



A research study by Lee-Ann Wyatt and Janice Lawack



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We would also like to thank the GTTP-South Africa, our school, our teacher, our parents and the many people in the Tsitsikamma who made this opportunity possible. Without your encouragement and help, the writing of this case study would not have been possible.



2. CASE WRITERS

<p>JANICE LAWACK</p> 	<p>I am 15 years old. Partaking in this competition was an amazing experience and has taught me self-discipline and to make the most of every opportunity that comes my way, qualities that will definitely benefit me in the future. When I finish school I would like to pursue a career in tourism, music or media.</p>
<p>LEE-ANN WYATT</p> 	<p>I am 16 years old. Tourism is my favourite subject. I know it will open many doors for me in the future. In this competition I have learned that although hard work is not always easy, it will be rewarded. After school I would like to pursue a career in performing arts and music, which I believe is an important tourism sector.</p>
<p>ANNEKE BINNEMAN</p> 	<p>I have been teaching Tourism at Paul Sauer High School since 2006. Tourism is a sustainable and growing sector of the South African economy. Teaching Tourism in our area, which has a lot of tourism attractions, has created career opportunities for many of my learners.</p>

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3. INTRODUCTION

This case study on Sustainable Adventure Tourism in South Africa was developed by Lee-Ann Wyatt and Janice Lawack from Paul Sauer High School in the Eastern Cape province of South Africa.

The research was conducted on adventure tourism in the Tsitsikamma, a popular tourism destination with an abundance of natural resources and adventure tourism activities. The research was focused on Storms River Adventures, an existing adventure tourism business.

This case study won the 2015 GTTP Research Award in South Africa.

SOUTH AFRICA

South Africa is situated at the southern tip of the African continent where the Indian and Atlantic oceans meet. It is a beautiful country and a “must see tourist destination”, a world in one country. As South African Tourism's new domestic marketing campaign states: “Whatever you’re looking for is right here.”

According to archaeologists and palaeontologists, South Africa is the “Cradle of Humankind” with fossils such as Misses Pless, Little Foot and recently, the human like fossil, Homo Naledi.

It is a country with a rich natural and cultural diversity.

South Africa’s scenic wonders are legendary. UNESCO World Heritage sites such as uKhahlamba Drakensberg, Richtersveld Cultural and Botanical Landscape, iSimangaliso Wetland Park, the Cape Floral Region and Table Mountain, showcase our natural resources. Nature is protected, with about 10% of the country proclaimed as conservation areas. The Big 5, namely elephant, rhinoceros, leopard, lion and buffalo can be seen in most of our twenty one National Parks.

We have a coastline stretching nearly 3 000 km, consisting of rocky shores, river mouths and exquisite sandy beaches. South Africa has the only “Blue Flag” beaches outside Europe. Blue Flag beaches are beaches that have met high international standards of safety, cleanliness and top class facilities, and therefor attract many adventure tourists.

The country has a population of about 52-million people and we are known as the Rainbow Nation. This is a term coined by Archbishop Desmond Tutu to describe the wonderful diversity of people striving to live in peace with each other. The population consists of people from various origins, cultures and religions and we have 11 official languages with English most widely understood and used.

The South African flag is a much-loved and globally recognized symbol of the new democratic South Africa. Well known South African global political icons are former president Nelson Mandela and Archbishop Emeritus Desmond Tutu.

South Africa has world class tourism facilities such as sport stadiums, international airports, world class conference facilities, a well-developed communication system with active Wi-Fi hotspots across the country and an extensive road and rail infrastructure.

The tourism industry is well established and creates many job and entrepreneurial opportunities. Tourists can pick from a variety of places to stay and enjoy our interesting rainbow cuisine.

Sunny South Africa has a moderate climate. Great weather invites you to enjoy the outdoors all year-round. In urban areas tap water is usually of high quality and safe to drink. Most of South Africa is malaria-free.

The country is a pioneer and global leader in responsible tourism. South Africa is recognised as the leading sub-Saharan tourism destination and the adventure capital of the world. With over 130 adventures, there is something for everyone; from mountain walks and game drives, to bungee jumping and shark cage-diving.

With the decreasing value of the Rand against major currencies, it is a real “Value for money” tourist destination.



THE EASTERN CAPE PROVINCE and TSITSIKAMMA

The Eastern Cape is South Africa's "ADVENTURE and WILD Province".

The Tsitsikamma – "Place of abundant water"- is situated in the western region of the Eastern Cape.

The province is known for its amazing natural features such as the 800-km long pristine coastline, outstanding diversity in Fauna and Flora, Cape Floral fine bush, sub-tropical forests and Cape Fold Mountains. It incorporates seven distinct biomes.

The moderate climate, incredible natural beauty and variety of adventure activities makes it an outstanding tourism destination for the adventure tourist. It is well known for international surfing competitions at Jeffrey's Bay, for the world's highest bungee jump at Bloukans Bridge and for the first African Canopy Tours at Storms River. It is ideal for hiking and has a multitude of 4x4 and horse trails. The fantastic rivers are ideal for canoeing, rafting and kayaking and for lilo trips. The province is a mountain bike heaven with a treasure of exciting routes and weather allowing for cycling all year round. The area offers some of the best and most diverse rock climbing and abseiling in the world. Paragliding, hang gliding, skydiving and kite surfing are all popular activities in the ideal conditions of the Eastern Cape. Bird watchers can go in search of the approximately 320 species, while anglers can catch the big one whilst deep sea, rock, surf, fly and spear fishing.

The Eastern Cape is situated in a malaria free area and hosts a number of private game reserves and three national parks.

Just one hour's drive from Port Elizabeth, lays the Addo Elephant Park, where you can experience the Big Seven: Lion, Elephant, Rhinoceros, Leopard, Buffalo, Great White shark and Blue Whale.



The economy of the Eastern Cape and Tsitsikamma is driven by the tourism, agriculture, forestry and automotive sector. It has three harbours at East London, Port Elizabeth and Ngqura and three airports at Port Elizabeth, East London and Mthatha.

The Eastern Cape has a rich cultural and historical heritage and stories of Xhosa kings, early settlers, cultural conflicts and frontier battles abound. As the birthplace of Nelson Mandela, the province is also noted for its role in fuelling the fight for South African democracy. 80% of the inhabitants are Xhosa-speaking.

Nine tourism routes have been established in the province. These not only highlight its wealth of natural beauty and deep historical roots, but provide access to a number of must-see Eastern Cape attractions, such as the Tsitsikamma, Baviaanskloof Wilderness area and the Wild Coast.

The Wild Coast remains one of the world's most untouched scenic locations and one of South Africa's best kept secrets. Pristine beaches and spectacular rock formations do not come more beautiful than those of the Wild Coast. Thanks to the rugged nature of the coast, they remain undeveloped. This is Xhosa tribal country; a landscape dotted by tribal huts, gentle rolling hills and free roaming cattle.

The Eastern Province is proud to say that it is the birthplace of our late President, the legendary, Tata Madiba. Nelson Mandela was born at Qunu. Our favourite quote from Mister Nelson Mandela is:

*“ It always seems impossible
until it is done”*



Wild, beautiful and totally absorbing – a world of wonder awaits the visitor to South Africa's Eastern Cape.



KAREEDOUW

Kareedouw is a rural town situated 130 kilometers west of Port Elizabeth at the entrance to the Langkloof. It nestles between the Tsitsikamma and Baviaanskloof mountains, in a picturesque area along the Krom River. It is part of the Koukamma municipality in the Sarah Baartman district of the Eastern Cape Province.

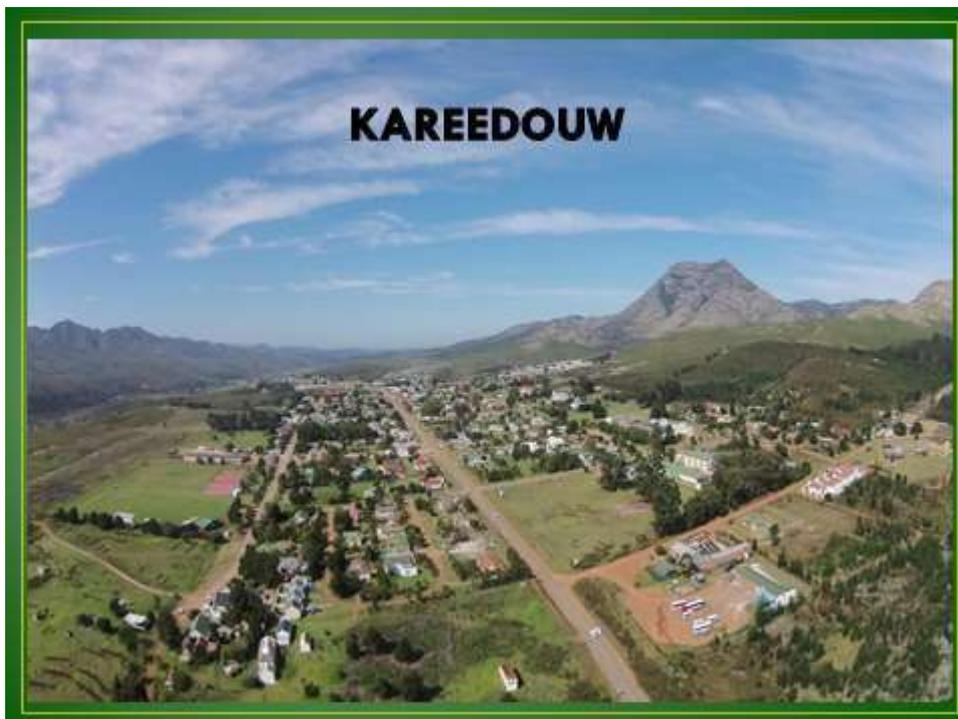
The name “Kareedouw” derives from the Khoi phrase meaning “Mountain pass by the Karee Trees”. Kareedouw is mainly a Cape floral fynbos-area with indigenous forests.

Poverty and a high rate of unemployment is a big problem in Kareedouw.

The three economic pillars of Kareedouw are:

- agriculture
- forestry
- tourism.

Paul Sauer High School is a multicultural, dual-medium school with about 350 learners from Grade R to Grade 12 and 24 educators. In our school every learner is important and gets the chance to choose from 15 different subjects and take part in multi-disciplinary activities such as rugby, netball, tennis, athletics, drama, debate, camps and outings.



4. CASE STUDY

“Sustainable Adventure Tourism balances on three legs”

4.1.1 INTRODUCTION

ADVENTURE TOURISM

Adventure tourism usually takes place in unique, remote areas and requires certain levels of physical activity and ensures a huge adrenalin rush.

The following adventure tourism activities are found in our area:

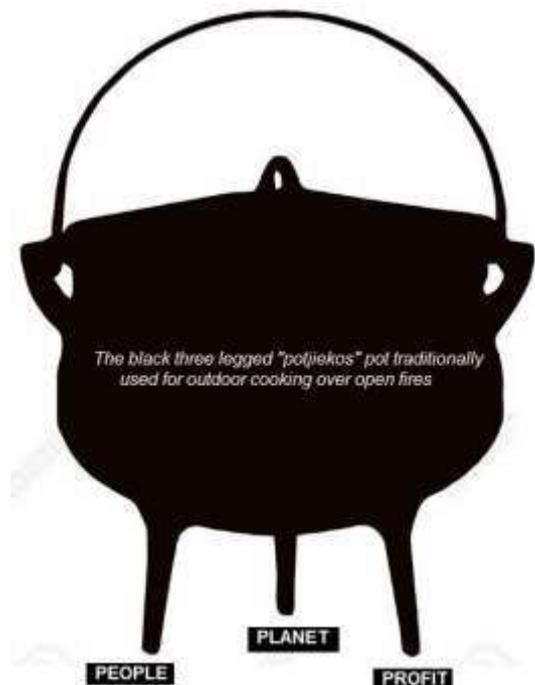
- the world’s highest Bungee Jump at Bloukrans
- Ziplines at Witelsbos
- Canopy Tours and White Water Tubing at Storms River Village
- Shark Cage Diving in Mossel Bay
- Sky Diving in Plettenberg Bay
- Scuba Diving
- Lilo and Kayaking and
- Otter-, Tsitsikamma-, and Dolphin- hiking trails in the Tsitsikamma National Park.

SUSTAINABLE TOURISM

Sustainable tourism strives to incorporate and uphold responsible tourism practices so that future generations will be able to experience and enjoy the tourism attractions and activities.

Responsible sustainable tourism needs to balance People, Planet and Profit, like the traditional South African “Potjiekos Pot” that rests on three legs.

All three elements must contribute and benefit from Adventure Tourism, and sustainable practices should be incorporated in every adventure tourism company, to ensure sustainable tourism that will benefit the tourists, the company and the community for years to come.



4.2 PROBLEM STATEMENT

South Africa is “A world in one country. Whatever you are looking for, it is right here”.

Due to our cultural and natural diversity, wildlife, weak monetary unit, and of course a variety of amazing adventure tourism activities, South Africa is a real value for money adventure tourism destination.

There are a number of threats caused by adventure tourism activities:

- Mass tourism can have various negative effects.
- Natural resources can be exploited.
- Local communities can be influenced negatively.

4.3 RESEARCH ON SUSTAINABLE ADVENTURE TOURISM

We did most of our research on Storms River Adventures (SRA) which is situated in the Tsitsikamma, Eastern Cape Province of South Africa.

This Eco Adventure company was established in 1998 by Ashley Wentworth. It has been a Fair Trade accredited company since 2004 and up to 2009 was the only Fair Trade accredited Adventure Company in the world. Their main objectives and passion, as seen in their ten point commitment statement, is poverty reduction and to empower the local community.

It is a company that strives to incorporate sustainable adventure tourism and it has received numerous awards for practicing sustainable principles over the years.

Adventure experiences offered by Storms River Adventures includes:

- **Tsitsikamma Canopy Tours.** Glide along a harness, on steel cables, 30 meters above the forest floor, enjoying the beauty of the indigenous forest.
- **Woodcutters Journey.** Enjoy and experience a journey down the old Storms River Pass experiencing the indigenous forest from a comfortable, specially designed vehicle. Follow the age old elephant trail while passing indigenous yellow wood and stinkwood trees . Enjoy a delicious lunch at a beautiful picnic site.

- **The Human Tree.** See and experience this 500 year old Yellowwood “forest guard”.
- **Team Building activities.**

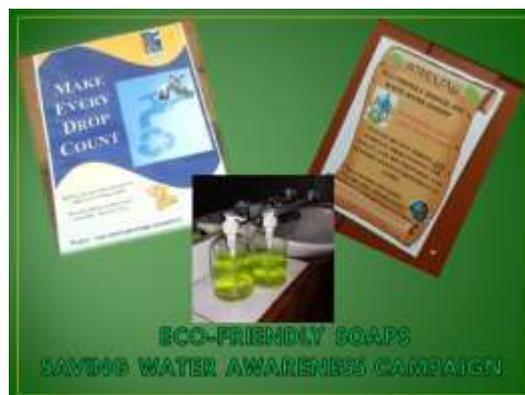


In our research we have found that Storms River Adventures incorporates sustainable tourism practises in the following ways:

ENVIROMENTAL RESPONSIBILITY

SRA protects the quality of the fresh Tsitsikamma water by:

- using a bio-degradable water system to ensure that waste water flowing into the forest is clean and does not pollute the rivers.
- using a separate drain for the vehicle wash bay to prevent contamination.
- testing fresh water from the borehole once a month by a local laboratory.
- protecting the diesel pump with a cement wall to prevent spillage of diesel into the environment.
- using eco-friendly soaps and saving water by placing awareness posters in bathrooms for tourists to read.



SRA strives to reduce their carbon footprint.

- Electricity is saved by creating awareness of the need switch off unnecessary electrical appliances and by using energy saving bulbs.
- They have an extensive recycling depot where waste products are recycled in the following categories:
 - A: Tins, cans and metals
 - B: Plastic
 - C: Glass and bottles
 - D: Paper
 - E: Wet waste
 - F: Oils – cooking and engine oils.
- Labelled recycling bins are used throughout the company
- Awareness of the need to recycle is created by means of posters.
- Waste is reduced by not using any disposable cutlery and crockery in the company.
- The use of fuel is reduced by using local suppliers within the radius of 65km where possible. The employees are transported by bus instead of private cars and tourists are transported to the forest in one vehicle in specific time frames.

SRA protects the beautiful indigenous forest by using the following methods:

- The centuries old yellowwood trees used for the Zip lines are protected by non-permanent structures that, if one day removed, will leave the forest in its pristine condition.
- There are no nails penetrating the trees and the platforms used for the Zip lines are built on tension.
- The cables holding the platforms are protected by hose and rubber patches so as not to damage the trees in any way.
- The strongest and most flexible trees are selected for the Zip lines platforms.
- The company cleans the forest once a week to pick up waste products like water bottles that tourist might have dropped on the tour.
- The walkway out of the forest is protected with erosion proof ladders to the base of the trees and a wooden boardwalk at the exit of the Canopy Tour, has been built to prevent erosion.
- Environmental training is provided to the staff, local children and tourists.

SOCIAL RESPONSIBILITY:

SRA fulfils their social responsibility by:

- providing 4 meals per week to 240 primary school children for the past 13 years. Many of these children do not receive a decent daily meal at home. Meals are delivered to the local primary school and are supplied by Storms River's catering company.
- sponsoring water tanks to the community to ensure fresh drinking water to the locals.
- caring for the animals of the community by sponsoring a monthly clinic conducted at the community centre in conjunction with local vets. This program involves dipping, mange treatment, sterilization campaigns, animal trauma treatment and an inoculation program. The positive impact is that children are taught a value system and responsibility.
- uplifting the community through training. The company organizes First Aid training and FGASA tour guide training, which helps the local youth to obtain jobs.
- providing a qualified HIV- counsellor from the community who gives knowledge and support to the people to ensure a healthy community. Condoms are kept on the premises and distributed in all bathrooms. Literature and informative posters on HIV/AIDS are available in the workplace and the HIV/AIDS program is extended to the families of all employees.
- regular drug testing of employees is done to ensure a safe and drug-free community and thus provide a safe environment for the tourists.
- supporting local initiatives such as cleaning the village. They give food to the children who are involved with helping clean the village.
- Storms River Adventures ensures that the community benefits from the company as much as the company benefits from the community. An uplifted community is a happy community and they will strive to deliver service excellence to the tourists in a safe environment that will lead to a win-win situation for all.

ECONOMIC RESPONSIBILITY

Economic sustainability is very important to Storms River Adventures. For an adventure tourism company to be sustainable they need to ensure money is wisely spent. A Fair Trade company needs to ensure fair prices are paid and also fair fees are charged.

SRA fulfils their economic responsibility by:

- **Creating Jobs:**
The Company employs 45 full time and 40 part time staff from all surrounding communities. Unemployment in the area is about 56% and poverty is a real problem. The socio economic issues of crime, drug and alcohol abuse can only be addressed if poverty is tackled head on. The first priority of Storms River Adventures is to put food on the table of the unemployed.

- **Creating entrepreneurial opportunities:**

- Storms River Caterers consist of 5 women, from the local community, who supply 36000 meals per annum to tourists, in a restaurant that is run by the company.
- Adventure Footage is a small Audio Visual Company supplying DVDs to Treetop Canopy Tours and Woodcutters Journey clients.
- SRA identifies crafting talent within the community and facilitates such talent. Storms River Adventures provides a retail outlet for the sales of arts and crafts by local craftsmen.

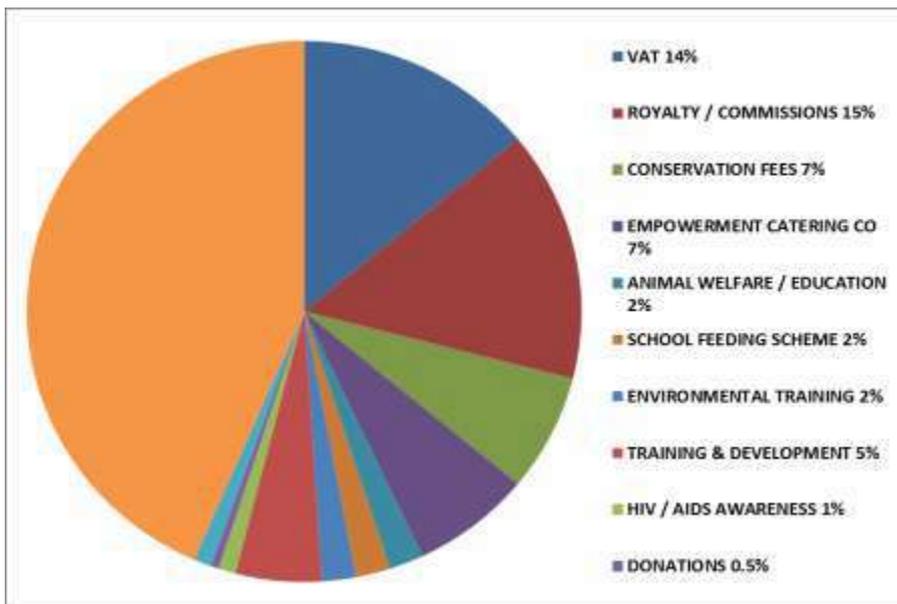


- They contribute to the *multiplier effect* in the area because money coming from adventure tourists is used over and over in the community. They strive to stimulate the local economy by purchasing 56% of all goods and services locally. This ensures that the money goes into the community and uplifting it. It also ensures that there is no leakage of money. All the accommodation establishments have benefited by way of extra bed nights including SANPARKS. The Canopy Tour generates about R6 132 000 in accommodation per annum. Restaurants in the Tsitsikamma spend an average of R100 000 on food and beverages per annum. Tourists also spend money at restaurants, garages, supermarkets and other adventure activities.



- **BUDGET PLAN**

Storms River Adventures is transparent when it comes to their budget.



VAT 14%	14%
ROYALTY / COMMISSIONS 15%	15%
CONSERVATION FEES 7%	7%
EMPOWERMENT CATERING CO 7%	7%
ANIMAL WELFARE / EDUCATION 2%	2%
SCHOOL FEEDING SCHEME 2%	2%
ENVIRONMENTAL TRAINING 2%	2%
TRAINING & DEVELOPMENT 5%	5%
HIV / AIDS AWARENESS 1%	1%
DONATIONS 0.5%	0.5%
CRAFTING INITIATIVES 1%	1%
REMAINING 43.5%	43.5%

4.4 PROBLEMS ASSOCIATED WITH SUSTAINABILITY IN ADVENTURE TOURISM

The following can be threats to Sustainable Adventure Tourism:

- If the Economic, Social and Environmental pillars are not balanced, adventure tourism will not be sustainable. Fly-by-night entrepreneurs, who are only interested in enriching themselves, and who do not care about local communities and our natural resources, will cause the economic leg to grow and money will be lost due to leakages.
- Mass tourism can lead to the destruction and exploitation of natural resources and erosion on hiking trails. The crime rate can increase, making it unsafe for the tourists and the local people. A lot of pressure can be put on the infrastructure, and the prices of goods will increase. It can cause visual and noise pollution and less privacy for the local people. The local community might lose their own habits and cultural traditions while socializing with foreigners. South Africa's diverse cultures attract tourists, but will no longer attract them if we fail to express our unique cultures.
- The environment can also be harmed by the poaching of endangered species, by using rare indigenous wood to make campfires and by using material from endangered species to make souvenirs.
- Natural disasters like floods and veld fires can destroy tourism infrastructure and the pristine beauty of an area. Tourists can lose their possessions or even their lives. This can have a very negative effect on tourism in a country, because tourists will be afraid to visit the country or the destinations where natural disasters occur often. The tourism industry will decline, employees will lose their jobs and poverty will increase.

- Bad weather conditions may hamper outdoor activities, causing tourists and adventure companies to lose money.
- Adventure tourism is often a seasonal industry, which discourages young people from pursuing a career in tourism.
- If tourists behave in a way that offends local communities and do not respect the privacy and culture of locals, people will not have a positive attitude towards tourists and tourism businesses.

5. FINDINGS AND CONCLUSION

In our research, we found that the adventure companies we have visited in the Tsitsikamma area, apply sustainable principles. They balance People, Planet and Profit and provide excellent customer service. They place a high priority on the safety of the adventure tourist by using excellent safety equipment. They give thorough briefings before the start of an activity.

The adventure companies in the Tsitsikamma are spread out over about 100km. There are a variety of places to stay and eat and the road infrastructure is excellent, thus very little pressure is put on the infrastructure, except over December holidays, when everybody wants to experience our beautiful area.

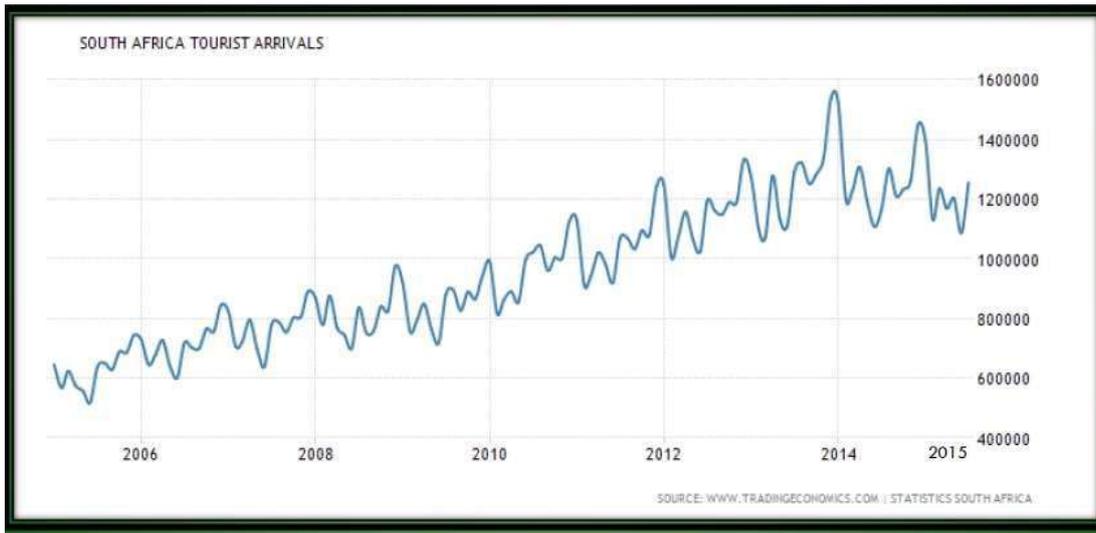
In the Tsitsikamma we experience a moderate climate all year round. Apart from the occasional veld fires and floods there is no danger of destructive natural disasters.

In our research we found that Storms River Adventures prepared itself for the problems associated with adventure tourism. As shown in the case study, they do a lot to protect natural resources and they care for the community.

The company provides effective marketing strategies to prevent an “off season” and they also save money for the rainy days. They have a limited number of permanent staff members and work with casual staff during holidays and high season. They also have security cameras on the premises to prevent crime.

We have concluded that Storms River Adventures is an excellent example of a sustainable adventure tourism company and are an example for others to follow.

INCREASE IN TOURIST ARRIVAL 2005 - 2015



While doing our research we realised that the diversity of natural beauty and weather conditions in South Africa, which create the perfect platform for the variety of sustainable adventure activities, contributed to the increase in tourist arrivals in South Africa over the last 15 years. There was a bit of a decline in tourism to South Africa in the first half of 2015, due to the new visa regulations, which require all minors to travel with unabridged birth certificates.

We believe that because South Africa is “A World in One Country” and because of sustainable principles which are practised by adventure companies; adventure tourism will ensure that tourism to our beautiful country will be sustainable and growing.

If there is NO TOURISM in our country, there will be NO FOOD and NO FUTURE for our future generations.

We want to invite all of you to bring your friends and come and visit our beautiful country and experience our amazing adventure in order to put food on our tables and ensure a bright future for our youth.



6. GRATITUDE

We would like to thank the following people who helped us with our research project:

- Anneline Wyatt: Managing Director Storms River Adventures
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- Paul Sauer High School Governing Body
- Under the Milkwood
- Face Adrenaline Bungy
- Tsitsikamma Segway Tours
- Tenikwa Wild Cat Sanctuary
- Tsitsikamma Falls Adventures
- Africanyon Abseil
- Untouched Adventures
- All learners from Paul Sauer High School for their support.

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Judy Woodgate Tsitsikamma Crystal

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8. TEACHER'S GUIDE

8.1 Introduction

This teacher's guide is based on a case study on **Sustainable Adventure Tourism practised by Storms River Adventures in the Tsitsikamma, Eastern Cape Province of South Africa**. It contains educational resources that will assist learners to:

- gather knowledge on: South Africa as an adventure tourism destination and the marketing of a tourist destination to a specific target group.
- understand the importance of conservation of natural resources by UNESCO to ensure sustainable tourism.
- understand the concept and importance of responsible tourism practices to ensure sustainable tourism in a country.
- investigate the responsibility of tourism companies to ensure sustainability in tourism.

8.2 The case study will develop the following skills

- sourcing information through the internet, libraries, newspapers, brochures and magazines.
- improving visual, symbolic, verbal and non-verbal communication skills.
- using critical and creative thinking to identify and solve problems.
- working individually and with others in a group to solve problems.
- designing and creating a marketing instrument for a specific target market.
- calculating time zones and exchange rates.
- developing a sense of responsibility towards tourism in your country and when travelling to another country.

8.3 How to use this guide

The activities have been designed in line with the South African school curriculum and material is designed for Grade 10 and 12 learners in the Tourism Learning Program. Activities are designed to be flexible - please adapt them, using your own environment and specific examples from your country. Use the PowerPoint Presentation and Case study as resources.

The teachers' guide contains the following:

Activities:

- Learner activities and different forms of assessment

Attachments:

Learning activities - Activities/worksheets are to assist educators in using this case study to encourage learners to learn more about sustainability in Adventure Tourism. The activities are learner centred and have been compiled in such a manner as to encourage responsible learning through self study.

Assessment sheets with rubrics - Help to assist educators in assessing learners, to determine whether the aims/objectives have been met and the outcomes reached.

We trust that you will find these educational resources useful.

ACTIVITY 1 : GROUP ACTIVITY

In groups of six, read the following case study about South Africa and answer the questions that follow:

SOUTH AFRICA is situated at the southern tip of the African continent where the Indian and Atlantic oceans meet. It is a beautiful country and a “must see tourist destination”, “a world in one country”. As South African Tourism's new domestic marketing campaign states: “Whatever you're looking for is right here.”

It is a country with a rich natural and cultural diversity.

South Africa's scenic wonders are legendary. UNESCO World Heritage sites such as uKhahlamba Drakensberg, Richtersveld Cultural and Botanical Landscape, iSimangaliso Wetland Park, the Cape Floral Region and Table Mountain showcase our natural resources. In most of the 21 National Parks the Big 5 can be seen.

A coastline of nearly 3,000 km consists of rocky shores, river mouths and exquisite sandy beaches.

The country has a population of about 52-million people, known as the Rainbow nation. This is a term coined by Archbishop Desmond Tutu to describe the wonderful diversity of people striving to live in peace with each other. The population consists of people of various origins, cultures and religions, and South Africa has 11 official languages with English most widely understood and used.

South Africa has world class tourism facilities such as sport stadiums, three international airports, conference facilities, a well-developed communication infrastructure, active WiFi hotspots across the country and extensive road- and rail infrastructure. Tourists can pick from a variety of places to stay and enjoy our interesting rainbow cuisine.

Sunny South Africa has a moderate climate. Great weather invites you to enjoy the outdoors all year-round. In urban areas tap water is usually of high quality and safe to drink and most of South Africa is malaria-free.

The country is a pioneer and global leader in responsible tourism. South Africa is recognised as the leading sub-Saharan tourism destination and the adventure capital of the world. With over 130 adventures, there is something for everyone, from mountain walks and game drives to bungee jumping and shark cage-diving.

Over and above all these reasons, with the current exchange rate of 15 ZA Rand against the Euro, it is a real “value for money” tourist destination.

QUESTION 1

In your group, discuss TEN reasons why you would like to spend a gap year in South Africa. (10)

QUESTION 2

Use the knowledge gathered in question one and design a marketing brochure which the South African Department of Tourism can use to attract gap year tourists from foreign markets to visit South Africa. The instrument should demonstrate the assumption that "South Africa is a world in one country." (20)

QUESTION 3

Use the internet and other sources, and do research about UNESCO World Heritage Sites. Report your findings under the following headings:

- 3.1 Explain the acronym UNESCO (1)
- 3.2 Explain the role that UNESCO plays regarding world heritage sites. (3)
- 3.3 Give TEN criteria that an attraction must adhere to, to be proclaimed as an UNESCO World Heritage Site. (10)
- 3.4 Discuss the importance of protecting natural areas globally as World Heritage Sites. (2)
- 3.5 Indicate four possible positive impacts that a World Heritage site can have on the economy of a country. (4)

TOTAL: 50

ACTIVITY 2: SUSTAINABLE PRACTICES IN ADVENTURE TOURISM

Read the case study on sustainable adventure tourism practised by Storms River Adventures (SRA) and answer the questions.

STORMS RIVER ADVENTURES (SRA) PRACTICES RESPONSIBLE PRINCIPLES TO ENSURE SUSTAINABLE TOURISM

ADVENTURE TOURISM

Adventure tourism usually takes place in unique, remote areas and requires certain levels of physical activity and provides an adrenalin rush.

SUSTAINABLE TOURISM

Sustainable tourism strives to incorporate and uphold responsible tourism practices so that future generations will be able to experience and enjoy the tourism attractions and activities.

Responsible sustainable tourism needs to balance People, Planet and Profit like the traditional South African “Potjiekos Pot” that rests on three legs.

SRA FULFILS THEIR ECONOMIC RESPONSIBILITY AS FOLLOWS:

The Company employs 45 full time, and 40 part time staff from all surrounding communities. Unemployment in the area is about 56% and poverty is a real issue. The socio economic issues of crime, drug and alcohol abuse can only be addressed if poverty is tackled head on.

They create entrepreneurial opportunities; for example Storms River Caterers, that consist of 5 women from the local community, supplying 36 000 meals per annum to tourists in a restaurant that is run by the company. Adventure Footage is a small Audio Visual Company supplying DVDs to Treetop Canopy Tours and Woodcutter’s Journey clients. Storms River Adventures provides a retail outlet for the sale of art crafts by local craftsmen.

SRA contributes to the MULTIPLIER EFFECT in the area because money coming from adventure tourists is used over and over in the community. They strive to stimulate the local economy by purchasing 56% of all goods and services locally. This ensures that the money goes into the community, uplifting it and that there is no leakage of money. All the accommodation establishments have benefited by way of extra bed nights including SANPARKS because The Canopy Tour generates about R6 132 000 in accommodation per annum. Restaurants in the Tsitsikamma spend an average of R100 000 on food and beverages. Tourists also spend money at restaurants, garages, supermarkets and other adventure activities.

SRA FULFIL THEIR SOCIAL RESPONSIBILITY AS FOLLOWS:

Storms River Adventures has provided 4 meals per week to 240 primary school children for the past 13 years. Many of these children do not receive a decent daily meal at home.

They have sponsored water tanks to the community to ensure fresh drinking water to the locals. The company helps to care for the animals of the community by sponsoring a monthly clinic conducted at the community centre in conjunction with local vets. The company organises First Aid Training and FGASA tour guide training, which help the local youth to obtain jobs. They have a qualified HIV-counsellor from the community providing knowledge and support to the people to ensure a healthy

community. Condoms are kept on the premises and distributed in all bathrooms. Literature and informative posters on HIV/AIDS are available in the workplace and the HIV/AIDS program is extended to the families of all employees.

Workers are also regularly tested for drugs to ensure a safe and drug-free community and thus provide a safe environment for the tourists. Local initiatives such as cleaning the village are supported.

Storms River Adventures ensures that the community benefits from the company as much as the company benefits from the community. An uplifted community is a happy community and they will strive to deliver service excellence to the tourists in a safe environment that will lead to a win-win situation for all.

QUESTION 1

Use the internet or a dictionary and define the following terminology:

1.1 Sustainability: _____ (2)

1.2 Adventure Tourism: _____ (2)

QUESTION 2

2.1 Name the three pillars of Sustainable Tourism that have to balance for tourism to be responsible. _____

_____ (6)

2.2 Apart from creating jobs and entrepreneurial opportunities, state three other positive economic influences of the company on the local community. (6)

2.3 Explain five ways in which the local community benefits from sustainable social principles, practiced by Storms River Adventures. (5)

2.4 Recommend three points that can be included in SRA's environmental policy regarding road transport, to reduce their carbon footprint. (3)

2.5 "Responsible travel is about holiday experiences that enable tourists to get a little bit more out of their travels and give a little bit more back to destinations and local people. When we visit beautiful places, it is natural to want our holidays to have a positive impact on local people and the environment in which they live."

[Adapted from www.responsibletraveller.co.za]

2.5.1 Describe six disadvantages that irresponsible tourism behavior could have on an area and community. (6)

2.5.2 Compile a ten point "Code of Conduct" that an adventure tourist should adhere to when travelling to a foreign country to enjoy the natural beauty of that country and experience the adventure activities it offers. (10)

2.6 Write a paragraph to debate the advantages of training and employing local people by an adventure tourism business versus employing trained staff that have got experience as adventure tourism guides. (10)

TOTAL: 50

GRAND TOTAL: 100

ASSESSMENT INSTRUMENT - GROUP ACTIVITY 1

Group: Group leader.....

Learner reporting back:

Group members:

1. 2.
3. 4.
5. 6.

GROUP ASSESSMENT:

CRITERIA	1	2	3
1. All the group members understood the task and knew what they had to do.			
2. Each group member had a chance to participate and contributed to the task at hand.			
3. Group members gave one another a chance to explain their opinions and respected one another's opinion.			
4. There was discipline and work ethic within the group.			
5. The group could give solutions to the questions.			
6. Group members motivated and encouraged one another during the task.			
7. The group leader could summarise and report our solutions efficiently.			

QUESTION 1

Learners were able to identify TEN reasons, from the case study, for gap year tourist to visit South Africa from the case study. (10)

QUESTION 2

ASSESSMENT INSTRUMENT : MARKETING BROCHURE

CRITERIA	Possible mark	Mark given
Ten different aspects of South Africa as a destination of choice , are shown in the marketing brochure	10	
A map is included to show the position of South Africa	2	
The marketing brochure is trendy and will catch the interest of the target market, gap year tourists	2	
The type of marketing brochure will appeal to gap year tourists	2	
The information in the marketing brochure is clear and informative	2	
Contact details are given	2	
TOTAL	20	

(20)

QUESTION 3

3.1 United Nations Educational, Scientific and Cultural Organisation. (1)

3.2 UNESCO identifies, proclaims and protects areas as world heritage site. (3)

3.3 Selection criteria

- (i) to represent a masterpiece of human creative genius;
- (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (vi) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.
- (vii) to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

- (viii) to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- (ix) outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- (x) to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation. (10)

(Source : <http://whc.unesco.org/en/criteria>)

- 3.3 To protect cultural heritage and natural heritage from destruction by the traditional causes of decay, but also by changing social and economic conditions.

To protect cultural or natural heritage of global importance from deterioration or disappearance.

To provide knowledge about conservation and protection of the world's heritage.
Or any other correct answer (2)

- 3.4 More tourists are attracted to the country.
More FOREX is earned by the host country.
The effect of the multiplier effect will increase
The tourism industry will contribute more to the gross domestic profit of the country.
More jobs will be created and poverty will decrease.
The standard of living of the local community will increase.
Tourism infrastructure will improve.
More foreign investors will invest in the country (Any 4) (4)
[50]

ASSESSMENT INSTRUMENT FOR ACTIVITY 2

QUESTION 1

Sustainable tourism uses resources responsibly and strives to balance environment, economy and society in order for tourism to there for future generations (2)

Adventure tourism usually takes place in unique and remote areas. it requires a certain level of physical activity and ensures a huge adrenaline rush (2)

QUESTION 2

2.1 People (society), Planet (environment) and Profit (economy) (6)

2.2 Create jobs for local people.
Poverty is relieved.
They contribute to the multiplier effect in the area. (6)

2.3 Children at the local school receive meals four times per week.
Jobs are created ant the company.
Entrepreneurs are given the opportunity to sell their products
Training is given to local people to empower themselves
The local people are proud of the company and because they benefit from the company and tourism, they develop a positive attitude towards tourism. (5)

2.4 They buy local products.
They transport their employees by bus instead of private cars.
They transport the tourists in groups and only at specific time frames to the forest. (3)

2.5.1 When tourists behave irresponsibly and do not respects locals and the environment, tourism can cause visual and noise pollution.
Local people will have less privacy.
The prices of goods will increase.
There may be a higher crime rate making the area unsafe for tourists and the local people.
Hiking trails can be eroded.
A lot of pressure can be put on the infrastructure.
The local community may lose their own customs and cultural traditions while socializing with foreigners. (6)

2.5.2 A ten point "Code of Conduct" for adventure tourist:

- Do research about the culture and environment before you visit an area.
- Learn a bit of the language of the country you are going to visit.
- Respects the privacy of others.
- Take only photos and leave only footprints when in nature.

- Stay on designated footpaths and roads.
 - Do not feed animals in the wild.
 - Use electricity and water wisely.
 - Do not use indigenous wood for fires.
 - Ensure that all camp fires are put out.
 - Purchase souvenirs from local entrepreneurs.
 - Pay fair prices for the products
 - Ensure products are not manufactured using endangered species.
 - Experience the local cuisine. (Or any other suitable answers)
- (10)

2.6 A paragraph to debate the advantages of training and employing local people by an adventure tourism business versus employing trained staff who have experience as adventure tourism guides was written. Arguments are valid, coherent and logical.

(10)

[50]

GRAND TOTAL: 100