



**TRANSFORMATION OF THE SOUTH AFRICAN TOURISM
VALUE CHAIN TOWARDS SUSTAINABLE AND RESOURCE
EFFICIENT AND INCLUSIVE GROWTH POST COVID 19**



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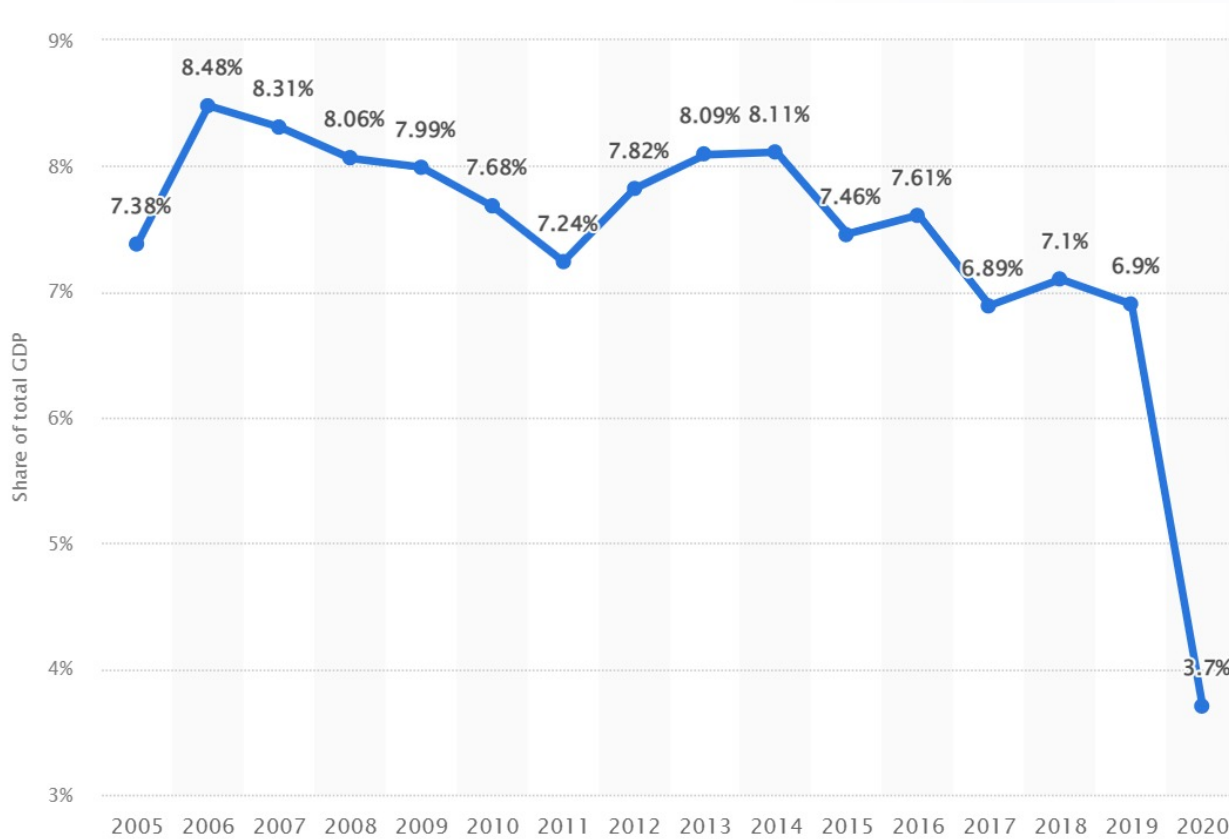
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WHY TRANSFORMATION IN TOURISM VALUE CHAINS?



<https://www.statista.com/statistics/1290545/contribution-of-travel-and-tourism-to-gdp-in-south-africa/>

Pre-pandemic tourism contributed between 6.5 to 8 % (including indirect) to the GDP in South Africa.

A scale of such economic activity has significant impacts on the global and local environment namely in terms of **pollution and waste generated**, the **depletion of natural resources** like water, energy and land as well as **increasing greenhouse gas (GHG) emissions**.

WHY TRANSFORMATION IN TOURISM VALUE CHAINS?



Tourism is firmly embedded in the SDG's

In terms of the 2030 Agenda for Sustainable Development there is a need to transform consumption and production in tourism toward sustainability for which there are vast opportunities to protect the environment while fostering social inclusion and sustainable economic development.

Such a shift requires transformation along **tourism value chains** using a **life-cycle based approach** to making products and services more sustainable.

Rural tourism in South Africa

South Africa offers some of the most unique tourist destinations, including unspoilt wilderness, abundant wildlife, rugged coastlines, diverse and vibrant cultures and distinctive heritage.

Rural tourism is well position to address a sustainable transformation as it is strongly grounded in the development plans of the country namely:

- 1) The creation of local income, employment and growth
- 2) The contribution to economic and social infrastructure
- 3) The contribution to local resident amenities and services
- 4) Contribution to the conservation of the environment and cultural resources



OBJECTIVES OF THE RESEARCH

Objective of the research

1) To map the rural tourism value chain

(this involves graphically representing the value creation activities and associated enterprises associated with rural tourism)

2) To understand the relationships between the value activities and how these lead to value creation

(this entails a systemic understanding of value creation)

3) To determine hotspot areas for transformation along the rural tourism value chain

(this involves identifying where in the value chain there are priority areas for intervention based on impacts from a lifecycle inventory)

4) To provide broad interventions measures that will lead to the required transformations

THE RURAL TOURISM VALUE CHAIN

RURAL TOURISM VALUE CREATION ACTIVITIES

Travel organisations and booking services

Transportation

Accommodation

Food and beverage

Creative industries

Tourism assets

Leisure tours and excursions

Support services

Primary rural tourism enterprises

Service providers that directly add value through their services

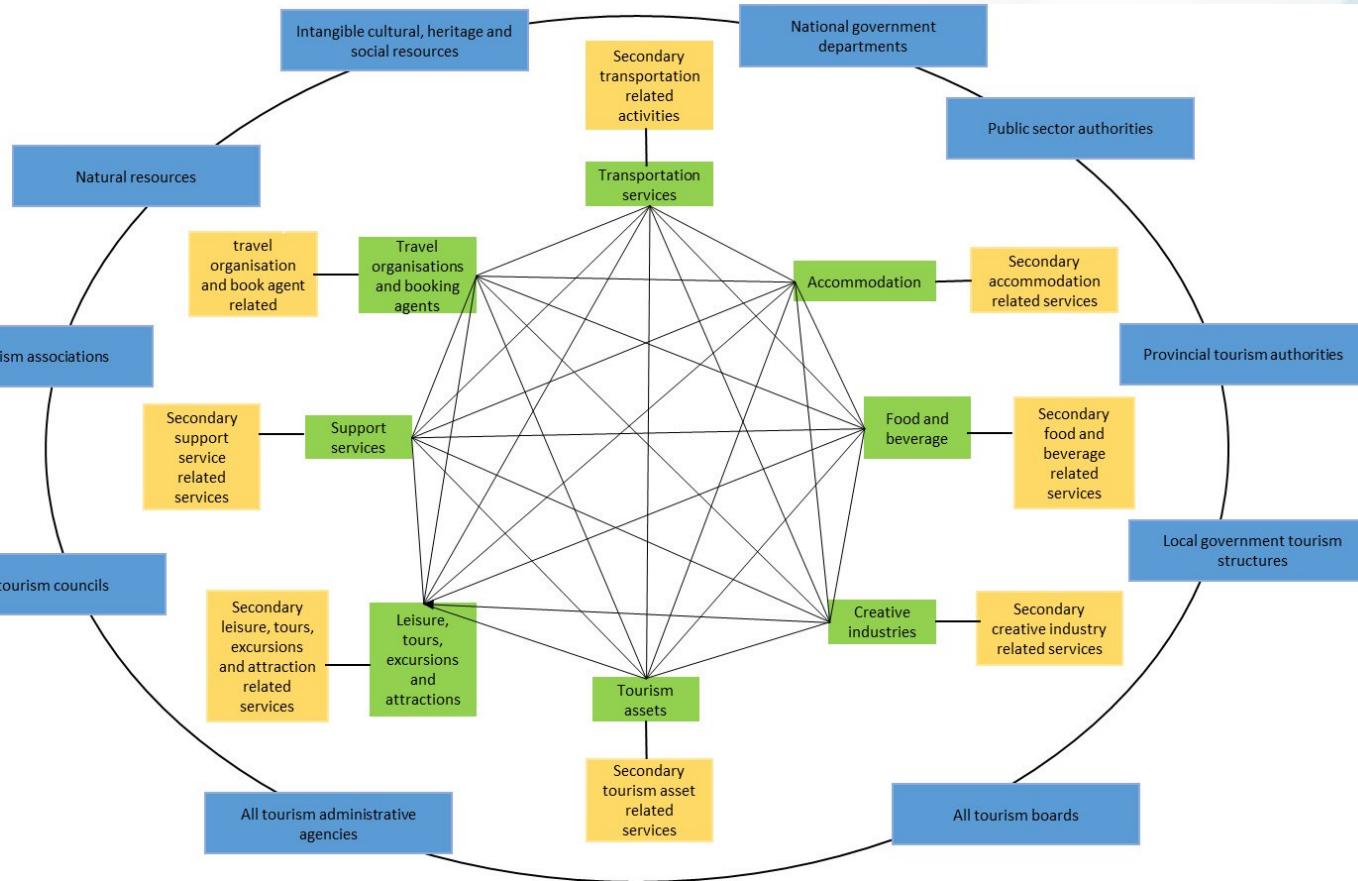
Secondary rural tourism enterprises

Service providers that directly contribute to value creation by providing services to primary rural tourism enterprises

Supporting and enabling services to rural tourism

Indirectly contribute by providing the basic infrastructure that supports rural tourism

INTERCONNECTING RELATIONSHIPS BETWEEN RURAL TOURISM ACTIVITIES



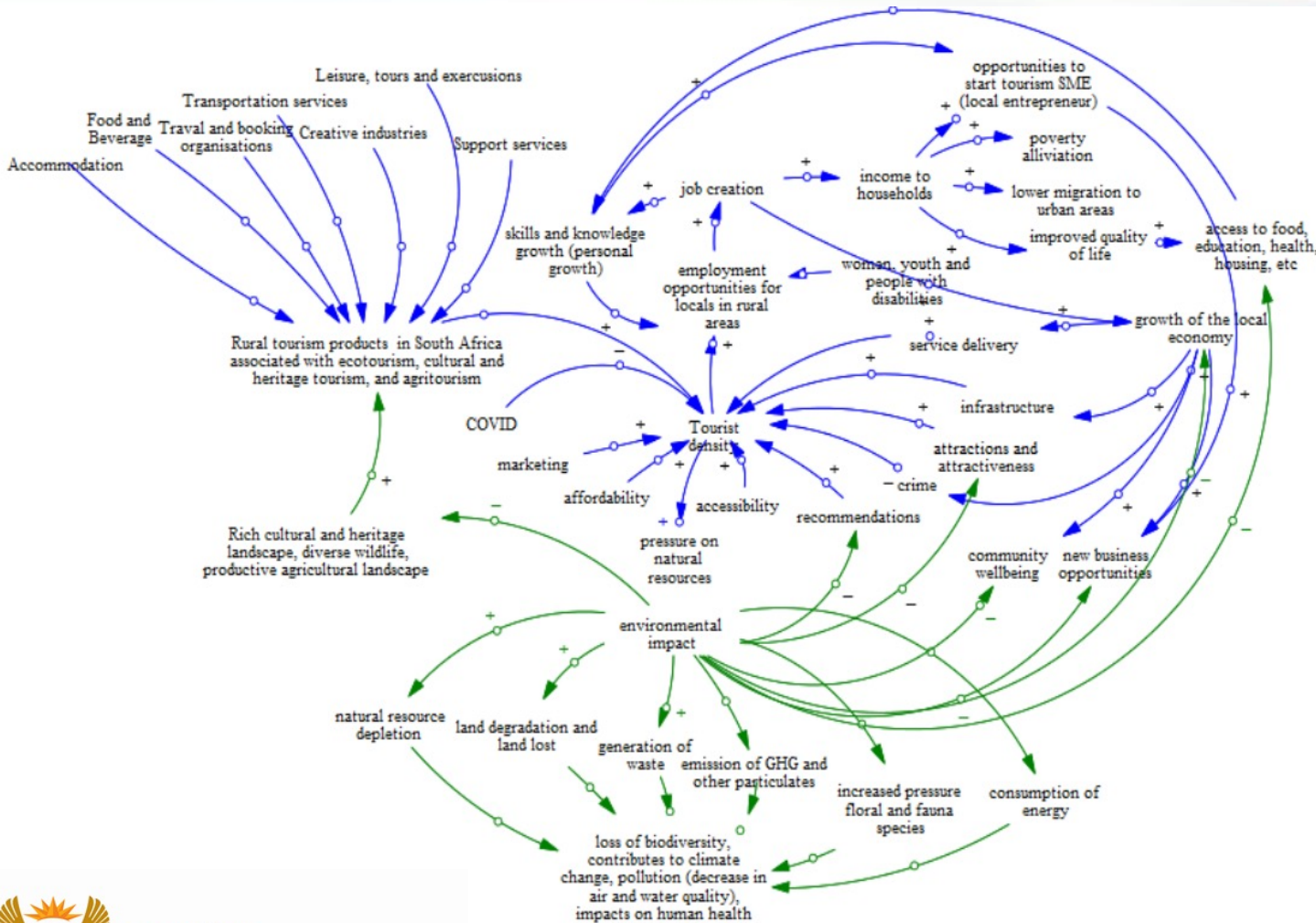
Value creation is the outcome of a **complex (interconnecting) relationship** among varies rural tourism activities.

Value creation in a primary rural tourism activity leads to value creation in other rural tourism activities.

The existent of primary rural tourism activities provides opportunities for value creation in secondary tourism activities.

This complex relationship is dependent on the supporting and enabling stakeholders which provide the enabling environment for rural tourism.

INTERCONNECTING SOCIO-ECONOMIC AND ENVIRONMENTAL RELATIONSHIPS IN THE RURAL TOURISM VALUE CHAIN



Tourist density is key to the creation of socio-economic value from rural tourism. As tourist density increases within the primary rural tourism activities this leads to an interconnected socio-economic value being created.

But this increase has negative implications on the value of the environment.

The interconnecting relationship between socio-economic development and the environment emphasizes that it is in these relationships there is need for transformation to address sustainability

LIFECYCLE INVENTORY FOR EACH RURAL TOURISM VALUE CREATION ACTIVITY



A lifecycle inventory is a tool that enables the systematic identification of the environmental and socio-economic impacts of each service provided by the tourism enterprise.

Lifecycle inventory for rural tourism activities

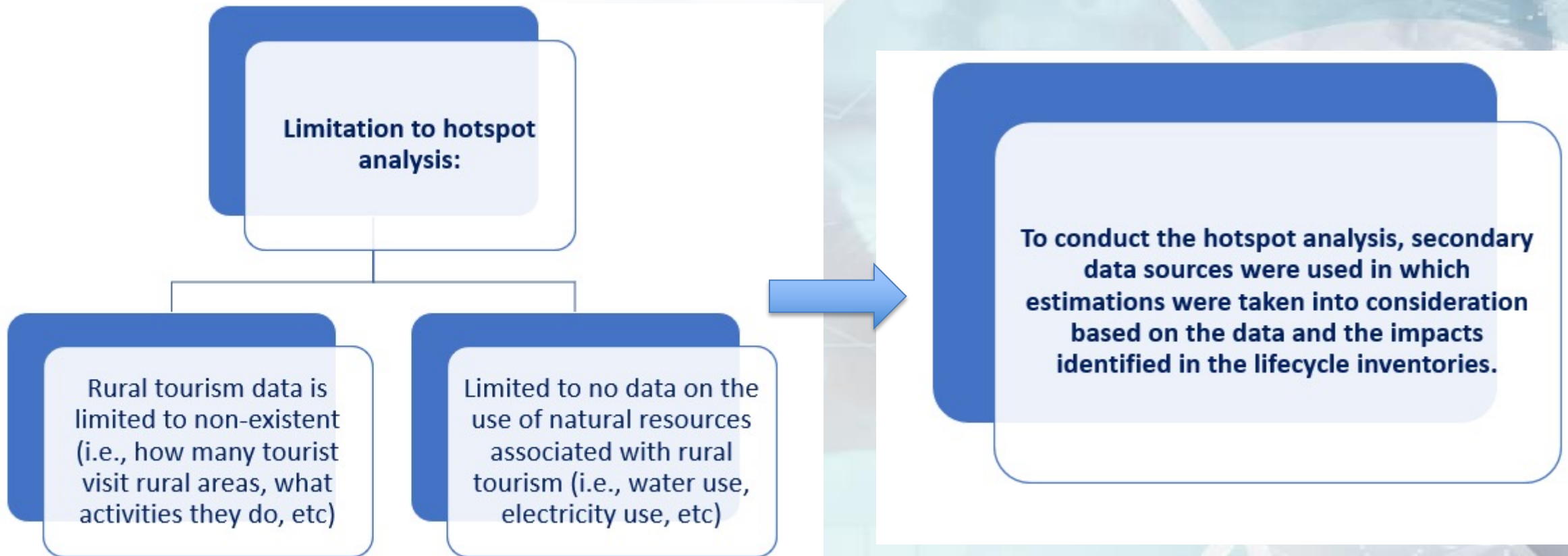
- Identification of sub activities associated with each rural value creation activity
- Identification of the environmental and social aspects (i.e. features of the sub-activity that has social and environmental implications) associated with each sub activity.
- Identification of the environmental impacts that result from the aspects of all sub activities.



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MAPPING OF HOTSPOTS ALONG THE RURAL TOURISM VALUE CHAIN



RURAL TOURISM VALUE CHAIN HOTSPOTS

The hotspots identified in the rural tourism value chain include:

GHG emission from vehicles travelling to and around rural areas

Use of energy in rural tourism products

Sourcing of food and beverage for rural food and beverage establishments

Food waste in rural accommodation, rural food and beverage and creative industry establishments

Lack of capacity in waste infrastructure to deal with solid and hazardous waste from rural accommodation, rural food and beverage and creative industry establishments

Water use in rural accommodation establishments, rural food and beverage establishments and creative industries

Unsustainable harvesting of natural resources)

MAPPING OF HOTSPOTS ALONG THE RURAL TOURISM VALUE CHAIN

	Travel organisations and booking services	Transportation	Accommodation	Food and beverage	Leisure tours, excursions, and attractions	Creative industries
GHG emissions		X		X	X	
Resource use: electricity			X	X	X	X
Solid waste			X		X	
Natural resource use: water			X	X		X
Wastewater			X	X		X
Food waste			X	X	X	X
Natural resource use: food production			X	X	X	X
Resource use: natural materials						X



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INTERVENTIONS FOR TRANSFORMATION OF THE RURAL TOURISM VALUE CHAIN

INTERVENTION 1: GREEN TRANSPORTATION OPTIONS FOR RURAL TOURISM

Increasing the share of
hybrid/electric cars in
the rental pool

Ride sharing to rural
tourism destination and
around rural areas

Increase the use of
bicycles as a means of
exploring rural
destinations

INTERVENTION 2: POWERING RURAL TOURISM ENTERPRISES WITH SUSTAINABLE ENERGY OPTIONS

Improve energy
efficiency

Invest in renewable
energy supply

Stimulate energy saving
behaviour with staff and
guests

INTERVENTION 3: SUSTAINABLE SOURCING OF FOOD AND BEVERAGE BY RURAL TOURISM ENTERPRISES

Buy local

Grow your own and
partnerships

Prioritise sustainably
produced food

INTERVENTIONS FOR TRANSFORMATION OF THE RURAL TOURISM VALUE CHAIN

INTERVENTION 4: REDUCING FOOD WASTE FROM RURAL TOURISM ENTERPRISES

Buy local to ensure fresh food and only the quantity needed

Training of staff on food waste management and food safety

Establish local partnerships to support alternatives to sending food waste to the bin

INTERVENTION 5: WASTE PREVENTION AND MANAGEMENT BY RURAL TOURISM ENTERPRISES

Eliminate the use of single use plastic items in rural tourism enterprises

Prevent untreated wastewater and sewage from rural tourism enterprises entering water bodies

Establish and participate in recycling of waste

Compost organic waste

INTERVENTION 6: SAVING WATER BY RURAL TOURISM ENTERPRISES

Rainwater harvesting

Water saving devices

Recycling and reuse of water

INTERVENTION 7: SUSTAINABLE HARVESTING OF NATURAL RESOURCES FOR CURIOS

Replanting of harvested species in the same area (trees and other plants)

Limit collection of deadwood

Limit volumes of natural clay and other minerals harvested from the environment



CONCLUSION AND RECOMMENDATIONS

- Rural tourism value creation is **systemic** with systemic socio-economic and environmental implications.
- The understanding these systemic relationships have led to the identification of opportunities in which to identify interventions in which to **transform the rural tourism value chain** such that its growth path post COVID is sustainable, resource efficient and inclusive.
- Interventions proposed have the potential to be implemented **directly** by rural tourism enterprises or via **initiatives/partnerships** between the enterprises and the supporting and enabling stakeholders (i.e there may be a requirement for supportive government policy and strategy frameworks)
- A **road map/framework** developed with input from key tourism stakeholders is required in order to make the interventions a reality

THANK-YOU & DISCUSSION

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