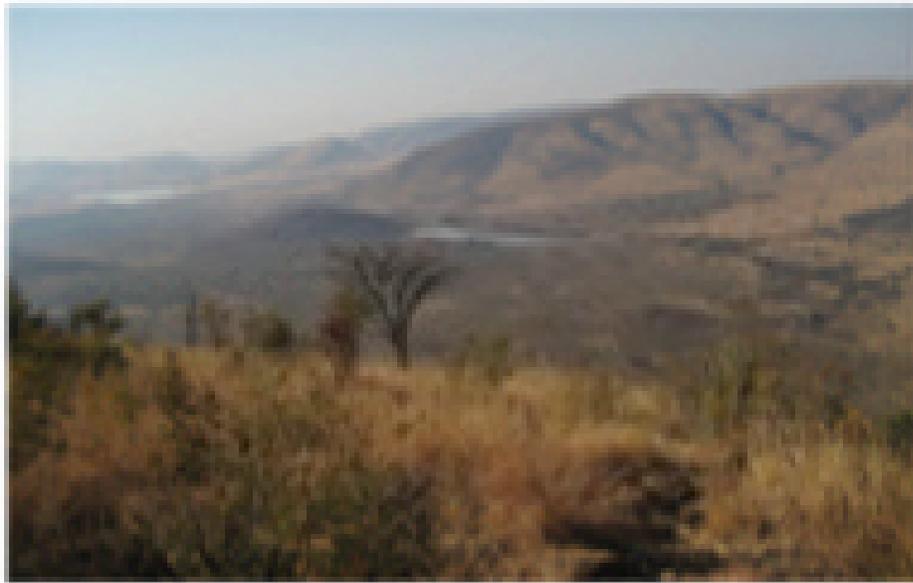


RESPONSIBLE TOURISM DEVELOPMENT

**IN THE PILANESBERG NATIONAL PARK
IN THE NORTH WEST PROVINCE
OF SOUTH AFRICA**



**ALDO PAPONE
CASE WRITING COMPETITION**

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- Patric Dlamini

Contact us at:

Yolandé Heymans

Klerksdorp (Matlosana) High School

PO BOX 1181

Klerksdorp (Matlosana)

2570

South Africa

+27 18 462 8423/4

Fax: +27 18 462 8452

E-mail: khs@koshcom.co.za

CASE WRITERS

The team who put it all together ...



My name is Nonkanyiso Pearl Pheza. I am 17 years old and live with my mother in Paballong Village, near Klerksdorp.

When I finish school I want to become a Flight Attendant.



My name is Melissa Meyer. I am 17 Years old.

I live with my mom in Klerksdorp. When I finish school I want to be a teacher.



Facilitator: Mrs. Yolandé Heymans

I have taught Tourism for 10 years and I am one of the 10 American Express Tourism Teaching Fellows (Lead teachers in Tourism in South Africa). I am very passionate about Tourism and every year, I encourage my grade 11 students to enter the competition. I have been fortunate with my students winning in 2003, 2005 and 2008. It is a big honour to represent South Africa at the Travel and Tourism Student-Teacher Conference.

PROFILE

Introduction

The following case study was conducted in the Bojanala region situated in the North West province of South Africa. South Africa is a land of visual diversity and a country of compelling, unforgettable beauty. All the landmarks, both natural and man-made, tell the story of a country with a fascinating heritage, richly endowed by nature and only partially tamed by man. For the tourist, South Africa offers a dazzling variety of attractions: from sandy beaches to arid bush, from tropical wetlands to spectacular mountain scenery. Whether you wish to laze in the sun, swim, track the Big Five, hike along the coast or in the mountains, see wild flowers in profusion, savour good food and wine or simply take in the history and culture of one of the world's most talked-about societies, South Africa has something special to offer.

The North West Province is one of the most diverse tourism destinations in South Africa. Here you will find some of the finest wildlife reserves, cultural sites, archaeological treasures and entertainment resorts. It is an ideal getaway destination for international visitors seeking a wilderness experience or exposure to the cultural treasures of the country.

Here travellers can discover the world's oldest tourist route, where travellers have been exploring for over two million years. This "Heritage Route", which is the heritage of every person on the planet, is literally scattered with traces of Iron- and Stone Age settlements and is a unique tourist experience that is unparalleled in its significance and diversity. With its unique icons, such as Magaliesberg and Hartbeespoort Dam, the Pilanesberg National Park, Madikwe Game Reserve, Mafikeng Museum the Taung Heritage Site, Lesedi Cultural Village and of course the Vredefort Dome - situated in the beautiful outcrops near Parys in the Free State and Potchefstroom in the North West Province - tourists will be left with a wide array of meaningful experiences.

Tourism is the fastest growing industry in South Africa with the potential to create jobs and address poverty. Tourism depends heavily on the environment, which must be managed in a sustainable manner. This means that tourism development must meet the needs of the present generation, but without compromising the ability for future generations to meet their own needs. We must look after our environment, be responsible in the way we go about things so that future generations will also have the privilege to enjoy a better quality of life through increased socio-economic benefits and an improved environment. It is all about providing a better life for all.

Tourism is a key contributor to employment and economical growth in South Africa. Tourism does not only influence production and employment in the economy, but also improves the so-called "invisible side" of the country's balance of payments. For South Africa, tourism is the second largest earner of foreign exchange, with the number one earner being the mining industry.

CASE STUDY:

RESPONSIBLE TOURISM DEVELOPMENT IN THE PILANESBERG NATIONAL PARK

Organization of Case Study:

This is a case study on responsible tourism practices at the Pilanesberg National Park. The Pilanesberg National Park is a well-studied Game Park where one can observe the most select array of South African wildlife; where one can experience the geological and cultural treasures of the area; and where one can engage in a variety of educational and recreational activities.

The case study presents some of the features of responsible tourism of the park. It is organized in the following sub-sections:

1. Problem statement
2. What is Responsible Tourism Development?
3. A Description of Pilanesberg National Park
4. Existing responsible tourism practices
 - 4.1 *Economical practices*
 - 4.2 *Social practices*
 - 4.3 *Environmental practices*
5. Recommendations for improving responsible tourism practices in the Pilanesberg National Park
 - 5.1 *Economical practices*
 - 5.2 *Social practices*
 - 5.3 *Environmental practices*
6. Conclusion
7. Glossary
8. Teachers guide and lesson plans

1. Problem Statement

Tourism is the world's largest industry. It creates an enormous amount of jobs and is seen as a leading economic activity that changes the lives of thousands of people worldwide. Tourism and the environment are inseparable and by developing the tourism industry it can place a heavy burden on the environment as well as on local economies and cultures. This calls for responsible management of tourism development. The question remains:

“Whilst respecting the environment, is it possible to adopt a tourism development and management strategy that embraces sustainable and responsible planning, effective management of its resources and product development and marketing that brings about positive economic, social, cultural and environmental benefits to the local and surrounding communities?”

In this case study we will showcase a park where this is done very effectively. We will present the current economical, social environmental responsible tourism practices in the Pilanesberg National Park. We will also make some recommendations to management of the park and show how they can improve their economic, social and environmental practices in order to be more socially and environmentally sensitive.

2. What is Responsible Tourism Development?

Responsible tourism development is when any existing or new tourism based activity or product, like the Pilanesberg National Park, adopts a development and management strategy that respects the environment, embraces sustainable and responsible planning, pursues proper management of its resources, and engages in product development and marketing in such a way that it brings about positive economic, social, cultural and environmental benefits to the local and surrounding communities.

Responsible tourism will generate economic benefits for local people and will enhance the well-being of host communities. It includes activities that have been developed to encourage community involvement, fair distribution of benefits and an overall awareness of the impact that tourism has on the human and natural environment.

It will improve working conditions, give local communities access to the tourism industry and involve local people in decisions that affect their lives. Responsible practices in tourism development make positive contributions to the conservation of the natural and cultural heritage, and it creates a greater understanding of local cultural, social and environmental issues.

Responsible tourism development shows sensitivity to the developmental needs of the society, respect and concern for the environment and care and honesty in marketing tourism products. In showing sensitivity to the developmental needs of society, responsible tourism seeks to bring about positive economic, social, cultural and environmental benefit to local and surrounding communities.

3. A Description of Pilanesberg National Park

The Pilanesberg National Park (PNP) is located in the Bojanala region in the North West Province of South Africa and about 2 hours or a 150 km drive north-west of the Gauteng metropolis, Johannesburg. The Pilanesberg National Park is situated immediately adjacent to the Sun City and Lost City Complex, and is seen as one of the most exciting nature resorts in South Africa.

Geologically, the area is world famous. Its structure was formed by volcanic eruptions some 1 200 million years ago. Prior to the park's establishment in 1979, most of the land was used for farming. Since 1979 this 550 km² island of natural landscape in a sea of urban and industrial development has undergone major reclamation and development and has now matured to a fully stocked, well managed and world renowned National Park. It does not only host the "Big Five", but has also become home and breeding ground to an impressive list of rare and endangered species such as the black rhino, roan, sable, tsessebe, buffalo free of foot-and-mouth disease, and wild dogs. This Big Five game reserve also offers luxurious accommodation like Bakubung, Kwa Maritane, Tsukudu, Manyane and Bagatla Bush Lodges. It includes a variety of visitor facilities such as hides, picnic areas and waterholes, enriching and informative nature experiences like game viewing, guided bush walks, elephant-back safaris, hot air balloon safaris, an educational centre, cultural shows and other nature based activities and experiences. All of this is made accessible to visitors through innovative world class interpretation programs.

The Pilanesberg National Park has become a significant anchor project in the Bojanala region, and is managed by the North West Parks and Tourism Board, a conservation organization that is world-renowned for its pioneering approach to people-based wildlife conservation. The North West Parks and Tourism Board believes that if conservation is to succeed in developing countries such as South Africa, the local communities and individuals must benefit significantly from wildlife conservation and related activities. Benefits such as job creation and the availability of business opportunities should create a firm support plan for conservation which, in turn, will lead to other spin-off benefits to the community.

The Pilanesberg National Park is a model for other Protected Areas. It aims to balance its conserving biodiversity and its unique geological and natural landscape assets with optimal utilization of its commercial, educational and recreational potential as an alternative and viable land-use option. Its main objective is to benefit an entire region.

The Pilanesberg National Park (run as a three-way partnership between the State (represented by the North West Parks and Tourism Board), the local communities and the private sector should not be looked at solely as a protected area or tourism destination, but as a mature tourism anchor project, that acts as a major social and economic core for the development of the region. It forms the heart around which the development of the entire region is based. In this rural area where development options are very limited, it has significant beneficial impact on local and regional economies, and greatly contributes towards the overall improvement in the quality of life of the largely disadvantaged rural communities and individuals.

4. Existing Responsible Tourism Practices

Existing responsible tourism practices are summarized in Tables 1 to 3 on the following pages. Responsible tourism practices are divided into 3 categories: economical practices; social practices and environmental practices. Economical practices are those which contribute to the wider economy of the area; social practices are those which contribute to the cultural and social upliftment of the community; and environmental practices are those practices which preserve, restore and help to protect the environment in the area. The tables to follow summarize practices in each of these areas.

Table 1: Economical Practices

ECONOMICAL PRACTICES	
AREA OF FOCUS	PRACTICES
1. Financial Sustainability	Pilanesberg National Park achieves financial sustainability through an income from sources such as entrance fees, concession fees and consumptive utilization, cost effective management and guaranteed funding support from Government on the basis that it contributes to the regional economy.
2. Use of Resources	The revenue generated is used partly to maintain the tourism bulk infrastructure, conservation infrastructure and upgrade the environment and game stocks in the reserve, to manage the park and to finance community-based development projects.
3. Proper Management	Pilanesberg National Park is competently managed by a well trained team that is truly representative of the South African society, especially with regards to race and gender.
4. Minimizing Revenue Leaks	The management of Pilanesberg National Park tries to minimize revenue that "leaks" out of the area by employing local people, developing skills of local people and purchasing from local communities.
5. Maximizing Economic Spin Offs	Communities benefit from job creation, business opportunities and relationships that are created both within and outside the Pilanesberg National Park. This in turn further stimulates the local and regional economy.
6. Environmentally Responsible	Any tourism development undertaken by the private sector must undergo a formal Environmental Impact Assessment study. The EIA study must show that the development process will have socio-economic benefits and will be socially and environmentally responsible.
7. Local Employment	Where possible, when opportunities arise and if the skills are available, work is subcontracted to local people. Priority is offered to local people who wish to participate in the Pilanesberg National Park and related activities thereof.
8. Open Access to Business Opportunities	The park management proactively identifies and regularly exposes all business opportunities to communities through an open-ended invitation and user-friendly process.
9. Promoting Emerging Entrepreneurs	Emerging entrepreneurs are given preference when it comes to outsourcing contracts.

ECONOMICAL PRACTICES	
AREA OF FOCUS	PRACTICES
10. Promoting Community-Based Business	The Pilanesberg National Park management also runs support programs for identified community-based business opportunities.
11. Maximizing Access to Economic Opportunities	The primary objective is to fast track the community and its emerging entrepreneurs by giving them access to tourism activities and opportunities in and around the Pilanesberg National Park. This will stimulate local economic activities, get the multiplier-effect going, generate income and create more job opportunities which will improve the standard of living of everybody in the community.

Table 2: Social Practices

SOCIAL PRACTICES	
AREA OF FOCUS	PRACTICES
1. Cooperative Structures	The Pilanesberg National Park enjoys the understanding, appreciation and committed support of the neighbouring communities through a process of co-operative structures, shared benefits, environmental education and participation in park planning and policy formulation.
2. Community Forum	The local community has established a community forum that manages the economic benefits that arise from operations in the Pilanesberg National Park to the benefit of all their members. These benefits include the building and upgrading of schools, clinics and community centres.
3. Based on mutual Trust	The community forum gives the surrounding communities an opportunity to have their input in decision making and planning processes and any significant changes in the policies and management of the Park. In this way mutual trust and co-operation is built.
4. Empowering local people	The park management also facilitates the necessary support mechanisms for community empowerment and runs special educational and health care programs that empower all the local people in these disadvantaged communities.
5. Educational Programming	The Pilanesberg National Park also runs different educational and awareness programs in surrounding communities that will create the necessary understanding, appreciation and support for the Park. This promotes goodwill, empowers local communities and will ultimately lead to other benefits.
6. Ongoing Assessment to be Responsive	The park continually surveys the local communities in order to identify their needs, skills and economic status as well as population demographics. This information is used when developing educational programs in order to meet their needs.

Table 3: Environmental Practices

ENVIRONMENTAL PRACTICES	
AREA OF FOCUS	PRACTICES
1. Adaptive Management Process	The biodiversity, biophysical processes, non-renewable resources and landscape of Pilanesberg National Park are well conserved through a consistently applied adaptive management process founded on up-to-date scientific knowledge, state of the art technology and process modelling, efficient and reputable monitoring systems and regular evaluation and reviewing by experienced ecologists.
2. Energy and Waste Management	The Park has a comprehensive energy and waste management system. Park Management, private operators and developers have adopted a responsible and environmentally friendly waste management plan. Liquid waste is handled on-site, according to a formal development plan. Solid waste like paper, glass, plastics and cans are separated and sorted on-site and recycled where possible and if necessary, disposed of in consultation with Park Management.
3. Research	Pilanesberg National Park is an internationally renowned centre for its park management and conservation research, especially in the fields of rhino conservation, large predator management, experimental conservation and tourism models, adaptive management and the socio-economic aspects of park management.
4. Environmental Protection	The park forbids the introduction of alien plants to the Pilanesberg National Park, including gardens, at staff housing or at tourist facilities and lodges. Any alien vegetation found in Pilanesberg National Park is immediately removed and destroyed.
5. Promotion of Indigenous Flora	Indigenous trees and plants are planted on a regular basis. The park also donates indigenous flora to local communities and schools and helps with the upgrading of the local environment.
6. Soil Conservation	Although soil erosion is a "natural" geomorphic process, the acceleration of soil loss, due to unsustainable land use practices and developments, is minimized in the Pilanesberg National Park. Management achieves this by preventing excessive overgrazing of wild herbivores and wisdom regarding fire practices.
7. Preservation through Compliance with Carrying Capacity	In the Pilanesberg National Park the ecological and economic carrying capacity of the park is always taken into account when stocking large varieties of wild herbivores. Management adheres to the principle that bulk grazers should be stocked at a high proportion of the total stocking rate, concentrate-grazers and mixed feeders at intermediate proportions and browsers at a low proportion of the total stocking rate. It is also important to maintain species that prefer sour grasslands and or steep slopes at higher proportions of the total stocking rate than species that prefer "sweetveld" and or flat terrain.
8. Predator Management	Predator management is highly prioritized in the Pilanesberg National Park and management follows an adaptive management program. Management intervenes from time to time to control predator numbers, sex and age structures. Such interventions include responsible culling, live sales and birth control methods. The introduction of animals from time to time ensures the maintenance of genetic diversity.

ENVIRONMENTAL PRACTICES	
AREA OF FOCUS	PRACTICES
9. Visitor Management	<p>Park Management remains flexible regarding visitor carrying capacities, rather than setting fixed limits on visitor numbers. Park Management has implemented a variety of visitor management techniques that are aimed at increasing visitor carrying capacities whilst reducing impacts. Some of these strategies include:</p> <ul style="list-style-type: none"> • <i>The strategic placement of tourist facilities and activities that will reduce traffic into the centre of the Pilanesberg National Park</i> • <i>Constant monitoring of visitor profiles, pattern-demands and attitudes</i> • <i>Limiting vehicle entries to acceptable levels during peak periods.</i> • <i>The provision of conducted activities, visitor education and information programs</i> • <i>Special arrangements such as subsidized conducted drives over peak periods, open days during off-season periods.</i>
10. Proper Zoning for Effective Management	<p>The Pilanesberg National Park is also zoned in order to organize the development, visitor access and resource management. Potential conflict between various user groups is therefore minimized. Each zone is developed according to principles accepted by the International Union for the Conservation of Nature and Natural Resources (IUCN).</p>
11. Environmental Advocacy	<p>In conjunction with the neighbouring Sun City, the Pilanesberg National Park has actively participated in a number of environmental initiatives. This year they chose to spread the word about global warming by screening the Al Gore <i>'An Inconvenient Truth'</i> as well as host a workshop with Vuko Laurilla, an environmental consultant from Sweden. They also distribute flyers and awareness posters in the surrounding areas.</p>

5. Recommendations for Improving Responsible Tourism Practices in the Pilanesberg National Park

The present situation of the Pilanesberg National Park is very unique. Only the Nairobi National Park in Kenya shares its close proximity to large urban complexes. In Africa, no other game reserves of comparable size are within such easy reach of a major tourism market and international gateway. Being situated immediately adjacent to the Sun City and Lost City Complex, the Pilanesberg National Park's potential for attracting visitors must be unequalled in Africa.

The main challenge is to optimally utilize this vast tourist potential as an ecotourism destination, whilst still being responsible and sustainable during further development. This must be done in such a way that conservation, cultural, recreational and economic benefits of this foreseen action can be to the benefit of current and future generations.

In this regard, we have made recommendations for improving responsible practices in the Pilanesberg National Park. Recommendations are presented in Tables 4 to 6.

Table 4: Recommendations Related to Economic Practices

ECONOMIC RECOMMENDATIONS	
<u>AREA OF FOCUS</u>	<u>PRACTICES</u>
1. Tour of Local Community	Set up a guided tour to the local community for visiting tourists. Show them places of interest like a "shebeen", local market or a sangoma. Offer guests the opportunity to experience traditional food, culture, art and crafts. Support the community by giving value to cultural skills.
2. Increasing Local Visitors	Set a target to increase the number of local people in terms of age, gender, ethnicity and disability that you are going to employ every year.
3. More Empowerment to Community	Empower the local community more by providing appropriate and specific-skills training programs aiming to create a skilful and diverse workforce.
4. Benefits to Communities	Provide direct benefits to surrounding communities by using some of the profit and giving incentives linked to performance and service excellence.
5. Partner with Local Producers	Buy products like fresh fruit and vegetables from local producers. If the quality is not up to standard, advise them on how and what they could do to better the quality of their products in future.
6. Create Markets for Local Business	Encourage visitors to buy local goods and pay fair prices. Set up a craft sale which will showcase the products of local communities and assist them with pricing, marketing and negotiating skills. Inform craft suppliers with feedback on what tourists are looking for.
7. Marketing	Market some of the local products in brochures, on websites or on notice boards at accommodation facilities.
8. Assist Entrepreneurs	Assist entrepreneurs with new innovative ideas such as making cards from recycled paper from the resort etc. Help them prepare business plans and link them to SMME support services and agencies that can provide help and are easily accessible.
9. Educating Tourists	Provide tourists with information on the levels of local poverty and the importance of spending money in local communities.

Table 5: Recommendations Related to Social Practices

SOCIAL RECOMMENDATIONS	
AREA OF FOCUS	PRACTICES
1. Develop Community Strengths	In a management-community venture, identify the strengths of the community that can be utilized and work with the community forum on ways to develop them.
2. Community Trust	Establish a trust and select members from the community who inform management of developments within the community and their needs. This trust will also ensure that economic benefits arising from operations in the Pilanesberg National Park reaches all members of the community and that profits are spent on the upgrading of that community. They will closely work with the community forum and Park management.
3. Promote Local Culture	Promote local culture in order to make the local community proud of their heritage and use their culture to generate an income from visiting tourists.
4. Invite Schools to Visit	Invite schools from the local community to visit the Pilanesberg National Park. Educate them about responsible and sustainable tourism practices and how they could be involved.
5. Health Education for Staff	Workshop staff and local communities on health issues such as how to combat HIV-AIDS, TB and other diseases.
6. Promoting Respect for Community	Inform tourists, before visiting the local community, to treat the community with dignity and respect. Inform tourists on appropriate behavior and traditions.
7. Improved Communication	Communicate with the community regarding visitation from tourists, group sizes they can accommodate and which activities are acceptable.
8. Publicity for Efforts	Enter the Imvelo awards under the category Best Community Involvement Program.

Table 6: Recommendations Related to Environmental Practices

ENVIRONMENTAL RECOMMENDATIONS	
AREA OF FOCUS	PRACTICES
1. Local Materials	During new developments, make sure to use harvested local materials to improve the aesthetic impact of the development.
2. Conservation Sensitive Facilities	When renovating or upgrading any of the facilities, replace existing non-responsible practices like flushing toilets with low or dual-flush toilet systems, and taps and showerheads with low-flow valves and heads.

ENVIRONMENTAL RECOMMENDATIONS	
AREA OF FOCUS	PRACTICES
3. Consevation Sensitive	<ul style="list-style-type: none"> • Recycle used water supplies to water gardens and place notice boards in the rooms and at light switches and taps, urging tourists and staff to use these resources sparingly. • Install a water meter in the kitchens of accommodation facilities to monitor water use. Set targets for kitchen staff and reward them if they achieve the target. • When renovating or upgrading any of the facilities, install automatic closing doors to prevent loss of cool or hot air, use energy saving light bulbs and fluorescent lights as well as occupancy sensors.
4. Natural Water Purification	Try to create a reed-bed waste water purifying system. This natural water purifier not only purifies waste sewage and washing water before it returns to the environment, but also provides valuable habitat for wildlife such as birds, amphibians and invertebrates.
5. Levy for Funding Community Projects	Charge a tourism levy (± R10 per person/per night) which can be used for conservation and community projects in the area.
6. Clean Up Campaign	Adopt a nearby town and organize a litter clean-up campaign with local schools.
7. Community Alien Control Campaign	Launch an alien control program in the local community to inform them how to use alien wood or wood from bush-cleaning operations for fire wood and preserve indigenous hardwood species.
8. Advocate Responsible Consumer Behaviour	Advise tourists on purchasing crafts that are sustainably produced. They must avoid curios or furniture made from indigenous hardwoods.
9. Sustainable Irrigation	Use water systems like roof tanks to collect stormwater that can be used for watering gardens during cooler times of the day. Use sustainable irrigation technologies that save water.
10. Buy-Back Programme	Initiate a buy-back program where the local community can generate income from picking up litter and selling it to local entrepreneurs who can create crafts from them and sell them at local craft markets.
11. Recycling Waste Bins	Provide guests with separate bins in rooms to encourage them to separate waste.
12. Publicity through Competition	Enter the Imvelo awards under the category Best Contribution towards Natural environment programme.

6. Conclusion

The Pilanesberg National Park has a success story to tell when it comes to applying innovative and adaptive management models. The Park has set benchmark standards for other nature parks world wide when it comes to responsible tourism practices and development, the sustainable use of wildlife resources and community and private sector involvement.

The tourism industry in South Africa needs to keep up with international trends regarding responsible practices. South Africa must take notice and learn from tourism projects or sites such as the Pilanesberg National Park that illustrate their commitment to responsible tourism practices.

I sincerely hope we have succeeded in showcasing the social, economical and environmentally responsible practices in one of South Africa's leading parks -The Pilanesberg National Park.

Glossary

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TEACHER'S GUIDE

Introduction

This teacher's guide is based on a case study on Responsible Tourism Development conducted in the North West Province of South Africa.

It contains educational resources that will assist learners:

- To understand the concept of responsible tourism development.
- To identify current economical, social and environmental responsible practices in a specific area, and
- To make recommendations on development that is economical, social and environmentally responsible.

The case study will develop the following skills:

- Source information through the Internet, libraries, newspapers, brochures, magazines and publicity organizations.
- Improve verbal and non-verbal communication skills.
- Develop a sense of responsibility towards the community and the maintenance of a sustainable environment.
- Improve organization skills.
- Improve critical thinking skills.
- Develop evaluation and problem solving skills.

How to use this guide:

The activities have been designed in line with the South African schools curriculum and materials have been designed for grade 11 learners in the Tourism Learning Program. Activities are designed to be flexible, but please adapt them as necessary, using your own ideas and knowledge. The teachers guide contains the following materials:

(i) Lesson plans

- Stating the specific outcomes, assessment criteria, aims and objectives.
- Teacher activities, learner activities, different types of assessment sheets that can be used and rubrics as well as equipment needed.

(ii) Attachments contain:

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

(iii) Assessment Sheets

Assessment sheets with rubrics are intended to assist educators in assessing learners to determine if the aims / objectives have been met and the outcomes reached.

Hope you will find these educational resources useful.

LESSON PLAN

This lesson plan is linked to Learning Outcome 2, Assessment Standard 11.2.3 in the National Curriculum Statements (South African school's curriculum).

Learning Outcome 2: Responsible and Sustainable tourism

The learner is able to demonstrate an understanding of the importance and benefit of responsible and sustainable tourism on social, economic and environmental growth

Assessment standard 11.2.3

Investigate and evaluate the adequacy and availability of infrastructure and businesses in the local community to support visitors to the area and make recommendations for improvement.

ASSESSMENT CRITERIA:

The learner would have achieved the specific outcome and objectives when he/she is able to:

1. Investigate and evaluate the availability of appropriate infrastructure and businesses in the community.
2. Define the concept of responsible tourism.
3. Identify current economical, social and environmental responsible tourism practices.
4. Make economical, social and environmental recommendations for responsible tourism development.

AIMS/OBJECTIVES:

- Investigate and evaluate the availability of infrastructure and businesses in the community/town or province which can support tourism.
- Define the concept of responsible tourism development.
- Identify current economical, social and environmental responsible tourism practices.
- Make economical, social and environmental recommendations for responsible tourism development.
- Conduct a SWOT analysis on responsible tourism in the learner's own town/province.

TASKS AND ACTIVITIES

Tasks and activities are presented in the summary table (Table 7) on the following page. For each of 4 tasks, the table presents teacher activities, learner activities and the associated assessment requirements and resources to be used.

Table 7: Summary on Tasks and Activities

TEACHER ACTIVITIES	LEARNER ACTIVITIES	ASSESSMENT	RESOURCES
TASK 1: DEFINING RESPONSIBLE TOURISM			
Divide the class into groups and provide each group with worksheet 1 and a dictionary	One learner reads the worksheet to the group and they discuss activity 1.	Observe and assess team work Baseline/prior knowledge	Worksheet, dictionary, pen, paper, magazines
Facilitate the report back by groups on worksheet 1 on the blackboard	Each group represents their answers, pictures & activities to the class. The groups presentation should include reasons.		Blackboard, chalk
Summarize terminology	Write the summary from the blackboard or transparency in their workbook.		Blackboard or transparency, workbooks, chalk, pen, workbook
Hand out assessment Assist the groups while learners assess their ability to work as a group. After assessing the group work, let learners identify what they could have done more to function better as a team	Learners assess their ability to work as a group and complete attachment 2 and paste it in their workbook. Learners make notes on how to improve their group work.	Observe and assess team work Self assessment Peer assessment	Attachment 2, workbook, pen
TASK 2: FEATURES OF RESPONSIBLE TOURISM IN PILANESBERG NATIONAL PARK			
Hand out worksheet 2. Learners complete the worksheet. After completion of the worksheet, discuss the questions with the learners while they are reporting back.	Learners complete the worksheet. After completion of the worksheet, report back.	Questions and answers, self assessment	Worksheet Workbook Pen
TASK 3: IDENTIFYING AND CATEGORIZING RESPONSIBLE TOURISM PRACTICES			
Hand out worksheet 3. Learners complete the worksheet by evaluating information and placing it in the economical, social or environmental practices category. After completion of the worksheet, discuss the	Learners complete the worksheet. After completion of the worksheet, report back.	Questions and answers, self assessment	Worksheet Workbook pen

TEACHER ACTIVITIES	LEARNER ACTIVITIES	ASSESSMENT	RESOURCES
questions with the learners while they are reporting back.			
TASK 4: IDENTIFYING AND RESEARCHING RESPONSIBLE TOURISM PRACTICES			
<p>Hand out Worksheet 4.</p> <p>Learners complete the worksheet by making recommendations on other economical, social or environmental practices that the Pilanesberg National Park can implement during development.</p> <p>Hand out Peer Assessment form. Learners complete the peer assessment form on their pair activity.</p> <p>Self Assessment: Learners evaluate themselves and their ability to identify responsible practices as well as make recommendations.</p>	<p>Learners complete the worksheet.</p> <p>After completion of the worksheet, report back and write in their workbook.</p> <p>Learners evaluate their ability to work with a partner.</p> <p>Learners evaluate their own ability.</p>	<p>Questions and answers, self assessment</p> <p>Assessment form</p> <p>Assessment form</p>	<p>Worksheet</p> <p>Workbook</p> <p>Pen</p> <p>Assessment form, pen, workbook</p> <p>Assessment form, pen, workbook</p>

TASK 1: DEFINING RESPONSIBLE TOURISM

WORKSHEET 1

Instructions:

1. Below words related to the definition of responsible tourism are identified. Please use your dictionary to find the meaning of each word. When you have found the meaning of all the words, prepare in your group a definition of responsible tourism.

1.1 Responsible: _____

1.2 Development: _____

1.3 Practices: _____

1.4 Community: _____

1.5 Tourist: _____

1.6 Tourism: _____

1.7 Tourism product: _____

2. Definition of Responsible Tourism:

- a. When you have completed this exercise please use the form attached to this Task to assess your group's performance.
- b. Identify a person in your group that will report back on your dictionary search.

ASSESSMENT OF GROUP PERFORMANCE

Group Assessment

Group: _____ Group leader: _____

Group members: 1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

Learner reporting back: _____

Theme: _____

Criteria	😊	😐	😞
1. All the group members understood the task and knew what they had to do.			
2. Each group member had a chance to participate.			
3. Each group member wanted to participate.			
4. Group members gave one another a chance to explain their opinions.			
5. Group members respected one another's opinions.			
6. The group could work quietly.			
7. Group members concentrated on the task.			
8. Our group could give solutions / answers to the problems.			
9. Our group leader could summarize our answers.			
10. Group members encouraged and praised one another during the task.			

Write down what more your team could have done to function better as a team.

Evaluate your own performance. How can you contribute more in order for the team to function better?

TASK 2: FEATURES OF RESPONSIBLE TOURISM IN PILANESBERG NATIONAL PARK

WORKSHEET2

Instructions

Read through the following case study and answer the questions that follow in the table at the end of this activity.

Attaining Responsible Tourism

Tourism is the world's largest industry. It creates an enormous amount of jobs and is seen as a leading economic activity that changes the lives of thousands of people world wide. Tourism and the environment are inseparable and by developing the tourism industry it places a heavy burden on local economies, cultures and environment, which calls for responsible management. The question remains:

Is it possible to adopt a development and management strategy that embraces sustainable and responsible planning, management of its resources, product development and marketing the product in such a way that it brings about positive economic, social, cultural and environmental benefits to the local and surrounding communities, whilst respecting the environment?

A Description of Pilanesberg National Park – An Example of Responsible Tourism

The Pilanesberg National Park (PNP) is located in the Bojanala region in the North West Province of South Africa and about 2 hours or a 150 km drive north-west of the Gauteng metropolis, Johannesburg. The Pilanesberg National Park is situated immediately adjacent to the Sun City and Lost City Complex and is seen as one of the most exciting nature resorts in South Africa.

Geologically, the area is world famous. Its structure was formed by volcanic eruptions some 1 200 million years ago. Prior to the park's establishment in 1979, most of the land was used for farming. Since 1979 this 550 km² island of natural landscape in a sea of urban and industrial development has undergone major reclamation and development and has now matured to a fully stocked, well managed and world renowned National Park, which not only hosts the "Big Five" but has also become home and breeding ground to an impressive list of rare and endangered species such as the black rhino, roan, sable, tsessebe, foot-and-mouth free buffalo and wild dogs. This Big Five game reserve also offers luxurious accommodation like Bakubung, Kwa Maritane, Tsukudu, Manyane and Bagatla Bush Lodges, visitor facilities such as hides, picnic areas and waterholes, services which include enriching and informative nature experiences like game viewing, guided bush walks, elephant-back safaris, hot air balloon safaris, an educational centre, cultural shows and other nature based activities and experiences through innovative world class interpretation programs.

The Pilanesberg National Park has become a significant anchor project in the Bojanala region and is managed by the North West Parks and Tourism Board, a conservation organization that is world-renowned for its pioneering approach to people-based wildlife conservation. The North West Parks and Tourism Board believe that if conservation is to succeed in developing countries such as South Africa, the local communities and individuals must benefit significantly from wildlife conservation and related activities. Benefits like job creation and business opportunities should create a firm support plan for conservation which in turn will lead to other spin-off benefits.

The Pilanesberg National Park is a model for other Protected Areas. It aims to balance its conserving biodiversity and its unique geological and natural landscape assets with optimal utilization of its commercial, educational and recreational potentials as an alternative and viable land-use option. The main objective is to benefit an entire region.

The Pilanesberg National Park (run as a three-way partnership between the State, represented by the North West Parks and Tourism Board, the local communities and the private sector which should not be looked at solely as a protected area or tourism destination, but as a mature tourism anchor project, that acts as a major social and economic core. It forms the heart around which the development of the entire

region is based. It has significant beneficial impact on local and regional economies, as well as greatly contributes towards the overall improvement in the quality of life of the largely disadvantaged rural communities and individuals in this rural area where development options are very limited.

Questions:

1. Why is tourism so important for a country?
2. List at least five advantages of tourism for a country.
3. Explain why tourism and the environment are inseparable?
4. Are you of the opinion that tourism development can be responsible? Motivate your answer.
5. Tourism development can have a large impact on the environment, the economy and people (communities) living in the area. Explain the positive and negative impact that tourism development can have on each of these three aspects.
6. Identify the location of the site that is mentioned in the case study.
7. List all the things that are unique to the area in the case study.
8. List the activities that this area offer to the visiting tourist.
9. Identify the role players involved in managing the Park.
10. Why can the Pilanesberg National Park be seen as a model for protected areas?

TASK 3 : IDENTIFYING AND CATEGORIZING RESPONSIBLE TOURISM PRACTICES

WORKSHEET 3

The following are current economical, social or environmental responsible practices in the Pilanesberg National Park. Read the practices outlined and decide if they are economical, social or environmental practices. Place a tick in the appropriate column on the table.

Table 8: Categorizing Practices

PRACTICES	CATEGORY		
	Economic	Social	Environ
1. The management of Pilanesberg National Park tries to minimize revenue that "leaks" out of the area by employing local people, developing skills of local people and purchasing from local communities.			
2. The community forum gives the surrounding communities an opportunity to have their input in decision making and planning processes and any significant changes in the policies and management of the Park. In this way mutual trust and co-operation is built.			
3. Indigenous trees and plants are planted on a regular basis. The park also donates indigenous flora to local communities and schools and helps with the upgrading of the local environment.			
4. Communities benefit from job creation, business opportunities and relationships that are created both within and outside the Pilanesberg National Park. This in turn further stimulates the local and regional economy.			
5. Predator management is highly prioritized in the Pilanesberg National Park and management follows an adaptive management program. Management intervenes from time to time to control predator numbers, sex and age structures. Such interventions include responsible culling, live sales and birth control methods. The introduction of animals from time to time ensures the maintenance of genetic diversity.			
6. Any tourism development undertaken by the private sector must undergo a formal Environmental Impact Assessment study. The EIA study must show that the development process will have socio-economical benefits and will be socially and environmentally responsible.			
7. The park continually surveys the local communities in order to identify their needs, skills and economic status as well as population demographics. This information is used when developing educational programs in order to meet their needs.			
8. The Pilanesberg National Park also runs different educational and awareness programs in surrounding communities that will create the necessary understanding, appreciation and support for the Park. This promotes			

PRACTICES	CATEGORY		
	Economic	Social	Environ
goodwill, empowers local communities and will ultimately lead to other benefits.			
9. Although soil erosion is a "natural" geomorphic process, the acceleration of soil loss, due to unsustainable land use practices and developments, is minimized in the Pilanesberg National Park. Management achieves this by preventing excessive overgrazing of wild herbivores and wisdom regarding fire practices.			
10. Where possible, when opportunities arise and if the skills are available, work is subcontracted to local people. Priority is offered to local people who wish to participate in the Pilanesberg National Park and related activities thereof.			
11. In the Pilanesberg National Park the ecological and economic carrying capacity of the park is always taken into account when stocking large varieties of wild herbivores. Management adheres to the principle that bulk grazers should be stocked at a high proportion of the total stocking rate, concentrate-grazers and mixed feeders at intermediate proportions and browsers at a low proportion of the total stocking rate.			
12. Emerging entrepreneurs are given preference when it comes to outsourcing contracts.			
13. The Park has a comprehensive energy and waste management system. Park management, private operators and developers have adopted a responsible and environmentally friendly waste management plan. Liquid waste is handled on-site, according to a formal development plan. Solid waste like paper, glass, plastics and cans are separated and sorted on-site and recycled where possible and if necessary, disposed of in consultation with park management.			
14. Pilanesberg National Park is an internationally renowned centre for its park management and conservation research, especially in the fields of rhino conservation, large predator management, experimental conservation and tourism models, adaptive management and the socio-economic aspects of park management.			
15. The park management also facilitates the necessary support mechanisms for community empowerment and runs special educational and healthcare programs that empower all the local people in these disadvantaged communities.			
16. The park forbids the introduction of alien plants to the Pilanesberg National Park, including gardens, at staff housing or at tourist facilities and lodges. Any alien vegetation found in Pilanesberg National Park is immediately removed and destroyed.			
17. The Pilanesberg National Park also runs different educational and awareness programs in surrounding communities that will create the necessary understanding, appreciation and support for the park. This promotes goodwill, empowers local communities and will ultimately lead to other benefits.			

TASK 4 – IDENTIFYING AND RECOMMENDING RESPONSIBLE TOURISM PRACTICES

WORKSHEET 4

Instructions

Find a partner you can work with and complete the following worksheet.

Use the internet or any other resource material to find more information on the Pilanesberg National Park in the North West Province of South Africa. Review the information to obtain a more comprehensive understanding of the responsible tourism practices at the park.

You will observe that there are many responsible economical, social and environmental practices in the Pilanesberg National Park. Use the knowledge gained in the case study and through discussion with your colleagues to advise management on responsible tourism by listing at least 3 more environmental, social and economical responsible principles that the park can follow. Use Table 9 below to list the practices you will recommend.

Table 9: Learner Recommended Practices

AREA OF FOCUS	RECOMMENDATIONS ON RESPONSIBLE PRINCIPLES
Environmental <i>Environmental practices are those practices which preserve, restore and help to protect the environment in the area.....</i>	
Social <i>Social Practices are those practices which contribute to the cultural and social upliftment of the community ...</i>	
Economical <i>Economical practices are those practices which contribute to the wider economy of the area ...</i>	

PEER ASSESSMENT FORM

Before you start:

- Be sensitive and respect each other's feelings.
- Be honest.
- Evaluate your partner's work and do not compare it to your own

Name of learner you evaluate:

Evaluated by: _____

Date: _____

Activity:

Question	Yes	No
1. Was your partner positive about the activity?		
2. Did your partner participate in the activity?		
3. Was the work evenly separated?		
4. Did your partner encourage you and praise you for your good work?		
5. Was the activity completed in the given time?		

6. What do you think was interesting about your partner's work?

7. In which area(s) can your partner improve?

8. Did you enjoy evaluating your partner's work?

9. Did you learn something while evaluating your partner's work?

SELF ASSESSMENT

Tick your answer here

In assessing myself, I am able to do the following:			
1. Explain what responsible tourism development entails.			
2. Determine the advantages of tourism for an area.			
3. Identify economical, environmental and social practices in an area.			
4. Determine the importance of tourism to a community.			
4. Give suggestions for more economical, environmental and social practices.			
5. Explain why a site must be responsibly developed and managed.			
6. Identify different role players involved in an area that needs to be responsibly developed & managed.			
7. Give realistic recommendations for economical, environmental and social practices.			