; community involvement; environmental education; tourist satisfaction; sustainable/responsible tourism practices; the role players participating in ecotourism namely the tourist; and accommodation.

Step 2: Survey and data analysis from respondents' perception

In the second step, the eight ecotourism principles with its constructs (identified in the first step), was constructed into a questionnaire. This was done to test the perceptions of ecotourists (demand side) to South African National Parks. Each construct of the different principles were tested on a five point likert scale where one represented "not at all important" and five "extremely important". This step provided an overview of the most important aspects pertaining a rating system. The questionnaire was loaded on the website of SANParks and 308 questionnaires were obtained, which were suitable for the analysis.

Step 3: Identifications of rating items

In the third step, an exploratory factor analysis was conducted on each of the eight principles as listed in Table 5.2 – 5.9. Five factors for conservation of nature; two factors for conservation of culture; two factors for community involvement; one factor for environmental education; one factor for tourist satisfaction; three factors for responsible tourism practices; one factor for the tourist participation; and three factors for accommodation were identified.

In order to improve the quality and applicability of the rating system it was decided to exclude aspects / constructs of factor loadings below 0.3. This was done by excluding the constructs that did not significantly contribute to each principle. These aspects / constructs with factor loadings below 0.3 was: the interaction with nature, such as hiking and mountain climbing, is offered (0.283); the roads are built around indigenous trees (0.238); that roads that are not in use are being rehabilitated (0.201) and that hiking trails are marked clearly (0.186). The rating system developed therefore consisted of an in-depth literature review which was verified by means of an empirical analysis, improving the reliability of the rating system. Additionally the Cronbach's Alpha value also supports the reliability of the criteria (See Table 5.35).

Table 5.35: Cronbach's Alpha for factors

Factors	Cronbach's Alpha
Conservation of nature	
Factor 1: Conservation practices	0.68
Factor 2: Controlled development	0.67
Factor 3: Environment friendly	0.67
Factor 4: Alien plants control	0.65
Factor 5: Water saving measurement	0.70
Conservation of culture	
Factor 1: Cultural involvement	0.86
Factor 2: Cultural rights	0.85
Community involvement	
Factor 1: Benefit of local community	0.91
Factor 2: Community education	0.52
Environmental education	
Factor 1: Learning experience	0.87
Tourist satisfaction	
Factor 1: Tourist satisfaction	0.84
Responsible tourism practices	
Factor 1: Recycling and environmental friendly practices	0.91
Factor 2: Interaction with nature	0.67

Factor 3: Responsible practices	**0.72**
Tourist as a role player participating in ecotourism	
Factor 1: Informed tourist	**0.83**
Accommodation as a role player participating in ecotourism	
Factor 1: Recycling and environmental friendly practices	**0.95**
Factor 2: Touch the earth lightly	**0.70**

Step 4: Rating system

The fourth and last step was to develop the rating system. To determine the standing of each principle, the average mean value of each construct listed under the eight principles (See Table 5.2 - 5.9) were added together to and then divided by the number of constructs. This allows weighing the importance of each ecotourism principles. This was then used to determine the importance of each principle in the rating system. The results are as follows: role player participating in ecotourism (average M=4.41); tourist satisfaction (average M=4.28); accommodation as a role player participating in ecotourism (average M=4.26); conservation of nature (average M=4.26); responsible tourist education (average M=4.23); environmental education (average M=4.18); community involvement (average M=3.47) and conservation of culture (average M=3.00). These results were therefore used in the development of the rating system. Step four will be discussed in full in Chapter 6.

Step 5: Implementation of rating system

This rating system can be implemented in national parks and other conservation areas. This rating system will also be an excellent rating tool in other ecotourism establishments as it does not only focus on accommodation as most rating systems found in the literature study, but it uses the key principles found in the literature and those weighted in the empirical results of the research. One should keep in mind that the results from the questionnaire were scientifically tested, therefore making this rating system different.

5.6 Conclusion

The aim of this chapter was to reflect the results of the empirical results that sought to determine how responsible ecotourism is perceived from a demand side. These results from the empirical research will be used to develop the rating system (Chapter 6).

The profile of respondents: the language most spoken by the respondents was primarily English followed by Afrikaans. The greater number of respondents were married and lived in Gauteng. They were well educated with a diploma or degree. Most of the respondents were Wild Card

holders and supported conservation organisations such as Rhino Conservation, followed by SA Wildlife, SANParks Honorary Rangers, Green Peace, UNITE against poaching and World Wide Fund for Nature. Respondents' understanding of responsible ecotourism was: Conserving and protecting nature, has a low impact on the environment and has an educational travel experience in any environment.

The principles that were rated with the highest mean values included: water sources are protected (4.83); tourists are told not to touch or disturb birds and animals (4.76); correct disposal of waste, including cigarette butts, into allocated waste bins is encouraged (4.73); dripping taps are fixed immediately (4.70) and noise is limited in natural areas (4.70). A factor analysis was conducted and identified the following factors: *Conservation of nature* – Factor 1: Conservation practices; Factor 2: Controlled development; Factor 3: Environmental friendly; Factor 4: Alien plants; Factor 5: Water saving measurements; *Conservation of culture* – Factor 1: Local community involvement; Factor 2: Benefit for community; *Community involvement* – Factor 1: Benefits; Factor 2: Education for community; *Environmental education* – Factor 1: Learning experiences; *Tourist satisfaction* – Factor 1: Tourist satisfaction; *Responsible tourism practices* – Factor 1: Recycling and environmental friendly practices; Factor 2: Interaction with nature; Factor 3: Responsible practices; *Tourist participation in ecotourism* – Factor 1: Informed tourist; *Accommodation* – Factor 1: Eco-friendly practices and development; Factor 2: Touch the earth lightly; Factor 3: Environmental friendly accommodation.

The *t*-test showed there were significant statistical differences between English-speaking and Afrikaans-speaking respondents regarding the following: "Controlled development", "local community involvement", "benefits for community", "benefits of local community" and "education for community". There were significant statistical differences between Wild Card holders and non-Wild Card holder respondents regarding the following: "Controlled development", "alien plants", "local community involvement", "benefits for community" and "benefits of local community".

The ANOVA was tested for marital status and level of education. A practical significant difference existed between married respondents and respondents that were living together regarding "local community involvement". A practical significant difference existed between matric and post-graduate respondents regarding "alien plants". A practical significant difference was found between matric and post-graduate respondents regarding "education for community". A practical significant difference existed between matric and post-graduate respondents regarding "responsible practices".

Chapter 6
Conclusions and Recommendations

6.1 Introduction

The goal of the study was to develop an ecotourism rating system for South African National Parks. The aim of this chapter is to draw conclusions and provide recommendations, concerning the research. To achieve the main goal the following objectives were set:

Objective 1: To do an analysis regarding ecotourism (Chapter 2)

The objective was met in Chapter 2 by analysing the concept ecotourism. The main aspects covered were firstly, the definitions of ecotourism; secondly, the summary of the key aspects from ecotourism definitions; thirdly, the principles of ecotourism; fourthly, the pillars of ecotourism; fifthly, the ecotourism forms which include mass-tourism, alternative tourism, nature-based tourism, soft and hard ecotourism; sixthly, the impacts of tourism namely economic impacts, socio-cultural impacts and environmental impacts; and lastly, the theoretical analysis of the concept sustainable ecotourism development.

Objective 2: To do an analysis of ecotourism labelling and rating systems (Chapter 3)

This objective was met in Chapter 3, by analysing the aspects of ecotourism labelling and rating systems. The main aspects covered in this chapter were: role players in eco-labelling, the awarding body, the verifying body, the applicant, and the tourism market; eco-labelling in the context of sustainable tourism and ecotourism; and the global and national environmental initiatives.

Objective 3: To conduct an analysis of future trends in ecotourism (Chapter 4)

This objective was met in Chapter 4, by analysing the possible future trends in ecotourism. The main aspects covered in this chapter were: firstly, globalisation and long-term economic trends; secondly, social trends; thirdly, political trends; fourthly, environmental trends; and lastly technological trends.

Objective 4: To determine the demographic profile of visitors to national parks in South Africa and to determine the perceptions of respondents regarding the importance of specific responsible ecotourism principles (Chapter 5)

These objectives were met in Chapter 5. This was done by determining the demographic profile of tourists to national parks, as well as, their perceptions regarding the importance of specific responsible ecotourism principles for national parks.

Objective 5: To conduct a factor analysis regarding the ecotourism principles, the analysis of the correlations between the factors and the group statistics (t-test) (Chapter 5). Objective 5 was met in Chapter 5, by conducting a factor analysis, the analysis of the correlations between the factors and the group statistics (t-test).

Objective 6: To draw conclusions and make recommendations
Objective 6 is met in this Chapter. The main contributions of the research study, the main conclusions of each chapter, the recommendations regarding the study and the rating system are given in this chapter.

6.2 Main contributions of the research study

The study made the following contributions to the field of ecotourism. These contributions are made in three categories namely, literature, methodology and practical contributions:

6.2.1 Contributions regarding the literature

- It is the first time that literature about ecotourism are combined to identify principles and constructs to develop a rating system.
- It is the first time that different rating systems regarding ecotourism were identified, analysed and compared to each other.
- It added to the literature on future trends of ecotourism which will assist in the planning and development of ecotourism products as well as rating systems.
- The research contribute to more environment friendly development of ecotourism accommodation products

6.2.2 Contributions regarding the methodology

- It is the first time that all relevant aspects of ecotourism was identified and developed into questionnaire that test ecotourism rating constructs and principles. The research also contribute to the fact that one knows what are the ecotourism constructs that are seen as important by the visitor to national parks. The empirical results also determined statistical differences of the constructs and principles regarding socio-demographic and behavioural aspects of the visitors to national parks in South Africa.

6.2.3 Practical contributions

- This was the first time that a specific rating system was developed for South African National Parks. This rating system can also be adapted to other conservation areas such as game reserves and game farms.

6.3 Conclusions regarding research

The conclusions of the research are structured as follows:

- Firstly, conclusion will be drawn regarding the literature studied in Chapters 2-4
- Secondly, conclusions will be drawn from the empirical results of the study (Chapter 5).

6.3.1 Conclusion regarding literature (Chapter 2)

The following conclusions can be drawn regarding ecotourism (Chapter 2):

- There are many forms of tourism such as mass tourism, nature-based tourism, alternative tourism, wilderness travel and ecotourism. It is crucial to make a distinction between the different forms of tourism to indicate where ecotourism falls into the bigger picture of the tourism industry (c.f 2.2.1).
- Mass tourism includes vast numbers of tourists to an area, going for more feet. It is areas such as cities, beachfronts, amusement parks and other areas where the number of dependent feet passing through are dependent on the sustainability of tourism (c.f 2.2.1).
- Nature-based tourism rest on the need of people to experience nature in their leisure time. The alternative forms of tourism, which place importance on greater interaction and understanding between hosts and guests as well as between tourists and the environment, are seen as alternative tourism (c.f 2.2.1).
- Alternative tourism is tourism that sets out to be consistent with natural, social and community values and which lets both hosts and guests to enjoy positive and meaningful interaction and share experiences (c.f 2.2.1).
- Wilderness travel are seen as personal recreation through basic travel in natural environments without human disruption. Ecotourism which falls under alternative tourism, concentrates on fewer numbers of tourist but a better quality of experience where tourists can learn more about the nature (c.f 2.2.1).
- The many opposing definitions of ecotourism do not ease the position by providing a similar image of what ecotourism stands for. The main challenge of ecotourism is not to present another “better” definition, but how to interpret the meaning of ecotourism into applicable and practical principles or guidelines and criteria. This is a hard assignment

given that different ecotourism areas, regions and destinations around the globe are unique in most respects (c.f 2.2.1).

- Ecotourism differs from nature-based and wildlife-based tourism in the following: the main difference is that ecotourism needs to generate an income and be profitable, but only in an environmentally sustainable manner and the profit must be ploughed back into the community and the environment. Low impacted nature tourism contributes to the maintenance of species and habitats, either directly through a contribution to conservation and/or indirectly by providing income for the local community enough for local people to value, and therefore protecting their wildlife area as a source of income (c.f 2.2.1).
- Some major features that distinguish ecotourism from nature-based tourism are that ecotourism is educative, sustainable and has a minimum impact on the natural component and on the ethical nature of the tourism experience provided. Therefore ecotourism has a vital role to play in the regional development, wildlife management and increasing community awareness of environmental issues (c.f 2.2.1).
- Hard and soft dimensions of ecotourism as representing different outlooks regarding the degree of physical challenge and comfort that ecotourists wish to experience. In order to truly experience nature, there might be a need to live basically, with hardly any comforts and travel in challenging conditions for long periods within the wilderness context (c.f 2.2.1).
- The vagueness of current ecotourism definitions have been criticised and the abstract concepts that are used in most ecotourism definitions have been considered difficult to operationalize. The diversity of ecotourism definitions show that ecotourism is tourism that is built on the natural environment, pursues to minimise negative impacts on the environment, offers a learning opportunity, contributes to the local community and must be sustainable (c.f 2.3).
- According to the numerous definitions, there are a number of core principles, namely:
    - sustainable development;
    - conserving nature;
    - interaction between the tourist, nature and culture;
    - tool for conservation;
    - a must be, enlightening nature experience;
    - aims to maintain an equilibrium between community, conservation, tourism and culture;
    - involves travel to natural destinations;
    - minimises tourism impact;

- builds environmental awareness;
- provides direct financial benefit for conservation and empowerment for local people;
- respects local culture;
- provides a learning experience;
- supports human rights and democratic movements;
- is sensitive to the host country's political environment and social climate; and
- provides positive experiences for both visitors and hosts (c.f 2.3.1).

- Apart from the definitions, there were also aspects identified based on the works of Fennell (2008); Geldenhuys (2009); Saayman (2009); Blamey (2001); Eagles (1996) and Dingwall and Gordon (1996), that forms part of the principles that were used to develop the questionnaire:
  - should not degrade the resource;
  - developed in an environmentally sound matter;
  - long-term benefits to the resource, to the local community and the industry (benefits may include conservational, scientific, social, cultural and economic);
  - should provide first-hand participatory and enlightening experiences;
  - education among all parties – local communities, government, non-government, industry and tourists;
  - encourages recognition of the intrinsic values of the resource by all parties;
  - Involve acceptance of the resource on its own terms and in recognition of its limits, which involves supply-orientated management;
  - promote understanding and involve partnerships between many role players, which could include government, non-governmental organisations, industry, scientists and local people;
  - promote moral and ethnic responsibilities and behaviour towards the natural and cultural environment by all players;
  - nature conservation and local economic benefit;
  - public and private ecotourism businesses should have an environmental strategy;
  - well educated staff is essential;
  - high environmental standards should be demanded; culturally and economically sensitive community development is necessary (c.f 2.4).
- The four pillars of ecotourism consist of four aspects, namely:
  - promotion and enhancement of the natural and cultural environment - the key drivers for tourists are attractions because the success of a destination depends on it because national parks contains astonishing geographies such as natural

landscapes, topography, rare fauna and flora, rare geological features and cultural heritage, they have become popular ecotourism attractions (c.f 2.5.1);

- effective planning and sustainable management of the environment – if appropriate planning, monitoring, evaluation and management is carried out and when the attitudes and behaviour of managers, stakeholders and tourists are ecologically, economically and ethically responsible. Ecotourism is associated with sustainable tourism and therefore should accept the basic principle of sustainable development which is balancing economic, ecological and social aspects as an integrated whole (c.f 2.5.2);
- participation by the local community - a necessary aspect of sustainable tourism and ecotourism development is community involvement. This can lead to a condition where not only the local community benefits, but the quality of the tourists' experience will also improve (c.f 2.5.3) and
- tourist experience - experiencing remoteness, tranquillity and closeness to nature, have the opportunity to learn about wildlife, nature and local cultures, and also engage in a physical challenge are often ecotourists' motivation to visit an area. Ecotourism product providers can educate tourists with regards to the principles of ecotourism, and areas of misunderstanding regarding ecotourism can be identified (c.f 2.5.4).

- The impacts of ecotourism consist of the economic impacts - there are five factors which determine whether economic impacts are positive or negative namely,
  - the type of tourism facility and attraction for tourists;
  - the volume and level of tourist spending;
  - the level of economic development in the region;
  - the extent to which tourist spending is maintained and recirculated in the region;
  - the extent of seasonality in the region (c.f 2.6.1)
- The social and cultural impacts of ecotourism - some of the more beneficial impacts of ecotourism on society include:
  - the manufacturing of employment;
  - the renewal of poor or non-commercial regions;
  - the revival of local arts and crafts and traditional cultural activities;
  - the renewal of social and cultural life of the local population;
  - the regeneration of local architectural traditions; and
  - the promotion of the need to conserve areas of exceptional attractiveness which have pleasing and cultural value (c.f 2.6.2)
- The environmental impacts of ecotourism - the environment consists of five elements and their aspects are:

- the natural environment, which consists of mountainous areas, seas, rivers and lakes, caves, beaches and natural woodland;
- wildlife, which consists of land-based mammals and reptiles, flora, birds, insects, fish and marine mammals;
- the farmed environment, which are agricultural landscapes, man-made forest and fish farms;
- the built environment, which are individual buildings and structures, villages and townscapes, transport infrastructure (roads and airports), dams and reservoirs; and
- natural resources, which consist of water, climate and air (c.f 2.6.3).

The following conclusions can be drawn regarding sustainable tourism:

- The search for sustainable development and environment friendly behaviour is a primary challenge for all governments, companies and individuals. One the critically important source of foreign revenue for a number of developing countries, such as South Africa, are tourism. In some, the industry is facing environmental problems that could constrict future growth. This has resulted in a number of discussions about sustainable development (c.f 2.7).
- The industry is facing environmental problems that could constrict future growth. This has resulted in a number of discussions about sustainable development (c.f 2.7).
- There are at least three different meanings are found that relate directly to the notion of sustainable tourism and which are used in the literature. They imitate a range of world-views, from those that are industry-centred, to those that are more largely socially-centred: to maintain the tourism industry in the long run; a gentler form of tourism and a tool of social and economic development (c.f 2.7).
- Sustainable tourism is different from sustainable tourism development and can be described as the survival of a product in the long-term within the destination. This may sound a bit confusing, but one can easily argue that tourism can be seen as sustainable in an area where the tourist numbers and spending show a steady growth pattern over a period of time (c.f 2.7).
- Conservation for future generations, protecting the local community's culture and natural heritage and upholding an anticipated quality of life, should be the emphasis of national parks' aim. This results in using a combination of the last two views with the emphasis on restricted biophysical and social tourism development, where sustainable tourism closely benefits local people and their communities in which the tourism industry is conducted (c.f 2.7).

- Because of the fact that the environment plays an important role, the definition changed to economically viable tourism that does not extinguish future resources on which tourism will depend, remarkably the physical environment and the social factor of the local community (c.f 2.7).
- A delicate balance between conflicting economic, environmental, and socially equitable objectives must be achieved in order for a true sustainable development to take place. As a result the economic growth is distributed evenly with minimised environmental impacts of these activities (c.f 2.7).
- In theory it may sound easy to balance the “three E’s” of sustainability namely environment, economy and equity. There are three analysis of sustainable tourism namely:
    - the first analysis of sustainable tourism are the policy area that can be found near the top, in correspondence with economic efficiency;
    - the second analysis, ecologically sustainable tourism, can be recognised near the top that corresponds with environmental conservation;
    - the third is in fact a blend of economic efficiency and environmental conservation policies and can be identified along the side that connects these two peaks of the triangle. The last one fits better in the centre of the triangle (c.f 2.7).
- The goals of sustainable tourism are:
    - to develop a greater awareness and understanding of the substantial contributions that tourism can make to the environment, the people and the economy;
    - to promote fairness in development;
    - to improve the quality of life of the local community;
    - to deliver a high quality of experience for the visitor; and
    - to preserve the quality of the environment on which the above-mentioned goals depend (c.f 2.7).
- The advantages of sustainable ecotourism are:
    - it brings satisfaction and enrichments to visitors;
    - strengthens the respect for natural and built heritage;
    - promotes an understanding of and appreciation for other communities and cultures;
    - supports the maintenance and improvement of heritage;
    - acts as catalyst for clearance of eyesores and dereliction;
    - creates jobs and wealth;
    - diversified narrowly-based rural economies;

- improves the quality of community life and supports businesses and services that might close down, had it not been for ecotourism (c.f 2.7).

- The disadvantages of sustainable ecotourism are:
  - overcrowding;
  - traffic congestion;
  - wear and tear;
  - inappropriate development and
  - conflicts with the local community (c.f 2.7).
- Some basic guidelines to ensure contribution to the protection of natural areas are:
  - zoning - zones with different uses and use intensity should be defined;
  - tourism demand management - global tourism demand for a nature area to be managed;
  - design for tourism management - design facilities for the use of tourists. Use local building styles and building materials. Also make use of environmental friendly technology. Harden intensive-use areas;
  - crowd management - design routes that enable management to manage tourist's movements;
  - monitor impacts continuously - determine which areas and species are of great interest to the tourists and undertake regular ecological audits to measure the impacts;
  - behavioural management - set up rules and codes of practice for tourists;
  - profit sharing for local conservation and improvement - ensure that part of the profits is reinvested in the area that is used to generate the profit. An essential element in any type of development is maintaining the unique sense of the historic, cultural and community identity of each area (product) (c.f 2.7).

6.3.2 Conclusion regarding the literature analysis of eco-labelling and rating systems (Chapter 3)

The following are the main conclusions drawn from eco-labelling and rating systems:

- A wide range of ecolabels in tourism, hospitality and land management have been introduced during the last decade, and most of them run at sub-national level. Although ecolabels can recognise good practice, the introduction of rating systems needs to go hand-in-hand with the regulation of claims outside rating, since these undermine the "official" ecolabels (c.f 3.1).
- Methods in standardising the approval of environmental claims by means of fulfilling the set criteria that is normally based on unbiased verification by governments or non-

profitable organisations are also known as eco-labels. One method of doing this is through rating or grading systems (c.f 3.2).

- The players in tourism eco-labels are:
    - the funding bodies which are the organisations that pay for an extensive part of the cost of development or management of an eco-label (c.f 3.2.1);
    - an awarding body which may target many sectors of the industry, basically differentiated between providers of tourism products – such as hotels, airlines, attractions and destinations – and distribution channels – such as travel agents and tour operators (c.f 3.2.2) and
    - the verifying body which prepares a list of criteria to verify the tourism company's performance and management and a briefing for a verifying agency to undertake this task. The verifying body operationalize these criteria, which are often the result of compromises, showing their weakness (c.f 3.2.3);
    - the applicant and the tourism industry (c.f 3.2.4) which identifies seven corporate attitudes towards the environment.
- The seven corporate attitudes are:
    - the conservationists - these are the tourism companies that internalise environmental costs on a continuous improvement basis;
    - the leaders - the tourism companies who has environmental standards as high as the conservationist tourism companies and who uses their environmental performance as a promotional tool;
    - the distractors - tourism companies who will rather take the "can do" approach instead of the "should do" approach;
    - the opportunists - tourism companies that use environmental claims for marketing purposes, with little change in their resource planning and management at all;
    - the cowboys - these tourism companies are similar to the skivers, but they promote their tourism products as being nature-based without being respectful to the resources used;
    - the skivers - opportunity-driven tourism companies that, in the name of economic profits, will deny their most basic responsibilities to the environment and
    - the compliers - these tourism companies comply with current legislation as a hurdle to tourism development (c.f 3.2.4).
- The intention of the eco-labelling and / or certification schemes in tourism is to highlight the best practices for products and services. Such schemes aim to ensure that different components of the tourism industry, from both the demand and supply elements, are conducting their practices with fewer unfavourable impacts on the environment, on society and on the economy (c.f 3.3).

- In many instances, entrepreneurs in the tourism industry are claiming that they practise sustainability, even before they open for business and to argue further that, as there is a lot of discussion revolving around the true meaning of sustainability and ecotourism, such eco-labelling schemes will not be practising sustainability successfully (c.f 3.3).
- Eco-labelling schemes seem to accept certain indicators that guarantee sustainability and ignore all three issues namely geographical equity, single-sector tourism development planning and resources utilization and usage (c.f 3.3).
- Four different eco-labelling schemes could be created based on the trade-off definitions of ecotourism in a way that can become practical in the setting in which they are applied, namely:
    - very weak where the eco-labelling scheme aims to preserve the current practices of the tourism products and services;
    - weak where the eco-labelling scheme aims to preserve only the new forms of development in the destination or surrounding areas;
    - strong where the eco-labelling scheme aims to apply an environmental management system in the destination and services; and
    - very strong where the eco-labelling scheme aims for the absolute preservation of tourism products and services (c.f 3.3).
- A wide range of tourism, hospitality and recreational land management operations have appeared from the 1960's to date.
    - In 1960, 'Spaceship Earth' was a key metaphor in the late twentieth-century debate over the world's resources and the future of humankind.
    - In 1972, the United Nations Environment Programme (here after referred to as UNEP) was established. Its activities cover a wide range of issues, from atmosphere and terrestrial ecosystems, the promotion of environmental science and information, to an early warning and emergency response capacity to deal with environmental disasters and emergencies.
    - One year later, 1973, the Convention on International Trade in Endangered Species of Wild Fauna and Flora was established.
    - In 1980, a conference was held in Manila and produced a document (Manila Declaration on World Tourism) of great historical importance because of the guidelines for the harmonious, balanced and equitable development of national and international tourism.
    - In 1985, the Blue Flag Campaign was established and an overall goal of the Blue Flag campaign is to raise awareness of environmental issues and to provide information to the public, decision makers and tourism operators.

- From 1987, the programmes, conferences, initiatives, strategies and actions changed to more environmental conscious outcomes.
- The White Paper on Environmental Strategy Action was developed in 1990 in South Africa.
- In 1991, the International Union for Conservation of Nature (IUCN), World Wide Fund for Nature (WWF) was established.
- In 1992, the Rio Earth Summit was held in 1992.
- The World Conference on Sustainable Tourism was held in 1995.
- In 1996 the Department of Environmental Affairs and Tourism in South Africa (DEAT) published its White Paper on the Development and Promotion of Tourism which recognised that tourism had largely been a missed opportunity for South Africa, but which also considered that tourism could provide the nation with an "engine of growth, capable of dynamiting and rejuvenating other sectors of the economy".
- In 1997, a second conference was held and produced the Manila Declaration on the Social Impacts of Tourism.
- The Conference on Sustainable Tourism in Small Island Developing States (SIDS) was held in Buenos Aires in 1998.
- The Green Globe 21 Standards for Travel and Tourism was established in 1999. As a tool to assist the tourism sector, a Responsible Tourism Manual for South Africa was published by DEAT in 2002 (c.f 3.4).

- The first step of sustainability to improve the environment is environmental policies that are formulated and initiatives adopted by a variety of global and national bodies (c.f 3.4).
- The seven rating systems addressing environmental and social issues of tourism have been identified that evolved in Africa and outside Africa are:
  - Fair Trade in Tourism South Africa;
  - Heritage Ecotourism Rating Scheme in South Africa;
  - Botswana Ecotourism Certification System;
  - the EcoRating Scheme in Kenya;
  - ISO14001;
  - Green Globe 21; and
  - Greenstop.net. (c.f 3.4.1).
- The criteria for the seven systems are:

Table 6.1: Criteria of the seven systems

Rating System	Criteria
Fair Trade in Tourism South Africa (c.f 3.4.1.1)	• Fair share • Democracy • Respect for host and visitor • Reliability • Transparency • Sustainability
Heritage Ecotourism Rating Scheme (c.f 3.4.1.2)	• Environmental • Economic • Social (employees and community)
Botswana Ecotourism Certification System (c.f 3.4.1.3)	• Minimising negative social, cultural and environmental impact • Maximising the involvement in, and the equitable distribution of economic benefits to host communities • Maximising revenues for re-investment in conservation • Educating both visitors and local people as to the importance of conserving natural and cultural resources • Delivering a quality experience for tourists
The EcoRating Scheme in Kenya (c.f 3.4.1.4)	• Environmental: purchasing, pollution, conservation, development impacts, resource use, green and appropriate technology design • Economic: job creation, local and employee benefits, helping local suppliers, research and development in communities, training • Social (employees): wages, human rights, labour rights, equal opportunities, training, flexible working programs • Social (community): fair complaints system, community development projects, assistance to communities, health and safety
ISO14001 (c.f 3.4.1.5)	• An environmental policy supported by senior management • The identification of environmental aspects and impacts, and the identification of significant environmental impacts that the organisation may cause • Identification of environmental compliance requirements • The development of objectives and targets, and their environmental management programs • Defined resources, roles, responsibilities and

	authorities for environmental management • The development of competence, training and awareness procedures • A communication process of the EMS to all stakeholders and interested parties • The development of EMS documentation as required by the standard • The development of document control procedures • The development of operational control procedures • The development of emergency preparedness and response procedures • The development of procedures to monitor and measure operations that can have significant impact to the environment • An evaluation of compliance procedure • Procedures developed for the management of non-conformance, corrective and preventative actions • The development of a records management procedure • A program for completing internal EMS audits and corrective actions • The development of procedures for management review by senior management
Green Globe 21 (c.f 4.3.1.6)	• Environmental & Social Sustainability Policy • Legislative Framework Environmental & Social Sustainability Performance • Environmental Management System • Consultation & Communication • Community Authority • Regulatory Framework • Environmental & Social Sustainability Policy • Environmental & Social Sustainability Planning Systems • Environmental & Social Sustainability Benchmarking • Community Stakeholder consultation & performance reporting • Ecotourism policy, performance & regulatory framework • Natural areas focus • Interpretation & education • Ecologically compatible infrastructure • Ecologically sustainable practice

	• Contributing to conservation • Ecotourism benefiting local communities • Cultural respect & sensitivity • Customer satisfaction • Responsible marketing • Ecotourism product minimal impact • Sustainable design & construction policy • Regulatory framework • Sustainable design assessment • Sustainable design process management • Sustainable construction process management • Community & stakeholder consultation & performance reporting
Greenstop.net (c.f 3.4.1.7)	• Waste management • Water management • Energy saving • Purchasing • Transport • Future plans

6.3.3 Conclusion regarding the analysis of possible future trends in ecotourism (Chapter 4)

The following are the main conclusions regarding possible future trends in ecotourism:

- The main concerns about these future procedures are centred on the forms tourism and most importantly, ecotourism will take on in the future, the changes that will take place globally influencing the types of experiences that tourists seek in the future (c.f 4.1).
- To allocate resources today in order to maintain or achieve competitive advantage for businesses tomorrow, the public and private sector tourism organisations must bet on the accuracy of their choices (c.f 4.1).
- The ability to identify and manage with adaptation across an extensive variety of behavioural, environmental and technological factors and the way they interact is a key element of a successful ecotourism industry. Accounting for these changes will be the test for tourism stakeholders in both the private and public sectors to proactively achieve and uphold competitive advantage for their associations (c.f 4.1).
- The shape of modern life will continue to change due to increased international connectivity and furthermore the limits of physical boundaries will shrink and the geographical scope of social networks will expand. An influential force that forms

national and regional economies is globalisation, which are linked and interdependent (c.f 4.2.1.1).

- The distribution and volume of ecotourism increases as a society becomes more economically developed and greater discretionary household income subsequently becomes more available (c.f 4.2.1.1).
- Three subcategories of social factors can be identified and are likely to influence ecotourism and travel: social values of society, lifestyles and demographics (c.f 4.2.1.2).
- Adults wants to be teenagers and children are growing up faster. The aspirational age of twelve year-olds is seventeen. This results in products that need to have cool teen attributes for children which have an impact on ecotourism. Adults who are acting more like teenagers in the sense of dressing, eating habits, interests and pastimes results in products that needs to be suited for both children and adults (c.f 4.2.1.2).
- The impact of changing social structures on ecotourism is that a novel definition of family is surfacing and include any arrangement of two or more people living in a domestic household which are made-up of a minimum of two adults, or one adult and one child. This can have an impact on the ecotourism package and the development of ecotourism products. The ecotourism package has to be adjusted for smaller groups and more activities for children have to be included (c.f 4.2.1.2).
- The impact of health on ecotourism is that travelling for health reasons will become more sophisticated and provide wellness to ecotourists, and products will have to include things like health spas in a wildlife-based area. People became too impatient to give another chance to a product or service that failed in the satisfaction aspect originally, despite the fact that they became extremely experimental, willing to try new products, foods and attractions (c.f 4.2.1.2).
- In the future, knowledge will become an even more vital advantage in economies and businesses. Opportunities as well as posing threats to the ecotourism industry will be created by technological developments. Information and transport technology is crucial for ecotourism. Ecotourism is dependent on innovations and scientific discoveries in order for products and services to be renewed and developed (c.f 4.2.1.3).
- The impact of climate change on ecotourism can lead to popular marine destinations that can disappear, for example, Africa becomes drier which can lead to wildlife that can disappear and destinations closer to the poles can become more popular (can have an impact on conservation areas). The biological and physical resources of the Earth are being ruined and/or exhausted due predominantly to population progression and economic development. Affected resources include agriculture and food resources, energy, water, and land use (c.f 4.2.1.4).

- The feasibility and attractiveness of an area as an ecotourism destination is very important and is determined by the natural environment and climate conditions because ecotourism is closely linked to the environment (c.f 4.2.1.4).
- An increase of the development of “artificial” (indoor) environments for tourism will take place because of the extensive environmental changes. The impact on fuel costs that affects transport costs and also the flow of tourism are the source of reduced supplies of energy. Rising temperatures can impact the “bottom line” of operators in many areas of ecotourism operations because half of all energy uses in hotels is attributable to air-conditioning (c.f 4.2.1.4).

6.3.4 Conclusions regarding the empirical results (Chapter 5)

The following section will summarise the most important aspects of Chapter 5 (Objective 4 and Objective 5), which consists of empirical results. The research is descriptive and exploratory in nature and a web-based survey was done for the demand side (visitors to South African National Parks).

In order to develop the rating system the data was interpreted by the means of the following methods: descriptive statistics in order to give an overview of the demographic profile of the respondents as well as the aspects considered as important by the visitors (demand side). The techniques used in the descriptive analysis included frequency tables that indicated the frequency of the values for each aspect and the measure of location, which is the mean or average value of each aspect; exploratory factor analysis was used in order to reduce the variables (ecotourism principles) to a smaller set of variables, while retaining most of the original information; factor correlation matrix was used to identify possible correlations between the factors that were extracted from the factor analysis; a *t*-test and ANOVA’s was conducted in order to determine whether or not there was any significant difference between respondents (visitors to national parks) and the ecotourism principles (c.f 5.1).

6.3.4.1 Conclusions regarding descriptive statistics

- The following described the demographic profile of visitors to South African National Parks according to the survey:
    - The language most spoken by the respondents was primarily English and secondary was Afrikaans.
    - The greater number of respondents is married and lives in Gauteng.
    - They are well educated with a diploma or degree.

    - Most of the respondents are Wild Card holders and supports conservation organisations.
    - The conservation organisation that is supported the most is Rhino Conservation, SA Wildlife, SANParks Honory Rangers, Green Peace, UNITE against poaching and World Wide Fund for Nature (c.f 5.2.1).
- The understanding of responsible ecotourism according to the respondents is:
    - A responsible, sustainable way of tourism, which is focused on conserving and protecting nature by means of raising awareness of endangered, fragile or protected ecosystems.
    - Has a low impact on the environment.
    - An educational travel experience in any environment (natural or man-made) that contributes to the conserving of those environments through generating sustainable economic opportunities of direct benefit to local people and utilises environmentally friendly management practices (c.f 5.2.1).
- The key principles are:
    - conservation of nature;
    - conservation of culture;
    - community involvement;
    - environmental education;
    - tourist satisfaction;
    - responsible tourism practices; and
    - role players participating in ecotourism – the tourist and accommodation.
- The principles of ecotourism were rated with a mean value of three (important) to five (extremely important). (c.f 5.2.2).

6.3.4.2 Exploratory results

An exploratory factor analysis was conducted. For each principle a factor analysis was conducted. The following factors are for each category with the aspects that was measured (c.f 5.3.1).

The following conclusions were made with regarding the factor analysis:

Conservation of nature

- Factor 1: *Conservation*
- Factor 2: *Controlled development*
- Factor 3: *Environment friendly*
- Factor 4: *Alien plants control*
- Factor 5: *Water saving measurements* (c.f 5.3.1).

Conservation of culture

- Factor 1: *Local community involvement*
- Factor 2: *Benefit for community* (c.f 5.3.2).

Community involvement

- Factor 1: *Benefit of local community*
- Factor 2: *Community education* (c.f 5.3.3).

Environmental education

- Factor: *Learning experiences* (c.f 5.3.4).

Tourist satisfaction

- Factor: *Tourist satisfaction* (c.f 5.3.5).

Responsible tourism practices

- Factor 1: *Recycling and environmental friendly practices*
- Factor 2: *Interaction with nature*
- Factor 3: *Responsible practices* (c.f 5.3.6).

Tourist participation in ecotourism

- Factor: *Informed tourist* (c.f 5.3.7).

Accommodation

- Factor 1: *Recycling and environment friendly practices*
- Factor 2: *Touch the earth lightly*
- The last factor loading or item is not considered a factor because it has only one item and therefore it has no Cronbach's Alpha. (c.f 5.3.8).

6.3.4.3 Factors influencing perceptions regarding ecotourism principles

- Group statistics namely *t-tests* and ANOVA's were performed to determine whether there were any significant differences between the factors identified from the ecotourism principles regarding socio-demographic and behavioural aspects of the respondents.
- The *t*-test revealed only a significant difference regarding the socio-demographic aspects home language (English and Afrikaans) and behavioural aspects Wild Card holders and non-Wild Card holders. This is done to determine if the respondents' opinions differ about principles in terms of home language and whether or not the respondents have a Wild Card. Significant differences was found for the ANOVA test for socio-demographic aspects marital status and level of education. A significant difference is found when the p-value is <0.05 (c.f 5.4).

6.3.4.3.1 Comparison with home language (Socio-demographic)

The t-tests showed significant statistical differences between English and Afrikaans respondents regarding the following:

- Controlled development: Afrikaans-speaking respondents feel that controlled development is less important than English-speaking respondents.
- Cultural involvement: English-speaking respondents feel that cultural involvement is more important to them than Afrikaans-speaking respondents.
- Cultural rights: English-speaking respondents feel that cultural rights are more important to them than Afrikaans-speaking respondents.
- Benefits of local community: English-speaking respondents feel that benefits of local community are more important to them than Afrikaans-speaking respondents.
- Education for community: English-speaking respondents feel that education for community is more important to them than Afrikaans-speaking respondents.

From the results of the t-tests it is clear that aspects involved with the "local community" and "culture" is seen as more important for English-speaking respondents than for Afrikaans-speaking respondents. (c.f 5.4.1).

6.3.4.3.2 Comparison with being a Wild Card holder or not (Behavioural)

The t-test revealed significant practical and statistical differences between Wild Card holders and non-Wild Card holder respondents regarding the following:

- Controlled development: Wild Card holder feels that controlled development are more important than non-Wild Card holder respondents.
- Alien plants control: Wild Card holder respondents feels that alien plants control are more important than non-Wild Card holder respondents.

- Cultural involvement: Non-Wild Card holder respondents feels that cultural involvement are more important than for Wild Card holder respondents.
- Cultural rights: Non-Wild Card holder respondents feels that cultural rights are more important than for Wild Card holder respondents.
- Benefits of local community: Non-Wild Card holder respondents feel that benefits of local community are more important than for Wild Card holder.

From the results it is clear that aspects involved with the local community is seen as more important for non-Wild Card holder visitors than for Wild Card holder visitors. On the other hand Wild Card holders rated “alien plants” and “controlled development” as more important. Therefor one can conclude that Wild Card holders can be seen as more serious conservationist as they rated conservation related elements higher whereas non Wild Card members rated the ecotourism related aspects as more important (c.f 5.4.2).

6.3.4.3.3 Comparison of marital status (Socio-demographics)

A significant difference were found between marital status and “local community involvement”, “benefits for the local community” and the “interaction of nature”. The Spearman’s rho is used to interpret these significant differences for the three identified factors.

- A practical significant difference exists between married respondents and respondents that are living together regarding “local community involvement. This means those respondents who are living together feels stronger about local community involvement than those who are married.
- Only a statistical significant difference between marital statuses regarding “benefit for community”.
- Only a statistical significant difference exists between marital status regarding “interaction of nature” (c.f 5.4.3).

6.3.4.3.4 Comparison of level of education (Socio-demographics)

A significant difference was found between level of education and “alien plants”, “education for community” and “responsible practices”.

- A practical significant difference exists between matric and post-graduate respondents regarding “alien plants”. This means that respondents who have matric feel stronger about the alien plants being controlled or removed than those who have a post-graduate degree. No practical reason can be supplied for this finding.
- A practical significant difference was found between matric and post-graduate respondents regarding “education for community”. This means that respondent with a

post-graduate degree feel stronger about education for community than those who have a matric qualification.

- A practical significant difference exists between matric and post-graduate respondents regarding “responsible practices”. This means those respondents who have a matric qualification feel stronger about responsible practices than those who have a post-graduate degree (c.f 5.4.4).

6.4 The ecotourism rating system

The ecotourism rating system (Table 6.2) will be discussed accordingly.

The average mean value of each principle found in Chapter 5, section 5.2.2 (Tables 5.2 – 5.9), are used to determine the weight that each of the ecotourism principles in developed rating system. All eight principles’ constructs mean values were added and divided by the number of constructs under each principle, this was done to weigh principles in order to determine which principle are seen as most important versus least important. The results are as follows (from highest rating to lowest): the tourist as a role player participating in ecotourism (engagement of tourists) (average M=4.41); tourist satisfaction (average M=4.28); accommodation as a role player participating in ecotourism (average M=4.26); conservation of nature (average M=4.26); responsible tourist education (average M=4.23); environmental education (average M=4.18); community involvement (average M=3.47) and conservation of culture (average M=3.00) (Table 6.2).

Each principle has categories under them with constructs. These principles and categories are listed in Table 6.2:

Table 6.2: Principles and categories

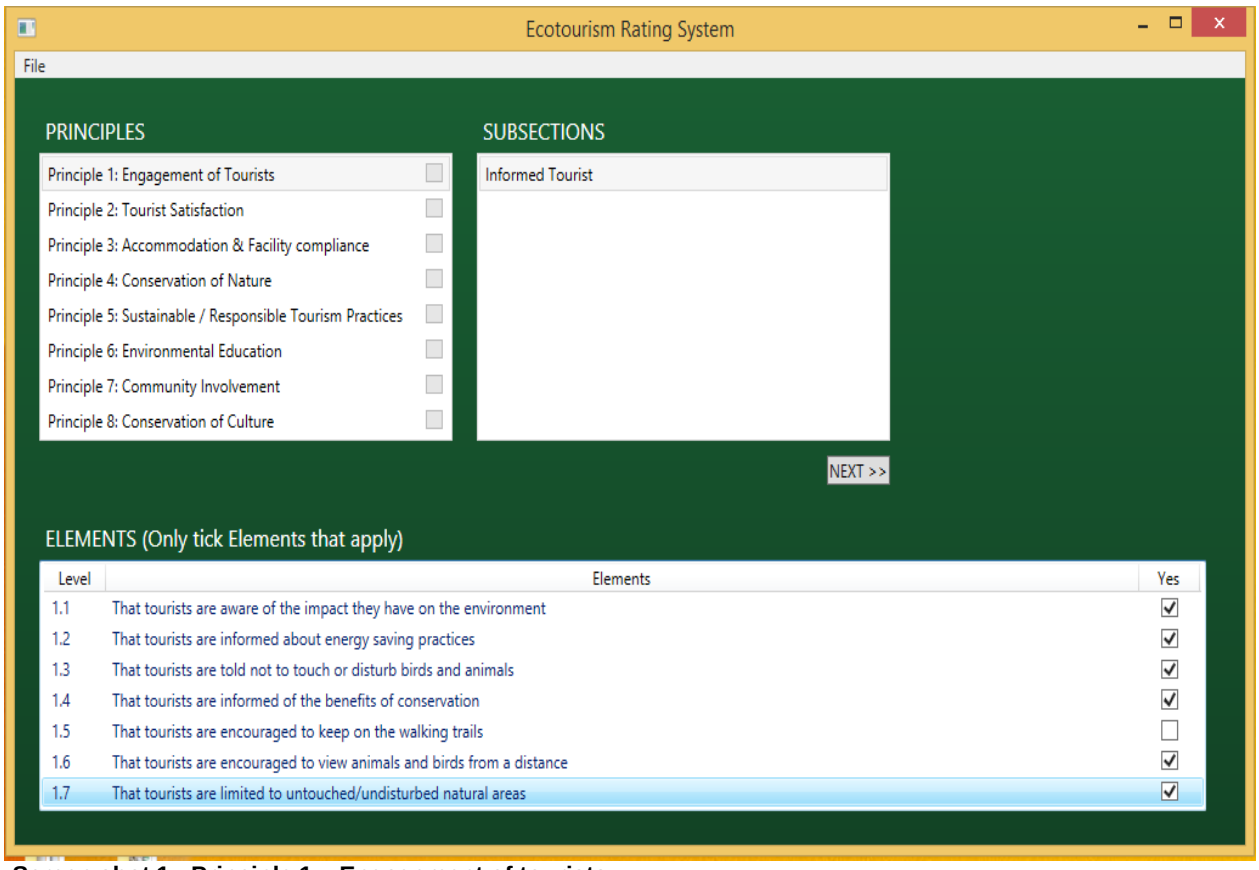
Principle	Category
Principle 1: Engagement of tourists	• Informed tourist
Principle 2: Tourist Satisfaction	• Tourist satisfaction
Principle 3: Accommodation & Facility compliance	• Recycling and environment friendly practices • Touch the earth lightly
Principle 4: Conservation of nature	• Management • Controlled development • Environment friendly practices • Alien plant control • Water saving measurement
Principle 5: Sustainable / Responsible	• Recycling & environment friendly practices

Tourism	• Interaction with nature • Sustainable / responsible practices
Principle 6: Environmental Education	• Learning experience
Principle 7: Community Involvement	• Benefit of local community • Community education
Principle 8: Conservation of culture	• Cultural involvement • Cultural rights

In total there are 91 constructs combined in the different categories (Table 6.2, second column) of the eight principles. When using these principles in and constructs in a rating system, each category (with its constructs) will be use according to a point structure based on the total of the constructs under each principle. The following scenario is provided where the Skukuza rest camp in the Kruger National Park are rated as an example. A percentage will be given according to the totals. When the calculated totals add up to between 0% and 25%, the rating will be “Non-compliance”, when the calculated totals add up to between 26% and 75%, the rating will be “Partial compliance” and calculated total of between 76% and 100%, and the rating will be “Fully compliance”. The following scenario is provided where the Skukuza rest camp in the Kruger National Park will be rated. The screens are provided to explain how the process is working.

Screen shot 1

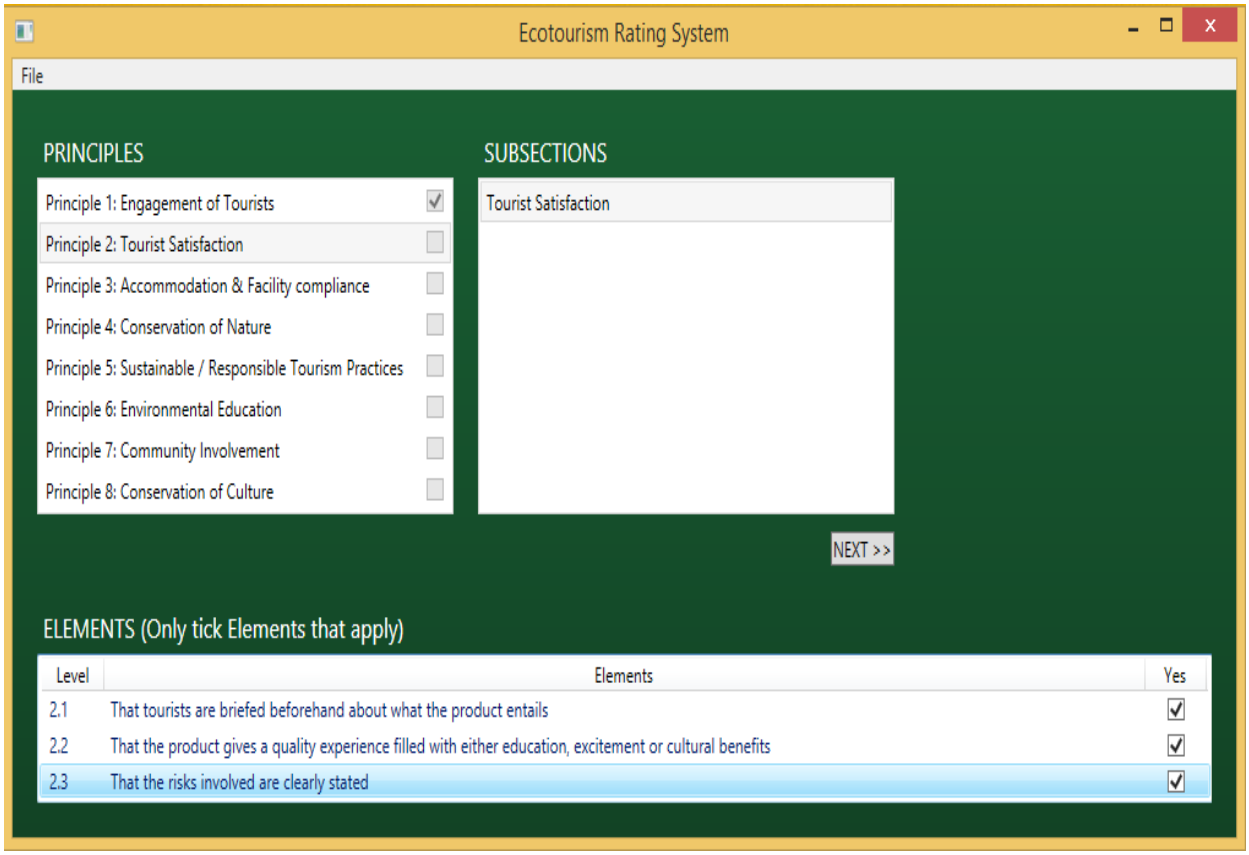
The first principle, namely engagement of tourists with the subsection, informed tourist, will be completed first. All applicable elements must be ticked. After the elements are ticked, click on the “next” button to move on to the next principle. For example:



Screen shot 1: Principle 1 – Engagement of tourists

Screen shot 2

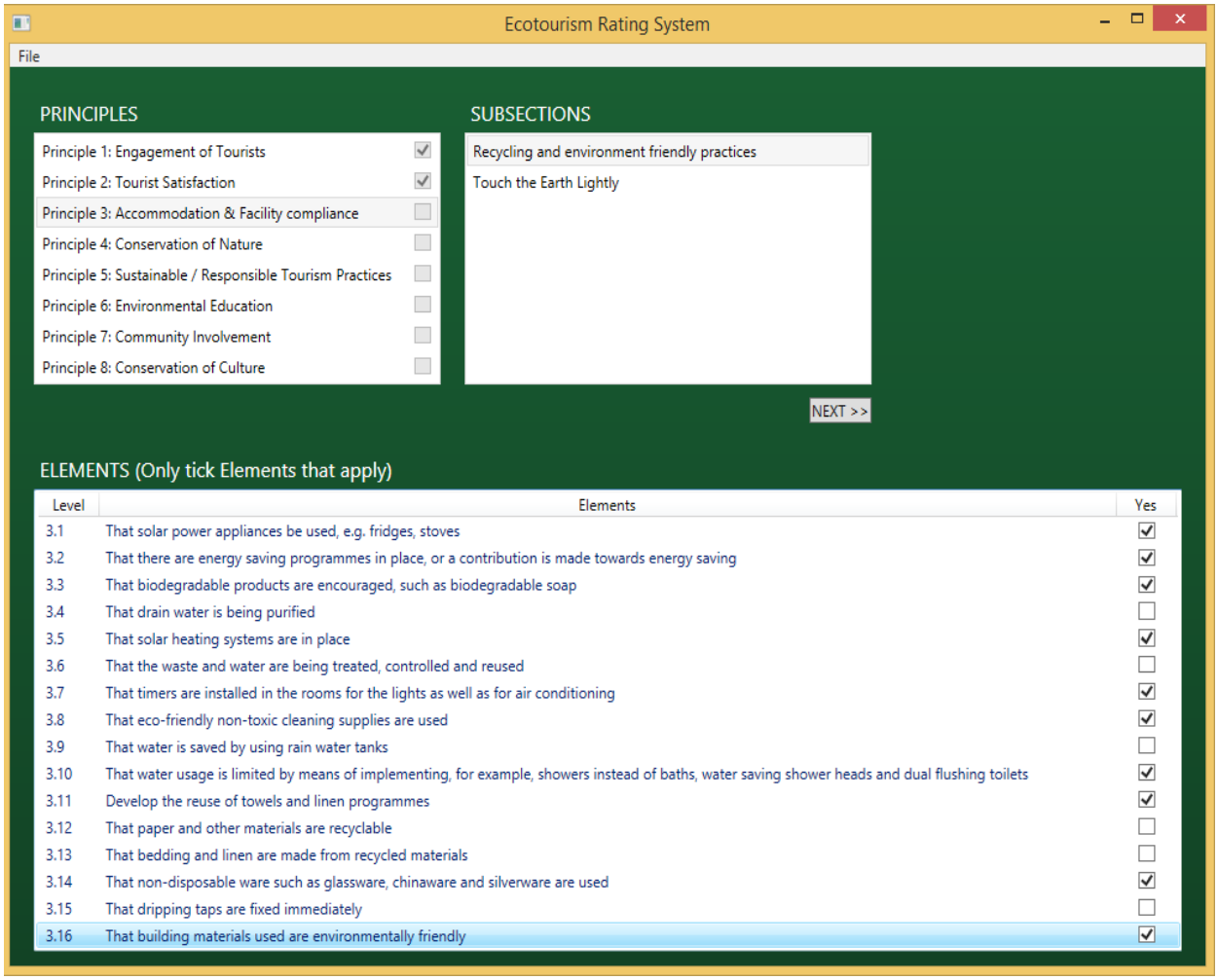
The second principle, namely tourist satisfaction with the subsection, tourist satisfaction, will be completed. All applicable elements must be ticked. After the elements are ticked, click on the "next" button to move on to the next principle. For example:



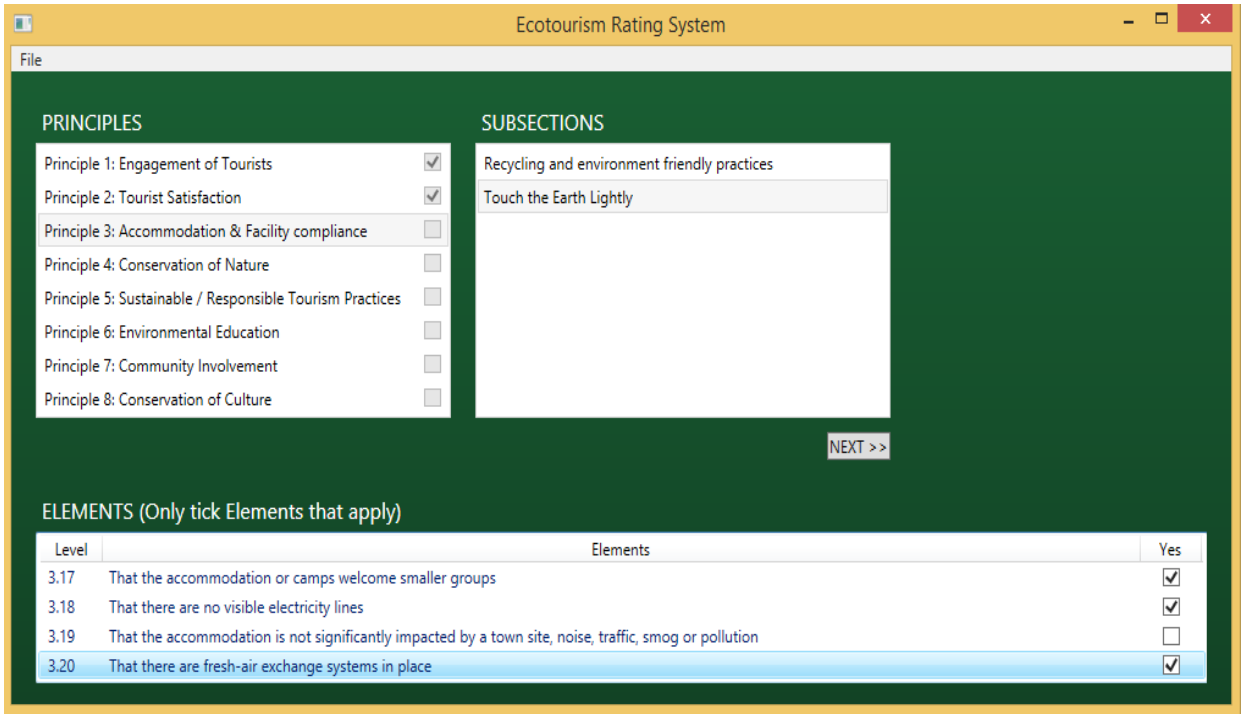
Screen shot 2: Principle 2 – Tourist satisfaction

Screen shot 3 and 4

The third principle, namely accommodation and facility compliance with the subsections, recycling and environment friendly practices and touch the earth lightly, will be completed. All applicable elements must be ticked. After each subsection is completed, click the “next” button to move to the next subsection. After the elements of each subsection are ticked, click on the “next” button to move on to the next principle. For example:



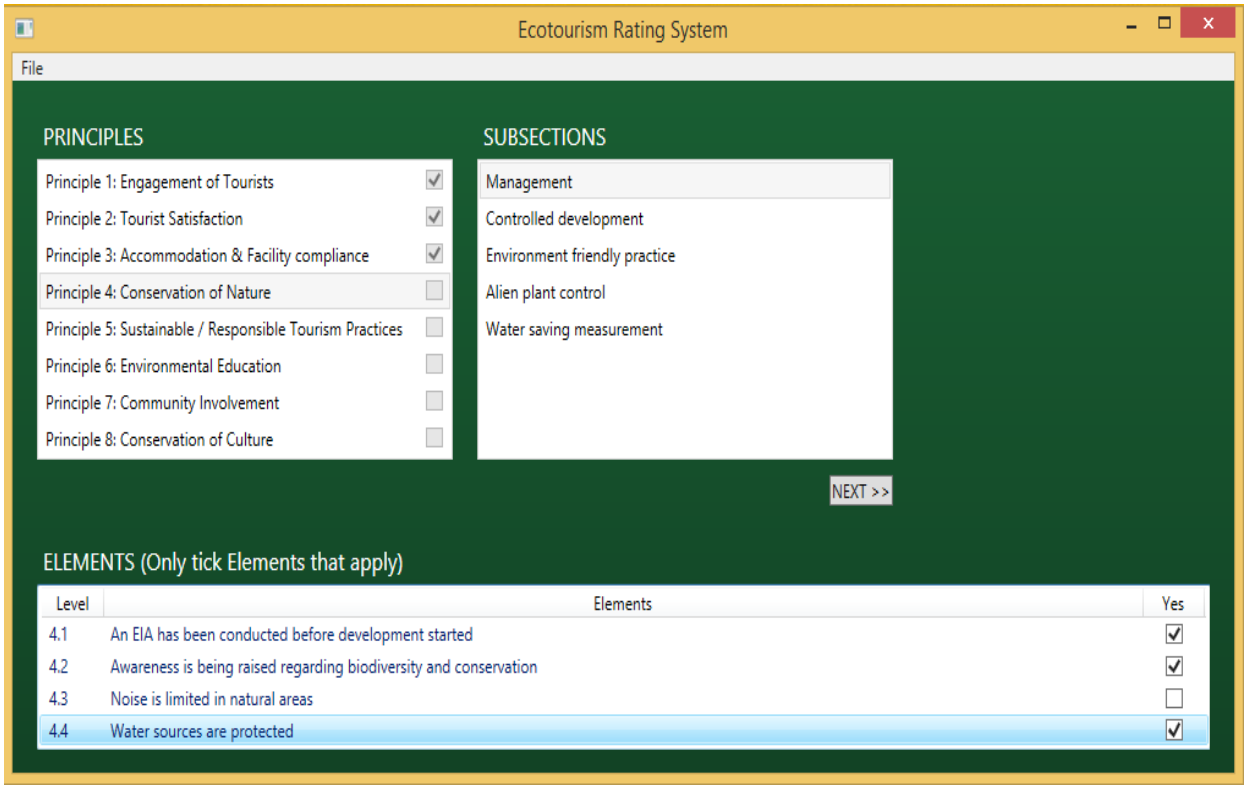
Screen shot 3: Principle 3 – Accommodation & facility compliance



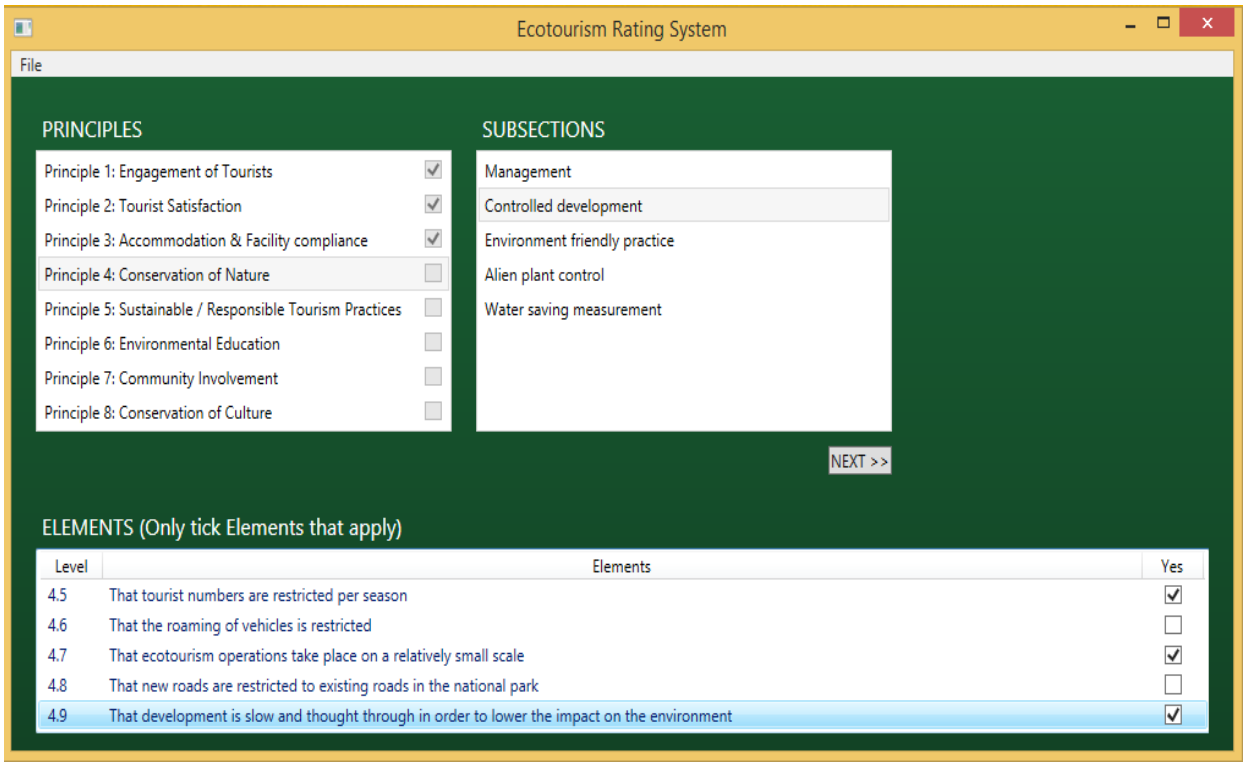
Screen shot 4: Principle 3 – Accommodation & facility compliance

Screen shot 5 to 9

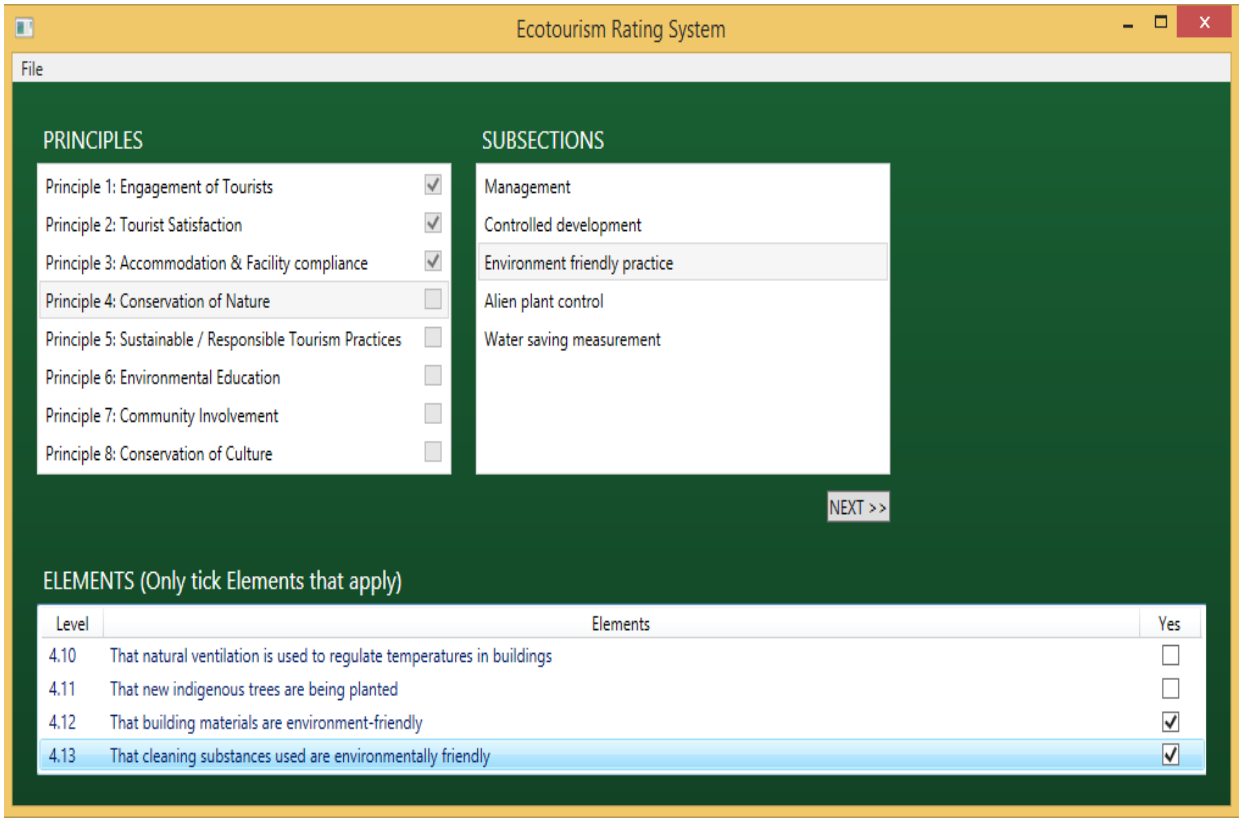
The fourth principle, namely conservation of nature with the subsections, management, controlled development, environment friendly practice, alien plant control and water saving measurement, will be completed. All applicable elements must be ticked. After each subsection is completed, click the “next” button to move to the next subsection. After the elements of each subsection are ticked, click on the “next” button to move on to the next principle. For example:



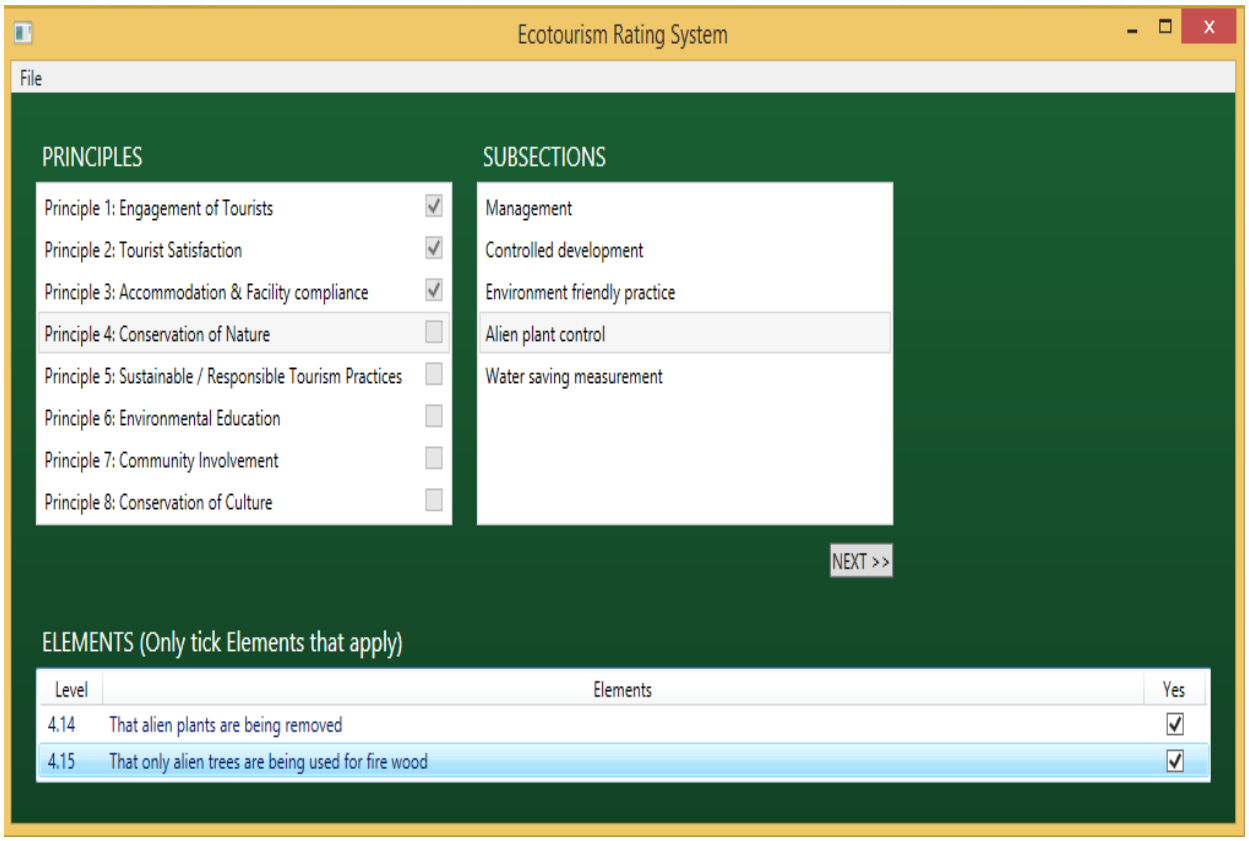
Screen shot 5: Principle 4 – Conservation of nature



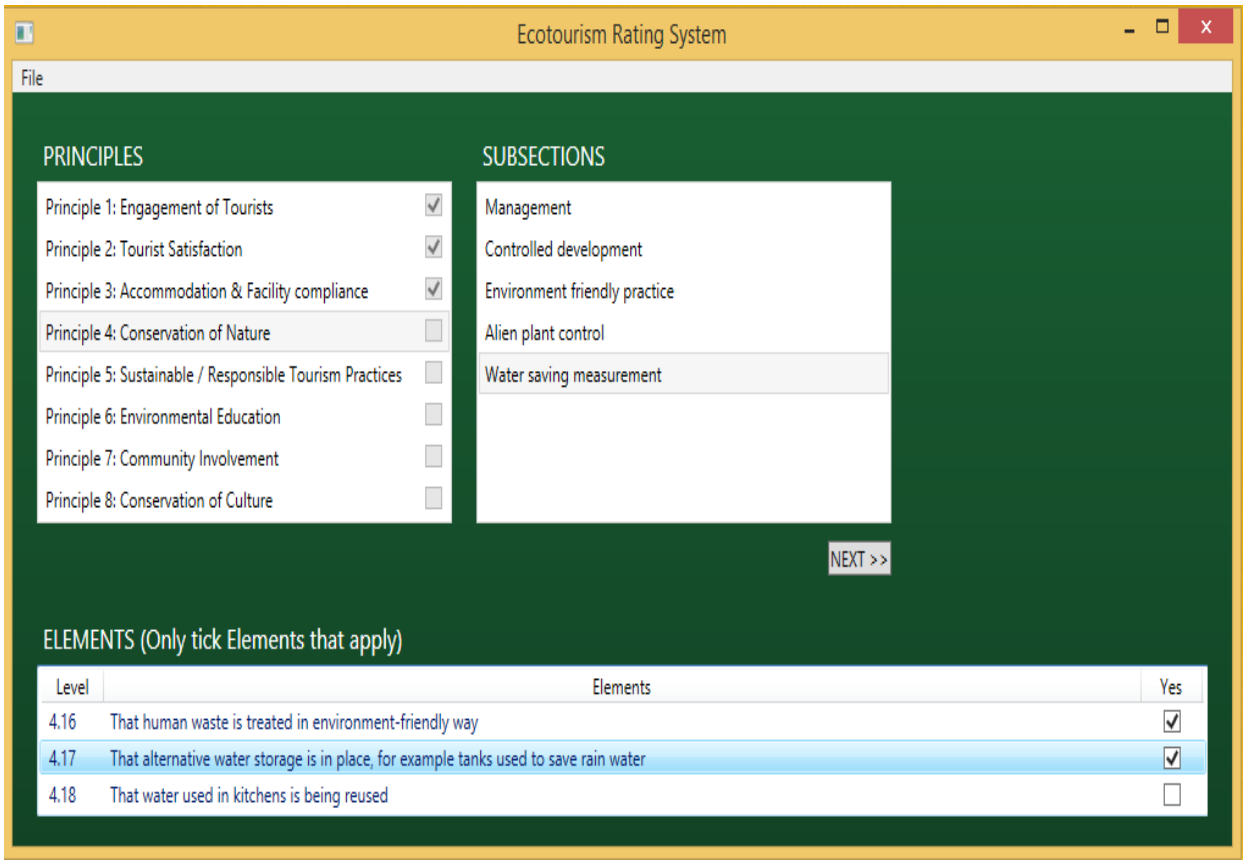
Screen shot 6: Principle 4 – Conservation of nature



Screen shot 7: Principle 4 – Conservation of nature



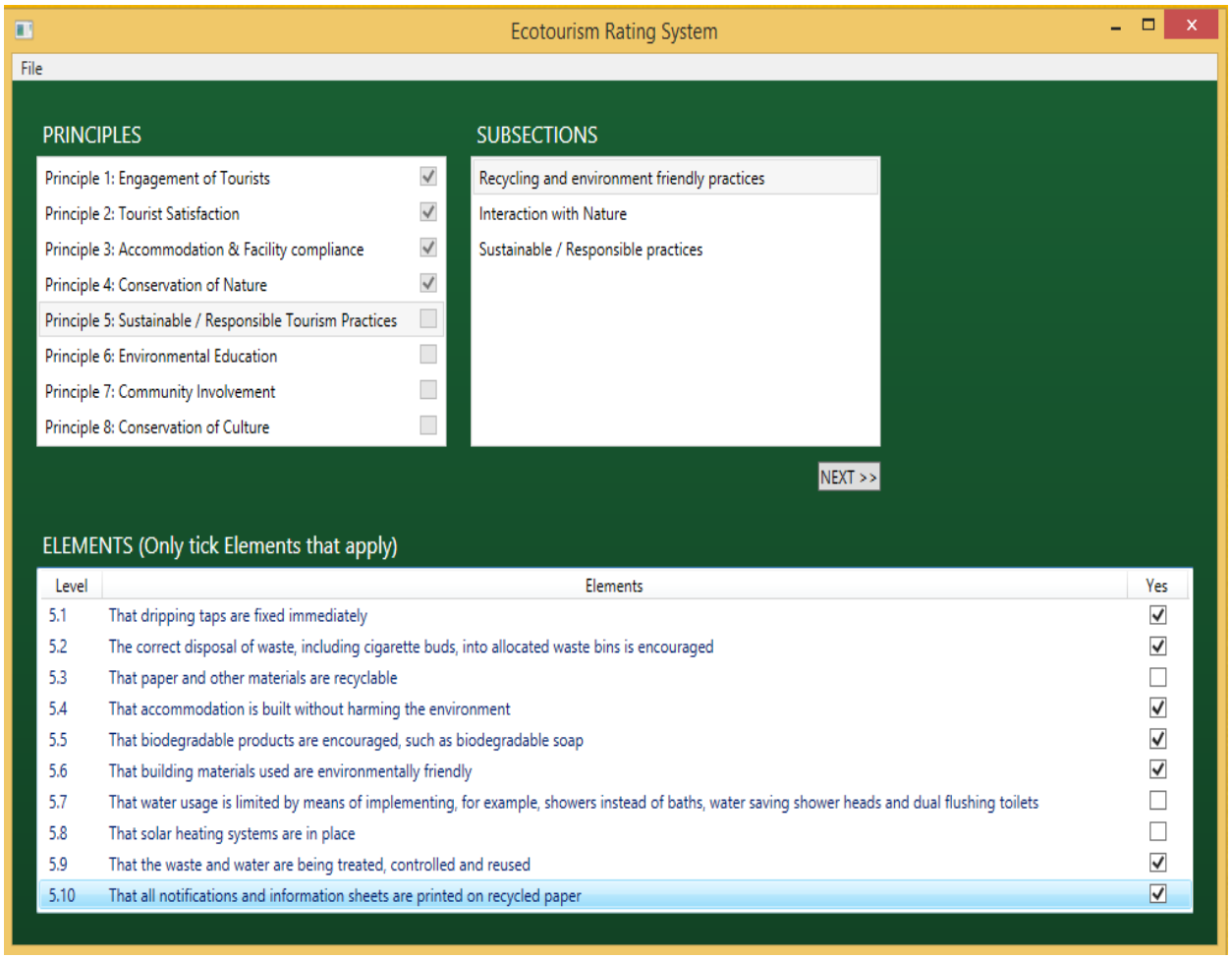
Screen shot 8: Principle 4 – Conservation of nature



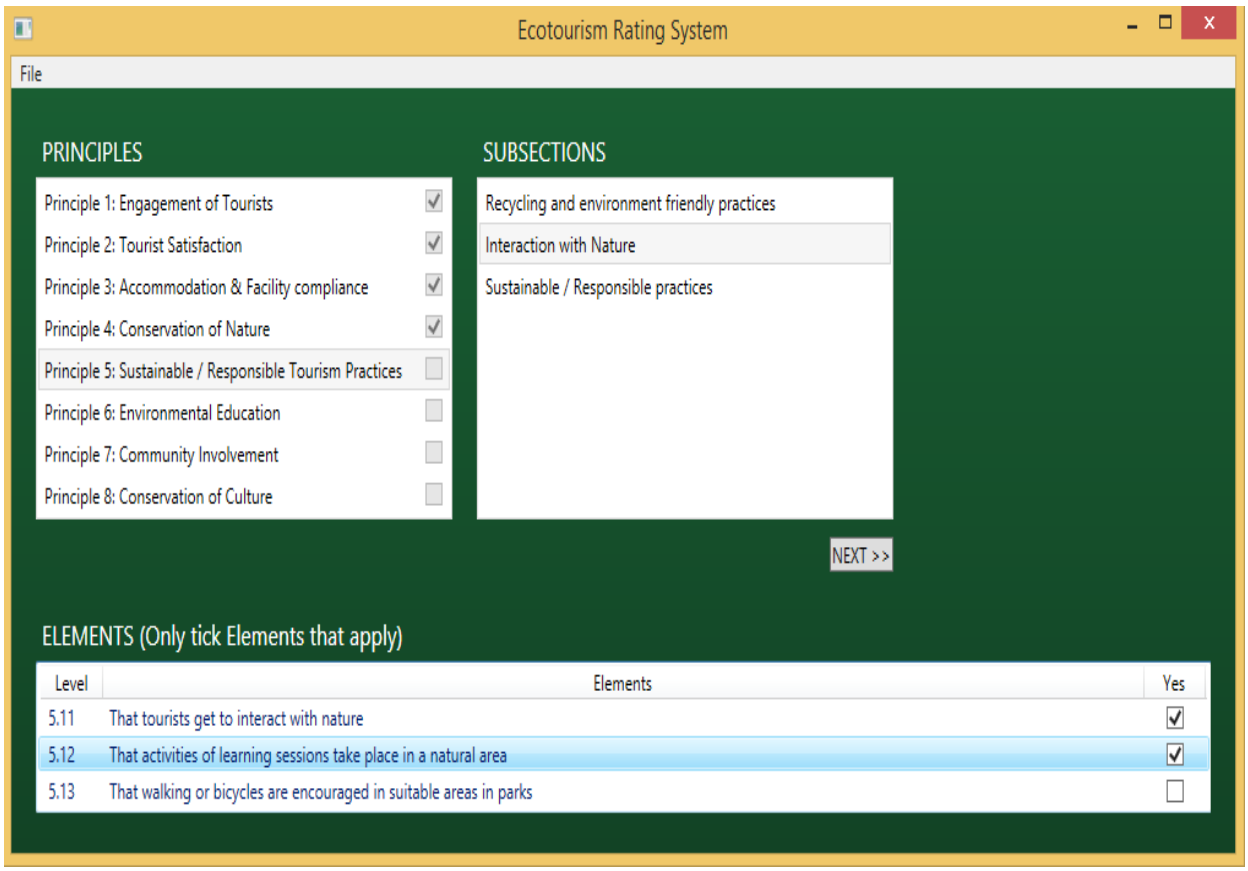
Screen shot 9: Principle 4 – Conservation of nature

Screen shot 10 to 12

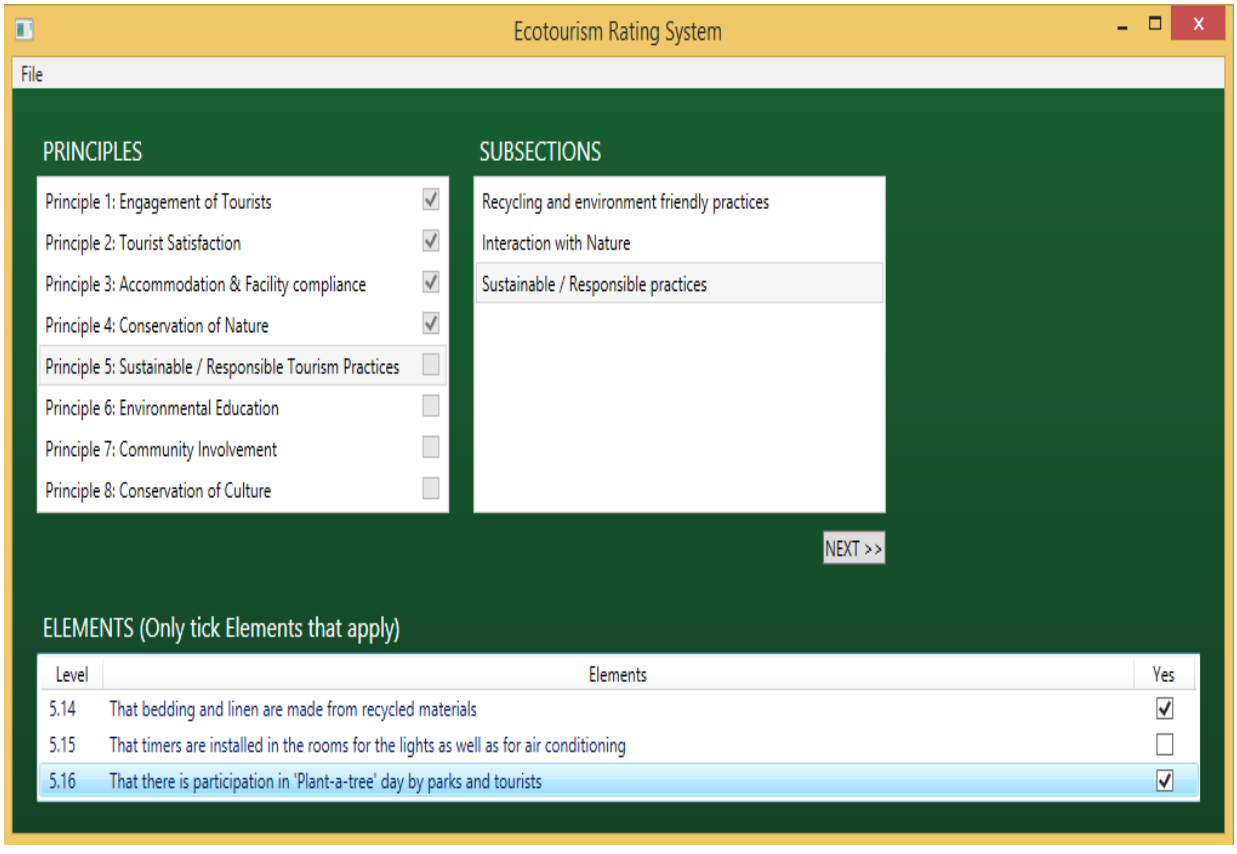
The fifth principle, namely sustainable / responsible tourism practices with the subsections, recycling and environment friendly practices, interaction with nature and sustainable / responsible practices, will be completed. All applicable elements must be ticked. After each subsection is completed, click the “next” button to move to the next subsection. After the elements of each subsection are ticked, click on the “next” button to move on to the next principle. For example:



Screen shot 10: Principle 5 – Sustainable / Responsible tourism practices



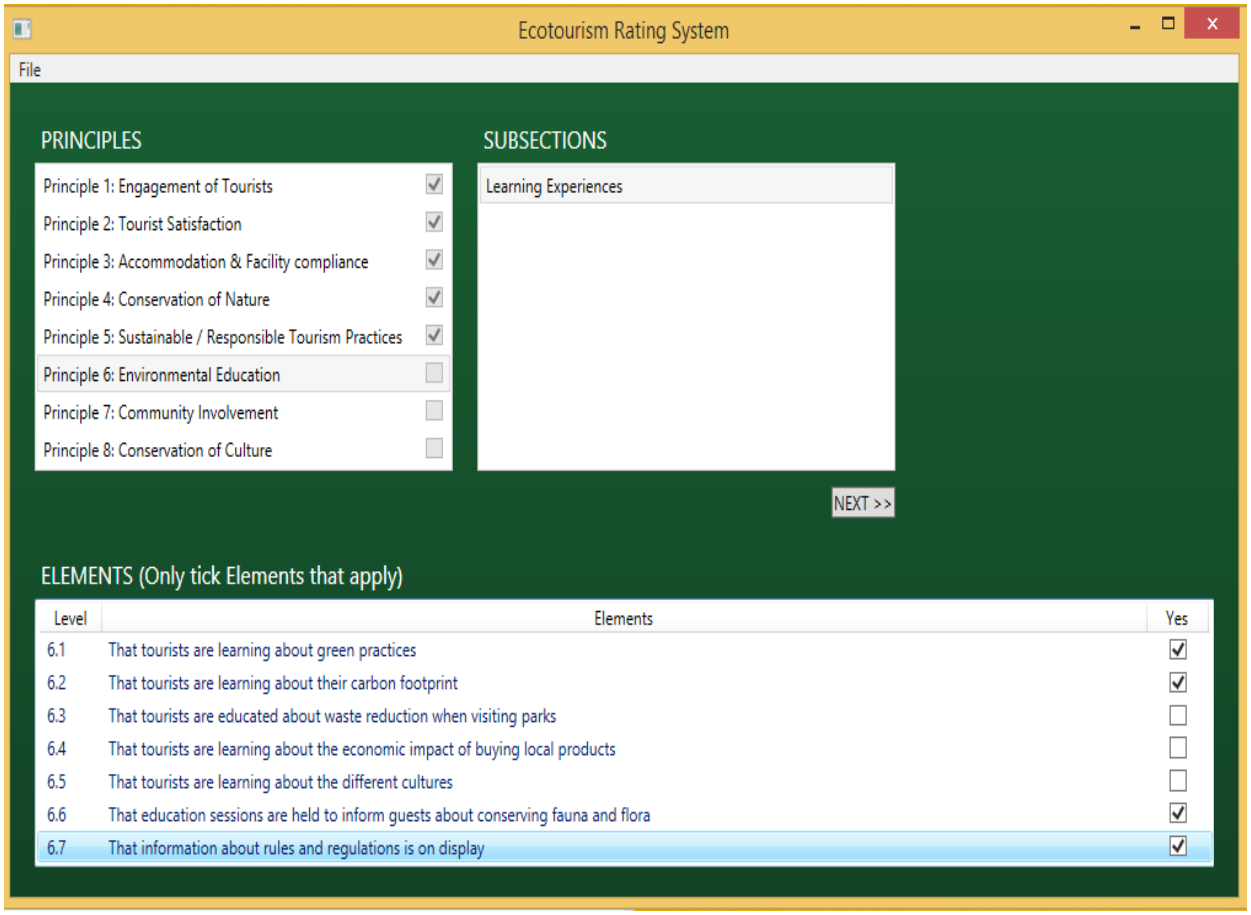
Screen shot 11: Principle 5 – Sustainable / Responsible tourism practices



Screen shot 12: Principle 5 – Sustainable / Responsible tourism practices

Screen shot 13

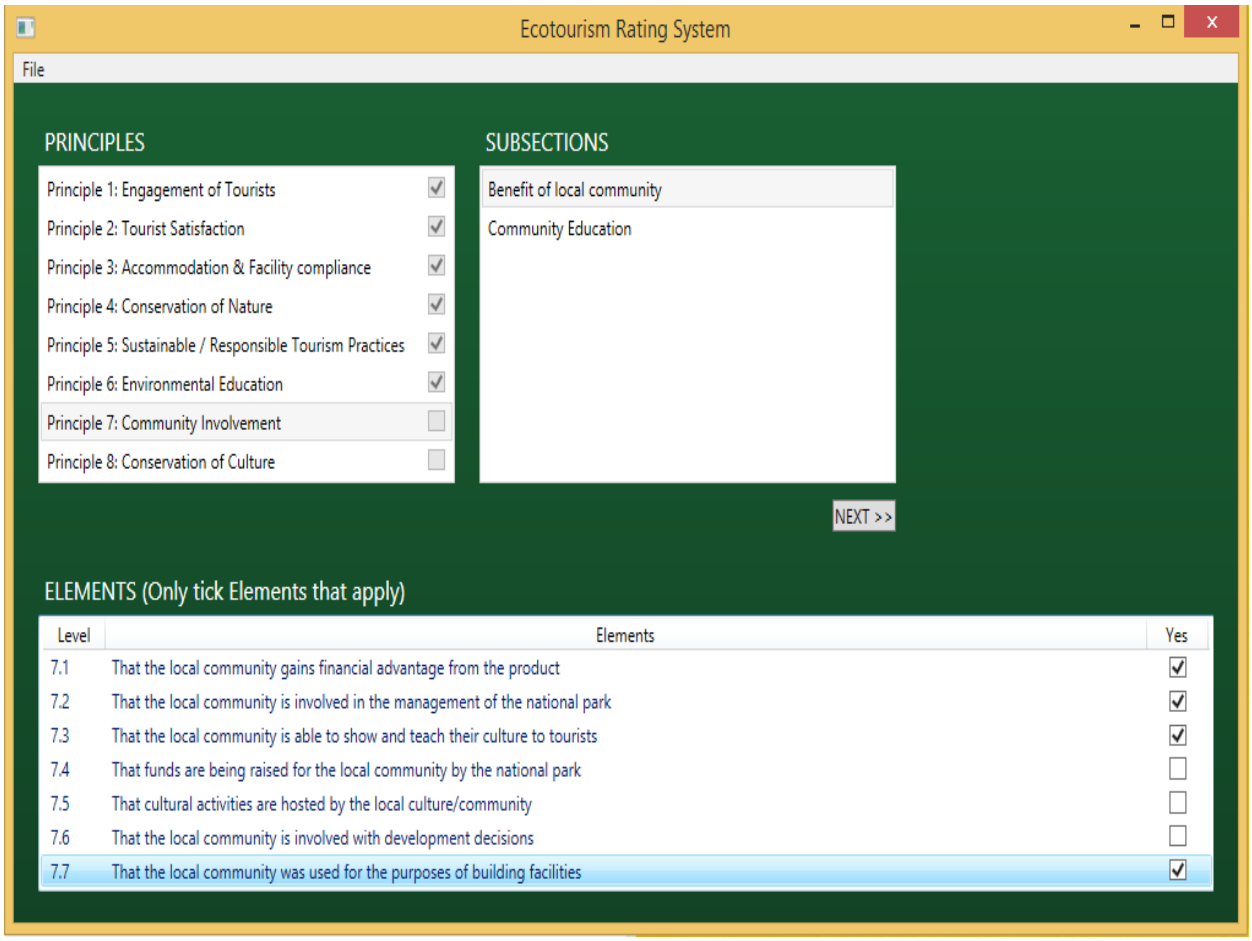
The sixth principle, namely environment education with the subsection, learning experiences, will be completed next. All applicable elements must be ticked. After the elements are ticked, click on the “next” button to move on to the next principle. For example:



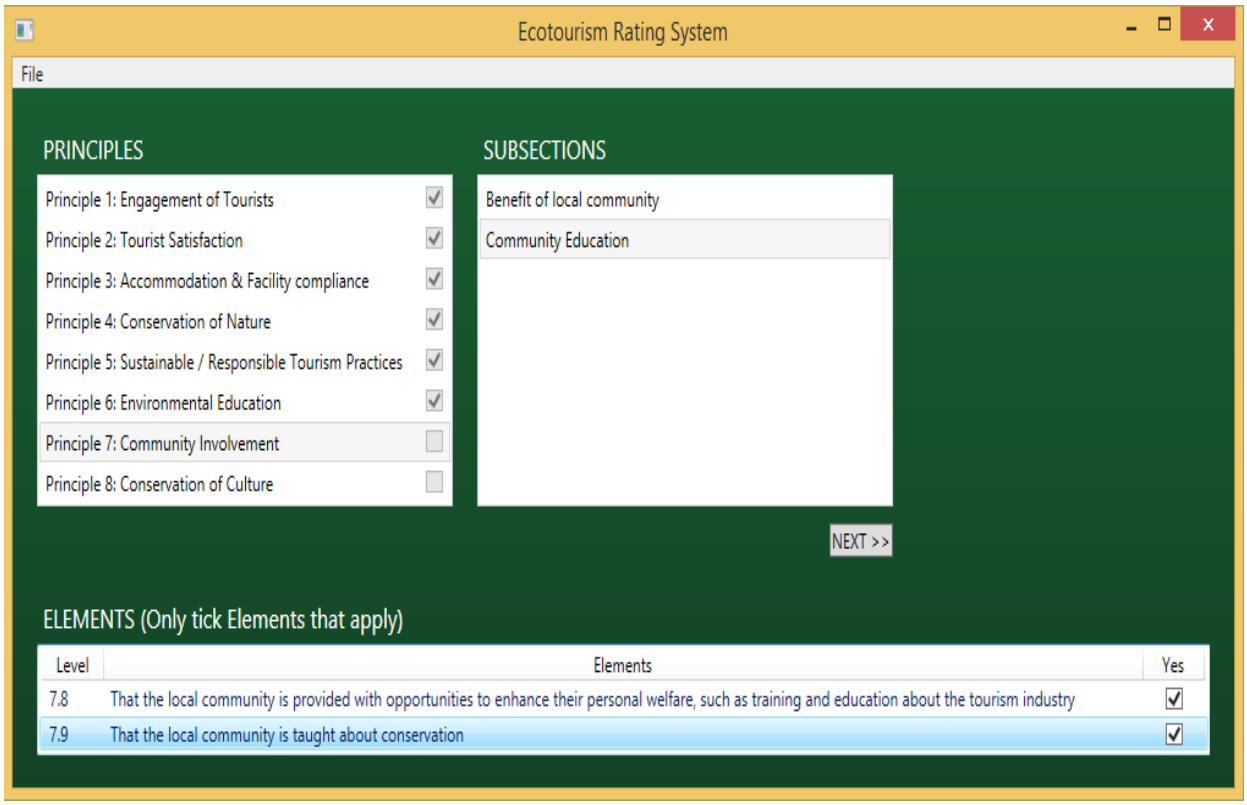
Screen shot 13: Principle 6 – Environmental education

Screen shot 14 and 15

The seventh principle, namely community involvement with the subsections, benefit of local community and community education, will be completed. All applicable elements must be ticked. After each subsection is completed, click the “next” button to move to the next subsection. After the elements of each subsection are ticked, click on the “next” button to move on to the next principle. For example:



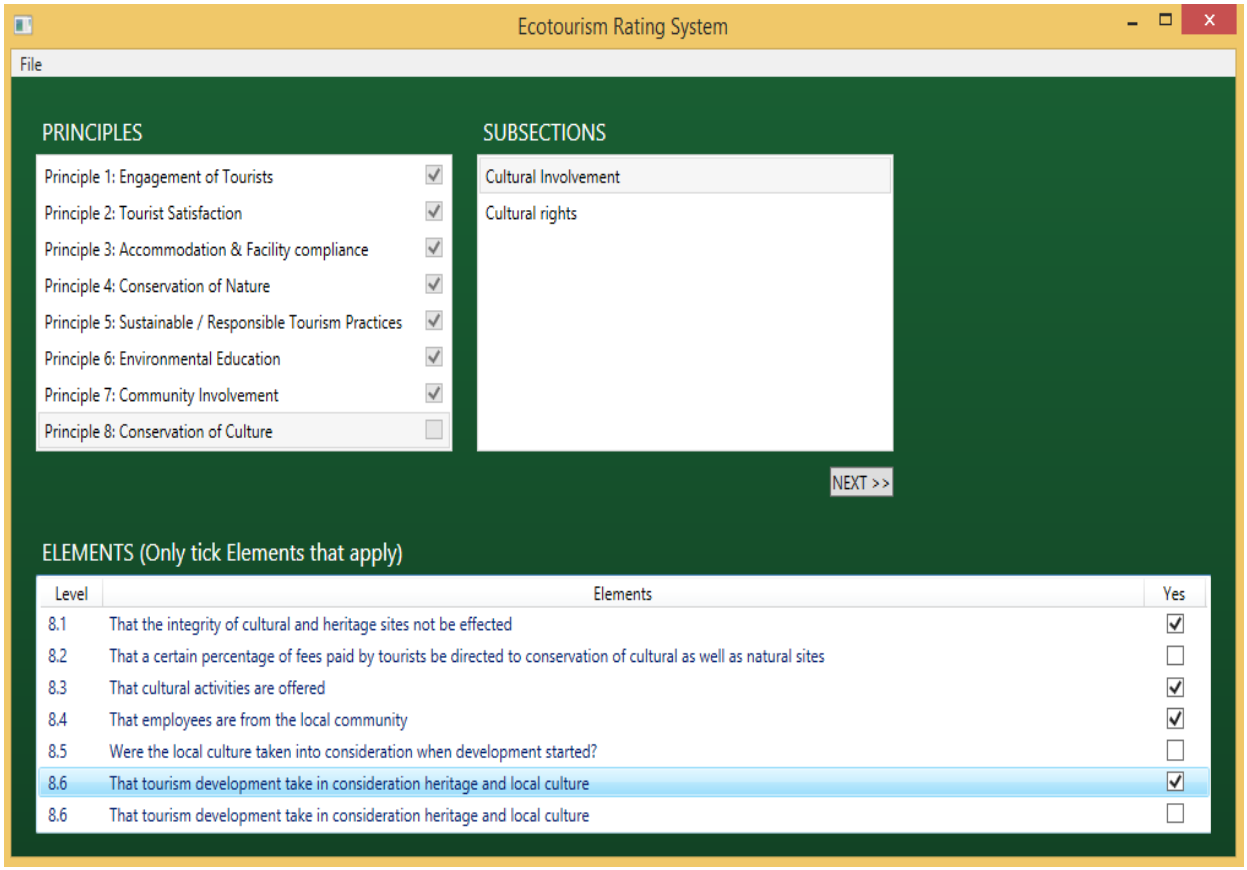
Screen shot 14: Principle 7 – Community involvement



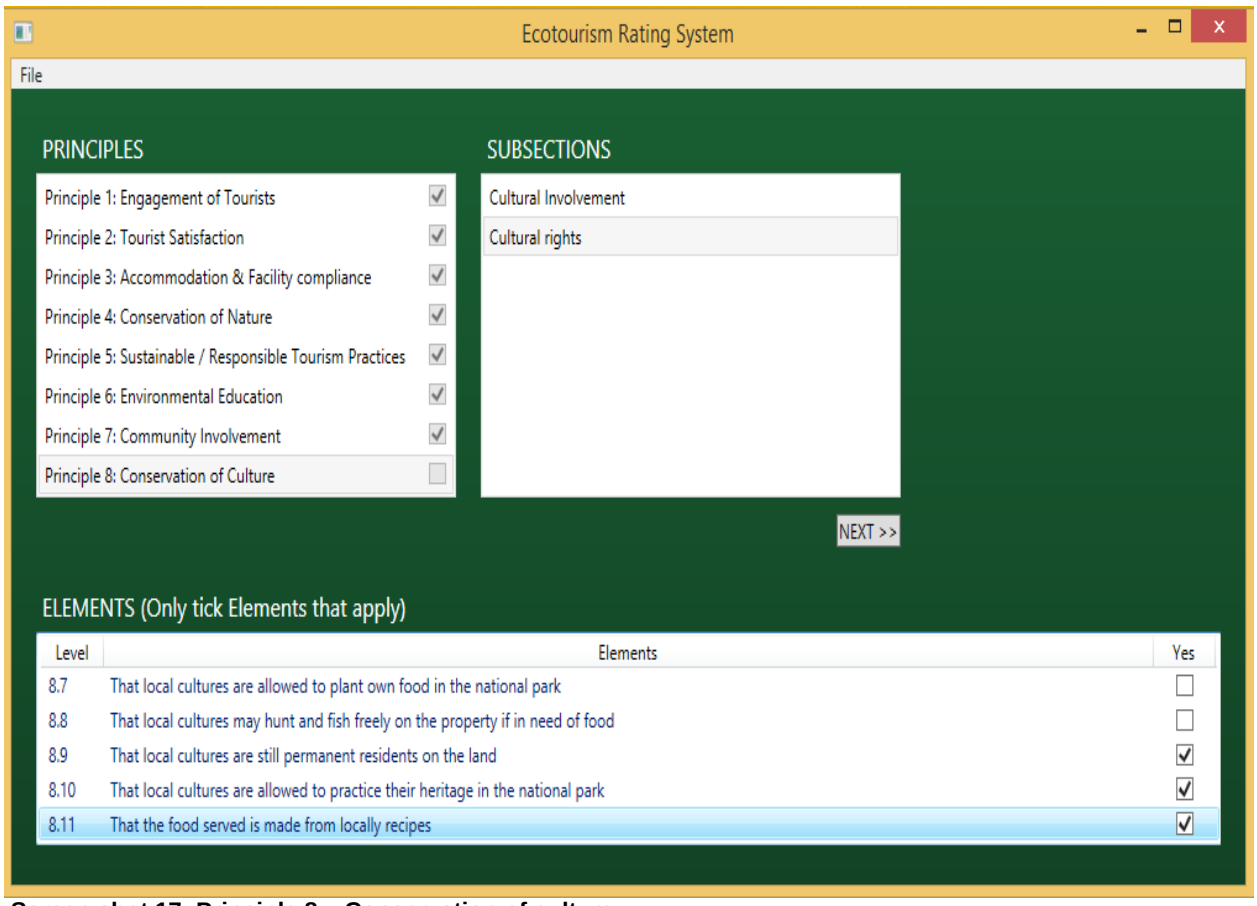
Screen shot 15: Principle 7 – Community involvement

Screen shot 16 and 17

The last principle, namely conservation of nature with the subsections, cultural involvement and cultural rights, will be completed. All applicable elements must be ticked. After each subsection is completed, click the “next” button to move to the next subsection. After the elements of each subsection are ticked, click on the “next” button to move on to the next principle. For example:



Screen shot 16: Principle 8 – Conservation of culture



Screen shot 17: Principle 8 – Conservation of culture

Screen shot 18

After all the principles are selected, the results will be calculated and the rating results screen will pop up. For example:

Screen shot 18: Rating results

A Demo CD of the rating system is included for reader to fill out and see exactly how this rating system works.

6.5 Recommendations from this study

The following recommendations are made regarding this research study:

- SANParks should develop and implement an ecotourism rating system based on the research of this study;
- The eight principles found in this study can be used to determine the required elements there should be present before future developments take place;
- Future facilities should be designed in an environmentally appropriate way that should blend in with the natural environment;
- Different camps in national parks should be rated by SANParks in order for the tourist to know what the ecotourism ratings of the different rest camps are;
- This rating system can be used to rate other accommodation / rest camps is different conservation areas by the provincial tourism bodies together with the Tourism Grading Council of South Africa;
- The rating system can be adapted for private game farms/lodges through South African Tourism and Wildlife Conservation agencies such as Wildlife Ranging South Africa (WRSA) and the Wildlife and Environment Society of South Africa (WESSA);
- The rating system can be used to inform tourists about environmental impacts and the choices they make;
- This rating system must guide the market towards greater environmental awareness and encourage commitment to continuous environmental improvement;
- The rating system can be used to monitor environmental claims more easily by ensuring all claims made meet all the principles of this rating system.

6.6 Recommendations for further studies

Further research is recommended in the following areas:

- It is a significant aspect of ecotourism that the design and building style of facilities are environmental sensitive. Research should therefore be conducted to determine those environment-friendly building styles that are most suitable for national parks;
- Global warming poses a threat to the tourism industry, world-wide. As South Africa's natural resources form the basis of the tourism industry; attracting millions of local and international eco-tourists every year, it is important to investigate the potential future impact of global warming on national parks in South Africa; and
- This study has paved the way for the development of ecotourism rating systems in South Africa. Further research should now be conducted to develop similar ecotourism rating systems for provincial and for private game reserves. An ecotourism rating system can

also be developed to rate the park as a whole regarding conservation, tourism product etc.

Appendix A

Ecotourism principles

CONSERVATION OF NATURE	
1.	New roads are restricted to existing roads on the property
2.	An EIA has been conducted before development started
3.	The roaming of vehicles are restricted
4.	Hiking trails are marked clearly
5.	The roads are built around indigenous trees
6.	Roads not in use are being rehabilitated
7.	Tourists numbers are restricted per season
8.	All poisonous substances are removed after construction
9.	No building are allowed in protected areas
10.	Bridges are not built unless it is really necessary
11.	Animal migration areas are respected by development
12.	All building materials are degradable
13.	Accommodation facilities are built on decks
14.	All accommodation are fit with natural cooling and heating structures
15.	Alternative water storage are in place, for example tanks used to save rain water
16.	Swimming in natural ponds are limited
17.	Human waste is filtered and removed
18.	Noise is limited in natural areas
19.	No fires are allowed in open bush areas
20.	No chains or any other animal traps are allowed
21.	Game conservation is encouraged
22.	There are restrictions regarding hunting amounts per season
23.	Animals are observed from a distance
24.	Animals are left to live in their natural habitat
25.	Birds' nests are protected
26.	Animals are not limited to small camps
27.	All endangered animals are registered with permits
28.	No illegal shooting is allowed on the property
29.	New indigenous trees are being planted
30.	Only alien trees are being used for fire wood
31.	Alien plants are being removed
32.	Water used in kitchens, for example, is being reused
33.	Cleaning substances used are environmental friendly
34.	Water sources are protected
35.	Building materials are environmental friendly
36.	The product takes place in a natural environment
37.	Interaction with nature such as hiking and mountain climbing are offered
38.	Development is slow in order to lower the impact on the environment
39.	Ecotourism operations takes place on a relatively small scale
40.	Awareness is being raised regarding biodiversity and conservation
41.	The tourists receives information regarding the environment
42.	The product contributes to the protection of animals and plants in the environment
43.	The product poses no threat to the environment
44.	Keeping to designated hiking trails are encouraged
CONSERVATION OF CULTURE	
1.	The food served are locally made
2.	Furniture is locally manufactured

3.	Local cultures are still permanent residents on the land
4.	The local culture's accommodation is made from natural materials
5.	Local cultures may hunt and fish freely on the property if in need of food
6.	Local cultures may collect fire wood on the property
7.	Local cultures are allowed to plant own food on the property
8.	Local cultures are exposed to tourists
9.	Tourists are restricted to tourist interaction
10.	Local cultures are allowed to practice their heritage on the property
11.	Were the local culture taken into consideration when development started
12.	The tourism development is not harming the heritage of the local culture
13.	Employees are from the local community
14.	Cultural activities are offered
15.	The product contributes to the conservation of the local culture
16.	The product poses no threat to the local culture or community
17.	Cultural sites are kept in its original form
18.	Fees are being paid that helps with the conservation of cultural a well as natural sites
COMMUNITY INVOLVEMENT	
1.	Cultural activities are hosted by the local culture/community
2.	The local community is involved with development decisions
3.	The local community is involved in the management of the property
4.	The local community gains financial advantage from the product
5.	The local community is able to show and teach their culture to tourists
6.	The local community is encouraged to take engage in entrepreneurial activities
7.	The local community has a positive attitude towards tourism
8.	The local community is taught about conservation
9.	Employees are from the local community
10.	Food is provided to the local community from the property
11.	Fire wood is provided for the local community
12.	The product contributes to the raising in life quality of the local community
13.	The local community is committed to keeping the tourists safe
14.	The local community was used for the purposes of building facilities
15.	Facilities and accommodation is based on the culture of the local economy
16.	The facilities and materials fit in with the surrounding environment
17.	The local community supports the product
18.	The involvement of the local community increases the quality of the tourist's experience
19.	Funds are being raised for the local community by the product
20.	The local community is provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry
21.	The local community is taught how to start their own businesses
22.	The local community is aware of the importance of natural resources
23.	Local community is taught how to conserve nature
24.	Local community encourages tourism
25.	Booking trips through local tour operators are encouraged
ENVIRONMENTAL EDUCATION	
1.	Tourists are learning about ecotourism through the product
2.	Knowledge are obtained about certain environmental aspects involved with the product
3.	Certain skills are being developed with the product
4.	Knowledge about conservation are obtained through the product
5.	Awareness are being raised for environmental conservation
6.	Information booklets are provided for tourists about the environment as well as facilities
7.	Information about rules and regulations is on display
8.	Education sessions are held to inform guests about conserving fauna and flora
9.	Tourists are educated about appropriate behavior through notices, notice boards, leaflets or magazines
10.	Tourists learn about indigenous plants and trees

11. Tourists are learning about the bird- and animal life
12. Tourists are learning about the different cultures
13. Tourists are learning about green practices
14. Tourists are learning about their carbon footprint
15. Tourists are learning about the economic impact of buying local products
16. Tourists are learning about waste reduction
17. Tourists are taught about the importance of saving natural resources
TOURIST SATISFACTION
1. Tourists aren't being put at risk when taking part in activities
2. Tourists are comfortable and feel safe with the product
3. Tourists are treated in a friendly and hospitable manner
4. Tourists are briefed beforehand about what the product entails
5. Risks involved are clearly stated
6. Most tourists are motivated to return
7. The product gives a quality experience filled with either education, excitement or cultural benefits
8. Tourists are loyal to your product and will advertise t by positive word-of-mouth
9. The overall service delivery of the area is increased
10. The product changes constantly along with the trends of the market
11. There are no discrimination regarding gender, race or disability
12. The overall care of visitors are maintained
13. The safety of tourists are of importance
"GREEN" ISSUES
1. The primary focus of the product is on the environment
2. Activities of learning sessions take place in a natural area
3. Tourists experience a sense of nature through the product
4. Tourists get to interact with nature
5. Water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets.
6. Paper and other materials are recyclable
7. Solar heating systems are in place
8. Vehicles are restricted to certain areas
9. Walking or bicycles are encouraged
10. Accommodation is built without harming the environment
11. Water is saved by using rain water tanks
12. Showers instead of baths are encouraged
13. Biodegradable products are encouraged, such as biodegradable soap
14. Dripping taps are fixed immediately
15. Throwing cigarette buds in bins are encouraged
16. Renting of smaller cars are offered and encouraged
17. Saving energy in the form of energy-saving light bulbs are in place.
18. Bedding and linen are made from recycled materials
19. Timers are installed in the rooms for the lights as well as for air conditioning
20. The waste and water are being treated, controlled and reused
21. Drain water is being purified
22. Stoves use gas as power supply
23. All notifications and information sheets are printed on recycled paper
24. There are energy saving programmes in place, or a contribution is made towards energy saving
25. Building materials used are environmental friendly
26. Participation in "Plant-a-tree" day
ROLE PLAYERS PARTICIPATING IN ECO TOURISM:
The Tourist
1. Tourists are informed of the benefits of conservation
2. Tourists are aware of cultural respect that needs to be shown
3. Tourists are limited to untouched/undisturbed natural areas

4.	Tourists are encouraged to use local transport
5.	Tourists are encouraged to walk rather than drive
6.	Tourists are encouraged to keep on the walking trails
7.	Tourists are informed about energy saving practices
8.	Tourists are encouraged to view animals and birds from a distance
9.	Tourists are aware of the impact they have on the environment
10.	Tourists are told not to touch or disturb birds and animals
The Government	
1.	There are training programs available from the government
2.	The government is assisting financially for conservation
3.	The Mining legislation and Fishery act is part of the management plan
4.	The White Paper of South Africa is part of the management plan
5.	The Animal Protection Act is part of the management plan
6.	The Bill of Rights of 91985 is part of the management plan
7.	The Skills Development Act is part of the management plan
8.	The local government is encouraging entrepreneurship
9.	The WWF principles are taken into account during the planning process
The Local Community	
1.	The local community is saving natural resources
2.	The local community is practicing tourism development
3.	The local community is serving traditional food to tourists
The Tour Operator	
1.	The tour operator supports local development
2.	The tour operator is making the local community business owners
3.	The tour operator ensures that the tourist participates in waste management programs
4.	Tour operators are using local guides when taking tourists on hiking trails
5.	Tour operators informs tourists about conservation
6.	Tour operators ensures tourists have the right information about eco tourism practices
7.	Tour operators are encouraging sustainable development
8.	Tour operators are contributing to skills development for local communities
9.	Tour operators are using locally owned accommodation

Appendix B

Questionnaire

Section A: Socio-Demographic Detail

Home language?	English	☐
	Afrikaans	☐
	Other (Specify)	☐
	_____	
In which year were you born?	_____	
Marital status?	Married	☐
	Not married	☐
	Divorced	☐
	Widow/er	☐
	Living together	☐
Country of residence (if outside RSA)?	_____	
In which province do you live?	Gauteng	☐
	KwaZulu-Natal	☐
	Eastern Cape	☐
	Western Cape	☐
	Northern Cape	☐
	Limpopo	☐
	Mpumalanga	☐
	Free State	☐
	North West	☐
Please indicate your highest level of education	No school	☐
	Matric	☐
	Diploma, Degree	☐
	Post-graduate	☐
	Professional	☐
	Other (Specify)	☐
	_____	
How many times have you visited National Parks over the past		☐

three years, including 2013?

Are you a WildCard holder? | Yes | No

Do you support or are a member of any other conservation organisation? Please specify. | Yes | No

What is your understanding of the word ecotourism?

Section B: Ecotourism Aspects

According to your view, rate the importance of the following aspects with regard to responsible ecotourism in South African National Parks (SANParks).

Please indicate your answer with an x

5 = Extremely important
4 = Very important
3 = Important
2 = Slightly important
1 = Not at all important

	How important are the following for responsible ecotourism?	1	2	3	4	5
	CONSERVATION OF NATURE					
1	That new roads are restricted to existing roads in the national park					
2	That an EIA has been conducted before development started					
3	That the roaming of vehicles is restricted					
4	That hiking trails are marked clearly					
5	The roads are built around indigenous trees					
6	That roads that are not in use are being rehabilitated					
7	That tourist numbers are restricted per season					
8	That no buildings are allowed in sensitive areas (for example wetlands)					
9	That animal migration areas are respected by development					
10	That building materials are degradable					
11	That accommodation is fit with natural cooling and heating structures					
12	That alternative water storage is in place, for example tanks used to save rain water					
13	That human waste is filtered and removed					
14	That noise is limited in natural areas					
15	That animals are left to live in their natural habitat					

16	That new indigenous trees are being planted					
17	That only alien trees are being used for fire wood					
18	That alien plants are being removed					
19	That water used in kitchens, for example, is being reused					
20	That cleaning substances used are environmentally friendly					
21	That water sources are protected					
22	That interaction with nature, such as hiking and mountain climbing, is offered					
23	That development is slow in order to lower the impact on the environment					
24	That ecotourism operations take place on a relatively small scale					
25	That awareness is being raised regarding biodiversity and conservation					
26	That tourists receive information regarding the environment					
	CONSERVATION OF CULTURE					
1	That the food served is locally made					
2	That local cultures are still permanent residents on the land					
3	That local cultures may hunt and fish freely on the property if in need of food					
4	That local cultures are allowed to plant own food in the national park					
5	That local cultures are allowed to practice their heritage in the national park					
6	Were the local culture taken into consideration when development started?					
7	That tourism development is not harming the heritage of the local culture					
8	That employees are from the local community					
9	That cultural activities are offered					
10	That cultural sites are kept in its original form					
11	That fees are being paid that help with the conservation of cultural as well as natural sites					
	COMMUNITY INVOLVEMENT					
1	That cultural activities are hosted by the local culture/community					
2	That the local community is involved with development decisions					
3	That the local community is involved in the management of the national park					
4	That the local community gains financial advantage from the product					
5	That the local community is able to show and teach their culture to tourists					
6	That the local community is taught about conservation					
7	That the local community was used for the purposes of building facilities					
8	That funds are being raised for the local community by the national park					
9	That the local community is provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry					
	ENVIRONMENTAL EDUCATION					

1	That tourists are learning about ecotourism through the national park					
2	That awareness is being raised for environmental conservation					
3	That information booklets are provided for tourists about the environment as well as facilities					
4	That information about rules and regulations is on display					
5	That education sessions are held to inform guests about conserving fauna and flora					
6	That tourists are learning about the different cultures					
7	That tourists are learning about green practices					
8	That tourists are learning about their carbon footprint					
9	That tourists are learning about the economic impact of buying local products					
10	That tourists are learning about waste reduction					
11	That tourists are taught about the importance of saving natural resources					
	TOURIST SATISFACTION					
1	That tourists are treated in a friendly and hospitable manner					
2	That tourists are briefed beforehand about what the product entails					
3	That the risks involved are clearly stated					
4	That the product gives a quality experience filled with either education, excitement or cultural benefits					
	"GREEN" ISSUES					
1	That activities of learning sessions take place in a natural area					
2	That tourists get to interact with nature					
3	That water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets.					
4	That paper and other materials are recyclable					
5	That solar heating systems are in place					
6	That vehicles are restricted to certain areas					
7	That walking or bicycles are encouraged					
8	That accommodation is built without harming the environment					
9	That water is saved by using rain water tanks					
10	That biodegradable products are encouraged, such as biodegradable soap					
11	That dripping taps are fixed immediately					
12	That the throwing of cigarette buds in bins is encouraged					
13	That bedding and linen are made from recycled materials					
14	That timers are installed in the rooms for the lights as well as for air conditioning					
15	That the waste and water are being treated, controlled and reused					
16	That drain water is being purified					
17	That all notifications and information sheets are printed on recycled paper					
18	That there are energy saving programmes in place, or a contribution is made towards energy saving					

19	That building materials used are environmentally friendly					
20	That there is participation in “Plant-a-tree” day					
	ROLE PLAYERS PARTICIPATING IN ECO TOURISM:					
	The Tourist					
1	That tourists are informed of the benefits of conservation					
2	That tourists are limited to untouched/undisturbed natural areas					
3	That tourists are encouraged to keep on the walking trails					
4	That tourists are informed about energy saving practices					
5	That tourists are encouraged to view animals and birds from a distance					
6	That tourists are aware of the impact they have on the environment					
7	That tourists are told not to touch or disturb birds and animals					
	The Government					
1	That the government is assisting financially for conservation					
	ACCOMMODATION					
1	That accommodation is built without harming the environment					
2	That water usage is limited by means of implementing, for example, showers instead of baths, water saving showerheads and dual flushing toilets.					
3	That water is saved by using rain water tanks					
4	That the waste and water are being treated, controlled and reused					
5	That drain water is being purified					
6	That dripping taps are fixed immediately					
7	That paper and other materials are recyclable					
8	That solar heating systems are in place					
9	That solar power appliances be used, e.g. fridges, stoves					
10	That there are energy saving programmes in place, or a contribution is made towards energy saving					
11	That timers are installed in the rooms for the lights as well as for air conditioning					
12	That biodegradable products are encouraged, such as biodegradable soap					
13	That eco-friendly non-toxic cleaning supplies are used					
14	That bedding and linen are made from recycled materials					
15	Develop the reuse of towels and linen programmes					
16	That non-disposable ware such as glassware, chinaware and silverware are used					
17	That building materials used are environmentally friendly					
18	That there are no visible electricity lines					
19	That there are fresh-air exchange systems in place					
20	That the accommodation or camps welcome smaller groups					
21	That the accommodation is not significantly impacted by a town site, noise, traffic, smog or pollution					

Appendix C

Rating system

Standard No	Standard	Mark ✓	Non-Compliance	Partial Compliance	Fully Compliance
			0% - 25%	26% - 75%	76% - 100%
Principle 1: Engagement of Tourists					
Informed Tourist					
1.1	That tourists are aware of the impact they have on the environment	0,60%			
1.2	That tourists are informed about energy saving practices	0,56%			
1.3	That tourists are told not to touch or disturb birds and animals	0,63%			
1.4	That tourists are informed of the benefits of conservation	0,59%			
1.5	That tourists are encouraged to keep on the walking trails	0,60%			
1.6	That tourists are encouraged to view animals and birds from a distance	0,54%			
1.7	That tourists are limited to untouched/undisturbed natural areas	0,52%			
Principle 2: Tourist Satisfaction					
Tourist Satisfaction					
2.1	That tourists are briefed beforehand about what the product entails	0,24%			
2.2	That the product gives a quality experience filled with either education, excitement or cultural benefits	0,24%			
2.3	That the risks involved are clearly stated	0,25%			
Principle 3: Accommodation & Facility compliance					
Recycling and environment friendly practices					
3.1	That solar power appliances be used, e.g. fridges, stoves	1,62%			
3.2	That there are energy saving programmes in place, or a contribution is made towards energy saving	1,66%			

3.3	That biodegradable products are encouraged, such as biodegradable soap	1,62%			
3.4	That drain water is being purified	1,62%			
3.5	That solar heating systems are in place	1,67%			
3.6	That the waste and water are being treated, controlled and reused	1,67%			
3.7	That timers are installed in the rooms for the lights as well as for air conditioning	1,46%			
3.8	That eco-friendly non-toxic cleaning supplies are used	1,66%			
3.9	That water is saved by using rain water tanks	1,74%			
3.10	That water usage is limited by means of implementing, for example, showers instead of baths, water saving shower heads and dual flushing toilets	1,69%			
3.11	Develop the reuse of towels and linen programmes	1,54%			
3.12	That paper and other materials are recyclable	1,66%			
3.13	That bedding and linen are made from recycled materials	1,33%			
3.14	That non-disposable ware such as glassware, chinaware and silverware are used	1,58%			
3.15	That dripping taps are fixed immediately	1,75%			
3.16	That building materials used are environmentally friendly	1,67%			
Touch the Earth Lightly					
3.17	That the accommodation or camps welcome smaller groups	1,47%			
3.18	That there are no visible electricity lines	1,39%			
3.19	That the accommodation is not significantly impacted by a town site, noise, traffic, smog or pollution	1,69%			
3.20	That there are fresh-air exchange systems in place	1,47%			
Principle 4: Conservation of Nature					
Management					
4.1	An EIA has been conducted before development started	1,57%			
4.2	Awareness is being raised regarding biodiversity and conservation	1,57%			
4.3	Noise is limited in natural areas	1,59%			
4.4	Water sources are protected	1,64%			

Controlled development					
4.5	That tourist numbers are restricted per season	1,33%			
4.6	That the roaming of vehicles is restricted	1,46%			
4.7	That ecotourism operations take place on a relatively small scale	1,21%			
4.8	That new roads are restricted to existing roads in the national park	1,24%			
4.9	That development is slow and thought through in order to lower the impact on the environment	1,49%			
Environment friendly practice					
4.10	That natural ventilation is used to regulate temperatures in buildings	1,41%			
4.11	That new indigenous trees are being planted	1,51%			
4.12	That building materials are environment-friendly	1,54%			
4.13	That cleaning substances used are environmentally friendly	1,51%			
Alien plant control					
4.14	That alien plants are being removed	1,51%			
4.15	That only alien trees are being used for fire wood	1,41%			
Water saving measurement					
4.16	That human waste is treated in environment-friendly way	1,47%			
4.17	That alternative water storage is in place, for example tanks used to save rain water	1,46%			
4.18	That water used in kitchens is being reused	1,37%			
Principle 5: Sustainable / Responsible Tourism Practices					
Recycling and environment friendly practices					
5.1	That dripping taps are fixed immediately	1,42%			
5.2	The correct disposal of waste, including cigarette buds, into allocated waste bins is encouraged	1,43%			
5.3	That paper and other materials are recyclable	1,38%			
5.4	That accommodation is built without harming the environment	1,40%			
5.5	That biodegradable products are encouraged, such as biodegradable soap	1,34%			
5.6	That building materials used are environmentally friendly	1,33%			

5.7	That water usage is limited by means of implementing, for example, showers instead of baths, water saving shower heads and dual flushing toilets.	1,35%			
5.8	That solar heating systems are in place	1,48%			
5.9	That the waste and water are being treated, controlled and reused	1,33%			
5.10	That all notifications and information sheets are printed on recycled paper	1,25%			
Interaction with Nature					
5.11	That tourists get to interact with nature	1,22%			
5.12	That activities of learning sessions take place in a natural area	1,10%			
5.13	That walking or bicycles are encouraged in suitable areas in parks	1,13%			
Sustainable / Responsible practices					
5.14	That bedding and linen are made from recycled materials	1,03%			
5.15	That timers are installed in the rooms for the lights as well as for air conditioning	1,10%			
5.16	That there is participation in "Plant-a-tree" day by parks and tourists	1,19%			
Principle 6: Environmental Education					
Learning Experiences					
6.1	That tourists are learning about green practices	0,64%			
6.2	That tourists are learning about their carbon footprint	0,64%			
6.3	That tourists are educated about waste reduction when visiting parks	0,70%			
6.4	That tourists are learning about the economic impact of buying local products	0,57%			
6.5	That tourists are learning about the different cultures	0,53%			
6.6	That education sessions are held to inform guests about conserving fauna and flora	0,64%			
6.7	That information about rules and regulations is on display	0,70%			
Principle 7: Community Involvement					
Benefit of local community					
7.1	That the local community gains financial advantage from the product	0,53%			
7.2	That the local community is involved in the management of the national park	0,45%			
7.3	That the local community is able to show and teach their culture to	0,55%			

	tourists				
7.4	That funds are being raised for the local community by the national park	0,52%			
7.5	That cultural activities are hosted by the local culture/community	0,55%			
7.6	That the local community is involved with development decisions	0,56%			
7.7	That the local community was used for the purposes of building facilities	0,63%			
Community Education					
7.8	That the local community is provided with opportunities to enhance their personal welfare, such as training and education about the tourism industry	0,68%			
7.9	That the local community is taught about conservation	0,79%			
Principle 8: Conservation of Culture					
Cultural Involvement					
8.1	That the integrity of cultural and heritage sites not be effected	0,80%			
8.2	That a certain percentage of fees paid by tourists be directed to conservation of cultural as well as natural sites	0,71%			
8.3	That cultural activities are offered	0,62%			
8.4	That employees are from the local community	0,77%			
8.5	Were the local culture taken into consideration when development started?	0,70%			
8.6	That tourism development take in consideration heritage and local culture	0,71%			
Cultural rights					
8.7	That local cultures are allowed to plant own food in the national park	0,39%			
8.8	That local cultures may hunt and fish freely on the property if in need of food	0,42%			
8.9	That local cultures are still permanent residents on the land	0,58%			
8.10	That local cultures are allowed to practice their heritage in the national park	0,51%			
8.11	That the food served is made from locally recipes	0,61%			

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