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| | | | | | | | | | | | | | | | | | | | | |
|---|--|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Never | | 1 | | | | | | | | | | | | | | | | | | |
| Once a week | | 2 | | | | | | | | | | | | | | | | | | |
| Once a month | | 3 | | | | | | | | | | | | | | | | | | |
| Once a year | | 4 | | | | | | | | | | | | | | | | | | |
| Other: specify | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| 8. Weekend-trips | | | | | | | | | | | | | | | | | | | | |
| 8.1(a) How many weekend-trips do you take per year? | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| 8.2 (a) How often do you go on holiday (for longer than a weekend?) | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| Once a year | | 1 | | | | | | | | | | | | | | | | | | |
| 2-3 times a year | | 2 | | | | | | | | | | | | | | | | | | |
| 4-5 times a year | | 3 | | | | | | | | | | | | | | | | | | |
| More than 5 times a year | | 4 | | | | | | | | | | | | | | | | | | |
| Never | | 5 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| 8.2 (b) What is the average duration of your holiday? | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| Number of nights | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 13. What form of transport would you use when going on holiday. | | | | | | | | | | | | | | | | | | | | |
| Car | | | | | | | | | | | | | | | | | | | | |
| Bus | | | | | | | | | | | | | | | | | | | | |
| Taxi | | | | | | | | | | | | | | | | | | | | |
| Motorcycle | | | | | | | | | | | | | | | | | | | | |
| Aeroplane | | | | | | | | | | | | | | | | | | | | |
| Train | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| 14. Why do you go on holiday? Please rate the following reasons. (Please answer all possibilities) | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | Strongly | Disagree | Agree | Agree | Fully |
|---|--|--|--|--|--|--|----------|----------|--------|----------|-------|
| | | | | | | | Disagree | Somewhat | | Somewhat | Agree |
| 14.1 To relax | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.2 To share a familiar/unfamiliar place with someone | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.3 To do exciting things | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.4 To explore new destinations | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.5 To relax from daily tension | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.6 To meet people with similar interests | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.7 To experience different lifestyles | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.8 To have fun | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.9 To get refreshed | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.10 To be together as a family | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.11 To learn new things | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.14 To participate in entertainment | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.13 To escape from a busy environment | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.14 To be together as a group of friends | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.15 To study | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.16 To participate in recreation activities | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.17 To rest physically | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.18 To spend time with friends | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.19 To learn more about my/other countries | | | | | | | 1 | 2 | 3 | 4 | 5 |
| 14.20 To do something out of the ordinary | | | | | | | 1 | 2 | 3 | 4 | 5 |
| | | | | | | | | | | | |
| 15. How important is each of the following activities for a quality holiday experience? | | | | | | | | | | | |
| | | | | | | | | Less | Import | Very | |
| | | | | | | | Import | Import | | Import | |
| Visit museum and galleries | | | | | | | 1 | 2 | 3 | 4 | |
| Appreciate nature | | | | | | | 1 | 2 | 3 | 4 | |
| Appreciate architecture | | | | | | | 1 | 2 | 3 | 4 | |
| Visit historical places | | | | | | | 1 | 2 | 3 | 4 | |
| Visit cultural attractions | | | | | | | 1 | 2 | 3 | 4 | |
| Mountain climbing | | | | | | | 1 | 2 | 3 | 4 | |
| Horse Riding | | | | | | | 1 | 2 | 3 | 4 | |

| | | | | | | | | | | |
|---|--|--|-------------------------------|--------------------------|---------------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------------|-------------------------------|
| | | | | | | | | | | |
| 17. Are you aware that the City of Tshwane has more than ten Townships? | | | | | | | YES | NO | | |
| | | | | | | | | | | |
| 18. Have you visited any Township in the City of Tshwane? | | | | | | | YES | NO | | |
| | | | | | | | | | | |
| 19. To what extent will the following factors improve your Township experience or motivate you to visit a Township? | | | | | | | | | | |
| Please rate on the scale provided. | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | To a very small extent | To a small extent | To a fairly great extent | To a great extent | To a very great extent |
| Opportunity to participate in a cultural performance | | | | | 1 | 2 | 3 | 4 | 5 | |
| Enjoy a traditional South African meal | | | | | 1 | 2 | 3 | 4 | 5 | |
| Opportunity to view and buy art and craft | | | | | 1 | 2 | 3 | 4 | 5 | |
| Opportunity to experience traditional dance, drama and music | | | | | 1 | 2 | 3 | 4 | 5 | |
| | | | | | | | | | | |
| 20. Please indicate the extent to which the following media influenced your decision to travel to Tshwane. | | | | | | | | | | |
| | | | | | | | | | | |
| | | | To a very small extent | To a small extent | To a fairly great extent | To a great extent | To a very great extent | | | |
| | | | small extent | extent | great extent | extent | great extent | | | |
| TV | | | 1 | 2 | 3 | 4 | 5 | | | |
| Radio | | | 1 | 2 | 3 | 4 | 5 | | | |
| Social Media: Facebook/Twitter | | | 1 | 2 | 3 | 4 | 5 | | | |
| Newspaper | | | 1 | 2 | 3 | 4 | 5 | | | |
| Magazines | | | 1 | 2 | 3 | 4 | 5 | | | |
| Word-of-mouth | | | 1 | 2 | 3 | 4 | 5 | | | |
| Other: Specify | | | | | | | | | | |
| | | | 1 | 2 | 3 | 4 | 5 | | | |
| | | | | | | | | | | |
| THANK YOU FOR YOUR COOPERATION | | | | | | | | | | |

Appendix 2

Supply-side questionnaire (Residents of Soshanguve)

| RESIDENTS` OPINIONS ON TOURISM DEVELOPMENT IN SOSHANGUVE | | | | | | | | | | | | | |
|---|--|--|--|--|--|--|---|--|--|--|--|--|--|
| Section A | | | | | | | Section B | | | | | | |
| | | | | | | | | | | | | | |
| 1. What is your gender? | | | | | | | 8. Do you own, or are you part of or do you work for a tourism business in Soshanguve? | | | | | | |
| | | | | | | | | | | | | | |
| 2. For how many years have you been living in Soshanguve? | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| 3. What year were you born? | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| 4. What is your highest level of education? | | | | | | | 8.1 If you selected yes please indicate which type of business you are involved in: | | | | | | |
| | | | | | | | | | | | | | |
| No school | | | | | | | | | | | | | |
| Grade 1-11 | | | | | | | | | | | | | |
| Matric/Grade 12 | | | | | | | | | | | | | |
| Certificate | | | | | | | 9. Have you taken part in any tourism related initiatives (eg. workshops, meetings, discussions)? | | | | | | |
| Diploma, degree | | | | | | | | | | | | | |
| Postgraduate qualification | | | | | | | | | | | | | |
| Professional qualification | | | | | | | | | | | | | |
| Other: specify | | | | | | | | | | | | | |
| | | | | | | | 10. Overall, how do you think tourism will affect your personal quality of life? | | | | | | |
| | | | | | | | | | | | | | |
| 5. What is your current occupation? | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Not employed | | | | | | | Very negative No effect Very positive | | | | | | |
| | | | | | | | | | | | | | |
| Self-employed | | | | | | | | | | | | | |
| Government employee | | | | | | | 11. Overall, how do you think | | | | | | |
| | | | | | | | | | | | | | |

| | | | | | | | | | |
|---|--|------------------|-------------|-------------|------------------|-----------------------|---|-----|----|
| Coloured directors/managers | | | | | | | 12. Is your business graded? | YES | NO |
| Indian directors/managers | | | | | | | | | |
| | | | | | | | 13. Is your business a member of an industry association? | | |
| 8. Indicate the number of directors/managers with the following qualifications | | | | | | | | YES | NO |
| | | | | | | | If yes please indicate which one: | | |
| Grade 1-11 | | | | | | | | | |
| Grade 12/ Matric | | | | | | | | | |
| Certificate | | | | | | | | | |
| Diploma/ Degree | | | | | | | 14. Indicate the number of employees that received training relevant to you business in the past 6 months | | |
| Post-graduate degree | | | | | | | | | |
| | | | | | | | | | |
| 9. How many other people are employed in your establishment? | | | | | | | 14a. List the areas of training that employees received | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| 10. Rate the performance of your business over the last 12 months with regard to: | | | | | | | | | |
| | | Very Poor | Poor | Good | Very Good | Extremely Good | | | |
| Number of clients received | | 1 | 2 | 3 | 4 | 5 | | | |
| Turnover of the business | | 1 | 2 | 3 | 4 | 5 | | | |
| Profits of the business | | 1 | 2 | 3 | 4 | 5 | | | |

| SECTION C: OPERATING A TOURISM BUSINESS | | | | | | | | | |
|--|--|--|--|--|--|--|----------------------|--------------------|---------------------|
| | | | | | | | | | |
| 15. How important are the following aspects to the success of a tourism business in general ? | | | | | | | | | |
| | | | | | | | Not at all important | Slightly important | Important |
| | | | | | | | | | Very Important |
| | | | | | | | | | Extremely Important |
| Adequate access roads to the business | | | | | | | 1 | 2 | 3 |
| Adequate direction signs to the business | | | | | | | 1 | 2 | 3 |
| Location of the business | | | | | | | 1 | 2 | 3 |
| | | | | | | | | | 4 |
| | | | | | | | | | 5 |

| | | | | | | | | | | |
|--|--|--|--|--|--|----------------------|--------------------|-----------|----------------|---------------------|
| Telecommunication services | | | | | | 1 | 2 | 3 | 4 | 5 |
| Running water | | | | | | 1 | 2 | 3 | 4 | 5 |
| Electricity | | | | | | 1 | 2 | 3 | 4 | 5 |
| Reliable public transport | | | | | | 1 | 2 | 3 | 4 | 5 |
| Marketing activities | | | | | | 1 | 2 | 3 | 4 | 5 |
| Belonging to an industry association | | | | | | 1 | 2 | 3 | 4 | 5 |
| Social media marketing (facebook, twitter etc) | | | | | | 1 | 2 | 3 | 4 | 5 |
| Website | | | | | | 1 | 2 | 3 | 4 | 5 |
| Internet access | | | | | | 1 | 2 | 3 | 4 | 5 |
| Favourable recommendations by clients | | | | | | 1 | 2 | 3 | 4 | 5 |
| Qualified management | | | | | | 1 | 2 | 3 | 4 | 5 |
| Qualified employees | | | | | | 1 | 2 | 3 | 4 | 5 |
| Service excellence | | | | | | 1 | 2 | 3 | 4 | 5 |
| Safety and security measures | | | | | | 1 | 2 | 3 | 4 | 5 |
| Insurance cover | | | | | | 1 | 2 | 3 | 4 | 5 |
| Attractive décor | | | | | | 1 | 2 | 3 | 4 | 5 |
| Adequate parking | | | | | | 1 | 2 | 3 | 4 | 5 |
| | | | | | | | | | | |
| 16. How important are the following aspects to the success of <i>your tourism business?</i> | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | Not at all important | Slightly important | Important | Very important | Extremely important |
| Adequate access roads to the business | | | | | | 1 | 2 | 3 | 4 | 5 |
| Adequate direction signs to the business | | | | | | 1 | 2 | 3 | 4 | 5 |
| Location of the business | | | | | | 1 | 2 | 3 | 4 | 5 |
| Telecommunication services | | | | | | 1 | 2 | 3 | 4 | 5 |
| Running water | | | | | | 1 | 2 | 3 | 4 | 5 |
| Electricity | | | | | | 1 | 2 | 3 | 4 | 5 |
| Reliable public transport | | | | | | 1 | 2 | 3 | 4 | 5 |
| Marketing activities | | | | | | 1 | 2 | 3 | 4 | 5 |
| Belonging to an industry association | | | | | | 1 | 2 | 3 | 4 | 5 |
| Social media marketing (facebook, twitter etc) | | | | | | 1 | 2 | 3 | 4 | 5 |
| Website | | | | | | 1 | 2 | 3 | 4 | 5 |

| | | | | | | | | | |
|---|--|--|--|--|---|---|---|---------|--------|
| Internet access | | | | | 1 | 2 | 3 | 4 | 5 |
| Favourable recommendations by clients | | | | | 1 | 2 | 3 | 4 | 5 |
| Qualified management | | | | | 1 | 2 | 3 | 4 | 5 |
| Qualified employees | | | | | 1 | 2 | 3 | 4 | 5 |
| Service excellence | | | | | 1 | 2 | 3 | 4 | 5 |
| Safety and security measures | | | | | 1 | 2 | 3 | 4 | 5 |
| Insurance cover | | | | | 1 | 2 | 3 | 4 | 5 |
| Attractive décor | | | | | 1 | 2 | 3 | 4 | 5 |
| Adequate parking | | | | | 1 | 2 | 3 | 4 | 5 |
| 17. What is the maximum number of people that your establishment can take at one time? | | | | | 19. What is the approximate number of clients that you have received in your establishment in the last 12 months? | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| 18. What is the maximum number of clients that you have received in your establishment in a single day this year? | | | | | 20. What is the percentage of repeat visitors to your business? | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| 21. Have you received financial support from government for your business? | | | | | | | | YE S | N O |
| 22. Have you received training support from government for your business? | | | | | | | | YE S | N O |
| 23. Do you think the current environment in Soshanguve is good for business? | | | | | | | | YE S | N O |
| 24. Do you think government has supported tourism development in Soshanguve enough? | | | | | | | | YE S | N O |
| | | | | | | | | | |
| 25. What is the greatest opportunity (advantage) for your business in Soshanguve? | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| 26. What is the biggest threat to your business being in Soshanguve? | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| 27. What would you say is the one special thing that Soshanguve can offer to visitors? | | | | | | | | | |

| | | | | | | | | | | |
|---|---------------|----|----|-----------|---|---|---------------|--|--|--|
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| 28. What would you say are the main obstacles in the development of tourism in Soshanguve? | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| 28. Overall, how do you think tourism development in Soshanguve will affect your personal quality of life? | | | | | | | | | | |
| | | | | | | | | | | |
| | Very negative | | | No effect | | | Very positive | | | |
| | -3 | -2 | -1 | 0 | 1 | 2 | 3 | | | |
| | | | | | | | | | | |
| 29. Overall, how do you think tourism development in Soshanguve will affect the community as a whole? | | | | | | | | | | |
| | | | | | | | | | | |
| | Very negative | | | No effect | | | Very positive | | | |
| | -3 | -2 | -1 | 0 | 1 | 2 | 3 | | | |
| | | | | | | | | | | |
| Any suggestions for the development of tourism in Soshanguve? | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |

Appendix 4

Supply-side (Interview questions for Soshanguve community leaders)

Part 1: Tourism planning in Soshanguve

Question 1. How would you describe the current tourism situation in Soshanguve?

Question 2. Would you say there is a plan for tourism development in Soshanguve?

Question 3. How familiar are you with the plan that was developed by the City of Tshwane in 2007 to promote Soshanguve as a unique tourism destination?

Part 2: Tourism products in Soshanguve

Question 4. Can you think of any special things in Soshanguve that you will like visitors to enjoy or experience?

Part 3: Objectives of tourism development in Soshanguve

Question 5. What would like tourism to do for the people of Soshanguve?

Part 4. Challenges to tourism development in Soshanguve

Question 6. What would you consider to be the major challenges to tourism development in Soshanguve?

Part 5. Role of the community in tourism development

Question 7. What part would you like the residents of Soshanguve to play in tourism development?

Question 8. Have you taken part in any tourism development initiatives before?

Question 9. What actions have been taken to market the community of Soshanguve?

Part 6. Way forward

Question 10. What advice would you give on how to develop tourism in Soshanguve?

Appendix 5
Key attractions in Soshanguve

Nature



Tswaing crater



Tswaing ecological and nature resort

Culture



Youth traditional dance performance





Drama



Souvenir