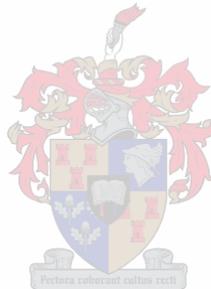


A SPATIALLY INTEGRATED APPROACH FOR TOURISM PLANNING AND MARKETING IN RURAL MOUNTAINOUS AREAS: THE MONTAGU REGION

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Thesis presented in partial fulfilment of the requirements for the degree
of Master of Arts at the University of Stellenbosch.

Supervisor: Prof JH van der Merwe
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DECLARATION

I, the undersigned, hereby declare that the work contained in this thesis is my own original work and that I have not previously in its entirety or in part submitted it at any university for a degree.

SUMMARY

The aim of this study was to identify marketable tourism products in rural mountainous regions, specifically the Montagu region. These products could stimulate economic growth, because it would provide the means for integrated regional tourism planning and improved marketing strategies. An integrated approach was adopted, implying that environmental, economic and entrepreneurial components were considered in the research. The *environmental component* refers to the identification and spatial location of existing and potential tourism resources. The *economic component* involves the selection and combination of resources for the construction of specific tourism packages. The *entrepreneurial component* refers to consideration of the opinions of the local community.

The gathering of environmental data involved the identification of potential tourism resources in rural mountainous regions. Economic data was collected through a questionnaire survey among tour operators, tour brokers and marketers to determine which resources should be grouped together to create marketable tourism products. Data selection on entrepreneurial matters involved a survey among farm owners to determine their perceptions with regards to agri-tourism.

Analysis of the data encompassed the creation of a spatial data base by using the raster capabilities of Geographical Information Systems (GIS). Each thematic layer in the data base represented the approximate location of a specific tourism resource in the Montagu region. Values were then allocated to different layers according to the importance of each resource within a specific tourism package (average rating as determined by tour operators, brokers and marketers). This enabled the creation of a map for each type of tourism package, as well as a regional map showing the spatial location and concentration of highly rated tourism resources.

It was found that, by following this process, the spatial representation of resource preferences for specific packages did not reveal as much variability as would be

expected. This was due to the tendency that certain resources were consistently rated highly important for inclusion, notwithstanding the type of package. It was also due to the fact that a number of resources, irrespective of its rating, sometimes occurred in areas with close proximity. However, these maps still provided a good spatial representation of important resources, making it useful for the production of marketing brochures on specific packages. The regional map is useful for tourism planning and marketing in the region as a whole. It gives a spatial interpretation of the geographical concentration of important tourism resource areas in the region. It also facilitates the identification of specific areas where highly rated tourism resources occur, but where tourism has not yet been developed to its full potential.

The collection and analysis of environmental, economic and entrepreneurial data made it possible to determine which resources are required to construct marketable tourism products. Ultimately, important tourism resource areas in a specific rural mountainous region were identified through a scientific process of quantification and map production.

OPSOMMING

Die doel van hierdie navorsing was om bemarkbare toerismeprodukte in landelike, bergagtige streke te identifiseer, meer spesifiek die Montagustreek. Hierdie produkte kan ekonomiese groei stimuleer, want die ontwikkeling daarvan kan 'n wyse voorsien om geïntegreerde toerismebepanning en verbeterde bemarkingstrategieë op streeksvlak te verseker. 'n Meer holistiese benadering is gevolg, waarmee bedoel word dat omgewings-ekonomiese en ondernemingskwessies tydens die navorsing in ag geneem is. Die *omgewingskomponent* verwys na die identifisering en ruimtelike ligging van bestaande en potensiële toerismehulpbronne. Die *ekonomiese komponent* behels die seleksie en kombinerings van hulpbronne vir die konstruksie van spesifieke toerismepakette. Die *ondernemingskomponent* verwys na die oorweging van die persepsies van die plaaslike gemeenskap.

Die insameling van omgewingsdata het die identifikasie van potensiële toerismehulpbronne in landelike, bergagtige streke behels. Ekonomiese data is met behulp van 'n vraelysopname onder toeroperateurs, toermakelaars en bemarkers verkry om te bepaal watter hulpbronne saamgegroepeer moet word om bemarkbare toerismeprodukte te skep. Die insameling van data oor ondernemingskwessies het 'n opname onder plaaseienaars behels om sodoende hulle persepsies ten opsigte van agri-toerisme te bepaal.

Analiserings van data het die skep van 'n ruimtelike databasis behels waar van die roosterfunksies van Geografiese Inligtingstelsels (GIS) gebruik gemaak is. Elke tematiese laag in die databasis het die benaderde ligging van 'n spesifieke toerismehulpbron in die Montagustreek voorgestel. Die waardes wat aan verskillende vlakke toegeken is, was in ooreenstemming met die belangrikheid van elke hulpbron binne 'n spesifieke pakket (gemiddelde gewig soos bepaal deur toeroperateurs, makelaars en bemarkers). Sodoende is 'n kaart vir elke tipe toerismepakket geskep, sowel as 'n streekskaart wat die ruimtelike ligging en konsentrasie van toerismehulpbronne wat hoog aangeslaan is, aandui.

Daar is bevind dat, deur hierdie proses te volg, die ruimtelike voorstelling van hulpbronne vir spesifieke pakkette nie soveel verskeidenheid toon soos verwag sou word nie. Dit was as gevolg van hierdie neiging dat hoë gewigte gereeld aan sekere hulpbronne toegeken is vir insluiting, ongeag die tipe pakket. Dit was ook die gevolg daarvan dat 'n aantal hulpbronne, ongeag die waarde daarvan, somtyds in gekonsentreerde areas voorkom. Hierdie kaarte verskaf nietemin steeds 'n goeie ruimtelike voorstelling van belangrike hulpbronne, wat dit bruikbaar maak vir die saamstel van bemerkbare brosjures oor spesifieke pakkette. Dit wou voorkom asof die streekskaart bruikbaar is vir toerismebeplanning en –bemarking in die streek as 'n geheel. Die kaart gee 'n ruimtelike interpretasie van die geografiese konsentrasie van belangrike toerismehulpbronne in die streek. Dit identifiseer ook spesifieke areas waar hoogs gerekende toerismehulpbronne voorkom, maar waar toerismepotensiaal nog nie ten volle benut word nie.

Die insameling en analisering van omgewings-, ekonomiese en ondernemingsdata het dit moontlik gemaak om te bepaal watter hulpbronne nodig is vir die konstruksie van bemerkbare toerismeprodukte. Uiteindelik is belangrike hulpbrongebiede in 'n spesifieke landelike, bergagtige streek deur middel van 'n wetenskaplike proses van kwantifisering en kaartprodusering geïdentifiseer.

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CHAPTER 1: WHY RESEARCH IN TOURISM?

A number of shortcomings in tourism planning and marketing justified the research. This chapter provides some background information on how the need for the study developed and how this need guided research in the Montagu region. The last section of the chapter briefly explains the framework of the research document.

1.1 BACKGROUND TO THE STUDY

Firstly, it is necessary to discuss the research problem, how it lead to the development of specific aims and objectives and how the research falls into the realm of Geography.

1.1.1 Problems in rural areas and the tourism industry

Agri Western Cape (Van der Westhuizen 2000) stated that globalisation, deregulation, restrictive legislation, abnormal weather conditions and pressure to transform were all issues which contributed to the agricultural crisis in the Western Cape. These problems raised certain questions:

- ◆ What would happen to producers/workers if farms became too small for existence?
- ◆ How would the sequestration of producers affect agricultural businesses/rural towns?
- ◆ How could infrastructure be maintained if no revenues were created to finance it?

Fennell (1999) stated that tourism is increasingly seen as a key community development tool, because it could sustain declining economies, expand existing sectors and unify community members.

A publication on tourism in the Breede River Valley (*Explore the Breede River Valley* 2000) also declared that the amalgamation of agriculture and tourism could be the answer to the diminishing revenues of farmers. Pieter Erasmus, chairman of the liaison committee of Agri SA, is convinced that agricultural tourism would create thousands of job opportunities (Meyer 2000). However, according to Hennie Bester, Minister of Commerce, Industry and Tourism, tourism could only grow if the needs of clients were satisfied (Louw 2000). Clearly the poor despairing tourist in Figure 1.1 was not sufficiently informed about the tourism activity with which he became involved; therefore his expectations were not fulfilled.



Figure 1.1: Tourist in despair

Source: Monash University Graduate School of Environmental Science (1997:44)

Proper tourism planning and marketing is the answer to this dilemma. Bester suggested that marketing strategies should shift from strategies for the marketing of geographical regions to *tourism themes and magnets*, for example tourism routes (Louw 2000). The need to create marketable tourism products, specifically in rural areas, developed from a number of weaknesses in the tourism industry in Africa and the Western Cape. National problems include the existence of only a few structures in rural areas through which to facilitate tourism development, the difficulty for rural establishments to promote their services and underselling of tourism *products* (Open Africa 2000b). Challenges facing tourism in the Breede River district include the packaging of products to meet market demand, the refinement of existing products and the introduction of new products, and the distribution of appropriate marketing brochures (Grant Thornton Kessel Feinstein 2000).

To develop appropriate marketing brochures, the issue of information needs attention. Leiper (in Hall & Page 1999:106) stated that a tourism attraction depends on a connection among three components: "...a person with tourist needs; a nucleus (a feature or

attribute of a place that tourists seek to visit); and a marker (information about the nucleus)...”. Figure 1.2 shows the importance of information at the beginning (Generating Marker), the middle (Transit Marker) and end (Contiguous Marker) of the tourism attraction system.

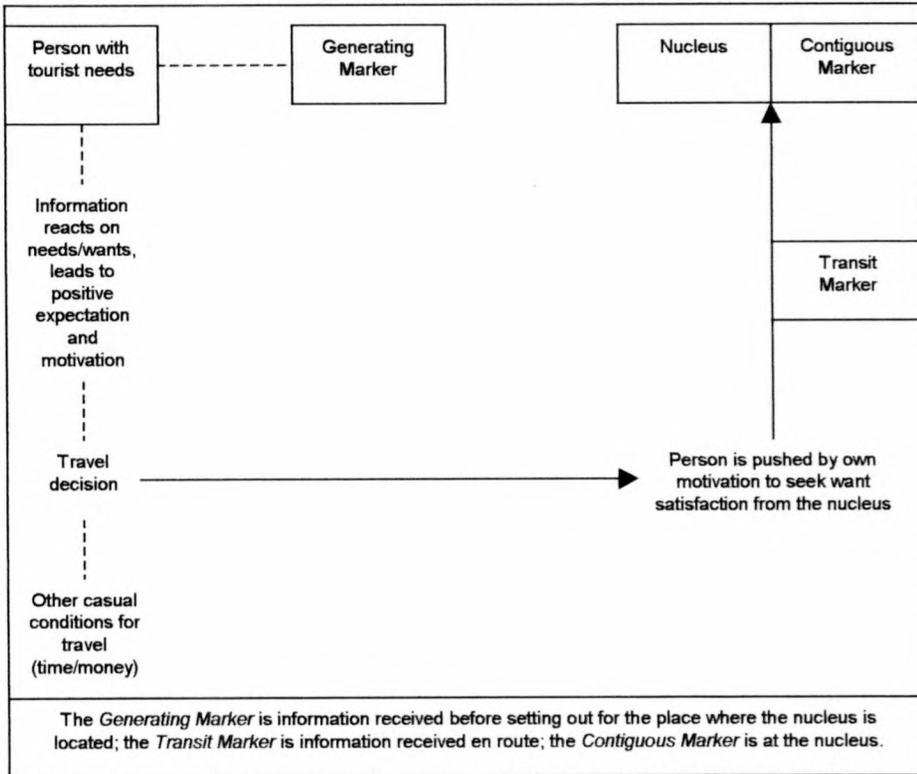


Figure 1.2: Model of a tourism attraction system

Source: Leiper, in Hall & Page (1999:107)

The problem in the Montagu region is that Montagu's Tourism Bureau not always presents information on tourism activities in an integrated manner and the spatial aspects of the region's attractions are poorly represented. For example, one leaflet offered by Montagu Toerismeburo (1999b) covers only one activity (hiking trails) and the spatial location thereof, while another lists all restaurants and attractions in the Montagu region without any spatial representation of these facilities (Montagu Toerismeburo 1999a). If marketing pamphlets focus on specific tour packages, tourists would become more aware of the integration of resources within each package, as well as the spatial relationship of

these resources within this rural mountainous region. The information brochures could then be distributed through the tourism attraction system.

Before the problem of appropriate tourism products and the marketing thereof could be addressed, it was necessary to obtain information on the required components for successful tourism packaging. However, research in tourism can be very complex. As Wall (in Fennell 1999:262) said, "Tourism is not a generic industry since it uniquely impacts on the environment, society and cultural systems in ways which require a holistic orientation within a broad and multi-dimensional context." There is therefore a need to develop an integrated approach in tourism studies.

1.1.2 Aims and objectives

This study is an attempt to make a contribution to the discipline of Geography; therefore the need for studies which involve research in tourism and recreation as subjects of Geography encouraged the research process. To address the one main problem of an integrated approach in tourism studies, a Geographical Information Systems (GIS) application of regional planning in mountain regions, where case studies from Brazil, Japan and the USA were used (Culbertson *et al.* 1994), stimulated this research. The case studies used GIS firstly for addressing environmental concerns, then for the incorporation of economic factors and lastly for the inclusion of cultural issues. These were the three components considered to achieve the first aim of this study, namely to adopt an integrated approach in tourism research.

To include an environmental component, it was necessary to identify and locate potential tourism resources. The economic component required knowledge from those involved in the tourism industry. Boo (1991) stated that tour operators and tourism planners could work together to create tourism packages that include a diversity of resource attractions. To include cultural issues, local entrepreneurs were consulted. In this case, farmers were asked questions, such as whether tourism would complement or hinder farm operations or whether recreational seasons would conflict with harvest seasons (Bryan 1991).

To address the other main problem related to inappropriate tourism products and the marketing thereof, Open Africa (2000b) suggested the creation of a catalyst at community level to bring together all those who have something to offer and the development of a method to bring the entire product range to the market's attention. This could be achieved through Bester's suggestion to shift from *geographical marketing strategies* to *tourism themes and magnets* (Louw 2000). His recommendation articulates the second aim of this study, namely to enhance tourism planning and marketing in the Montagu region through the identification of marketable tourism packages and regional priority areas, as well as suggestions for the optimum use of tourism resources.

To summarise, the following objectives were set to achieve the main aims of this study:

Aim 1: To adopt an integrated approach in tourism research through:

- ◆ identification and location of potential tourism resources in the Montagu region and development of a spatial data base by using GIS (*environmental component*);
- ◆ a survey among tour operators to determine the importance of certain resources for inclusion in specific tourism products (*economic component*); and
- ◆ a survey among farm owners in the Montagu region to determine their opinions on matters related to agri-tourism (*entrepreneurial component*).

Aim 2: To enhance tourism planning and marketing in the Montagu region through:

- ◆ identification of specific tourism packages in the Montagu region by using GIS;
- ◆ identification of tourism priority areas in the region; and
- ◆ suggesting ways to plan for optimum use of tourism resources.

1.1.3 **Disciplinary niche**

The study on tourism planning and marketing is of relevance to Geography, because the very nature of tourism involves travel and a sense of place (Smith 1989). A number of geographical components, as identified by Nordstrom (1984), formed part of this research. For example, the study evaluated the type of resources that could support

tourism, the location of these resources, the spatial relationships among them and how their interaction could improve tourism development in a region.

Pearce (in Hall & Page 1999:7) stated that “...even after half a century, it is difficult to speak of the geography of tourism as a subject with any coherence within the wider discipline of geography or in the general field of tourism studies.” There is a need for studies like this one that involves research in tourism and recreation as subjects of geography. Hall & Page (1999) used Grano’s model, displayed in Figure 1.3, as a framework to investigate the current status of the geography of tourism. The model was divided into three contextual modules, namely knowledge, action and culture, of which knowledge was relevant to this study.

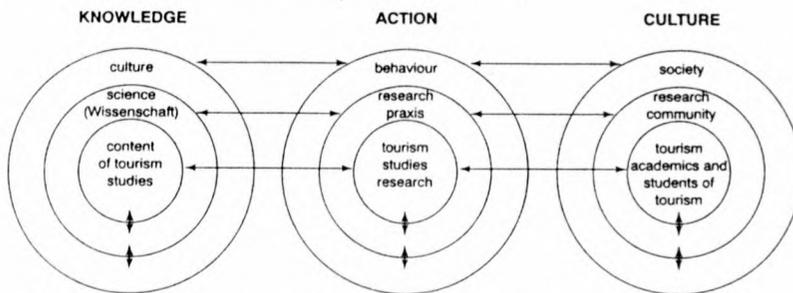


Figure 1.3: The context of tourism studies

Source: Grano, in Hall & Page (1999:9)

Within the field of knowledge, the paradigm of regional studies was of particular importance to this study. According to Johnston (in Hall & Page 1999) this paradigm includes concepts such as:

- ◆ regional tourism geographies (to collect regional material for the development of baseline studies on tourism processes);
- ◆ destination regions (how to identify, manage and market tourism destinations);
- ◆ regional planning and development (to encourage tourism development in administrative regions); and
- ◆ synthesis and integration (how to integrate resource management within the regional context).

A trend within Geography that was also significant to this study is applied geography, which could be described as the application of geographical knowledge and skills to the solution of economic and social problems (Johnston in Hall & Page 1999). This approach includes key concepts and practices such as planning, remote sensing GIS, public policy, cartography and regional development. The present study serves as an example of Applied Geography, thereby supporting professional geographers to lead the way in the field of tourism research and development.

1.2 STUDY ON TOURISM PLANNING AND MARKETING IN THE MONTAGU REGION

Understanding the background, this section deals with the theoretical framework on which the present study was based, including definitions, concepts and legal matters. Then the research approach and the location of the study area receive attention.

1.2.1 Theoretical framework

The study involved research in tourism, therefore an applicable definition of tourism receives attention first. The next section mentions the specific types of tourism on which the research was based. The concepts of *marketing* and *planning*, terms that also appear in the title, are addressed in another section. Lastly, the final product developed in this study is discussed, namely tourism packages.

1.2.1.1 The meaning of *tourism research* in this study

Smith (in Fennell 1999) stated that a number of different definitions for tourism could be applied to suit different purposes. Fennell (1999:4) provided a practical definition: "...tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilised ... to aid in their movement." Chadwick (in Hall & Page 1999:58) gave a more formal definition and stated that travel and tourism encompass "...the field of research on human and business activities associated with one or more aspects of the temporary movement of persons away from their immediate home communities and daily work environments for business, pleasure and personal reasons."

Pearce (1983) mentioned a number of methodologies used by different researchers to analyse tourism potential, like quantitative approaches, cartography and tabulation. All these methodologies basically involved three steps, namely selection and weighting of criteria, evaluation of areas in terms of criteria, and relative measurement of overall tourism potential. These basic steps were also followed in the present study.

To ensure the applicability of this study to tourism problems in South Africa and the Western Cape Province in particular, it was necessary to take existing statutory frameworks into account. Principles and objectives from both national and provincial frameworks received attention in this research. Among others, these included an emphasis on diversity, creative marketing, use of tourism to support rural communities (Republic of South Africa 1996; Vrancken 2000), identification of new tourism products and marketing of regions as tourist destinations (Republic of South Africa 2000). A more detailed description of tourism legislation and policies and its relevance to this study is included under Appendix A.

1.2.1.2 Types of tourism

The research approach was based on the attributes of different types of tourism, including alternative tourism, ecotourism, rural tourism and nature tourism. Fennell (1999) states that the term *alternative tourism* arose in the 1980s as an approach that supports an opposite form of tourism to mass conventional tourism. It is considered as a generic term that encompasses terminology such as *appropriate, eco-, soft, responsible, people to people, controlled, small-scale, cottage, and green*. Romeril (1994) felt that assigning a definition to different forms of alternative tourism should be less important than the need to develop a form of tourism for the future that is alternative to the exploitive nature of tourism in the past. The approach adopted in this study strived to support this goal.

This study considered *ecotourism*, like Fennell (1999), as an environmentally sound type of tourism that forces developers and decision-makers to evaluate the role of tourism in a different manner. Unfortunately the term can easily be misinterpreted by tourists (the term has different meanings to different people) or misused by the tourism industry (by

using the label to attract more tourists). Due to the diverse perceptions of the word *ecotourism*, it was not explicitly used in this study. The ecotourism paradigm by Ross & Wall (1999) provided a useful framework for the application of tourism research. Table 1.1 shows how the main components of the ecotourism paradigm (local communities, biological diversity and tourism) were applied to this research.

Table 1.1: Application of ecotourism components in tourism research: Montagu region

ECOTOURISM COMPONENT (Ross & Wall 1999)	RESEARCH APPLICATION (Research in Montagu)
Local communities	Survey of farm owners through questionnaires
Biological diversity	Spatial tourism resource base by using GIS
Tourism	Survey of tour operators through questionnaires

According to Cloke (in Hall & Page 1999) *rural tourism* is located in rural areas, built upon rural functions - usually small-scale - growing slowly and organically, connected with local families, and represents the different patterns in rural areas. These characteristics were not comprehensive enough to define this study, because tourism in rural areas does not necessarily mean rural tourism. It is but one aspect of the whole tourism spectrum, therefore this study was rather considered as tourism research in rural areas.

Nature tourism is another significant field. Goodwin (in Fennell 1999) stated that nature tourism "...encompasses all forms of tourism – mass tourism, adventure tourism, low-impact tourism, ecotourism – which use natural resources in a wild or undeveloped form – including species, habitat, scenery and salt and fresh-water features. Nature tourism is travel for the purpose of enjoying undeveloped natural areas or wildlife." The undisturbed nature of certain parts of the Montagu region made this type of tourism quite relevant to the study.

1.2.1.3 The concepts of marketing and planning

Monash University Graduate School of Environmental Science (1997) stated that marketing is about the portrayal of the unique features of an area. One important marketing strategy is the development of *packages*, described as the combination of

different holiday experiences (including local products, services and transport operators). This once again confirmed the need to move beyond individual marketing towards collaborative practices among providers, especially with regards to farm accommodation and rural products (Clarke 1999). The approach adopted in this study strived to support this goal.

According to Chadwick (in Hall & Page 1999) planning is a process of human thinking and action based upon forethoughts. Monash University Graduate School of Environmental Science (1997) stated that tourism planning is about making choices on visits or visitor behaviour, keeping economic, social and environmental impacts in mind. Inskeep (in Ceballos-Lascuráin 1996) used a diagram to show the different components of a tourism plan, displayed in the following figure.

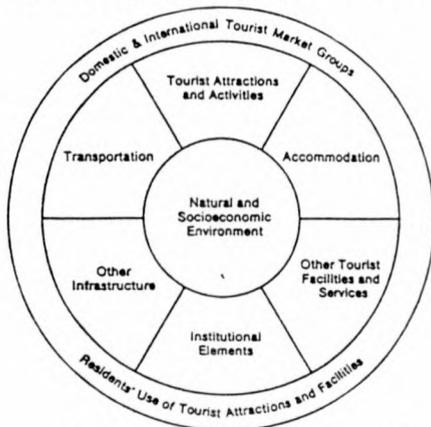


Figure 1.4: Components of a tourism plan

Source: Inskeep (in Ceballos-Lascuráin 1996:84)

The six components surrounding the natural and socio-economic environments in Figure 1.4 received particular attention in this study. These components can also be called *supply factors* of the tourism system, while *demand factors* include international and domestic tourist markets and residents' use of tourism attractions (World Tourism Organisation 1994).

1.2.1.4 The concept of packaging

The final product of this study is tourism packages. Ashworth and Dietvorst (1995) identified different types of tourism packages. *Producer segmentations* are those

packages created by tourism intermediaries and sold as products to tourists. *Consumer packages* are the activities and services chosen by tourists, and *place-bound packages* are spatially clustered combinations of resources to provide a tourism place-product. Reference to marketable tourism products in this study had the same meaning as the definition of producer segmentations.

Reference to tourism products developed in this study also suited the definition by Pond (1993) of custom tours, because each package has a specific focus (e.g. nature tourism). According to Pond, custom tours fit the needs of particular groups and are based on a specific theme. Williams, Paul & Hainsworth (1996) stated that tourism resources consist of natural (e.g. vegetation), historical (e.g. heritage buildings) and cultural (e.g. native sites) attributes and Monash University Graduate School of Environmental Science (1997) said that products of tourism can be either goods (e.g. souvenirs) or services (e.g. restaurants). This study considered all of these types of tourism resources for tourism packaging.

Open Africa provided a practical example of tourism packaging. They developed a project called the African Dream, aimed at linking attractions in Africa through a network of tourism routes. By integrating GIS technology with the Internet, they developed a way for mapping and displaying tourism routes on a dynamic and interactive map of Africa (Open Africa 2000b). An example of one such route is the Mission Village route, made possible by the West Coast Investment Initiative (Open Africa 2000a). The route, linking the mission villages of the West Coast, showed that certain resources could be combined to create a specific tourism package.

1.2.2 Research approach

The research problems, aims and objectives dictated an approach similar to the sustainable tourism planning model by Dowling (in Fennell 1999). The environmentally-based tourism planning framework links tourism development with environmental conservation in order to achieve tourism-environment compatibility. Figure 1.5 shows how different stages of the objectives, survey, evaluation, synthesis and proposals were

applied to the study on an integrated approach for tourism planning in the Montagu region. The main difference between Dowling’s model and this approach is the final map product. Dowling created a zoning plan, while this study developed maps showing different resource combinations for different tourism products. However, the application of zoning as a planning technique could be considered as an instrument to promote these products.

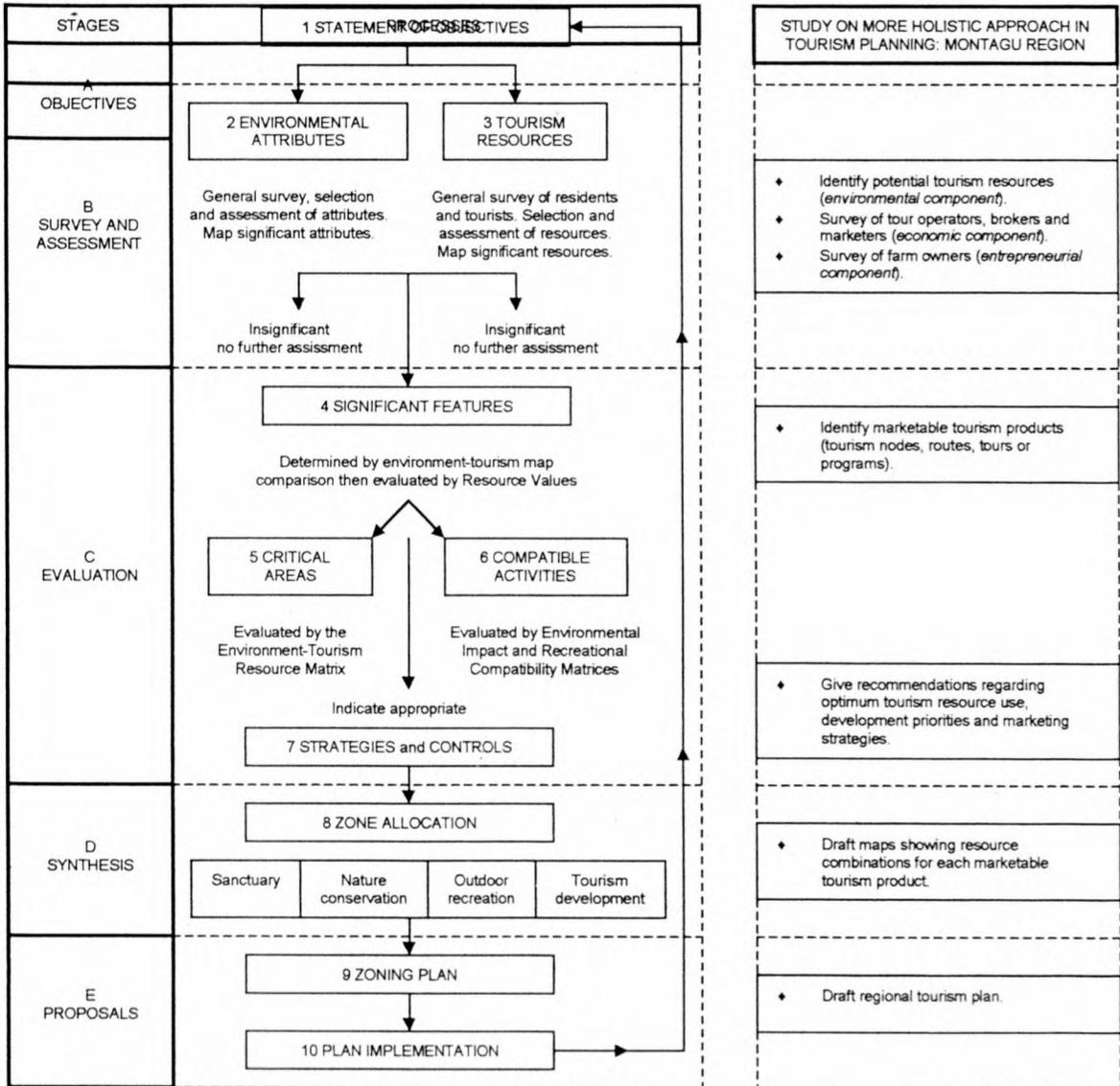


Figure 1.5: The environmentally based tourism planning framework

Source: Dowling (in Fennell 1999:126)

A logical framework for this specific research approach is illustrated in Figure 1.6. It indicates how the formulation of two main aims developed and how each aim was

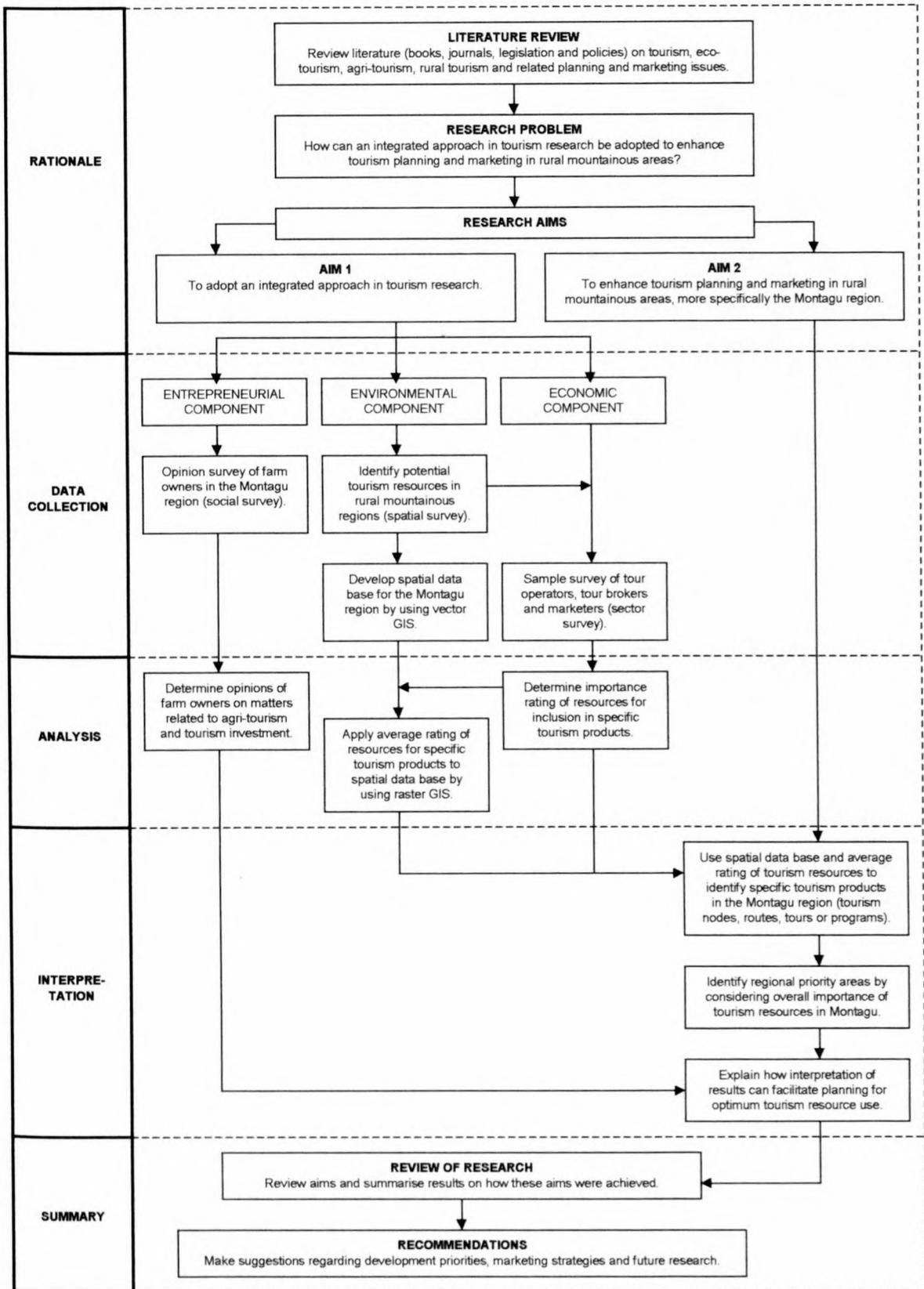


Figure 1.6: Research framework for this study

achieved through the process of data collection, analysis and interpretation. Initially, a literature review on tourism, ecotourism, agri-tourism, rural tourism and related planning and marketing issues enabled the formulation of the research problem as follows: How can an integrated approach be adopted to enhance tourism planning and marketing in rural mountainous areas?

The problem formulation led to the articulation of the title. The phrase “A spatially integrated approach...” refers to the inclusion of environmental, economic and entrepreneurial components. The segment “...for tourism planning and marketing...” concerns the combination of tourism resources as marketable tourism products and the formulation of regional tourism plans. The part of the title that states “...in rural mountainous areas: the Montagu region” gives an indication of the location and geographical nature of the study area.

The next step in the research process was to collect data on environmental, economic and entrepreneurial matters. The collection of environmental data involved the identification of potential tourism resources in rural mountainous regions, as well as the development of a spatial data base specifically for the Montagu region by using the vector capabilities of the GIS software package *Arcview*. Once this was established, information on the economic viability of certain tourism packages was collected. It involved a sample survey among tour operators, tour brokers and marketers. Data collection on entrepreneurial matters involved a questionnaire survey among farm owners in the Montagu region.

Analysis of the data encompassed the creation of a data base in the computer software program *Microsoft Excel* in order to determine what rating tour operators had given to different resources for inclusion in tourism products (*economic component*). Then these average ratings were used to create a spatial data base for the Montagu region, with a thematic layer for each rated resource, by using the raster capabilities of *Arcview* (*environmental component*). Another analytical step involved the determination of farm owners’ opinions on matters related to agri-tourism (*entrepreneurial component*). The

collection and analysis of environmental, economic and entrepreneurial data enabled the identification of marketable tourism products in the Montagu region, as well as regional priority areas. The interpretation phase also encompassed suggestions on how to plan for optimum tourism resource use. Finally, it was possible to review the research aims and results and make recommendations on development priorities, marketing strategies and future research.

1.2.3 The study area

The next section illustrates the physical and spatial differences within the Montagu region and the last section discusses the region's economic attributes.

1.2.3.1 Physical profile

The study paid specific attention to the geographical aspects of tourism activities in rural mountainous areas. The Montagu district, an example of such an area, represents one of the inland regions of the Western Cape Province. By focusing on the Montagu region, tourism research within one area in the Western Cape could contribute to tourism approaches in the whole region. The Montagu district is situated in the central part of the province, as Figure 1.7 indicates; therefore it is often called the gateway from Cape Town to the Little Karoo. The town is considered as one of the best preserved late Victorian agricultural villages in the Cape (Montagu Tourism Bureau 2000).

The Montagu region is linked to major centres through Route 62, the historic inland link between Cape Town, the Garden Route and the Eastern Cape. This road was replaced by highways diverting traffic along more direct roads, but now its spectacular scenery and mountain passes form a scenic route for tourists (Montagu Tourism Bureau 2000). For example, the portion of this route winding through Cogmanskloof provides for spectacular mountain views as depicted in Figure 1.8. Another important road in the region is the R318, linking Montagu town through the Koo Valley with the N1 national road. A photograph of the Koo Valley in Figure 1.9 shows that it is a remote, long, narrow valley without any larger settlements (De Villiers Steele Genote 1999). Figure 1.10 shows that Route 62 runs through the southern part of the Montagu region and the R318 through the south west. The map also shows the Langeberg range stretching along

the southern district boundary, separating low-lying river areas along the Breede River from the arid and mountainous topography of the northern Montagu region.

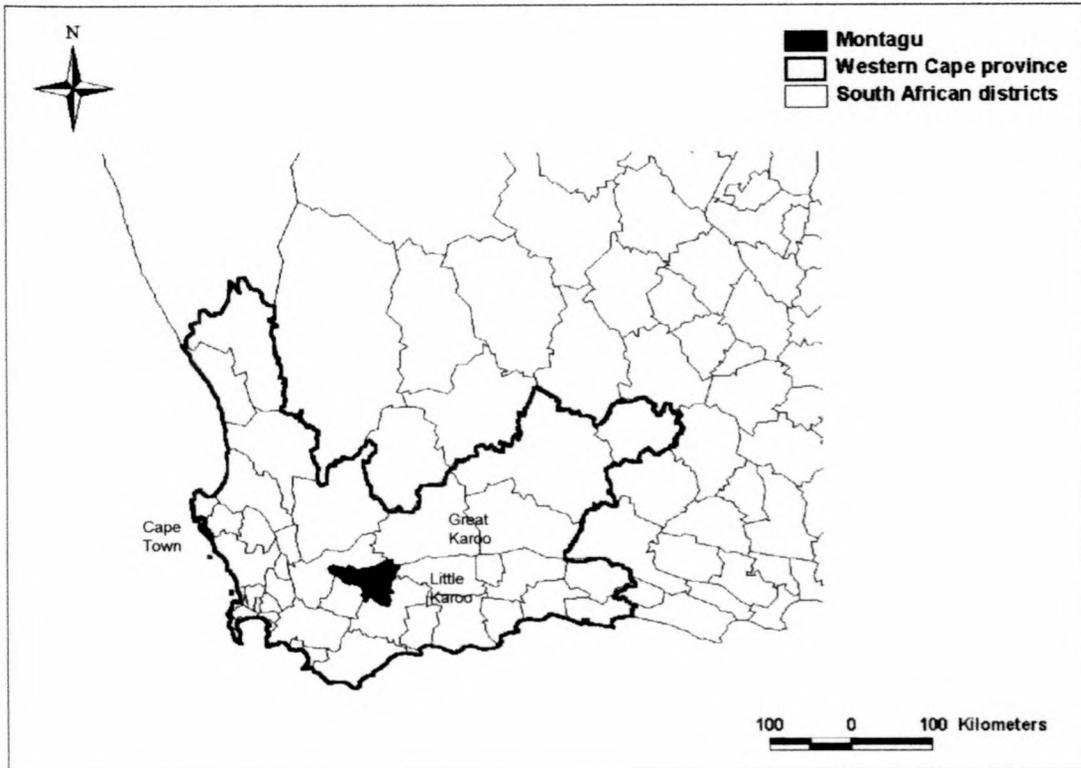


Figure 1.7: Location of the Montagu district in the Western Cape Province

Most of the high-lying areas in the Montagu region occur in the north-eastern parts of the district, as illustrated in Figure 1.11. Flat ground is mostly found at high elevation in the north (see Figure 1.12), while steep slopes appear in the Waboomsberg and Langeberg mountain ranges. Natural vegetation covering these mountain ranges are mostly Mountain Fynbos (see Figure 1.13), while the Little Karoo Succulents and the Central Mountain Renosterveld species occur in the northern and southern areas respectively. These species articulate the arid nature of the region, although Figure 1.14 shows that a number of perennial rivers run through the southern areas and three large dams are distributed through the region. However, the flow regime of most rivers is very slow and shallow and some are mostly dry.

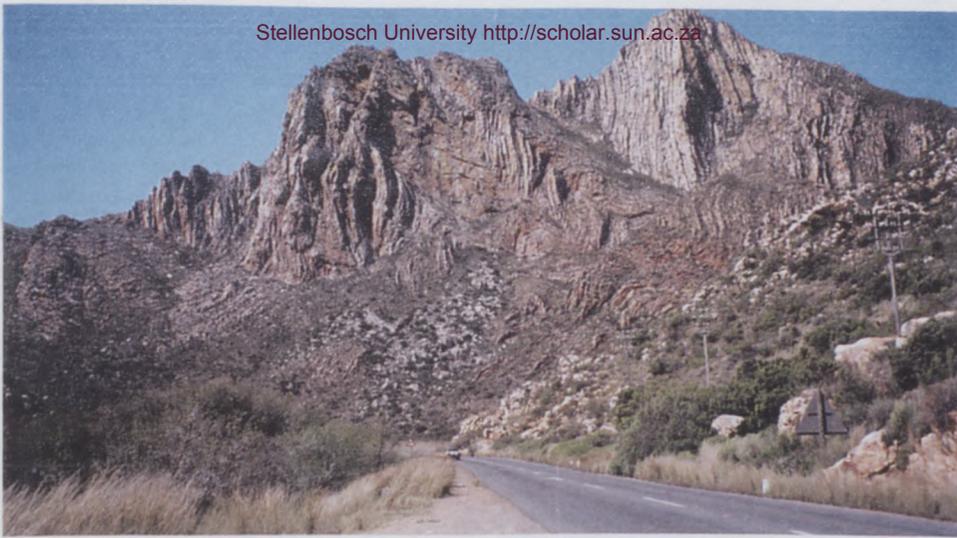


Figure 1.8: Route 62 in Cogmanskloof



Figure 1.9: The Koo Valley

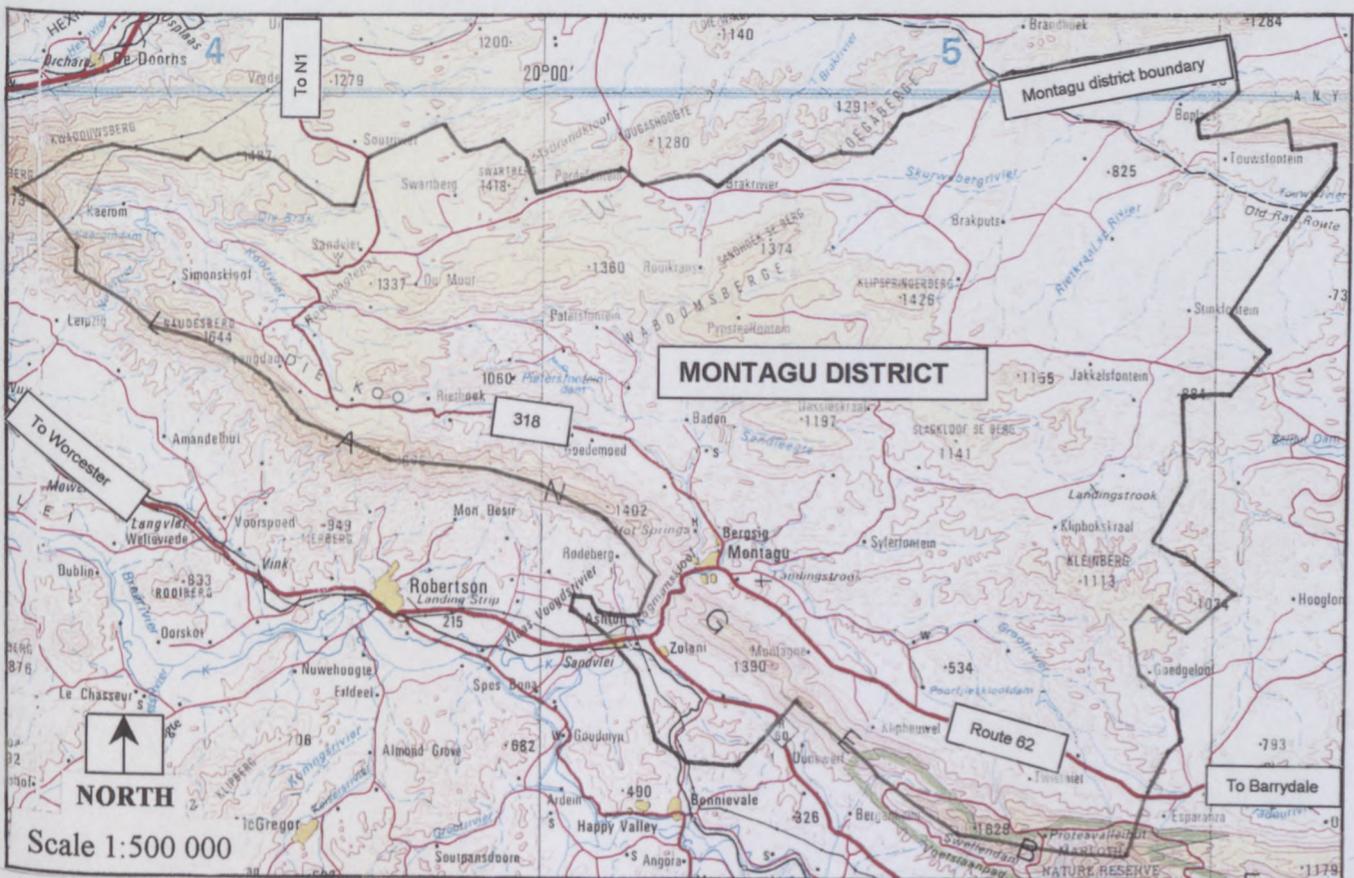


Figure 1.10: The study area
Source: Reader's Digest Atlas (1985)

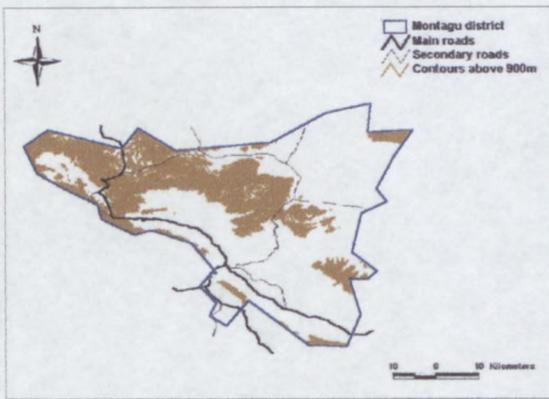


Figure 1.11: High-lying areas

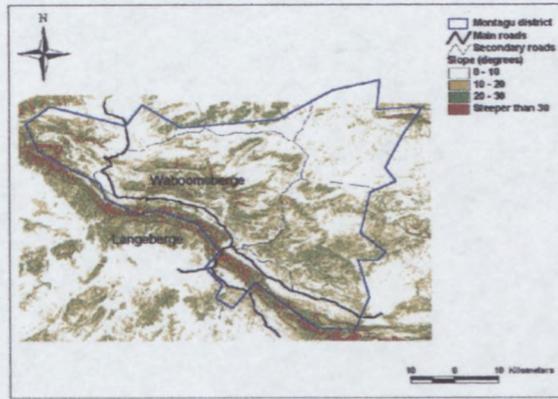


Figure 1.12: Mountain slopes

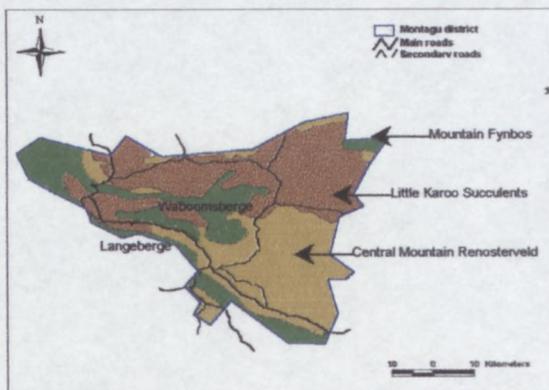


Figure 1.13: Vegetation

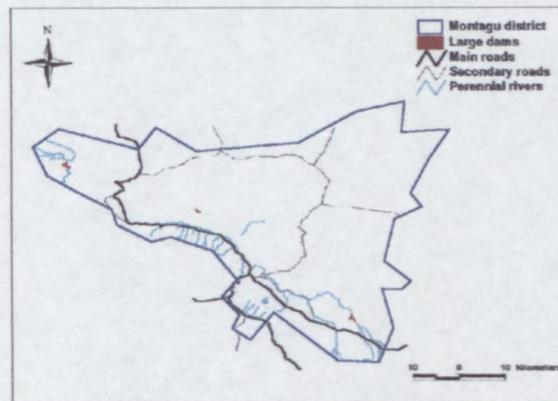


Figure 1.14: Water resources

Source: Low & Rebelo 1996

The Breede River region, including Montagu district, has a Mediterranean climate with moderate, wet winters and warm, dry summers. Rain occurs mostly between April and September, of which the highest rainfall is 1200mm – 1500mm in the mountainous areas. The prevailing wind in winter and spring is north-westerly, while summer is characterised by eastern and south-easterly winds (De Villiers Steele Genote 1999).

1.2.3.2 Economic and population profile

The historical town of Montagu forms the main service centre of the region. The town is situated at the western extreme of the Little Karoo region and is well-known for its hot mineral springs, muskadel wine and historical buildings, making it a popular tourist destination (De Villiers Steele Genote 1999).

Intensive irrigation farming practices occur along the valleys of the Montagu district (mainly cultivation of grapes, citrus and deciduous fruit), but the more remote and arid areas are sparsely populated. According to De Villiers Steele Genote (1999) a total of 228 farms exist in the Montagu district (2 229 km² in extent), with 156 individual farm owners. The region is characterised by very little migration and only 16% of the present population were not born in Montagu. According to the 1996 Census Montagu accommodates a population of 23 359 (Statistics South Africa 1996). The total urban population is 16 880 and the total rural population 6 479. Table 1.2 provides a breakdown of the population according to race and gender, showing that the coloured population constitutes the largest portion of Montagu's population.

Table 1.2: Population breakdown according to races

RACE	MALE	FEMALE	TOTAL	% OF TOTAL POPULATION
White	1 651	1 927	3 578	15
Coloured	7 743	8 212	15 955	68
African/Black	1 679	1907	3 586	15
Indian/Asian	10	8	18	1
Unspecified	98	124	222	1
TOTAL	11 181	12 178	23 359	
% OF TOTAL POPULATION	48	52		100

Source: Statistics South Africa 1996

The main sectors for employment in Montagu are community and social work, commercial trade and construction, in that order. According to the Local Authority (De Villiers Steele Genote 1999) 71% of the residents in town are employed and 50% of the total labour force are seasonal workers.

The utilisation of physical and economic attributes in the Montagu district as potential tourism resources receive further attention in Section 2.1.1.

1.3 FRAMEWORK OF RESEARCH DOCUMENT

The chapters of this research document are structured around the generic steps followed to conduct the study. The reason for research in tourism has been discussed in this chapter. The research framework displayed in Figure 1.15 shows that data collection and analysis are explained in Chapter 2 and interpretation of results in Chapter 3. The last chapter provides a summary and recommendations.

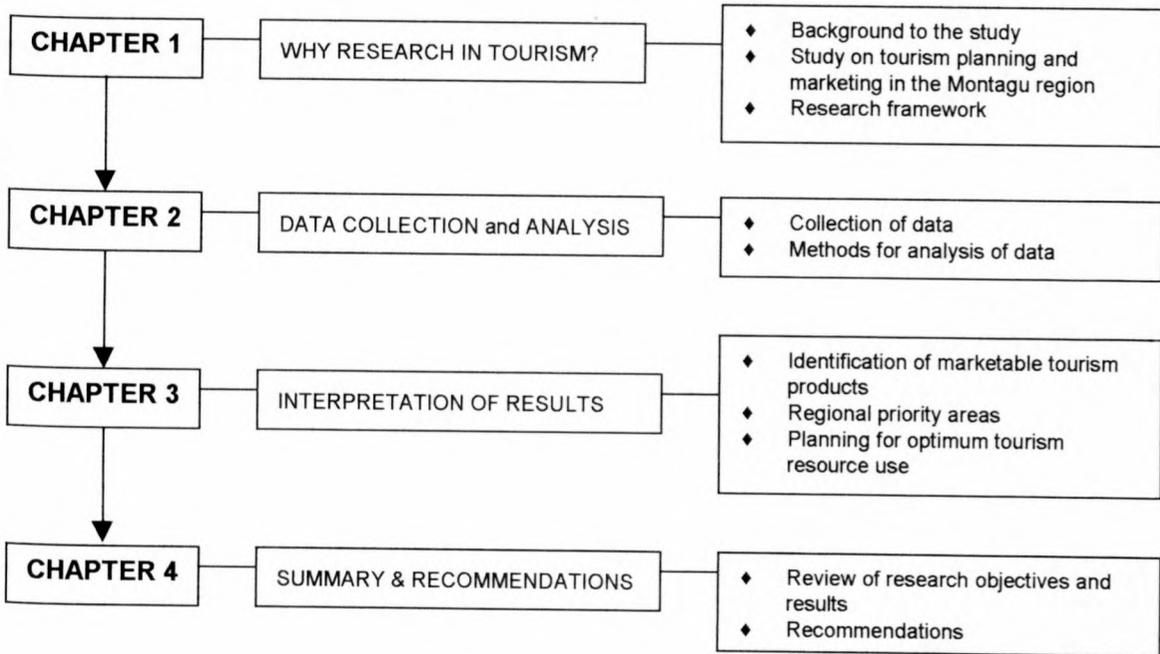


Figure 1.15: Framework of research document for the study

Since the rationale for the research has been discussed in this chapter, a description of how information was gathered and analysed is necessary in the next.

CHAPTER 2: DATA COLLECTION AND ANALYSIS

To adopt a spatially integrated approach in tourism research, consideration of different data types is necessary. In this chapter, methods for the collection and analysis of specific data types are under view.

2.1 METHODS FOR COLLECTION OF DATA

Data gathering encompassed the inclusion of data on three components, namely environmental, economic and entrepreneurial aspects. This section explains how different types of data were collected for different components under separate sub-sections.

2.1.1 Environmental component: tourism resource base

To include an environmental component in the study, it was firstly necessary to do a general identification of potential tourism resources in rural mountainous regions. Then a digital data base could be developed by using a Geographical Information System (GIS), representing only those resources situated in the Montagu region.

2.1.1.1 Potential tourism resources in rural mountainous regions

The research project on the ecotourism resource base of the Montagu region (Koegelenberg 1999) was used as a starting point for the identification of potential tourism resources in rural mountainous areas. The list of resources was supplemented by extra data sets as identified in the literature review for this study (Koegelenberg 2000). For example, Chubb & Chubb (in Fennell 1999) recognised seven types of undeveloped resources of relevance to general outdoor recreation and tourism. From these seven resources, elements used to expand the list included climate and weather (particularly seasonality), topography, landforms and fauna. According to an article in *Die Burger* (2000a) Montagu could be considered as a retreat for all seasons because of its locality. The region is situated on the edge of the Karoo, hence its hot summers, while located far enough to the northeast to escape the wet winters of the Cape. Consideration of seasonality is therefore quite important to this study.

Pearce (1983) used seven categories for determining tourist potential of an area, of which the element used this time to expand the resource list was access. Ceballos-Lascuráin (1996) provided a checklist for the inventory of tourism resources to facilitate descriptive recreational research. Elements from this checklist included protection status of site, canyons, cliffs, fossils, waterfalls, specific individual trees, insects, fish, reptiles, birds, mammals, archaeological features and service providers. Resources of a less physical nature, like festivals, should also be considered. According to De Villiers Steele Genote (1999) four annual festivals or events take place in the Montagu region, namely the Montagu Muscadel Festival, the Apricot Weekend, the Montagu Youth Art Festival and the Montagu Rose Show.

The identified resources were earmarked to be used as options for successful tourism packaging; therefore the knowledge of those already involved in tour packaging was used. The Internet was utilised to facilitate this process. From *The corporate web directory: Your @tlas to the web* (Web Design South Africa 2000), 20 websites listed in the *Travel and Tourism* section under the heading *Tours* were selected. The completeness of the list of potential tourism resources was tested against the resources included in each tourism package on the website.

The final list comprised 81 potential tourism resources. Table 2.1 shows which resource elements could be utilised as tourism resources in rural mountainous areas. The map symbols of only those resources that could be included in the spatial resource base for the Montagu region (43 in total) are also provided. For example, the first entry in the table shows that a water body is a basic resource element. It includes natural dams, a potential tourism resource that occurs in the Montagu region, and should be represented as a point symbol in the spatial resource base.

The spatial resource base for the Montagu region excluded resources not spatially representable (e.g. seasons, festivals), small site-specific resources (e.g. picnic sites, small dams) and resources that do not appear in the Montagu region (e.g. movie theatres).

Table 2.1: Potential elements in the tourism resource base

RESOURCE ELEMENT	OPPORTUNITY FOR TOURISM ACTIVITY	MAP SYMBOL
Water bodies	Flowing water	-
	Standing water body: Natural	Point
	Standing water body: Man-made	-
	Other water feature	-
	Hot / mineral spring	Point
	Swimming	-
	Canoeing / Kayaking	Point
	Windsurfing	Point
	Power-boating / Water-skiing / Jet-skiing	Point
	Boat cruises / Yacht trips	-
Freshwater fishing	Point	
Mountains and landscape	General topography and landscape	-
	Single landform	-
	Composite landscape aesthetics (mountain pass)	Line
	Hiking	Line
	Mountain-biking / cycling	Line
	4 x 4 driving / 4 x 4 trips / safaris	Line
	Motor-biking	-
	Tractor driving / Tractor or truck trips	Point
	Scenic driving / Scenic trips	Line
	Picnicking	-
	Hang-gliding	-
Abseiling / Mountain climbing	Point	
Canyoning ("kloofing")	-	
Natural vegetation	General occurrence	-
	Single occurrence	-
Fauna	Mammals	Point
	Birds	Point
	Fish	Point
	Reptiles	-
	Insects	-
	Small game and bird-hunting	-
	Wildlife-watching / photographing / tracking	Point
	Horse-riding	Point
Back-riding of other animals	-	
Air	Small aeroplane flying / Helicopter trips	-
	Micro-lighting	-
	Hot air ballooning	-
Seasons	Winter	-
	Spring	-
	Summer	-
	Autumn	-
Land use	Natural undisturbed landscape	Area
	Nature conservation status	Area
Culture	Archaeological feature	Point
	Historical site	Point
	Unique / historical building or structure	Point
	Local folklore	Point
Agriculture	Traditional agriculture	-
	Modern agricultural practice	-
	Agriculture-related industry / processing	Point
	Modern stock-farming	Point
Transport access	Within two hours' drive of major airport	-
	Within one hour's drive of small airfield	-
	Land access: via tarred main road	Line
	Land access: via secondary road	Line
	Land access: via rail	-
Commercial establishments	Sampling of food and wine	Point
	Shopping / Purchasing of gifts, curios and crafts	Point
	Festivals / Special events	-
	Shopping centre / Supermarket	Point
	Restaurant / Bistro / Tavern / Pub / Take-away	Point
	Casino / Night club / dance club	-
	Theatre/ Art gallery	Point
	Movie theatre	-
	Farm-stall	Point
	Sports facilities	Point
Accommodation establishments	Hotel with basic facilities (1 and 2 star)	-
	Luxury hotel (3 star or more)	Point
	Accredited guest house	Point
	Non-accredited guest house	-
	Accredited bed and breakfast	-
	Non-accredited bed and breakfast	Point
	Self-catering unit	Point
	Residence for backpackers	-
Camping site / Caravan park	Point	
Service providers	Nature education and training	-
	Public transport	-
	Tour and / or travel guide	Point
	Catering organisation and facility	Point
	Conference organiser and facility / Training facility	Point

2.1.1.2 Spatial data base for the Montagu region in vector GIS

The study conducted by McAdam (1999) on the perception and use of GIS by tourism consultants found that GIS is rarely used in tourism planning. Research on utilising GIS in tourism marketing that involved customer surveys are more common, for example applying GIS in geodemographics, lifestyle marketing, relationship marketing, micro-marketing, market mapping (demand), product and place marketing (supply) and electronic marketing (Elliott-White & Finn 1998; Bertazzon *et al.* 1997). However, this study is an example of the application of GIS in tourism planning, because it utilised GIS to facilitate the spatial integration of resources within specific tourism packages.

In the previous section, potential tourism resources (together with their appropriate map symbols) were identified for the Montagu region. This data was entered in vector format in the GIS software package *Arcview*, with each resource being represented by a layer in the data base. The location of these resources are shown on the following maps. The selection of resources on each map represents the grouping of tourism resources in the questionnaire sent to tour operators, showing the spatial relationship among natural environmental resources in Figure 2.1, activity opportunities in Figure 2.2, man-made resources in Figure 2.3, and transport infrastructure and tourism services in Figure 2.4. These maps already show that a concentration of resources occur in Montagu town, Avalon Springs and Monteco Nature Reserve.

Since a list of potential resources in rural mountainous regions had been established, it was possible to question tour operators on the combination of these resources for successful tourism packaging.

2.1.2 Economic component: questionnaire to tour operators

The next section describes the methods for sample selection among tour operators, tour brokers and marketers, followed by a section on questionnaire design and responses.

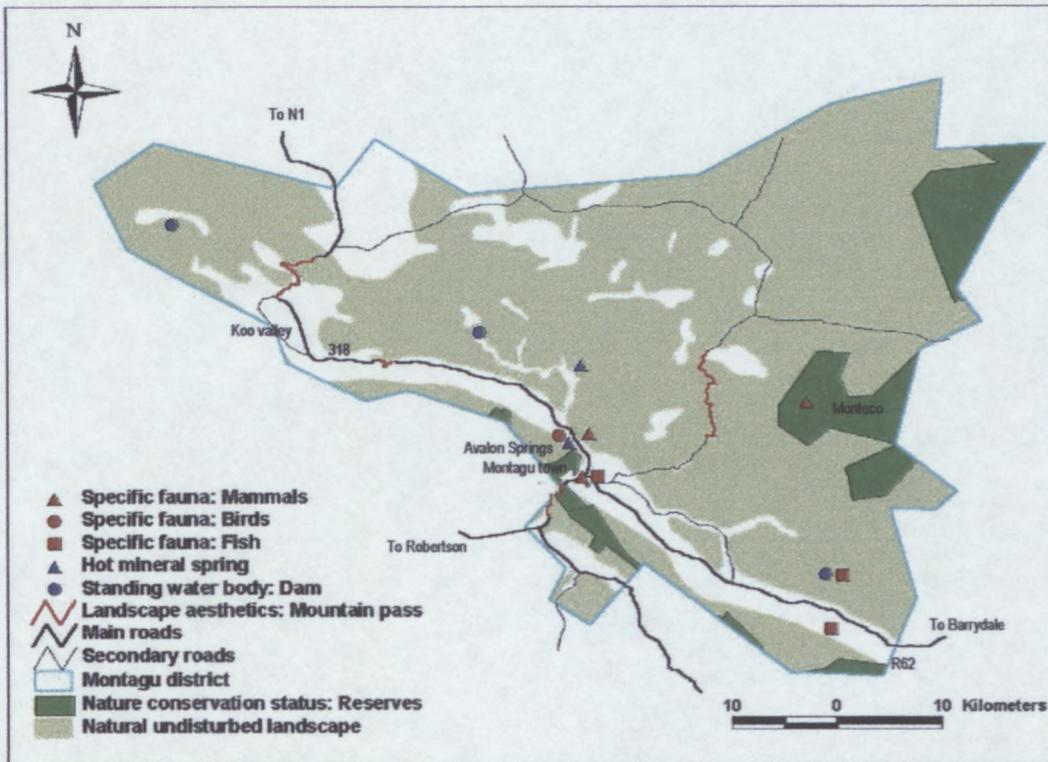


Figure 2.1: Tourism resource occurrence: natural environmental resources

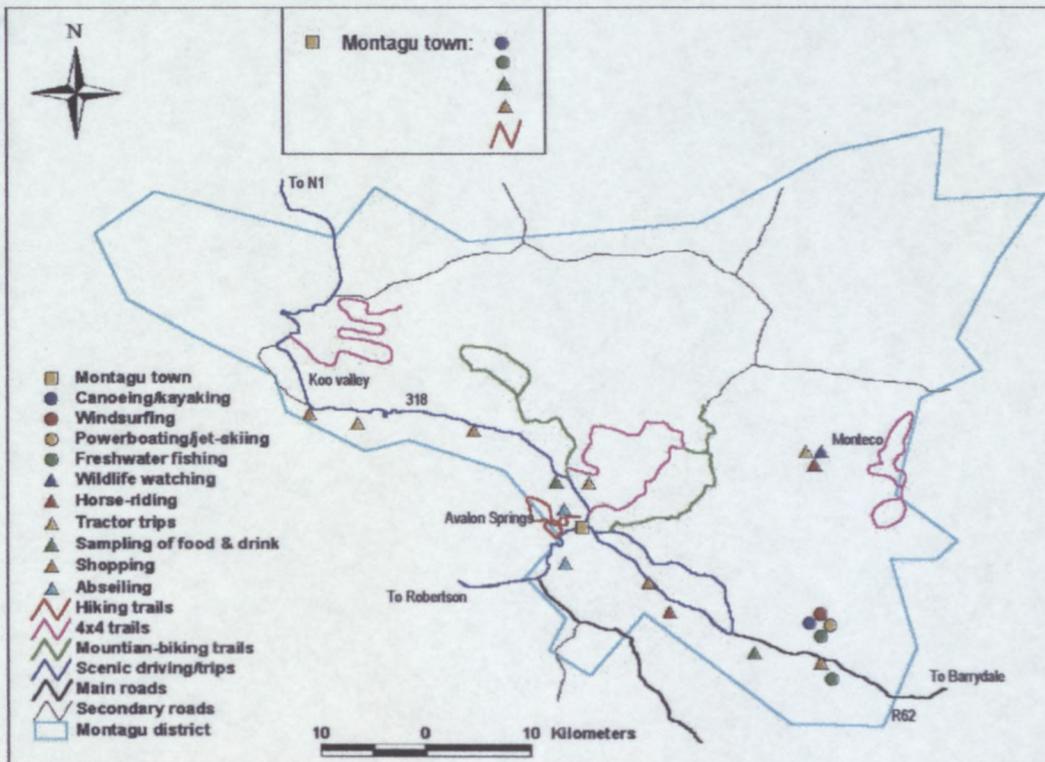


Figure 2.2: Tourism resources: activity opportunities

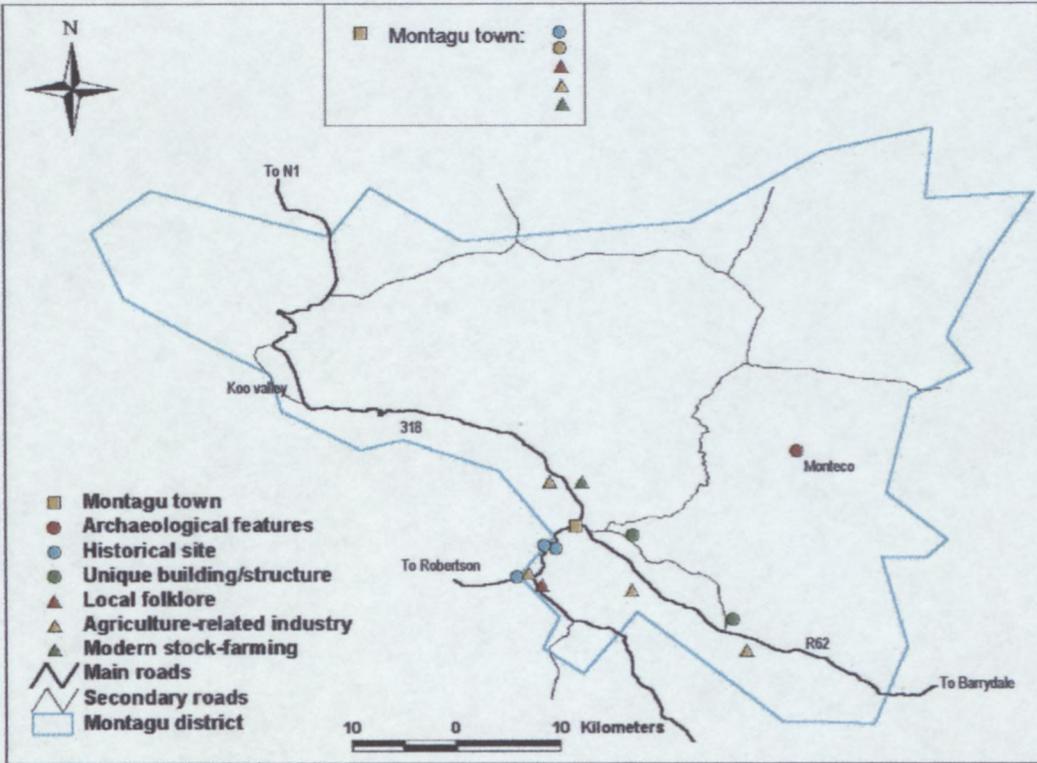


Figure 2.3: Tourism resource occurrence: man-made resources

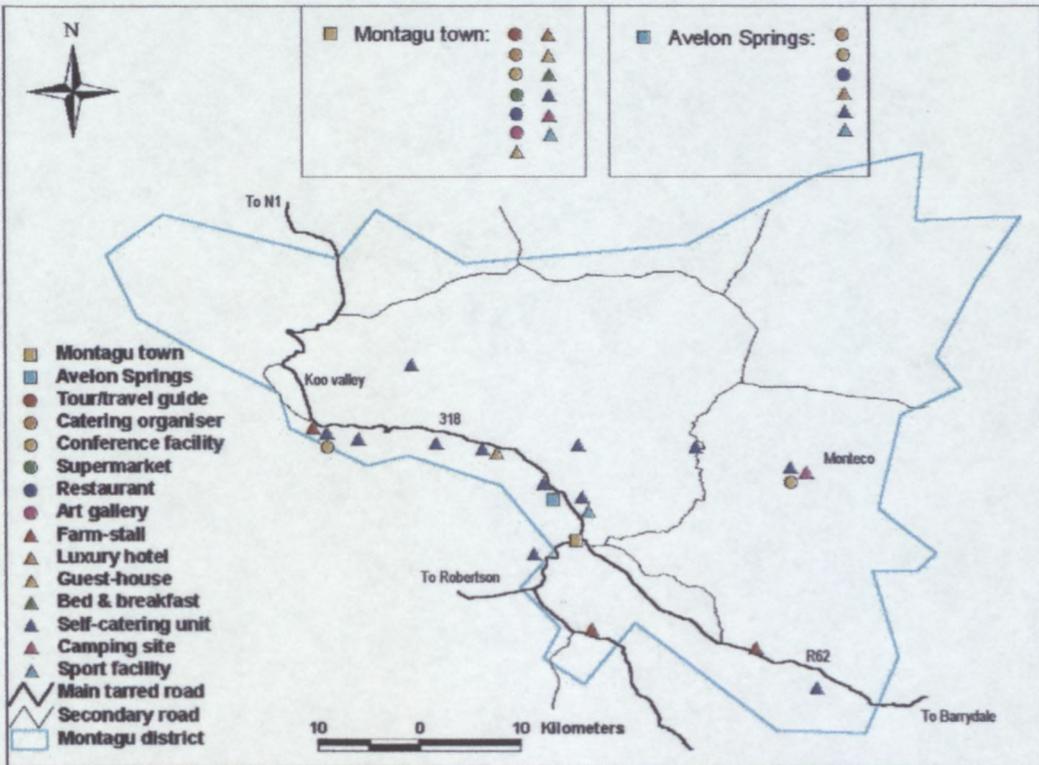


Figure 2.4: Tourism resources: transport infrastructure and tourism services

2.1.2.1 Sample selection

The first step was to select operators commercially involved in the tourism industry who would be able to provide insights on the combination and packaging of marketable tourism products. The target group could be described as all persons, companies, organisations or institutions registered as members of the Southern Africa Tourism Services Association (SATSA) in the year 1999. SATSA is the leading body in South Africa representing the private sector of the tourism industry.

A list of all members recorded in the SATSA Trade Directory 1999 (SATSA 1999) served as the sampling frame for the study. SATSA categorised the members according to different types of role players in the industry, as shown in Table 2.2. The 352

Table 2.2: Categories of SATSA members

MAIN CATEGORIES	SECONDARY CATEGORIES
Accommodation providers	Hotel
	Game Reserve (Lodges)
	Game Farm
	Safari Lodge
	Guest House
	Bed and Breakfast
	Backpackers Residence
Transportation providers	Airline
	Air Charter
	Vehicle Hire
	Tour Operator (183)
	Transfer Company
	Boat Cruises
Brokers of tour itineraries and accommodation	Tour Broker (113)
	Professional Conference Organisation
	Destination Management Company (DMC) (6)
Service providers pertinent to tourism	Attraction
	Marketing Organisation (50)
	Training Bodies
	Adventure Operator
	Other

members included in the highlighted categories were chosen as sample for the survey (the number of members in each category is shown in brackets). This method of sample selection is similar to stratified sampling, where the population is divided into different

groups or strata so that each sample case is represented in only one stratum (Bless & Higson-Smith 1995). Four strata, considered as those categories being concerned with a whole range of tourism related facilities and services (e.g. not only accommodation providers), were represented in this survey. Definitions of these categories, as provided by SATSA, is included under Appendix B.

Once the sample had been selected, the questionnaire could be designed and distributed.

2.1.2.2 Questionnaire design and response

The questionnaire was designed in such a manner that respondents could answer it by merely ticking the appropriate blocks, thereby limiting the time to complete each questionnaire. The questionnaire, as well as the inserted cover letter, appears under Appendix C. It consisted of a short, descriptive first section and a longer second section. In the first part, respondents could choose from six options a tour package best describing the company's tourism specialisation field. In the second part, respondents were asked to select and rate the tourism resources they thought important for inclusion in the operator's expressed tourism package.

The need for inclusion of the first question (i.e. what type of tourism is the main focus of the company) evolved from the fact that travel firms tend to market tourism by targeting certain segments, depending on the product and tourist's expectations (Fennell 1999). Target marketing could be based on geographical space, demographic age, gender, religion, psychographical lifestyles, attitudes, values, and beneficial benefits and costs as considered by tourists. Republic of South Africa (1999) provided another division of target markets, namely experiencers, explorers, entertainers, engagers and eventers. A number of products could then be packaged for these segments, like ecotourism experiences, heritage and historical tourism attractions, adventure opportunities, and conventions and conference opportunities. Based on the same principle, the questionnaire provided for a choice of five types of tourism packages (and one open option for individual specification), each to suite specific target markets.

The second section of the questionnaire consisted of a list of tourism resources, including destinations, accommodation, attractions, activities, events, infrastructure and related services. To render structure to the long list, resources of similar nature were grouped under specific headings, namely natural environmental resource occurrence, activity opportunity, man-made resource occurrence, and transport infrastructure and tourism services. Respondents could select from the list those resources they would combine in specific packages, with open options for the inclusion of additional resources. At the same time they were asked to rate the importance of a specific resource for inclusion in the tourism package. The questionnaire made provision for a rating scale of one (very low) to five (very high). Van der Merwe (1989) stated that the use of five classes enables the identification of two “bottom” classes and two “upper” classes (with an extreme group on both ends), as well as one “middle” class.

A total of 352 questionnaires were posted on 21 September 2000 and the earliest responses returned within the first week. Approximately three weeks later, respondents who had not yet replied, were reminded by e-mail to complete the attached questionnaire. By 3 November, 85 questionnaires had been received of which 81 were usable. The four unusable cases involved three blank questionnaires and one scribbled form. A total of 13 questionnaires were returned unopened due to incomplete, unknown or expired addresses. These cases could be subtracted from the total number of targeted respondents (352), because they were invalid occurrences within the sample. This meant that within a period of six weeks a response of nearly 24% had been reached, as shown in Table 2.3.

Table 2.3: Response rate of survey on resource preferences

RESPONDENT TYPE	SAMPLED RESPONDENTS	VALID RESPONSES	PROPORTION OF TOTAL (%)
Tour operator	177 (52%)	50 (62%)	14,7
Tour broker	107 (32%)	23 (28%)	6,8
DMC	6 (2%)	1 (1%)	0,3
Marketing organisations	49 (14%)	7 (9%)	2,1
TOTAL	339 (100%)	81 (100%)	23,9

By comparing valid responses to respondent type in the table, only one response was returned from the six destination management companies (DMC). This implies that only

one case represents the category, making the reliability of any assumptions from this group questionable. The best response rate was achieved among tour operators.

2.1.3 Entrepreneurial component: questionnaire to farmers

This study formed part of a larger research program concerning tourism development by two Western Cape universities (Stellenbosch University and University of the Western Cape) in partnership with a foreign university (Darmstadt), coordinated by the first mentioned institution. A survey conducted by Van der Merwe (1999) on agri-tourism resources in the Western Cape was used to include an entrepreneurial component to this research.

The survey on agri-tourism resources targeted members of agricultural associations in the Ceres, Clanwilliam and Montagu districts (questionnaire included under Appendix D). Four topics in the questionnaire were used to include entrepreneurial considerations in this research, namely:

- ◆ general profile of respondents;
- ◆ perceptions and visions of the agricultural and tourism industry;
- ◆ existing and potential tourism development on farm properties; and
- ◆ awareness of potential options to obtain capital for agri-tourism development.

This study only considered the input of farmers in the Montagu district. A total of 68 members of the local agricultural association were sampled, of which 18 workable responses were returned. This implies a reasonable response rate of 26%, considering that the data was used to sample perceptions and not to establish an inventory. This response rate, together with the response rate of 24% among tour operators, indicates the data collected in this study was useful for further analysis, because a response rate of 25% is considered acceptable for mailed questionnaires.

2.2 METHODS FOR ANALYSIS OF DATA

This section describes the methods adopted to analyse the different data types for each of the three components, namely economic, environmental and entrepreneurial aspects.

2.2.1 Economic component: rating by tour operators

To facilitate analysis of questionnaires received from tour operators on successful tourism packaging, it was necessary to create a spreadsheet in the software package *Microsoft Excel*. The digital data base covered the following information: identification number of each respondent, type of operator, type of tour package, and the rating (1 - 5) as given for each tourism resource. Table 2.4 shows the number of respondents representing each type of tourism package. Nature-based packages were the main focus by far, followed by combination tourism packages. Unfortunately, none represented the option related to agri-tourism.

Table 2.4: Representation of tourism packages by respondents

TYPE OF TOUR PACKAGE	NUMBER OF RESPONDENTS
Nature / Eco- / Scenery tourism / Nature education	43
Historical / Cultural / Art / Festival / Event tourism	4
Farm / Agricultural / Agri-tourism	0
Sport / Shopping / Wining and dining / Business / Convention tourism	5
Action / Adventure tourism	5
Other: Combination tourism packages	20
Other: Operators focussing on marketing of tour packages	4
TOTAL	81

Most respondents represented by the open option combined more than one of the given packages; therefore it was necessary to make provision for combination tourism packages. A few respondents stated that they were more involved in the marketing of tourism resources than in the packaging thereof. These respondents were treated somewhat differently, because their opinions were used to determine what resources are economically viable. Tourism marketing (as interpreted later) should therefore not be considered as a tourism package, but rather as an implication of the selling value of specific resources within other packages.

Table 2.5 indicates the percentage of each type of operator representing specific tourism packages. The table shows a fairly similar representation by both tour operators and tour brokers, focusing mainly on nature-based packages and combination packages. Marketing organisations focused more on the marketing of tour packages, but other

package options were not excluded. Except for destination management companies, respondents focused on at least four of the different types of tour packages. This relatively even distribution of representation made the results more reliable, since the preferences of more than one type of operator were considered for each type of tourism package.

Table 2.5: Tourism package representation by operator type

OPERATOR TYPE	TOURISM PACKAGE REPRESENTATION (%)						TOTAL
	NATURE	HISTORY	BUSINESS	ACTION	COMBINED	MARKET	
Tour operators	32	4	4	5	17	0	62%
Tour brokers	20	0	2	1	5	0	28%
DMC	0	0	0	0	1	0	1%
Marketing groups	1	1	0	0	1	5	9%
TOTAL	53%	5%	6%	6%	25%	5%	100%

The average preference rating of tourism resources for inclusion in specific tourism packages is provided in Table 2.6. It also shows the total importance rating of each resource, notwithstanding the type of package (total average rounded off to the nearest integer).

Table 2.6: Resource rating by operators' grouping (average values)

OPPORTUNITY FOR TOURISM ACTIVITY	PACKAGES						TOTAL AVERAGE
	NATURE	HISTORY	BUSINESS	ACTION	COMBINED	MARKET	
NATURAL ENVIRONMENTAL RESOURCE OCCURRENCE:							
Flowing water	3	3	2	4	3	3	3
Standing water body: natural	3	2	2	2	3	3	3
Standing water body: man-made	2	2	2	1	2	2	2
Other water feature	4	4	3	4	3	4	3
Hot / mineral spring	2	1	2	2	3	3	2
General topography and landscape	4	5	3	4	4	4	4
Single landform	3	4	2	4	3	3	3
Composite landscape aesthetics	4	4	3	4	4	4	4
Natural vegetation: general occurrence	4	4	4	4	4	4	4
Natural vegetation: single occurrence	4	4	2	3	3	2	3
Mammals	5	3	5	4	4	4	4
Birds	4	4	4	4	4	4	4
Fish	3	2	2	3	3	4	3
Reptiles	3	3	3	3	3	4	3
Insects	3	2	2	2	2	3	2
Winter	3	4	3	3	3	4	3
Spring	4	4	4	4	4	4	4
Summer	4	4	4	4	4	3	4
Autumn	4	4	4	3	4	4	4
Natural undisturbed landscape	4	3	3	5	4	4	4
Nature conservation status	5	4	5	4	4	4	5
Other: Wilderness trail	-	-	-	-	4	-	4
ACTIVITY OPPORTUNITY:							
Swimming	3	3	3	2	3	3	3
Canoeing / Kayaking	2	2	2	4	2	4	2

OPPORTUNITY FOR TOURISM ACTIVITY	PACKAGES						TOTAL AVERAGE
	NATURE	HISTORY	BUSINESS	ACTION	COMBINED	MARKET	
Windsurfing	2	2	2	2	2	4	2
Power-boating/Water-skiing/Jet-skiing	1	2	2	2	2	3	2
Boat cruises / Yacht trips	3	4	3	3	3	3	3
Freshwater fishing	2	2	2	3	2	3	2
Small game and bird-hunting	2	2	2	1	2	3	2
Wildlife-watching/photographing/tracking	5	4	5	4	4	5	4
Hiking	3	4	3	4	3	5	3
Horse-riding	3	2	2	2	3	4	3
Back-riding of other animals	2	1	3	3	2	3	2
Mountain-biking / cycling	2	3	2	3	2	4	2
4 x 4 driving / 4 x 4 trips / safaris	4	3	4	3	3	4	3
Motor-biking	2	2	1	2	2	3	2
Tractor driving / Tractor or truck trips	2	2	1	1	2	3	2
Scenic driving / Scenic trips	4	4	4	4	4	4	4
Picnicking	3	4	3	2	3	3	3
Sampling	4	3	4	3	4	4	4
Shopping / Purchasing of goods	4	3	4	3	4	4	4
Festivals / Special events	3	3	3	3	3	4	3
Nature education and training	3	3	3	3	3	4	3
Hang-gliding	2	2	1	2	2	3	2
Abseiling / Mountain climbing	2	2	1	3	2	3	2
Canyoning ("kloofing")	2	2	1	2	2	3	2
Small aeroplane flying / Helicopter trips	3	3	3	2	3	3	3
Micro-lighting	2	1	2	3	2	3	2
Hot air ballooning	3	3	3	2	3	3	3
Other: Quad biking	-	-	-	4	-	-	4
MAN-MADE RESOURCE OCCURRENCE:							
Archaeological feature	4	3	3	4	4	4	4
Historical site	3	4	3	3	3	4	3
Unique / historical building or structure	4	5	3	3	4	4	4
Local folklore	4	4	4	4	4	4	4
Traditional agriculture	3	3	2	2	3	4	3
Modern agricultural practice	2	2	1	1	2	3	2
Agriculture-related industry / processing	3	3	3	2	3	3	3
Modern stock-farming	2	2	1	2	2	3	2
Other: Snake park	3	-	-	-	-	-	3
TRANSPORT INFRASTRUCTURE AND TOURISM SERVICE ACCESS:							
Within two hours' drive of major airport	4	5	4	4	4	4	4
Within one hour's drive of small airfield	3	5	3	3	3	3	3
Land access: Via tarred main road	4	5	4	4	5	4	4
Land access: Via secondary road	3	4	4	3	4	3	3
Land access: Via rail	2	3	2	1	2	2	2
Public transport	3	5	2	3	4	4	3
Tour and / or travel guide	4	5	5	4	5	4	4
Catering organisation and facility	3	4	4	4	4	3	4
Conference organiser / Training facility	3	3	3	3	3	2	3
Shopping centre / Supermarket	3	3	3	3	3	3	3
Restaurant / Tavern / Pub / Take-away	4	5	4	3	4	4	4
Casino / Night club / Dance club	2	3	2	1	2	2	2
Theatre / Art gallery	3	2	2	2	3	3	3
Movie theatre	2	2	2	2	2	2	2
Farm-stall	2	2	2	2	3	3	2
Hotel with basic facilities (1 and 2 star)	2	2	1	2	2	4	2
Luxury hotel (3 star or more)	4	4	5	3	4	4	4
Accredited guest house	4	4	4	3	4	4	4
Non-accredited guest house	2	3	1	2	2	2	2
Accredited bed and breakfast	3	3	3	3	3	4	3
Non-accredited bed and breakfast	2	3	1	2	2	2	2
Self-catering unit	2	3	2	3	2	4	2
Residence for backpackers	2	2	2	3	2	4	2
Camping site / Caravan park	2	2	1	3	2	4	2
Sports facilities	3	3	3	2	3	3	3
Other: Game lodge (private)	5	-	-	-	4	-	5
Other: Rovos and Blue Train Rail	-	-	-	-	5	-	5
Other: Bush camp	5	-	-	-	-	-	5
OTHER:							
Telecommunication facilities	-	-	5	-	-	-	5
Security	5	-	5	-	5	-	5
Language versatility	-	-	-	-	5	-	5
Product and service quality	-	-	-	-	5	-	5
Theme/entertainment centre	5	-	-	-	-	-	5
Authentic cultural experience	4	-	-	-	-	-	4
Philanthropic opportunity	4	-	-	-	-	-	4

This table was useful to determine which resources are important for the packaging of specific tourism products. These ratings could be applied to tourism resources in Montagu to identify spatial patterns in the region.

2.2.2 Environmental component: digital data base in raster GIS

To analyse environmental data, it was necessary to convert the spatial resource base of Montagu from vector to raster format and then to apply average resource ratings, as given by tour operators, to the raster data base.

2.2.2.1 Conversion of spatial data base from vector to raster format

Taking into account the extent of the study region, a cell size of 1km² was considered small enough to differentiate broad spatial contrasts. The method for conversion in *Arcview* from vector to raster data involved the transformation of vector shapefiles to a grid with output cell sizes of 1000m by 1000m. Then each grid file was reclassified to provide for a value of one in cells where features appear and zero for all other cells in the layer. The final product was a spatial data base with grid layers, where each layer showed the approximate location of a specific tourism resource in the Montagu region. This product enabled the creation of a density map, showing the concentration of tourism resources.

Conceptually, the spatial data base consisted of two data types, namely *map data* and *attribute data*. *Map data* was structured in grid format and *attributes* as flat files, the traditional way of storing data in raster data models (Clarke 1997). Each type of resource was stored in a separate layer to enable statistical analysis at a later stage, with cells having a value of one where the resource occurs and zero in all other cells. Figure 2.5 illustrates this principle graphically, with reference to hiking trails and historical sites as examples. The figure shows how an overlay of layers could accumulate to show cells or areas where a concentration of resources occur (e.g. a value of two represents the concentration of two resources in that area).

2.2.2.2 Application of resource ratings to the spatial data base

To assign a value to each tourism resource within specific packages, the average ratings as determined by tour operators were used. These value represented the importance of each tourism resource for inclusion in a specific tourism package.

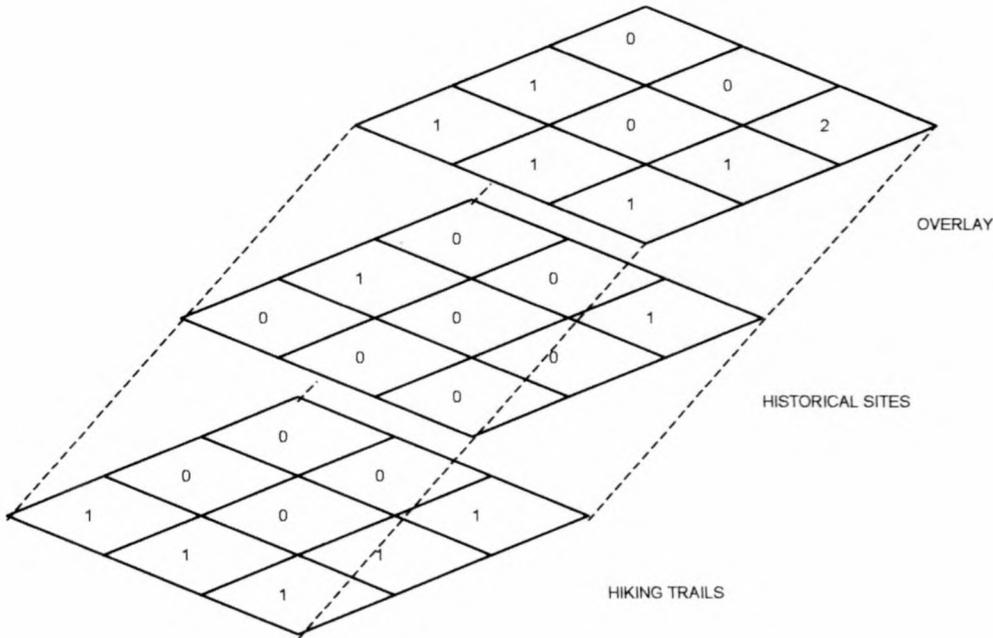


Figure 2.5: Conceptual data base in a raster GIS

Each layer of resources in the spatial data base in *Arcview* was reclassified to a value from one to five where features appear according to the feature rating value. A value of zero remained in all cells where no data appears to enable further calculations. Then the map calculator function was applied to overlay maps and accumulate their values. Now the values in the overlaid map not only represented the number of resources occurring in that area, but also the importance of these resources for inclusion in tourism packages. For example, if hiking trails received an average rating of three, and historical sites an average rating of four, the overlaid map would have a value of seven in cells where these resources overlapped.

Each accumulated value in the overlaid map was represented in the legend by a specific value. Unfortunately this implied that any number of values could be created in the legend of the new layer, depending on the number of different values as calculated for the cells in the overlaid map. By using the reclassification function, a classification technique in *Arcview*, the number of classes were reduced to make the map more readable and understandable.

The specific method used to reclassify data is called *natural breaks*. It is based on Jenks' optimisation method that minimises the sum of the variances within each of the classes based on groupings inherent in the data (ESRI 1999). The method uses an algorithm that minimises the sum of quadrated deviations from class central points, while maximising the differences between classes (Van der Merwe 1989). Jenks' method seemed most appropriate for the purpose of the study, because it provided a scientifically justifiable technique for the grouping of classes naturally belonging together.

Seven distinctive classes were created after reclassification. When tested to use only six classes, the maps showed not enough diversity to identify sufficient variation in tourism related occurrences. When eight classes were tested, too much variations appeared that not necessarily represent a true variation in tourism related occurrences. Six classes would not have provided enough detail, while eight classes would have made the map too complex. As realised by Jenks (in Van der Merwe 1989) through psycho-physical testing, a maximum number of seven shades on a grey scale can be distinguished by normal map users. The execution of this whole process enabled the identification of marketable tourism products through the use of GIS.

2.2.3 Entrepreneurial component: opinions of land owners

2.2.3.1 Perceptions of land owners

Four topics in the questionnaire were used to include entrepreneurial considerations in this research. The first determined the general profile of respondents, as well as their involvement in the agricultural industry. Except for two proxies (with ages 26 and 29), all respondents were landowners of the properties concerned (ages varying from 30 to

58). The average age of respondents was 41. The relatively young age of this group of farmers hopefully indicated a relatively broadminded generation, making them more susceptible for alternative agricultural practices, such as agri-tourism. The high literacy rate was another positive indication in this regard (61% of respondents had undergone tertiary education). A corresponding reply among respondents indicated that the peak months for agricultural practices (mainly cultivation of apricots, peaches and grapes) were November to March, with February considered by all as very busy. There was a clear inactive period from April to October, indicating the need and potential in these months to become involved in diverse agriculture-related practices to create additional income.

The next topic evaluated farmers' perceptions and visions of the agricultural and tourism industry. The results are provided in Table 2.7. Even at first glance, it was clear that the general feeling on matters related to agri-tourism was not as negative as issues related to the agricultural industry. Respondents were quite negative about the prospects for long-

Table 2.7: Perceptions of farmers on agriculture and agri-tourism

ASPECTS RELATED TO AGRICULTURE AND AGRI-TOURISM	PERCEPTIONS OF FARMERS (% of respondents)					TOTAL
	Very pessimistic	Pessimistic	Neutral	Optimistic	Very optimistic	
AGRICULTURE:						
Longterm viability of the sector at present trends	6	6	50	32	6	100%
Survival chances of smaller farmers	11	50	22	11	6	100%
AGRI-TOURISM:						
Economic value to landowners	0	0	28	44	28	100%
Economic value directly to farm worker community	0	0	44	44	12	100%
Potential negative effect on normal agricultural activity	0	0	71	23	6	100%
Potential for attracting significant numbers of tourists to the district	0	0	28	44	28	100%
Potential to attract capital for development from outside agriculture	0	6	46	24	24	100%
Influence on value systems and social stability of local communities	0	17	27	39	17	100%

term survival of small farmers, and the long-term feasibility of agriculture at current tendency was also doubtful. They were not pessimistic about the possible disruptive

effect of agri-tourism on agricultural activities, but rather felt indifferent or even positive about the matter. One would expect this being one of the main reasons not to combine tourism and agricultural activities.

The majority of respondents were optimistic about the potential of agri-tourism to create additional income for landowners and farm workers, as well as the potential to attract a significant number of tourists to the region. Only 6% of respondents were doubtful about the possibility to attract capital for such development from outside the agricultural industry and only 17% of respondents were concerned about the possible influence of agri-tourism on the value system of locals and community stability. An analysis of the above statistics once again showed that agri-tourism definitely has the potential to improve economic circumstances in rural areas and this reality is clearly realised by local farmers. However, a few aspects still need to be addressed, such as how to implement and operate tourism initiatives.

2.2.3.2 Intentions of land owners to participate in tourism

Table 2.8 shows the response from farmers when asked if there were any existing tourism developments on their properties or if they planned any in the future. There was definitely a positive tendency towards tourism investment. Although more than 60% of

Table 2.8: Existing and potential tourism investment

INVOLVEMENT IN EXISTING TOURISM DEVELOPMENT (% of respondents)	PLANNING FOR FUTURE TOURISM DEVELOPMENT (% of respondents)		TOTAL (%)
	Plan investment	Do not plan investment	
Already involved	22	17	39
Not yet involved	22	39	61
TOTAL (%)	44	56	100

respondents were not currently involved in the tourism industry, more than 20% of them were planning to invest in tourism infrastructure within the next five years. This figure indicates that the majority of those already involved in tourism activities planned for future expansion, while the minority of farmers with no existing tourism infrastructure were considering future tourism development. This implied that farmers with existing

tourism infrastructure recognised the value of the industry, while the others were either not yet fully aware of the potential of tourism or did not need additional income.

Table 2.9 shows farmers' awareness of potential options to obtain capital for agri-tourism development. The first impression was that respondents were either unaware of different development options, or aware of it, but not interested. Only a few farmers were already

Table 2.9: Options for agri-tourism development

DEVELOPMENT OPTIONS TO OBTAIN DEVELOPMENT CAPITAL FOR AGRITOURISM	EVALUATION OF FEASIBILITY BY FARMERS (% of respondents)				TOTAL
	Unaware	Aware, but unfeasible	Aware, but not interested	Already implemented	
Property subdivision and sale of portion/s to raise capital	13	13	68	6	100%
"Resort" rezoning for tourism/accommodation development	33	7	60	0	100%
Sectional title to accommodation facilities	31	6	63	0	100%
Sale of time-sharing scheme to accommodation facilities	37	0	63	0	100%
Ownership sharing scheme to accommodation facilities without title or by leasehold	33	7	47	13	100%

involved in certain options or considered these options as not feasible. This raised the question of exactly how well informed these farmers are on tourism matters. Except for the option of the subdivision and sale of properties, at least 30% of respondents were totally unaware of any other options. While the previous table clearly indicated a willingness to participate in the tourism industry, most of the respondents (between 40% and 70% in each case) now indicated that they were not interested in the above-mentioned development options to obtain capital for tourism. It seems that farmers are just not clearly informed on exactly how to implement and operate tourism initiatives.

Now that the gathering and analysis of information have been described, a discussion on the interpretation of data can follow.

CHAPTER 3: INTERPRETATION OF RESULTS

The process of data collection and analysis facilitated the identification of marketable tourism products, as discussed in the following section. The subsequent section describes the overall importance of different tourism resources in the region, notwithstanding the type of tourism package constructed from these resources. The last section explains how interpretation of these results can improve tourism planning in the Montagu region.

3.1 IDENTIFICATION OF MARKETABLE TOURISM PRODUCTS

The table created in Section 2.2.1, showing the average rating of tourism resources for inclusion in specific tourism packages (refer to Table 2.6), together with the established spatial data base, provided insights on which resources are important for the packaging of specific tourism products and the spatial implication thereof for the Montagu region. The following sections give a detailed interpretation of different tourism products and the last section discusses the differences among them.

Take note that the principle applied throughout in map-scaling was based on a discrete classification system running from very low to low to medium low, through medium to very high. This allows reference to map patterns in these value-specific terms.

3.1.1 Nature / eco- / scenery tourism packages

This type of tourism focus was clearly the most popular selection among respondents. Kate Rivett-Carmac, consultant at Horwarth Tourism and Leisure Consulting, stated that especially tourism in natural areas is very important for developing countries (*Die Burger* 2000b), because she considered ecotourism as a means for development and empowerment in rural areas. The marketing of this tourism product has great potential in the Montagu region.

Interesting findings with regards to nature tourism packages emerged from the questionnaire survey among tour operators. Quite predictably, natural resources receive high ratings, such as general topography and landscape, composite landscape aesthetics, mammals, birds, nature conservation status, wildlife-watching and scenic trips.

However, more synthetic resources, like sampling of food and drink, shopping, unique structures, local folklore and restaurants, also prove to be important for nature packages. Tourism-related services not only include basic tourism facilities, but also main access via air and road, travel guides and luxury accommodation. The reason for this trend can possibly be that operators know that foreign tourists are attracted to South Africa especially for its natural and relatively undeveloped character of the country, but they still expect high quality services.

A number of additional resources are suggested for inclusion in nature packages, such as a snake park, private game lodge, bush camp, authentic cultural experiences and philanthropic opportunities. Even the development of a theme park or entertainment centre is mentioned. Although none of these resources currently exist in the Montagu region, it could be considered in future tourism planning. One respondent also mentioned the importance of security in nature tourism packaging.

Figure 3.1 provides a spatial representation of important areas in the Montagu region for

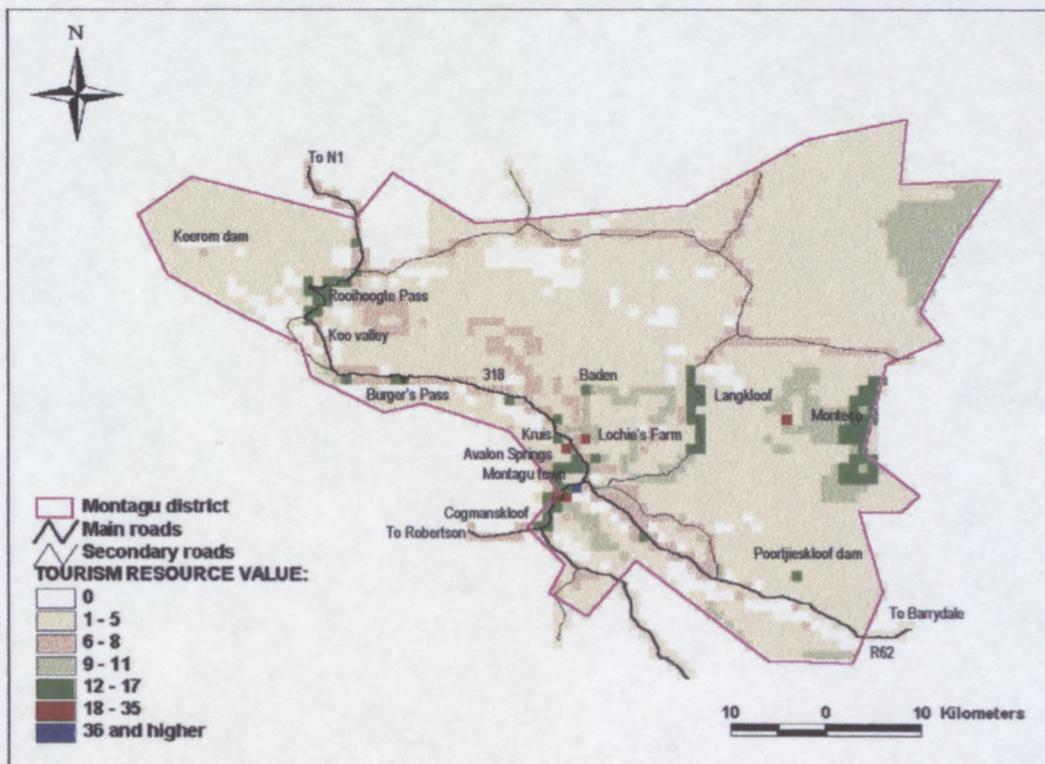


Figure 3.1: Tourism resource value: nature tourism

the development of nature packages. Natural undisturbed landscapes, nature conservation status and 4x4 routes all have received high ratings; therefore areas in the north-east, Monteco, Langkloof and Baden fall in the middle class. The medium-high class represents areas where an accumulation of highly rated resources occur, for example mountain passes, scenic routes, 4x4 routes, as well as opportunities for shopping and sampling of food and wine. Except for the concentration of resources, the high class also reflects the importance of mammals, birds, archaeological features and nature conservation status at Avalon Springs, Lochie's Farm and Monteco. The highest class shows the location of Montagu town, where an ultimate accumulation of resources occur.

3.1.2 **Historical / cultural / art / festival / event tourism packages**

Obvious resources considered as important for inclusion in this type of package are historical sites, unique structures and local folklore, all resources already located within the Montagu region. In historical and cultural packages, it is clearly important to include access and service-related resources, such as the following: main access via air and road, public transport, travel guides, catering facilities, restaurants and luxury accommodation. The development and maintenance of these resources are crucial for the marketing of historical and cultural packages in the Montagu region.

Interestingly enough, a number of natural environmental resources are considered as important for inclusion in historical cultural packages, such as other water features (e.g. waterfalls), general topography and landscape, single landforms (e.g. rock formations), composite landscape aesthetics (e.g. mountain passes), vegetation, birds and nature conservation status. Activity opportunities considered as significant include boat cruises, hiking and picnicking, while more extreme activities such as back-riding of other animals than farm animals and micro-lighting are not seen as important at all. This combination of resources shows that tourists interested in history and culture also enjoy more typical tourism experiences that require little effort, such as scenic driving. One major advantage of this type of packaging is that all seasons are considered equally important. Montagu should focus on the marketing of historical and cultural packages during dull seasons.

Figure 3.2 provides a spatial representation of important areas in the Montagu region for historical and cultural packages. The middle class appearing along certain roads indicates the relative importance of tarred main roads, secondary roads and scenic routes.

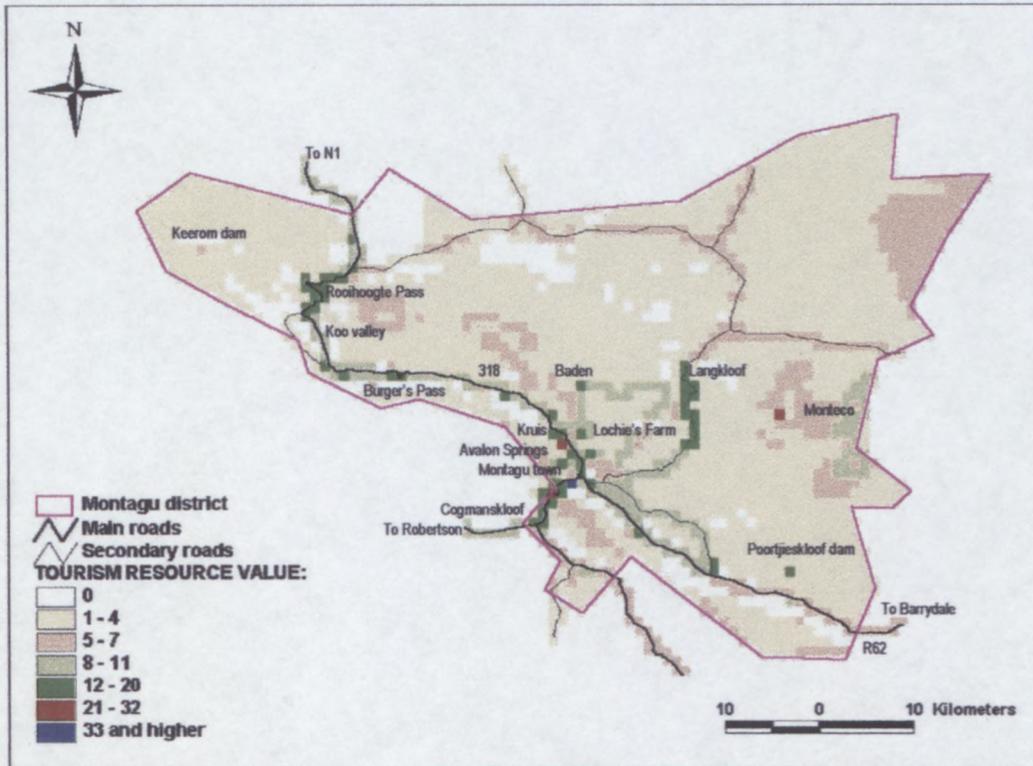


Figure 3.2: Tourism resource value: historical and cultural tourism

Mammals are not considered as an equally important resource compared to some other resources, therefore Lochie's Farm (where mammals occur together with other resources) falls only within the medium-high class. This class indicates an accumulation of resources, especially along main and secondary roads and mountain passes, like the Rooihoogte Pass, Burger's Pass and the Langkloof areas. The high class represents a concentration of important resources at Avalon Springs and Monteco, including birds, conservation status, wildlife-watching, hiking, historical sites and structures, scenic routes, main roads and catering facilities. The very high class indicates the high concentration of resources in Montagu town.

3.1.3 Sport / shopping / wining and dining / business / convention tourism packages

Like other packages, natural environmental resources, such as vegetation, mammals, birds and nature conservation status are considered as very important. In contrast with other packages, general topography and landscape and composite landscape aesthetics (e.g. mountain passes) are not very important. Preferred activity opportunities include wildlife-watching, 4x4 trips, scenic trips, sampling of food and drink, and shopping. The only man-made resource considered as important in business and entertainment packages is local folklore.

Expectedly, important resources include main access via air and road, catering facilities and restaurants. Tour guides are absolutely crucial for business and entertainment packaging, but the availability of public transport is not necessary. Respondents strongly feel that luxury accommodation is very important for this type of packaging, while non-accredited guest houses and bed and breakfasts as well as camp sites receive lowest ratings. One respondent mentioned that telecommunication facilities are essential and another referred to the importance of security. Nearly all the important resources for business and entertainment packages already exist in the Montagu region, it only needs to be combined and marketed as one package.

A map showing important resources for business and entertainment packages in the Montagu region is given in Figure 3.3. The medium and medium-high classes indicate the importance of resources, such as nature conservation status, scenic routes, 4x4 routes, main roads and secondary roads in areas around Rooihogte Pass, Burger's Pass, Cogmanskloof, Langkloof and the 4x4 route in Monteco. The high and very high classes represent the concentration of many different resources at Avalon Springs, Monteco and Montagu town.

3.1.4 Action / adventure tourism packages

The selection of important resources does not differ much from other packages, because general topography and landscape, composite landscape aesthetics, vegetation, mammals,

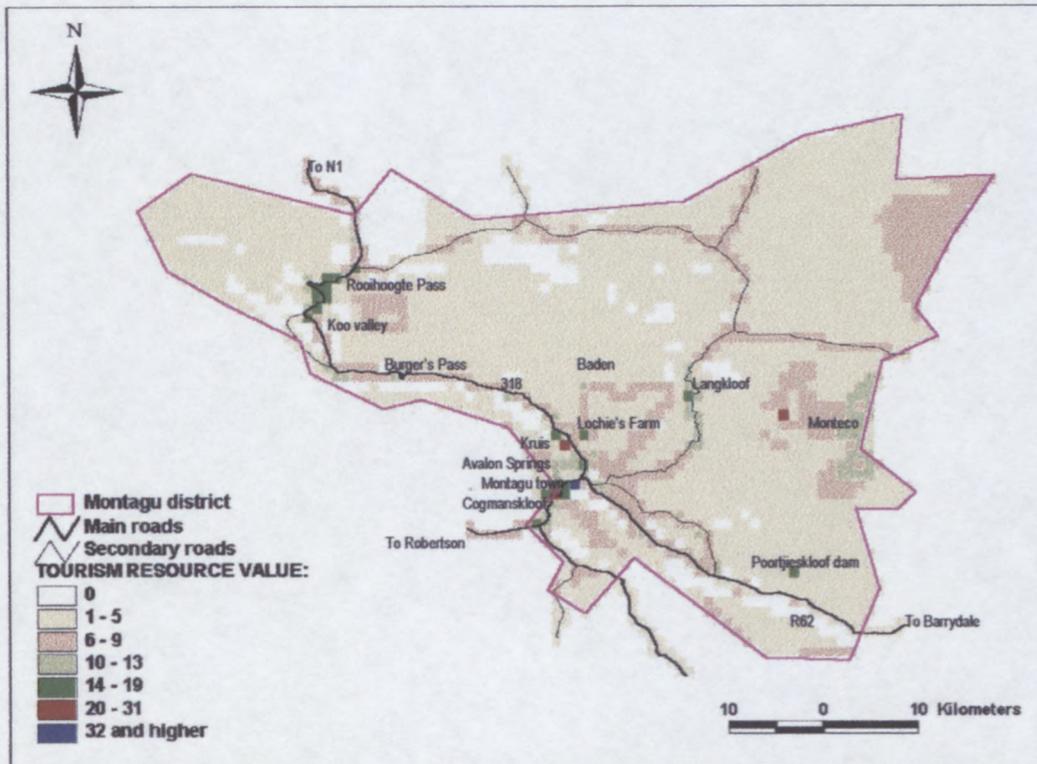


Figure 3.3: Tourism resource value: business and entertainment

birds, nature conservation status, wildlife-watching, scenic driving, archaeological features, local folklore, main access via air and road, tour guides and catering facilities are also considered important for most other packages. One would expect more activity-related resources to be of great value for action and adventure packaging than those identified by respondents. For example, swimming, windsurfing, jet-skiing, horse-riding, motor-biking, picnicking, hang-gliding, canyoning, aeroplane flying and hot air ballooning all received only a rating of two.

The high rating of a few other resources for action and adventure packages, like flowing water (for activities such as river rafting), other water features (e.g. rapids), single landforms, natural undisturbed landscapes, canoeing and hiking, are quite understandable. The more artificial or man-made resources, like man-made dams, hunting, tractor trips, modern agricultural practices, land access via rail and nightclubs, are clearly not important for this type of packaging. One respondent suggested that quad biking could be included in action packages. Many of the resources already exist in the

region and only need to be packaged. Unfortunately, only spring and summer are considered as favourite seasons for action and adventure tourism.

An interesting difference in resource selection for action packaging compared to other packages is accommodation preferences. This is the only type of package where luxury hotels, accredited guest houses and bed and breakfasts, self-catering units, residences for backpackers and camping sites all receive the same rating of three in Table 2.6. This implies that most action seekers are not much concerned about luxurious accommodation. The large number of self-catering units and bed and breakfasts in the Montagu region can benefit from the marketing of action and adventure packages.

Since the resources considered as important for action and adventure packages do not differ that much from other packages, the map showing its spatial representation of this type of package (Figure 3.4) has similar spatial patterns as the other maps. The middle

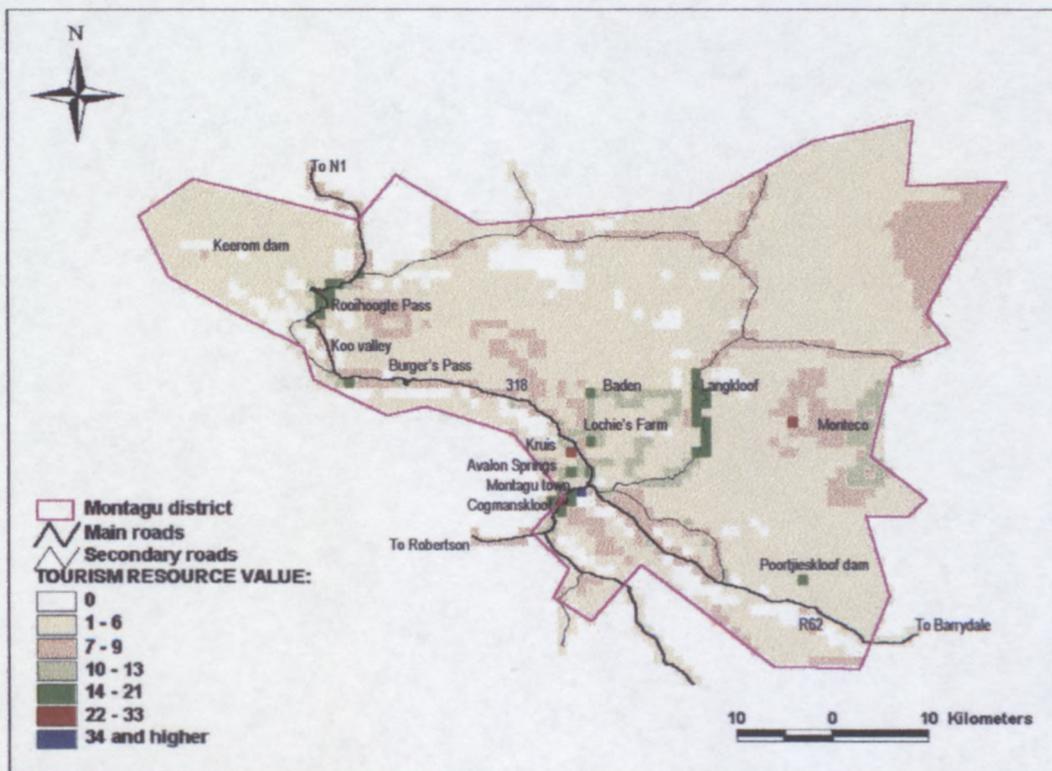


Figure 3.4: Tourism resource value: action and adventure tourism

class represents a combination of relatively important 4x4 routes, mountain-biking routes, mountain passes, unique structures and self-catering units, mainly in areas south of Baden and around the 4x4 route in Monteco. The medium-high class stresses the importance of composite landscape aesthetics (e.g. mountain passes), scenic routes and main roads in areas surrounding Rooihogte Pass, Cogmanskloof and Langkloof. A congestion of tourism resources occur at Avalon Springs, Monteco (high class) and Montagu town (very high class).

3.1.5 **Other tourism packages**

With regards to combination tourism packages, the same natural environmental resources rated highly for other packages are also considered as important for this type of package (general topography and landscape, composite landscape aesthetics, natural vegetation). Preferred activity opportunities are also closely related to highly rated resources in other packages, such as wildlife-watching, scenic driving, sampling of food and drink, and shopping. The three most important man-made resources for inclusion in combination packages are archaeological features, unique structures and local folklore. Very important are access and typical tourism services, like main access via air and road, public transport, tour guides, catering facilities, restaurants and luxury accommodation. The fact that this high rating of specific resources appears in different types of tourism packages should be a clear indication for the Montagu region to focus on the maintenance and marketing thereof.

Respondents suggested that a few additional resources should be included in combination packages. Recommendations included wilderness trails, private game lodges, and railway lines for luxury trains like Rovos and the Blue Train. Proposed service-related resources include language versatility, product and service quality, and security. The fact that no railway lines cross the Montagu region makes the suggestion for Rovos and Blue Train rails impractical, except if proper public transport services can be established between Montagu and the link with the railway line along the N1. Service-related issues should receive specific attention in the construction of tourism packages for the Montagu

region. This not only applies to combination tourism packages, because high quality services are important for all types of packaging.

In the spatial representation of combination tourism packages (Figure 3.5), the middle class demonstrates the importance of roads in natural undisturbed landscapes, unique structures and guest houses. For combination packages, 4x4 routes and mountain-biking

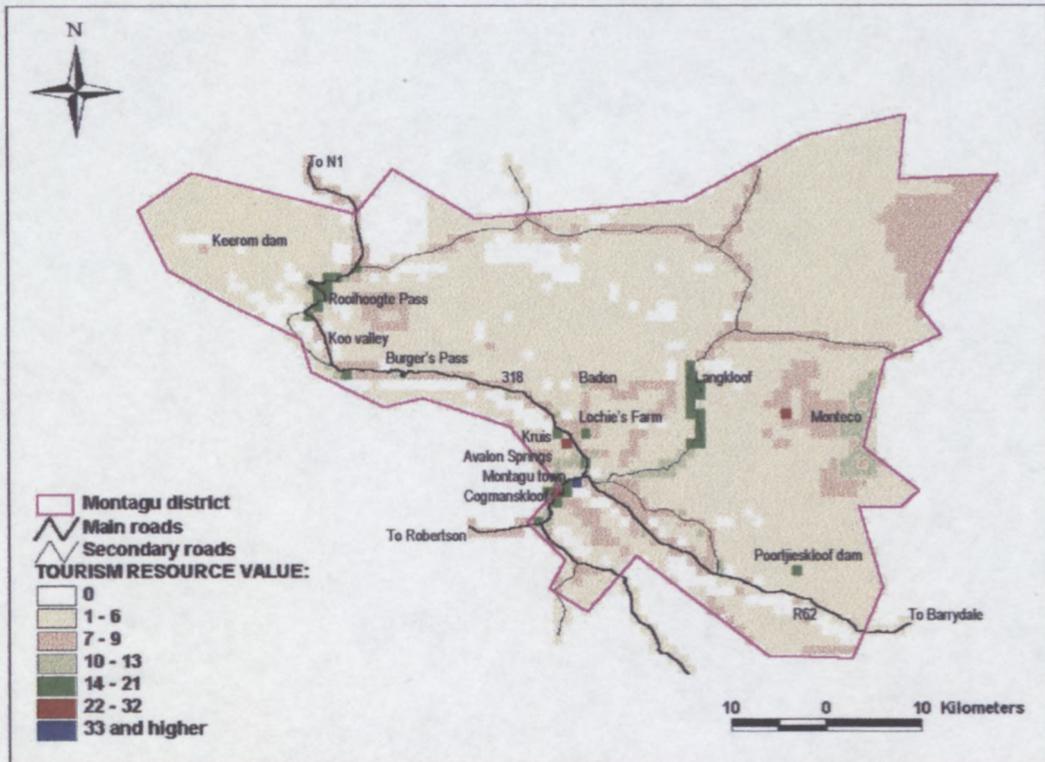


Figure 3.5: Tourism resource value: combination tourism packages

trails are not that important, therefore only the 4x4 route in the nature conservation area of Monteco falls within this class. The medium-high class indicates either a concentration of many medium rated resources (e.g. standing water body, windsurfing, power-boating, fishing and canoeing at Poortjieskloof Dam) or a concentration of a few highly rated resources (e.g. mountain passes, scenic routes and main roads in Rooihoogte Pass, Cogmanskloof and Langkloof). A concentration of resources in Cogmanskloof, Avalon Springs and Monteco is shown by the high class, while the highest class represents Montagu town.

One group of respondents questioned in this study is involved in tourism marketing. Except for resources typically considered important within other packages (general topography and landscape, scenic trips, archaeological features), resources rated relatively highly for tourism marketing show a strong resemblance to resources mainly promoted by Montagu's Tourism Bureau. Table 3.1 displays the importance rating of resources for those attractions and facilities listed on the two main brochures for tourism

Table 3.1: Main resources marketed in Montagu compared to its importance rating

IMPORTANT RESOURCES FOR INCLUSION IN MARKETING PACKAGES		Average rating	ATTRACTIONS AND FACILITIES AS LISTED IN MAIN BROCHURES FOR TOURISM IN MONTAGU
Tourism resource			
NATURAL ENVIRONMENTAL RESOURCE OCCURRENCE:			
Hot / mineral spring	3	Montagu Hot Mineral Spring	
Natural vegetation: Single occurrence	2	Cactus gardens	
Mammals	4	Wildlife / Horses	
Birds	4	Birds Paradise	
Fish	4	Fresh water fish species	
Nature conservation status	4	Nature Garden / Monteco Nature Reserve	
ACTIVITY OPPORTUNITY:			
Canoeing / Kayaking	4	Goedreede Canoe Adventures	
Boat cruises / Yacht trips	3	Boat trips at Breede River / Viljoensdrift / Caravan Park	
Freshwater fishing	3	Fly fishing / Angling	
Wildlife-watching/photographing/tracking	5	Wildlife-watching at Monteco	
Hiking	5	Hiking trails	
Horse-riding	4	Horse-riding with Van der Merwe	
Mountain-biking / cycling	4	Bicycle or pedal-car hire at Avalon Springs	
4 x 4 driving / 4 x 4 trips / safaris	4	4 x 4 routes	
Tractor driving / Tractor or truck trips	3	Neil Burger's tractor trips / Lochie's tractor trips	
Picnicking	3	Picnic facilities at Montagu Caravan Park	
Sampling	4	Wine-tasting	
Shopping / Purchasing of goods	4	Purchasing of books and CD's / crafts / antiques	
Abseiling / Mountain climbing	3	Montagu Rock Adventures	
MAN-MADE RESOURCE OCCURRENCE:			
Historical site	4	Thomas Bain memorial tablet / English Fort	
Unique / historical building or structure	4	Museum / Joubert House / Historical houses in town	
Local folklore	4	Ikhakha Cultural Tours	
Agriculture-related industry / processing	3	Little Karoo Wine Cellars / Bonnita Cheese Factory	
Modern stock-farming	3	Stud-farming	
TRANSPORT INFRASTRUCTURE AND TOURISM SERVICE ACCESS:			
Conference organiser / Training facility	2	Conference facilities at Avalon Springs / Monteco / in town	
Restaurant / Tavern / Pub / Take-away	4	Restaurants / Pubs / Coffee shops / Neil Burger's Potjiekos	
Theatre / Art gallery	3	Montagu Arts and Craft Route / Potteries / Antiques	
Luxury hotel (3 star or more)	4	Avalon Springs Hotel / Montagu Country Inn	
Accredited guest house	4	Lodges / Guest houses	
Non-accredited guest house	2	Guest houses	
Accredited bed and breakfast	4	B and B's	
Non-accredited bed and breakfast	2	B and B's	
Self-catering unit	4	Self-catering at Springs / in town / on farms / at Monteco	
Camping site / Caravan park	4	Montagu Caravan Park	
Sports facilities	3	Bowls / Shooting range / Golf / Tennis / Squash / Gymnasium	
		Other: Tow-in service / Washline Laundry / Parlours / Stamp dealer	

marketing in the Montagu region (Montagu Toerismeburo 1999; Montagu Tourism Bureau 1999). The only resources promoted in these brochures with a rating of lower than three, are cactus gardens, conference facilities and non-accredited accommodation. Most resources on the brochures have an importance rating of four or five (refer to Table 2.6) for inclusion in marketing packages. Take note that the two brochures are not a complete representation of tourism marketing in the region, because a number of attractions are promoted in separate pamphlets (e.g. mountain-biking routes). However, it gives an indication of those tourism attractions used to market the region in general.

Resources not considered as important by those concerned with tourism packaging still have a selling value, otherwise it would not be promoted by a tourism bureau or other tourism marketers. This implies that certain lowly rated resources can be included in specific packages and could actually enhance the final product. For example, self-catering units are considered as quite important for marketing (rating of four), therefore it can be included in historical and action tourism packages, where it received a rating of three.

A spatial representation of important resources for tourism marketing in the Montagu region is given in Figure 3.6. The reason why few areas fall within the higher classes is more because a large number of resources are considered equally important for tourism marketing (represented by the middle class on the map). For example, mammals, birds, fish, canoeing, windsurfing, horse-riding, mountain-biking, historical sites, bed and breakfasts, residences for backpackers and self-catering units all have the same rating of importance, namely four. Once again, this shows that a wide range of resources are marketable and can be added to specific tourism packages. The three upper classes represent a concentration of resources with relatively equal ratings of importance. Avalon Springs, Lochie's Farm, Cogmanskloof and Poortjieskloof Dam all fall within the medium-high class, Monteco is highly classed and Montagu town falls within the very high class.

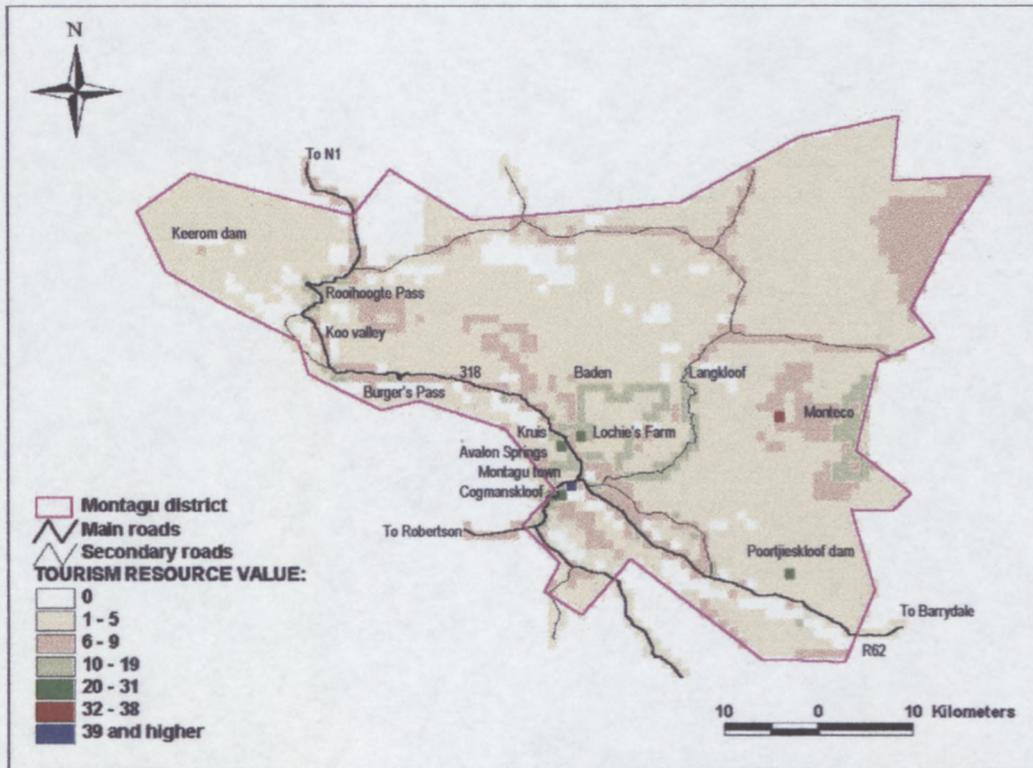


Figure 3.6: Tourism resource value: tourism marketing

3.1.6 Correlation among different tourism packages

Table 3.2 shows the correlation among different tourism packages with regards to the importance rating of each resource. The table indicates that marketing packages are the least related to other packages (value of 0,65 or lower). This implies that the combination of resources within other tourism packages not necessarily favours resources with the highest selling value, as represented by marketing packages. Through the marketing of specific tourism packages, individual resources with relatively high marketing values can be promoted more effectively.

Table 3.2: Correlation among different tourism packages

	NATURE	HISTORY	BUSINESS	ACTION	COMBINED	MARKET
NATURE	1					
HISTORY	0.75	1				
BUSINESS	0.88	0.73	1			
ACTION	0.77	0.60	0.63	1		
COMBINED	0.94	0.79	0.90	0.71	1	
MARKET	0.61	0.43	0.52	0.65	0.55	1

Although the coefficient of determination at a value of 0,7 implies only about 50% predictive value, it can be said that combination packages have a relatively high correlation with other packages (higher than 0,70), excluding marketing packages. This indicates the importance of resources in all of these packages for combination packages. Nature packages are also closely related to other packages, probably due to the fact that nature-related resources (e.g. wildlife-watching, nature conservation status and scenic driving) are considered as important for inclusion in all types of packages.

3.2 REGIONAL PRIORITY AREAS

Once separate marketable tourism products have been identified, the overall importance of different tourism resources in certain areas in the region can be discussed, notwithstanding the type of tourism package constructed from these resources.

3.2.1 General priorities

The total average resource values as identified by all respondents, notwithstanding the type of tourism package they represent, were used to identify priority areas for tourism in the region as a whole. With reference to natural environmental resources, the following are consistently rated important for tour packaging: general topography and landscape, composite landscape aesthetics, general occurrence of natural vegetation, mammals, birds and especially nature conservation status. Tourism activities considered important are wildlife-watching and scenic driving and, to a lesser extent, sampling and shopping. Local folklore, a man-made resource, is regarded as substantial for inclusion in all types of tourism packages. Significant service-related resources include air access within two hours' drive of a major airport, land access via tarred main road, tour guides, restaurants, luxury hotels and accredited guest houses. Continuous improvement and maintenance of these resources should receive high priority in tourism planning for the Montagu region. For example, marketing initiatives should favour accredited accommodation facilities to encourage owners to accredit their establishments.

Interpretation of respondents' low ratings also needs attention. A low importance rating of a specific resource does not necessarily mean the resource is unusable for packaging. It could mean that the resource is just not yet utilised to its full potential or is currently

badly marketed. In fact, a few resources that have received an average rating of two actually serve as some of Montagu's most popular tourism attractions, namely the hot mineral springs, tractor trips and abseiling. Planning for optimum tourism development in the region should particularly explore the potential of resources with lower ratings, thereby creating a tourism market different to popular destination markets.

The importance of existing activity opportunities such as mountain biking, visiting of farm stalls and staying in camping sites, could be enhanced through refined marketing practices. The presence of three large dams in the region justifies the introduction of new activities such as windsurfing and power-boating. Furthermore, the geographical nature of Montagu opens up opportunities for fresh land-related tourism experiences. The rural character offers opportunities for small game and bird-hunting, back-riding of animals such as ostriches, motor-biking and modern agricultural practices (e.g. participation in harvesting). The mountainous nature of the region holds potential for hang-gliding and canyoning ("kloofing"). These resources can be promoted by including them in a suitable tourism package. For example, compared to other tourism packages, camping sites have the highest rating in action packages; action packages should therefore include camping sites.

One other issue also needs attention, namely security. Three different respondents involved in three different types of tourism packaging (nature, business and combination packages) mention this topic. Tourists should have the assurance that they are protected against crime. Tourism planning in the Montagu region should include safety measures in tourism packages and then market the products as such.

Monash University Graduate School of Environmental Science (1997) declared that regional tourism plans should provide the opportunity for establishing marketing networks. Therefore a regional map was compiled (Figure 3.7), showing the resource values as identified by all respondents, notwithstanding their choice of tourism package.

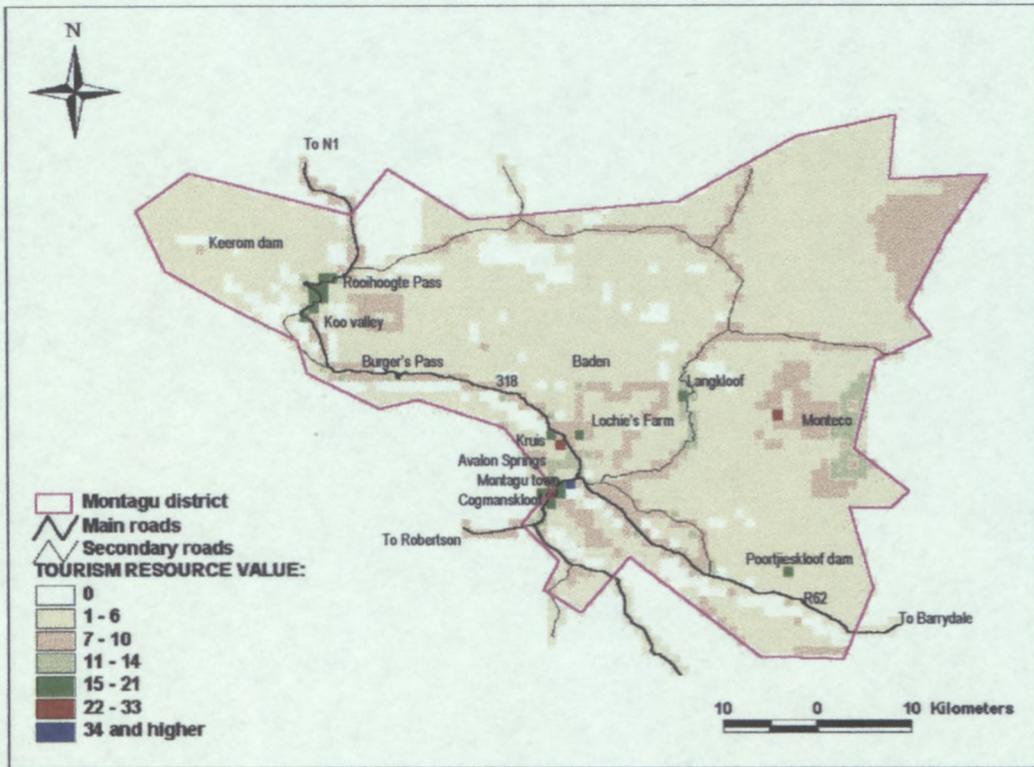


Figure 3.7: Tourism resource value: regional plan

Priority areas for tourism marketing in the Montagu region are represented by the middle class and three upper classes on the map.

3.2.2 The western zone

An interesting phenomenon emerges in the area around Rooihoogte Pass. Since main roads, mountain passes (composite landscape aesthetics) and natural undisturbed landscapes are resources consistently rated important for inclusion by all respondents, a large part of this area falls within the medium-high class. No typical tourism attractions are currently found here, but the area offers great potential for the creation of a new tourism product.

The attractiveness of the Rooihoogte Pass can be combined with resources around Keerom Dam to the west, the 4x4 route to the east and the Koo Valley to the south with its agriculture-related resources. Keerom Dam is represented by the medium-low class, because resources in the area are not currently utilised for tourism purposes. However,

the many opportunities offered here have great potential to attract tourists. The cultivated areas have potential for agri-tourism, the dam has capacity for nearly any water-related activity (see Figure 3.8) and the aesthetical value of the area is high all year round. In spring blossom trees adorn the area (Figure 3.9), while snow-capped mountains provide spectacular scenes in winter (refer to Figure 3.10 and 3.11).

Burger's Pass is also an area where a mountain pass and main road coincides, but the pass lies very close to cultivated areas. Since the value for natural undisturbed landscapes is not added to these areas, it only falls within the middle class and not in the medium-high class. However, this beautiful mountain pass and the agricultural areas surrounding it offer great potential for the creation of agri-tourism packages.

3.2.3 The central zone

The area around Baden falls in the medium-high class due to the overlapping of existing tourism resources, such as a 4x4 route, self-catering units, hot mineral springs and natural undisturbed landscapes. This area is a valuable tourism attraction for the region, together with a number of other strips along the main roads crossing the region, represented by the middle class. The strips along the R62 and the R318 indicate a combination of resources, such as self-catering units combined with conference facilities, or unique structures combined with natural undisturbed landscapes, or even tarred main roads combined with natural undisturbed landscapes.

The concentration of resources at Kruis, represented by the medium-high class, includes a self-catering unit, winery (agriculture-related industry offering the opportunity for sampling), main road and scenic route. Lochie's Farm offers a number of interesting resources, like mammals, tractor trips, modern stock-farming (handling of farm animals) and a self-catering unit. The resources located within these two areas have great potential for the creation of an agri-tourism package.

The reason why Avalon Springs and Cogmanskloof fall within the high class and Montagu town in the very high class, is because the concentration of a large number of

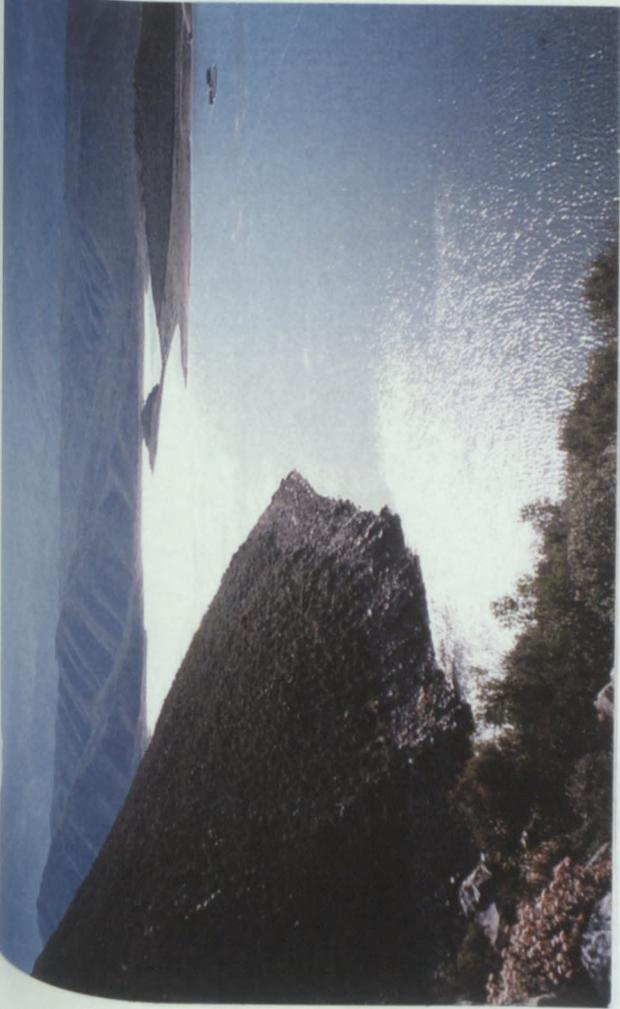


Figure 3.8: Keerom Dam: potential for many water-related activities



Figure 3.9: Road to Keerom Dam in spring



Figure 3.10: Keerom Dam: snow-capped mountains behind the dam



Figure 3.11: Road to Keerom Dam in winter

resources. The following resources occur in Cogmanskloof: hiking trails, a main road, scenic route, mountain pass, areas with proclaimed conservation status, self-catering unit and historical sites (see Fort Sydney in Figure 3.12). At Avalon Springs (Figure 3.13) and in town resources such as catering, conference and sports facilities add to many others.

Resources only found in town include a travel guide, supermarket and art gallery. There is a camping site in the town itself (see Figure 3.14). The concentration of many resources in one area is beneficial for tourism packaging, because resources are already combined in a geographical sense.

3.2.4 The eastern zone

In the Langkloof area, the middle class represents a mountain pass on a secondary road. The area does not fall within the medium-high class, as is the case along the Rooihogte Pass, because secondary roads are not rated as highly as main roads. The small area within the medium-high class indicates the combination of a secondary road, mountain pass, cycling route, self-catering unit and natural undisturbed landscapes. This whole area needs more marketing attention in the Montagu region. It has the same resource value as parts of Monteco, but Monteco (Figure 3.15) receives much more promotion by Montagu's Tourism Bureau. By including the resources of the Langkloof area into specific packages, the promotion thereof can be facilitated.

The middle class at the Monteco Nature Reserve points to the 4x4 route situated in a natural undisturbed landscape with conservation status. The latter two resources are consistently rated high by respondents; therefore this 4x4 route is the only one of the three routes in the region represented by the middle class. The small area within the high class shows that there is a concentration of many resources at Monteco, including mammals, fossils, wildlife-watching, horse riding, safari trips, a camping site, self-catering units and conference facilities. Monteco Nature Reserve is clearly one of Montagu's most valuable tourism assets.



Figure 3.12: Fort Sydney in Cognmanskloof



Figure 3.13: Entrance gate of Avalon Springs



Figure 3.14: Camping site in Montagu town



Figure 3.15: Entrance gate of Monteco Nature Reserve

Poortjieskloof Dam falls within the medium-high class because at this dam many water-related activities, like canoeing, windsurfing, power-boating and freshwater fishing, are currently allowed for. It is also situated in a naturally or undisturbed landscape. The other two major dams in the region have tourism potential, but are privately owned and can therefore not yet be utilised for water-related activities.

3.3 SPATIAL SUMMARY OF TOURISM RESOURCE POTENTIAL

The map showing the concentration of resources (Figure 3.16) indicates that areas where four or more resources occur are similar to priority areas for tourism marketing, as indicated on the regional map. At least four resources are found around mountain passes, as well as on some individual sites (e.g. Baden, including a 4x4 route, self-catering unit, hot mineral springs and natural undisturbed landscapes). Five to ten resources occur at Cogmanskloof, Avalon Springs, Lochie's Farm, the self-catering unit in the Langkloof area, Monteco and Poortjieskloof Dam. Corresponding with the high resource value of Montagu town on the regional map, the most resources occur in town.

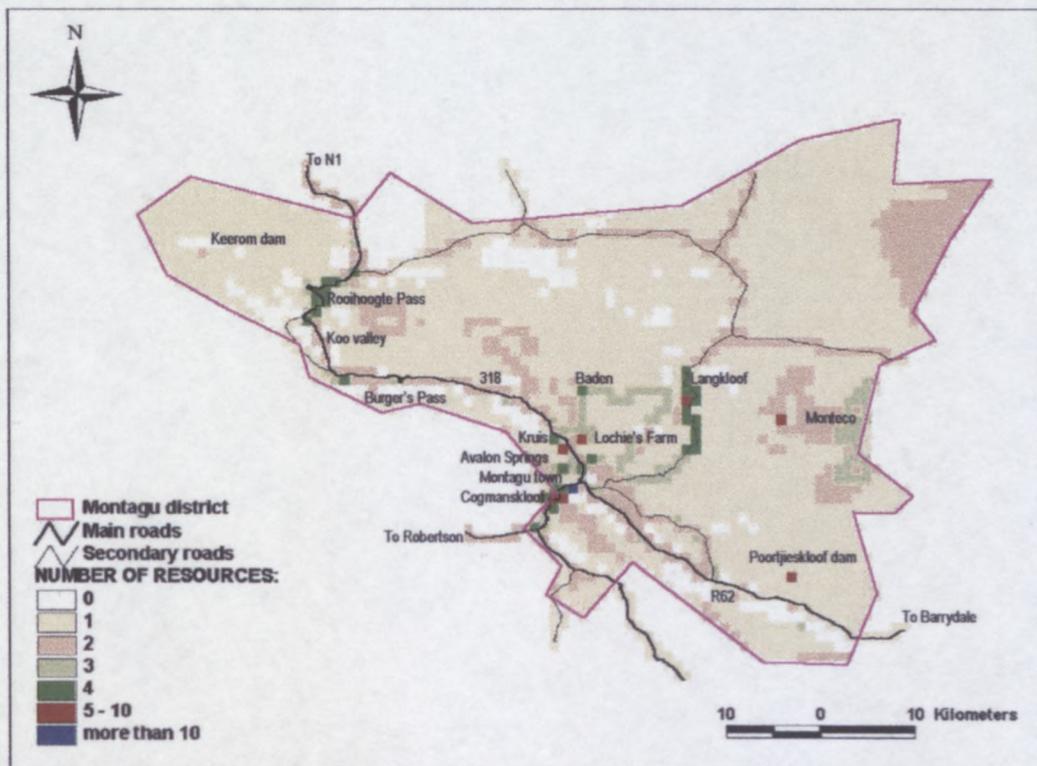


Figure 3.16: Concentration of tourism resources

To make tourists aware of the geographical concentration of resources in the Montagu district, they should be provided with a map showing the location of all resources offered in the region. Specific packages can then be promoted through a map showing the location of only these resources considered important for the specific package.

3.4 PLANNING FOR OPTIMUM TOURISM RESOURCE USE

After the analysis and interpretation of data gathered for this study, it is possible to make recommendations with regards to tourism planning. Since the packages identified so far were based on the ratings as given by tour operators, this section uses the knowledge gained through the research process to provide two examples of how tourism resource use can be optimised through the construction of tourism packages. Unfortunately none of the respondents considered farm tourism, agriculture or agri-tourism as their main focus, either because this class of tourism does not exist or is incorporated in other types of tourism packages. However, it should actually form an integral part of tourism planning and marketing in the Montagu region. The first example is therefore the construction of agri-tourism packages. By comparison, a historical package is also created to show how the spatial representations of different packages reflect the importance of different resources for inclusion within each of these packages.

Tourism is one of the five growth sectors in rural areas that are favoured by provincial government (Gerrit van Rensburg in Zietsman 2000). Chris du Toit (president of Agri South Africa), quoted in another article by Meyer (2000), recognised draw-cards that can be included in rural tourism. He mentioned guest houses in towns and on farms, agricultural routes, organised agricultural tours, wildlife-watching, bird-watching, fly fishing, 4x4 routes and visits to specialist farms. Keeping these suggestions in mind, Table 3.3 shows the proposed selection and rating of resources for inclusion in agri-tourism and historical packages. It is clear that there is a difference in the importance of resources that should be taken into account when inclusion in the different packages is considered, e.g. modern stock-farming is rated five for agri-tourism packages, but not even included in historical packages, while the opposite applies for historical sites.

Table 3.3: Priority resources rated and proposed for inclusion in agri-tourism and historical packages

TOURISM RESOURCES	PACKAGE	
	AGRI-TOURISM	HISTORICAL
NATURAL ENVIRONMENTAL RESOURCE OCCURRENCE:		
Standing water body: Natural	4	
Hot / mineral spring	3	1
Composite landscape aesthetics	1	3
Mammals	5	2
Birds	4	2
Fish	4	
Natural undisturbed landscape	2	3
Nature conservation status	2	3
ACTIVITY OPPORTUNITY:		
Canoeing / Kayaking	3	
Windsurfing	3	
Power-boating/Water-skiing/Jet-skiing		
Freshwater fishing	4	
Wildlife-watching/photographing/tracking	4	3
Hiking	3	1
Horse-riding	4	
Mountain-biking / cycling	3	
4 x 4 driving / 4 x 4 trips / safaris	4	
Tractor driving / Tractor or truck trips	4	
Scenic driving / Scenic trips	3	4
Sampling	4	3
Shopping / Purchasing of goods	2	4
Abseiling / Mountain climbing	1	
MAN-MADE RESOURCE OCCURRENCE:		
Archaeological feature	1	5
Historical site		5
Unique / historical building or structure		5
Local folklore	4	5
Agriculture-related industry / processing	5	
Modern stock-farming	5	
TRANSPORT INFRASTRUCTURE AND TOURISM SERVICE ACCESS:		
Land access: Via tarred main road	3	5
Land access: Via secondary road	3	4
Tour and / or travel guide		4
Catering organisation and facility		2
Conference organiser / Training facility		3
Shopping centre / Supermarket	2	3
Restaurant / Tavern / Pub / Take-away	2	4
Theatre / Art gallery		5
Farm-stall	5	3
Luxury hotel (3 star or more)	1	4
Accredited guest house	4	4
Non-accredited bed and breakfast	4	2
Self-catering unit	4	2
Camping site / Caravan park	2	1
Sports facilities		3

The spatial implication of the selection of resources for agri-tourism packages in the Montagu region is represented in Figure 3.17. The middle class represents the relative importance of 4x4 and mountain-biking routes. A small area in the Rooihoogte Pass falls

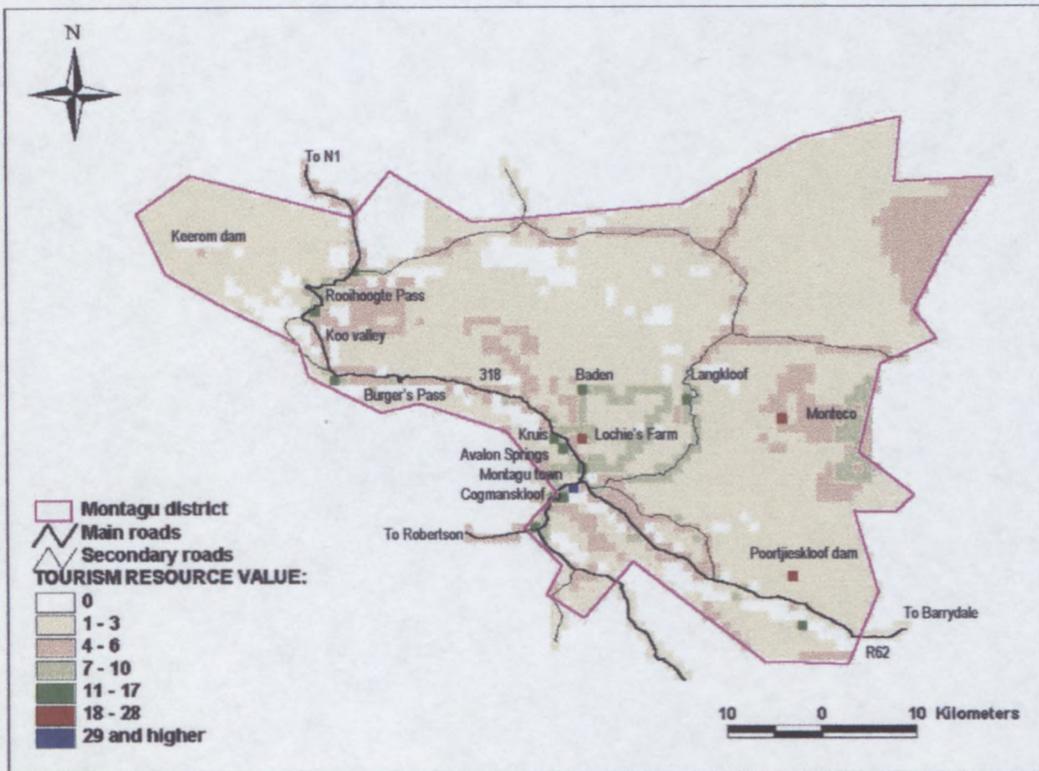


Figure 3.17: Example for optimum tourism resource use: agri-tourism package

within the medium-high class, but this is only due to the interaction of the 4x4 route with the main road. Areas falling within the same class reflect the importance of agri-related resources like the farm-stall in the Koo, the winery at Kruis, self-catering units at Baden and Langkloof, hiking trails in Cogmanskloof, and fishing opportunities on a farm in the south-eastern corner of the region. The high class shows the importance of mammals, tractor trips and self-catering units at Lochie's Farm and Monteco. Poortjieskloof Dam falls within the same class, because it offers opportunities for canoeing, windsurfing and fishing. The very high class reflects the concentration of low, as well as highly rated resources in Montagu town.

The spatial representation of a historical package for the Montagu region is given in Figure 3.18. The middle class reflects the importance of scenic routes. The medium-high class represents the combination of main roads and mountain passes in Rooihoogte Pass, Burger's Pass and Cogmanskloof. The numerous single areas appearing along main and secondary roads reflect the importance of purchasing opportunities and unique structures.

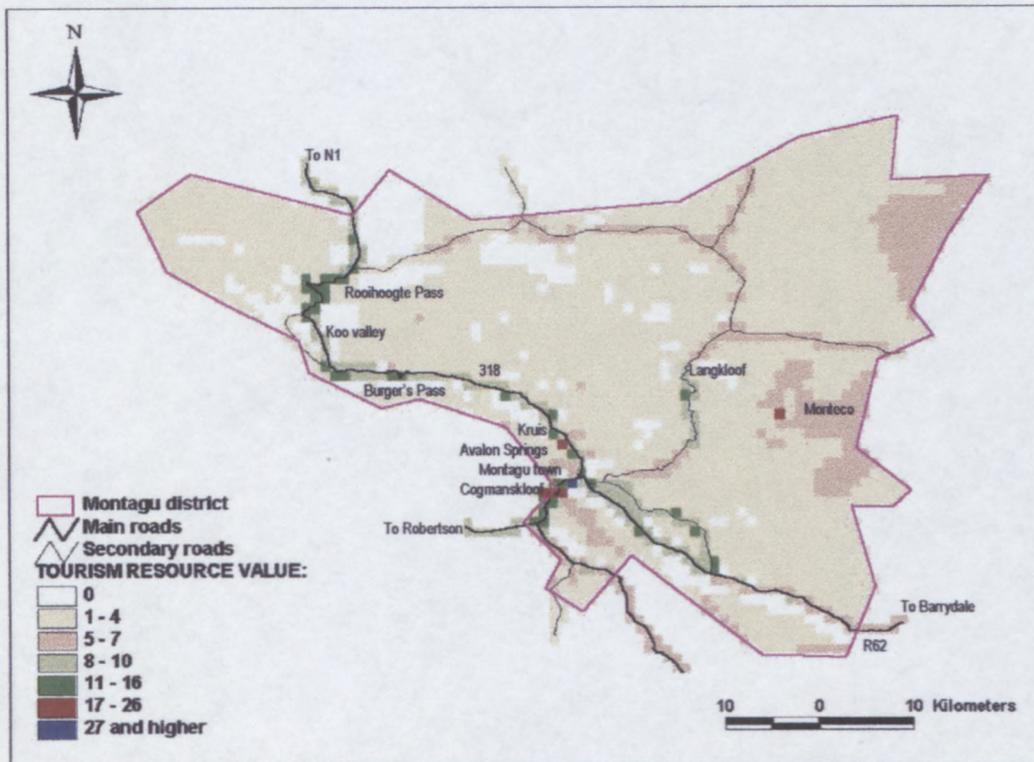


Figure 3.18: Example for optimum tourism resource use: historical package

Part of Cogmanskloof falls within the high class, because historical sites occur here. Avalon Springs falls within the same class because of the presence of a luxury hotel, restaurant and conference facilities. The fossils at Monteco, together with different accommodation opportunities, ensure that it also falls within this class. The highest class is represented by Montagu town, because it offers shopping opportunities, historical buildings, tour guides, restaurants, art-related attractions and luxury accommodation.

After providing a description of the whole research process of data collection, analysis and interpretation, it is now possible to conclude with a summary and some recommendations.

CHAPTER 4: SUMMARY AND RECOMMENDATIONS

This chapter provides a concise synopsis of the aims, objectives and results of the study and also discusses important recommendations.

4.1 REVIEW OF AIMS, OBJECTIVES AND RESULTS

The following section summarises the initial aims and objectives of the research and the last section recites how each objective has been achieved.

4.1.1 Synopsis of aims and objectives

The diminishing revenues of farmers resulted in an agricultural crisis in the Western Cape. An amalgamation of agriculture and tourism could be the answer to the dilemma, but it would require proper tourism planning and marketing. In an attempt to address the problem, the Montagu region was used as an example for tourism research in rural mountainous regions. The main problem of the research was formulated as follows: how can an integrated approach in tourism research be adopted to enhance tourism planning and marketing in rural mountainous areas? Two aims were set to address this problem.

4.1.1.1 The first aim

The main problem with regards to tourism matters in the Montagu region was that the Montagu Tourism Bureau not always presented information on tourism activities in an integrated manner and the spatial aspects of the region's attractions were poorly represented. However, before the problem of appropriate tourism products and the marketing thereof could be addressed, it was necessary to obtain information on the required components for successful tourism packaging. The complex nature of tourism research required a holistic orientation within a broad and multi-dimensional context (Wall in Fennell 1999).

To achieve the first aim, namely to adopt an integrated approach in tourism research, the following objectives were formulated:

- ◆ to identify and locate potential tourism resources and to develop a spatial data base for the Montagu region by using Geographical Information Systems (GIS) (*environmental component*);
- ◆ to conduct a survey among tour operators to determine the importance of resources for inclusion in specific tourism products (*economic component*); and
- ◆ to conduct a survey among farm owners in the Montagu region to determine their opinions on matters related to agri-tourism (*entrepreneurial component*).

4.1.1.2 The second aim

Through the creation of marketable tourism products, tourism marketing could be enhanced, it was argued. If marketing pamphlets focused on specific tourism packages, tourists would become more aware of the integration of resources within each package, as well as the spatial relationship of these resources within the region.

The second aim of the research was to enhance tourism planning and marketing in the Montagu region. This was achieved through the following objectives:

- ◆ by identifying specific tourism packages in the Montagu region by using GIS;
- ◆ by identifying tourism priority areas in the region; and
- ◆ by making suggestions on how to plan for optimum tourism resource use.

4.1.2 **Revision of results**

4.1.2.1 The first aim

An environmental, an economic and an entrepreneurial component were included to achieve the first aim of this study. To consider environmental matters, a list of 81 potential tourism resources in rural mountainous areas was established through observation, a literature review and an Internet survey. Resources on the list that occurred in the Montagu region were mapped in vector format in the GIS software package *Arcview*. To include an economic component, a survey was conducted among tour operators firstly to determine what type of tourism package best described the company's tourism specialisation field. Then they were asked to select and rate those tourism resources on the list which they considered important for inclusion in their

expressed tourism package. To consider entrepreneurial matters, a survey was conducted among farm owners in the Montagu region to determine their perceptions of the agricultural and tourism industry. The survey also identified existing and potential tourism development on farm properties and determined whether farmers were aware of potential options to obtain capital for agri-tourism development.

The objectives of the first aim each delivered the following results:

- ◆ four maps (Figures 2.1 to 2.4) showing the occurrence of tourism resources in the Montagu region, including natural environmental resources, activity opportunities, man-made resources, and transport infrastructure and tourism service access;
- ◆ a table (Table 2.6) showing the average preference rating of tourism resources for inclusion in specific tourism packages, as well as the total importance rating of each resource, notwithstanding the type of package; and
- ◆ confirmation that farmers were more positive on matters related to agri-tourism than the agricultural industry itself and that those with existing tourism infrastructure recognised the value of the industry, but generally that farmers were not clearly informed on how to implement and operate tourism initiatives (refer to Section 2.2.3).

4.1.2.2 The second aim

To achieve the second aim of the study, vector maps showing resources in the Montagu region was converted into raster format and the average rating as determined by tour operators were applied to the spatial data base. This data base was used to determine the relative tourism resource value of different cells in the raster data base by overlaying and accumulating layers of resources in *Arcview*. The knowledge gained through the research process was used to provide two examples of how tourism resource use can be optimised through the construction of tourism packages.

The objectives of the second aim each delivered the following results:

- ◆ six tourism packages (nature, history, business, action, combined, marketing) that could be used for marketing purposes, each represented by a map of the Montagu

region showing the spatial distribution of resources with different resource values within that specific package (refer to Section 3.1);

- ◆ a density map (Figure 3.16), showing the geographical concentration of tourism resources in the Montagu region, as well as a regional map (Figure 3.7), showing tourism priority areas as identified by all respondents, notwithstanding the type of tourism package; and
- ◆ two examples of tourism packages (agri-tourism and history) showed how tourism planning could be improved, each represented by a map of the Montagu region showing the spatial combination and values of resources (refer to Section 3.4).

4.2 RECOMMENDATIONS

The following section identifies development priorities for tourism in the Montagu region and gives some practical suggestions on how tourism marketing can be improved. The last section discusses possibilities for future research that can complement this study.

4.2.1 Development priorities and marketing strategies

4.2.1.1 Development priorities

One important tourism issue that needs attention in the Montagu region is that of seasonality. Although all respondents consider spring, summer and autumn as the most important seasons for tourism activities, Montagu should utilise and market their unique “winter draw-cards” (e.g. snow in high-lying areas and hot mineral springs) to fill this gap.

Another important priority for tourism development is rural tourism and agri-tourism. There is scope to develop farm-related packages that include a diversity of resource attractions. Boo (1991) realised that packages could either include one type of tour only (e.g. nature-based or farm-based) or could be added onto other tours. Chris Prins (*Pers. Comm.* 2000) reckoned the opportunity exists to design programs for potential farm-related tourism activities (e.g. harvesting, sowing, sheep-shearing). Farmers who wish to involve tourists in these activities could then use the programs to determine which type of tourism involvement would suit them best.

Tourism development should not only be concerned with development to the benefit of tourists. The host community, in this case farmers, should also be informed regarding the potential of tourism to create additional income. Guideline documents, such as *Getting started in tourism* (Western Cape Tourism Board 2000), should be distributed among local farm owners. Farmers should also be advised on ways to utilise normal agricultural practices as tourist attractions and on the potential of tour packaging through collaboration with others in the tourism industry. Agri South Africa can play a key role in this regard, because it has an obligation to farmers to keep them informed (Agriinfo 2000). Agri South Africa already employs a number of modes to distribute information, like a monthly newspaper, a weekly television program, radio news bulletins, press releases and a website on the Internet.

4.2.1.2 Marketing strategies

To facilitate marketing of any tourism package (not only farm-related products), one possibility is to use event tourism as a starting point. Four annual festivals or events already take place in the Montagu region. By using these events to promote tourism in the region, specific packages can also be marketed more effectively. For example, when advertising the Montagu Youth Art Festival, prospective visitors could be informed of a historical and cultural package offered in the region as well.

To ensure successful marketing of tourism packages, it is important that information leaflets clearly represent the integration of different resources. A brochure designed by Image and Colour (2000) provides some good examples of the presentation of marketable tourism products. The pamphlet promotes specific destinations, attractions and packages in the Little Karoo region. Figure 4.1 shows how different tourism resources could be combined to create a specific type of tourism package, like heritage packages (Cango Heritage Tour), nature packages (The Ultimate South African Veldt, Nature and Farming Experience) and tourism routes (Swartberg Circle Route).

Another good example of the packaging of tourism resources was issued in 2000 by Winelands Tourism (refer to Appendix E). They combined a number of “taste senses”

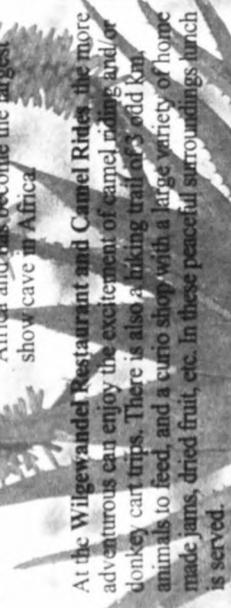
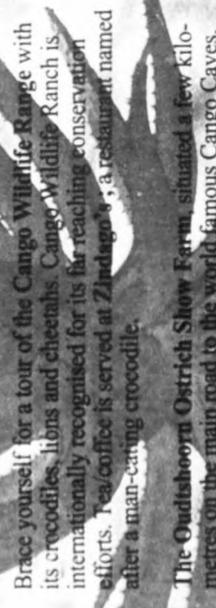
Cango HERITAGE tour

The day starts with a visit to and tour of the Cango Caves. This is one of the oldest natural attractions in South Africa and has become the largest show cave in Africa.

At the Wilgewandel Restaurant and Camel Rides, the more adventurous can enjoy the excitement of camel riding and/or donkey cart trips. There is also a linking trail of 3 odd km animals to feed, and a curio shop with a large variety of home made jams, dried fruit, etc. In these peaceful surroundings lunch is served.

Brace yourself for a tour of the Cango Wildlife Range with its crocodiles, lions and cheetahs. Cango Wildlife Ranch is internationally recognised for its far reaching conservation efforts. Tea/coffee is served at Zhadaga's, a restaurant named after a man-eating crocodile.

The Oudishoorn Ostrich Show Farm, situated a few kilometres on the main road to the world famous Cango Caves, offers professional and informative fur-filled tours. Here baby ostriches can be handled, guests can sit on ostriches while the more daring can even ride on these giant birds. Also visit the large curio shop and watch a ceramist at work in our pottery - the only one in the area. Dinner is at the Riemple Estate. This hotel lies secluded in a rustic farm-like setting on the outskirts of Oudishoorn.




The ultimate SOUTH AFRICAN veldt, nature and farming experience

The Real Thing!

Start your day with a breakfast of traditional ostrich delicacies, at the **Struiskombuis** in the veldt.

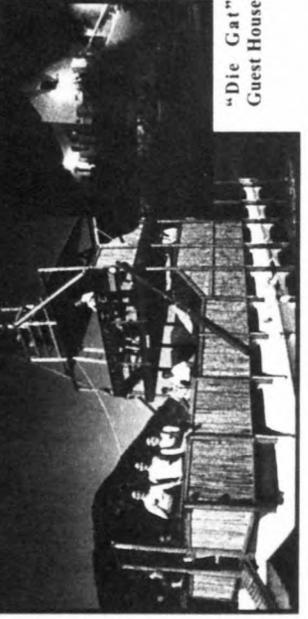
Share the rich diversity of **Klein Karoo Farming**, including a real working session in a genuine ostrich kraal. Visit the Ostrich Feather King of the World, and other farming products such as champion boer goats, Frisian stud, onion seeds, tobacco fields and vineyards.

Lunch is in one of the delightful gardens in the region - that of "**Die Gat**" Guest House, a National Monument, or on board the eight ton Safariship "**Stompie**" on the Stompdrift Dam.

A **bird watching safari/sunset cruise** and a **Traditional Seafood Feast** or **Ostrich steak** in the unique **Aqua Bush Restaurant** at the water's edge concludes the day.



Tuning the feathers



"Die Gat" Guest House

WATERBURY Cango Route

(NOTE: No buses for this tour. Transport in micro-busses to and from Cango Caves will be arranged.)

Brace yourself for a tour of the Cango Wildlife Range with its crocodiles, lions and cheetahs.

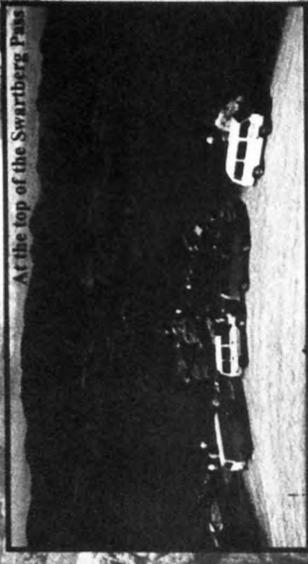
Just outside the Beautiful hamlet of De Rust, Enjoy a healthy fruit festival at **Meeringspoort's Great Waterfall**, with lakes, an **oystic Mermaid** and **Mermaid** by a local baker. An historical overview on the region will be followed by a light lunch at the beautiful homestead of the farm **Vredelidde**. In a large hall you will find an old traditional "**witblits**", still a declared National Monument, where this potent home brewed schnaps is still brewed.

In the water rich town of **Prince Albert**, the passing capital of a special guided tour of places of interest. Then challenge the rugged Swartberg Scaes. Relive the history of the building of the 15,000 feet high pass. Experience the truly breathtaking views, plant and wildlife.

Enjoy tea and coffee with traditional delicacies at **Witgewandel Restaurant** and **Camel Rides**. Indulge in the excitement of camel riding and/or donkey cart trips.

From the staggering heights of the Swartberg mountains, dare the deep of the **Cango Caves**.

Prepare for dinner with a difference at "**Kobus se Cadee**" Laag, at the foot of the majestic Swartberg Mountain Range.



At the top of the Swartberg Pass

Figure 4.1: Examples of marketable tourism products
Source: Image & Colour 2000

offered within the region and promoted the collection by means of a brochure. The brochure includes descriptions of food-related attractions and a list of wine routes, as well as a comprehensive map of these components and their locations.

Circulation of pamphlets on tourism packages by the Montagu Tourism Bureau is only one way of spreading information. Trade shows, like the Getaway Travel Show or the Little Karoo National Art Festival (*Klein Karoo Nasionale Kunstefees*), offer exposure to a large and diverse group of people (Grant Thornton Kessel Feinstein 2000). Other mediums for distributing information include television, radio, publications, newspapers, the Internet and tourism campaigns (Western Cape Tourism Board 2000).

4.2.2 Future research

Jenkins & Prins (1998) conducted a study to determine the attitudes of rural land-owners in New South Wales (NSW), Australia regarding recreational access of their private lands. Nearly 70% of the respondents would not allow the public to use their land for recreational purposes. However, when the option was given to allow access under certain conditions (such as to confine activities only to a particular section of the property), the response was more encouraging. Although a questionnaire survey among farm owners in the Montagu region was conducted in this study, it would be more comprehensive to ask them also under which conditions they would be willing to participate in tourism development, such as the study conducted in NSW. Especially the opinions of owners of properties around major dams should be explored, because some farmers in the vicinity of the Keerom Dam have already investigated possibilities of introducing tourism-related activities on their farms, like game reserves, to create additional income (*Pers. Comm.* Engelbrecht 1999).

The opportunity exists for follow-up research among tourism operators regarding the reasons for their ratings of resources in the questionnaire designed in this study. It could provide some insights into why certain resources were consistently rated high and others low. For example, did respondents give a low rating to hot mineral springs because this resource seldom exists in the areas for which they compile tourism packages or because

they believe that hot mineral springs are not marketable as part of tourism packages? Also, is the reason for a low rating of modern agricultural practices (e.g. participation in harvesting) due to the fact that farmers do not believe in it as a feasible option for tourism packaging or have they just not experimented with this option before?

To be more holistic, the research should also have included the opinions of tourists in this survey, another opportunity for future research. A questionnaire similar to the one sent to tourism operators could be utilised to determine visitors' resource preferences with regards to specific types of tourism experiences. The questionnaire used for this study proved to be workable in practice. Its format for the selection and rating of resources simplified completion of the questionnaire, as well as processing of the data. The fair response rate and the good quality of responses (meaning the clear way in which questionnaires were completed) indicated that the questionnaire is valuable for further research. This type of questionnaire should be sent to as many operators in the tourism industry as possible to establish a proper data base on which the packaging of different tourism products can be based.

Another opportunity for further research is to apply the ratings as determined by operators in this study to tourism resources in other rural mountainous regions in the Western Cape, like Ceres or Clanwilliam. By doing so, the workability and repeatability of this study can be tested and, at the same time, the identification of core areas for tourism development in other regions can be supported. The scope also exists to develop a list of potential tourism resources for other geographical regions (e.g. coastal areas). The resource preferences of tour operators with regards to packaging in these specific regions can then be determined in a similar manner to this study.

A final suggestion for future research is to build landscape attributes (e.g. slopes and sheer cliffs) into the data base of potential tourism resources. The inclusion of these attributes lacked in this study, because the spectacular mountain ranges in the Montagu region did not show up as high potential areas for tourism development. However, the mountain ranges are one of the assets that differentiate this region from many others,

therefore it should be included to achieve a truly spatially integrated approach for tourism planning and marketing in rural mountainous areas.

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APPENDIX A

Tourism legislation and policy in South Africa and the Western Cape Province

EXISTING STATUTORY FRAMEWORKS

The following section describes tourism legislation and policies on national and provincial level, as well as its relevance to this study.

NATIONAL LEGISLATION AND POLICIES

According to the Republic of South Africa (1998a), statutes on tourism are designed to induce conditions on the attraction of tourists to South Africa. Before the 1990s, a number of tourism acts were enforced in the country, some of which were amended many times. Noteworthy statutes include:

- ◆ South African Tourist Corporation Act (No. 54 of 1947);
- ◆ Hotels Act (No. 70 of 1965);
- ◆ Tour Guides Act (No. 29 of 1978);
- ◆ Travel Agents and Travel Agencies Act (No. 58 of 1983); and
- ◆ South African Tourism Board Act (No. 100 of 1983).

All these acts were repealed by the Tourism Act (No. 72 of 1993), as amended by Act No. 105 of 1996. The Tourism Act administers the promotion of tourism and the regulation of the tourism industry in South Africa.

The Tourism Act provides for the establishment of a board with legal personality, called the South African Tourism Board. The board is responsible for taking measures to ensure tourism services are of the highest standards, for managing information and research related to tourism, and for advising the Minister on tourism policy. The act authorises the Minister to establish grading and classification schemes for accommodation establishments or certain other sectors in the tourism industry. It also provides for the registration, classification, qualification and disqualification of tourist guides. Other issues that are addressed include the duty of the seller of travelling facilities to destinations in foreign countries, the power of the board to inspect accommodation establishments, and offences and penalties in terms of the act (Republic of South Africa 1998b).

In 1994, the Minister of Environmental Affairs and Tourism appointed the Interim Tourism Task Team to draft a national tourism discussion paper. The Green Paper guided the production of *the White Paper on Development and Promotion of Tourism in South Africa*, approved in 1996 (Vrancken 2000). This white paper describes the role of tourism in South Africa and recognises that the potential of the tourism industry has not been fully realised.

The paper explains that a new form of responsible tourism is necessary to boost the economy and it lists a number of principles, success factors, objectives and specific targets to accomplish that goal. Relevant issues to this study include sustainable environmental management, emphasis on diversity, creative marketing, use of tourism to support rural communities, and the encouragement of sustainable use of tourism resources. The White Paper identifies key policies that can encourage tourism growth in the areas of environmental conservation, resource management, product development, marketing, regional cooperation, and many others. It also describes the role that each stakeholder can play in tourism development and examines current organisational structures and options for improvement thereof (Republic of South Africa 1996 and Vrancken 2000).

Vrancken (2000) stated that the White Paper has been followed by a document on a tourism development strategy for 1998 to 2000 called *Tourism in GEAR*. This report creates an implementation framework for the policies held in the White Paper and serves as a strategy for growth, employment and redistribution. Focal issues include marketing, promotion, product quality assurance, and sustainable product diversification and packaging.

Vrancken (2000) felt that the current national legal framework is inadequate and ignores the complexity of the new constitutional regulations, the sophisticated legislative framework of certain provinces, and the competing international environment. The act also makes inadequate provision for registration, accreditation and licensing of tourism related establishments and businesses, like tourist guides. ASA Consultants and Project

Coordinators (1999) addressed this issue of tourist guide registration in a document on the development of a new tour guiding policy. Recommendations are made on issues such as structures, training, accreditation, policy needs and regulations.

PROVINCIAL LEGISLATION AND POLICIES

Montagu is situated in the Western Cape Province, an area for which a provincial tourism policy framework was drafted in 1998. The Ministry of Business and Promotion worked together with the Western Cape Tourism Board to commission the drafting of the *Western Cape tourism green paper*. The document provides information on existing tourism statistics and discusses the opportunities and constraints of tourism growth in the province. To implement principles and strategies, suggestions are made on a revised institutional structure for tourism in the Western Cape (Republic of South Africa 1998c).

A year later, a discussion document was launched on a new policy framework and strategy which would serve as a green paper for the Western Cape (Republic of South Africa 1999). The importance of an integrated approach in tourism development is clearly acknowledged in the document. The different components and interactions of such an integrated strategy are illustrated in Figure B1. Specific strategies of relevance to this study include the following:

- ◆ maintenance of the ‘experiencer’ and ‘entertainer’ segments and development of the ‘explorer’ and ‘eventer’ segments;
- ◆ packaging of magnets and themes in the form of routes and programs;
- ◆ formulation of an integrated development framework guiding tourism priorities; and
- ◆ improvement and maintenance of unique tourism magnets.

The *Tourism draft bill for the Western Cape* (Republic of South Africa 2000) was published on 29 September 2000 as ancestor for a bill to repeal the Western Cape Tourism Act (Act 3 of 1997). It provides for the establishment of Cape Tourism, which consists of a board, a chief executive officer and staff. Among other functions, Cape Tourism is responsible for the establishment of a provincial tourism database, including an integrated tourism information system. Another function calls for the identification

and promotion of new tourism products and packages in the province, including new themes and routes. These issues are addressed in this study and can serve as an example for tourism planning and marketing in other regions of the province.

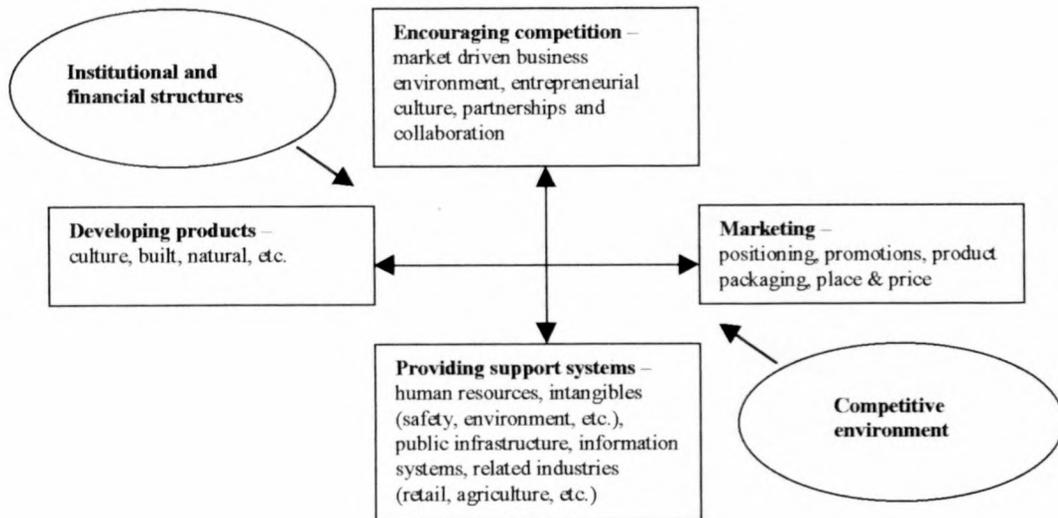


Figure B1: Competitive tourism framework for the Western Cape

Source: Republic of South Africa 1999:34

The draft bill also discusses issues related to the existence, powers, objects and functions of local tourism bureaus and regional tourism organisations. The research and findings of this study can be useful to these bodies to fulfill some of their functions, like the following:

- ◆ to formulate a tourism policy and strategy for the region;
- ◆ to market the region as a tourist destination;
- ◆ to provide an information service that encourage tourists to visit the area;
- ◆ to develop awareness within the local community on the benefits of tourism;
- ◆ to promote the development of appropriate tourism infrastructure and products; and
- ◆ to identify and promote the natural and cultural assets of the region.

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APPENDIX B

SATSA's definitions of selected tourism operator categories

CATEGORY	DEFINITION
TOUR OPERATOR	A 'wheels' operator arranging tour itineraries, game safaris and accommodation. They own their own vehicles and carry the necessary road carrier permits, cross border permits, national parks permits, passenger and general public liability cover (SATSA 1999:69).
TOUR BROKER	A tour broker acts as a coordinator between the client and the service provider by arranging tour itineraries, game safaris and accommodation. These types of operators do not own their own vehicles but hire them instead from vehicle and bus hire companies. These operators need to ensure that the hiring company have road carrier permits and/or passenger liability and are required to carry the appropriate cross border permits, national parks permits and general public liability cover (SATSA 1999:133).
DESTINATION MANAGEMENT COMPANY	An incentive organiser or DMC is a local service organisation that provides consulting services, creative events and exemplary management of logistics based on an in-depth knowledge of the destination and the needs of the incentive and motivation market (SATSA 1999:133).
MARKETING ORGANISATION	A marketing organisation is a company which fulfills a marketing role on behalf of a region, country, or group of companies (SATSA 1999:157).

APPENDIX C

Covering letter and questionnaire to tour operators, brokers and marketers on tour packages



UNIVERSITEIT VAN STELLENBOSCH
UNIVERSITY OF STELLENBOSCH

September 2000

[Let Wel: Hierdie dekbrief en die vraelys is ook in Afrikaans op aanvraag by ondergetekende bekikbaar]

Dear Respondent

SURVEY ON COMPONENTS FOR SUCCESSFUL TOUR PACKAGES

This survey forms part of a research program concerning tourism development by two Western Cape universities (SU and UWC) in partnership with a foreign university (Darmstadt), coordinated by the undersigned. The research **aims** to:

- Establish the **critical resources required by tourism operators, brokers and marketers** promoting and designing different types of tourism packages, specifically focussed on rural tourism in mountainous regions; and to
- Apply the results towards **matching these requirements with the resource base** in specific geographical regions to **identify new tourism opportunities** and to **stimulate the development of infrastructure and supporting facilities** for the benefit of rural tourism and the industry exploiting such opportunities.

Because of its activity profile, your business has been selected for survey from the SATSA Directory as a potential contributor of significant information and beneficiary from the research results. Could you therefore please assign a suitably qualified official of the business to fill out the questionnaire fully and as accurately as possible? The completed questionnaire may then be return-mailed via the prestamped envelope included. Please be assured that all information will be held and used in strictest confidence, that no individual business will be identifiable and that strictly academic use will be made of it. The results of the research will be available to participants and the industry. In filling out the questionnaire, please bear in mind:

- An official **thoroughly familiar** with the planning, design, evaluation or marketing of tour packages should be designated for the task;
- The procedure entails the ticking of the appropriate blocks only and therefore requires **very little of your time**; and
- The survey is extensive and undertaken at considerable cost. Therefore please complete questions accurately and return the questionnaire **within one week** of receipt.

Please contact the undersigned directly to clear up any uncertainties and accept our gratitude for your prompt and dedicated response ensuring the success of this important research.

Yours sincerely

A handwritten signature in black ink, appearing to read 'JH van der Merwe'.

Dr JH van der Merwe
(Research coordinator)



UNIVERSITEIT VAN STELLENBOSCH
UNIVERSITY OF STELLENBOSCH

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COMPONENTS OF SUCCESSFUL TOUR PACKAGES

This questionnaire must please be completed by a company official who is involved in the planning, design, evaluation or marketing of tour packages. A tour package is regarded as a selection of tourism resources (destinations, accommodation, attractions, activities, events, infrastructure and related services) combined and packaged as a marketable tourism product. Spatially this results in the definition of tourism nodes, routes, tours or programmes.

- ◆ Indicate with a cross which one of the following types of tour packages **best** describes the company's tourism specialisation field.
- ◆ Please note: Mark only **one** option.

1. THE COMPANY FOCUSES MAINLY ON THE FOLLOWING TYPE OF TOURISM:

<input type="checkbox"/> Nature / Eco- / Scenery tourism / Nature education	<input type="checkbox"/> Sport / Shopping / Wining & dining / Business / Convention tourism
<input type="checkbox"/> Historical / Cultural / Art / Festival / Event tourism	<input type="checkbox"/> Action / Adventure tourism
<input type="checkbox"/> Farm / Agricultural / Agri-tourism	<input type="checkbox"/> Other (specify):

- ◆ Having selected your company's tourism focus, from the rest of the questionnaire please select and rate the tourism resources that you think **should be** included in tour packages of this type.
- ◆ Please keep realities of tourism business conduct (operations, marketing, potential revenues, etc.) in mind when making your selection. Also note that the provided list of resources represents potential magnets in **rural non-coastal** regions.
- ◆ Mark your selection from the list (with a cross) , while at the same time rating the importance of a specific tourism resource for inclusion as magnet in the tour package. The **rating scale** ranges from 1 (very low) to 5 (very high). Very low implies the resource has little significance as magnet for tour packaging, while very high means the resource is absolutely indispensable for inclusion.

TOURISM RESOURCES	IMPORTANCE FOR INCLUSION				
	very low		very high		
	1	2	3	4	5
2. NATURAL ENVIRONMENTAL RESOURCE OCCURRENCE					
Flowing water (e.g. river, stream)	<input type="checkbox"/>				
✓ Standing water body: Natural (e.g. pan, marsh, wetland)	<input type="checkbox"/>				
Man-made (e.g. dam)	<input type="checkbox"/>				
Other water feature (e.g. waterfall, rapid)	<input type="checkbox"/>				
✓ Hot / mineral spring	<input type="checkbox"/>				
General topography and landscape (e.g. mountain slopes, high altitude)	<input type="checkbox"/>				
Single landform (e.g. rock formation, sheer cliff)	<input type="checkbox"/>				
✓ Composite landscape aesthetics (e.g. variety, viewing point, mountain pass)	<input type="checkbox"/>				
Natural vegetation: General occurrence (e.g. distribution pattern, uniqueness)	<input type="checkbox"/>				
Single occurrence (e.g. exceptionally big and / or old tree)	<input type="checkbox"/>				
✓ Remarkable or specific fauna: Mammals	<input type="checkbox"/>				
✓ Birds	<input type="checkbox"/>				
✓ Fish	<input type="checkbox"/>				
Reptiles	<input type="checkbox"/>				
Insects	<input type="checkbox"/>				
Targeted season or time of year: Winter	<input type="checkbox"/>				
Spring	<input type="checkbox"/>				
Summer	<input type="checkbox"/>				
Autumn	<input type="checkbox"/>				
✓ Natural undisturbed landscape (minimum evidence of human modification)	<input type="checkbox"/>				
✓ Nature conservation status (e.g. nature reserve, national park, botanical garden)	<input type="checkbox"/>				
Other (specify):	<input type="checkbox"/>				
:	<input type="checkbox"/>				
3. ACTIVITY OPPORTUNITY					
Water-based: Swimming	<input type="checkbox"/>				
✓ Canoeing / Kayaking	<input type="checkbox"/>				
✓ Windsurfing	<input type="checkbox"/>				
✓ Power-boating / Water-skiing / Jet-skiing	<input type="checkbox"/>				
Boat cruises / Yacht trips (on lakes, large dams, etc.)	<input type="checkbox"/>				
✓ Freshwater fishing	<input type="checkbox"/>				
Land-based: Small game and bird hunting	<input type="checkbox"/>				
✓ Wildlife watching / photographing / tracking	<input type="checkbox"/>				

TOURISM RESOURCES (Continued)		IMPORTANCE FOR INCLUSION				
		very low			very high	
		1	2	3	4	5
✓	Hiking	<input type="checkbox"/>				
✓	Horse-riding	<input type="checkbox"/>				
	Back-riding of other animals (e.g. ostriches, camels, elephants)	<input type="checkbox"/>				
✓	Mountain-biking / cycling	<input type="checkbox"/>				
✓	4 x 4 driving / 4 x 4 trips / safaris	<input type="checkbox"/>				
	Motor-biking	<input type="checkbox"/>				
✓	Tractor driving / Tractor or truck trips	<input type="checkbox"/>				
✓	Scenic driving / Scenic trips	<input type="checkbox"/>				
	Picnicking	<input type="checkbox"/>				
✓	Sampling (e.g. tasting of wine, cheese, cherries and other fruit)	<input type="checkbox"/>				
✓	Shopping / Purchasing of gifts, curios and crafts	<input type="checkbox"/>				
	Festivals / Special events (e.g. music festivals, Easter show)	<input type="checkbox"/>				
	Nature education and training (e.g. awareness programs)	<input type="checkbox"/>				
	Mountain-based: Hang-gliding	<input type="checkbox"/>				
✓	Abseiling / Mountain climbing	<input type="checkbox"/>				
	Canyoning ("kloofing")	<input type="checkbox"/>				
	Air-based: Small aeroplane flying / Aeroplane trips / Helicopter trips	<input type="checkbox"/>				
	Micro-lighting	<input type="checkbox"/>				
	Hot air ballooning	<input type="checkbox"/>				
	Other (specify):	<input type="checkbox"/>				
	:	<input type="checkbox"/>				
4. HUMAN-MADE RESOURCE OCCURRENCE:						
✓	Archaeological feature (e.g. rock art, ruins)	<input type="checkbox"/>				
✓	Historical site (e.g. heritage site, graveyard, event monument)	<input type="checkbox"/>				
✓	Unique / historical building or structure (e.g. national monument, museum)	<input type="checkbox"/>				
✓	Local folklore (e.g. traditional dress and cuisine, family possessions, hand craft)	<input type="checkbox"/>				
	Traditional agriculture (e.g. collection of implements, demo of traditional skill / craft)	<input type="checkbox"/>				
	Modern agricultural practice (e.g. watching / participation in sowing, harvesting)	<input type="checkbox"/>				
✓	Agriculture-related industry or processing (e.g. wine cellar, canning factory)	<input type="checkbox"/>				
✓	Modern stock-farming (e.g. watching / handling of farm animals)	<input type="checkbox"/>				
	Other (specify):	<input type="checkbox"/>				
	:	<input type="checkbox"/>				

TOURISM RESOURCES (Continued)	IMPORTANCE FOR INCLUSION				
	very low		very high		
	1	2	3	4	5
5. TRANSPORT INFRASTRUCTURE AND TOURISM SERVICE ACCESS					
Air access: Within two hour's drive of major airport	<input type="checkbox"/>				
..... Within one hour's drive of small airfield	<input type="checkbox"/>				
✓ Land access: Via main tarred road	<input type="checkbox"/>				
✓ Via secondary road	<input type="checkbox"/>				
..... Via rail	<input type="checkbox"/>				
Service provider: Public transport (conveyance of tourists by bus, minibus or car)	<input type="checkbox"/>				
✓ Tour and / or travel guide	<input type="checkbox"/>				
✓ Catering organisation and facility	<input type="checkbox"/>				
✓ Conference organiser and facility / Training facility	<input type="checkbox"/>				
✓ Commercial business: Shopping centre / Supermarket	<input type="checkbox"/>				
✓ Restaurant / Bistro / Tavern / Pub / Take-away	<input type="checkbox"/>				
..... Casino / Night club / Dance club	<input type="checkbox"/>				
✓ Theatre / Art gallery	<input type="checkbox"/>				
..... Movie theatre	<input type="checkbox"/>				
✓ Farm-stall	<input type="checkbox"/>				
Accommodation: Hotel with basic facilities (1 & 2 star)	<input type="checkbox"/>				
✓ Luxury hotel (3 star or more)	<input type="checkbox"/>				
✓ Accredited guest-house	<input type="checkbox"/>				
..... Non-accredited guest-house	<input type="checkbox"/>				
..... Accredited bed & breakfast	<input type="checkbox"/>				
✓ Non-accredited bed & breakfast	<input type="checkbox"/>				
✓ Self-catering unit	<input type="checkbox"/>				
..... Residence for backpackers	<input type="checkbox"/>				
✓ Camping site / Caravan park	<input type="checkbox"/>				
✓ Sport facility (e.g. tennis, golf, squash, bowls, gymnasium, shooting range)	<input type="checkbox"/>				
Other (specify):	<input type="checkbox"/>				
.....	<input type="checkbox"/>				
.....	<input type="checkbox"/>				
6. OTHER (Please specify fully and rate. Provide further listing if necessary):	<input type="checkbox"/>				
.....	<input type="checkbox"/>				
.....	<input type="checkbox"/>				

Thank you for your kind co-operation
 Please remember to mail the completed questionnaire in the enclosed stamped envelope

APPENDIX D

Questionnaire to land owners on agri-tourism perceptions and practices

AGRI-TOURISM

Potential Inventory of the Ceres, Clanwilliam and Montagu districts

This questionnaire must please be filled in by the owner of this property or the tenant where applicable or by an empowered representative. Unless specifically stated, this questionnaire applies to THIS PROPERTY, or to more when adjoining. Please complete as fully and accurately as possible. The researcher guarantees confidentiality of information. Fill in blocks or use crosses where applicable. Please use capital letters where applicable.

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1. RESPONDENT AND PROPERTY PROFILE

1.1 Your age (years)

1.2 Highest educational qualification

1.3 Relationship to the property

1.4 Gender
Male Female

<Grade 10

Owner

Grade 12

Tenant

>Grade 12

Representative

1.5 If you are the owner, how did you acquire it? Purchased Inherit 1.6 Founding year of the property

1.7 How many years have your family owned the property? 1.8 How many years have you been owner

2. BUSINESS PROFILE

2.1 Number of farms owned in the district

2.2 Total area of all land owned in the district (ha)

The rest of this section applies to THIS PROPERTY only

2.3 Farm name

2.4 This farm's size (ha)

2.5 Total area CULTIVATED on this farm (ha)

2.6 With which of these crops do you farm?

Apples <input type="checkbox"/>	Peaches <input type="checkbox"/>	Oranges <input type="checkbox"/>
Pears <input type="checkbox"/>	Apricots <input type="checkbox"/>	Naartjies <input type="checkbox"/>
Vines <input type="checkbox"/>	Cherries <input type="checkbox"/>	Other citrus <input type="checkbox"/>
Other deciduous fruit <input type="checkbox"/>	Other stone-fruit <input type="checkbox"/>	Vegetables <input type="checkbox"/>
Grains/Grazing <input type="checkbox"/>		
Other (Name) <input type="text"/>		

2.7 With which stocks do you farm?

Cattle <input type="checkbox"/>
Sheep <input type="checkbox"/>
Goats <input type="checkbox"/>
Horses <input type="checkbox"/>
Other (Name) <input type="text"/>

2.8 Number of workers in your employ

Management Permanent workers Seasonal workers (maximum number)

2.9 Peak months of farming activity

Jan <input type="checkbox"/>	Feb <input type="checkbox"/>	Mar <input type="checkbox"/>	Apr <input type="checkbox"/>	May <input type="checkbox"/>	Jun <input type="checkbox"/>
Jul <input type="checkbox"/>	Aug <input type="checkbox"/>	Sep <input type="checkbox"/>	Oct <input type="checkbox"/>	Nov <input type="checkbox"/>	Dec <input type="checkbox"/>

2.10 Indicate your involvement with ENVIRONMENTAL ISSUES. Mark with a cross in the appropriate box. Use the scale:

1= Unaware of; 2= Aware of possibilities, but do not regard as significant;
3= In favour of, but do not practice/participate; 4 = Practice it/participate in

	1	2	3	4
2.10.1 Biological pest control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10.2 Wildlife conservation projects on the farm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10.3 National Bird Atlas project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10.4 Alien vegetation control and eradication program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10.5 Conservation of cultural artifacts (e.g. rock art, buildings, historical articles and structures)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10.6 Principles of biosphere planning at regional and local level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



3. OPINION OF AGRICULTURE AND AGRITOURISM IN THIS DISTRICT

3.1 Provide your view on each aspect. Mark with crosses (X) in the appropriate boxes. Use the scale:
 1 = Highly pessimistic; 2 = Pessimistic; 3 = Neutral; 4 = Optimistic; 5 = Highly optimistic

	1	2	3	4	5
3.1.1 Agriculture: Long-term viability of the sector at present trends	<input type="checkbox"/>				
3.1.2 Agriculture: Survival chances of smaller farmers	<input type="checkbox"/>				
3.1.3 Agritourism: Economic value to landowners	<input type="checkbox"/>				
3.1.4 Agritourism: Economic value directly to farm worker community	<input type="checkbox"/>				
3.1.5 Agritourism: Potential negative effect on normal agricultural activity	<input type="checkbox"/>				
3.1.6 Agritourism: Potential for attracting significant numbers of tourists to the district	<input type="checkbox"/>				
3.1.7 Agritourism: Potential to attract investment capital for development from outside the agricultural sector	<input type="checkbox"/>				
3.1.8 Agritourism: Influence on value systems and social stability of local communities	<input type="checkbox"/>				

4. INVENTORY OF POTENTIAL TOURISM ATTRACTIONS

This section concerns your property, as well as possible adjoining natural areas owned by the State
 • Grade the attraction value of the following items according to the scale: 1 = Low; 2 = Neutral; 3 = High
 • Also indicate the best time of year for utilising/visiting the attraction. Mark with a cross (X) in the appropriate box.

4.1 NATURAL ASSETS

	Attraction value			Best season/time to utilise/visit												
	1	2	3	All year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
4.1.1 Attractive, variable landscape and topography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.2 Special geological structures and/or rock formations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.3 Water: Running (e.g. rivers and mountain streams)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.4 Water bodies: Dams, pans, pools, wetlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.5 Other water features (e.g. waterfalls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife (Watching): Name most prominent species occurring																
4.1.6 Bird species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.7 Animal species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife (Hunting): Name most prominent species occurring																
4.1.8 Bird species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.9 Animal species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife (Fish and fishing, e.g. trout, bass, carp, yellowfish): Name most prominent species occurring																
4.1.10 Fish species 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.11 Fish species 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife: Reptiles. Name most prominent species occurring																
4.1.12 Reptile species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife: Insects. Name most prominent species occurring																
4.1.13 Insect species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetation: Name most unique/scarce endemic species occurring																
4.1.14 Species 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.15 Species 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.16 Species 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.17 Alien Species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other natural assets (Name)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



2 CULTURAL ASSETS

	Attraction value			Best season/time to utilise												
	1	2	3	All year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2.1 Rock art (Bushman paintings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 Historical folklore connected with property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Historical family documents, artifacts, furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 National Monuments: Buildings/other constructions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Historical graves, cemetery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.6 Historical sights and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Historical routes (e.g. passes, tracks, trek routes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8 Traditional food: preparation, catering and sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.9 Traditional household articles: preparation, sales (e.g. soap, candles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10 Traditional agriculture: tools/implements display/ demonstrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.11 Traditional agriculture: practices/ skill demonstrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.12 Contemporary agriculture: Planting, harvesting, self-harvesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.13 Contemporary agriculture: Crop processing/packing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.14 Contemporary agriculture: Stock farming practices/ opportunity for animal handling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.15 Other (name) <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. RECREATION AND TOURISM ACTIVITIES FOR WHICH YOUR PROPERTY IS SUITABLE

This section concerns your property, as well as possible adjoining natural areas owned by the State

- Indicate which activities are **already practiced** for commercial tourism
- Grade the **attraction value** of the following items according to the scale: 1 = Low; 2 = Neutral; 3 = High
- Also indicate the **best time of year for utilising** the attraction. Mark with a cross in the appropriate box.

5.1 OUTDOOR ACTIVITIES

	Already utilised	Attraction value			All year	Best season/time to utilise/visit											
		1	2	3		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5.1.1 Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.2 Canoeing/boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.3 Power-boating/water-skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.4 Wind-surfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.5 Snow-skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.6 Hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.7 Horse-riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.8 Mountain-biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.9 4X4 Trailing/Scenic drives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.10 Dirt-riding/ Motor-cross/ motorbiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.11 Hang-gliding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.12 Rock-climbing/Absailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.13 Picnicking/Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
5.1.14 Other (name) <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					

5.2 INDOOR ACTIVITIES

	Already utilised	Attraction value			All year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5.2.1 Social events (weddings/parties)	<input type="checkbox"/>																
5.2.2 Business meetings/seminars/ conferences	<input type="checkbox"/>																
5.2.3 Other (name) <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



APPENDIX E

Example of the packaging of tourism resources:
Winelands Tourism's brochure on 'taste senses'

FEAST YOUR SENSES

IN THE

Winelands

THE WINELANDS CHEESE ROUTE

Butterfly's Dairy
Tel: (021) 873 5813 (Shop)
864 1181 (Farm)

We specialise in home made dairy products, local farm produce and home baking. A range of cheeses is made on the farm from the milk of Jersey and Friesian cows. All dairy products are free of preservatives or artificial additives. Visits to the farm to view cheese making or milking may be arranged.

Mon-Fri: 08h30 - 18h00
Sat: 08h30 - 14h00

Fairview
Tel: (021) 863 2450

Peacocks scatter as you turn off 5uid Ager Paarl Koad and drive up to Fairview past the famous goat tower, which delights adults and children alike. The welcome is warm as you enter the tasting room, where a large selection of wine and cheeses await sampling. Fairview makes exotic cheeses from cows, goats and sheeps milk. The cheeses are all manufactured on the farm and contain no artificial anything! Some of the wide selection of cheeses include La Beryl (a Double Cream Camembert), Blue Tower (Sorgonzola Style), Cremebert (a Double Cream Camembert), Brie with Tomato & Basil and an assortment of Chevins (Goats milk cream cheeses).

Mon-Fri: 08h30 - 17h00
Sat: 08h30 - 13h00

Glen Carlou
Tel: (021) 875 5528

Glen Carlou cheeses are made from the finest milk, produced by one of South Africa's top Ayrshire cattle herds. Our cheeses are natural and hand made, in the tradition of French farm cheeses. Together with our exquisite wines as well as local jams and olives, a visit to Glen Carlou is a must for those who truly appreciate the finer things in life.

La Fromagerie at La Grange
Tel: (021) 876 2155

La Fromagerie at La Grange is situated in a 200 year old barn. We offer more than 30 hand picked South African cheeses, and serve delectable cheese inspired lunches on the veranda with spectacular mountain views. La Grange is also home to the most beautiful interior and accessory shop in the Winelands. On Main Road follow sign 'La Grange Gallery'.

La Masseria
Tel: (021) 880 0266

Nestled amongst the fabled oak trees at the foot of the Helderberg Mountains on the Stellenbosch Estate, you will find La Masseria. We pride ourselves on preserving the integrity of our products by making use of only

natural ingredients. La Masseria is the perfect setting for sharing the passion of and delighting in the refined tastes of cheese and other Italian specialties prepared according to old family recipes. A wholesome range of delicious Italian cheeses (freshly made every day on the premises) and a great diversity of dishes to complement these - at La Masseria we invite you to indulge in the Italian *al fresco* living.

Tues - Sun: 09h00 - 17h00
Lunches from: 12h00 - 16h00

Simonsberg
Tel: (021) 809 1017

Our Cheese Shop has become a must-see treasure of the Cape's world famous Stellenbosch Wine Route. It is here, amid majestic mountains and fruitful valleys, that you can come and experience our delicious world of cheese! Our range includes a lovely selection of Cream Cheese, Feta, Blue, Mozzarella, and White Mould Cheese. To complement our cheese we always have French and Italian style breads available as well as a wide selection of jams and preserves. Come and visit us and indulge your senses!

Mon - Fri: 09h00 - 17h00
Sat: 09h00 - 12h30
Closed on Public Holidays

Zevenwacht
Tel: (021) 903 5123

Full flavoured Farmhouse Cheddar is made at Zevenwacht in the traditional English way, available as Mild, Medium, Mature and Vintage (more than 12 months of age). The cheese contains no preservatives or colour enhancers and is suitable for vegetarians. Our restaurant is open and picnic lunches are served 7 days a week.

OLIVES

Klein Rhebokskloof
Tel: (021) 873 4115

Rhebokskloof is one of the oldest farms in Wellington and can claim the history of growing olives since 1893. Remi Hildenbrand planted over 1700 olive trees which contribute to her superb table olives and extra virgin olive oil production retaining traditional processing methods to meet top quality. Our olives and wines are labelled under 'Hildenbrand Estate'.

Visit us 7 days a week from 10h00 to 17h00. Open for light lunches.

Picardie Guest Farm
Tel: (021) 863 3311

At Picardie you will find olive trees scattered all over the farm. We harvest our olives in April and May, after which they are bottled and sold at our Farm Shop. Olives are welcome to pick their own olives and to visit the room at home with more olives to go.

STRAWBERRIES

De Slange Rivier Berry Farm
Tel: (021) 864 2151

Visitors to the beautifully situated De Slange Rivier Berry farm can pick their own berries (among which strawberries, youngberries and Cape gooseberries) in season. Owing to the fact that there is also a mustard and vinegar factory (which produces condiments for export) on the farm, visitors can taste our wide range of mustards, salad dressings and other condiments throughout the year. Come and enjoy our hospitality in a friendly farm atmosphere!

Mon-Fri: 09h00 - 17h00
Sat: 09h00 - 13h00

Mooiberge
Tel: (021) 881 3222

Conveniently situated on the R44 halfway between Stellenbosch and Somerset West, this is a well known landmark in the Stellenbosch area, catering for all tastes in the way of farm fresh produce, dried fruits, nuts, preserves and simply the best selection of wines around. During strawberry season (October - December) you may pick your own strawberries on Saturday afternoons and Sundays, all day.

Libertas Farm
Tel: (021) 887 3020

Fresh strawberries daily from August till the end of November.
Mon-Fri: 08h30 - 17h30
Sat: 08h00 - 14h00
Libertas Guest House, Self Catering

Mountain Breeze
Tel: (021) 880 1700

A cosy, matured character farm stall filled with fresh, dried and bottled produce, new and original 'kitties' for your garden or inside your home. Should you wish to, you may pick your own strawberries from October till the end of December, any day between 09h00 and 17h00.

Picardie
Tel: (021) 863 3357

At Picardie Guest Farm you will find yourself surrounded by a tranquil, picturesque farm, nestled at the foot of Paarl Mountain. Here we grow our superb strawberries from which we produce fine jams, dried fruit, nubs and syrup. These, together with fresh strawberries, are sold at our Farm Stall. Our Guest Farm has 17 en-suite units, and the outdoor activities such as hiking, canoeing, fishing, and swimming are suitable for all ages.
Mon-Sun: 08h30 - 17h30

Folkdraai Farm Stall
Tel: (021) 881 3854

Folkdraai is renowned for the annual event of 'Pick Your Own' strawberries. The berry fields display an attractive and humorous array of scarecrows to entertain children of all ages. The season commences in October and, weather permitting, goes on into January. Picking times are from 09h30 to 16h30 daily, seven days per week. The farm stall is extensively stocked with a variety of gifts and novelties of all descriptions. Homegrown vegetables and fresh fruit are available throughout the year. An interesting selection of estate wines is also sold. Open every day of the week from 09h00 to 18h00.

Zetlerbosch Farm Stall
Tel: (021) 881 3854

Our strawberry season runs from September through to Christmas, when strawberries grow on our farm at Lynedoch are available. The farm stall stocks a variety of estate wines, numerous gifts and souvenirs, baskets and dried flowers. Dried fruit and nuts presented in many ways, as well as locally grown fresh fruit and vegetables all add colour and interest. For further convenience, a petrol station is situated on site.

Open every day of the week from 08h30 to 17h30

BERRIES

Hillcrest Berry Orchards
Tel: (021) 885 1629

This is a working farm that specialises in the growing of Raspberries, Blackberries, Tayberries and Blueberries. Visit our Tea Garden and enjoy the spectacular view across the valley to the Groot Drakenstein and Jonkershoek Mountains. Sample our whole fruit jams with our home-made scones or muffins in the summer ravel in a bowl of freshly picked berries with cream or ice cream. The Farm Shop offers fresh berries according to the season as well as a wide range of frozen berries, jams, dessert toppings, berry vinegars and gift sets. Also available on the farm are self-catering holiday cottages with access to beautiful mountain walks.

Open every day from 09h00 to 17h00, except Christmas Day and Good Friday.

HERBS

Bien Donnè Werf
Tel: (021) 874 1684

Herbs aplenty - Fruit Galore! Extensive herb gardens that complement the historical Cape Dutch farm yard, lavender fields, fruit orchards and scented pelargonium patches will serve as inspiration for you to relax and enjoy the beautiful country side. ... while it inspires us to create our regional cuisine and herb products. We specialise in herbs and fruit - herb plants as well as fruit and herb products are available in our farm shop. Special herb garden and orchard tours, and also fruit juice tastings available on reservation. Our daytime restaurant is open every day until 17h00.

Heveld Herbs
Tel: (021) 880 1882

Héveld Herbs is the largest herb nursery in South Africa, stocking over 1500 different species of herb plants. We have a beehive, a medicinal herb garden, Mediterranean style fountains and our herbs, a herb shop, a herb garden, and interesting herbal products and books as well as a children's play area and pony rides. We also offer beautiful mountain views, peace and tranquility.
Mon-Fri: 08h30 - 17h00
Sat: 08h30 - 13h00



Nature's Own Herb Nursery and Health Shoppe
Tel: (021) 864 1654

We offer a wide range of organically grown culinary and medicinal herb plants, herbal teas, beverages, herbal remedies and gifts. For more information please contact Tish Scholtz or André Taylor during office hours.

Mon-Fri: 10h00-16h00
Sat: 10h00-13h00

MUSHROOMS

Medallion Mushrooms
Tel: (021) 880 1135

At Medallion, mushrooms are carefully grown to ensure the highest quality and nutritional standards. 100g of mushrooms will give more dietary fibre than a slice of whole wheat bread and, unlike a lot of other vegetables, nutritional goodness is not lost when cooked. Mushrooms, generally speaking, will complement and supplement any meal. We also produce dried mushrooms and a mushroom powder which is ideal for use in sauces and casseroles. All purchases may be made from the farm.

Mon-Thu: 09h00 - 13h00/13h30 - 16h15
Fri: 09h00 - 12h00/13h30 - 15h45
Sat: 08h00 - 12h00

CHOCOLATE

Huguenot Fine Chocolates
Tel: (021) 876 4369

Pistachio marzipan, dark chocolate praline and Cointreau cream - these are just a few of the many delicious varieties of real Belgian chocolate being made at the Franschoek Food Factory. Together with delicious home-made breads, fresh pasta and sauces and premium Belgian ice cream - all made on the premises - and a variety of other taste treats and freshly-made meals, there is well worth a visit. On any day, the young chocolate makers can be seen in the factory making chocolates in a clean, climatically controlled environment. Special orders for a wide variety of wonderful foods for functions and for use can be placed.

Mon-Fri: 08h50 - 17h30
Sat-Sun: 09h00 - 13h00

TROUT

De Poort
Tel: (021) 549 1285

Visit De Poort on a day outing out of the city for trout fishing on a trout stream. Fish can be caught and braised on the premises, and guests are welcome to bring their own picnic baskets. Fresh proteins can be bought at our farm.

Open seven days a week from 09h00 to 18h00

Pippin Farm Stall
Tel: (021) 876 3315

Visit Pippin Farm Stall for superb smoked trout, prepared by Three Strain Smoke House. Stock up on delicious deli-products and home-baked goods, relax in our tea garden.

Open daily from 08h00-17h30

WATERBLOMMETJIES

Bloemengrag
Tel: (021) 863 8636

Visit us to buy fresh waterblommeljies, and to see how they are harvested. This regional delicacy flourishes in rivers and dams during the winter rain season, from May to September. The white flowers, born on long stems, are harvested for waterblommeljiedre, the delicious traditional Cape delicacy. Open for sales from April to October, Monday to Thursday.

Oude Pont
Tel: (021) 873 4884

Visit us for the best waterblommeljies in the Boland during our season from April and ending in October. Tours can be arranged by appointment and delivered to the surrounding towns of Stellenbosch, Malmesbury and Paarl.

Mon-Fri: 09h00-18h00

OSTRICH

Heen en Weer Ostrich Farm
Tel: (021) 875 5383

At Heen en Weer we do eco-awareness and educational tours of a working ostrich farm. In the curio shop we stock a range of ostrich curios and in the restaurant we serve delicious ostrich meals. Ostrich meat is healthy, subtle, tasting and versatile. It is virtually fat free and lower in cholesterol than chicken with an average of 2.5% fat and 21% protein.

Open seven days of the week from 09h00 to 18h00, except Christmas Day.

CROCODILE

Le Bonheur Crocodile Farm
Tel: (021) 863 1142

Le Bonheur Crocodile Farm is set in the picturesque Paarl Valley. We invite you to join guided tours, or visit our curio shop where you will find a wide variety of top quality products fashioned from the sleek and smooth crocodile. Southern Crocodile meat is also served. This white meat is high in protein, low in fat, and in the East it is believed to have aphrodisiac qualities. Because of its natural flavor it is acceptable to many people.

NUTS

No Taylor Nuts
Tel: (021) 876 3241

Get the sweetest almonds in the Western Cape. We will show and tell you everything you want to know about our nuts. Tree nuts growing on the farm in the quiet rural area can taste and buy fresh nuts as well as other unique farm products at farm prices.

Open seven days a week from 09h00 to 18h00.

SCHNAPPS

Diamonix
Tel: (021) 876 3241

Those acquainted with fruity spirit will be delighted with the speciality of Diamonix. The unique bouquet is attributed to the ripeness of fruit from our orchards, and careful distillation in a traditional copper kettle.

Our products range from Fine German Style Schnapps to Spirit Aperitifs in a variety of flavours.

Mon-Sun: 09h00-16h00

Wilderer's Cafeteria-Distillery
Tel: (021) 863 3666

Wilderer's Distillery is as unique as it is its fine spirits distilled by Helmut Wilderer. Here you can watch the master distiller at his art in the tranquil surroundings of the vineyards. The Wilderer's range include Orappa, Williams time, Aprikose, Aprikose Lykos and Obster. The quantities are small, but the quality is appreciated internationally and has won several awards. The restaurant 'Pflaum' (Plumkuchen) a speciality from Alsace, France. A visit to Wilderer's Boutique Distillery is a must for schnapps lovers.

FARM STALLS

Fig & Pea Greengrocers
Tel: (021) 876 4127

Stock fresh fresh vegetables, fruits, culinary herbs, jams, preserves, preserves, olive oils, nuts and home baked goods.

Mon-Fri: 09h00 - 17h00
Sat: 09h30 - 13h00
Sun: 10h30 - 11h00

Waldersvlei Market
Tel: (021) 864 4341

Specialty: Olive, Cornmeal, Olive Oil, Eggs, Honey, Apples, Pears, Peaches, Nuts, etc.

Mon-Sun: 09h00-18h00
Wed-Fri: 09h00-17h00

For a relaxed country atmosphere. We also cater for any type of function.

Nandie Farm Stall
Tel: (021) 863 3241

Specialty: Fresh produce, including all types of fruit, vegetables, herbs, etc. Also available: home-made bread, jams, preserves, etc.

Mon-Sun: 09h00-18h00

The Potbelly Pantry
Tel: (021) 863 3241

Specialty: Fresh produce, including all types of fruit, vegetables, herbs, etc. Also available: home-made bread, jams, preserves, etc.

Mon-Sun: 09h00-18h00

FRUIT & FRUIT JUICE

Palmar
Tel: (021) 863 3241

Specialty: Fresh produce, including all types of fruit, vegetables, herbs, etc. Also available: home-made bread, jams, preserves, etc.

Mon-Sun: 09h00-18h00

SAD
Tel: (021) 863 3241

Specialty: Fresh produce, including all types of fruit, vegetables, herbs, etc. Also available: home-made bread, jams, preserves, etc.

Mon-Sun: 09h00-18h00

The Bergkelder

Tel: (021) 863 3241

At the foot of Paarlkloof in Stellenbosch is The Bergkelder wine cellar and bottling plant. On the slope, giant doors open directly into the flank of the mountain. Behind them are corridors tunnelled through the earth, lined with over half a million bottles of wine maturing at ideal temperatures. Further up the mountain hand-carved oak vats hold slowly maturing red wines. The cellar was completed in 1968. Wines handled by The Bergkelder include: Stellenbosch, Fleur du Cap, Grenache and Kapteberg wines and more. KVV

Mon-Fri: 09h00-18h00
Sat: 09h00-18h00
Sun: 10h00-18h00

The House of J.C. le Roux

Tel: (021) 862 2500

The House of J.C. le Roux is a family-run business producing sparkling wine and is dedicated exclusively to the maximum quality product. Employing the most advanced techniques, a wide selection of sparkling wines are produced. This includes the South African favourites Le Domaine, La Chanson and Sauvignon Blanc as well as three Methode Cap Classique wines - Chardonnay, Pinot Noir and La Vallee. Visitors can view the various stages of the Methode Cap Classique process - from the creation to the completion of each masterpiece. Facilities include an exclusive wine shop, auditorium and mezzanine level with a tasting area.

Tasting and sales: Mon-Fri: 08h30-16h30
Sat: 09h00-12h30

Guided tours: Mon-Fri: 10h00, 11h30, 15h00
Sat: 10h00, 11h30
(Additional tours in season)

Light lunches are available. Bookings essential.

WINE FARM/ESTATE	WINE SALES	CELLAR TOURS
Augusta Tel: (021) 876 3195	Mon-Sun: 09:00-16:00 By appointment only	
Bellingham Tel: (021) 874 1011	Tasting and sales of selected wines at Franschhoek Vineyards	
Boekenhoutekloof Tel: (021) 876 3320	By appointment only	
Boschendal Tel: (021) 870 4211	Mon-Fri: 08:30-16:30* Sat: 08:30-12:30* Mon-Sat: 08:30-16:30 (Nov-Apr)* Sun: 08:30-12:30 (Dec-Jan)*	
Cabriere Estate Tel: (021) 876 2630	Mon-Fri: 11:00-15:00 (Tastings) Mon-Fri: 08:30-16:30 (Sales) Sat: 11:00-13:00 (Tours & Tasting)*	
Chamonix Tel: (021) 876 3241	Mon-Sun: 09:30-16:00*	
Dieu Donne Vineyards Tel: (021) 876 2493	Mon-Fri: 09:00-16:00* Sat: 09:00-13:00*	
Franschhoek Vineyards Tel: (021) 876 2086	Mon-Fri: 09:30-17:00 Sat: 09:30-15:00 Sun: 11:00-14:00	
La Bri Tel: (021) 876 2593	Tastings and sales at Franschhoek Vineyards	
La Couronne Tel: (021) 876 2770/5	Tues-Sun: 10:00-16:00 By appointment only	
La Motte Wine Estate Tel: (021) 876 3119	Mon-Fri: 09:00-16:30 Sat: 09:00-12:00	
Landau du Val Tel: (021) 876 2317	By appointment only	
L'Ormarins Tel: (021) 874 1026	Mon-Fri: 09:00-16:30* Sat: 09:00-12:30*	
Mont Rochelle Tel: (021) 876 3000	Mon-Sat: 11:00-16:00	
Monsion Tel: (021) 876 3112	Sun: 11:00-13:00 (Sept-Apr)* Tues-Sun: 11:00-17:00 (Dec-Apr)* Wed-Sun: 11:00-15:00 (May-Nov)*	
Oude Kelder Tel: (021) 876 3666	By appointment only Accommodation enquiries Tel: 876 3280	
Plaisir de Merle Tel: (021) 874 1071	Mon-Fri: 09:00-17:00 Sat: 10:00-13:00*	
R&R Fredericksburg Tel: (021) 874 1648	By appointment only Mon-Fri: 09:00-16:30	
Rickety Bridge Tel: (021) 876 2129	Mon-Sun: 10:30-17:00	
Stony Brook Tel: (021) 876 2182	Mon-Sat: 09:00-13:00	

WINE FARM/ESTATE	WINE SALES	CELLAR TOURS
Ashanti Tel: (021) 862 0789/862 2814	Mon-Fri: 09:00-17:00 Sun: 09:00-17:00 (in season)	
Avondale Tel: (021) 863 1976	Mon-Fri: 08:30-17:00 Sat: 08:30-14:30 (summer) 09:00-13:00 (winter)	
Backsberg Tel: (021) 875 5141	Mon-Fri: 09:00-18:00 (winter)	
Bernheim Tel: (021) 872 5618	Mon-Fri: 09:00-17:00 Sat: 09:00-13:00	
Boland Tel: (021) 862 6190	Mon-Fri: 08:00-17:00 Sat: 08:30-13:00	
De Zoete Inval Tel: (021) 863 2375	Mon-Sat: 09:00-17:00	
Fairview Tel: (021) 863 2450	Mon-Fri: 08:30-17:00 Sat: 08:30-13:00	
Glen Carlou Tel: (021) 863 5528	Mon-Fri: 09:00-16:45 Sat: 09:00-12:45	
KWV Tel: (021) 807 3007	Mon-Fri: 08:00-16:30 Sat: 08:00-16:00 Sun: 10:00-14:30	
Laborie Tel: (021) 807 3390	Mon-Fri: 09:00-17:00 Sat: 09:00-13:00	
Landakroon Tel: (021) 863 1039	Mon-Fri: 08:30-17:00 Sat: 08:30-12:30	
Nederburg Wines Tel: (021) 862 3104	Mon-Fri: 08:30-17:00 Sat: 09:00-13:00	
Nelson's Creek Tel: (021) 863 8453	Mon-Fri: 08:00-17:00 Sat: 09:00-14:00	
Pendeburg Tel: (021) 863 8112	Mon-Fri: 08:00-12:30 14:00-17:00	
Rhebokskloof Tel: (021) 863 8386	Mon-Sun: 09:00-17:00	
Ruitersvlei Tel: (021) 863 1517	Mon-Fri: 08:30-17:30 Sat: 09:00-14:00	
Siddalburg Tel: (021) 863 3495/6	Mon-Fri: 08:30-17:30	
Simonsvlei Int. Tel: (021) 863 3040	Mon-Fri: 08:00-17:00 Sat: 08:30-16:30	
Sonop Tel: (021) 887 2409	Mon-Fri: 07:30-17:30	
Vendôme Tel: (021) 863 3905	Mon-Fri: 09:30-16:30 Sat: 09:30-12:30 Cellar tours by appointment	
Villiera Wines Tel: (021) 882 2002/3	Mon-Fri: 08:30-17:00 Sat: 08:30-13:00	
Windmeul Tel: (021) 863 8043	Mon-Fri: 08:00-12:30 13:30-17:00	
Zandwijk Tel: (021) 863 2368/7	Mon-Fri: 08:00-12:30 Sat: 13:30-17:00	

WELLINGTON WINE ROUTE	WINE SALES	CELLAR TOURS
Bovlei Tel: (021) 873 1567/864 1283	Mon-Fri: 08:00-12:30/13:30-17:00 Sat: 08:30-12:30	
CWC Tel: (021) 873 1101	Mon-Fri: 09:00-12:00/14:00-17:00 Sat: 09:00-12:30	
Jacaranda Tel: (021) 864 1235	Mon-Fri: 10:00-17:00 Sat/Sun: 10:00-17:00	
Klein Rhebokskloof Tel: (021) 873 4115	Mon-Fri: 08:00-12:30/14:00-17:00 Sat: 08:30-12:30	
Wamakersvlei Tel: (021) 8731582/8731592	Mon-Fri: 08:00-17:00	
Wellington Winery Tel: (021) 8731163/8731257	Mon-Fri: 09:00-12:15/13:00-17:00	
Welvaars Tel: (021) 8641238	Mon-Fri: 09:00-13:00	



WINE FARM/ESTATE	WINE SALES	CELLAR TOURS
Blaauwklippen Tel: (021) 880 0133/4	Mon-Fri: 09:00-17:00 Sat: 09:00-13:00	
Bottelary Tel: (021) 882 2204	Mon-Fri: 09:00-17:30 Sat: 09:00-15:00	
Camberley Tel: (021) 885 1176	By Appointment Only	
Delaire Tel: (021) 885 1756	Mon-Fri: 10:00-17:00 10:00-17:00 Sun: 10:00-16:00	
Delheim Tel: (021) 882 2033	Mon-Fri: 08:30-17:00 Sat: 09:00-15:00 Sun: 11:00-15:00 (only in season: Oct-Apr)	
De Meyer Tel: (021) 884 4154	Mon-Fri: 09:30-16:30 Sat: 09:30-12:30	
Devon Hill Tel: (021) 887 2475	Mon-Fri: 10:00-17:00 Sat: 10:00-17:00	
Eersterivier Tel: (021) 881 3886	Mon-Fri: 09:00-17:30 Sat: 09:00-15:00	
Eikendal Tel: (021) 855 1422	Mon-Fri: 09:00-17:00 Sat: 09:00-13:00 (May-Sept) Sun: 09:00-16:00 (Oct-Apr)	
Fort Simon Tel: (021) 906 0304	Mon-Fri: 09:30-17:00 Sat: 10:00-14:00	
Hartenberg Tel: (021) 882 2541	Mon-Fri: 09:00-17:00 Sat: 09:00-15:00	
Hazendal Tel: (021) 903 5112	Mon-Fri: 09:30-16:30 Sat: 09:30-15:00 Sun: 10:00-15:00	
Helderberg Tel: (021) 842 2370	Mon-Fri: 09:00-17:30 Sat: 09:00-17:00	
Hoopvlei Tel: (021) 884 4221	Mon-Fri: 09:00-17:00 Sat: 09:30-13:00	
Jordan Tel: (021) 881 3441	Mon-Fri: 10:00-16:30 Sat: 09:30-14:30 (Nov-Apr) 09:30-12:30 (May-Oct)	
Klawervlei Tel: (021) 882 2746	Mon-Fri: 09:00-17:00 Sat: 09:00-13:00	
Kleine Zalze Tel: (021) 880 0717	Mon-Fri: 09:00-17:00 Sat: 09:00-12:30	
L'Avener Tel: (021) 889 5001	Mon-Fri: 10:00-17:00 Sat: 10:00-16:00	
Lanzera Tel: (021) 886 5641	Mon-Fri: 10:00-16:00 Sat: 10:00-13:00	
Lievland Tel: (021) 875 5226	Mon-Fri: 09:00-17:00 Sat: 09:00-13:00	
Louiseshof Tel: (021) 882 2632	Mon-Fri: 09:00-17:00 Sat: 09:00-17:00 (Oct-Easter) 09:00-13:00 (Apr-Sept) 11:00-17:00 (Oct-Easter)	
Louisvale Tel: (021) 882 2422	Mon-Fri: 10:00-17:00 Sat: 10:00-13:00	
Middelvlei Tel: (021) 883 2565	Mon-Fri: 10:00-16:30 Sat: 10:00-16:30 (Dec-Apr) 10:00-13:00 (May-Nov)	
Monsiehnof Tel: (021) 889 5510	Mon-Fri: 09:00-17:30 Sat/Sun: 10:00-17:00	
Muratie Tel: (021) 882 2330/6	Mon-Fri: 09:00-17:00 Sat: 09:00-15:00	
Neethlingshof Tel: (021) 883 8988	Mon-Fri: 09:00-19:00 (summer) 09:00-17:00 (winter) Sat-Sun: 10:00-18:00 (summer) 10:00-16:00 (winter)	
Overgaauw Tel: (021) 881 3815	Mon-Fri: 08:30-17:00 Sat: 10:00-12:30	
Reyneke Wines Tel: (021) 881 3517	By Appointment Only	
Kust en Vrede Tel: (021) 881 3881	Mon-Fri: 09:00-17:00 Sat: 08:30-16:00 (Oct-Apr) 09:00-15:00 (May-Sept)	
Saxenburg Tel: (021) 903 6113	Mon-Fri: 09:00-17:00 Sat: 09:00-16:00 Sun: 10:00-16:00 (Nov-Mar)	
Simonsig Tel: (021) 888 4900	Mon-Fri: 08:30-17:00 Sat: 08:30-16:30	
Spier Cellars Tel: (021) 881 3690/809 1100	Mon-Fri: 09:00-17:00 Sat: 09:00-17:00 (Oct-Apr) Sun: 09:00-17:00	
SWW Tel: (021) 808 7569	Mon-Fri: 08:30-17:00 Sat: 09:00-13:00 (1 Sept-31 May)	
Sylvanvale Tel: (021) 882 2012	Mon-Fri: 09:00-18:00 Sat/Sun: 09:00-18:00	
Uitenwyk Tel: (021) 881 3711	Mon-Fri: 10:00-16:30 (Oct-Apr) 10:00-12:30 (May-Sept) 14:00-12:30 (all year round)	
Vendun Tel: (021) 886 5884	Mon-Fri: 09:00-17:00 Sat: 09:00-12:30	
Vlottenburg Tel: (021) 881 3828/9	Mon-Fri: 08:30-17:00 Sat: 09:00-12:30	
Vredenheim Tel: (021) 881 3878	Mon-Fri: 08:30-17:00 Sat: 09:00-14:00	
Waterford Tel: (021) 880 0496	Mon-Fri: 09:00-16:00	
Welmoed Tel: (021) 881 3800	Mon-Fri: 09:00-17:30 Sat: 09:00-17:00 Sun: 10:00-16:00	
Zevenwacht Tel: (021) 903 5123	Mon-Fri: 08:00-17:00 Sat/Sun: 09:30-17:00	

BRANDY CELLAR	BRANDY SALES	CELLAR TOURS
Backsberg Tel: (021) 875 5141	By appointment only	
Cabriere Tel: (021) 876 2630	By appointment only	
Clardge Tel: (021) 864 1241	By appointment only	
KWV Brandy Cellar Tel: (021) 342 0255	By appointment only	
Laborie Estate Tel: (021) 807 3390	By appointment only	
Olof Bergh Solera Brandy Cellar Tel: (021) 349 3600	By appointment only	
Paarl Rock Brandy Cellar Tel: (021) 862 6159	Mon-Thurs: 11:00-15:00 Fri: 11:00 Special tours by appointment	
Uitkyk Tel: (021) 884 4416	By appointment only	
Van Kyn Brandy Cellar Tel: (021) 881 3875	Mon-Thurs: 10:30-15:00 Fri: 10:30 Dec-Jan: Mon-Thurs: 10:00, 11:00, 12:00, 14:00, 15:00 Fri: 10:00, 11:00, 12:00, 14:00	

TOURIST INFO

Winelands Tourism
 194 Main Road, PO Box 3124, PAARL 7620
 Tel: (021) 872 0686 Fax: (021) 872 0534
 E-mail: wsto@cis.co.za

Paarl Tourism Bureau
 C/O Main & Auret Street, PO Box 47, PAARL 7622
 Tel: (021) 872 3829 Fax: (021) 872 9376
 E-mail: paarl@cis.co.za

Franschhoek Vallée Tourisme
 2 Main Street, PO Box 178, FRANSCHHOEK 7690
 Tel: (021) 876 3603 Fax: (021) 876 2768
 E-mail: info@franschhoek.org.za

Stellenbosch Tourism Bureau
 36 Market Street, PO Box 368, STELLENBOSCH 7599
 Tel: (021) 873 3584 Fax: (021) 883 8017
 E-mail: eikestad@iafrica.com

Wellington Tourism Bureau
 Main Road, PO Box 695, WELLINGTON 7654
 Tel: (021) 873 4604 Fax: (021) 873 4607
 E-mail: welltour@cis.co.za

Pniel Tourism
 Santa Rosa Singel, PNIEL 7681
 Tel: (021) 885 1500 Fax: (021) 885 1683



Durbanville
EXIT 32

38km to
CAPE TOWN
from EXIT 39

Kraaifontein

Stellenbosch

32 km to
CAPE TOWN
from EXIT 33

TO MUIZENBERG

Somerset West

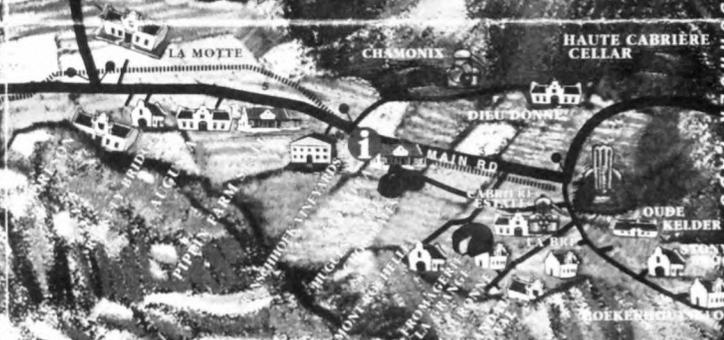
EXIT 43

Wellington



Paarl

Franschhoek



TO WORCESTER
FOR KWV
BRANDY-CELLAR
& LOOF BERGH
SOLERA BRANDY
CELLAR

FEAST YOUR SENSES

IN THE
Winelands



FRANSCHHOEK PASS

DOENBERG

DU TOIT'S KLOOF PASS

WEMMERSHOEKBERGE

SBERG

JONKERSHOEK NATURE RESERVE
MOUNTAIN