



CONFERENCE
Strategies to Overcome Poverty & Inequality
"Towards Carnegie III"
University of Cape Town, 3 - 7 September 2012



This paper was presented at "Towards Carnegie III", a conference held at the University of Cape Town from 3 to 7 September 2012.

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TOURISM, EDUCATIONAL TOURISTS, AND GLOBAL MOBILITY: STRATEGIES FROM THE TOURISM INDUSTRY TO ADDRESS POVERTY AND INEQUALITY IN SOUTH AFRICA

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INTRODUCTION

The government led by the African National Congress (ANC) from the 1994 elections adopted the Reconstruction and Development Plan (RDP) as a programme of action to arrest poverty, unemployment and inequality. "For a long time, tourism was seen as a 'minor' industry, but at the end of the 1990s, it had moved to centre stage" Ferreira (2007:194). *White Paper on the Promotion and Development of Tourism in South Africa* (1996) had identified that tourism more than any other sector has the potential the objectives of the RDP. According to the *Development Indicators Mid-Term Review* by The Presidency (2008) noted that tourism outperforms other economic sectors in terms of job and growth as tourism grew rapidly between 2004 and 2006 at a rate of 12.9 %. "South Africa's travel and tourism economy directly and indirectly account for 1 148 000 jobs, representing 6.9 % of total employment and R 72.5 million of GDP, equivalent to 7.1 % of total GDP. The South African story is that (Rogerson, 2002) tourism development may be driven by the imperative for localities to secure new economic activities in order to create employment and growth as traditional industries decay or decline. Both the mining and agricultural sectors were declining in their contribution to Gross Domestic Product (GDP). The focus on tourism, located in the services sector is that the use of industrialisation as a path to growth has its limitations, whilst rapid growth can be achieved through the development of the services sector of the economy according to Sheeham (2008). Tourism has been prioritised by the government as one of the five economic growth sectors on which it will focus its efforts to support investment and facilitate growth according to South African Tourism (2007). The tourism industry is one industry that has grown in leaps and bound since the watershed moment in 1994.

The tourism industry has appeared (Lowitt, 2006) as a priority sector in every government policy related to economic growth and sector strategies since 1994. Before the first democratic election in South Africa in the year 1994, the tourism industry was not a major economic activity and contributor to GDP. The plethora of repressive apartheid laws ensured that the tourism industry did not cater for the previously neglected people as (Rogerson & Lisa, 2005) South Africa's black population as "not welcomed" at tourist facilities. Hence the Tourism White Paper (1996) has noted that tourism development in South Africa was largely a missed opportunity. Repressive laws ensured that previously neglected groups could not travel freely within South Africa and in addition Ntuli &

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Potgieter (2001) South Africa was blacklisted by many foreign governments as a prohibited tourist country. According to Rogerson & Visser (2005) the impact of urban tourism was small because it was constrained under apartheid by the limitations of free movement of people in and to cities. The 1994 elections was a watershed moment as the destination was opened and increasing international tourists started to visit South Africa. Domestic tourism is also promoted aggressively by South African Tourism (Rogerson & Lisa, 2005) through the *Sho't Left* campaign.

According to Saayman *et al.* (2001) the promotion of domestic tourism can stem foreign exchange outflow by reducing the number of locals that travel to foreign countries. A reliable and robust domestic tourism market is imperative for the long term sustainability of the tourism industry. The Tourism White Paper (1996) had noted that the country's tourism attractiveness lies in its diversity. "South Africa is rich in tourist attractions. These include *inter alia*, accessible wildlife sanctuaries, unspoiled landscapes (beaches), wilderness areas and indigenous forests, diverse cultures, a generally sunny and mild to hot climate and a well-developed infrastructure" Ntuli & Potgieter (2001: 60). The growth in tourism in South Africa during the past ten years resulted in the development of various types of tourism such as: eco-tourism, cultural tourism, adventure tourism, business tourism, sports tourism and event tourism (Strydom *et al.*, 2006). Tourism is regarded as an attractor of foreign exchange *par excellent*. The export earning that tourism receives will create balance of payment stabilisation, allowing for more transparent and predictable exchange rates assisting to reduce the variations in real interest rates according to Robertson (2002). The Victoria & Alfred Waterfront development in Cape Town (Ferreira & Visser, 2007) is a good example where the transformation from production as a port to consumption in terms of a waterfront which is one of the top destinations in South Africa. It now occupies a role as a leisure space, giving the port a dual purpose in addition of being a growth point for the surrounding areas where property prices have increased significantly. Tourism can mitigate against the drop in prices in many agricultural products which are the main sources of export for many developing countries.

Poverty reduction is one of the goals of the Millennium Development Goals (MDGs). Economic growth is a necessary condition for poverty reduction according to Kadima (2007). However, economic growth is not a sufficient condition for poverty reduction, as concerted steps must be put in place to lift the poor out of poverty. The boom in the global economy has not strongly translated into decent new jobs: for every percentage point of global growth, formal sector employment has risen only by 0.3 percent according to the United Nations Development Programme *Annual Report 2007* (2007). Bass *et al.* (2005) noted that the poor not only have inadequate and unstable income, they lack material assets, and safety nets to mitigate and have little voice in political institutions to benefit their condition. The incidence of poverty makes the poor voiceless and powerless. According to Aliber (2002) the formal sector has experienced a net decline of 800 000 jobs between 1994 and the first quarter of 2002. The two most dominant economic sectors in South Africa namely agriculture and mining have been experiencing increased global competition, declining employment and increased mechanisation. The South Africa economy has traditionally centred on the mining industry and the big metropolis of Johannesburg is still regarded as the "City of Gold".

Tourist consumption is important to many destinations as local residents increase their local expenditure on day visit whilst out of town tourist inject needed capital in the local economy. "Tourists usually consume a bundle of goods and services while travelling and the key elements of such a consumption bundle may be identified within five broad commodity groups: accommodation, food, transportation, shopping and entertainment" Divisekera (2010:631). The tourism industry combines primary (land, labour, etc.) and intermediate (hotels, shops, mode of transport, etc.) inputs to produce intermediate outputs such as accommodation, meals or performances according to Sharpley (2004). The intermediate outputs are used to produce intangible experiences that are the final product that is valued. The tourist is therefore not just a recipients of service delivery but increasingly are part of the service delivery system, and therefore influence the experience. What is encouraging is that (Robertson, 2002) tourism in South Africa is unregulated in the sense that consumption by foreigners is not subject to controls. Besides the aspects of having a passport and visa (to certain countries), the industry is largely unregulated as can grow unimpeded as opposed to other sectors such as agriculture. This can be attributed to the fact that tourism is service which is an export product consumed at the destination area.

SMALL AND MEDIUM ENTERPRISES

Tourism facilitates the process of poverty alleviation and income distribution between countries, thereby contributing to a more balanced development in the world economies according to Satani, (2004). Tourism businesses have low barriers of entry that create the conditions for the majority of SMMEs ownership include family businesses, spouses, and extended family members. Community-ownership is also allowed and joint ventures can also be undertaken with local partners. Tourism is also attractive as it create the incentive for stimulating domestic production to cater for the needs of the tourism and the tourism product owners. Local production should be supported to ensure that the economic expenditure of tourists stays in the local economy and create further multiplier effect. The tourism industry is beneficial to the support infrastructure for tourism such as transport, financial, telecommunication, energy and distribution services according to Robertson (2002). A key feature of the tourism industry is that its fragmented and is dominated by the existence of many small and medium enterprises. However, small tourism enterprises co-exist with the established tourism enterprises. Whilst the largest number of tourism enterprises are small firms, the (Ndabeni & Rogerson, 2005) activities of large, vertically integrated and often multinational firms are the most powerful elements. The major tourism operators would according to Rogerson (2010) based on the mass-market model with everything the same, predictable and standard. The individuality that service is delivered by SMME establishments can never be rivalled by the established tourism operators.

Business tourism that includes the meetings, exhibitions, sports and entertainment sector of tourism has been growing at a phenomenal rate. Business tourists usually paid for by their employer for the purposes of travel are known to be price inelastic, more reliable and sustainable market, and there are opportunities to increase their expenditure. Pre-and-post conference travel packages have become a norm as destinations seek to increase the amount of money that these business tourists

contribute to the local destination. According to Dewar (2004) a quarter of all international business tourists to Cape Town participate in pre-and-post conference tours in addition to 20 % bringing along a partner. Tourism can be used as means of diversifying the economy of a country, destination or city/town. Cuba according to Peters (2002) in the 1970s diversified its economy to promote tourism and earn valuable foreign exchange. According to Ferreira & Visser (2007) the Victoria & Alfred waterfront has acted as a stimulus for developments in adjacent neighbourhoods. In the case of Cape Town, the Victoria & Alfred Waterfront (Ferreira & Visser, 2007) is the largest individual ratepayer in the City of Cape Town and pays fully for municipal utilities such as water, electricity and sewage.

The tourism industry requires that there is an enabling environment for the industry to function. Public and private sector players would ensure that there is infrastructure that is put in place support the tourism industry. Investment in tourism infrastructure would also benefit locals as this infrastructure is shared such as building of new roads, increase in airports capacity in the case of South Africa before the 2010 FIFA World Cup™ and better health and communications infrastructure. According to Robertson (2002) government spending on the tourism industry yields a return on investment on tourism is several magnitudes higher. In the case of Cape Town (Dewar, 2004) as part of a multi-dimensional strategy the city in 1990s lead to the greening of the city, through landscaping, infrastructure development and removal of graffiti and posters. Its quiet obvious, that the tourism industry yield a dividend for those local government municipalities that well governed. The pursuit of tourism by many developing countries has led to (Dinh *et al.* , 2011) infrastructure improvements (roads, airports, energy) to support the industry directly and indirectly as well as the trickle down benefits as this infrastructure can be used by locals and tourists. The growth of tourism will lead to improved air access for a destination and this will have a benefit for commerce and industry as air transport bring about efficiency and effectiveness in business performance. However, many African destinations including South Africa are long-haul destinations for international tourists and may be challenged by high costs of travel and low frequency of flights in addition to low integration of the continent to the global aviation industry.

“The generation of employment is one of the strongest recommendations for tourism. There are many labour –intensive features of its prominent sub-sectors. Typically, the skills required are low to medium” Robertson (2002:5). This means that instead of other industries that are capital intensive resulting in jobless growth, the tourism industry creates employment as the industry grows and there is greater demand. Indicative of the employment creation abilities of the tourism industry according to Ferreira & Visser (2007) of the jobs created by tourism consumption around the Victoria & Alfred Waterfront, 80% of them are new jobs. Peters (2002) confirms that the tourism industry would continue to create demand for high skills as opposed to the image that all tourism jobs are of a low skill and competencies. The expenditure by tourists not only has direct impacts on the economy but there are significant indirect benefits that impact positively on the productive sectors of the economy , making the contribution of tourism greater than it seems according to Saayman *et al.* (2000). According to Turco *at al.* (2003) the Durban Events Corporation (DEC) in the financing of events in the Durban area, it had been indicated that for every R1 spend from the public purse, R77 was generated by the private sector.

RURAL DIVERSIFICATION AND URBAN REGENERATION

Tourism can be used as a means of changing the landscape of many urban areas challenged by decline and revitalise them. Tourism can be one of the means used to reclaim urban areas that are negatively affected by urban decline. As noted by Dirsuweit & Schattauer (2004) Johannesburg is not a traditional tourist site and holiday tourism does not take up the tourist focus as it does in places such as Cape Town and Mpumalanga. However, the contribution of urban tourism has been downplayed in as much as it constitutes a major market for tourism. Research conducted by the Centre for Development Support (2004) notes that Bloemfontein is not a leisure destination, but is frequented by business tourists. The city can capitalise on the business market and use its central location as a means of attracting regional and local conferences and the business tourism will benefit leisure tourism. Urban tourism has grown in leaps and bounds in the Johannesburg-Pretoria metropolis with a focus on business and shopping tourism. Pretoria is the seat of government at the Union Buildings, as administrative capital city of the country and has many embassies or consulate missions. "Internationally one of the most "urban" of tourism product offerings relate to gay tourism" Rogerson & Visser (2005:69). Furthermore, Rogerson & Visser (2005) noted that in the post 1994 era, there has been an urbanisation of casino gambling.

"Rural towns once servicing local farming communities are now forced to look towards other economic sectors as farming units consolidate, become ever larger with fewer workers" Visser & Kotze (2008: 2588). Research conducted by Ferreira (2007) in the Western Province of South Africa (Hermanus, Knysna, Mossel Bay and Oudtshoorn), the small rural towns and cities indicates that these towns are using tourism as means of economic diversification from mainstream agriculture. Route tourism linking geographically separated tourism destination has been successfully built around the "wine route" and "garden route". Rural areas must not just provide a pleasurable visitor experience, there is a need to ensure that there is a general improvement of the quality of the lives of the local population. Tourism will not benefit the local economy and local residents, unless if deliberate steps are taken to include them in the tourism value chain. The provision of services such as accommodation, tour guiding and curios by locals will ensure that locals start their own businesses and retain the expenditure injection in the area. The local ownership of certain aspects of the tourism product will ensure that the local community benefits from tourism, a type of pro-poor tourism. Rural areas with marginal and declining economic bases increasingly use tourism as a means of creating employment. "After a major economic and social restructuring in rural areas with subsequent job losses because of technological innovation and changed agricultural practices, tourism offers a substitute or complementary source of employment" Ferreira (2007:195).

The aim of pro-poor tourism is to unlock opportunities for the poor rather than expanding the overall size of the sector according to Ntshona & Lahiff (2003). The challenge was that tourism under conditions of mass tourism created followed a path similar to dependency where the tourism destination (at the periphery) would be dependent on tourists, tourism know-how and investment

from the centre and the majority of the profits would be repatriated to the centre. Pro-poor tourism is not just economic, it yields social, cultural and cultural benefits for poor people and poor communities. The tourism industry has the ability to redistribute wealth and economic opportunities where concerted steps are taken to include poor and marginalized people in what is romanticized as *pro-poor tourism*. Tourism redistributes money brought about from rich nations to poorer nations. The consumption of tourism creates pollution and in many cases tourists destroy what they came to see. "As opposition has risen to tourism because of its negative impacts and failure to deliver the jobs, economic growth and development that it as promised, the tourism industry has embraced sustainability and most recently poverty alleviation in order to justify its continued support and acceptance" Higgins-Desbiolles (2008: 349). "Tourism contributes to environmental protection, conservation and restoration of genuine heritages, biological diversity and sustainable use of natural resources...Tourism protects and creates economic value for resources which otherwise have no perceived value to residents, or are regarded as a cost rather than a benefit" Satani (2004:35).

SAFETY AND SECURITY: PEACE THROUGH TOURISM

"The most conventional way to interpret the relationship between tourism and peace is to assert that the cross-cultural encounter of international tourism fosters more harmonious relations" Higgins-Desbiolles (2008: 348). According to George (2003:575) "despite the steady increase the popularity with the international community, South Africa has developed a reputation for being an unsafe place to visit. This is not surprising as South Africa has extraordinary high levels of violent crime". Developing countries are at a disadvantage when compared to the developed countries as they may lack the resources to mitigate the negative impact of crisis and re-open the industry to business again. The Arab Spring uprising in North Africa has impacted negatively on the number of tourists that would seek to visit the region and either choose other destinations or delay their arrival. Closer to home, the associated violence in Zimbabwe led to a dwindling of tourist numbers. The Rwanda genocide, the Tiananmen Square massacre, and the terrorist attack in India are all examples of events that affected safety and security. The terrorist attack on the US on 11 September 2001, are by far the worst terrorist attack that had a negative effect on tourism. According to the Institute for Economics & Peace (2008) the tourism industry in Kenya saw \$1 billion in losses as a result of the bloody turmoil after the disputed election results in 2008. As noted by Upadhayaya *et al.*, (2011) tourism, conflict and peace exist in a reciprocal triangular relationship in which each impacts on the other. Therefore, peace is a precondition for the development and sustained growth of tourism. According to Dewar (2004) crime and grime were identified as issues that needed to be addressed as the City of Cape Town sought to reclaim the central business district as declining levels of personal safety and security deter visitors and investors alike. A public-private partnership was set up in the form of a city improvement district that resulted in regulating street vending, increasing security personnel and bringing back the tourists into the central business district. Kim *et al.*, (2007) attributed tourism as one of the contributors to peace on the Korean peninsula

"Tourism plays a major role in international relations and world peace. It has long been recognised as a people-to-people diplomacy for fostering better understanding and friendship among people of

different culture and political belief” Yu & Chung (2001:537). It is quiet ironic that the tourism industry is one industry that requires peace as a pre-requisite for growth and in the absence of peace, the tourism demand dries up. The absence of war does not necessarily mean the existence of peace. “Absence of war is an essential condition of peace, but it is not all sufficient for any people to feel peaceful. The peacefulness of a destination would be evaluated against other destinations before a destination choice is made. Tourism is the single most peaceful movement of people and (Salazar, 2006) notes that tourism contributes to knowledge of foreign places, empathy with other people and tolerance that stems from seeing the place of one’s own society in the world. Tourists will shy away from destinations that do not have high levels of safety and tourists vote with their feet to safe destinations Therefore, tourists seek a reward from the destination and since any form of internal instability or lack of safety, the tourists will see other destinations. The indirect (Hendrie, 2009) pressure generated by tourist expectations has ushered in an era of deathless coups and regime changes in tourism-dependent countries such as Fiji in 2006. The developmental nature of tourism results in countries putting up make-up to seem safer, or put in concerted plans to be safer destinations for both tourists and citizens. Being safe in not enough, but a concerted effort to ensure that there is a perception of safety exists at the destination area.

As noted by Mlambo (2006) perceptions of crime do not always coincide with the reality on the ground. To show that tourism is really indispensable for many destinations, former sites of tragedy, and conflict can also become regarded either as sites for dark tourism or justice tourism. Salazar, (2006) noted that war can be a great stimulus for tourism, especially after the conflict through nostalgia, memorabilia, and reunions. Tourists are easy targets for terrorists because (Salazar, 2006) they are viewed as ambassadors for their countries. Because of this challenge special measures must be put in place to ensure that tourists are safe, and to ensure that the tourism industry is safeguarded. This may result in there being a dedicated “tourist police” and special measures being created in the criminal justice system for the quick and efficient conclusion of cases involving tourists. In other words, the infrastructure provisions put in place for the use of tourists can be to the benefit of local people, and vice versa. Therefore the tourism industry because peace and security and pre-requisites for growth, there would be concerted steps made to increase police visibility and security for the dual benefit of tourists and locals. The 2010 FIFA Soccer World Cup™ was a great African success and the tournament planning led to the police and the armed forces getting better training, equipment and therefore heightened security. Satani (2004) noted that tourism encourages civic pride as locals become aware of the value of their attractions and may result in locals preserving their cultures. Place marketing is an integral part of tourism market where localities would present their destinations as sites of tourism consumption. For the tourism industry to succeed there is a need to ensure that the local citizens support the tourism industry as they are part of the service delivery system of tourism. According to Ferreira & Visser (2007) civic pride is directly linked to place identity which is created, packaged and then sold to tourists as a product that can be consumed at a specific destination.

LOCAL ECONOMIC DEVELOPMENT

In South Africa, the local sphere of government is given a *developmental* mandate. Development is no longer regarded in terms of industrialisation by a fundamental change from production to consumption. Because tourism is essentially a service (intangible) that has physical attributes (that are tangible) has to be consumed at the destination level where all the value adding is made. The tourism experience cannot be outsourced and is produced under conditions of inseparability as both the client and the service employee must be present for the tourism experience to be produced and performed. The shift from production to consumption has been associated with (Ferreira, 2007) hosting of events, growth of B&B's, locally themed festivals and place marketing to attract tourists. Tourism because its labour-intensive will create jobs in the rural areas and mitigate against poverty. Societies have increasingly become urbanised as the rural economies could not offer total employment and migration to the cities occurred. Improvements in mobility, accessibility to rural areas occurs with ease as (Ferreira, 2007) rural areas have become pleasure peripheries for the urban resident. This ensures the tourists spend money during their visit to the rural areas and stimulate the local economy. Contrary to the adoption of tourism-led development in many countries and regions (Ndabeni & Rogerson, 2005) the failure to research adequately the question of tourism entrepreneurship is disappointing. LED planning has been institutionalised at local government level in that Nel & Rogerson (2005) noted that almost all municipalities have established LED units or department. An interesting feature is that tourism has become a standard feature of the LED units, by either having an officer or manager depending on the seriousness with which tourism is taken in the municipality. Tourism-led LED has been pursued by both urbanised economies and rural peripheral economies. This has led cities to develop comprehensive marketing strategies that aim to deliver a message to customers and investors, of the key differential points of the city/town against other competing towns/cities. As noted by Bickford-Smith (2009:1764) "destination branding would appear to be a major way in which we are told both how to imagine and 'consume' places. The lack of industrialisation of economies of local economies has led to strategies to present localities as centres of consumption, to consume the tourism product portfolio on offer.

Tourism is associated with the movement of people to consume a tourism product offering at a destination area. This means that tourists must undertake a trip or element of journey from the tourist producing area pass through a transit area to get to the tourism destination area. These movement can be by locals within their own country, regional and international tourists. As noted by Castles (2008:2) "the 21st century I and seen as an era of fluidity and openness, in which changes in transportation, technology and culture make it possible for people to think beyond borders and cross them frequently for many reasons". The global marketplace for skills, the globalization of the world, and the operation of multiples sites has meant that more people that ever are travelling in the world. The transportation system and especially aviation has played an important role global mobility across the globe. There world has increasingly seen global mobility (Favell *et al.* , 2007) and Europe is the leader in terms of free movement of people. Increasingly universities are seen as providers of highly skilled immigrant labour for their countries or from the migrants' perspective, as stepping stone to immigration. Cities that seek to benefit from globalisation by attracting more skilled personnel need to have investments in physical and infrastructure environments according

Ewers (2007). In addition, there is low automobile access as noted by Behrens (2004) that in South Africa only 39% of middle-income have access to a car, whilst 50% of middle class were without private automobile access. Insurance costs are generally higher because of inherent risks such as hijacking, pirates and lawlessness on the continent. Aviation provides the only rapid worldwide transport network which makes it essential for global business and tourism (ATAG, 2012).

TOURISM BENEFITS AVIATION

According to Oxford (2011) airlines registered in South Africa carry 18 million passengers and 209,000 tonnes of freight a year to and from and within South Africa. "Aviation is indispensable for tourism, which is a major engine for economic growth, particularly in developing economies. Globally, 51% of international tourists travel by air" ATAG (2012). Aviation has a strong (Whitelegg, 2003) growth dynamic and is one of the few industries that can show growth rates of 7% per annum. Air transportation has been a major beneficiary of technological innovations stemming from research and developments into the military and aerospace industry. Air transport has experienced rapid expansion since the Second World War as the global economy has grown and the technology of air transport has developed to its present state (Commission on Sustainable Development, 2001). The tourism industry has been specifically used by many countries, developed and developing to act as a catalyst for growth and development. According to the Commission on Sustainable Development (2001) demand for air freight service is also primarily a function of economic growth and international trade. Therefore, this means that the liberalisation of air services can grow the economy of a country, by allowing the free movement of goods, and people. According to an a document titled *The Economic Impact of Air Service Liberalisation* by InterVISTAS (2007) traffic growth subsequent to liberalization of air services agreements between countries typically averaged between 12% and 35%, significantly greater during years preceding liberalization. Landlocked countries and small island countries can have aviation as an alternative to the high transport costs over land. This is confirmed by AU (2009) that landlocked developing countries pay almost four times more for transport services than developed countries, the transport costs for landlocked African countries can be as high as 77 percent of the value of exports. Low cost carriers have decreased the cost of air travel and by operating from regional airports have opened up new destinations and had a positive impact on mobility and secondly tourism.

EDUCATIONAL TOURISM

Educational tourism is big business and a country such as Australia has used educational tourism as a means of attracting a different and more resilient tourism market. Educational tourism has been used for twin objectives: firstly to attract tourists and secondly to build human capital. In as much as tourism is an export product, educational tourism is becoming increasingly a welcomed addition to export services of a country. Direct contributions (Payne, 2009) to a country's economy are primarily through tuition fees and living costs and secondly through the travel and tourism they engage while studying. The driving force for international student flows (Throsby, 1997) has been improved

international communication, decreasing real cost of air travel, a widening range of educational opportunities for foreign students, increasing globalisation of labour markets and factors such as reduced obstacles and incentives to students to undertake their post-secondary education in another country. According to Payne (2009) there are estimates that during 2007-2008 globally there were 2.9 million students studying outside of their home countries. The granting of foreign students an opportunity to study in a destination country, they could over time decide to seek employment in the destination country. Educational tourists as noted by Von Wald (2008) provide a ready-made, locally-trained pool of skilled labour. The locally-produced skilled students can be attracted to stay within the country by being offered either citizenship or permanent residence so that they become assimilated as part of the human capital of the destination country. The promotion of educational tourism should be used as a means by the South African Tourism, the Destination Management Organisation (DMO) as a means of opening up new markets to exploit. Friends and Relatives from the educational tourism generating country would seek to visit South Africa to visit the educational tourists. This will cultivate over time the development of additional aviation routes and led the liberalization of air travel services in Africa and in South Africa specifically. Mills & Swantner (2008) one of the drivers for air passenger service is having a reason to fly to another country be it for tourism, business, visiting friends and relatives and educational tourism can be such a compelling reason. On the side of the HEIs, they should put in place sufficient personnel and infrastructure to deal with increasing volume of the educational tourists. This should be an institution wide approach from recruitment, registration, and graduation.

CONCLUSION

The tourism industry is one industry that has received much little attention in the political space in South Africa as opposed to mining and especially manufacturing. The tourism industry has shown in impressive terms, its ability to increase tourism numbers and yield and the opening up on new destinations has meant more tourist numbers for South Africa. Africa's share of the global tourism market remains low less than 6% and increasing Africa's share will bring in better benefits. The benefits that tourism brings must be guided by tourism planning that has at the centre an empowerment focus for locals and sustainable. The empowerment of locals through knowledge on how to benefit from the tourism industry is important so that they are able to set up businesses that will cater for the tourist market. Tourism can follow a dependency path if no structural planning for the industry is not initiated where all the profits are repatriated and the destination remains with all the environmental damage. Sustainable tourism practises must be embodied as a means of preserving the resource that attract tourists and in addition creates the economic value for the resource to be preserved by attracting the capital that comes with the tourism. The greater connectivity by air has benefited not only tourism but greater mobility has a social benefit as people are increasingly benefiting. Tourism producing regions are also beneficiaries as the infrastructure set up benefits locals, such as airports for domestic and international travel. The contribution of tourism is expected to increase as the country attracts more tourists and they spend more.

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