

CHAPTER 2

ANALYSING THE TOURISM SYSTEM AND INDICATORS OF SUSTAINABILITY

2.1 INTRODUCTION

Concerns have increasingly been raised over mankind's unabated exploitation, consumption and pollution of natural resources (Hall & Lew, 2009:42). While the growing disproportion between the rapid depletion of natural resources and the sustainability of these resources for future generations to meet their own needs has been the subject of debate for several decades, the World Commission for Environment and Development (WCED) and the subsequent publication of the Brundtland report *Our Common Future* (1987) provided the platform for increased global awareness and attention. This report concluded that development could only be described as sustainable if it catered for the livelihood of the present generation, without compromising the ability of future generations to provide for their own sustenance (Telfer & Sharpley, 2008:30; Holden, 2008:148; Coetzee & Saayman, 2009:131).

The tourism sector contributed USD 2 056.6 bn (2.9 %) of total global gross domestic product (GDP) in 2012. This figure was forecast to grow by 3.1 % in 2013 and rise by a further 4.4 % per annum from 2013 to 2023 to USD 3 249.2 bn. Alongside this contribution to GDP, the sector supported 101 118 000 jobs (3.4 % of total employment) in 2012, with the potential to increase by 1.2 % in 2013, and rising by 2.0 % per annum to 125 288 000 (3.7 % of total employment) in 2023 (WTTC, 2013:3-4). This makes tourism one of the fastest growing and largest economic sectors in the World (Lazano-Oyola *et al.*, 2012:659, Risteski *et al.*, 2012:376). It therefore comes as no surprise that tourism should be at the forefront of the sustainability question considering its great potential to exert serious impact on both present and future livelihoods. Furthermore, tourism relies mostly on the natural environment and its aesthetics as its primary resource base. Considering the large number of tourists trotting around the world each year, it is evident that if tourism is not properly planned and managed, a great amount of

pressure might be put on these natural resources with the risk of irrevocable changes or damage being caused to both the natural, cultural and historical heritage (Keyser, 2009:27; Verbeek & Mommaas, 2008:629-630; Powell & Ham, 2008:468).

It is in this light that this chapter seeks to review literature on issues related to the sustainable development of tourism such as a proper understanding of the tourism system, the relationship between sustainable development and sustainable tourism, sustainable tourism and related terms such as responsible tourism, and indicators of sustainable tourism development. The chapter will conclude by arriving at a definition of sustainable tourism that will guide this study and establish indicators that will inform both the empirical study and the strategy for developing sustainable community tourism in the Soshanguve township. In a nutshell, a site map of the chapter is presented in Figure 2.1 below.

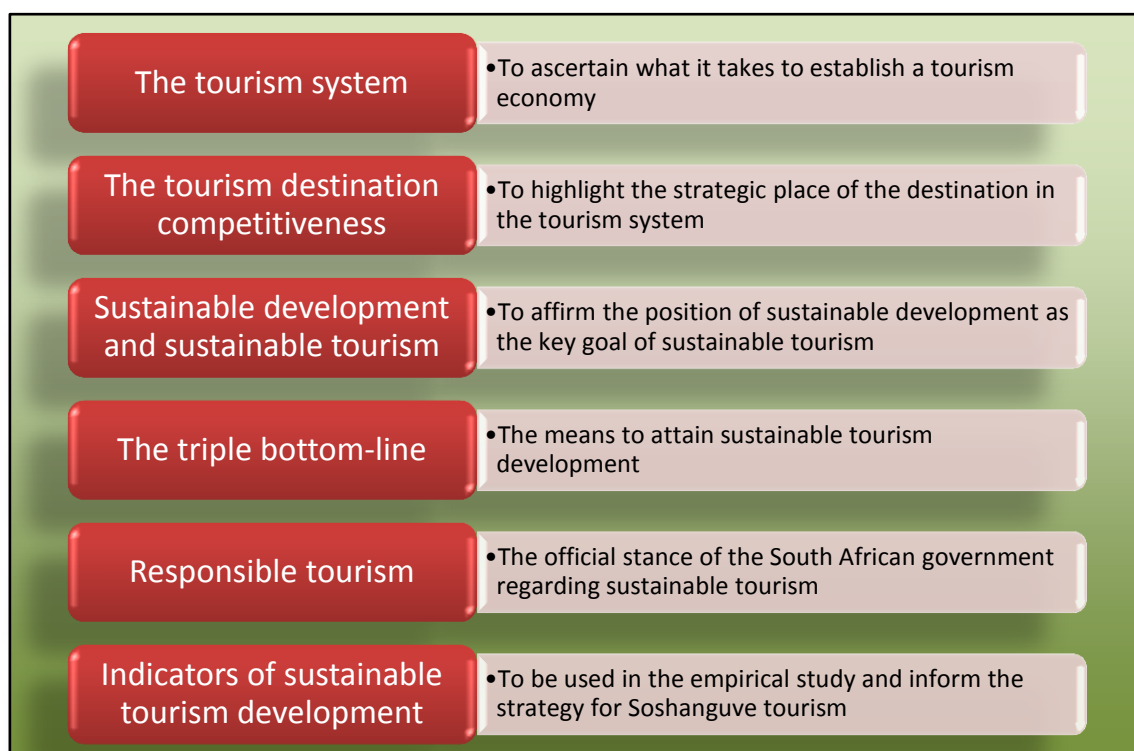


Figure 2.1: Site map of literature analysis in Chapter 2

The above (Figure 2.1) is an illustration of the approach adopted by the literature analysis in this chapter and the key objective of the reviewed literature.

2.2 THE TOURISM SYSTEM

Various models have been developed to describe the tourism system. This study delves specifically in to two of these due to their relevance to this study but also because of the concise nature of the one (Leiper, 1990, cited in Fletcher *et al.*, 2013:7) and the elaborate nature of the other (Hall, 2008:76-80).

According to Leiper (1990, cited in Cooper *et al.*, 2008:9), a basic tourism system consists of three elements, namely the tourists, the geographical elements, and the tourism sector (Figure 2.1). The tourists are the actors in this system as it is they who initiate the act of travel, enjoy the experience, and recount the fun memories. The three geographical elements in Leiper's model examine the source market for tourism (traveller-generating region), the transit route region (consisting of the activities and attractions to be visited en route), and the destination of visitors which is where the motive for undertaking the journey is found. The final element in Leiper's model is the tourism sector which encompasses the businesses and organisations responsible for delivering the tourism experience or product (Fletcher *et al.*, 2013:9-10).

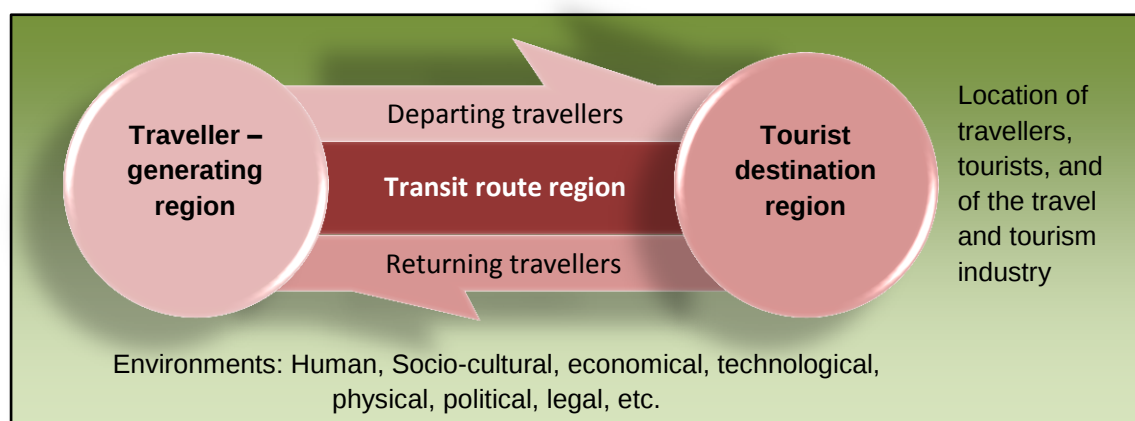


Figure 2.2: A basic tourism system

Source: Leiper (1990 cited in Fletcher *et al.*, 2013:7)

While Leiper's basic tourism system provides a snapshot of the tourism industry and illustrates how the different elements relate, it however presents a simplistic picture of a rather complex industry with numerous stakeholders who sometimes have divergent interests (Fletcher *et al.*, 2013:13).

This limitation therefore necessitates a more detailed analysis of the tourism system presented by Hall (2008:76-80). Unlike Leiper's simplistic model, Hall takes a more detailed analytical approach towards the tourism system. In his view, a tourism system should describe the interrelationships between the various sectors which make the tourism experience possible, thus the geographical elements (Figure 2.3), the formal destination production elements (Table 2.1) and all these come together to constitute the tourism system (Figure 2.4 – see page 22).

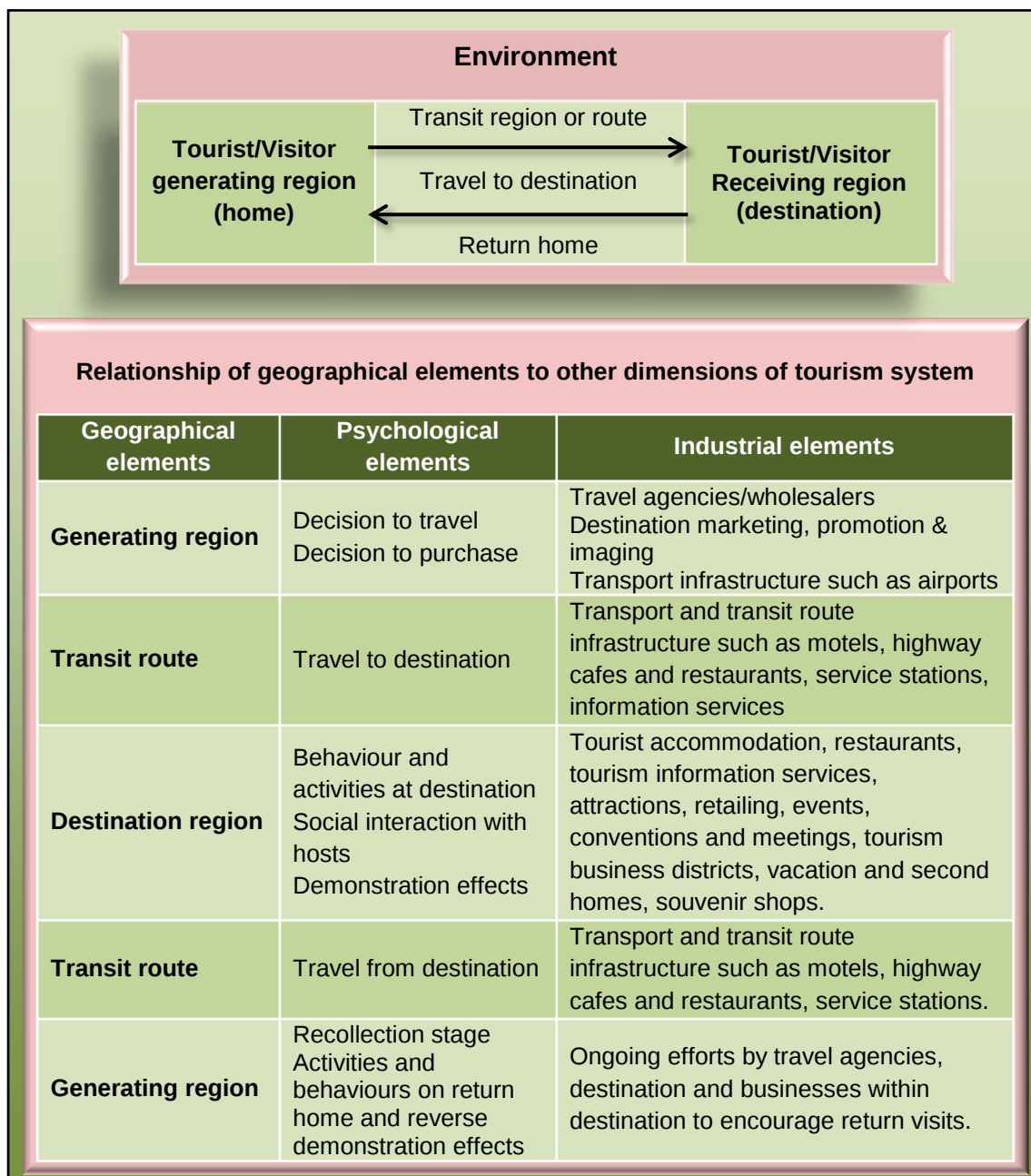


Figure 2.3: Geographical aspects of a tourist system and associated psychological and industrial elements

Source: Hall (2008:77).

While acknowledging the importance of the geographical elements in Leiper's model, Hall goes further to refer to the psychological elements and the industry components as well. The psychological elements include the decision to travel, the decision to purchase the travel product, travel to the destination, behaviour and activities at the destination and so on. Finally, the industry elements supply all the goods and services that the tourist would require to make the holiday experience possible. These range from the destination marketing and promotion to transport infrastructure, accommodation and restaurants.

From the preceding, Hall then explores the destination production elements in greater detail (Table 2.1).

Table 2.1: Formal destination production elements of a tourism system

Environment		
Tourist/visitor generating region (home)	Transit region or route	Tourist/visitor receiving region (destination) Facilities and attractions: • Accommodation (hotels and motels) • Exhibition and conference centers • Theme parks • National and state parks • Retail stores • Events and festivals • Casinos • Interpretation and visitor centers Informal and semi-formal: communities, culture, landscapes
Linking transport infrastructure in generation region Distribution channels for destination in generating region • Retail travel agents • Wholesale travel agents • Tour operators • Online retailers and distributors	Commercial transport link(s) between home and destination • Airlines • Bus and coach services • Railways services • Car hire services • Ferry services Communication links between generating region and destination that enable the distribution and promotional channels as well as enabling financial transactions. Also relates to communication	Destination transport infrastructure • Airports • Seaports • Railway stations • Bus stations Commercial transport at destination Distribution channels at destination Tourist firms accessed directly Destination intermediaries, e.g. visitor centers

Environment		
Promotional channel for destination in generating region	links within destination	Tour operators Promotional channel for destination
Destination related labour force in generating region	Transit labour force	Destination labour force

Source: Hall (2008:79)

The destination production elements of a tourism system provide in-depth analysis of issues relating to the tourist generating region, the transit route region and the tourist receiving destination. These therefore give due consideration to the connecting infrastructure responsible for transportation and the tourism product distribution channels, such as travel retail agents. At the receiving end are facilities and services catering for the visitor on arrival at the destination. This is inclusive of human resource qualities, efficient promotional channels, and transport infrastructure and services at the destination.

Here, the tourism system is portrayed as having wide-ranging impacts on the travellers' generating region, the transit route region and the tourism destination. Hall (2008) points to the fact that tourism demand exerts various impacts on the visitor generating region, both on the individuals and the community as a whole. As evidenced in Figure 2.4, the individual impacts are felt at the level of friends and families of the travellers while more general economic, socio-cultural, political and environmental impacts occur at the level of the community.

At the transit route region, the major tourism impacts relate to aspects emanating from mobility and transportation. These could also affect both individuals and communities with implications on the society, environment and the economy. As tourists stop for refreshments and sight-seeing en route to their destinations, the interaction with locals inevitably produces impacts. Even more obvious are the environmental impacts from pollution and the economic impacts from purchases done along the transit route region. It can therefore be concluded that even though tourists only pass through the transit route region, they exercise activities in this region with real impacts.

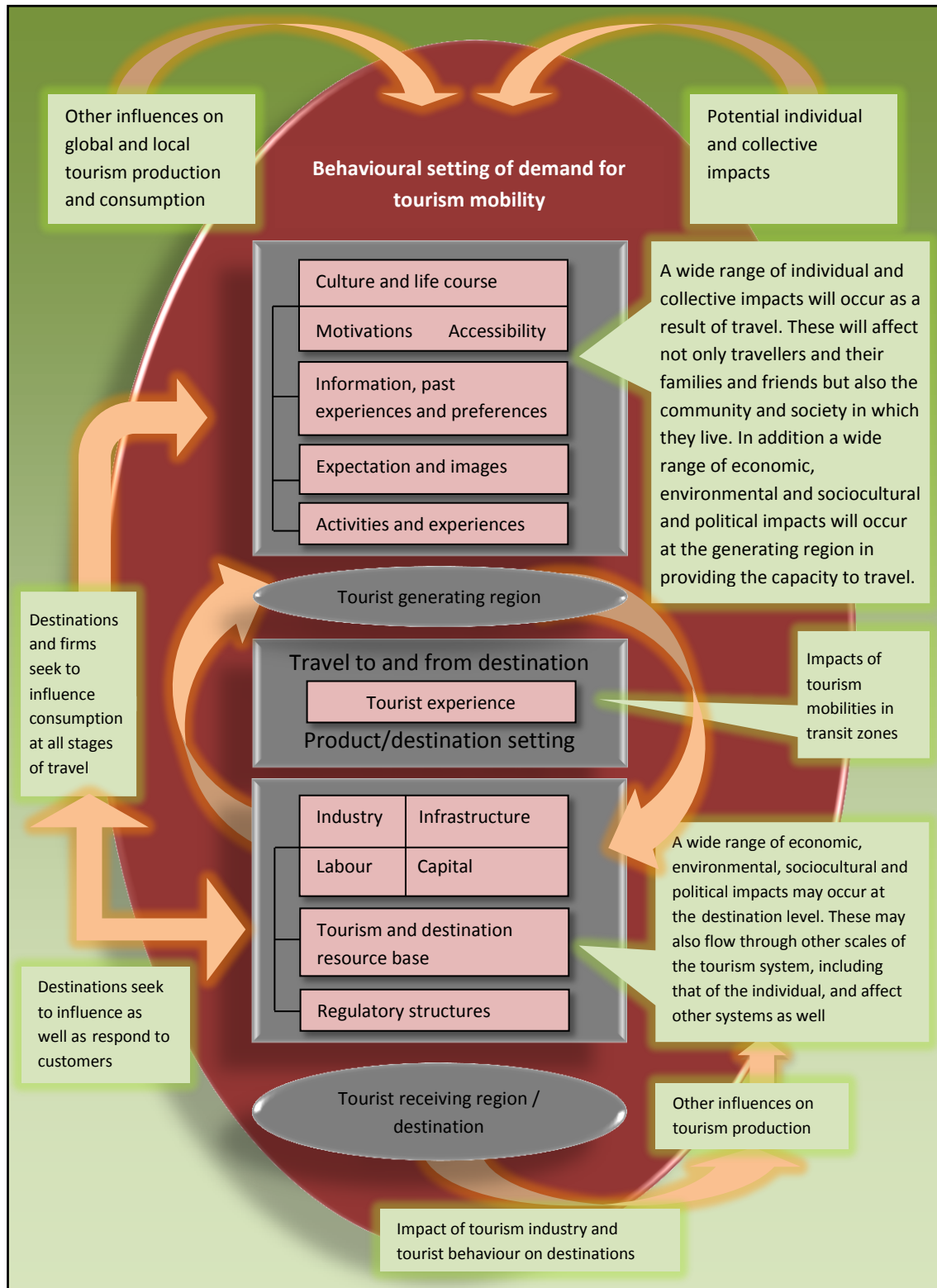


Figure 2.4: The tourism system

Source: Hall (2008:78)

With the simultaneity of production and consumption of tourism product at the destination, it is obvious that the impacts of tourism activity would be greater at the destination than anywhere else in the tourism system. While the impacts are felt at the micro and macro levels and are still socio-cultural, environmental and economic in nature, the magnitude is greater due to the intensity of activities. This explains why the tourism system of Hall (2008) (Figure 2.4) looks crowded and illustrates many inter-connections within the tourism system.

The foregoing diversity in the description of a tourism system is indicative of the different ways in which the subject of tourism is conceptualised. Different stakeholders experience and define tourism in different ways. The issues is further compounded since tourism, as a service industry comprising both the tangible and intangible aspects, lends itself to subjective interpretations (Hall, 2008:80).

In conclusion, this study opts to adopt Leiper's model due to the simplicity with which it projects the basic structures necessary for developing a sustainable community tourism strategy for the Soshanguve township, comprising the potential source markets for tourism in Soshanguve, the transit route region(s) and their characteristics and the tourist pull-factors within the Soshanguve community.

2.2.1 Tourism destination competitiveness

Considering the prominence of the destination in the tourism system illustrated above, it is important to review literature on destination competitiveness as this will be central to the development of a sustainable community tourism strategy for the township of Soshanguve. This is so because for Soshanguve to emerge and sustain itself as a tourist destination, it will have to compete with other destinations offering similar products or otherwise. Porter (1980:113) defines competitiveness as the ability of an organisation to stay in business, protect its investments, benefit from those investments, and sustain jobs in the long run. Jonker (2004:123) points out that at the macro level the competitiveness of national governments is measured in terms of how their social, cultural and economic variables or resources perform in international markets with the ultimate objective being the real incomes of their citizens. Since 1979 the factors identified in Porter's

competitive advantage model (Figure 2.5) constitute the basis for the global competitiveness report compiled by the World Economic Forum (WEF) (Keyser, 2009:43).

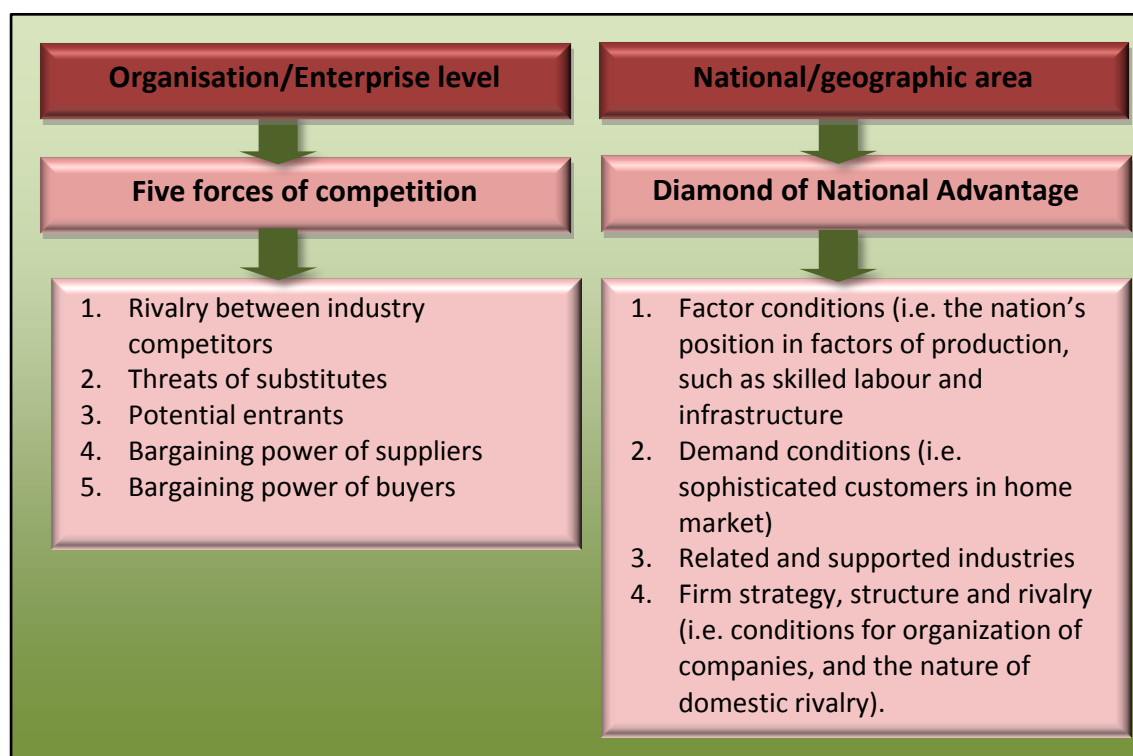


Figure 2.5: Porter's model of competitive advantage

Source: Keyser (2009:44)

The organisational or enterprise level determines the extent to which the five forces of competition play out, thus leading to either a competitive edge or disadvantage in the factors mentioned in Figure 2.4. On the other hand, the national or geographical area in which the destination is located equally exerts a strong influence on the strategic resources of national advantage such as the availability of the factors of production, the enabling environment (demand conditions), related and support industries, and the firm strategy.

Tourism research has demonstrated keen interest in the application of competitiveness theory to tourism in general, and destinations in particular (Keyser, 2009:46). Ritchie and Crouch (2003:15) define destination competitiveness as the ability to manage tourism assets, processes, attractiveness and proximity in such a way that these are included in the destination's economic

and social model in order to create value and increase wealth. Hassan (2000:239) further states that for a destination to remain competitive, it must sustain the resources being used and equally retain its position in the market place relative to its competitors. However, D’Hauteserre (2000:23) indicates that beyond retaining their position in the market place, competitive destinations should improve their market share over time.

The World Economic Forum Travel and Tourism Competitiveness Index (2008:38) (Figure 2.6) proposes three categories for the assessment of various national destinations.



Figure 2.6: Travel and Tourism Competitiveness Index

Source: World Economic Forum (2008:38)

The categories include: the travel and tourism regulatory framework, the travel and tourism business environment and infrastructure and travel and tourism human,

cultural and natural resources. In other words, the competitiveness of a community as a tourist destination will depend on how effectively the mentioned areas are managed. Under each of the three categories are areas that can be investigated to establish how well the destination is doing with regards to specific aspects of travel and tourism.

According to Keyser (2009:47), Ritchie and Crouch's model on tourism competitiveness and sustainability (Figure 2.7) is among the most detailed yet. The model proposes five major components based on which tourism destination competitiveness and sustainability can be evaluated. These include core resources and attractors, supporting factors and resources, destination management, qualifying determinants and destination policy, planning, and development. As with the World Economic Forum's Travel and Tourism Competitiveness Index above, specific areas of investigation are detailed under each of the main headings.

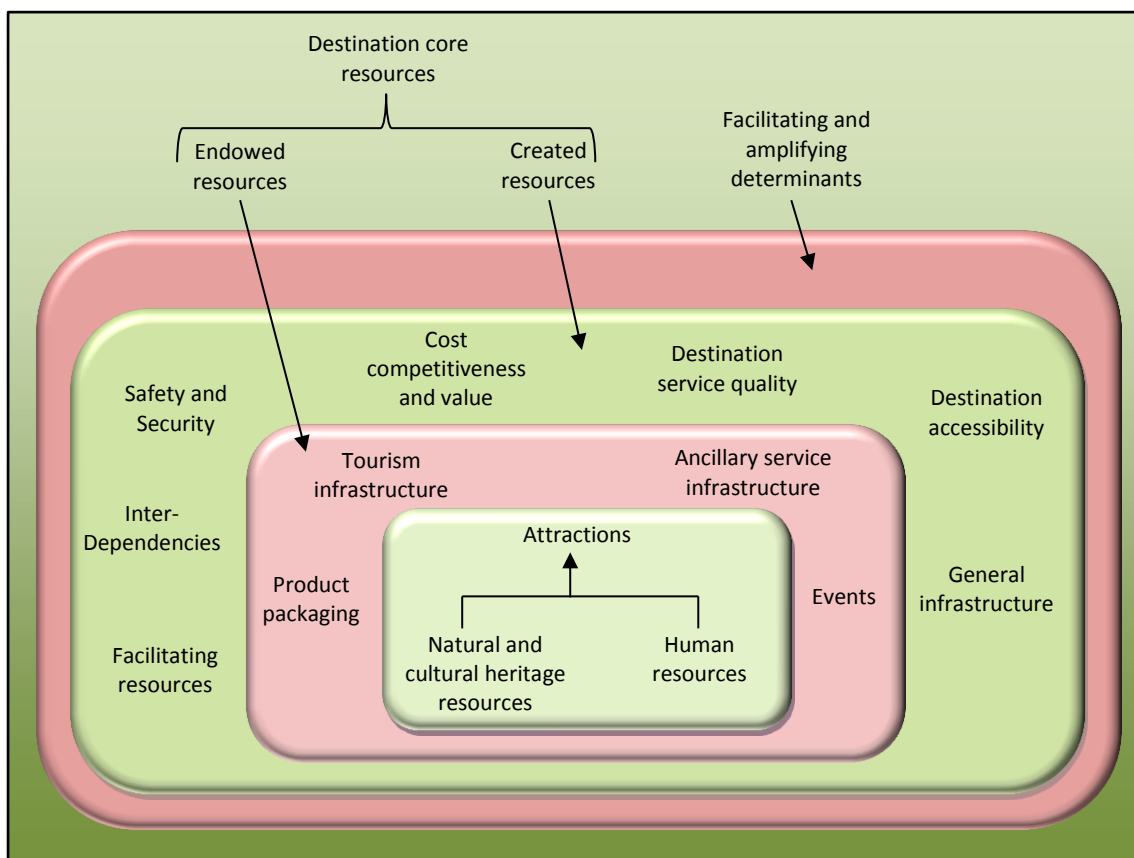


Figure 2.7: Destination components

Source: Keyser (2009:82)

Keyser (2009:82) provides further insight into the different components that provide for the competitiveness of a tourist destination by pointing out that the effective combination of all the resources available at that destination and various external factors will qualify and amplify the competitiveness of that destination. This is referred to as the destination mix (Figure 2.7). The ability of a destination to offer quality services to tourists and compete effectively with other destinations, the various components must not only be in place, but equally blend effectively. Effective destination mix is not only indispensable, but an absolute imperative for the sustainable development of tourism in a given destination.

The foregoing leads to the conclusion that the successful development of sustainable community tourism in Soshanguve township will be influenced by both the national tourism environment (policies and the general regulatory framework) and more importantly by the local environment in the community (natural and cultural heritage resources, infrastructure, and safety and security among others).

The following section further discusses the strategic importance of developing and managing tourism resources in a sustainable manner.

2.3 SUSTAINABLE DEVELOPMENT AND SUSTAINABLE TOURISM

While the attainment of sustainable tourism is a laudable objective, the translation of this into sustainable development as evidenced in a better quality of life for local residents is an even more noble goal. It is therefore important to explore the relationship between sustainable development and sustainable tourism below.

2.3.1 Sustainable development

Kruger (2005:581) indicates that any attempt to define sustainable development should start by defining the words “development” and “sustainability”. Development implies change, generally evident in a person’s economic circumstances, aspirations or behaviour. It translates to quality of life issues such as life expectancy, infant mortality, access to basic freedoms and spiritual welfare among others. Holden (2008:149) emphasises the need to distinguish between

development and growth. The use of the two words as synonyms is not only misleading but wrong. While growth indicates a quantitative change in size meaning something has become bigger, development points rather to a qualitative change denoting a positive transition to better circumstances or fortunes. Therefore, an increase in GDP or economic growth should not be interpreted to signify development, or worse, sustainable development. Quite often economic growth is achieved at a great socio-cultural and environmental cost (Keyser, 2009:24; Sharpley, 2002:16); consequently this cannot be considered as development because of the dire consequences of such growth.

To further explore the development question, Sharpley (2009:32) asserts that three basic questions are fundamental in assessing a country's development:

- ✚ What has been happening in terms of poverty?
- ✚ What has been happening in terms of unemployment?
- ✚ What has been happening in terms of inequality?

If an analysis of the three factors above signals a decline, then development can be said to have taken place. If, on the contrary, there has been no change at all or a change for the worse, then development cannot be said to have taken place, even if GDP has risen (Sharpley, 2009:32).

While the quest for development can be said to be as old as human existence itself, considering that it deals with issues of survival and the desire to experience better living conditions, concerns about the imbalance between human exploitation of natural resources to satisfy their needs and the rate at which those natural resources are being replenished (Angelevska-Najdeska & Rakicevik, 2012:210; McCool & Moisey, 2008:1-2), only gained prominence in the late 1980s with the convening of the World commission on Environment and Development (WCED) in 1987. The main outcome of this commission was the publication of report titled "Our Common Future" also known as the Brundtland report. The key focus of this report was to elaborate on how human beings could strike a balance between exploiting natural resources to satisfy their yearning for survival and growth while ensuring that those resources remain available for future generations to meet their own aspirations for survival and growth. This in essence is sustainable

development which the Bruntland report defined as “meeting the needs of the present generation without compromising the ability of future generations to meet their own needs” (WCED, 1987:43). In order to achieve the foregoing, the report identified five principles of sustainability, namely:

- ✚ Holistic planning and strategy-making
- ✚ Preserving essential ecological processes
- ✚ Conservation of human heritage and biological diversity
- ✚ Development should take place in such a way as to sustain productivity over the long-term for future generations
- ✚ Achieving a better balance of fairness and opportunity between nations (Hall & Lew, 2009:53).

The sustainability agenda gained further impetus at the United Nations Conference on Environment and Development (UNCED) was held in Rio de Janeiro (Brazil) from the 3 to 14 June 1992. Commonly referred to as the Rio summit, this conference did not only discuss the management of resources in such a way as to ensure environmental, economic and aesthetic sustainability, but also adopted a plan of action “Agenda 21” for implementation by all governments (UNCED, 1992). Among the key outcomes of the Rio summit are the following:

- ✚ The Rio Declaration on Environment and Development that outlined 27 principles to guide sustainable development around the world;
- ✚ The convention on Biological Diversity;
- ✚ The statement of Forest Principles;
- ✚ The Convention of Climate Change; and
- ✚ Agenda 21, an action plan towards sustainable development, which was adopted by more than 170 governments (Keyser, 2009:20; Ivanovic, Khunou, Reynish, Pawson & Tseane, 2009:356; Holden, 2008:150).

In all, the forty chapters of Agenda 21 outline the following four dimensions of sustainability: socio-economic dimensions, conservation and management of resources for development, strengthening the role of major groups and the means of implementation. The socio-economic aspects focused on issues such as poverty alleviation, improved health and efforts to change consumption patterns with the goal to achieve greater equity and efficiency in the global economy. On

the other hand, the drive to ensure more efficient conservation and management of resources for development sought to address specific issues related to land and water resource management, protection of the atmosphere, deforestation, waste management, and bio-technology among others. Agenda 21 also acknowledged the importance of involving all stakeholders in developmental efforts. Particular attention should be given to community groups such as women, youth, workers, trade unions, non-governmental organisations (NGOs), indigenous people, business and local communities. The last part of the document focused on ways of implementing the decisions reached at the summit. These included making financial resources available, education and public awareness, strengthening international institutions and international legislation.

The sustainability tree has been used to illustrate the integrated nature of the sustainability concept and further educate various stakeholders on their role in achieving development now and into the foreseeable future (Schutte, 2009:25; Crawford, Young & Miall, 2002:1-4).

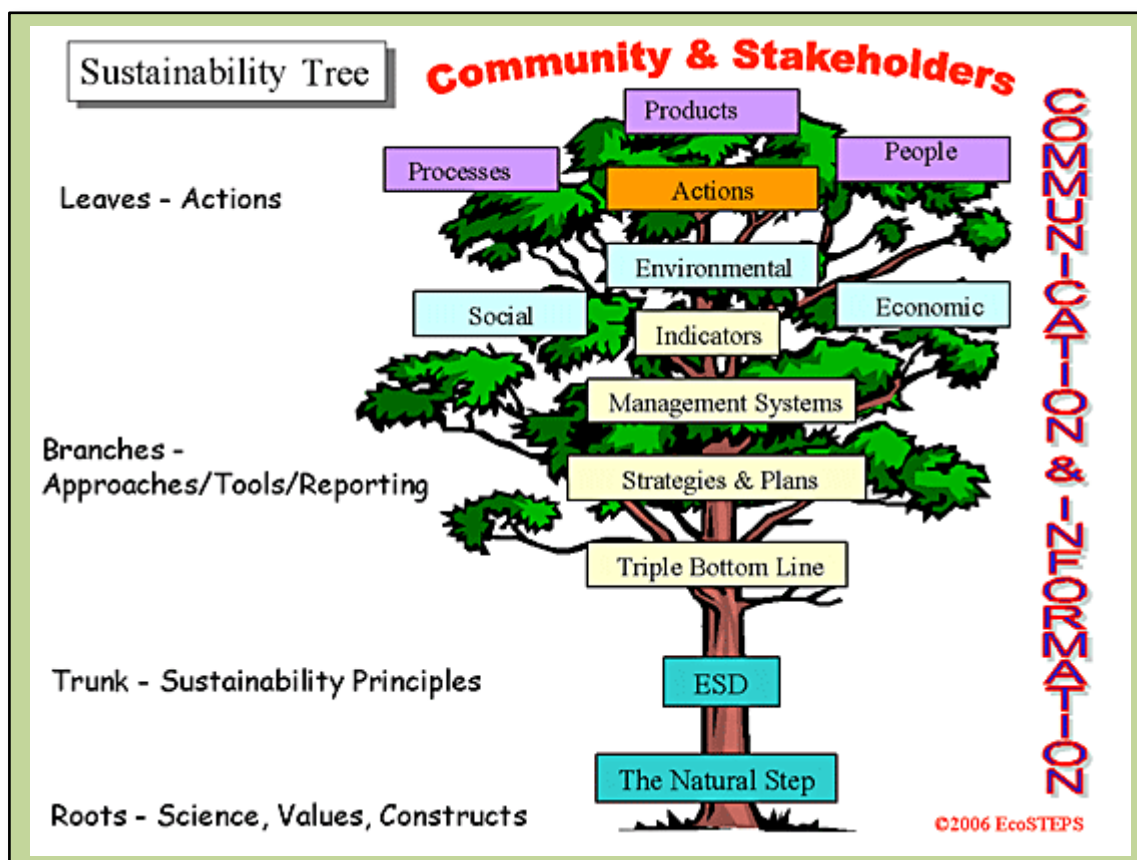


Figure 2.8: The EcoSteps Sustainability tree

Source: EcoSteps (2006:1)

The metaphorical tree (Figure 2.8) illustrates the integration of the social, environmental and economic dimensions of sustainable development into one conceptual framework. This framework incorporates the Australian and international principles of Ecologically Sustainable Development (ESD), the United Nations Local Agenda 21 (LA 21), Earth Charter, and Environmental Management Systems, among others (Crawford *et al.*, 2002:1).

Representing the roots of the tree is the science, values and constructs underpinning the sustainability concept. The trunk is represented by ecologically sustainable development while the three main branches signify the triple bottom line of economic, environmental and social factors while the leaves represent actions and interests of various stakeholders in undertaking sustainable development. Apart from its obvious simplicity, the sustainability tree is strategic in pulling consensus from all stakeholders and outlining functions towards the attainment of sustainable development. The tree can also facilitate the flow of information across the sustainability spectrum.

Nowadays, the use of the sustainability concept is frequent and fashionable in both government and business circles as it is perceived to envisage the following laudable objectives:

- ✚ Opportunities for non-material use of natural resources;
- ✚ Ensuring equity;
- ✚ Preserving biological diversity;
- ✚ Developing a long-term sustainable economy;
- ✚ Maintaining and improving quality of life;
- ✚ Meeting the basic human needs of the present generation;
- ✚ Keeping options open for future generations (Sharma, 2010:20; Williams, 2009:110; Wight, 2003:51).

Risteski, Kocovski and Arnaudov (2012:376) assert that sustainable development should balance the demands of the present generation against the ability of future generations to meet their own needs by integrating three independent developmental dimensions, namely: economic, social and environmental.

In a nutshell, the highlights of the growth path for the sustainability concept are summarised in Figure 2.9 below:

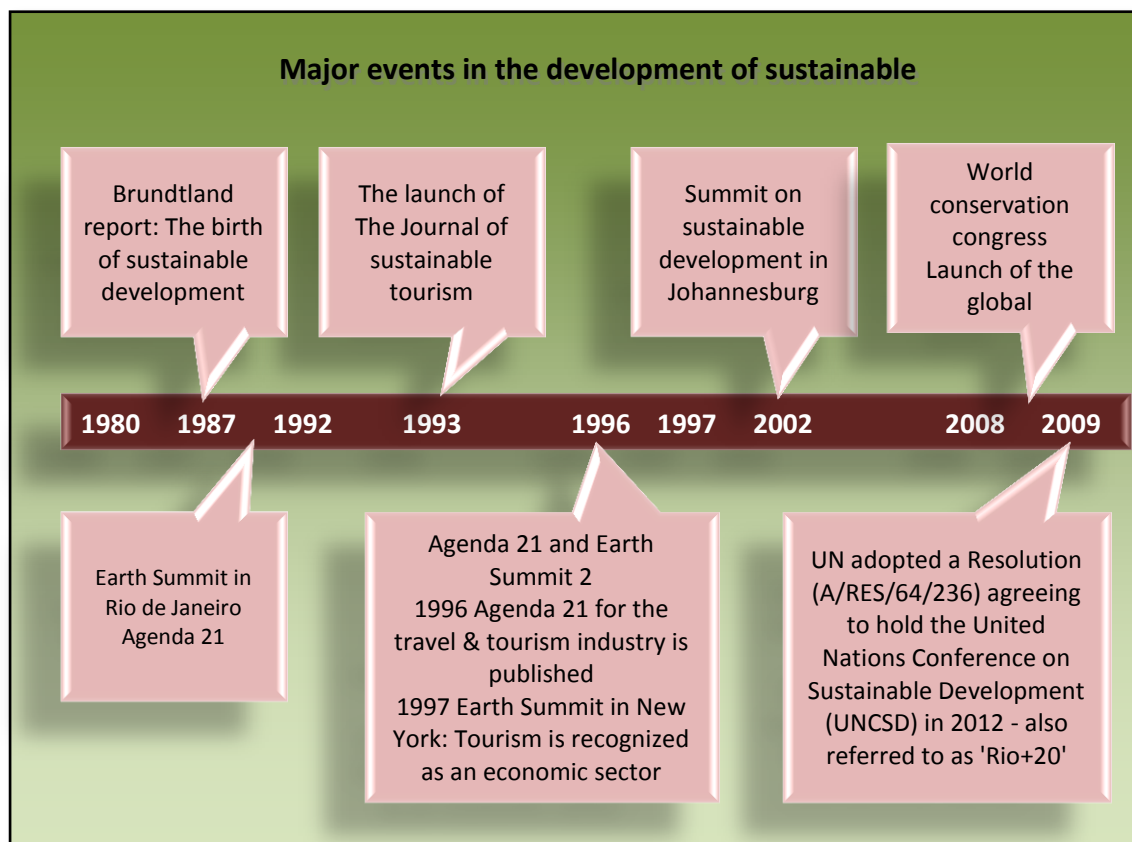


Figure 2.9: Major events in the development of sustainable tourism

Adapted from: DeWitt (2011:22); Dodds & Butler (2009:43); Telfer & Sharpley (2008:31); Holden (2008:150); Keyser (2009:20); Ivanovic, Khunou, Reynish, Pawson & Tseane (2009:356)

2.3.2 Sustainable Tourism Development

Although the Brundtland report hardly made any mention of tourism, the concept of sustainable development has come to engulf the industry and remains at the centre of its operations. Considering the close relationship between tourism and the environment, the strong association of tourism with issues of sustainability comes as no surprise (Byrd, 2007:6, Hall, 2008:19, Bramwell & Lane, 1993:2). Sustainable tourism is currently seen as a subset of tourism and sustainable development as illustrated in Figure 2.10 by Hall (2008:27).

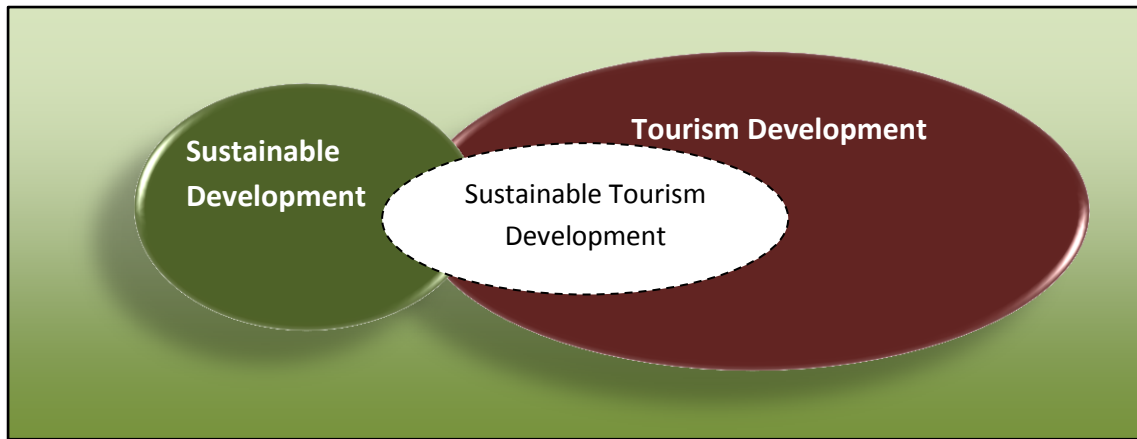


Figure 2.10: Sustainable tourism as a subset of tourism and sustainable development

Source: Hall (2008:27)

As a derivative of sustainable development, several attempts have been made to align the sustainable tourism concept with its principal, both in definition and operation (Tao & Wall, 2009:90). Butler (1993, cited in Keyser, 2009:5) defines sustainable tourism as

tourism which is developed and maintained in an area (community environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes.

However, definitions of sustainable tourism do not all have the same focus as variations occur based on the stakeholder perspective. According to Eber (1992:3), sustainable tourism should ensure both present and future productivity by paying particular attention to local people and communities (lifestyles, customs, etc.), making it possible for locals to share equitably from the economic proceeds of tourism. Herein lies one of the major challenges in achieving sustainable tourism development; the shifting focus in its definitions. Since the United Nations Conference on Environment and Development (UNCED, 1992), many United Nations Conferences have attempted to formulate a consensual approach on how sustainable tourism can be achieved. One of its most elaborate definitions (WTO, 2004) indicates that managers can practice sustainable tourism guidelines in all

types of destinations, irrespective of the number of visitors frequenting such locations.

Due consideration should however be given to, and a suitable balance sought between environmental, economic and socio-cultural impacts of tourism development. The WTO further indicates that the successful implementation of sustainable tourism principles requires the active commitment of all stakeholders steered by strong political leadership. The ultimate goal should be to maintain the highest level of tourists' satisfaction/experience while raising the profile of, and ensuring the respect of sustainability guidelines. In this regard, Fletcher *et al.* (2013:226) proposes the following approach towards the attainment of sustainability:

- a) Adopting a holistic approach to planning and strategy;
- b) Protecting the environment (biodiversity) and man-made heritage;
- c) Preserving the essential ecological processes;
- d) Facilitating and engaging public participation;
- e) Ensure that productivity can be sustained into the long term future; and
- f) Providing for a better level of fairness and opportunity between different countries.

The rapid growth of the tourism industry characterized by the development of larger and numerous tourist destinations, the creation of more effective marketing techniques, and rising income levels has led to the increasing awareness that unplanned and uncontrolled tourism development will have enormous environmental, cultural and economic consequences (Risteski, Kocovski & Arnaudov, 2012:375).

Kusters (2008:3) cites the WTO (1998) definition of sustainable tourism as "...tourism which meets the needs of present visitors and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems". From this

definition, Kusters (2008:5-7) arrives at the following twelve aims of sustainable tourism:

- ✚ Economic viability: profitability for the industry;
- ✚ Local prosperity: jobs and incomes for the local community;
- ✚ Employment quality: decent jobs as in management positions;
- ✚ Social equity: maintaining a healthy balance between the participants;
- ✚ Visitor fulfilment: quality experiences for the tourists;
- ✚ Local control: Community having a reasonable stake in ownership;
- ✚ Community well-being: improved quality of life for community members;
- ✚ Cultural richness: Preservation of cultural heritage;
- ✚ Physical integrity (landscape, planning): efficient use of land;
- ✚ Biological diversity: ensuring the survival of life support systems and other species;
- ✚ Resource efficiency: sustainable use of resources such as water, electricity, etc.; and
- ✚ Environmental purity: avoiding pollution and ensuring cleanliness

Despite the foregoing attempts to bring clarity to the subject of sustainable tourism the concept is still fraught with controversy, especially with regards to who defines it and how it is practiced (Williams, 2009:11; Keyser, 2009:32; Telfer & Sharpley, 2008:32).

2.3.3 The tripple bottom-line of tourism development

It can be concluded from the foregoing discussion that sustainable tourism necessitates giving due consideration to the economic, environmental and socio-cultural impacts of tourism development. Commonly referred to as the “tripples Bottom Line” or the pillars of sustainable tourism (Figure 2.11), a regular balance must be carefully maintained in order to ensure the survival of the industry into the distant future (Coetzee & Saayman, 2009:131; Keyser, 2009:25; Garrod & Gossling, 2008:141). Paradoxically, herein lies the weak link in achieving sustainable tourism development as various stakeholders with different interests often use subjective criteria to define this “balance” to their advantage.

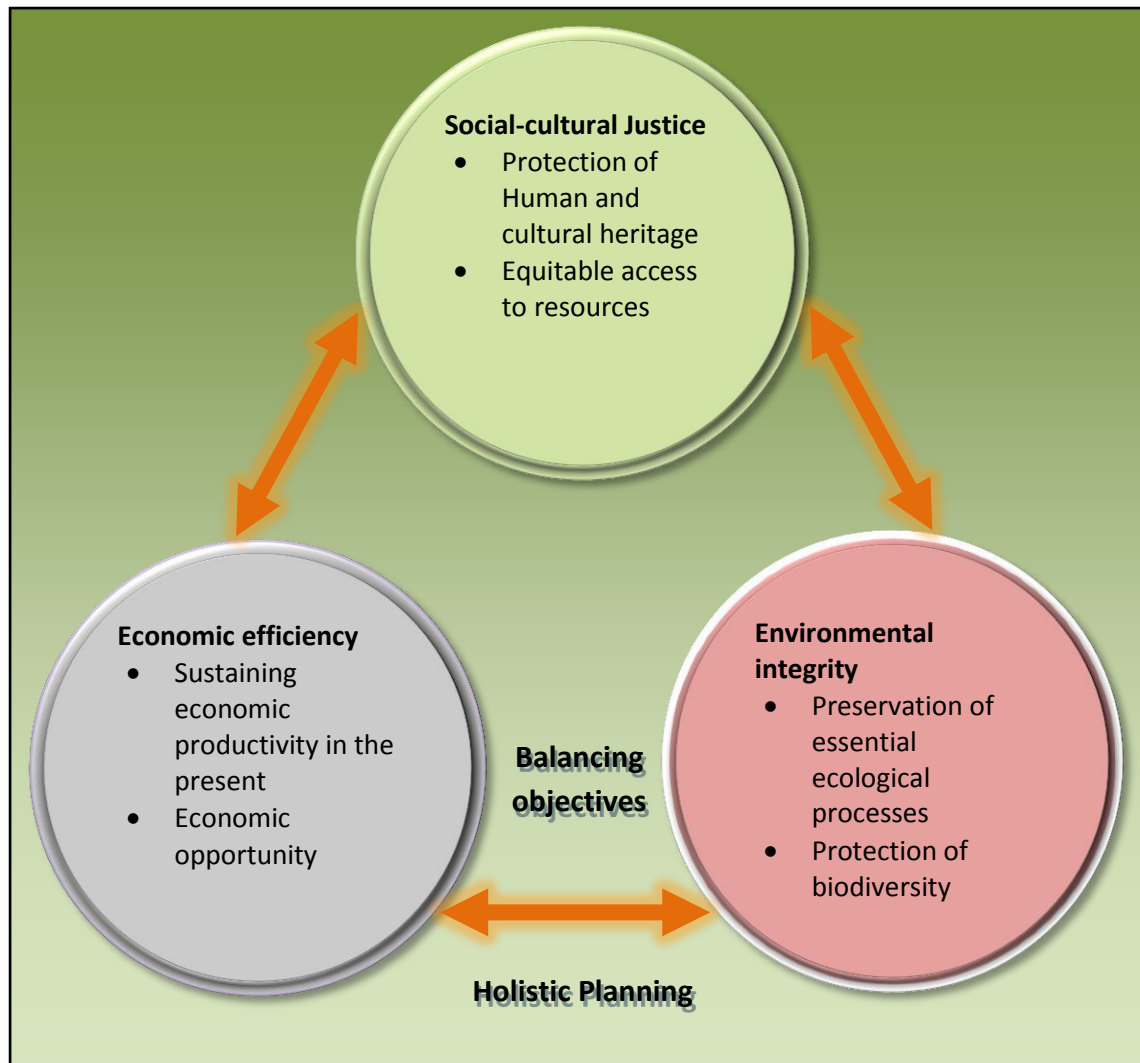


Figure 2.11: Tripple bottom line of sustainable tourism

Source: Keyser (2009:25)

Developing tourism in a sustainable manner seems obviously the logical imperative as every stakeholder stands to benefit, but in practice this is not the case (Frey & George, 2010:621; Telfer & Sharpley, 2008:42). Some of the reasons for the reluctant implementation of sustainable tourism principles are advanced by Lane (2009:22) are:

- ❏ No driver or imperative: Poor governance of the industry towards sustainability;
- ❏ Growth: The misconception of growth in the industry to mean development or sustainability, despite the negative impacts;

- ✚ Denial: Some industry players fail to appreciate the full extent of negative impacts generated by the industry and are reluctant to change the status quo;
- ✚ Concept of social marketing: Attempts by the industry to effect behavioural change using marketing techniques rather than reducing demand;
- ✚ Building partnerships: This will instil synergy and encourage a holistic approach needed to drive sustainable tourism development
- ✚ Lack of leadership in the industry: Owing to the fact that the tourism industry is diverse and fragmented, it has been quite difficult for a strong leadership to emerge.
- ✚ Poor coordination between industry and researchers: There are few effective links between the industry and academic research.
- ✚ The concept of social and environmental responsibility: Many stakeholders are still struggling to gain familiarity with this new concept.

As if these shortcomings were not enough, Fletcher *et al.* (2013:5) further affirm that the challenges in understanding the subject of tourism equally have to do with the plethora of terminology used to describe the concept such as green, alternative, responsible, eco and so on.

In the South African context, the most elaborate form of sustainable tourism is evident in policy documents (The White paper on the development of tourism in South Africa and Gauteng responsible tourism guidelines analysed in Chapter 3 of this study) is responsible tourism. This then necessitates the following discussion on responsible tourism.

2.4 RESPONSIBLE TOURISM

The origin of responsible tourism can be traced back to market research conducted by Tearfund in 1998 which identified tourism as one of the major activities impacting on the lives of communities in which volunteers worked (Goodwin, 2009:37). This research revealed that 45% of consumers who took part in the study were more likely to book a holiday with a company that had a written code of practice ensuring good working conditions for their employees, protecting

the environment and supported charities in the local destination. Increased pressure was brought to bear on the industry when the same study conducted two years later revealed that this percentage had actually risen to 52%. It is in this light that responsible tourism can be said to have originated as a consumer movement, spearheaded by consumers demanding that the tourism industry adjust its practices and manage its operations in a responsible manner (Goodwin & Francis, 2003:272; Tearfund, 2002:7; Hardy, Beeton & Pearson, 2002:481). In response to this appeal the industry has fine-tuned its planning, management, product development and marketing in such a way as to strike a balance between economic, environmental and socio-cultural impacts (Keyser, 2009:39).

The South African Tourism White Paper (1996) identifies the following to be the key elements of responsible tourism:

- ✚ Avoid waste and over-consumption;
- ✚ Use local resources sustainably;
- ✚ Maintain and encourage natural, economic, social and cultural diversity;
- ✚ Be sensitive to the host culture;
- ✚ Involve the local community in planning and decision-making;
- ✚ Assess environmental, social and economic impacts as a prerequisite to developing tourism;
- ✚ Ensure communities are involved in and benefit from tourism;
- ✚ Market tourism that is responsible, respecting local, natural and cultural environments; and
- ✚ Monitor impacts of tourism and ensure open disclosure of information (DEAT, 1996:20).

In order to achieve these goals, the White Paper further elaborates on the roles that the key stakeholders have to play:

- ✚ The tourism industry must manage the environment responsibly;
- ✚ Government and business must involve the local communities, and also show respect for, invest in, and develop local cultures;
- ✚ Local communities must get involved in tourism development;
- ✚ Employers and employees must exhibit responsibility towards each other and the tourists;

- ✚ Trade unions must ensure responsible employment practices;
- ✚ Tourists must demonstrate responsible conduct towards local norms and practices and respect the environment and culture of South Africa (DEAT, 1996:19).

The publication of the Tourism White Paper (1996) was followed by the national responsible tourism guidelines (2002) which contained targets that the tourism industry had to meet in order to ensure the triple bottom line of sustainable development (DEAT, 2002:17). The Responsible Tourism Manual for South Africa published in the same year targeted specific tourism segments such as rural and community-based tourism and provided more information on how they could achieve responsible tourism while securing a competitive advantage in the business environment (Spenceley, 2008:5). As envisaged in the Responsible Tourism Guidelines (DEAT, 2002:25), Cape Town played host to the Conference on Responsible Tourism in Destinations in 2002. Attended by 280 delegates from twenty countries, the conference declaration requested tourism businesses to adopt a responsible approach, to commit to specific responsible practices, and to report progress in a transparent and auditable way, where appropriate to use this for market advantage. Corporate businesses can assist by providing markets, capacity building, mentoring and micro-financing support for small, medium and micro enterprises (Cape Town, 2002:5).

In view of the above, the Cape Town declaration recognized responsible tourism as having the following characteristics:

- ✚ Minimising negative economic, environmental and social impacts;
- ✚ Generating greater economic benefits for local people and enhances the well-being of host communities, improving working conditions and access to the industry;
- ✚ Involving local people in decisions that affect their lives and life chances;
- ✚ Making positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- ✚ Providing more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of cultural, social and environmental issues;

- Providing access for physically challenged people; and
- Being culturally sensitive, engendering respect between tourists and hosts, and building local pride and confidence (Cape Town, 2002:3).

The second Responsible Tourism Destinations Conference held in Kochi (India) sought to build on the gains made in Cape Town and emphasized that responsible tourism is not a product but an approach that can be employed by any stakeholder in the tourism sector (Spenceley, 2008:6).

Considering the similarity between responsible tourism and sustainable tourism, this study notes that the key difference between the two terms is more in focus than in approach. In other words, while responsible tourism focuses on obtaining a competitive industry edge through ensuring that all stakeholders (businesses, government, local communities and tourists) maintain the highest ethical standards and dispense their functions responsibly, sustainable tourism focuses on ensuring that the gains of responsible tourism are preserved in to the foreseeable future (Frey & George, 2010:622, Keyser, 2009:40).

2.5 INDICATORS OF SUSTAINABLE TOURISM DEVELOPMENT

Indicators for the successful implementation and evaluation of sustainable tourism development abound in tourism literature, but this study examines those proposed by Keyser (2009:37); Simpson (2008:1) and Lozano-Oyola, Biancas, Gonzalez and Caballero (2012:662-665).

Baseline Issue	•Baseline Indicators
Local satisfaction with tourism	•Local satisfaction level with tourism (questionnaire)
Effects of tourism on communities	•Ratio of tourists to locals •Percentage of those who belief that tourism has helped bring new services or infrastructure (questionnaire-based) •Number and capacity of social services available to the community (percentage which are attributable to tourism)
Sustaining tourist satisfaction	•Level of satisfaction by visitors (questionnaire-based) •Perception of value for money (questionnaire-based) •Percentage of return visitors
Tourism seasonality	•Tourist arrivals by month or quarter (distribution throughout the year) •Occupancy rate for licensed (official) accommodation by month (peak periods relative to low season) and percentage of all occupancy in peak quarter or month. •Percentage of business establishments open all year •Number and percentage of tourist industry jobs which are permanent or full year (compared to temporary jobs)
Economic benefits of tourism	•Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment) •Revenues generated by tourism as a percentage of total revenues generated in the community

Figure 2.12: Baseline indicators for measuring sustainable development

Source: Keyser (2009:37)

Keyser (2009:37) asserts that the development of indicators is the first step in the process of moving from theory to practice. This is important as indicators provide the benchmark or barometer with which progress towards the attainment of sustainable tourism can be measured. Keyser therefore proposes baseline indicators (Figure 2.12) for measuring sustainable tourism development.

According to Keyser, the major factors to consider in order to establish tourism sustainability are: the level of satisfaction among local residents with tourism, the impacts of tourism on the community, the quality of experience among visitors, the level of fluctuations in demand between the seasons and the level of profitability of the industry to various stakeholders. The baseline indicators refer to the specific issues to investigate in order to establish the sustainability or not of the factor.

Simpson (2008:1) also proposes the following as indicators (Table 2:2) for the assessment of sustainable community tourism initiatives:

Table 2.2: Indicators of Community benefit tourism initiatives

Pillar	Benefit	Indicators
Economic	• Direct employment opportunities • Indirect employment opportunities • Support for the development of multi-sector or mono-sector non-profit enterprises	• Including jobs in administration, guiding, tours and transport, construction, hospitality, management, accommodation, shopping, food and beverage outlets • Including jobs in environmental management, entrepreneurs, other secondary industries). • (benefiting/controlled or strongly influenced by communities) • Provides invigoration and development to local economies • Provides alternatives to changing or fading traditional industries • Increases land values, and thus rates payable to council for community services.
Environmental	• Improvements in the environment	• Changes to subsistence leading to less degradation of natural resources • Encourages awareness and appreciation by the community of natural assets and the environment and other resources on which tourism relies • Enhances management and stewardship of natural resources.
Socio-cultural	• Provides and stimulates infrastructure development	• As visible in the quality of roads, communications, health care, education, public transport, access to drinking water and food supplies. • Increases safety and security • Facilitates workforce development (e.g. rights and conditions). • Fosters civic pride (in community, culture, heritage, natural resources, and infrastructure) • Mutually beneficial (to all stake holders in the community) • Creates opportunities (broadening of idea horizons). • Promotes cultural understanding • Preserves cultural and social heritage and local languages and dialects • Supports and preserves local and unique crafts and skills

Pillar	Benefit	Indicators
		- Creates a sense of well-being - Promotes greater cross-institutional understanding - Appreciation of cross-stakeholder goals and agendas
Building of skills and influence	Governance and quality of life	- Influencing and enforcing government policy (national, regional and local) - Skills enhancement (training; such as administrative, service industry, maintenance, guiding). - Building capacity collectively and individually. - Fosters empowerment: gender and community; social, financial, political and psychological

Source: Simpson (2008:1).

Simpson's (2008) indicators are centred on the four pillars of economic sustainability, environmental integrity, socio-cultural benefits and human development issues. The benefits of sustaining these pillars would be evident in direct employment, indirect employment, support for other economic sectors, improvements in the environment, infrastructure development, and better quality of life and governance among community members. The indicators refer to the specific details to be measured in determining the extent to which the pillar and benefit have been achieved.

Finally, Lozano-Oyola, *et al.* (2012:662-665) advance three sets of indicators for sustainable tourism development; sustainable tourism indicators for the social dimension (Table 2.3), sustainable tourism indicators for the economic dimension (Table 2.4) and sustainable tourism indicators for the environmental dimension (Table 2.5).

Table 2.3: Sustainable tourism indicators for the social dimension

Baseline aspects	Sustainability issues	Sign	Indicator
Socio-cultural effects of tourism on host	Capacity of sports services	Positive	Sport facilities per inhabitant
	activities.	Positive	Health care equipment
	Capacity of health services	Positive	No. of passenger transport vehicles

community	Capacity of transport services	Positive	per inhabitant
	Capacity of financial services	Positive	No. of financial establishments per inhabitant
	Capacity of other services	Positive	No. of pharmacies per inhabitant.
	Capacity of pharmaceutical services		
Local public safety	Tourists satisfaction with the safety of the destination	Positive	Evaluation of destination safety by tourists
	Protected cultural heritage	Positive	Number of protected designated sites
Conservation of cultural heritage	Voluntary contributions to preservation of cultural heritage	Positive	No. of cultural volunteers
	Heritage use intensity	Negative	Pressure on cultural heritage
	Heritage interpretation	Positive	No. of expert guides in interpretation
	Protection of cultural traditions	Positive	No. of festivals and customs preserved
Effect on local population structure	Sustaining population levels	Negative	Variation of population levels
	Increase in the young population	Positive	% of young population
	Aging of the population	Negative	% of non-active older population
	Population density	Negative	No. of individuals per unit destination area
	Sustaining population levels	Negative	Net migration rate
	Sustaining population levels		Rate of natural increase
Social carrying capacity of the destination	Imposition of foreign culture (pressure on host culture	Negative	% of foreign population
	Social carrying capacity	Negative	Ratio of tourists to locals
Effects on level of well-being in the local population	Effect on social conditions that affect population longevity	Positive	Life expectancy
	Effects on available income	Positive	Variation of available income
	Effects on educational level of population	Positive	% of population enrolled in non-compulsory education
	Effects on population dependency		General demographic dependency index
	Effects on access to housing		Property value of real estate per inhabitant
Improvement of the Urban landscape	Renovation of buildings	Positive	% of renovated buildings
	Renovation of buildings (cost of cultural protection)	Positive	Funds for building renovation
	Improvement of the Urban environment	Positive	Funds for the improvement of the physical Urban environment

Source: Lozano-Oyola et al. (2012:662-665)

The baseline aspects represent the area in which the tourism impact is visible while the sustainability issue indicates the factor that leads to the impact and the “sign” indicates whether the specific tourism impact is positive or negative for the community. The “indicator” is important because it shows how extent of the impact can be measured. Therefore, the key features of the social impacts of tourism are visible in its socio-cultural effects on the host community, local public safety, conservation of cultural heritage, the structure of the local population, destination carrying capacity and the local population well-being.

In the same vein, an analysis of the economic impacts of sustainable tourism (Table 2.4) examines the baseline aspects, sustainability issues, an indication of the nature of the impact and a measurement of the impact.

Table 2.4: Sustainable tourism indicators for the economic dimension

Baseline aspects	Sustainability issues	Sign	Indicator
Economic benefits of tourism for the host community and destination	Volume of tourism demand	Positive	Total number of tourist arrivals
	Length of stay	Positive	Average length of stay
	Tourism revenues	Positive	Tourists expenditure
	Investment in real estate	Positive	Property value of real estate
	Employment generated by the service sector	Positive	Proportion of employees in the service sector
	Level of unemployment at the destination	Negative	Unemployment rate
	Investment in service sector	Positive	Volume of registered service sector investment
	Telephone communication	Positive	Number of telephone lines in service
	Online communications	Positive	Number of RDSI lines in service per 1000 inhabitants
	Available income per inhabitant	Positive	Number of ADSL lines in service per 1000 inhabitants
			Declared net income per inhabitant
Sustaining tourists satisfaction	Global tourists satisfaction	Positive	Global satisfaction level of tourists
	Tourists satisfaction with price-quality relationship	Positive	Evaluation of the price-quality by tourists
		Positive	% of return visitors

Baseline aspects	Sustainability issues	Sign	Indicator
	Tourists demand faithfulness Satisfaction with the visit to cultural sites of the destination	Positive	Level of satisfaction with the visit to cultural sites of the destination
Development control	Planning of the tourist area	Positive	Existence of land use planning, including tourism.
Tourism facilities on offer – provision of a variety of experiences	Official tourism accommodation on offer Quality of official tourism accommodation on offer Non-official tourism accommodation on offer Restaurant services on offer Promotion of activities for tourists Promotion of tourist experiences	Positive Positive Negative Positive Positive Positive	Vacancies in official tourism accommodation establishments High quality vacancies of official tourism accommodation establishments Number of non-official tourism accommodation establishments Vacancies offered in restaurants Number of tourist information offices per tourist Existence of a website that provides information about the destination
Seasonality of tourism activity	Seasonality of accommodation on offer Seasonality of tourist demand Seasonality of tourism	Positive Positive Positive	Percentage of official tourism accommodation establishments that are opened all year Ratio of low season tourists to peak season tourists Ratio of low season tourism employment to peak season tourism employment
Tourism employment	Volume of tourism employment Relative contribution of tourism employment to total employment at the destination	Positive Positive	Total number of individuals employed in the tourism sector Percentage of employees in the tourism sector relative to total employment
Tourism-related transport	Capacity of transport services Access to the destination by airport	Positive Positive Positive	Number of passenger transport vehicle per inhabitant Access time from the closest airport Access time from the closest

Baseline aspects	Sustainability issues	Sign	Indicator
	Access to the destination by highway	Positive	highway
	Access to the destination by road	Positive	Access time from the closest road
	Access to the destination by railway	Positive	Access time from the closest railway station
	Network of roads for public transport		Density of roads
Destination competitiveness	Occupancy rates for official accommodation establishments	Positive	Average occupancy rate for official tourism accommodation establishments
Tourist routes	Tourist routes created	Positive	Number of tourist routes that include the destination in their itinerary
	Exploitation routes	Positive	Number of expert tourist guides
Cultural investment	Cost of cultural protection	Positive	Funds for building renovation
Agglomeration	Spatial distribution of sites that may be visited at the destination	Positive	Number of routes and itineraries within the Municipality

Source: Lozano-Oyola *et al.* (2012:662-665)

Similar to the discussion on social impacts (Table 2.3), the economic impacts explore the major visible features of tourism development, the issues that lead to these impacts, an indication of whether the specific impact is positive or negative and a measurement of the impact. According to Table 2.4, the domains of visible economic impacts include: benefits of tourism to the host community, sustaining tourists' satisfaction, development control, variety of tourism facilities capable of offering tourists diverse experiences, the seasonality of tourism activity, transport infrastructure, the ability of the destination to compete with other tourist destinations, the availability of tourist routes, cultural investment and the spatial distribution of attractions within the destination.

To complete the triple bottom-line of sustainable tourism, Lozano-Oyola *et al.* (2012) examine the environmental aspects of tourism development (Table 2.5).

Table 2.5: Sustainable tourism indicators for the environmental dimension

Baseline aspects	Sustainability issue	Sign	Indicator
Protection of the natural ecosystems	Protection of valuable natural assets	Positive	Percentage of the destination considered to be a protected natural area
Energy Management	Energy Renewable energy	Negative Positive	Energy consumption Percentage of energy consumption from renewable resources
Water availability and management	Water use Water saving	Negative Positive	Total volume consumed per day Volume of reused water attributed to tourism
Waste water treatment	Treatment Treatment installations	Positive Positive	Volume of treated waste water Existence of waste water treatment plans
Management of solid Urban waste	Waste production Recycled waste (glass) Tourist satisfaction with cleaning services Treatment installations Separate collection of waste (paper and cardboard) Recycled waste (paper and cardboard) Separate collection of glass	Negative Positive Positive Positive Positive Positive positive	Volume of waste produced at the destination Volume of recycled waste compared to total volume of waste Evaluation of the cleaning services by tourists Existence of solid waste treatment installations Number of paper and cardboard recycling bins per unit area Volume of collected paper and cardboard Number of glass recycling bins per inhabitant
Atmospheric pollution	Noise pollution Noise pollution Pollutant emissions	Negative Negative Negative	Daytime noise levels Night-time noise levels Pollutant emission levels
Management of visual impact of facilities and infrastructure	Impact of construction Erosion Landscape conservation Impact of the road network	Negative Negative Positive Negative	Construction density per unit area Total surface area with erosion problems Total area of natural landscape Road network density
Intensity of use	Intensity of tourist use Land use	Negative Negative	Total tourists per unit area Unoccupied buildings

Environmental management	Environmental managers	Positive	Existence of an environmental administrative unit
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Source: Lozano-Oyola *et al.* (2012:662-665)

As illustrated in Table 2.5, the focus of the environmental impacts of sustainable tourism is in the protection of natural ecosystems, energy management, water availability and management, water treatment, management of solid waste, pollution, visual impacts caused by infrastructural development, the intensity of destination use and environmental management. The determining factors of environmental sustainability include water use, renewable energy sources, waste production, recycling and pollution emission among others.

2.5.1 Analyses of the sustainable tourism indicators

An overview of the sustainable tourism indicators (see Tables 2.2, 2.3, 2.4 and 2.5) expounded above (Simpson, 2008:1; Lozano-Oyola *et al.*, 2012:662-665) points to the plurality of views regarding the subject of sustainable tourism development. However, a close view reveals both differences and similarities between the sets of indicators.

The first visible difference is at the level of detailed information required. While Lozano-Oyola *et al.* (2012) developed a series of indicators for each pillar of sustainable tourism, Keyser (2009) and Simpson (2008) summarise all the pillars of sustainable tourism in one table, thus requiring less detailed information.

The second major difference is in the number of pillars of sustainability that each set of indicators proposes. Keyser (2009) puts forth five baseline issues or pillars, while Simpson (2008) proposes four pillars and Lozano *et al.* (2012) advance seven baseline aspects for the social dimension, eleven for the economic dimension and nine for the environmental dimension.

Even more serious is the difference in what is considered a pillar or baseline sustainability factor. Keyser (2009) considers “local satisfaction with tourism” and “effects of tourism on communities” as two separate major or baseline issues,

without any consideration of environmental impacts, while Simpson (2008) considers all three pillars of the triple bottom-line and adds a fourth “building of skills and influence”. Lozano-Oyola *et al.* (2012) consider the triple bottom-line factors separately with each having different baseline aspects.

Despite the foregoing differences, all three sets of indicators have commonalities, prominent among which is the fact that tourism must generate some noticeable benefit to justify its sustained protection. Due consideration is also given in all three sets of indicators to community impacts, especially benefits and views. This goes to support the line of thought of this study, that it is necessary to develop a strategy to ensure that local communities such as Soshanguve optimise the benefit from tourism. Indicators are important as they provide a framework to use in the measurement of such benefits.

The United Nations World Tourism Organisation (UNWTO) agrees with the foregoing statement when it postulates that indicators are valuable in measuring the “existence or severity of current issues, signals of upcoming situations or problems, measures of risk and potential need for action, and means to identify and measure the results of our actions” (UNWTO, 2004:8). They are used on a regular basis to determine significant changes in tourism development and management. According to the UNWTO, the use of good indicators can yield the following results:

- ✚ Better decision-making – lowering risks or costs;
- ✚ Identification of emerging issues – allowing prevention;
- ✚ Identification of impacts – allowing corrective action when needed;
- ✚ Performance measurement of the implementation of plans and management activities – evaluating progress in the sustainable development of tourism;
- ✚ Reduced risk of planning mistakes – identifying limits and opportunities;
- ✚ Greater accountability – credible information for the public and other stakeholders of tourism fosters accountability for its wise use in decision-making; and
- ✚ Constant monitoring can lead to continuous improvement – building solutions into management (UNWTO, 2004:9-10).

It is in conformity with the above UNWTO stance that this study employs the following sustainable tourism development indicators in the empirical study and proposed strategy for developing sustainable community tourism in Soshanguve township. Indicators of tourism sustainability in Soshanguve will be drawn from demand and supply factors. While the demand factors will seek to establish the number of visitors to the Tshwane region and how many of those find the supply characteristics in the Soshanguve community worthy of a visit, the supply analysis will review the appropriateness of the supply factors in Soshanguve to sustainable tourism development.

Tourists' perceptions (demand-side) indicators considered in this study are the following:

Table 2.6: Demand-side indicators of sustainable community tourism development in Soshanguve township

Baseline aspects	Sustainability issue	Indicator as a % of total respondents
Attractiveness of destination to tourists	• Environmental aspects appealing to tourists • Cultural aspects attractive to tourists • Social factors appealing to tourists • Adequacy of infrastructure (roads, water, electricity, etc.) • Local transport to destination • Quality of hospitality facilities • Safety and security • Other facilities and services (shopping, night life, local cuisine, health, etc.).	
Sustaining tourists satisfaction	• Number of tourists visiting community • Main reason for visiting • Number of return visits • Tourists satisfaction with price-quality relationship	As a % tourists visiting Tshwane As a % of total visitors

In other words, the major factors influencing the tourism demand strategy for Soshanguve tourism are the attractiveness of the destination (Soshanguve) to tourists and the ability of Soshanguve community to deliver quality experiences to visitors. The capability of Soshanguve to deliver on the preceding will depend on environmental quality, cultural issues, social issues, and the number of repeat visitors among others as indicated in Table 2.6.

The following indicators will inform the supply side situation in the Soshanguve township:

Table 2.7: Supply-side indicators of developing sustainable community tourism in Soshanguve township

Baseline aspects	Sustainability issue	Indicator
Economic factors with the potential to influence tourism development in the Soshanguve community	• Volume of tourism demand • Length of stay • Employment generated by service sector • Level of unemployment at the destination • Investment in the service sector • Income per inhabitant • Official tourism accommodation on offer • Quality of official (graded) tourism accommodation • Occupancy rate of tourist accommodation • Nonofficial tourism accommodation • Restaurant services on offer	• Total number of tourist arrivals • Average length of stay • Proportion of employees in the service sector • Unemployment rate • Volume of registered service sector investment • Declared net income per inhabitant
Environmental factors • Land • Energy management • Water availability and management • Waste water management • Solid waste management • Atmospheric pollution • Intensity of use • Environmental management	• Land-use Planning with parks and entertainment areas • Energy availability • Water conservation • Availability of water treatment plants • Separate collection of waste • Recycled waste • Noise pollution • Carrying capacity • Environmental managers	
Socio-cultural factors likely to influence tourism development in Soshanguve Public safety Conservation of cultural heritage	• Availability of sports and recreational facilities • Health care services • Financial services • Level of satisfaction with safety • Availability of unique cultural traits • Preservation of cultural	

Baseline aspects	Sustainability issue	Indicator
Effects on local population structure	heritage • Organised cultural events • Sustaining population levels	

From the literature discussed above, the major factors influencing the development of sustainable community tourism in Soshanguve township (Table 2.7) include: economic benefits, environmental impacts and socio-cultural impacts. Specific issues leading to the baseline aspects are identified as: volume of tourism demand, length of stay of the visitors, income generated from tourism and others as seen in Table 2.7.

2.6 CONCLUSION

It has been established in this chapter that development entails an improvement or positive change in the circumstances of the people, in this case the inhabitants of the Soshanguve community. Therefore the key element(s) in the definition of development for the people of Soshanguve should address their principal challenge or challenges. According to GPS (2007:9), the unemployment rate in Soshanguve stands at 44.7%. This research considers this fact to be the major challenge facing the inhabitants of the Soshanguve community because access to better living conditions, including healthcare, can only be gained through employment. Hence, the operational definition of development for Soshanguve people should start from the economic angle. However, the literature reviewed above also indicates that for development to be sustained over a long period, it must incorporate (and not be detrimental to) the two other angles of the “triple bottom line” (environmental and socio-cultural aspects). From the foregoing analysis, this study considers sustainable tourism development in the community of Soshanguve to mean tourism development that leads to a positive change in the economic situation of the inhabitants, while offering tourists maximum satisfaction. It should at least maintain or improve the socio-cultural characteristics of the community and ensure a healthy co-existence with the natural beauty, ecological processes, biological diversity and life support systems.

The next chapter focusses on tourism planning, the tourism development process, the South African tourism situation and community tourism.