

General Certificate of Education
January 2007
Advanced Level Examination



TRAVEL AND TOURISM
Unit 11 Impacts of Tourism

TT11/PM

To be issued to candidates on or after 1 December 2006

Pre-release material

Instructions

- This material **must** be kept unmarked for use in the forthcoming examination.
- You **must** take this material with you into the examination.
- Do **not** contact the destinations and facilities mentioned in this material for more information.

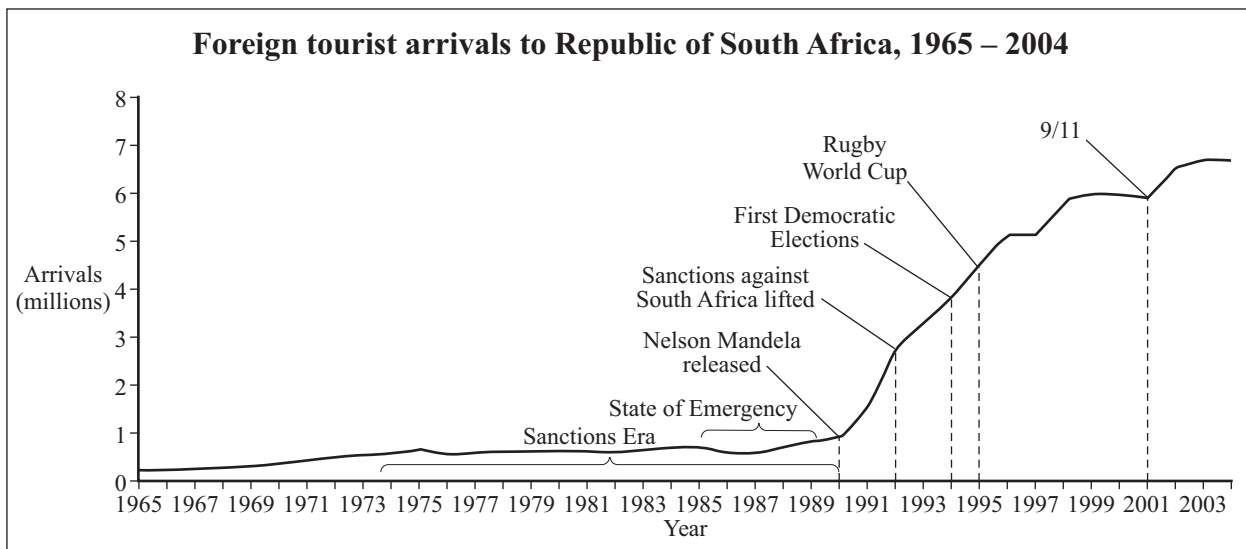
Advice

- You should use the information contained in this booklet to become familiar with the data provided.

Item A – Tourism in the Republic of South Africa (RSA)

Brief summary of tourism developments in the Republic of South Africa

The Republic of South Africa's tourist destinations are now numerous and varied, offering something for everyone. The coastal areas have some of the world's best surfing beaches and the interior has wide rolling plains and mountains, both full of wildlife of all descriptions. There are twenty National Parks, including the well-known Kruger National Park. Traditional holiday resorts are found around Cape Town and Durban, as well as modern gambling and entertainment centres, such as Sun City, in the interior. In many areas, community-based tourism projects have been set up, such as the Amadiba Adventures Trail. A recent South African Tourist Board Report has rightly described tourism as the 'new gold' of the South African economy.



Item B – Average temperature and rainfall figures for Durban (RSA) and London (UK)

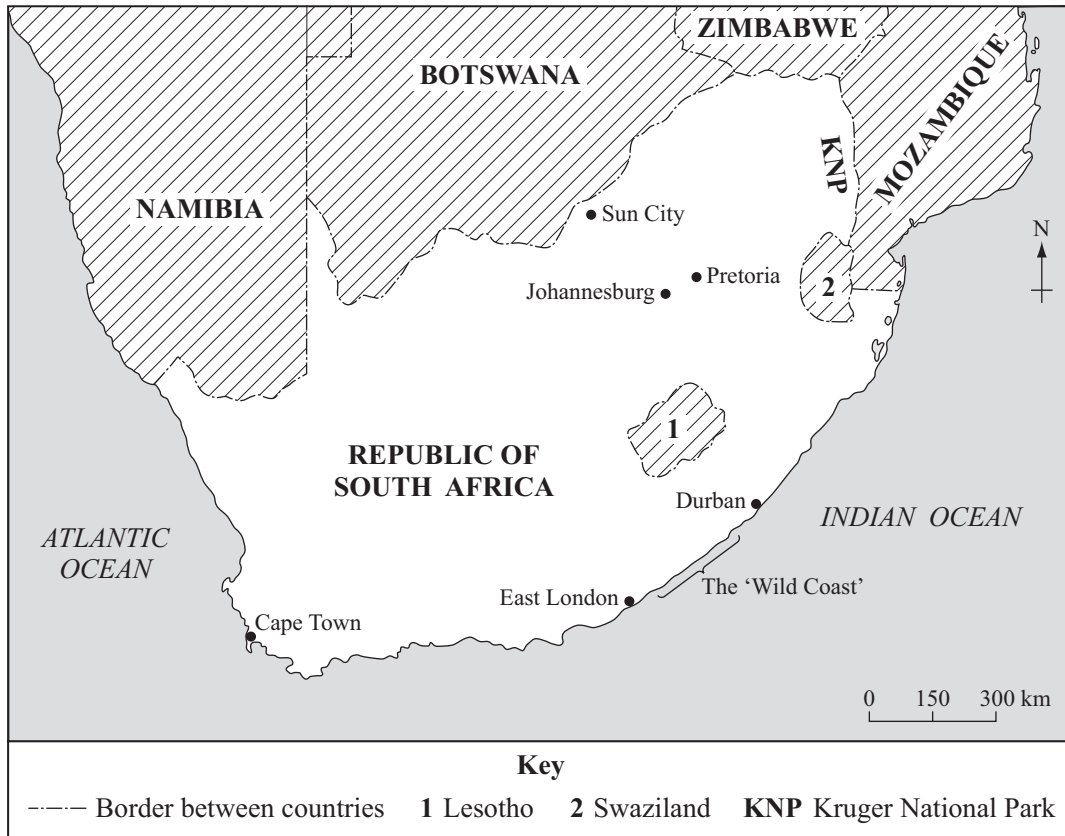
Durban

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Average Temp (°C)	24.3	24.5	23.7	21.9	19.5	17.5	17.2	18.2	19.4	20.5	21.9	23.3	
Average Rainfall (mm)	119.3	126.4	132.0	84.0	56.2	33.5	34.7	48.6	73.4	109.8	117.9	119.7	1055.6

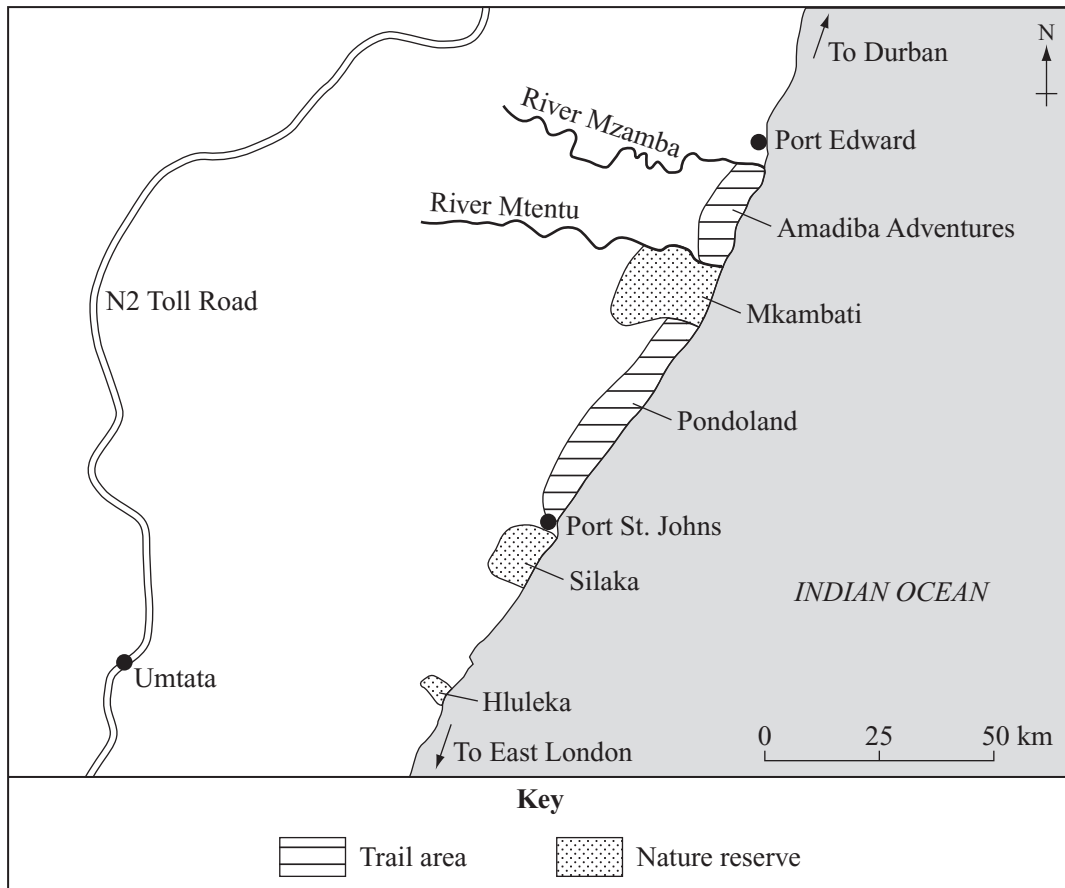
London

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Average Temp (°C)	3.4	4.2	5.5	8.3	11.9	15.1	16.9	16.5	14.0	10.2	6.3	4.4	
Average Rainfall (mm)	48.9	38.8	39.3	41.4	47.0	48.3	59.0	59.6	52.4	65.2	59.3	51.2	610.4

Item C – Map of the Republic of South Africa



Item D – Map of the Wild Coast (RSA)



Turn over ►

Item E – Amadiba Adventures – part of a programme jointly funded by the European Union and the government of the Republic of South Africa

For the tourist, "tourism" can be experienced as relaxation, a change of scenery, discovering new places, new cultures, new types of food. But what does it mean to the local population? Community tourism in developing countries is often considered a potentially significant source of income, but it is still underdeveloped. Now, on South Africa's Wild Coast, a ruggedly beautiful territory lying between the Mzamba and the Mtentu Rivers, Amadiba Adventures is carving a niche for itself. Managed exclusively by residents of the region, the organisation arranges holidays for those who want a taste of the ecotourist experience. A new kind of tourism is emerging and, with it, the development of one of the country's poorest regions.

Silence... or almost. Against the roar of the wild Mzamba and Mtentu rivers, and the rhythm of the ocean tides, the Amadiba region is a stunning area of hillsides, cliffs, beaches and waterfalls. Beautifully unspoilt, dolphins and whales play off its shores. This land is home to the AmaMpondo, a farming people who roam on horseback, in an area that has entered the twenty-first century with most of its traditions and culture intact. In this idyllic spot, Amadiba Adventures offers hiking, horse-riding and canoeing holidays. Here, tourists can immerse themselves completely, staying in camps set up along the coast and living side by side with members of the community who are managing and operating their own tourist business.

Ecotourism

Amadiba Adventures is a pioneering experiment, part of a wide-ranging programme of community tourism initiatives on the Wild Coast. The programme received some €2 million in funding from the EU for the period 2000–2004. It aims to protect environmental resources, develop skills and foster community-driven economic development.

As one of the programme's managers, Gernott Ott, explains: "The aim of the exercise is fairly simple: to improve the quality of life of people living in one of South Africa's poorest regions by setting up sustainable tourism projects, managed by the communities themselves".



To this end, links have been established between the villages, the private sector and government agencies. Three non-governmental organisations (NGOs) act as an interface between the EU and local communities, providing technical support in areas such as environmental management, and training and advice on business development. The training – mostly followed by women – focuses on business management, accounting, looking after tourist groups, preparation of meals, crafts and resource conservation. The NGOs also help communities to attract additional funding, both public and private. Amadiba Adventures is the most advanced of the projects, and has generated some employment, although mostly part-time. "For now, I only work when there are tourists. But I think the time will soon come when I will work every day," hopes Mamsuntu Sonjica, who runs one of the Mtentu camps.

The first initiative of its kind in South Africa, Amadiba Adventures is proof that its

formula is viable and profitable, both for communities and for the environment. Of course, undertaking such a project can have its difficulties.

"We still have work to do to increase the numbers of horses, ensure greater safety, enhance our marketing and improve our visitor facilities," admits Wonderful Danca, President of ACCODA (Amadiba Coastal Community Development Association). Nonetheless, the Adventure continues.

In future, the programme hopes to be able to exploit the whole region in a sustainable



way, promote horse-riding over the accessible 110 kilometres of coastline, increase the number of base camps and network the

communities involved in this kind of tourism. All this must be done with minimum disturbance to the environment.

As Christopher Ngwelle, a tour guide for Amadiba, points out, "The success of this kind of business depends on how we protect our coastline. The natural surroundings here are magnificent. They are our livelihood and they provide the best opportunity we have to make a sustainable living".

Turn over ►

Item F – A letter from a UK tourist who went on an Amadiba Adventures holiday

Hi,

Just to let you know we had a real wilderness experience in South Africa this year. We went for a five-day trip with a local co-operative called Amadiba Trails, owned and operated by the local Pondo tribe in the Eastern Cape Province. It was on the Wild Coast, which begins just south of the tourist beaches around Durban. However, the main road turns away from the coast at this point so the only means of transport is on foot or horseback, which we used, although Amadiba offers both types of guided trip.

We stayed in tented campsites which were run by the local people who came and cooked for us, as well as providing singing and dancing around the campfires in the evening. The most interesting times were listening to our guides telling us about local history, including their experiences of apartheid and mining on the Rand.

As we travelled through the countryside it was beautiful, untouched by modern commercial farming and industry. Each time we crossed a river we would swap horses with the next family that was part of the co-operative. This ensured that everyone benefits from the tourism.

One of the camps overlooked a beautiful estuary opening into the Indian Ocean, where you could see whales moving along the coast. We took a canoe trip up this river to some lovely waterfalls and stopped for a picnic and swim before returning.

I hope you like the photos!

Bye for now,

Gill



Item G – Extracts from a research paper about the Amadiba Adventures Trail



Sustainable Livelihoods in Southern Africa Research Paper 7

Tourism and Rural Livelihoods

The Amadiba Horse and Hiking Trail is an ecologically sensitive project that embraces the concept of pro-poor tourism. Pro-poor tourism is tourism that generates benefits for the poor (Ashley, Goodwin and Roe, 2001). Pro-poor tourism can have a combination of economic, social, environmental and cultural benefits. The aim of pro-poor tourism is to unlock opportunities for the poor rather than expanding the overall size of the sector. These opportunities include economic gain, other livelihood benefits or participation in decision-making. Pro-poor tourism is seen as an approach to the tourism industry, rather than a distinct product or a sector of the industry. It advocates participation by a range of stakeholders, government, private sector and civil society, as well as the poor themselves as both producers and decision-makers.

Ashley, Goodwin and Roe, 2001, argue that tourism's pro-poor potential derives from the fact that:

1. The tourism industry is diverse, which increases the scope for participation, including that of the informal sector.
2. The customer comes to the product, thus providing opportunities for linkages (for example, souvenir selling).
3. It is highly dependent on natural capital and culture, which are some of the assets that the poor have even if they do not have financial resources.
4. It can be more labour intensive than manufacturing.
5. Compared to other modern sectors, a higher proportion of its benefits go to women.

Livelihood sources of households involved in the trail (Mpindweni Village)

Household	Area of Operation	Other Livelihood Sources
1	Cleaner	Cultivation, Cattle, Goats, Pension, Remittances
2	Tent Owner	Cultivation, Cattle, Goats, Pension, Remittances
3	Security Guard	Cultivation, Cattle, Goats
4	Camp Manager	Cultivation, Cattle, Pension, <i>spaza</i> * shop
5	Horse Owner	Cultivation, Cattle, Goats, Pension × 3, Remittances × 2

Turn over ►



Sustainable Livelihoods in Southern Africa Research Paper 7

6	2 Horse Owners	Cultivation, Cattle, Goats, Pension × 3, Remittances × 2
7	Caterer	Cultivation, Cattle, Remittances
8	Horse Owner	Cultivation, Cattle, Goats, Pension × 2
9	Horse Owner	Cultivation, Cattle, Remittances
10	Horse Owner	Cultivation, Cattle, Goats, Pension × 2, Remittances, <i>spaza</i> * shop
11	Tour Guide	Cultivation, Cattle, Goats, Pension, Remittances × 2
12	Horse Owner	Cultivation, Cattle, Goats, Pension, Remittances
13	Horse Owner	Cultivation, Cattle, Goats, Pension

* A *spaza* shop sells basic necessities like matches, maize meal, sugar, salt, etc. These commodities are usually small in size as opposed to supermarkets where selection of an item is wider because of the different sizes.

As may be seen from the above listing, all households concerned are involved in small-scale cultivation of crops and livestock farming, and nearly all households receive a cash income from a pension or migrant remittances. Other, occasional, livelihood sources for people in Mpindweni are fishing, handicrafts and short-term employment in the locality, such as building houses.

Making a livelihood at Mpindweni

Makhuba is a cook on the trail and had never been formally employed before her involvement in the project. In the past she tried selling blankets but that failed because people were not prompt in paying her. She later sold flour but the competition from a nearby *spaza* was tough and put her out of business.

In ranking her livelihood sources, Makhuba felt that crop cultivation contributes the most. She admits that it is hard work but it is worth it as it provides the food for her household. She ploughs her field when there are no tourists visiting. After cropping, the next most important source of her livelihood are the remittances that were sent by her husband when he was still working, and then her work in the project.

She mainly uses the money she earns from the project to buy food and clothes for her children and husband. Once she bought a goat with the money. She earns R15 per day per tourist visiting.



Sustainable Livelihoods in Southern Africa Research Paper 7

A household that has gone up the wealth rank because of the trail

Ndlela worked for 25 years in Tongaat (KwaZulu Natal) for a sugar cane company. He did not enjoy his job because it forced him to be away from his parents for long periods of time, but circumstances forced him to continue with the job. After losing his job, he was unemployed for a long time before becoming involved in the trail. He initially got involved as a builder and was given training in building skills. He helped build two *rondavels* (round huts with thatched roofs) in the Kwanyana campsite. One of the *rondavels* is used as a storeroom and the other is not yet complete.

His appointment as camp manager at Kwanyana has, he says, changed his life completely. The fact that the trail is local means that he does not have to budget for transport costs and has ample time to spend with his family. He used his earnings from the trail to start his own business, a *spaza* shop. His family helps in the *spaza* when he is involved in the trail. When there are no tourists, he finds time to attend to the shop and to other activities such as cultivation of crops. He uses part of his earnings to buy clothes for his family, to pay school fees and to buy food. He earns R15 per day per tourist visiting.

Other livelihood sources for Ndlela's household are crop cultivation, cattle and handicrafts. He is less impressed with the benefits derived from cropping. His concerns are over things he has to pay for, like fertiliser, pesticide spray, labourers for weeding, food for people who assist in the fields and cattle for ploughing. For cattle, he was concerned with the cost of vaccines. Fishing also has its disadvantages: 'People either catch something or the fish eats the bait and nothing is caught'. Crafts, which his wife makes, are sold to tourists, although this trade is very slow. His feeling is that everything needs a reliable cash income and that the trail has created such an opportunity for him.

Distribution of funds

ACCODA used the R15 000 from UFUDU* in 1999 to upgrade the campsite in Mtentu, building a storeroom, a kitchen and a large deck.

The R19 000, which ACCODA received in 2000, was allocated as follows:

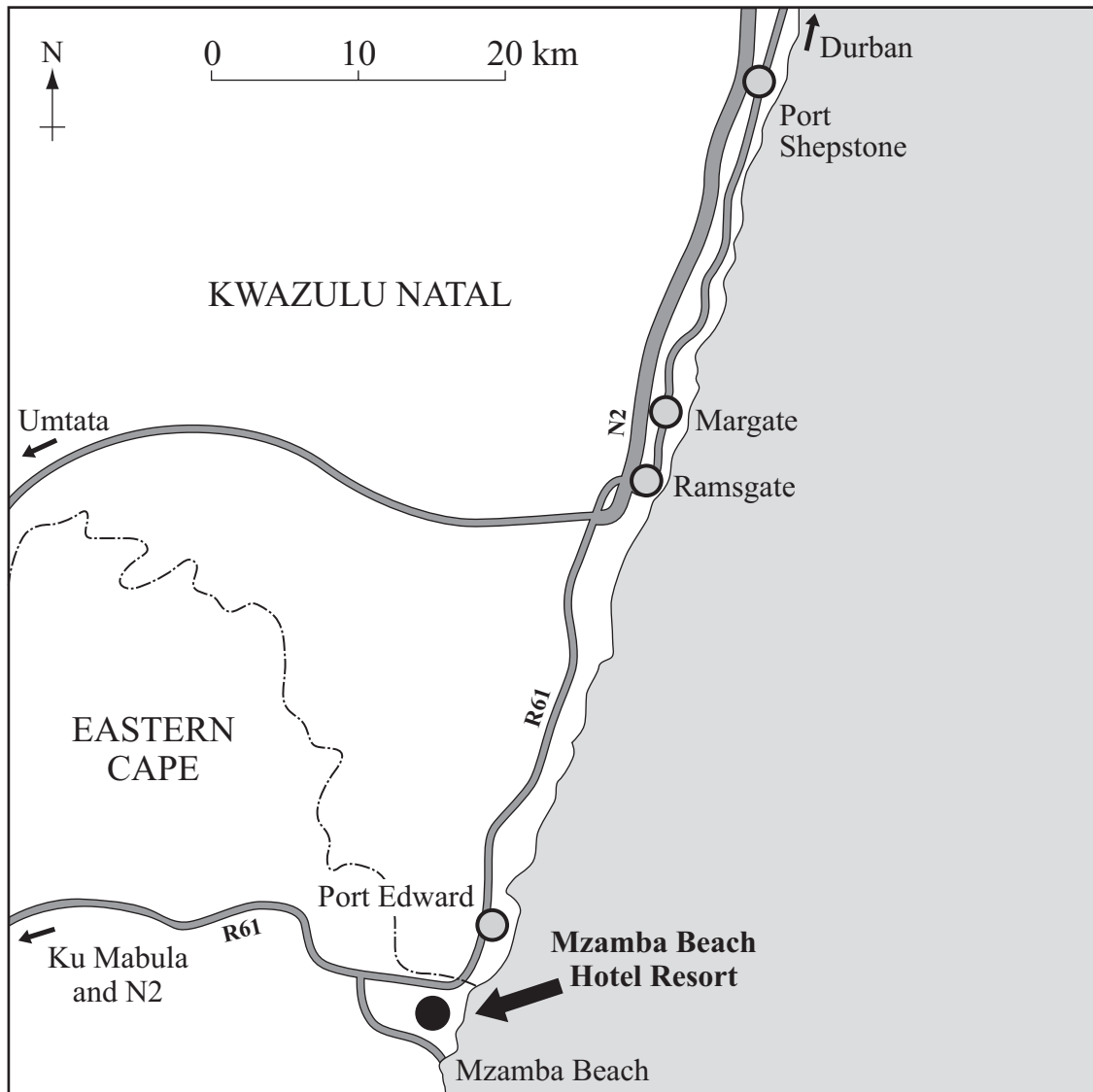
- R5 000 for a new school in Mtentu
- R2 000 for dipping chemicals to control ticks in livestock
- R6 000 to build new classrooms in four local schools (R1 500 per school)
- R6 000 to buy soccer kit for two clubs and balls for two other soccer clubs.

* UFUDU – a private sector fly-fishing trail linked to Amadiba Adventures

Item H – The Mzamba Beach Hotel Resort

Cape International is a large tourism and leisure Group based in the Republic of South Africa. The Group operates 25 hotels and 15 casinos throughout southern Africa and employs over 6 000 staff. The Mzamba Beach Hotel Resort is one of Cape International's developments and is situated at the northern end of the Wild Coast close to Port Edward and adjacent to Mzamba beach.

Location map of Mzamba Beach Hotel Resort



Mzamba Beach Hotel Resort



The Mzamba Beach Hotel and resort offers some of the best walking, swimming, diving, fishing and golfing in South Africa – or you can just ‘chill-out’, making use of the resort’s many facilities.

The warm Agulhus ocean current provides for safe and relaxed swimming and holidaymakers can soak up the sun on the undisturbed Mzamba beach itself.

The coastal area is truly unique, offering a combination of rural tranquillity, traditional African lifestyles, unbelievable scenery and fascinating flora and fauna all around.

Margate, Port Shepstone and Port Edward are all nearby and well worth a visit. Port Edward boasts another safe and spacious swimming beach just a walk away, and has fishing trips available. The whole coastal section is famous for its sardines and the annual ‘sardine run’ is an unforgettable experience – with a local festival thrown in.

With an abundance of whales and dolphins just offshore, and the beautiful Oribi Gorge with its carpet of hibiscus flowers, this inviting stretch of Indian Ocean coast lures visitors to an unspoilt natural playground.

Accommodation

The Mzamba Beach is a family styled hotel with 250 guest rooms offering a range of room-based accommodation to suit different tastes and requirements. In addition there are 50 ‘Gold Vacation Club’ timeshare units set in the resort grounds. The stylishly decorated rooms and suites have panoramic views over the Indian Ocean or the tastefully landscaped golf course.

Room amenities and services

Radio, TV and telephone
 Internet access
 Bath/shower en-suite
 Hairdryer and ironing facilities
 Air-conditioning
 24 hour room service
 Mini bar
 Electronic safe deposit boxes

Guest Rooms

Sea-facing Twin	45
Golf course-facing Twin	84
Sea-facing Family	31
Golf course-facing Family	35
Sea-facing Executive	30
Golf course-facing Executive	12
Paraplegic Room	2
Suites	9
Presidential Suite	2

Other facilities in Hotel/Resort

4 Themed Restaurants and 2 Snack Bars
 Hair and Beauty Salon
 Tennis Courts
 Ten Pin Bowling Alley
 18 hole Championship Golf Course

Currency Exchange
 Souvenir and Craft Shops
 2 Swimming Pools and a Kiddies’ Pool
 Casino
 Wind surfing from the beach

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