ACCOMODATING DOMESTIC TOURISTS IN TOWNSHIP ENVIRONMENTS

A COMPARATIVE STUDY OF KAMPALA (UGANDA) AND CAPE TOWN (SOUTH AFRICA)

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TABLE OF CONTENTS.

CHAPTER 3: THE FOREIGN-DOMESTIC DIVIDES IN TOURISM STUDIES

CHAPTER 4: TOWNSHIP TOURISM ACTIVITIES IN KAMPALA

CHAPTER 5: DOMESTIC BUDGET TOURISM IN CAPETOWN'S TOWNSHIPS

DECLARATION

I Wamema Julius, declare that this research work presented in this mini-thesis is original work and has never been submitted to any University for the award of a degree.

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PROF. WOLFGANG THOMAS

DATED THIS………………..DAY OF……………..2005

APPROVAL.

This is to certify that the research has been under my supervision and guidance.

Signed:...

PROF. WOLFGANG THOMAS

Date: February 2005

SPECIAL DEDICATION

I dedicate this piece of work to:

- my parents, Mayi Agatha Wepukhulu and the late Papa Johnson Wepukhulu who sacrificed their meager resources towards my education.

- my wife and children for their support during my period of study.

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ABSTRACT

The topic of this mini-thesis evolved out of the author's internship at the Centre for Tourism Research in Africa and his own background in Kampala/Uganda.

Both the Western Cape and the Kampala regions are viewed as significant tourism regions, with most of the attention falling on formal sector facilities for middle to higher income visitors.

Little attention is given to the relatively large flow of domestic (budget) tourists who utilize informal accommodation and gastronomic facilities when they travel to these centers.

Although these domestic budget tourists try their best to keep expenditures low, their action actually stimulates a whole "sector" within the local tourism industry, viz.the segment supplying such budget facilities.

The study tries to quantify the size of that market segment of domestic budget tourism, both in South Africa and in Uganda. It then places this segment into perspective with respect to overall tourism trends in the Western Cape and in Uganda.

The central part of the thesis is the summary of interviews and results about the ways in which these informal tourism operators provide their services and how informal and more established tourism service suppliers could interact to provide for all the needs.

The concluding part of the study looks at opportunities to facilitate the expansion and advancement of such informal tourism and ways in which informal establishments could advance towards successful micro-and small enterprises.

As such the study is also a (small) contribution to the currently highly publicised debate around (South) Africa's "second economy".

ABBREVIATION USED

AUTO	Association of Uganda Tour Operators
B&B	Bed and Breakfast establishments
BP	Backpackers
CETRA	Centre for Tourism Research in Africa (at Cape Technikon)
DEAT	Department of Environmental Affairs and Tourism
EU	European Union
GDP	Gross Domestic Product
ITDMP	Integrated Tourism Development Master Plan
LSM	Living Standard Measure
MTTI	Ministry of Tourism, Trade and Industry
NGO	Non- Governmental Organization
RDP	Reconstruction and Development Programme
RETOSA	Regional Tourism Organization of Southern Africa
SADTS	South African Domestic Tourism Survey

SATOUR	South African Tourism Board (Now South Africa Tourism)
SMME	Small Micro and Medium Sized Enterprises
TSA	Tourism South Africa
TS	Township
TSE	Township Environment
UCOTA	Uganda Community Association
UIA	Uganda Investment Authority
UMMA	Uganda Museums and Monuments Agency
UTA	Uganda Tourism Authority
UTB	Uganda Tourism Board
UWA	Uganda Wild life Authority
UWEC	Uganda Wildlife Education Centre
VFR	Visiting Friends and Relatives
WESGRO	Western Cape Investment and Trade Promotion Agency
WCU	Wildlife Clubs of Uganda
WCTB	Western Cape Tourism Board

WPASP	Wildlife Protected Area System Plan
WTTC	World Travel and Tourism Council
WTO	World Tourism Organization

LIST OF TABLES **PAGE**

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

The significance of the tourism sector in the world economy is well known; notwithstanding the threats of tourism slumps due to disasters like the "September 11th 2001" event in the USA or wars in individual countries or regions, there is a general expectation that tourism, travel and the hospitality industry will continue to expand over the next decades.

Africa plays only a very small part in world tourism flows, but its share is increasing steadily. So far most of the attention around African tourism has fallen on the influence of overseas tourists to individual countries or tourist attractions. Some of these attractions are world famous and some countries in Africa have attracted large numbers, like Egypt, Tunisia, South Africa and Morocco as the large countries, but also Mauritius, Botswana and Gambia as smaller attractions.

In the literature and in policy discussions around tourism priorities in Africa very little attention has to date been given to domestic tourism and even less to domestic (budget) tourism. In the sphere of domestic tourism, the main emphasis has fallen on higher income earners travelling for business or holiday reasons, using more less the same accommodation and catering/touring facilities as foreign visitors.

This study focuses on that neglected segment of tourists in Africa, viz those with relatively low incomes, who travel inside the country on a "shoestring budget".

This category is well explained in the literature on European tourism and also in the higher developed countries - for example the long tradition of youth hostels and YMCA accommodation - but there is little available in the African context.

There are in particular, two reasons why this topic is felt to deserve attention,

- Domestic tourism has the potential to grow much faster than foreign or international tourism even though it is initially a slow process, which is often hardly visible.

- Many of those who start out as "suppliers" of services for domestic tourists, initially offer or partially offer services on an unpaid basis, but later become fully fledged entrepreneurs in the tourism sector, using their experience in informal tourism as a learning phase for the more formal "proper' businesses.

- Practice shows that there are, in fact, no clear dividing lines between 'proper' tourism services and informal activities. Even if visitors utilize accommodation of relatives, they will often utilize regular restaurant facilities and spend on other tourist services.

Thus, by focusing on this particular segment of the tourism sector we also look into the increasingly important field of "informal sector activities" or "the Second Economy" as it becomes known in South Africa and elsewhere in the world.

In order to give further depth to this study and to utilize the writer's personal experience, the study looks at two countries, Uganda and South Africa, and more particularly two large cities (Kampala and Cape Town).

1.2 STATEMENT OF THE PROBLEM

Whereas tourism and tourism-related activities are strongly progressing in most towns and countries in Africa, emphasis usually falls on tourism facilities for international visitors.

In contrast domestic tourists and facilities used by the local business people or local holidaymakers are often given little attention. This is particularly true for informal accommodation, catering, sightseeing, transport and other facilities.

The infrastructure in the townships is so poor despite the fact that international tourists generate a lot of revenue from visiting these places.

It is therefore imperative to ascertain local knowledge about these informal activities in townships (towns/cities) of African countries.

Therefore, given the scarcity of systematic literature on domestic and township tourism, this report tries to give an overview of this important tourism segment and its economic significance in both Uganda and South Africa.

1.3 OBJECTIVES OF THE STUDY

The study tries to capture the nature and dynamics of domestic budget tourism activities as revealed in the conventional 'Township' environment of two large cities, Cape Town in South Africa and Kampala in Uganda.

The objectives of the Study include the following

- to assess the volume and categories of visitors / tourists in the neighbourhood of Kampala and Cape Town;
- to establish how the visitors and tourists are catered for in terms of services like feeding, accommodation, tours, entertainment and other experiences in those neighbourhoods;

- to investigate the opportunities for opening formal businesses like "B&Bs", or guesthouses in the township neighbourhood, as part of a bridging of informal and formal tourism sectors;

- to come up with possible recommendations on how to improve their services and strengthen the growth potential of that type of (informal) tourism.

It is hoped that this modest attempt to better understand the dynamics of informal tourism in two African towns can stimulate research interest in this field and can, in the longer run, positively influence public policy and support efforts in this field. This is felt to be important for "bottom up" tourism growth and development in Africa.

1.4 BASIC CONCEPTS

Some of the concepts commonly used in this document include the following.

Black people: The use of the term 'Black people" in this mini-thesis is a generic one for all groups in South Africa that were classified by the apartheid regime as "non-whites".

These included black Africans, Coloureds, Indians, Malays and Chinese communities.

Coloured as used in the thesis refers to people of European, Asian and African as well as Khoi /San descent. Indian are people of Indian descent and black Africans refer to people of west and central African descent.

Domestic Tourists: A person normally resident of a particular country who spends at least one night away from home in another place within the country.

International tourists: A person who travels to a country other than that in which he/she has been the usual residence, but outside his/her usual environment, for at least one night but less than one year, and the main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

Overseas tourist: an international tourist from a country outside Africa

Regional tourist: an international tourist from another country in Africa

Shacks: Squatter camps or shabby huts, often illegally erected on government land, or illegally occupied by the landless and homeless people arriving in Cape Town and other areas in South Africa.

Tourist: All travel, for whatever purpose, that results in one or more nights being spent away from home. A tourist could be a domestic tourist or an overseas tourist.

Tourism: The whole range of individuals, businesses, organizations and places, which interact in some way to deliver a travel experience or the temporary movement to destinations outside the normal home and workplace.

Sustainable tourism: Tourism development, management and any other tourism activity which optimizes the economic and other societal benefits available in the present, without jeopardizing the potential for similar benefits in the future. (DEAT 1996:IV).

Uganda Tourist Board (UTB): This is a statutory organization established by the Uganda Tourist Board Statute No 15 of 1994. The board's mandate is to promote and popularise Uganda as a viable holiday destination.

1.5 LITERATURE REVIEW

The topic of this study has little information researched on it.

As mentioned, domestic (budget) tourism has been neglected since the focus is usually on international tourists.

Camilla Ottoson (2003) observed that, Township tourism is an un- explored giant being in its embryonic stage, which has left entities and academics in the dark about the prospects. No material exists on the profile, behaviour or satisfaction of the township tourists. The success of the industry so far is also not configured or measured.

Camilla Ottoson (2003:15) argues that developing countries that become unduly reliant on foreign tourists find it difficult to cope with changes in the market, just like it happens in other industries. It is, therefore essential to also focus on domestic tourism.

The World Tourism Organization (WTO) suggests that international tourism will grow at an average rate of 4.1% per annum. However, the WTO (2002) report indicated that countries that are more mature in the tourism industry are not likely to grow their tourism industry as fast as developing countries, For example, it is predicted that Europe is likely to grow well below the world average at only 3% per annum, United States at 3.95% while, in contrast, developing countries will experience growth rates above 5% per annum.

Against this background, domestic (budget) tourists are on the increase despite the fact that in Africa, domestic tourists are curtailed by finances to afford travel long distances as well as accessing affordable facilities (UTB report, 2003)

In South Africa, domestic tourism is estimated to cover about 70% of all trips made (DEAT 2003).

Thomas (2004) argues that, domestic budget tourism is a segment, which corresponds to mainly "visiting friends and relatives" (VFR), and that it plays a significant role in tourism development. Tourists-both domestic and foreign-enjoy visiting the townships to have a feel and experience of the activities in this type of environment. It is therefore imperative to ascertain the local knowledge about these informal activities in the townships.

Typically, the domestic tourism market is dominated by the VFR group followed by leisure and business tourism (HSCR 2004).

Thomas (2004) also stresses the significance and the unexplained nature of "informal" tourism, which he sees as a part of domestic budget tourism.

The White Paper on Tourism and the documents related to the "growth, employment and redistribution" strategy (Gear)of government signal the need for a collaborative approach within which "tourism" should be led by government and driven by the private sector, with community involvement and heavy emphasis on job creation (Christian 2002:8).

SATOUR (and its successor, S.A Tourism) has emphasized a new brand of "South Africa tourism" which includes township tourism, where local tourism service providers have to be given a platform. (SATOUR 2003)

Similar sentiments are being orchestrated in Uganda by the Uganda Tourism Board (UTB).

Its Integrated Tourism Master Plan is addressing the need for local people to become key players in tourism activities within their communities.

However, despite various negative incidents, the tourism sector has survived, which is explained by several actors, as the increased targeting of the local market. To prevent an unsustainable development, domestic tourism is also seen to play an important role to stabilise tourism flows in the light of unexpected international events or risks.

Thus, both Camilla Ottoson (May 2003) and Mann (May 2002) suggest the need for an increased focus on domestic tourism.

1.6 ETHICAL STATEMENT

The study was conducted after the School of Government (SOG) had approved my proposal and given a letter of introduction.

This confirmed that the confidentiality and privacy of respondents would be respected.

1.7 LIMITATIONS

The researcher encountered a number of limitations including these listed below:

- Funding was a major obstacle, since the researcher was on self-sponsorship, which left little scope for expenses related to interviews in Cape Town and Kampala-Uganda.
- The language barrier was a problem, especially in Cape Town, necessitating the use of interpreters for interviews in Townships.
- There was little literature available on the topic.
- Security was an issue in some areas both in Cape Town and Kampala.
- The time allocated for the research proved inadequate given the priority other study of work and assignments.

Despite of these limitations, the researcher is convinced that the lessons learnt from this study can serve as a point of departure for future policy designs and further research projects in this field.

1.9 SEQUENCE OF CHAPTERS

This study is divided into six chapters, starting (hereafter) with a brief overview of tourism trends in Africa and a distinction between foreign and domestic tourism.

This is followed by a chapter each on the situation in Kampala and Cape Town, followed by the consideration of possible policies and programmes to further strengthen informal, bottom-up tourism activities in township-like communities.

CHAPTER TWO

AFRICA'S EXPANDING TOURISM INDUSTRY

This chapter focuses on the development of the tourism industry in Africa, with specific attention given to tourism development trends in South Africa's Western Cape as well as Uganda's Great Lake region.

Tourism in Africa was started by "Ernest Hemingway-inspired" exploitative hunting expeditions. Historically, tourism within Africa was developed, as Harrison observes "by colonialists for colonialists" (Christian M. et al 2004:2). It expanded to sightseeing in vehicle-bound animal photo-safaris and gradually broadened into greater, though by world standards still miniscule, interest in the continent's magnificent land and marinebased splendor. (Dieke P, 2000:240).

2.1 OVERALL TRENDS OF TOURISM IN AFRICA

Africa composes fifty-three countries, which we can group into the following five geographical sub-regions, viz.

- Northern Africa
- Southern Africa
- Western Africa
- Eastern Africa
- Central Africa

These regions have considerable cultural, economic, political and social diversity. In line with this we find a wide range of contrasting tourism environments, many of which have not yet been exploited.

Over the past two decades the tourism sector of Africa has come into the limelight as one of the continent's most promising development forces. Prior to the 1980's, very few countries in sub-Saharan Africa earned substantial income from tourism and few countries had made it to membership of the World Tourism Organization (WTO).

But as Sinclair (1998) suggests [as quoted by Camilla Ottoson (2003) "tourism trends in Africa have changed drastically because tourism is regarded as an important and integral part of their economic development strategies".

However, Robert Ebers (1973) warns that developing countries, especially in Africa, often look upon tourism consumption as manna from heaven that can provide solutions to all their development difficulties.

The growth of Africa's tourism sector is also very unequal. According to latest WTO statistics, only 20 of the 53 African countries receive more than 90% of all overseas and foreign (regional) tourists.

Table 2.1 gives latest WTO statistics for Africa's top international tourist destinations, with South Africa and Uganda included.

The current tourism trend has created awareness that tourism can be a significant source of both foreign and local earnings and tax revenue. The experience of Africa shows that tourism can improve social and economic conditions of communities, even in the least developed countries.

Tourism is also an industry that attracts foreign investments, which may increase domestic output and employment.

TABLE 2.1 AFRICA'S TOP TOURISTDESTINATIONS

TOURISTS ARRIVALS (IN 1000s)

Foreign Tourist Arrivals (in 1000)					Market share in Africa		Annual growth %		Av.% per annum
	1995	1999	2000	2001	1995	2000	99/00	00/01	95-00
South Africa	4,684	6,026	6,001	5,908	23.4%	22.0%	-0.4%	-1.5%	5.1%
Tunisia	4,120	4,832	5,057	5,367	20.6	18.6	4.7	6.5	4.2
Morocco	2,602	3,817	4,113	4,223	13	15	7.8	2.7	9.6
Zimbabwe	1,363	2,101	1,868	-	6.8	6.9	-11.1	10.7	6.5
Nigeria	656	776	813	955	3.3	3.0	4.8	17.5	4.4
Kenya	896	862	899	841	4.5	3.3	4.3	-6.5	0.1
Uganda	160	181	193	205	3.6	2.6	2.1	6.5	3.8

Source: WTO 2002

Uganda doesn't fall into the top category, but has been included for comparison.

International tourism into Africa is unequally divided between the regions, with the North and South receiving almost 65% of the total, compared to only 20% for East Africa, 10% for West Africa and 2% for Central Africa.

The purpose of visits to African countries can be broken down as follows (WTO data):

- 60% of international and inter-regional tourists to various destinations visit Africa for leisure, recreation and holidays
- 15% visit for business and professional purposes
- 25% visit friends and relatives (VFR) or come for religious and health purposes

TABLE 2.2 shows receipts (in US $) the different regions of Africa obtained from international tourism, once again illustrating the unequal spread of funds, while Table 2.3 gives the trend for Southern Africa and other top earners, together with Uganda.

Table 2.2 Receipts from international tourists to Africa (US $ millions)

REGION	1990	1995	1999	2000	2001	2002
North Africa	2292	2748	3542	3662	4287	3760
West Africa	602	751	1076	1181	1179	1338
Central Africa	98	91	129	105	111	120
East Africa	1092	1938	2658	2738	2831	3049
Southern Africa	1241	2641	3143	3250	2256	3517

Source: WTO (2004)

Given the rise in tourism and its role in the economy of many countries in Africa, Okumu (2003) argues that Africa governments no longer view international tourism investors as "agents of imperialism or neo- colonialism", but as corporate developers and the creators of GDP.

Looking at totals for the continent, Africa is experiencing an increase since 1996 in both domestic and international tourism arrivals causing its share of 3.3% of the global market to slowly increase. On the other hand, Africans spend proportionally far less on visiting other countries.

In 2001 the WTO recorded an estimated 27.7 million international tourism arrivals in Africa compared to a rough estimate of 50.3 million internal (domestic) tourists, the latter having increased by 2.7% over 2000. International tourism receipts amounted to US $11.7 billion for Africa.

Preliminary data for 2003/2004 indicate an increase of close to 4% in the number of international arrivals, increasing to 29 million.

TABLE 2.3 Top foreign exchange earners from tourism (US $ millions)

Countries	**1995**	**1999**	**2000**	**2001**	**2002**
South Africa	2126	2637	2707	2501	2719
Morocco	1304	1880	2040	2460	2520
Tunisia	1393	1560	1496	1605	1674
Mauritius	430	545	542	625	612
Tanzania	259	733	739	725	730
Ghana	233	304	386	448	512
Uganda	78	99	113	163	185
Total for Africa	**5823**	**7558**	**7023**	**8527**	**8942**

Source: World Tourism Organization (WTO 2003)

2.2 SOUTH AFRICA'S TOURISM DEVELOPMENT

South Africa is among the top 25 tourist destinations in the world and is ranked first in Africa. Tourism in South Africa has been growing at a rapid rate since 1994, having become one of the driving forces behind overall growth in the economy.

In 1996, 4.9 million foreign tourists visited South Africa, compared to only 300000 in 1986. Overseas tourists constituted 24% (1.2 millions) of total arrivals, while those from other African countries made up about 76% (3.6 millions).

The tourism industry contributed approximately 7% to the GDP in 2002, estimated at R72.5 billion. It is currently employing directly as well as indirectly over 7% or 1.5 million of the country's work force.

The World Travel and Tourism Council suggested that South Africa's tourism sector will create over 3.1 million jobs by 2006 and 12% of the country's GDP.

Visitors from other African countries will increase to 8.0 millions or almost double the number in 2001. Overseas tourists are to increase to more than 2 millions.

Table 2.4 gives a breakdown of foreign visitors, differentiating between those arriving by air (overseas and Africa) and those by land.

Table 2.4 Purpose of foreign visitors to South Africa (% share)

Purpose	Overseas	Africa- Air	Africa-Land
Holiday	57%	33%	30%
Shopping	2	0	22
Trading	2	9	7
Professional	19	25	6
Conference	5	10	3
VFR	7	9	19
Other	8	14	13
Total	**100**	**100**	**100**

Source: WTO (World Tourism Organization) 2002

Most of the regional visitors are from neighboring countries like Lesotho, Zimbabwe, Zambia, and Botswana, where as visitors from further away are small in numbers and arrive mainly by air.

2.3 TOURISM DEVELOPMENT IN CAPE TOWN AND THE WESTERN CAPE

The major link between the Cape and the rest of the world can be traced back as early as 1498 when the first group of sailors anchored at the Cape led by navigator Vasco Da Gama. They named it "Cape of Good Hope" which is now called Cape Town. This created the beginning of white settlement and ground for tourism development.

The Dutch East India Company representative Jan van Riebeck came to establish a trading post at the Cape of Good Hope in the year 1652.

This was used as a base and maritime stopping point for travelers and merchants from Europe and the Far East. Later, settlers who arrived in small numbers were attracted and overwhelmed by the cool weather, lush vegetation, vast land, mountains and fertile soil producing plenty of fruits.

Cape Town thus became a host for travelers, business people in transit, as well as a transient population of farmers and ship crews. By 1750 small and medium sized lodges (hotels) were established to accommodate this influx of travelers and by the 1890s places like Muizenberg, Camps Bay and Sea Point were popular seaside resorts and holiday destinations for people from within South Africa and other parts of the world.

The railway link between the Western Cape and Johannesburg was crucial for the further development of tourism at the Cape since wealthier families in Transvaal began to travel for holidays to small towns like Hermanus and Langebaan, which became common destinations for domestic tourists.

Over the years the Western Cape became South Africa's leading tourist destination for overseas visitors. It is also highly popular amongst domestic visitors, although the shorter distance between Johannesburg and the KwaZulu Natal Coast (KZN) gives the latter a larger share of the Gauteng market.

The Western Cape's share of South Africa's domestic market is about 28%, whilst about 53-57% of overseas visitors also visit the Western Cape.

According to Wesgro, the Western Cape tourism industry accounts for over 9.1% of the Western Cape's Gross Regional Products and it employed about 9.6 % of the work force in (wesgro.2002/2003).

It is also estimated that about 55% of all domestic tourists in the Western Cape originate from the Western Cape, with the others coming from the remaining eight provinces.

The Cape's major tourist attractions include.

- The Victoria and Alfred Waterfront
- Robben Island
- Table Mountain
- Townships like Langa, Gugulethu, Khayelitsha, and Nyanga.
- Cape Point
- The Bo-Kaap Museum
- The Winelandes

The Western Cape has been a South African trend setter in many tourism developments, like guesthouses B&B establishments and tourism routes (e.g. the whale route, the wine route and the slave route).

Table 2.5 provides a breakdown of tourists to the Western Cape, differentiating between domestic, foreign African and overseas tourists.

A comparison of the percentage breakdown in 1997 and 2002 reveals the sharp increase in overseas tourists and stagnation with respect to Africa.

Table 2.6 shows the Inter-provincial flow of domestic visitors, broken down into different categories of tourists.

The table clearly shows the importance of the Western Cape as holiday destination, whereas Limpopo is, for example important as a destination for religious tourists (the annual event at Moria).

Table 2.5 Origin of tourists visiting the Western Cape (000)

Origin	**1997**	**%**	**1998**	**1999**	**2000**	**2001**	**2002**	**%**
Overseas	760	10.4	875	1010	1162	1338	1542	16.0
Africa	365	5.0	396	430	470	512	560	5.8
Sub-total foreign	1125	15.4	1272	1440	1631	1850	2102	21.8
Inter -Provincial Domestic	3299	45.1	3431	3568	3711	3860	4014	41.7
Intra -Province	2888	39.5	3004	3124	3243	3380	3514	36.5
Sub-total Domestic	6187	84.6	6435	6692	6690	7240	7528	78.2
Overall total	**7312**	**100**	**7706**	**8131**	**8591**	**9090**	**9630**	**100**

Source: Satour (2002)

Table 2.6 Provincial weight in different tourism segments

Destinations	**Holiday %**	**VFR %**	**Business %**	**Health %**	**Religion %**
Western Cape	22.8	10.1	16.8	10.6	4.9
Free State	4.5	7.7	8.3	11.4	4.8
Eastern Cape	14.3	14.0	8.1	4.0	8.8
Gauteng	13.5	24.3	28.4	26.0	19.0
Limpopo	9.2	11.1	7.8	11.0	29.7
North West	5.8	9.2	8.2	8.3	9.9
Kwazulu Natal	23.4	18.2	15.8	26.3	14.7
Mpumalanga	6.5	5.4	6.6	2.4	7.3
Total	**100**	**100**	**100**	**100**	**100**

Source: Satour (2002)

2.4 TOURISM DEVELOPMENT IN UGANDA AND ITS REGIONS

Uganda is located in East Africa, bordering the Democratic Republic of Congo to the West, Sudan to the North, Kenya to the East, Rwanda to the South and Tanzania to the South East. (See map on page 89).

It is also one of the five countries in the Great Lake region of East Africa. Its history has been shaped by the colonial attachment as a British Protectorate.

First, Britain's Prime Minister Winston Churchill in 1904 described it as "the pearl of Africa," proclaiming that,

> "Uganda is alive by itself. It is vital and in my view, in spite of its insects and its diseases, it ought in the course of time to become the most prosperous of our entire East and Central Africa possessions, and perhaps the driving wheel of all this part of the world. My counsel plainly is, concentrate upon Uganda. Nowhere else will the results be more brilliant, more substantial or more rapidly realised". (Quoted in Mann, 2002; 1)

According to Mann, Churchill's views acted as the catalyst for British development efforts in Uganda for more than sixty years.

Secondly, ever since Churchill's pronouncements, the majority of the tourists travelling to Uganda have been British nationals or from British territories in Africa, many of them adventurous naturalist and historian traveler types, including game hunters and mountaineers. As it happened in many other parts of the world, Uganda's tourism industry came to a stand still during the Second World War.

Tourism in the Great Lake region, especially in the East African countries, only started again in 1948 when the East African Tourist Travel Association (EATTA) was established.
The Association was initiated by the governments and leading travel companies (airlines, tourism bureaus, hotels, etc), of Uganada, Kenya, Tanganyika (Tanzania) and Zanzibar.

In 1950 the British government began to establish and gazette tourist districts and nature parks and to set aside funds for tourism activities, nature parks and hotels.

In 1952, the Queen Elizabeth National Park, the Murchison Falls National Park, and the Kidepo National Park, were established, soon followed by the Lake Victoria hotel near Entebbe International Airport, to provide accommodation.

Principal attractions were the abundance of animals and an incredible diversity of sceneries nearby.

By 1960 Uganda became East Africa's premier tourist destination. Some reports suggest that, already that time, tourism was one of the country's major economic sectors, ranking third after coffee and cotton.

Others researchers believed this to be a misrepresentation of the potential of tourism (Uwimbebazi B, 2000; 8, USAID 1990; 4).

The Tourism Master Plan of 1991 indicates that the numbers of tourists have never been accurately quantified. For example, "arrivals at Entebbe airport" were used for both the volume of visitors and patterns of tourist expenditure in Uganda.

In the Murchison Falls National Park in 1957 only a quarter of the visitors were genuine tourists, with the rest only passing through the park.

Nevertheless, by the early 1970s, thousands of holidaymakers visited Uganda and the country was an integral part of the famous "East African tourist circuit," which also covered Tanzania and Kenya.

Between 1973 and 1986 the situation changed dramatically, mainly due to the brutal regime of Idi Amin as president of Uganda.

Over these years of political and economic turmoil, coupled with wars (with fighting near and around the major game parks), the tourism sector was badly affected. Uncontrolled poaching and the government's policy of 'declared access to unused land' also put off tourists.

Between 1987 and 1991, as Uganda regained economic and political stability, it also started to focus on the rehabilitation of existing tourism facilities such as hotels, lodges and national parks.

In 1991 UNDP and WTO helped the Uganda government develop a strategic plan, "the Integrated Master Plan" for Uganda, which included projects aimed at tourist developments.

It also covered the establishing of a tourism training institute at the Jinja Tourism and Hotel Institute, and also one each at Makerere University, Nkumba College and the Nakawa Institute.

To further promote tourism activities, the government allocated hotels and other tourism utilities to private investors, who renovated and upgraded old facilities towards international standards. As a result of this swing towards private enterprise, there was significant investment in tourism related activities during those years.

In 1992, the National Resistance Movement government adopted its "Tourism Master Plan" which became the main policy document and guide for government intervention in the tourism sector.

A coordinating committee was to supervise all relevant activities of the Board. Domestic tourism was also given a high priority, seeing that it was largely unexploited and was expected to become a major earner.

Kampala, Uganda's major city has functioned as the centre for all the country's tourism points. In addition, it has its own tourist attractions, including the Kasubi Tombs, the King's Palace (Lubiri), the Namugongo Martyrs Shrines, government buildings, and the Munyonyo resorts beach.

Uganda is currently ranked the 10^{th} most significant tourist destination on the continent by the WTO, and second in the region after Kenya.

Unfortunately, the animal population, which used to be Uganda's major attraction, has been reduced dramatically by poachers, so that the tourism industry had to shift focus to other tourism segments.

Although Uganda is not very competitive in the market for long-haul tourists seeking the "Big Five," it has repositioned itself towards new markets and attractions within her reach.

In fact, since 1989 Uganda's tourism sector is gradually shifting away from the exclusive attention to seemingly lucrative overseas tourists, towards more "affordable" domestic as well as foreign African tourists.

According to current statistics, Uganda's tourism sector is employing about-155 000 people, or about 1.5% of the country's labour force either directly or indirectly.

In 2000/03 Tourism contributed about 3.1% to the gross domestic products (GDP) and 25% to the country's export earnings (Ministry of Trade and Industry).

Despite the war in the north of the country and in the Rwenzori Mountains, which slows down foreign tourist inflows, foreign visitor numbers are still rising.

According to the Uganda Tourist Board, statistics of tourist arrivals at various frontiers has increased steadily from 12, 786 arrivals in 1975 to 159,899 in 1995 and 205,287 arrivals in 2001 despite the unfavourable global circumstances (Like Sept. 11,2001).

TABLE 2.7 INTERNATIONAL TOURISTS BY ORIGIN

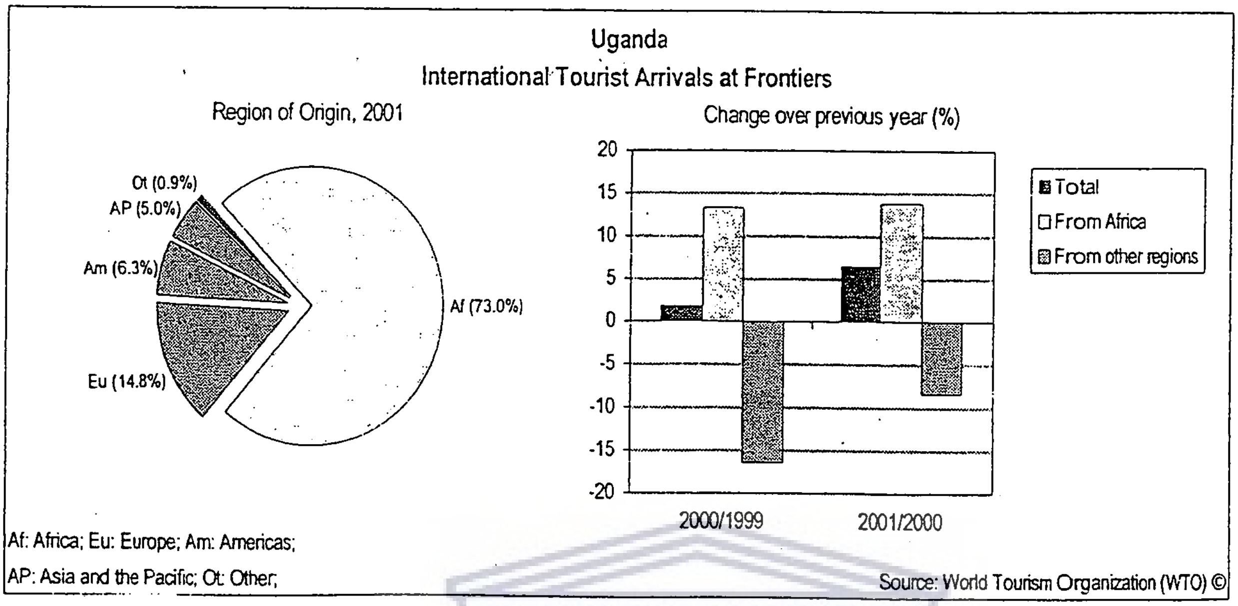


TABLE 2.8 INTERNATIONAL TOURIST ARRIVALS AT UGANDA FRONTIERS

Uganda

International Tourist Arrivals at Frontiers (by residence)

	1995	1999	2000	2001	Market share (%) 1995	Market share (%) 2001	Growth rate (%) 2000/99	Growth rate (%) 2001/00	Average per year (%) 1995-2001
Total	159,899	189,347	192,755	205,287	100	100	1.8	6.5	4.3
From Africa	*102,129*	*116,207*	*131,687*	*149,907*	*63.9*	*73.0*	*13.3*	*13.8*	*6.6*
Kenya	57,612	68,167	60,900	64,933	36.0	31.6	-10.7	6.6	2.0
Rwanda	8,705	7,293	36,041	39,597	5.4	19.3	394.2	9.9	28.7
Tanzania	12,590	20,780	14,375	16,863	7.9	8.2	-30.8	17.3	5.0
Dem.R.Congo	9,487	7,552	7,957	5,974	5.9	2.9	5.4	-24.9	-7.4
Sudan	851	931	760	2,994	0.5	1.5	-18.4	293.9	23.3
Ethiopia	1,378	1,704	1,300	1,348	0.9	0.7	-23.7	3.7	-0.4
Other Africa	11,506	9,780	10,354	18,198	7.2	8.9	5.9	75.8	7.9
From other regions	*56,819*	*72,385*	*60,466*	*55,380*	*35.5*	*27.0*	*-16.5*	*-8.4*	*-0.4*
United Kingdom	14,124	15,744	13,954	13,626	8.8	6.6	-11.4	-2.4	-0.6
United States	7,598	9,802	9,593	10,550	4.8	5.1	-2.1	10.0	5.6
India	5,209	6,206	4,810	4,588	3.3	2.2	-22.5	-4.6	-2.1
Germany	3,269	3,304	2,497	2,920	2.0	1.4	-24.4	16.9	-1.9
Netherlands	1,808	2,278	2,203	2,111	1.1	1.0	-3.3	-4.2	2.6
Italy	1,536	2,128	1,560	2,080	1.0	1.0	-26.7	33.3	5.2
Canada	2,801	2,539	2,053	1,870	1.8	0.9	-19.1	-8.9	-6.5
Belgium	1,569	1,649	1,446	1,407	1.0	0.7	-12.3	-2.7	-1.8
Denmark	1,627	2,299	1,654	1,401	1.0	0.7	-28.1	-15.3	-2.5
France	1,737	1,650	1,320	1,351	1.1	0.7	-20.0	2.3	-4.1
Sweden	1,473	1,470	1,496	1,257	0.9	0.6	1.8	-16.0	-2.6
Switzerland	1,098	1,001	891	1,085	0.7	0.5	-11.0	21.8	-0.2
Australia	1,737	1,916	1,550	1,068	1.1	0.5	-19.1	-31.1	-7.8
China	1,149	1,127	945	1,025	0.7	0.5	-16.1	8.5	-1.9
Pakistan	1,265	842	728	926	0.8	0.5	-13.5	27.2	-5.1
Norway	665	8,642	6,717	894	0.4	0.4	-22.3	-86.7	5.1
Ireland	747	765	707	700	0.5	0.3	-7.6	-1.0	-1.1
Egypt	455	773	553	546	0.3	0.3	-28.5	-1.3	3.1
Japan	682	1,062	773	539	0.4	0.3	-27.2	-30.3	-3.8
New Zealand	735	762	519	257	0.5	0.1	-31.9	-50.5	-16.1
Russian Fed	134	221	139	235	0.1	0.1	-37.1	69.1	9.8
Austria	754	442	249	168	0.5	0.1	-43.7	-32.5	-22.1
Finland	154	204	178	133	0.1	0.1	-12.7	-25.3	-2.4
Serbia and Montenegro	119	64	44	70	0.1	0.0	-31.3	59.1	-8.5
former Czechoslov	47	49	28	43	0.0	0.0	-42.9	53.6	-1.5
Other interregional	4,327	5,446	3,859	4,530	2.7	2.2	-29.1	17.4	0.8
Other World/Not specified	*951*	*755*	*602*	..	*0.6*		*-20.3*		

Source: World Tourism Organization (WTO) ©

(Data as collected by WTO September 2003)

CHAPTER THREE

3. THE FOREIGN-DOMESTIC DIVIDES IN TOURISM STUDIES

This chapter is to focus on the major differences, which exist between foreign and domestic tourists. For Africa, the main emphasis still falls on overseas tourists and high-income local tourists, with the low-income group given little attention.

3.1 BIAS TOWARDS HIGH INCOME TOURISTS

Christian (2004:3) argues that, currently it is evident that the majority of African governments "are showing increased interest in tourism as a service of growth and diversification. However, their concern or focus is on international and high income domestic tourists and little attention is focused on domestic budget tourists."

The emphasis on the creation of a first class infrastructure is also meant for high-class tourists, whom governments regard as "big spenders and contributors to the economy."

Yet, in Africa, domestic budget tourists constitute over 70% compared to 30% international tourists. However, international tourists contribute far more economically: for example, in 2002 they contributed about US$ 12 billion of which only about 40% was from countries within Africa. Nevertheless, the lower GDP contribution of domestic tourism still is no reason to neglect a potential growth sector.

3.2 TOURIST SOURCES

To analyse the growth and prospects of tourism in Uganda and elsewhere, we need to differentiate the main categories, of foreign and domestic tourists.

Table 3.1 Foreign and Domestic Tourists in South Africa

		Arrivals	Local expenditure
A	**Foreign Tourists**	**21%**	**51%**
1	Overseas Tourism	15	42
1.1	First or return foreigners	11	35
1.2	Returning expatriates	4	7
2	African countries (excluding S.Africa)	6	9
2.1	Arrival by Air (higher income)	1	3
2.2	Neighbouring countries	4	6
2.3	Transcontinental work-seekers	1	-
B	**Domestic Tourists**	79	49
1	Up-Country (not family linked)	23	30
2	Long-distance VFR linked	19	8
3	Intra-provincial (not family linked)	17	7
4	Intra-provincial, VFR linked	20	4
		100%	100%

Source: Estimates by W.H.Thomas, 2004

Table 3.1 gives a guesstimate of the relative shares for different types of foreign and domestic tourists, with the percentages derived from Western Cape data, but adjusted for South Africa by the Centre for Tourism Research in Africa. The two categories can be explained very briefly:

- **Foreign tourists**

This applies to tourists who are mainly from upper/higher class, travel by air and can afford first class tourist facilities.

They are either travelling for the first time from their host country to another or are returning foreigners, or they are returning expatriates. They can also be categorised as travellers from neighbouring countries or further away on the continent. Some of them are not real tourists, but transcontinental work-seekers (for example Nigerians and Kenyans travelling to South Africa.

Former residents who live and work abroad can be part of this group, if they come to visit their home country for holidays. The purpose of foreign tourists includes leisure, adventure, business, and visiting friends and relatives.

- **Domestic tourists**

This category applies to inbound tourists who are either family-linked or not family linked. These tourists travel within the country and they are either long distance ("up country") or short distance tourists.

They are also either not family-linked or family-linked but travel to various destinations for various reasons, e.g. leisure, health, religious, business etc. Most of the long distance tourists belong to upper-market classes, because it involves heavy spending on transport.

The domestic tourists could also be travellers who are intra-provincial, not family-linked visitors or they could be intra-provincial, VFR linked visitors.

As mentioned above, some visitors in these categories have the means to afford tourist facilities, but others can only afford to stay with friends and relatives (see Table 3.2 on page 32).

Not only overseas tourists are big spenders; domestic tourists with high income also use air travel, expensive food, hotels and other facilities. This includes business people who visit from neighbouring countries and even those from within the country.

"Tourists" from neighbouring African countries also include a small share of conventional tourists (high income, users of regular facilities). However, the bulk of these visitors are not really "tourists" but only travel for shopping, to seek employment, visit friends and relatives, attend sports events, religious gatherings and funerals or to seek political asylum. These tourists behave more like middle-to-lower income domestic visitors.

3.3 RELATIVE SIZE OF FOREIGN AND DOMESTIC FLOWS

The World Travel and Tourism Council's survey in 2002 revealed that tourism is the world's largest industry, with the ratio between domestic and international tourists at 10:1.

Figures for 2003 indicated international tourist arrivals in Africa at 29.1 million, with the African continent accounting for 4.1 % of world total.

In South Africa, a survey conducted by the HSRC in 2001 for South Africa Tourism, and the Department of Environmental Affairs and Tourism studied domestic tourism trips undertaken by 'visiting friends and relatives'. (Stephen Rule, 2004).

The 2001 Survey found that South Africans had undertaken a total of 34 million trips of which 59% were VFR as opposed to 21% for leisure/holiday, 14% for religious purposes, 4% for health treatment, and 2% for business and professional reasons. In contrast to the 34 million trips undertaken by South Africans, there were 2 million overseas arrivals and 6 million tourist arrivals from neighbouring countries.

Table 3.2 RELATIONSHIP BETWEEN FOREIGN AND DOMESTIC TOURISTS

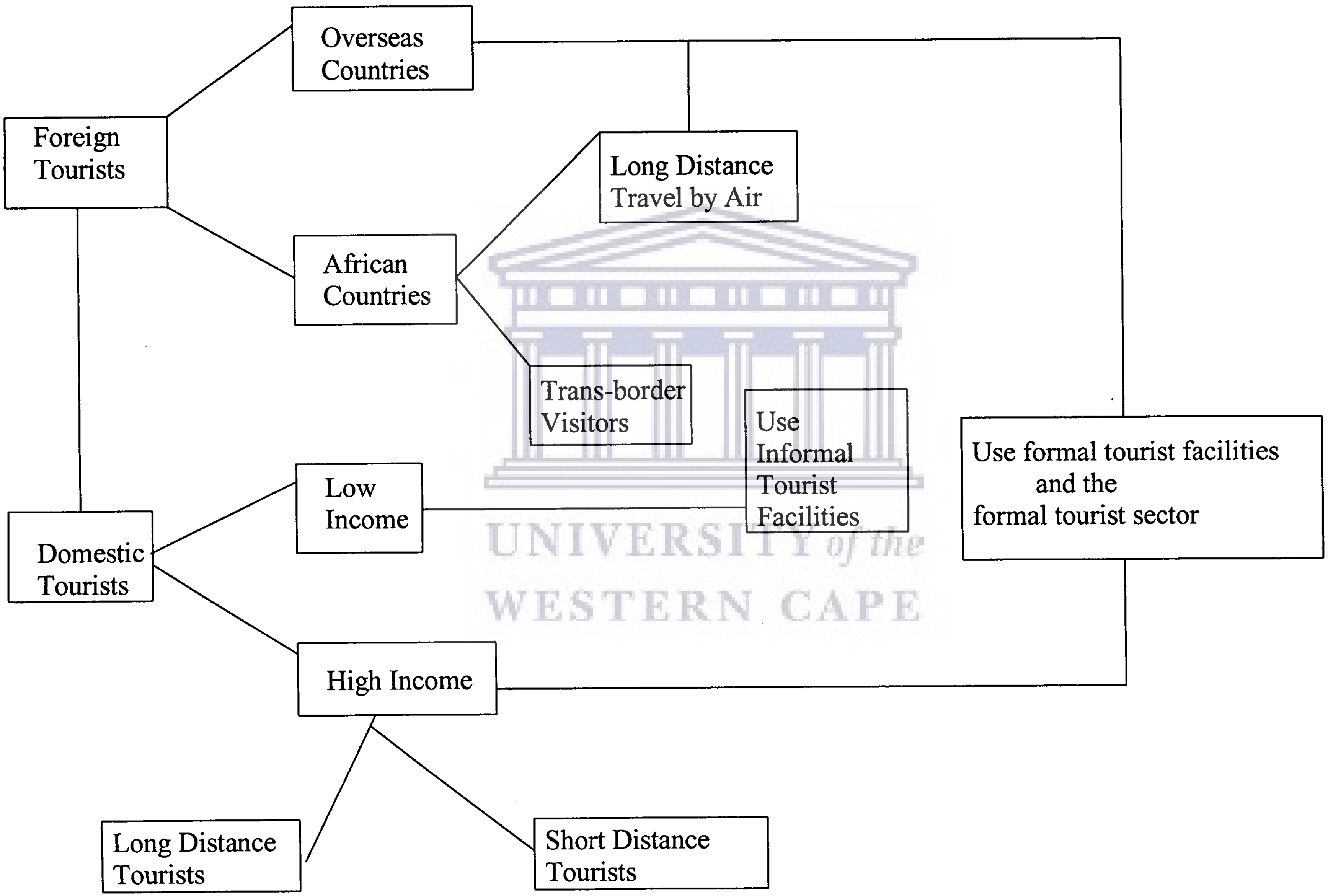
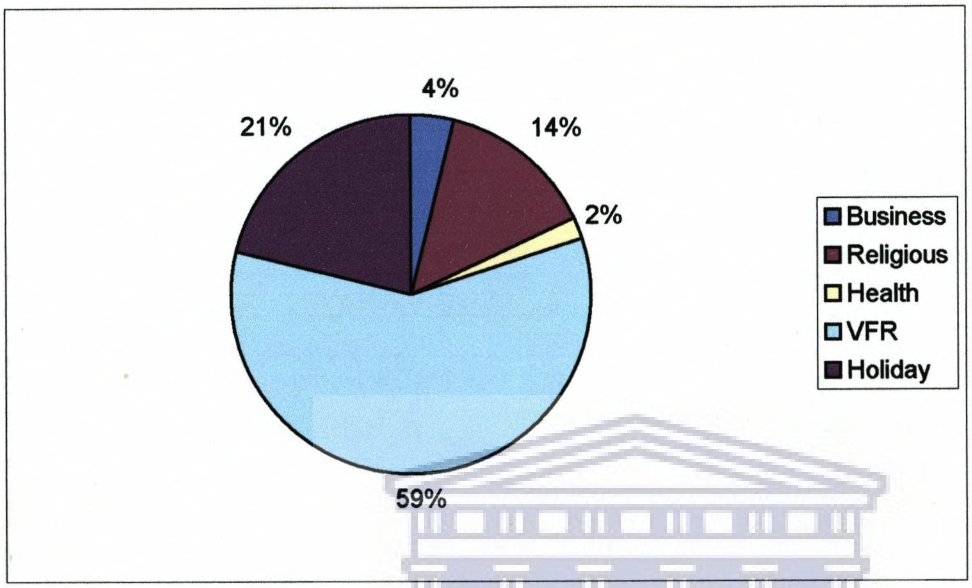
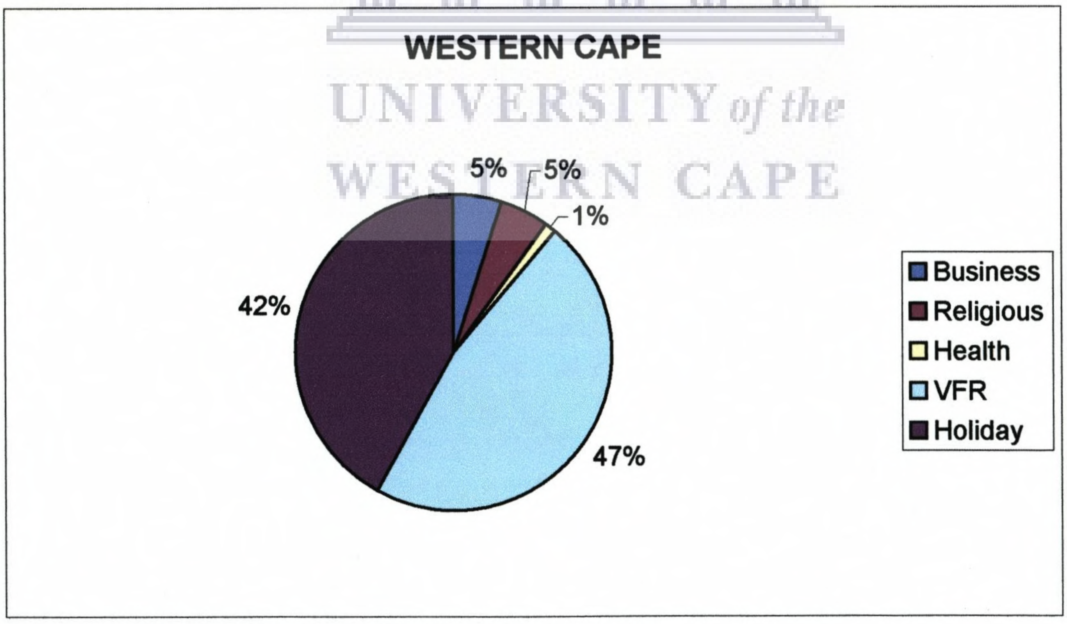


Table 3.3 CATEGORIES OF TOURISTS IN SOUTH AFRICA (WESTERN CAPE)

SOUTH AFRICA

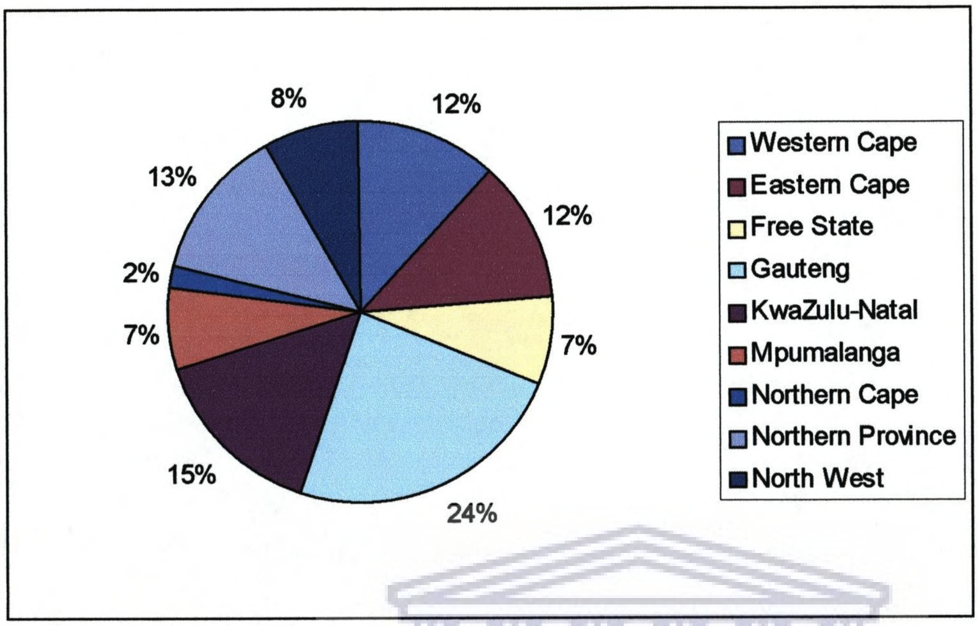


Source: South African Survey 2001



Source: South African Domestic Tourism Survey 2001

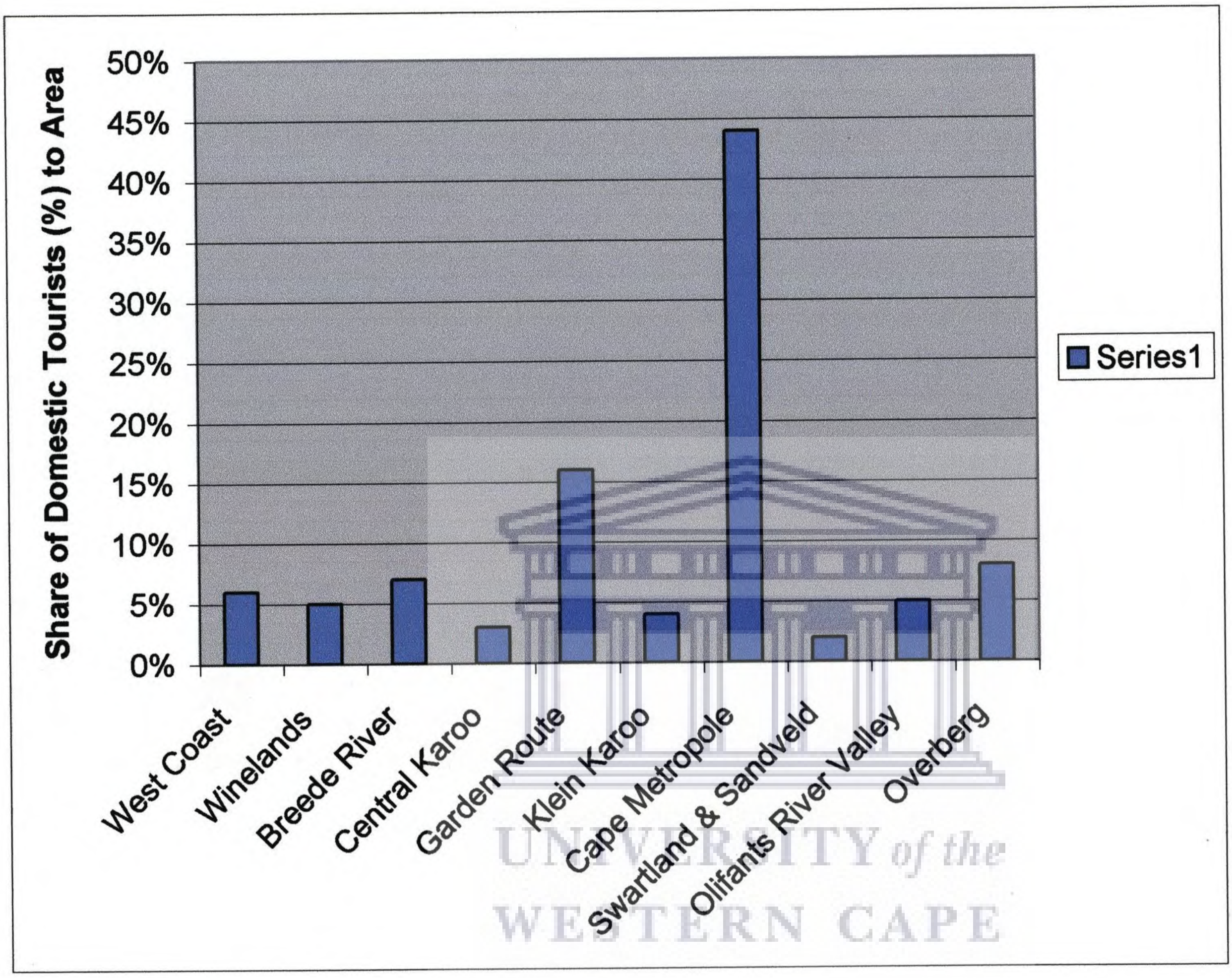
TABLE 3.4: INTER-PRONVICIAL DOMESTIC TOURISTS



Source: South African Domestic Tourism Survey 2001

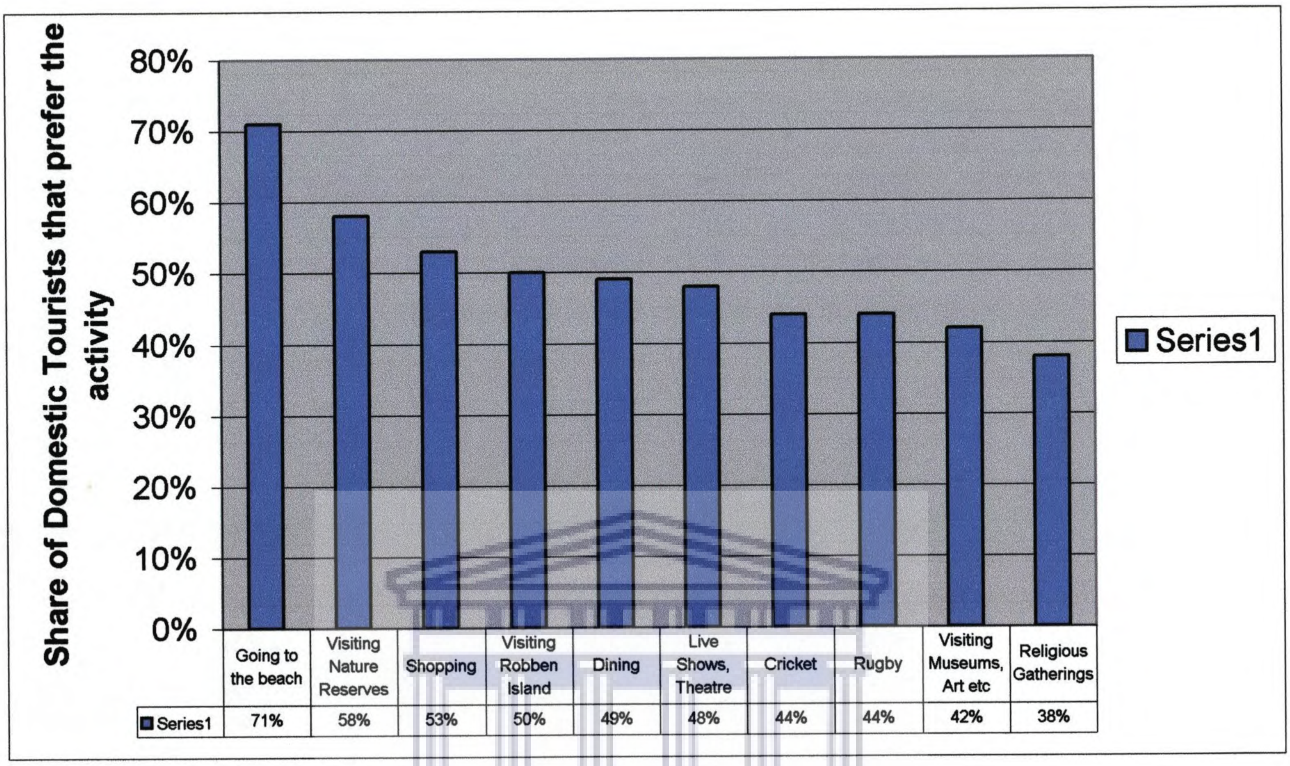
Gauteng was the biggest generator of domestic overnight trips between May 2000 and April 2001. The Western Cape accounted for 12% of all domestic overnight trips.

TABLE 3.5: AREAS VISISTED BY DOMESTIC VISITORS TO THE WESTERN CAPE



Source: South African Domestic Tourism Survey 2001

TABLE 3.6: ACTIVITY PREFERENCES OF DOMESTIC TOURISTS TO THE WESTERN CAPE



Source: South African Domestic Tourism Survey 2001

3.4 CATEGORIES OF DOMESTIC TOURISTS

We can distinguish three categories of domestic tourists;

- High income domestic tourists
- Medium income domestic tourists
- Low income domestic tourists

Table 3.7 Categories of Domestic Tourists in Kampala and South Africa (%)

		S.Africa	S.Africa	Uganda	Uganda
A	**Leisure holiday seekers**		22%		5%
1	High income	5%		3%	
2	Medium income	7		1	
3	Low income	10		1	
B	**Business & Job search**	·	15		20
1	High status/earnings	6		10	
2	Medium status/earnings	6		7	
3	Low income	3		3	
C	**Shopping visitors**		11		15
1	From urban areas	4		3	
2	From rural areas	7		12	
D	**School & education related visits**		5		5
E	**Special events**		14		20
1	Religious gatherings	7		10	
2	Political events	3		2	
3	Cultural events	4		8	
F	**Adventure and sport**		16		7
1	Long distance from home	9		4	
2	Short distance from home	7		3	
G	**Family visits**		10		25
1	Special events-weddings, funerals	5		10	
2	Seasonal festivities	3		5	
3	Routine visits	2		10	
	Other		7		3
	Total		100		100

Source: Estimates by W.H.Thomas, 2004

It should be noted that the differences in "tourism participation" occur due to variations in the levels of income, the reasons for travelling and the means of travel. A few examples can be mentioned here.

HIGH INCOME TOURISTS

High-income domestic tourists belong to a certain class of people who can afford upper income facilities much like foreign or overseas tourists. For example, they can afford staying in 3-5 star hotels, first class guesthouses and B&Bs. These high-income domestic tourists mainly travel for holiday, business and academic reasons. Their duration of stay may be short (2-3 days) except for annual leisure holidays.

MEDIUM INCOME TOURISTS

This category can afford some of the facilities used by higher income tourists, for example to stay in two star hotels or guest houses, by they might also stay with relatives and friends, like low-income visitors.

LOW INCOME DOMESTIC TOURISTS

The majority of domestic tourists fall under the (VFR) category. According to the HSRC survey, domestic budget tourists regard travelling as a normal activity because visiting a friend or relative is an obligation or a part of livelihood. For example;

- they travel in search of employment;
- they travel to attend to funeral festivities,
- they travel for other special events like weddings and religious gatherings

In many cases they are assured of accommodation and food from a relative or friend but not necessarily without any pay.

These low-income tourists use the cheapest means of transport, like trains, mini-buses, motorcycles, or even hiking. According to the HSRC survey, the period of stay at the hosts' place is normally 2-3 days.

Domestic tourists' behaviour patterns differ in terms of spending, catering, transport, guiding etc.

Given the dominant focus on middle and higher income travellers and tourists in the literature and teachings on tourism, there is relatively little literature about travel and tourism behaviour amongst low-income travellers.

We do, however, know that they are:-

- unlikely to travel by plane or by car
- unlikely to stay in standard hotels or established B &B's and guesthouses.
- spending little on tourist souvenirs.
- unlikely to be found in fashionable restaurants.
- trying to stay with "friends and relatives" in order to minimise their expenditure on accommodation and catering.

There is little empirical evidence about the particular arrangements with these "friends and relatives" even though there is lots of anecdotal evidence that suggests that at least some payment for service is rendered.

On the other hand we know that some of those who accommodate such "friends" realise that they can develop their house as a tourist facility, moving towards profitable transactions.

This is known as "informal or less-formal tourism activities", which may already include far larger numbers of households- in South Africa and elsewhere in Africa- than we realise.

It applies, in particular, to places attractive for domestic tourists, like seaside settlements, the central city and places where major events take place.

History tells us that such informal tourism has also been significant in other parts of the world in the past.

Thomas (2004) gives a few examples below:

"In trying to understand behaviour patterns of the different types of (domestic) tourists, we are inclined to stress the ethnic or cultural characteristic of different (South African) population groups and their apparently unique ways to minimise expenditures through their respective ways of mobilising "friends and relatives". Closer scrutiny of (past and present) tourism trends in other countries will suggest far greater similarities, once we make provision for differences in the environment and in socio-economic structures. For example;

- In the first 10 to 15 years after the Second World War, much of intra-European tourism utilised bicycles as means of transport and tents as means of accommodation. This is besides the vast numbers of tourists (essentially from rural areas wanting to visit the cities) who stayed with "friends and relatives", offering their rural/agricultural products as "compensation" for favours offered. Since urbanites often experienced shortages of fresh agricultural products, this "exchange" was beneficial to both sides.

- All over the world former expatriates constitute a significant category among foreign and overseas tourist arrivals. Their spending, while visiting, is far from insignificant, even though they often reside with friends and relatives.

- Trans-border tourists, who actually travel for buying (shopping), medical treatment, studies and other regular activities, also find their parallels all across the world.

- It is not only in South Africa that the majority of (lower-middle income) families who want to holiday at the sea or at domestic holiday resorts cannot afford to reside in a hotel, self-catering, B and B or similar establishment facility. Staying with friends (or friends of friends) or, rather with "distant relatives" is perfectly normal, though not always easy to organise (or to analyse)".

These behaviour patterns also apply to South Africa and other countries in Africa. Our study tries to illustrate the existence of such informal tourism in two areas in Africa, viz Cape Town and Kampala.

CHAPTER FOUR

TOWNSHIP TOURISM ACTIVITIES IN KAMPALA

4.1 TOURISM ACTIVITIES

The research for this project included a survey amongst 50 households in Kampala as well as in Cape Town. The Kampala survey was undertaken on De. 2003/Jan. 2004 and the Cape Town survey was spread over a longer period late 2003/early 2004.

The full questionnaire is reproduced as an Annexure, together with a brief introduction to the survey.

Based on the Kampala survey results, this chapter explains how informal tourism activities operate in the Kampala urban area of Uganda. Excluded are tourism activities in rural areas and small towns as well as up-market tourist activities in Kampala and elsewhere in Uganda.

Basic facts about Kampala are summarised in table 4.1 (a-d).

TABLE 4.1: BASIC FACTS ABOUT KAMPALA /UGANDA

a) Population

Current Population of Uganda	24.7 million (2003)
Current population of Kampala City	1235 544
Population of Kampala in 1969	330 000
" " " 1980	458 503
" " " 1991	774 241
Kampala's Population (1969-2003) Growth	3.8% p.a.
Annual Immigration to Kampala	1.6%
Number of persons per Household	4.7

b) Sub-Urban Structure of Kampala

SUBURB	ETHNIC GROUP
Bwaise	Mixed Tribes
Kibuli	Nubians
Kamwokya	Banyakole (Westerners)
Naguru Hill	Acholis and Langis (Northerners)
Bweyogerere	Bagisu and Samia (Easterners)

c) HIV infection in the Age Bracket 15-45 Years

Current (2003)	2%
1994	8%
1990	18.5%

d) Visitor Attractions

Parliament	Uganda Matry's Shrine in Namungogo
Crested Towers	Lake Victoria
Kabaka's Palace	Kasubi Tombs
Museum	Local Jazz Bands in the City and Townships

SOURCE: http://www.citypopulation.de/Uganda

Nuwagaba Anthony et al 2002 :121

www.synergyaids.com

4.2 ACCOMODATION

As shown in section e of table 4.2 the visitors in Kampala townships are accommodated in various places. However, given that the majority of these visitors have family links or ties who may be taken as "VFR" category", they normally stay for less than two days at a place. They resort to staying with the person visited simply because they can't afford a hotel or they want to cut costs.

TABLE 4.2: RESULTS OF KAMPALA SURVEY

a. Number of questionnaires completed	50
b. Number of visitors/tourists coming to Kampala	
"Insignificant"	18%
"Very small"	62
"Reasonable"	20
Total	**100%**
c. Reasons for visit	
Family visits	25%
Special Events	20
Business and Job Search	20
Shopping	15
Adventure	7
Leisure Holiday Seekers	5
School/Education-related visits	5
Sight-seeing visitors	3
Total	**100%**

d. Origin of Visitors

Place	%
Overseas	26
Neighbouring Countries	42
Upcountry/Domestic	14
Not clearly stated	18
Total	**100%**

e. Accommodation (Length of stay on average 2-4 days)

Where staying?	%
House of visited person	47
In Neighbourhood as "overflow"	2
Camp on Premises (also to supplement)	5
Local Camping Place	2
School Dormitories	4
Church Halls (for religious festivities)	8
Nearby guest house (especially business people)	5
Nearby B&Bs (relatively higher income, e.g civil servants)	3
Other reasons or (not answered)	24
Total	**100%**

5. Catering

	%
Breakfast at home	10
Supper and Breakfast supplied	20
Visitors eat at nearby places	15
Bringing own food along	10
Integrated to family	30
In-house Restaurant	5
Answer not clearly stated	10
Total	**100%**

4.3 CATERING SERVICES

Provision of these services differs for ethnic groupings (tribes) in the townships. For example, the Acholi and Lango communities enjoy sharing the food with the visitor as a sign of brotherhood ("Ubuntu"). The most common pattern of entertaining visitors is by sharing food with the rest of the family, although eating in the nearby restaurants or local eating-places (locally known as "Bufunda") is also widespread. Bufunda serve both drinks and food.

As people realise the importance of establishing in-house restaurants, upcountry visitors are sometimes served from within the host's house. This cuts costs for the visitor, but may lead to some payment to the host (especially from businessmen and civil servants).

Some visitors carry along dry food to supplement the host's catering for the period the visitor will stay. This is especially important for those who travel for medical reasons (and stay longer), and for special events like weddings, funerals, etc.

4.4 TRANSPORT

Some make use of friends' cars, in particular when attending functions like weddings and funerals.

Guiding the tourist is usually not a big issue, except sometimes for security reasons when the host or other family members may be relied on. The same applies to sight seeing, when the host, an elder child or a neighbour, provides the service.

4.5 SELLING LOCALLY MADE PRODUCTS

In the townships of Kampala, local blacksmiths sell their products mainly to foreign tourists who visit to experience "traditional" activities taking place in the area. Local markets are also visited, except where up-country visitors can get local crafts cheaper in the countryside.

Foreign tourists rarely visit these up-country markets, due to insecurity especially in the North and East of the country for them the only option is the nearby townships in the city.

4.6 TOWNSHIP ATTRACTIONS

Domestic visitors usually do not visit townships for their "attractions" but for low cost accommodation or to see friends and relatives. Nevertheless, Kampala's township jazz bands attract certain age groups, while foreign tourists usually want to watch cultural dances and other unique activities. Besides these attractions, both local and foreign tourists enjoy the local dishes like "Luwombo" (groundnuts and chicken wrapped and steamed in banana leaves). Local tourists also enjoy local brew, known as "Malwa".

4.7 SCOPE FOR ENTREPRENEURIAL ADVANCEMENT

The establishment of an enabling environment for tourism development is a key pre-condition for the successful development of entrepreneurs in the townships (Nuwagaba Anthony 2002).

Townships are quite vibrant in the informal business sector as most of the local entrepreneurs capitalise on the huge market. These township entrepreneurs often emerge from starting out as hawkers, both in the city centre and in townships. As turnover increases, they may open a small tuck-shop or a retail-shop to serve the people in a particular area.

A survey carried out in Kampala revealed that a number these **grassroots** entrepreneurs started extending hospitality to relatives or visitors from up-country, eventually developing formal businesses. For example;

- Nakato, a nursing sister in Mulago Hospital began a Bed and Breakfast, serving the ever-increasing number of relatives, friends and other people from upcountry coming for treatment in the hospitals.

  The visitors initially used to come with either dry foodstuffs or bananas to reduce the cost. Given the demand, she advised them one by one to come with little money instead of food and this is how she developed her business. Currently she has built four more rooms attached to the former two bed-roomed house, to cater for her visitors, both local and international. She does not only provide accommodation and food, but also has a drug shop attached.

- Mrs Mutukeyi, staying in Bwaise Township, also developed a small B&B out of selling charcoal in tins to the community and some savings were from little contributions given to her from distant relatives she shared accommodation with in her three roomed semi-permanent house. Her savings were well accounted and eventually managed to set up a big guest house which accommodates more than 30 guests.
- Another successful entrepreneur, currently a millionaire in Kampala's suburb, of Naasana, is Haji Sebagaala, who used to accommodate people looking for petty jobs in the city. He shared his two rooms with those young boys, who had to pay a little money everyday for accommodation. They could return to do their everyday jobs, commonly known as "jua kali" meaning "hot sun" jobs. Through his daily savings in the bank, he acquired a loan to construct twenty rooms in semi-detached houses, to serve as local guesthouse in the township. He has now built several multi-storied houses and owns a Forex bureau, despite his low academic standards.

Practice shows that it has often not been easy to develop into a successful entrepreneur, given the type of environment these small business entrepreneurs operate within. A number of those interviewed have been offering their services on the hope of improving, but have failed to succeed.

It is against this background that, in order for such businesses to succeed, there is need for (i.e.) training, bookkeeping assistance and financial support from government, tax exemption and better security. We shall return to these issues in chapter six.

CHAPTER FIVE

DOMESTIC BUDGET TOURISM IN CAPE TOWN'S TOWNSHIPS

5.1 ORIGIN OF TOWNSHIPS IN CAPE TOWN

The concept of townships refers to the residential areas that were created for African and Coloured communities during the apartheid regime.

Cape Town's oldest African township is Langa (1927) and Nyanga, followed by Gugulethu ("our pride"), established in 1962, and Khayelitsha (in 1988).

As mentioned at the start of the chapter 4 the feedback on domestic tourism patterns in Cape Town's tourism is largely based on the responses to the survey. The results are summarized in table 5.2 and are discussed in subsequent sections.

5.2 RELATIVE SIGNIFICANCE OF THIS TOURISM SEGMENT

As mentioned already, most of the attention in the tourism literature and discussions falls on overseas tourism as well as middle and higher income domestic tourism. These are, after all, the categories accommodated in hotels, using up-market restaurants, traveling with organized tours and spending sizeable amounts on "tourist goods."

Relative little attention is given to domestic budget tourists who try their best to cut spending for accommodation, meals, and other items apart from the transport cost, which is often the largest expenditure category.

In order to get an overall perspective as regards the size of the domestic budget tourism stream in the Western Cape, Table 5.1 summarises relevant data from an HSRC study on VFR tourism in South Africa. (Stephen Rule et al, 2004).

The study covers all of South Africa, indicating a total stream of 34 million domestic "trips," where travelers often stop with "friend and relatives" (VFR) in order to minimize their expenditure.

Table 5.1 also shows the breakdown of visitors by age group, race, gender and income (using LSM categories).

Compared to the other provinces, the Western Cape visitors/ tourists

- have a smaller African share and a far larger Coloured share
- are relatively older;
- have higher total spending (per capita).

On the other hand, the Western Cape only gets 7% of the national share of VFR tourists compared to about 12% of all domestic tourists. In sharp contrast, about 55% of all overseas tourists also visit the Western Cape. The reason for the lower share of VFR tourists is higher transport costs from the same areas (Gauteng) and far fewer family links between up-country African households and Western Cape households.

TABLE 5.1: VFR TOURISM IN THE WESTERN CAPE/CAPE TOWN

1. Origin of VFR Visitors/Tourists to the Cape	**%**
Western Cape	72.0
Eastern Cape	7.8
Gauteng	5.8
Other Provinces	14.4
2.Age Breakdown of Visitors	
18-24 years	16.9%
25-34 years	21.1
50 + years	31.0
	100%
3.Gender and Race	
Male	46.7%
Africans	23.3
Whites	32.2
Coloured/ Indian	44.5

4. INCOME CATEGORY (of VFR)

LSM 2/3	40.0%
4	7.5
5	13.9
6	19.4
7	23.2
8	36.0

5. Visitors/Tourists in the Western Cape Total Spending

Category	2001
Transport	157.6
Accommodation	49.2m
Food	157.6m
Entertainment	37.7m
Gifts	28.3m
Other expenses	88.8m
TOTAL	**R519.2 million**

SOURCE: HSRC Survey 2001

See Stephen Rule 2004

5.3 TOWNSHIP ACTIVITIES IN CAPE TOWN

We have already mentioned earlier that a small number of overseas and higher income domestic tourists are nowadays visiting the townships for short trips and, in a small number of cases for overnight stays. It should be noted that there are tourists interested in the particular township culture and the personal or community contacts. They are able to pay standard formal sector prices for accommodation, catering and entertainment, which take them out of our particular research focus here.

In this chapter we are primarily looking at those visitors who stay in townships in order to cut their cost, with "friends and relatives" usually seen as the best access to such "cheap services."

These townships include areas with predominant Coloured communities as well as African township areas. Out of 7% VFR tourists coming into the Western Cape (according to the HSRC Survey of 2001) and the approximately 5% coming to Cape Town, the total in the townships might be about 3% (of the 34 million in 2001 or about 40 million currently). This suggests that our focus here is about 1.2 million visitors a year with a racial breakdown of about 4:5:1 for Coloured, African and White people, (if we interpret townships as basically suburbs).

Table 5.2 provides a summary of questionnaire responses from 50 people interviewed in Gugulethu and Khayelitsha randomly.

TABLE 5.2: SURVEY OF INFORMAL TOURISTS IN KHAYELITSHA AND GUGULETHU

Number of questionnaires completed	50
1. "Volume of visitors in Cape Town Township" (Recreations)	
"Insignificant"	16%
"Very Small"	28
"Reasonable Volume"	56
	100%
2. Origin of Visitors	
Overseas	24%
Neighbouring African Countries	36
Up country (domestic tourists)	32
Origin not clearly stated	8
	100%
3. Accommodation in Townships	
Sharing all Rooms with visitors	16.0%
Vacating House for Visitors	3.1
Vacating one/two rooms	15.7
Using Backyard Rooms	13.2
Trailer/Caravan Parked on site	6.5
Camping on site	6.6
Sleeping in Neighbouring House	12.4
Staying in B and B in Neighbourhood	16.5
Other responses	10.0
	100%

4. Catering	
Breakfast at Home	17%
Supper and Breakfast supplied	20
Visitors eat at nearby places	18
Bringing own food	10
Integrated in family	25
In-house restaurants	5
Answer not clearly stated	5
	100%

5.3.1 ACCOMODATION

Like in Uganda, "Ubuntu" is a common word among the African communities which term expresses an African philosophy of life that one may perhaps describe as "brotherliness, solidarity and togetherness."

The low per capita expenditure by budget domestic tourists on accommodation indicates that only small payments change hands on an individual level for accommodation (HSRC survey 2000:99).

According to our survey, the majorities of the visitors are staying with a friend at relatively low or no cost at all or with little contribution in kind (gift) to the host. They are staying in one of the rooms, vacated for the visitor.

A few can afford to stay in B and Bs- either business people or visitors coming for workshops or seminars for a day or two.

Visitors, who own vehicles/caravans sometimes park behind the relative's house and sleep over in the vehicle. Where visitors are too many, neighbours may accommodate some on mutual understanding.

5.3.2 CATERING

Feeding and serving visitors in the township environment also differs from house to house as it depends on the type of travel and host. Usually the host provides both breakfast and other meals, simply because the "tourists" are treated as integral part of the family.

Some travelers, according to the survey, carry food along to supplement the host's groceries. While some hosts, especially the bachelors, prefer having meals at a nearby restaurant, the payment will probably be borne by the visitor to reciprocate for other services. In the final analysis, expenditure on food is one of the biggest expenditures for VFR tourists.

5.3.3 TRANSPORT AND GUIDING

Whatever the reason for travelling, the visitors have to meet their own transport costs from home to their destination. This is usually the biggest single expenditure item of most of the VFR tourists. According to the survey, some hosts meet return transport costs, especially in the case of close relatives. Mini-bus taxis and trains are the most utilized forms of transport. Guiding of the visitors also isn't much of an issue where travellers visit relatives and, inevitably, the host takes the responsibility for guiding. The host also acts as "security guide" to the visitor. Some hosts request the neighbour or other persons close by to play the role of guiding and, at the end of the programme, "compensate" the min a nearby Shebeen.

5.3.4 SALE OF LOCAL PRODUCTS

The most common locally produced products in the townships are of simple nature which includes things like souvenirs, ad hoc goods, festivity linked souvenirs, culturally made attires, and other assorted handcrafts.

5.3.5 TOWNSHIP ATTRACTIONS

Attractions to domestic budget tourists include local music (Kwaito) and Shebeens, where some games like snooker (pool) are played and people participate in drinking.

Naturally domestic budget tourists also visit other places of attraction, like the Waterfront and Table Mountain.

5.3.6 SCOPE FOR ENTREPRENEURIAL ADVANCEMENT

The surveys and other interviews held during the fieldwork part of the Cape Town research have revealed a very mixed picture of informal tourism activities in Cape Town townships.

- The focus of 'township tourism' still falls largely on facilities serving the needs of (up-market), predominately overseas tourists who want to get a glimpse into 'African lifestyles' as part of their few days stay in the Western Cape.
- There are, undoubtedly many township households who play some role in the accommodation, catering, guiding and entertainment of up-country visitors or tourists, i.e who are informal suppliers of tourism services;
- Visitors from the Eastern Cape are far more family bound than those visiting from Gauteng.

Most people discussing these informal tourism activities do not yet see them as the start of a distinct "tourism enterprise" (an informal tourism micro-enterprise). They still term it as acts of 'Ubuntu' or family commitments. However, once we dig deeper into the activities and how 'favours' like accommodation (for 1-3 days or for one or two weeks), catering, transporting around, etc are "rewarded", we can see the start of business activities and business transactions. "Making a present" to the homeowner at the end of one's two week stay near the sea is, after all, little different from the payment made to a B & B or some camping site owner. Once we add up all the hundreds of (differently structured) informal visiting arrangements – in Khayelitsa and elsewhere in Cape Town, we find the base of a rather complex, informal industry, with lots of scope for the business advancement of those operators of "home stay activities" who are pro-actively entrepreneurial. Just like informal traders, informal sellers of home brew liquor, informal taxi operators and informal shack builders we can view informal accommodation suppliers as part of the much discussed "Second Economy".

Naturally, a large percentage of those who might successfully evolve their informal B & B or entertainment place do not succeed, due to a wide variety of practical issues. The homes may be too small, the area too insecure or poorly located, the neighbours too inhospitable or one of the home partners not actively enough involved. They could also have succeeded, but squandered the money or preferred to go into other business directions.

Here we come to the need to support this fledgling informal tourism sector, which will be addressed in the last section. To conclude this section, the box below summarizes examples of informal service providers in Townships.

INFORMAL TOURISM SERVICE SUPPLIERS IN CAPETOWN

In Cape Town shebeens started as informal service providers to the township dwellers for whom as it was illegal, too expensive or difficult to drink at formal drinking places in the city. Over the years Shebeen owners have formed their Shebeen Association, where members register, pay annual subscriptions and may even be able to borrow money to run their businesses.

Mama Manewo's B&B in Langa is one such successful case. She used to serve her relatives from up-country who used to come for treatment or health related problems as well as private trips. Through continuous inflows of visitors, she was encouraged to begin her business by vacating one room for her guests at a minimal pay. The "fee" differed, depending on the income of the visitor.

Currently, she has five well-furnished rooms serving both up-country visitors and relatives at a fixed charge. She also serves international visitors through a link with an established, city hotel.

Source: Personal contact via Sonke meetings

CHAPTER SIX

FACILITATING DOMESTIC BUDGET TOURISM

Our discussion of informal tourism activities in Kampala and Cape Town has revealed many similarities but also distinct differences, which will be reviewed in this final section.

In addition this chapter looks at ways in which the evolution of the informal sector can be encouraged and facilitated. It is, after all our intention that many of those who get involved in this sector more accidentally - helping friends and relatives by providing accommodation, food or guiding - are gradually becoming more fully committed to this business sector.

Such a "bottom up" entry into the industry is, in fact, an alternative path to the top-down way taken by most conventional tourism entrepreneurs and the larger enterprises.

6.1 SIMILARITIES IN INFORMAL OPERATIONS IN CAPE TOWN AND KAMPALA

John Urray in his book "The Tourist Guide" (1990:3) observed that tourism is a vibrant experience in which the staged image is perceived in their minds. The subject of the "tourist gaze" must be primarily and predominantly out of their ordinary minds and lives.

Tourists viewing sites often involves different forms of social interactions, social patterning, linkages and to a certain extend interest as well as money involved.

Domestic tourism developments worldwide have distinct patterns which depend on the purpose and nature of the visits as well as local traditions.

Against that background we found that informal (VFR) tourism activities, in Cape Town and Kampala Townships have some common characteristics and some distinct differences.

The following are some of the similarities.

- Domestic tourism has been in existence since time immemorial within the black community and other cultures worldwide, but it was viewed as paying a courteous call to a friend or relative. This kind of trend still continues in Cape Town as well as Kampala.

- What is common too is the mode of payment, where the host benefits indirectly through presents or contributions in kind (groceries, etc).

- In Cape Town and Kampala (townships), domestic tourists usually stay for 2-3 days.

- Accommodation and food is normally shared with the rest of the family members. The visitor also has to share with the host the bedroom, sitting room or children's room. At times a room may be vacated for the visitor.

- Visitors are guided to areas of interest, like shopping malls, markets, hospitals, and other destinations.

- Visitors often provide or pay for the drinks (alcohol). If this is outside the home, the host has to give direction and security.

- It is often understood that the hospitality will be reciprocated by return visits, as a way of consolidating relationships.

- Domestic budget tourists can be differentiated into status or financial categories, viz. low income visitors normally visit low income hosts and middle class to middle class.

- The common local brewed drink in these townships pubs (bufundas in Kampala and shebeens in Cape Town) is "unqombothi" (Cape Town) and "malwa"in (Kampala) which is not expensive, and widely available in all townships and up-country. In simple terms, it referred to as a drink which "unifies" people in their culture.

- Also similar are the types of settlements, i.e semi-detached houses or shacks, with 6-10 persons living in a cluster of one to three shacks. .

- Religious groups going to crusades and other religious functions constitute an important category of informal tourists, where they stay with relatives and friends in the nearby townships.

6.2 DIFFERENCES IN INFORMAL OPERATIONS

There are also a number of differences between Kampala domestic visitors and Cape Town budget tourists.

- First of all, Kampala is a relatively small, though rapidly growing city. It has a lower population density than Cape Town and has fewer townships. Thus, relatively speaking, Cape Town townships should receive more upcountry and intra-provincial informal tourists than Kampala.

- However, since Kampala is the capital and main commercial city of Uganda, it draws different categories of visitors than Cape Town, which is far away from the seat of government and the centre of South Africa's economy. In that sense, Cape Town draws far fewer domestic tourists than, for example, Johannesburg, Pretoria or Durban.

- Accommodation for domestic budget tourists in Kampala is the sole responsibility of the host and rarely do neighbours extent such favours even if the host's room/home is full. In our study it was shown that in Cape Town townships, the host is often able to access alternative accommodation from neighbours.

- Since Cape Town is not a typical "African" city, overseas tourists like to visit the townships in order to get a feeling for the African culture.

In Kampala, overseas tourists can get this "Africa" feeling from the inner city they don't have to visit working class townships for that purpose.

- With respect to the availability of easy and cheap transport, Cape Town has the upper hand, since visitors can access trains as the cheapest means as well as busses and taxis as alternatives to travel to and from their destinations. Kampala domestic tourists find it difficult to travel to and from their destinations, as the only means available are minibuses, which are relatively expensive.

- Cape Town townships are located at a distance from higher income residential areas while Kampala's Townships like "Makerere Kivulu" are in the middle of the city and close to the university. Others are quite close to up-market residential areas.

- The South African government promotes and encourages international tourists to visit and feel the experience of the local people and their culture in townships. The Ugandan government either seems not to be aware of the existing tourism potential in the township settings or do not promote it. There are in fact many more modern B and Bs for tourists in Cape Town's Townships than in Kampala.

6.3 ENCOURAGING INFORMAL (TOWNSHIP-BASED) TOURISM

Murphy (1985:37) argues that for tourism to succeed among local communities, it needs to be developed and started from within the communities, where the local population sees it as a benefit for them and the generations to come. Residents with a commercial knowledge in tourism- whether as employers or employees- are likely to have more definite and positive attitudes towards tourism development than those with little or no involvement.

Keogh (1990) in a study conducted in a small fishing township, in Brunswick, Canada found that most residents were not informed about initiatives in their area to promote tourism. In fact the lack of familiarity with developments among residents had an overall adverse effect on attitudes towards tourism development, especially in disadvantaged communities.

Our study suggests that the demand for informal tourism services can be a driving force for the creation of a new "class" of informal tourism sector entrepreneurs, many of whom may, at some later stage evolve into formal tourism enterprises, Thus, it is in the interest of government and tourism support services in Kampala as much as in Cape Town and elsewhere in Third World communities, to encourage informal tourism and help emerging entrepreneurs to get the necessary training, funding and market access opportunities.

In the process of supporting informal tourism entrepreneurs, a few steps or support policies can be distinguished. Some of these evolved out of the discussion in the study and others emanate from the literature.

6.3.1 SPREADING KNOWLEDGE ABOUT VFR TOURISM

Tourism marketing is like that of any other product, which needs advertisements and public awareness. It is quite vital to spread the information about VFR (visiting friends and relatives) as part of tourism activities. This information can be spread through newspapers, pamphlets, radio, television, and seminars and through those who got involved in establishing formal tourism activities for VFR in the townships.

6.3.2 ENCOURAGING VFR OPERATORS TO SPREAD THEIR RANGE OF VISITORS

As relatives/friends visit - ranging from uncles to brothers, soccer fans, church members or religious groups - information is spread along a contact chain. As visitors come, they can help to inform others, ideally through pamphlets and other materials.

6.3.3 ENCOURAGING NETWORKING BETWEEN INFORMAL AND MORE FORMAL OPERATORS

In any business, networking is of paramount importance in order to maximise profits and developments. Township informal tourism entrepreneurs are usually not well established or connected, and even the few who have contacts, still need to strengthen networks with formal operators. Essentially they should learn from each other and should not perceive each other as "enemies" in business.

MacLaren, in her book "Rethinking Tourism and Eco-travel" (2000), argued that "tourism can be used to boost rural economic development." To be successful, this requires even more pro-active communication and networking.

6.3.4 APPLYING MUNICIPAL AND OTHER RULES IN A FLEXIBLE WAY

The Western Cape Tourism Act 3 of 1997 established the statutory Western Cape Tourism Board (WCTB) and statutory regional and local tourism organizations (RTOs and LTBs) to conduct marketing and development support functions. However, the regulations and rules do not always favour township tourism entrepreneurs who cannot easily meet strict conditions.

6.3.5 INCORPORATING VFR TOURISM INTO EXISTING COURSES AT SCHOOL AND POST SCHOOL LEVEL

The teaching of tourism at schools and in tertiary institutions mainly focuses on international tourism development with little being taught about VFR tourists, even though this is the biggest tourism segment. This neglect calls for the incorporation of VFR tourism into course material, and a lot more research to be carried out about practical issues.

6.3.6 INCORPORATING INFORMAL TOURISM IN MARKETING CAMPAIGNS

Goudie et al (1999) acknowledge that the state's commitment as reflected in the Republic of South Africa's Government White Paper on tourism emphasises the need to promote and market tourism at various levels as a way of creating job opportunities. It is important to also include the marketing of informal tourism at all levels.

6.3.7 FACILITATING THE SUPPLY OF MICRO LOANS

Although many operators of informal facilities do not need capital for their services, many informal entrepreneurs who try to extend their capacity are struggling because of a lack of capital to boost the businesses to a certain standard (e.g. B & Bs). Government and NGOs should support the provision of micro-loans to enable them to improve their service delivery to customers.

6.3.8 IMPROVE TOWNSHIP INFRASTRUCTURE FACILITIES

Here we are talking about facilities like roads, lighting and physical security as a pre-requisite to lure more tourists to townships or at least, not to frighten visitors from staying in townships.

To be effective and influential, these different types of "support" cannot all be left for "the government" to tackle, nor can they be pursued by the informal operators alone. If we want this bottom-up avenue into conventional tourism to succeed and the process to accelerate, it is necessary that different role players cooperate. These role players should include:

- Local authorities
- Regional/provincial authorities
- Tourism authorities at national level
- Business organisations (chambers of business involved in tourism)
- Education and Training bodies involved in tourism skills training
- Larger (formal sector) tourism operators with a social responsibility commitment towards informal operations

Ideally, players should come together to develop a broad strategy as well as specific goals to pursue through their interaction. This might be facilitated by either a training body or a committed NGO in each area.

CONCLUSION

In order to promote tourism in Africa and successfully compete in the international tourism market place, African countries have to develop a bottom-up approach where the local communities have to get involved as well.

We have stressed all along that domestic tourism in African countries has so far been a neglected research field. Establishing contact between interested researchers, universities and related bodies across the continent could help to strengthen the research field and to develop priority themes. It should also stimulate joint tourism projects and help to establish a database for researchers.

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ANNEXTURE 1. QUESTIONNAIRE USED IN SURVEYS

Background

In discussions about tourism-related activities and businesses, most of the emphasis usually falls on formal businesses and modern, registered facilities catering for foreign or overseas tourists or for standard facilities utilized by local business or upmarket holiday visitors. Relatively little attention is given to informal accommodation, catering, sightseeing and other facilities made available to middle- and lower income domestic travellers/holiday seekers unable to afford standard or upmarket facilities. There is, however, increasing interest in this supply segment of tourism services and widespread feeling that more research needs to be done about these "informal tourism activities"

Before embarking on detailed (sample) surveys or door-to-door enquiries, it seems most appropriate to tap 'local knowledge' about these activities through structured group discussions with people knowledgeable about such tourism-related activities in local communities.

This "questionnaire" outlines a range of topics/questions which can guide such discussions. The questions are only a framework for the flow of discussions; the discussion leader will have to steer the conversation and take notes about the feedback from participants. In that process totally new points may be raised and should then be pursued.

Goal of the Discussions

The main goal of these conversations is to outline the range of tourism- related activities taking place in the particular neighbourhoods known to the participants. Emphasis has to fall on the diversity of activities and approaches, rather than the depth of analysis of any specific practice.

In the light of these background 'snap shots' more in-depth research can than be done on certain of these practices.

Ideally this framework for discussions will be suitable for Cape Town's "townships" as much as for other African cities.

Discussion Guideline

If you fill in details on separate paper, number questions/answers as below.

1. **Community interviewed**

1.1 Country ________________ Province ________________

1.2 Town ________________

1.3 Suburb ________________

1.4 Contact detail of local informant(s): ________________

____

____

1.5 Date of discussion: ________________

Time/length of discussion/session: ________________

Number of people present: ________________

Local: ________________

Other Participants/Observers: ________________

1.6 Was there any formal input/paper from discussion partners? (Specify)

____

____

1.7 Was the conversation relaxed / fruitful? (1-4) (Tick one)

Very fruitful	Reasonably	Not much use	Hostile/unproductive
1	2	3	4

1.8 Who led the conversation (researcher)? ________________

2. <u>Visitors and Tourists in the Neighbourhood</u>

2.1 Are (m)any outside visitors or "tourists" coming to this part of town or this neighbourhood / township? (Tick one)

a) Very seldom/very few ☐ b) Regularly, but only a few ☐

c) Quite a few- increasing ☐ d) A lot and continuously ☐

e) Any other assessment? ______________________________

2.2 If there are significant numbers of visitors/tourists, from where are they?

a) Mostly 'locals' from nearby towns/regions ☐

b) Locals from upcountry/far away regions ☐

c) Foreigners, mostly from neighbouring countries ☐

d) Overseas tourists ☐

e) A mixture of all the above ☐

f) Other response: ______________________________

2.3 Are many of them staying over in the neighbourhood?
Explain, referring to categories from (2.2.)

a) Very few ☐ b) Quite a few ☐ c) Many ☐

d) If at all, then only a night or two ☐

e) Usually a week or two/three ☐

2.4 Are visitors/tourists related to locals whom they stay with?

a) Seldom ☐ b) Regularly ☐ c) Mostly ☐

d) Only vaguely related ☐

2.5 Are there particular occasions/events when visitors come?

Explain ______________________________

Are there seasonal patterns? ______________________________

2.6 How important are the sea /coastline /beaches for upcountry visitors? Explain.

2.7 Are the numbers of visitors/ tourists increasing over the years?

Explain why/how ____________________

2.8 Are there differences in the rate of visitors/tourists coming to different neighbourhoods or townships? Indicate which are most popular and try to explain why: ____________________

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3. **Accommodation of visitors**

3.1 Indicate whether the following systems are practiced locally:
Very wide spread =1 Quite a few = 2 Known, but rare = 3 Not in use = 4

					Rank
a) Special B + B places in each neighbourhood	1	2	3	4	
b) Vacating the house for the visitors	1	2	3	4	
c) Vacating one or two/three rooms for visitors	1	2	3	4	
d) Sharing all rooms	1	2	3	4	
e) Making backyard "rooms" available	1	2	3	4	
f) Trailer/Caravan parked on site	1	2	3	4	
g) Camping on the site	1	2	3	4	
h) Have visitors sleep over in neighbouring houses	1	2	3	4	

i) Other variations: ____________________

- Rank the 8 variations in the last column according to the frequency of current use in the neighbourhood. (1= most used)

3.2 Do local 'landlords' get (some) payment for the accommodation provided? Explain how (much)____

____

There will be different methods, e.g. Close relatives pay nothing
Longer run visitors pay etc.

3.3 How big are the groups getting accommodated overnight? ________________

____

3.4 How long are "visitors" staying? Is there a pattern? ____________________

____

3.5 What other ways are there to accommodate visitors locally.

a) In school dormitories	1	2	3	4
b) In church halls	1	2	3	4
c) In local caravan/camping places	1	2	3	4
d) In other places (Specify)	1	2	3	4

____

____

4. Food for visitors/tourists

4.1 Looking at those staying overnight in the neighbourhood, what are the most frequent ways to cater for them, a-g. (1-4,as in question 3.1.)

					Rank
a) 'Breakfast only' included/ served/provided	1	2	3	4	
b) Supper and Breakfast supplied	1	2	3	4	
c) Visitors eat at nearby places	1	2	3	4	
d) Visitors bring their own food	1	2	3	4	
e) Visitors just treated as part of family	1	2	3	4	

Rank

f) Accommodation place has in-house "restaurant" 1 2 3 4

g) Other variations: ______________________________

____

4.2 Are there many "eating places" in the neighbourhood catering for "outsiders"/visitors? Explain – indicating the level of such services.

____

4.3 Are there popular restaurants in the area drawing mostly outside/foreign visitors? Explain.

____

4.4 Are there spazas/ local informal shops who offer goods needed by visitors – nearby/ in the area?

____

5. Crafts, Souvenirs and memorabilia shops/markets

5.1 Are there sales places for such goods in the immediate neighbourhood?

____

5.2 Are you aware of such places in the wider vicinity (township)? And do tourists visit them?

____

5.3 Are there producers of such craft goods in the neighbourhood? Where do they sell their goods?

____

6. Local entertainment places

6.1 Are there local entertainment places visited by external visitors? Explain. 1 2 3 4 (see Question 3.1)

____

6.2 Are foreign tourists regularly coming to these places?
Which ones / how frequently / how many?

____

6.3 How do the prices at these places compare with the prices in the city center/in formal establishments?

____

7 Local sightseeing and (guided) tours

7.1 Are there places in the neighbourhood regularly visited by outside visitors? Indicate attractions

a) Local area visitors ______________________________

b) Upcountry/distanced visitors ______________________________

c) Foreign visitors ______________________________

7.2 Who guides the visitors (if anyone)? ______________________________

____

7.3 Are there 'guided tours' through the neighbourhood(s)?
If so, what role are local people playing in these tours? ______________

____

7.4 Are you aware of locals working as "guides" outside the neighbourhood? Explain.

____

7.5 Are locals operating as informal taxis for visitors/tourists who happen to stay over in the area? Explain why (not).

____

8. Sports activities and visitors

Do sports activities in the area/town give rise to overnight visitors in the neighbourhood?
- What sports? - How frequently? - How many?
- How are they accommodated?

____

9. Shopping visitors

9.1 Do you find visitors to your neighbourhood coming from afar/upcountry, primarily for shopping purposes? 1 2 3 4

9.2 If so, how are they accommodated and how long do they stay? ______________

____

9.3 What do they have to pay for one night's stay? ______________

10. Opening formal "B + B's" in Townships

10.1 Are you aware of any formal "Bed and Breakfast" places that cater for upcountry or foreign tourists which have lately opened or evolved in your neighbourhood?

____

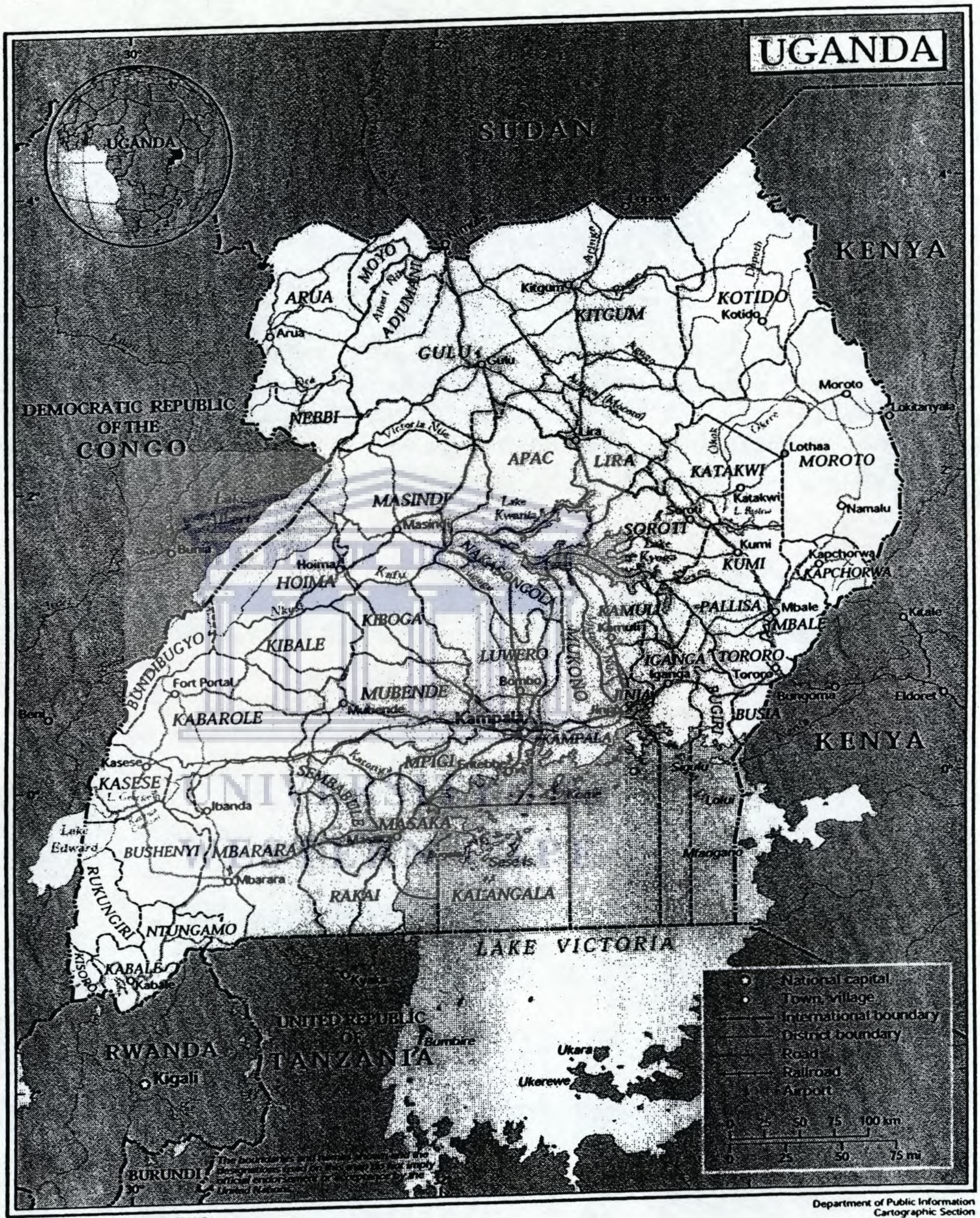
10.2 If so, recall how it started and whether there were special factors why this particular establishment seems to succeed.

____

Finally: Any other dimension of 'Township Tourism activities' not captured by Questions 1-10? Elaborate, discuss and prepare feedback.

____

2. POLITICAL MAP OF UGANDA



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Cartographic Section

3. **TOURISM ZONES IN UGANDA**