

**A STUDY OF THE FACTORS THAT WILL INCREASE
THE NUMBER OF CHINESE TOURIST VISITS TO
SOUTH AFRICA, WITH A PARTICULAR REFERENCE
TO THE CHINESE TOURISM INDUSTRY IN
SHANGHAI.**

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A dissertation submitted in fulfilment of the requirements of the Master
degree of Technology of Tourism and Hospitality Management

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Declaration

I, Grace H Gao, declare that this project report is my own, unaided work. It is submitted in fulfillment of the requirements for the Master degree of Technology of Tourism and Hospitality Management at the Durban University of Technology, Riverside Campus. It has not been submitted before for any degree or examination in this or any other Institutes and Universities.

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Abbreviations

ADS	Approved Destination Status
ATC	Australian Tourist Commission
ATEC	Australian Tourism Export Council
BEE	Black Economic Empowerment
CNTA	China National Tourism Administration
DEAT	Department of Environment Affairs & Tourism
PATA	Pacific Asian Tourism Administration
PDI	Previously Disadvantaged Individuals
PRC	People's Republic of China
SAA	South African Airways
SARS	Severe Acute Respiratory Syndrome
SAT	South African Tourism
SWOT	Strength, Weakness, Opportunity, Threaten
USA	United States of America
WTO	World Tourism Organization

Abstract

Tourism is one of the world's major industries and is increasing in importance as a source of substantial employment and of great economical and social benefit to many regions around the world. China has the world's largest population and it has been predicted that China will become one of the world's major sources of international travellers in the 21st century. Although the outbound travel industry in China has only been developing in recent years, there has been an increasing number of outbound Chinese going all over the world. South Africa is one of the countries that are beginning to be penetrated by the emerging Chinese outbound traveller market.

The purpose of this study is to examine the South Africa inbound tourism industry's readiness for the increasing Chinese tourist market to South Africa and also to examine South Africa as a secondary international destination for the Chinese traveller. The study also aims to explore the Chinese travellers' interests and major concerns when travelling to South Africa and the expectations of the inbound tour operators in Shanghai. A purposive sample of 118 respondents from Shanghai's tourism industry participated in the study. Personal interviews and questionnaires were utilized as data gathering techniques designed by the researcher to provide a framework for the findings of both inbound tour operators in South Africa and tour operators in Shanghai, on the subject of Chinese travel to South Africa. A strengths, weaknesses, opportunities, and threats (SWOT) analysis is used to draw an over view of the South African tourism industry and to understand the emerging Chinese market to South Africa. Soft System Methodology applied in this study to shift traditional thinking of the problem into a systems approach of thinking about the situation and an analysis of the problem context.

One of outcome of this study is that problems were identified as obstacles to the development of the Chinese market to South Africa. The South African

tourist industry needs to be aware of these problems and be prepared to make changes to overcome them. Further research is necessary if South Africa is to develop into one of the 'hottest' destinations for the Chinese outbound tourism market in the future.

CHAPTER ONE: INTRODUCTION

1.1 General Background of the Study

Travel and tourism is a global industry that links all the diversity of countries and cultures on our planet. Tourism knows no national boundaries and brings people into contact with totally different societies from their own. This is applicable even to those countries that have been considered 'closed' until recent years. One particular reason for a country to be 'closed' to both inbound and outbound tourism is political ideology. China is one such country where Communism has hampered the advancement of travel and tourism in the past.

South Africa and China only started a diplomatic relationship in 1998 but nothing it seems can stop the relationship between those two countries developing, particularly in tourism. South Africa was granted Approved Destination Status (ADS) by the People's Republic of China in November 2002. This now enables South Africa to receive inbound passenger traffic from China for pure tourism, whereas in previous years South Africa was restricted to accepting official and business groups only.

The initiative for this study is that, although the Chinese government is still not fully open to allowing its citizens to travel abroad, nevertheless, this is changing and Chinese citizens are now traveling abroad in increasing numbers. This research could be conducive to tourism development between China and South Africa.

1.2 Problem Statement

"China is the world's largest country in terms of population (close to 1.3 billion by 1999) and the third largest country in terms of area." (Lew,

2001:109). Weaver (2002:62) states it has been predicted by the World Tourism Organization (WTO) that China will become the world's most important tourist growth area with an anticipated 100 million travelers from China traveling abroad in 2020. Consequently, China has been perceived as one of the biggest potential tourist markets in the world and a number of countries are looking at the rapid economic development presently occurring in China.

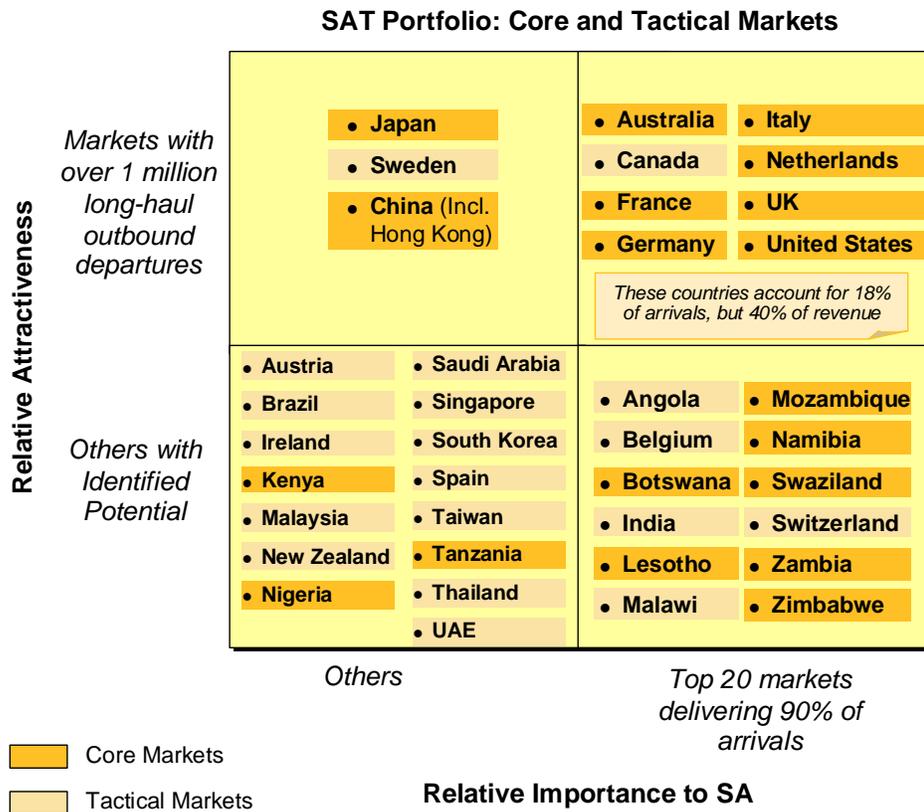
Tourism as a catalyst for economic development has been recognized as a global strategy. With the dramatic change of government in 1994, South Africa has moved from isolationism to global acceptance. Concurrent with this political change there have been changes in the tourism industry, which has played a significant role in propelling South Africa onto the center of the global stage. China has the largest population in the world, and since China granted Approved Destination Status (ADS) to South Africa, there is now a great opportunity for South Africa to position itself to become a significant player in this potentially lucrative market.

According to the *Global competitiveness project* of the Department of Environment Affairs and Tourism and South African Tourism (2004:9) the Chinese market is one of the markets with 1 million long-haul outbound departures. Figure 1.2 shows how the South African Tourism Growth Strategy in 2002 focused marketing on a portfolio of countries selected for their relative importance and attractiveness to South Africa. The South African Tourism Manager of Asia, Mrs. Mukozho also replied to the researcher interview question "what is SA Tourism marketing campaign for China after the ADS approved?" she answers: Our strategy in China is to market SA as an ADS destination by increasing consumer awareness of the country and addressing negative perceptions (See Appendix E).

Consequently, South Africa Tourism (SAT) should to be ready to penetrate the Chinese market in order to attempt to ensure a significant flow of arrivals

from this new market and to promote the South African tourism industry against international competition.

South African Tourism now markets to a portfolio of countries in which the strategy is determined by their relative importance and attractiveness to SA



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Source: South African Tourism

Figure 1.2 South African Tourism portfolio of core and tactical market

Hence, the aim of this study is to assess the extent by which the tourism market to South Africa is developing as a travel destination for the Chinese market. The detail of the research problem can therefore be stated as follows:

Objectives

- ∅ To assess the extent to which the tourism market to South Africa is developing as a travel destination for the Chinese market.

Sub-Objectives

- ∅ To examine the readiness of tour operators in South Africa with regards to their abilities to be able to deal with the increasing Chinese tourist market.
- ∅ To explore the interests and major concerns of the Chinese tourists' visit to South Africa.
- ∅ To outline the expectations of outbound tour operators in Shanghai and the findings of inbound tour operators in South Africa regarding Chinese tourist visits to South Africa.
- ∅ To draw an overview for the South African tourism industry so that they are able to understand the emerging Chinese market to South Africa.

Hypothesis

- ∅ South Africa is developing as a travel destination for Chinese tourists, and they are interested in visiting South Africa.
- ∅ South African tour operators who operate the Chinese tourist market are prepared to meet the needs of increasing numbers of Chinese tourists.

1.3 Significance of the Research

The Minister of Environment Affairs and Tourism of South Africa (Moosa, V, M.200: xi) states that Tourism is now recognized as the world’s largest and fastest growing global industry. Although South Africa and China are still so-called developing countries, tourism already makes a meaningful contribution to the development of their respective economies in terms of job creation and foreign exchange earnings. Both countries can play an even more significant role if we unlock the potential that the industry has for these countries and especially for China that has the world’s largest population. South Africa has a great wealth of natural resources that are the foundations of tourism but it has not, as yet, been effective in the provision of information suitable to the outbound Chinese tourist market. Thus, according to the *Global Competitiveness Project* of the Department of Environment Affairs And Tourism and South African Tourism (2004:10), between 2005 and 2007 the Chinese market requires focused government attention. Table 1.3 reveals that the development of the tourism industry between China and South Africa is high on the agenda of South African government policy.

	AFRICA & MIDDLE EAST	UK & AMERICAS	ASIA & AUSTRALASIA	EUROPE
CORE MARKETS	Kenya Nigeria	USA UK	Australia	France Germany Netherlands
TACTICAL MARKETS	Tanzania		India	
INVESTMENT MARKETS	Angola Mauritius	Canada	China (Including Hong Kong) Japan	

Source: South African Tourism

Table 1.3: In 2004 SA Tourism reviewed its portfolio of markets as the focus of its marketing 2005 –2007

This study has relevance for both the Chinese and South African tourism industries because it is of benefit for both countries to increase their knowledge of the other's systems of operation within the tourism industry. It provides an overview for South African tour operators which could serve as a guideline of how to manage the Chinese tourist market. In addition, it suggests how to present a new image of South Africa as a preferred travel destination to the Chinese tourism market.

The tourism industry acts like an invisible bridge, which facilitates communication and understanding between far distant countries, e.g. South Africa and China. In order to improve long-term connections and communications concerning culture, trade and tourism between both countries, multi-faceted information needs to be provided. However, when compared with Western countries, it becomes clear that the availability of tourism educational resources and data through tourism information suppliers in both countries needs improvement. Tourism educators and students in both countries need much more material of a relevant and continually updated nature in their libraries.

1.4 Delimitation of the Study

Since the establishment of diplomatic relationships between South Africa and the People's Republic China in 1998, exchange and cooperation has increased in almost every field between the two countries, although South Africa still remains a remote and mysterious country for most Chinese. Traveling to South Africa seems still a novelty for the ordinary Chinese citizen even though South Africa has had Approved Destination Status since 2002.

Initially, it needs to be established that it would be impossible to conduct this research without first setting up some limiting parameters. This is because China has the largest population and third largest area in the world. China

has 31 provinces, which means it is impossible for the researcher to travel to each of the provinces to give out the relevant questionnaire to the Chinese people to complete because of the financial expense and time limitation. Therefore, the first parameter was to choose a specific area that would represent China effectively. Shanghai is the one of most advanced and developed cities in China. Its charming and rich culture as well as economic potential, especially in the travel industry reflected by the many international tourists pouring into the city. Therefore Shanghai was chosen as the best area for the research. The second parameter of this study was that the research questionnaire was given out to employees of the China tourism industry in Shanghai for completion, because their participation would be more valuable and appropriate, compared with average Chinese residents, who are still unfamiliar with South Africa.

1.5 Organization of the Dissertation

The dissertation is composed of five chapters including the introductory chapter, chapter one. Chapter one describes the general background, motivation and rationale of this research, points out the aim and delimitation of the study. Chapter two provides the history of China tourism development and the establishment of diplomatic relationships between South Africa and China, reviews Chinese outbound tourism development and extraordinary outbound tourism development with South Africa. Chapter three outlines the type of methodology employed in this research process and the limitations of the study. Chapter four presents Chinese visitors' interests and major concerns about travel to South Africa; examines South Africa as a travel destination for the Chinese market and Chinese tourists' interest in visiting South Africa; discusses the findings of South African inbound tourism tour operators within the Chinese market and identifies the readiness of South African tour operators to deal with increasing numbers of Chinese tourists traveling to South Africa. Also to be found in this chapter is a resultant, brief

SWOT analysis and Soft System Methodology integration of the research findings that provides a possible market strategy for South African inbound tourism to develop and sustain the Chinese market. The fifth and last chapter summarizes the dissertation by demonstrating the hypothesis and suggesting further research.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Chapter one addressed the background of the research and review the problem statement. This chapter will focus on the literature that leads one to better understand the research problems.

Since 1998 the diplomatic relationship established between South Africa and China has continued to flourish. Specifically, the aim of this chapter is to provide an overview of China's tourism development, a global view of Chinese outbound tourism and a particular review on outbound tourism to South Africa.

The chapter begins by introducing the establishment of diplomatic relationships between South Africa and China. A brief history of Chinese tourism development follows and leads into a discussion of Chinese outbound tourism development generally. Subsequently outbound Chinese tourism development with South Africa is emphasized at the end of the chapter.

2.2 China and South Africa Diplomatic Relationship

The history of diplomatic relations between China and South Africa, is not long-standing as both these countries only became independent in the last century. Furthermore, diplomatic relations between the two countries only became formalized five years ago. However, looking at the 21st century one could say that the relationship between the two countries is developing rapidly.

2.2.1 Background to the Establishment of Diplomatic Relations Between China and South Africa

Diplomatic relations between China and South Africa started in 1998. Li, Haibo (1998:5) reported that:

... the agreement endorsed by the foreign ministers from the two countries to establish diplomatic relations, serves as a special New Year gift for the two peoples. The establishment of diplomatic ties, officially scheduled about a year ago, may not make huge headlines, but it is an epoch-making event in the history of the Sino-South African relationship. It is expected to cast influence worldwide.

China has for a long time maintained close links with the African National Congress as well as other South African progressive groups. In the past China had long been a strong supporter of the South African peoples' righteous struggle for the abolishment of the apartheid system. Beijing never recognized the minority white apartheid regime in Pretoria, which was isolated in the international community but had strong ties with Taipei.

When the African National Congress, under the leadership of President Mandela, came to power in the 1990's, the government had "inherited recognition of Taiwan". Saying that his government couldn't immediately change its policy toward the island, Mandela tried to put forth "dual recognition" in an attempt to keep diplomatic ties with both Beijing and Taipei. Later, South African leaders realized that the Chinese did have the patience to wait for them to cut ties with Taiwan, but not the flexibility to accept "dual recognition". Beijing will not establish diplomatic relations with any country, big or small, that recognizes Taiwan.

Li, Haibo (1998:5) reported:

As China and South Africa start their new chapter, more exchanges and cooperation in almost every field are expected. It must be recognized that South Africa remains a remote and mysterious country for most Chinese but that situation is about to change. The Chinese people have begun to understand and comprehend this great African nation. Mandela's biography, *Long Walk to Freedom*, for example, has been translated into Chinese and is now in bookstores. Many believe that Mandela's long expected Beijing tour in the capacity of president is likely to be realized in 1998. Meanwhile, business people are dreaming of making money in South Africa. Journalists are busy seeking out South Africa's politicians, business people and tourists for interviews.

Consequencely, the two nations had begining the new stage of diplomatic relationship in terms developing economic and tourism.

2.2.2 China-South Africa Relations Attain a New Stage

Zhou, Qingchang and Li, Bin (1998:7) reports the interview with ***Christopher Dlamini***, director of the South African Center for Chinese Studies in which he reveals the significance of the establishment of diplomatic relations between the two countries:

Li: China is the largest developing country and South Africa is one of the biggest countries in Africa. What is the significance of the establishment of relations?

Dlamini: It is to the mutual advantage of both countries to establish diplomatic relations. It is only natural for South Africa and China to wish to work more closely together and to expand cooperation across a wide range of technical activities. China is a permanent member of the UN Security Council and also a

prominent member of many of the world's other important international organizations. Today, China is the world's largest developing country but in the next century China can be expected to become economically very successful. South Africa is also an important African country, strategically located for access to South America and the rest of Africa. South Africa has political and economic stability and a developed infrastructure. It also has a well-established Chinese community numbering about 30,000.

Both countries belong to the developing world and share common problems and opportunities. There are opportunities to learn from one another and opportunities for South African and Chinese business people to work together, through joint venture projects and other forms of collaboration, to the advantage of the people in both countries.

A year later, Beijing Review reporter Li Bin (1999) interviews **Christopher Dlamini**, Ambassador of South Africa to China again, and he speaks about the relations between China and South Africa in more detail:

Li: What achievements do you think China and South Africa have made since the diplomatic relations were established last year?

Dlamini: We have begun to see Chinese companies relocating in South Africa. The estimated amount that they have invested is about US\$400 million.

Since the normalization of diplomatic relations, we have seen exchanges of visits at very high levels. Our Minister of Trade Industry and Minister of Art and Culture visited too from strong relationship with their Chinese counterparts. We have also seen visits by premiers of South African provinces to discuss twinning arrangements with the governors of Chinese provinces. Our Gauteng Province established a twin relationship with Beijing last year. President Mandela also visited China not long ago. It was his last visit to a foreign country as a head of state. Meanwhile, we had a visit by Vice-Premier Qian Qichen in 1997, as well as

some minister, vice-minister and military leaders. And Vice-President Hu Jintao made a successful visit to South Africa this year.

Li: Since you have been in China for over a year, what do you think of China's situation? And how do you find the Chinese people's knowledge of South Africa?

Dlamini: At the moment, I am still unsure. But China is an interesting country, especially now when it is transforming its political and economic system. I have been to other places in China. It is amazing because everywhere I go, once I mention South Africa, people will mention Mandela. In most provinces I have been to, everybody I spoke to knows about Mandela. It seems to me people have a great enthusiasm to visit South Africa. That has encouraged me, and makes me feel that the relations between people in terms of culture and science should be accelerated.

South Africa as a former apartheid country and Mandela is the hero abolished the system lead the South African into freedom. Therefore, Mandela can be the key role of commodity tourism product to the Chinese market. Through this significant potential to emphasize the other South Africa tourism products to the Chinese market should be increased the number of Chinese tourists visit South Africa.

2.2.3 Diplomatic Visits Between China and South Africa

According to the *Beijing Review* (1998:5) when meeting the South African Deputy President Thabo Mbeki on April 13th 1998 in Beijing:

President Jiang Zemin said that the new South Africa is achieving great success in developing its economy and is playing a positive role in world affairs, especially in Africa. Mbeki is in Beijing for a five days official visit. He is the first top South Africa leader to visit China since the two countries established diplomatic relations on January 1 1998.

Mbeki told his Chinese hosts that South Africa is willing to play a positive role in regional and world affairs, and that it is very important to strengthen consultation and cooperation with China. "The two countries should learn from each other and strengthen cooperation. This will not only be conducive to both countries, but also to the economic recovery of Africa," he said.

Beijing Review (1999:5) reports that in November 1999, China National People's Congress (NPC) Chairman Li Peng met with Thabo Mbeki in South Africa and Li encouraged South Africa to achieve more progress in reviving its own economy and to play a bigger role in rejuvenating the African continent. Mbeki said that Li's visit was of crucial significance to the high-level dialogue between the two countries.

The official leaders from both countries visiting each other advanced the diplomatic relationship between China and South Africa to another level. It is also very important to recognize the connection of economy and culture in both countries that is likely to develop in the future.

2.3 Outbound Tourism Development in China

"Outbound tourism of Chinese citizens is a more recent phenomenon. With deepening reforms, rapidly increasing wealth, and greater openness to the outside world, more and more people in China are expressing interest in temporary travel outside the country." (Zhang, 1995:6)

The detail of the Chinese outbound tourism development will be discussed in the following sections.

2.3.1 Outbound Tourism

Lew, (2000:276) relates:

For most of its recorded history, few Chinese left China proper. By the third century A.D. (the Three Kingdoms period), military expansion, followed by migration out of the north China cultural hearth had extend the area of Han Chinese settlement into what is today central and southern China. While China became a major sea-trading nation in the Indian Ocean during the Tang Dynasty (618-906), it was still both rare and illegal for Chinese to leave their homeland. This situation changed considerably in the late 1800s when European warships forced Qing Dynasty leaders to allow freedom of travel for its citizens, many of whom then migrated to become coolly workers on European plantations in Southeast Asia.

China doors were closed within a few years following the communist victory and Mao Zedong's rise to leadership in 1949. Prior to the 1980s it was very rare for Chinese nationals to travel abroad. Since the opening up of China in 1978, the central government has gradually eased its control over outbound travel. Each year larger numbers of Chinese have been granted permission to leave the country for short business or private trips, or to become a permanent resident in a foreign country. This has been especially true since the late 1980s. (Lew 2000:267)

In the early stages, Chinese outbound travel was primarily within Asia. Hong Kong and Macao were the first places that were opened to Chinese package tours, which were initiated in the early 1990s to encourage overseas travel in order to advance the knowledge and skills of China's professionals and government officials. Tours to other Asian countries have since been developed. Two factors account for the high number of Chinese visitors that

some Asian countries receive: business ties and leisure travel. Chinese wishing to travel for leisure purposes have the greatest freedom to do so when visiting a place that has been designated a "tourism liberalization country" (Approved Destination Status). Tourism liberalizing countries are destinations that are officially approved by the Chinese government for visitation on organized leisure tours. Business travel accounts for much of the remaining outbound travel pattern to non-tourism liberalizing countries, although it is common for such business trips to be combined with considerable leisure activity (Zhang and Lew 1997).

When the first set of 'tourism liberalizing countries' was designated in 1990, potential travellers were required to certify that a relative in the destination country would pay for the trip before a passport or visa would be issued. This greatly limited the number of people travelling to these countries. By 1994, most travel agents were ignoring this requirement and in 1997 it was dropped completely. Still, the process is not easy, requiring approvals from one's place of work first, followed by China's Public Security Bureau (an exit visa) and an entry visa from the destination country. (Brady, 1998) There are also different forms of travel documents "China issues two types of passport: business travel passport, valid for 2 years, and private travel passport, valid for 6 years. Exit visas must also be obtained" (Lew, 2001). Approximately 40 per cent of exit visa applications were approved in 1997 and 1998.

However, if a country is not on the 'tourism liberalizing countries' list, it does not mean that Chinese do not travel there. South Korea, for example, was not on this list in 1996, but still managed to receive more Chinese visitors than Malaysia that is on the list (Lew, 2000).

2.3.3 Approved Destination Status

There are many controls on outbound travel, but the most important is ADS - Approved Destination Status. "Approved Destination Status (ADS) simply means that citizen of China are not allowed to go on holiday abroad unless it is to a country that has ADS. And conversely, a country that does not have ADS is not allowed to market itself in China" (Weaver. T 2002).

ADS are given to countries that fulfill certain conditions to enable them to receive leisure tour group travelers from China. Destinations that do not have ADS can still receive visitors from China - but not leisure tour groups, the fastest-growing element of the China market. ADS also list the agencies in China that can send leisure groups to other countries, and the agencies in the destinations that can handle these visitors. There may be other limitations - for instance, Australia can promote only to Beijing, Shanghai, and Guangdong (Source: CNTA).

Although open to abuse in many different ways, ADS is nevertheless a genuine attempt by the authorities to liberalize another aspect of life in China. Although many in the west may not be supportive of such control on human activities, an understanding of China's special conditions should reduce any criticism. However, although ADS sounds reasonably straightforward, it is not. There is no clear standard procedure, and no clear system for approvals. In addition, agencies organizing outbound tours need approval from the China National Tourism Administration. Thus far in Shanghai only five agencies have been approved to organize the Chinese outbound trip (See Table 2.3.3; China Outbound Travel 2002). It means that CNTA does control the number of agencies who will be able to arrange a Chinese outbound tour.

Province/Municipality	Agency
National	China Comfort Travel Head Office
	CITS Head Office
	CTS Head Offices
	CYTS Head Office
	China Merchants International Travel
Shanghai	Shanghai CITS
	Shanghai CTS
	Shanghai CYTS
	Shanghai Jinjiang Tours Ltd
	Huating OTC

Notes: See text. CITS-China International Travel Service, CTS-China Travel Service, OTC-Overseas Travel/Tourism/Tourist Corporation, TC-Tourism/Tourist Corporation. CYTS- China Youth Travel Service
Source: Travel Business Analyst.

Table: 2.3.3 Authorized outbound travel agencies in major China centers

2.4 View of Worldwide Chinese Outbound Tourism

The number of Chinese travelers travelling overseas has increased gradually from 1990 to 2000. The number of international travelers from China exceeded 10million in 2000. It is the second-largest source of travelers in Asia Pacific. (See Table 2.4.1)

Year	Total	Growth, %	Comment
1990	620,000	24.0	Estimates by TBA
1995	4,520,500	21.1	Original CNTA statistics
1996	5,060,700	12.0	Original CNTA statistics
1997	5,323,900	5.2	Original CNTA statistics
1995	7,139,000	NA	New CNTA statistics
1996	7,588,200	6.3	New CNTA statistics
1997	8,175,400	7.7	New CNTA statistics
1998	8,425,600	58.3	Growth based on old statistics
1998	8,425,600	3.1	Growth based on new statistics
1999	9,232,365	9.6	None
2000	10,472,600	13.4	Source: PATA

Notes: Includes Hong Kong and Macao. NA: not available.
Source: China National Tourism Administration, Travel Business Analyst.

Table: 2.4.1 Citizen departures from China, all types

In addition to controlling the number of agencies allowed to offer group travel, CNTA's policy of ADS restriction allows the promotion of overseas tours in only three main centers in China; Beijing, Guangdong and Shanghai. Arrival breakdowns of Chinese visitors to Hong Kong and Singapore show that most travelers still come from these three main centers. Statistics are becoming more available and for the first time, in 2000, the China National Tourism Administration revealed destinations of travelers departing from China.

The number of international trips taken represents a tiny share of China's population, but it has grown over the past decade from around 0.2% to almost 1%. That compares with 13% in the region's largest outbound market, Japan, and over 50% in markets like Germany and the UK.

In 1998, Travel Business Analyst (which has been publishing a continuously-updated report on China for over 10 years) made a cavalier estimate on the then-current unfettered market potential (No controls in China on outbound travel, no abnormal visa limitations in destinations, no enough airline seats). It put the potential at 20million trips then, extrapolating to take that figure up to 50million after five years. (See Table 2.4.2)

Destination	1999	Growth, %
ASIA	7,813,193	9.9
EUROPE	823,553	7.0
OCEANIA	119,153	11.8
AFRICA	41,179	2.8
OTHERS	5,456	27.6
TOTAL	9,232,365	9.6

Source: China National Tourism Administration (CNTA).

Table: 2.4.2 Citizen departures from China to overseas

The important factor with China, according to Travel Business Analyst, is to constantly remember that statistical norms, and even some marketing norms, cannot be applied to this market. The difference is the size of its population, nearing 1.3billion, and the growth of its economy (in turn partly related back to the size of the population).

Statistical norms are difficult to apply. Table 2.4.2 shows how Africa at 2.8% compares to other continents as a potential destination for Chinese travelers. However, this percentage looks small against the Two's forecast of 100million outbound travelers from China for 2020. It must be noted that the WTO's figures should be treated with some caution. In fact, it is not commonly known that WTO's figure is not for departures but is arrived at by adding the number of arrivals from China or by Chinese nationals in destinations. So a Chinese visitor traveling via Hong Kong to visit Singapore and Thailand would count as three under WTO's methodology - and five if they traveled back the same way. At present China's outbound market is controlled and any forecast

must take these restrictions into account - thus the "unfettered" comment above. (www.travelbusinessanalyst.com, 2002)

The following section examines Chinese outbound tourism to Australia. It is included because as an ADS destination since 1999, it has an already formulated strategy and analysis that makes a useful comparison to the South African situation.

2.4.1 Growth of the Chinese Tourist Market in Australia

Chinese visitors (including Hong Kong and PRC) to Australia increased by nearly 40% from 124,000 in year 2000 to 172,000 in 2001 (*source: Australian Bureau of Statistics 2001*). This is only a fraction (1.7%) of the nearly 12.3 million Chinese travelers who departed China in 2002 to visit overseas countries (*Source: China Ministry of Public Security 2001*). According to the World Tourism Organization, outbound travel from China is expected to grow to 100 million Chinese per year in year 2020. Australia is hoping to take on 1.4 million Chinese tourists by 2012 according to the Australian Tourism Export Council (ATEC 2001).

Chinese tourists are the fastest-growing group of international tourists in the world and are a welcome bright spot in the global tourism map. There has been an overall drop in other tourists from USA and Europe due to a global economic slowdown and fears of terrorism running rampant in Europe and USA.

This section reviews a similar tourism development route that South African tourism should take place to learn from the analysis of the advanced experience of the Chinese tourist in Australia.

Australia's Approved Destination Status (ADS)

Australia is seen as a safe destination and was the first country given "Approved Destination Status" (ADS) for group travel back in 1999. Since then, a further 22 countries and regions have been added to the ADS list. They are: - Brunei, Cambodia, Egypt, Germany, Hong Kong, India, Indonesia, Japan, South Korea, Laos, Macao, Malaysia, Malta, Myanmar, Nepal, New Zealand, Philippines, Singapore, Sri Lanka, Thailand, Turkey and Vietnam.

There are 21 CNTA approved Chinese group tourist operators in the three Chinese regions, which can provide tourists as part of the ADS program. These regions are Beijing, Shanghai and Guangzhou. Only approved Chinese agents can arrange group tours with Australian tour operators, which in turn have been recommended by the ATEC. Both Government departments have approved the procedures and regulations for managing Chinese group tourists.

Profile of the Chinese Tourist

Not all Chinese travellers are necessarily tourists. Figures from the Australian Trade Commission (Austrade) show that in 2001/02 only 31,000 of the 128,000 (PRC) travellers came to Australia as part of ADS tourist groups. In 1999 figures from Australian Bureau of Statistics showed that only 30% of Chinese came as tourists. The next highest group claimed to be coming for business (27%) while 16% came to visit family and friends. However, it is expected these groups will undertake some tourist activities while in Australia.

Chinese travellers are generally well educated and are comparatively big spenders. In Paris, which received nearly 1 million Chinese tourists in 2002,

the average spend was twice the average spent by European tourists. In Australia, they spend nearly four times the amount of Japanese tourists (*Source: NSW State Government 2002*).

According to the Deputy General Manager, Shanghai China Travel Services, Mr. Yu Wei Hua, Chinese are increasingly taking up overseas travel and loving it. He divides them into two groups – Genuine Tourists and Leisure Tourists.

The Genuine Tourist likes saying "they have been there once", they are continually on the move and looking for new and interesting destinations and they want a guide that has an encyclopaedic knowledge of the area. The Leisure tourist is a more experienced traveller and just wants to relax and enjoy a different life style. They are more demanding and sophisticated in their needs. The later is more suited to the ADS package tours, while the former would be more prepared to organize their own schedule.

Where they Go in Australia

The main destinations have been Sydney, Gold Coast and Melbourne with north Queensland starting to gain significant interest. This is mainly following the visit to Cairns by string of Chinese leaders over the past few years including Li Peng, Zhu Rongji and President Jiang Zemin. The links with Cairns and China will be further developed once direct flights between Shanghai and Cairns begin in 2003 by Australian Airlines.

Apart from the shopping and casinos of Sydney and Melbourne, it appears that there is some interest in more relaxed activities such as golf, fishing and diving being undertaken.

Research undertaken by the Australian Tourist Commission (ATC) in 2002, showed that the majority (82%) of Chinese tourists were very interested in seeing Sydney including the Opera House, the harbour and the Harbour Bridge. The next most interesting destination was the Gold Coast (32%) with its theme parks and beaches. South Australia scored well with Kangaroo Island's "Australian wildlife in natural surroundings" also at 32%. However, Adelaide scored only 3% in its level of awareness by the Chinese and only 1% who were interested in visiting it.

Australia's Appeal to Chinese Tourist

- ∅ Totally different to Asia – blond hair, blue eyes (real foreigners), western culture.
- ∅ Travellers can practice some English (within the safety of their tour group)
- ∅ It has modern and clean conveniences – hotels, travel, and accommodation.
- ∅ Has abundance of natural (clean) scenery and unusual wild life.
- ∅ Friendly people.
- ∅ Clean and fresh food (seafood, fruit and vegetables)
- ∅ Safe environment

On the negative side, it is seen as being more expensive than other Asian destinations in Asia such as Malaysia and Thailand. Figures point to a week's holiday being nearly four times a holiday in Malaysia. The number of Chinese tourists traveling to Thailand demonstrates this. In 2002 they had 820,000 Chinese tourists and are expecting 1 million in 2003 (*Source: Peoples Daily, July 18, 2002*).

Managing Chinese Tourists

Although Chinese tourists like to visit a foreign country, they don't necessarily want to live and eat like a westerner. According to Mr Yu,

accommodation for ADS groups should be in 3-4 star hotels, with big impressive lobby (shows quality) with large clean rooms. There should be Chinese snacks and teas available along with Chinese cable TV and Karaoke for entertainment in the evenings. Hotels should be close to shops while in major cities and views of beaches and nature when in country.

They are very particular in regards to maintaining their Chinese food and eating styles. Catering for meals should be Chinese with lots of fresh vegetables and seafood. The Chinese deem "eating to be the first happiness". It is very important that this be taken seriously and every effort to ensure that good Chinese style catering is provided at all times.

Language

Under the rules of the ADS agreement, a tour escort must be provided at all times. They are responsible for the schedule of the tour and the safe return of the tourists back to China. The escort may also be the interpreter or a designated interpreter can be arranged once in Australia. The interpreter will be expected to travel with the group at all times and be part of the cost of the tourist group.

Conclusion

There is no doubt that the Chinese tourist market is going to an important export market for Australia over the coming years. It is up to the Australian business community to manage this opportunity in the early stages of its development and grow this partnership between Australia and China.

Again, having effective communications in both English and Chinese will be the main mechanism of achieving the promise of this opportunity (<http://www.openchina.com.au>).

2.4.2 Facts about Chinese Tourists Traveling Overseas

Chinese tourists have begun to travel worldwide and both the positive and negative affects are catching international attention.

Statistics, Destinations and Traveling Purposes

A booming economy and simplified procedures combined last year to boost the number of Chinese traveling overseas past 16.5 million people, up almost 37 per cent compared with 2001. People from the mainland traveled to Hong Kong and Macao most last year. Japan, Russia, Thailand and the Republic of Korea topped about 230 foreign destinations. Among the many elements encouraging those from the mainland to go overseas, being hired by an offshore employer ranked first. The number of so-called "exported laborers" hit 3.7 million last year, contributing more than 22 per cent of the total. Then came those heading for overseas commercial conferences or people on short-term business trips, and those traveling for sightseeing and leisure. They made up about 22 and 21 per cent of the total respectively. Another reason behind the huge increase in overseas travelers, the report said, was the obviously simplified travel procedures. Since February 2002, people no longer need to produce relevant invitation letters from overseas groups in order to get permission from the public security authority to leave.

Loopholes in Foreign Exchange Regulations

Mainland authorities are worried about the swiftly growing outflow of foreign exchange through a new channel - international credit cards, which are becoming increasingly popular as more and more mainlanders travel abroad. Cardholders pay for gambling, buying insurance policies, housing and luxuries, or even investing in securities while overseas. Among them are the new rich, such as private entrepreneurs and senior executives of state-owned enterprises, who have taken advantage of the loophole created by credit

cards in the foreign exchange regulations. Passengers usually deposited large amounts of foreign exchange or Yuan in their international credit card accounts or savings accounts before departure and carried very little cash through customs. Under current rules, a passenger may take out no more than 6,000 Yuan and US\$2,000 (HK\$15,600) or equivalent value of other foreign currencies in cash. On arriving at gambling venues overseas, the mainlanders used their savings books or credit cards to get cash.

Hawaii

Through the first seven months of 2002, Hawaii welcomed about 3,000 Chinese visitors per month. Those figures were up about 12.2 per cent from the same period a year ago. By contrast, the number of visitors from the US mainland and Japan - the state's traditional target markets - numbered 295,000 and 119,000, respectively, in November alone.

Complaints over Chinese Tourists in Thailand

The growing stream of Chinese vacationers would seem to be good news for Thailand's tourism business. Perhaps not. The competition among tour operators to provide cheap holidays to bargain-hunting Chinese has become so fierce that, Thai officials say, everyone - including the tourists - is losing out. While brochures promise holidays fit for a king, the reality on arrival is far different. Tourists routinely get bad food, shabby hotels, incomplete itineraries and even threats from their guides, said Suwannachai Rithirak, a Tourism Authority of Thailand official. China sent the fourth-biggest contingent of tourists to Thailand this year, accounting for 6.8 per cent of all international visitors. Their number has grown more than 4 per cent annually in recent years, reaching 338,578 in the first six months of in 2001.

Chinese Tourists in Paris

The annual numbers of Chinese visitors to Paris have grown more than threefold in four years to total 455,000 last year. While Chinese ranked seventh by tourism arrivals to Paris in 2001, they are already the city's biggest-spending visitors, averaging 240 euros per person per day - nearly two and a half times the 100 euro average spent by European tourists. The Paris Tourism Board expects visitors to Paris to surge further once France is recognized by the mainland government as an official tourist destination. Germany is the only European Union country for which Beijing issues tourists visas "so Chinese visitors have to use Germany as a gateway city to Europe. There are 28 direct flights weekly between Shanghai, Beijing and Paris.

Chinese Tourism in New Zealand

China is one of New Zealand's fastest growing sources of tourists, with the number of visitors topping 53,000 in 2001 after rising an average 34 per cent a year over the past decade.

Chinese Tourists Worldwide

Mainlanders have already become Thailand's most numerous tourists and they will soon be tops in Australia too. Munich Airport now has signs in Chinese to help visitors through customs. In the gambling paradise of Las Vegas, Chinese jet setters have displaced Japanese industrialists as the most prevalent and most welcome—group of high rollers. (<http://www.websitesaboutchina.com>)

2.5 Chinese Tourism - Relationship with South Africa

South Africa, at the southern tip of the African continent, is both familiar as well as unfamiliar to Chinese people. To most Chinese, through the limited Chinese government media, it has always been synonymous with racial discrimination and bitter conflicts, and not much else. When diplomatic relations were established between two countries, the image of South Africa to most Chinese people mind was no more than Nelson Mandela. The first change image of South Africa to the Chinese people was the photo exhibition by Liang Xiuwei in February 1998 at Beijing's China Art Gallery. Wang (1998) reported this event

“ ...the Liang Xiuwei South Africa Journey Photo Exhibition displays 116 photographs selected from over 2,000 taken by him during a visit to the country. Sarel Opperman, General Manager of the South Africa Tourism Board's Asia, sent a congratulatory letter saying: “We want to thank Liang Xiuwei for capturing the essence of South Africa in his photographs. Words are important, but seeing is believing, and it is, therefore, a special honor that the people of China can see South Africa through the eyes of Liang Xiuwei.”

The use of photographic exhibitions could be highly effective as a component in a strategy for the development of tourism between China and South Africa because the visual impact of the natural scenery of South Africa encourages Chinese people to make a trip to South Africa.

People's Daily (2001) reported Chinese Tourists Begin to Favor Cape of Good Hope:

“We welcome more Chinese friends to our country where modern civilization and ancient traditions combine. And we hope that the Cape of Good Hope brings you good luck,” said Sarel Opperman, Asian

general manager of South African Tourism at a promotion conference here Friday. He said that Chinese people could easily find a familiar culture in his country. Chinese people and their families who immigrated to South Africa centuries ago have become an important part of Africa. In recent years, an increasing number of Chinese enterprises have come to South Africa to set up business. "I believe that Chinese people can feel at home here while at the same time enjoying South Africa's exotic scenery," Opperman said. "The number of Chinese students who study in South Africa is also on the rise," he added. "China has a huge potential market. We hope to gain the Approved Destination Status (ADS) from the Chinese government, in order to promote more frequent visits between our two nations," said Opperman, who has just finished his visit to Shanghai, Kunming and Chengdu.

Since diplomatic relations between China and South Africa were established in 1998, remarkable progress has been achieved in tourism and cultural cooperation. The Cape of Good Hope and Robben Island, which symbolizes freedom and equality, has become a favorable destination for Chinese people. According to statistics, in the first ten months of 2001, 15, 000 Chinese people traveled to South Africa either for business or as tourists. The figure is some 30 percent above the corresponding period of last year.

However, to achieve this number of Chinese tourists visiting South Africa was not an easy task as it took almost five years before China granted Approved Destination Status (ADS) to South Africa (Marx, 2002).

The Chinese Magazine "Travel & Leisure" journalist Liu Ying had an interview with the South Africa Ambassador Mr. Kubheka. Liu Ying (2002) reported the interview in the magazine. The two following questions, which discuss tourism are excerpts from this interview.

Question: What is the most interesting tour in South Africa, do you think? And how long should the tourists stay in South Africa?

Answer: When we talk about South Africa, maybe most of the Chinese tourists will think about only Cape of Good Hope, but actually, the tourism resources of South Africa is far more rich and colorful than people can image. For example, there are many mountains in the northern part of the country with many grottoes hidden inside. South Africa possesses 4000kms coastal line, well preserved beach, rivers, vegetation, and waterfall. Wildlife in South Africa also deserve your attention, we have the largest national park in Africa-Kruger. It's hard to say exactly where in South Africa is the most attractive. It completely depends on where your interest lies. I am sure no matter what your interest is, you will find something suits you best here. We can also arrange some featured trips for special purpose according to your request, such as the trips of culture, gold washing, diving, delicacy and etc. No matter what kind of trip you choose, it takes at least 2 weeks. Autumn is the best season for in South Africa, but I think Feb, and Mar, are better for Chinese Tourists.

Question: In order to develop the potentiality of Chinese market, what new measures have been taken by South African authorities in this field?

Answer: Chinese tourists are greatly welcome in our country. The CNTA is now negotiating with our authority concerning the matter of ADS. We sincerely hope to conclude this agreement earlier, so as to enable more and more Chinese tourists visit South Africa yet. There is no problem with our ability, we have sufficient facilities, 3 international airports, and our direct flight to Hong Kong takes only 12 hours. Of course, we do hope to open the direct airline to Beijing in the near future to convenience the Chinese tourists. Our highway network is also perfect, and our express way takes 70% of the total of Africa. Local travel agencies are well experienced in receiving Chinese tourists. Hotels and hostels of different levels, as well as Chinese restaurants, are all available, you may choose freely according to you own preference and budget.

Subsequently, South African Ambassador and tourism officers were launching South Africa as a tourist destination to Chinese people and they are welcome the Chinese tourist visit South Africa.

2.5.1 South Africa Approved Destination Status

“Environment Affairs and Tourism deputy minister Rejoice Mabudafhasi today left for Shanghai, China, to sign a Memorandum of Understanding (MOU) on the Approved Destination Status (ADS) with the Chinese government. The agreement, to be signed on Friday, will make South Africa one of a handful countries to be bestowed this status by the People’s Republic of China globally (WaGaTau, 2002).

WaGaTau (2002) reported South Africa is the second country in Africa to be declared an Approved Destination by the Chinese government, the first being Egypt. Ms Mabudafhasi is also expected to address the Chinese outbound operators and the media on the new developments and prospects brought about by the ADS. She added that South Africa was expecting that the number of Chinese visitors to the country would increase by 400 percent to 50 000 by the end of 2003.

2.5.2 South Africa’s Reaction after Obtaining the Approved Destination Status

ø Significance to South Africa Tourism Industry

“After the agreement has been signed between China and South Africa on 15th November 2002, South Africa lays out the red carpet for the coming Chinese. Minister of the Department of Environment Affairs and Tourism (DEAT) Valli Moosa says: ‘ it will give South Africa access to huge market and a very competitive edge in the tourism world, the agreement will be another

boost for South Africa's already thriving tourism industry" (Stuart, 2002).

Moeketsi Mosola, chief operating officer of South Africa Tourism said: " This makes a very important partnership to move South Africa forward in meaningful relationships with China and to promote our country as a world class tourism destination of choice."

The ADS is significant for South Africa in that it gives the country a two-year competitive advantage over other African countries to make sure it owns the African wildlife experience. After two years, ADS falls away permitting Chinese tourists to travel anywhere. The ADS also gives South Africa the opportunity to market and advertise to Chinese consumers and do business with tour operators in that country. Last year the Chinese outbound market increased by 33.1% to 12m travelers, 20% of which travel long haul, South Africa is aiming to capture at least two percent of the long haul market within five years." (Marx, 2002)

"With South Africa gaining approved destination status (ADS) from China earlier this month and 1,000 additional seats on flights to and from the Far East, the tourist industry is gearing up for an influx of tourists from that region. Tourists from the Far East already represent about 8% of South Africa's tourist trade and it is anticipated that the number will rise sharply in the year ahead. Ian Meltzer, an executive director of Tourism Investment Corporation (Tourvest), says: "On November 15, South African Tourism along with the ministries of foreign affairs and environmental affairs and tourism secured the long-awaited ADS for South Africa. "South Africa is now only the fifth long haul destination in the world with this status, which allows Chinese citizens to visit South Africa as tourists with great ease. Previously it was extremely difficult for the Chinese to travel to South Africa." Meltzer adds that Tourvest is well established in the Chinese inbound tourist market and well positioned to benefit from the tourist influx.

"Our market share is a massive 75% out of Hong Kong and 45% out of mainland China." The increased passenger volumes have been catered for by the airlines, which have added capacity to the routes. Cathay Pacific and Singapore Airlines have both increased their flight frequencies by one additional flight per week. South African Airways has also increased its frequency by one extra flight per week and will now be flying the larger A340 aircraft. "What this means is that an extra 1,000 seats per week are becoming available to this market and that does not include the 750 seats per week that come on line when Thai Airlines commences flying to South Africa in October 2003," Meltzer says. (Sunday Time 2002)

Mr. Manqoba Nyembezi, who is country manager: China in the SA Tourism said under the terms of the MOU, that implemented South Africa's Approved Destination Status with China, the list focusing on companies conducting tour groups would be increased annually. 'The process of now actually ratifying the contract for official engagement is in the final stages,' said Mr. Nyembezi, adding that successful candidates would have to enter into an official contract with SA Tourism to implement the agreement on behalf of South Africa. A further agreement must then be entered into with a Chinese outbound tour operator sanctioned by the China National Tourist Authority that officially facilitates the processing of tourist visas. 'The MOU also afforded South Africa the opportunity to join an elite club comprising a limited number of countries that are allowed to actively market leisure travel to their respective countries, to the millions of potential Chinese tourists.' Mr. Nyembezi said the issue of sustainable growth would play a major role in the considerations around future market growth in positioning South Africa as a preferred tourist destination. 'For that reason, South African Tourism will be putting a lot of programmes in place to empower and develop the local skills base in ensuring quality tourist delivery for this specialized market. Integral to this skills development will be the involvement of the BEE (black economic empowerment) and PDI (previously disadvantaged individuals) sectors. In addition, every opportunity available would be taken to further progress the

likelihood of potential industry partnerships to deliver on the objectives of increasing tourist volume and spend from China, including facilitating the channel that ensures tourists can fly directly to South Africa from Mainland China. (Mohapeloa, 2003)

ø SA Woos Chinese Tourists, Despite SARS

Detractors of expected influx of Chinese tourists into South Africa once cited lack of airline seats as the fly in the ointment. Now is SARS. (Marx, 2003) The deadly disease of Severe Acute Respiratory Syndrome (SARS) spread all over the world specially China has been most affected with 5,329 reported cases and 338 deaths with Hong Kong reporting 1,750 cases and 286 deaths. During this difficult time that South Africa does not close the door for the Chinese tourist compares other nations. "South Africa wooed Chinese tourists on Monday, saying they will not be barred from the country or subject to screening despite the spread of the deadly SARS virus. The welcome message came as Chinese found themselves shunned by countries such as Malaysia, which refuses Chinese visitors visas, and Thailand, which requires all tourists from SARS-affected countries to wear face masks. "China is a wonderful opportunity and a growth market," Phillip Bekker, head of flagship carrier South African Airways' North Asia business, told a news conference. Bekker set a cheerful tone despite the airline having to cut its weekly flights to Hong Kong to four from five due to Severe Acute Respiratory Syndrome. The airline planned no special screening for passengers boarding in China, but would be examining pilots and crew members for symptoms, said Manqoba Nyembezi, China manager for South African Tourism." (<http://www.567.co.za>)

ø South Africa Appoints First-ever Tourism Diplomat

South African Tourism's Manqoba Nyembezi heads out to Beijing at the weekend to officially take up full-time operational residence at the South

African Embassy as the country's first-ever Attaché: Tourism. This, he says, signals the ushering in of a new era of tourism marketing between South Africa and China. "I'm delighted and honored to be the first person to become a South African diplomat in the service of tourism and I look forward with relish to spearheading our operations in China and to the official opening of our office in this important emerging market," said Nyembezi on the eve of his departure. "The appointment is a shining example of what can be achieved when a cluster of government departments, including the Departments of Foreign Affairs and Environmental Affairs and Tourism, is committed and determined to work towards achieving a common purpose. In this case, taking an holistic, one-stop shop approach to benefit the core policy challenges of nation-building, wealth creation, sustainable job creation and social transformation through the growth of tourism."

South African Tourism has shown its commitment to ensuring that the Chinese market remains a priority following the signing of the Memorandum of Understanding formalizing South Africa's much sought-after Approved Destination Status in Shanghai last November, a process that again showcased the importance of working together as a committed team. "Marketing South Africa in China is about showcasing South African tourism products, for which South African Tourism as an organization has developed a Tourism Growth Strategy that encompasses the whole picture," adds Nyembezi. "With China projected by the World Tourism Organization to become the world's largest tourism source market by 2020, and first FDI (foreign direct investment) market since World War 2 to eclipse the US, there is a lot at stake here for SA. The challenge facing us in China is to translate this possibility into reality." The opening of South Africa's tourism office coincides with this past week's lifting of travel restrictions in relation to travel to and from Hong Kong and the Guangdong Province in China, once again fully opening the door for unrestricted leisure travel between China and South Africa. (<http://www.tbcsa.org.za>)

θ SA, China Negotiate Direct Flights

In order to increase the influx of Chinese tourists to South Africa in future would be very dependent on the availability of airline seats. At present there are no direct services between South Africa and China although South Africa Tourism and DEAT are lobbying SAA to introduce service between Johannesburg and Beijing or Shanghai. (Marx, 2003)

South Africa and China are negotiating setting up direct flights between the two countries. This emerged in China at the World Tourism Organisation's (WTO) 15th session of the United Nations General Assembly, which Environmental Affairs and Tourism Minister Mohammed Valli Moosa is currently attending.

Both governments have been given permission for direct flights and negotiations are taking place between the countries' national carriers. Mr. Moosa's spokesperson Phindile Makwakwa said the session could not have been held at a more opportune time and venue as South Africa's Approved Destination Status (ADS) with China was due for renewal.

The ADS came into effect in November 2003 and is reviewed annually. This is expected to be signed in South Africa next month, after negotiations through the South African Tourism attaché to the SA embassy in China had been concluded. For this reason, Mr. Moosa has invited the chairperson of the Chinese National Tourism Agency (CNTA) He Guangwei and his deputy Gu Zhaoxi to the President's Golf Cup to be held in George, Eastern Cape, and next month. Ms Makwakwa said there were however some constraints regarding equipment both the airlines currently had for the 16-hour flying distance. "In order to meet the demands of the Chinese market and offer relevant quality products, discussions are focusing on training in areas like hospitality, tourist guiding, tour operating and education of South African tourism product owners and suppliers," she said. (Ntuli, 2003)

2.6 Conclusion

This chapter has attempted to outline the relationship between South Africa and China and the development of tourism between the two nations. It has focused on the emerging development of China outbound tourism particularly to South Africa as perceived by the South African tourism industry.

How the South African tourism industry could accelerate the process of receiving increased numbers of Chinese tourists by promoting South Africa as a preferred tourist destination to the Chinese market will be discussed in chapter five.

The next chapter will address the research design of this study.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter aims to give an insight into the design of this study. The number of different types of research methods adopted in this research is described. Techniques that were used to collect data are spelt out. Sampling methods and limitations of this study are also covered in the chapter.

3.2 Literature Review

The literature review collection in this study was not an easy task. Firstly, outbound travel and tourism development in China is in its infancy. However, Government policy on outbound tourism industry has been changed recently but researching documents and literature on outbound travel and tourism in China is extremely difficult. Nevertheless, the researcher went to Shanghai for two months to gather information on outbound travel and tourism development. The researcher found that there was almost nothing on the subject. Tourism researchers and professional reporters only focus on Chinese inbound travel and tourism development. When the researcher went to the Tourism Management Research Center of Fudan University in Shanghai, the Head of the Research Center, Mrs. Guo informed the researcher: "There is absolutely nothing done on South Africa." Similarly, at the library in Fudan University the researcher only found one book referring to South Africa. It was just a travel guide published ten years ago. Additionally, the biggest bookshop in Shanghai did not have anything on the subject either. Consequently, China outbound tourism is rarely analyzed and data on outbound tourism to South Africa is non-existent.

During the process of research in South Africa, there was very little published tourism literature to be found either. What there was has been cited in the literature review of this research. Information about the diplomatic relationship between South Africa and China was collected from the English edition of the magazine "Beijing Review" at the library of University Witwaterstrand, Johannesburg.

Because the opportunity for gathering primary data was lacking, secondary resources had to be used to a great extent and the Internet was the main 'secondary resource' used for this purpose.

3.3 Data Collection Techniques

In order to carry out a qualitative study and with an unattached topic that both qualitative and quantitative techniques were employed in this study. In this regard, the researcher travelled to Shanghai, China and Johannesburg because of the necessity for accurate and effective data collection. For the same reason the research questionnaires were specifically given out in Chinese. As the total population of Shanghai is 16 million, it was very difficult to develop a representative proportional random sample, and South Africa as a travel destination is still a novelty for the normal Chinese citizen. Therefore the samples were decided by choosing from within the employees of the Chinese tourism industry in Shanghai, because their participation was more valuable and appropriate, compared with the average Chinese resident. The majority of the respondents of the questionnaires were employees of the Tour and Travel companies, and others were lecturers and students from the tourism department at the University of Fudan. There were respondents from the hotels and Travel magazine completed questionnaire as well.

Personal face-to-face interviews were the major technique adopted for the research due to this study being an attempted pilot study.

The unstructured interviews were completed in early March 2003 in Shanghai. "We usually employ unstructured interviews in explorative research to identify important variables in a particular area; to formulate penetrating questions on them; and to generate hypotheses for further investigation." (Welman, J C and Kruger, S J 1999) The key informants (See Appendix G) were the outbound tour operator managers in Shanghai, who organize the Chinese visitors' travel to South Africa.

According to the Chinese Government's appointed list of South African's Tour Operators (See Appendix H) that are able to receive Chinese tourists, half are situated in Johannesburg and South African Tourism Board is located in there as well; therefore the researcher was based in Johannesburg for three months to collect relevant data.

The semi-structured interviews and unstructured interviews were completed between August and September 2003 in Johannesburg. "Semi-structured interviews offer a versatile way of collecting data. It allows the interviewers to use probes with a view to cleaning up vague responses, or to ask for elaboration of incomplete answers" (Welman, J C and Kruger, S J 1999). The key informants (See Appendices G) were the inbound tour operator managers who deal with the Chinese visitors in South Africa. Each interview was designed for 90mins but few South African inbound tour operator manager's interviews lasted as long as 150mins.

Because Mrs. Zolelwa Mukozho, the South Africa tourism manager for Asia was very busy, a personal face-to-face interview was not possible. The questions were saved on a floppy disk and left with her secretary and the answers were collected two weeks later (See Appendix E).

The telephonic interview technique also has been adopted in this study due to the distance between Shanghai and Beijing. The interviewee, Mr. Steven

Jin, who was based in Beijing is a Tourism Information Assistant of the South Africa Embassy in China, was interviewed by telephoned in March 2003.

3.4 Sampling Method and Size

A non-probability sampling type has been chosen in this research. "In non-probability sample, we can not specify this probability, insofar as it does exceed zero. The advantage of the non-probability samples is that they are less complicated and more economical (in terms of time and financial expenses) than probability samples. Non-probability samples may be especially useful in pilot studies in which a preliminary form of a questionnaire has to be tested" (Welman, J. C and Kruge, S. J 1999) The purposive sampling techniques, which are non-probability sampling techniques, were adopted in this study.

A purposive sampling is "the most important kind of non-probability sampling. Researchers rely on their experience, ingenuity and/or previous research findings to deliberately obtain units of analysis in such a manner that the sample they obtain may be regarded as being representative of relevant population" (Welman, J. C and Kruge, S. J 1999). In this regards, the purposive sampling was aimed at people who works in the tourism industry in Shanghai, China, and also questionnaires were specifically given out in Chinese. The reason is that, firstly the tourism industry's employees are professional and secondly, because Shanghai is representing the advanced Chinese economy.

In addition, the population of China is very large and even the population of Shanghai alone is 16 million; consequently an appropriate sample size is difficult to be obtain. "If each stratum of a highly heterogeneous population is relatively homogeneous, a relatively smaller stratified sample than required for a random sample, may be sufficient" (Welman, J. C and Kruge, S. J

2000). On this basis, the sample size, 118 questionnaires, although small in comparison with the population, should be sufficient for accurate interpretation of this research.

3.5 Data Analysis

In this research, the SPSS version10 software program was used for analyzing and representing the statistical data. "The Statistics Package for the Social Science (SPSS) is an integrated system of computer programs for the analysis of social data. The system has been designed to provide the social scientist with a unified and comprehensive package enabling him to perform many different types of data analysis in a simple and convenient manner" (Norman, N 1970). The SPSS has been chosen in this study because it has better and variety representative figure from the row data and it is easy to use as well.

The questionnaires have to given out in Chinese when the researcher in Shanghai. Hence the researcher did translations of the questionnaires and interpretations of the data analysis in English also. The basic information from the interviews in Shanghai and the relevant data collected from Chinese magazines or Websites, in Chinese, were interpreted and the content analysed, in English, by the researcher.

In order to provide the conceptual framework for the South African inbound tourism organizations and to understand more about the emerging Chinese outbound tourism for South Africa, a SWOT (strengths, weaknesses, opportunities and threats) system for analysis and synthesize the data was employed in this study. "A SWOT analysis is a way of recording important feature of the business situation. Generally the SWOT analysis provides a database which can be used by the team during various stages of the strategy discussions" (Kees van der, H 1996). George Richard (2001)

declared a SWOT analysis – used in the marketing planning stage – aims to highlight the environmental factors that in some way either have a positive or negative impact on the tourism company. This then enables the marketer to determine the appropriate strategic action.

Furthermore, the Soft System Methodology employed in this study which contributed techniques (such as “rich picture” and “CATWOE” tools) to the description of the Chinese tourists visit to South African situation as a social and cultural system and informed the approach itself as a theoretical level. Peter Checkland (1995) interpreted SSM arose and was developed in a 20-year programme of action research in real-world problem situations. The research was conducted in a mode discussed by Checkland (1991)—one which seeks both action to improve a situation perceived as problematical and, through reflection *using a declared framework*, more general learning which may be transferred to other situations. The shape of SSM derives from this realization. The practice arose of finding out about a problematical situation, naming some systems of purposeful activity which appeared to be relevant, modeling these (each model expressing a pure *Weltanschauung*) and using the model as epistemological devices too coherently interrogate the real situation. In this case, tourism industry is entirely involved with human activity, the relevant system had been chosen for analysis was most important issue that will urge increasing the number of Chinese tourist visit South Africa. To illustrate, how to promote the South Africa tourism products, meets the Chinese tourist expectations.

SSM is also the useful tool to analyze the information that beyond the statistical analysis could not be expressed. Such as, people’s opinion from the interview and SSM provides an operational research methodology to improve the situations that will never ending.

3.6 Limitation of the Study

The following factors afford potential limitations to this research:

- ∅ As this research is a pilot study it was not possible to do any great in-depth investigations. For example, interview more people and place in both China and South Africa.
- ∅ The questionnaire was designed by a market survey for the potential Chinese visitors in order to conduct a profile of Chinese travel to South Africa. It may not supply enough information to the research.
- ∅ As a result of time constraints and also because financial funding was delayed during the research, the limited number of the respondents may effects on the result as well.
- ∅ The research is based on one geographical area (Shanghai). Therefore the data generated is not totally representative of all other areas in China.
- ∅ The research was unable to investigate feedback from Chinese visitors who had a trip to South Africa.
- ∅ Chinese outbound tourism market is a fast growing market and its rapid change of market characteristics could be argued by further research.

CHAPTER FOUR: DATA ANALYSIS

4.1 Introduction

Tourism is a volatile, sensitive and fiercely competitive industry. It is a double-edged sword – it can be a potential blessing and it can be blight (Poon, 1993:287).

The developing countries such as South Africa and China have emerging tourism as a vehicle to improve the countries' economies. The positive impact is the enormous economic benefit from the tourism industry such as foreign exchange and job creation but the negative impact has also to be recognized otherwise a potential tourism market can be spoilt from lack of understanding (SA Tourism).

The previous chapter addressed the research design of this study. The purpose of this chapter is to analyze and interpret the result of the measuring instruments to assess the extent of tourism market development of South Africa as a secondary travel destination for the Chinese market; to identify the Chinese visitors' interests and major concerns when traveling to South Africa; and to outline the expectations and comments from the tour operators in Shanghai about Chinese travel to South Africa.

The result of examining the readiness of the South African inbound tourism industry for the increasing Chinese tourist market shows that there are a number of problems which exist. These will be highlighted in this chapter, which concludes with a SWOT analysis and employs Soft System methodology for the development of South African tourism to the Chinese market.

4.2 South Africa as a Travel Destination for the Chinese Market

George Richard (2001:290) defined a destination as a place, including a physical or perceived location, consisting of primary and secondary attractions and supporting amenities that entice people to visit. Basically, it is where offerings designed to meet tourist needs are located. In this regards, to understand tourists' perceptions of a destination is considered fundamental to tourism development initiative. It may impact positively or negatively on the influx of tourists.

Heath (1991) outlines a number of variables that determine the attractiveness of a travel destination, some of which are:

- θ Political stability, violence and terrorism
- θ Global influence such as sanctions, embargoes, etc.
- θ Standards of accommodation
- θ Service level
- θ Distance from the source market
- θ Economic criteria such as the exchange rate
- θ Position of tourism within the national structure
- θ Local climate, geography, seasonality and time zone differences
- θ Local fauna, flora and scenery
- θ Overall attractiveness of a region
- θ Degree of development of tourism information structures
- θ Local tourism culture and service ethics

Given these, it is the perceptions of the potential tourists, relatively weighted according to their own attitudes and desires, that ultimately determine the potential of a country as a viable tourist destination" (Poprawa, 1998:34).

Since the dramatic political changes in South Africa since 1994, almost one decade has passed. South Africa has remained a stable political environment to the current time. Conversely, the high crime rate and prevalence of infectious diseases (especially HIV/AIDS) are reasons why South Africa is perceived as a high-risk tourist destination and some segments of the international tourist market might not consider traveling to South Africa.

Despite the Chinese socialist government having a control policy on the Chinese outbound tourism market, unquestionably China has huge potential for the tourist flows in the future. According to China National Tourism Administration statistics: 10,472,600 Chinese traveled abroad in 2000 and it has been constant growth over the last few years. Ultimately, the question that arises is: which country will be the Chinese travelers' favorite destination? Apparently the Chinese government has approved 28 countries (See Appendix F) as having reached Approved Destination Status (ADS). South Africa is one of those countries but is South Africa the primary destination for the Chinese market?

Lew, (2000:279) stated according to a survey conducted by Roper Starch of 600 people from Beijing, Shanghai, and Guangzhou who had traveled overseas since January 1991, most preferred more expensive destinations for future trips. For 34 per cent of the respondents, the United States of America (USA) was their most desired destination, while 11 per cent indicated Japan. Australia and Singapore were preferred by 8 per cent and 7 per cent, respectively, followed by France, Germany, Italy, Thailand and Taiwan. According to the survey, more than 80 per cent of the respondents had a college education and a considerable number of these leisure travelers actually worked at university and research institutions, giving them more flexible work schedules and higher disposable incomes than most Chinese.

Notwithstanding the fact that Western countries used a 'gunboat policy' to enforce the last imperial dynasty of China to 'open' the doors to Western

culture hundred years ago, still the Chinese young generation admires and adores Western culture and advanced technology which are prevalent at present. Furthermore, When the People’s Republic of China was established in 1949, the ‘closed doors’ policy meant that Chinese citizens were forbidden from traveling outside of China, when the restriction policy on outbound tourism began to change, increasing numbers of Chinese had the opportunity and the urge to view the outside world. The researcher has given out 118 questionnaires to the people who work in the tourism industry in Shanghai, the data is presented in Figure and Table 4.2.1 it reveals their most desirable destinations for a trip within the next five years. (See Appendix A Question 1)

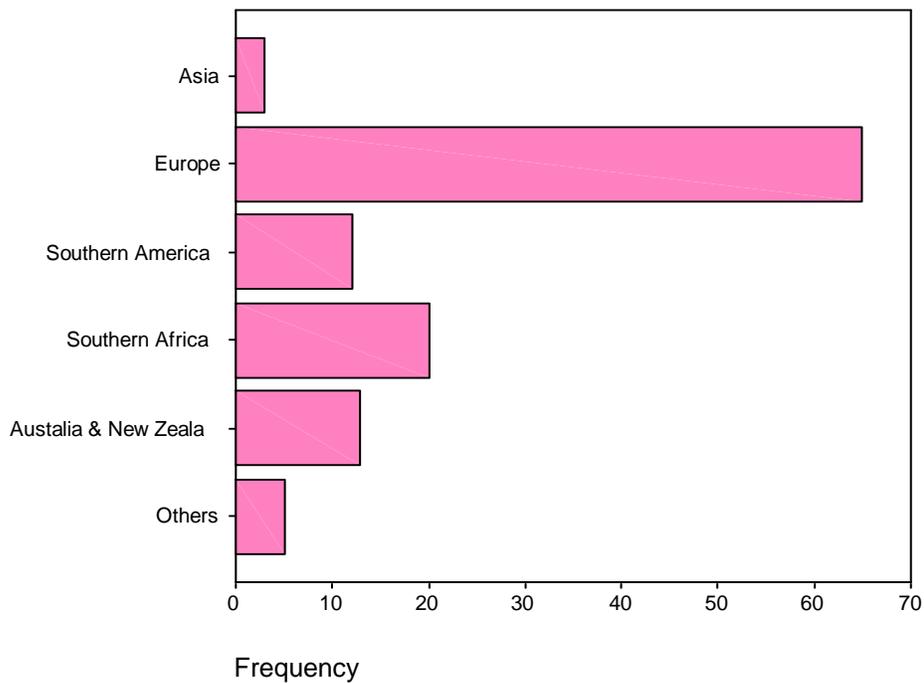


Figure 4.2.1 Amongst ADS market, favorite destination for a trip within the next five years?

Destination	Frequency	Valid Percent	Cumulative Percent
Asia	3	2.5	2.5
Europe	65	55.1	57.6
Southern America	12	10.2	67.8
Southern Africa	20	16.9	84.7
Australia & New Zealand	13	11.0	95.8
Others	5	4.2	100.0
Total	118	100.0	

Table 4.2.1: Amongst ADS market, favorite destination for a trip within the next five years?

As a result Europe (55.1%) is the primary destination for the Chinese market. Interestingly, Southern Africa (16.9%) ranks second, but it probably show enormous potential because Southern Africa is the second choice for them, and South Africa is the only country that has the ADS approbation in Southern Africa currently. Consequently, although South Africa is not the primary destination for the Chinese market but as the secondary destination it has a positive advantage.

The survey conducted in Shanghai in March 2003 also questioned in number two if a trip to South Africa would be considered. The remarkable answer was that 81.4% responded positively, which reveals that the Chinese would be keen to visit South Africa. (See Figure 4.2.2)

Trip to South Africa

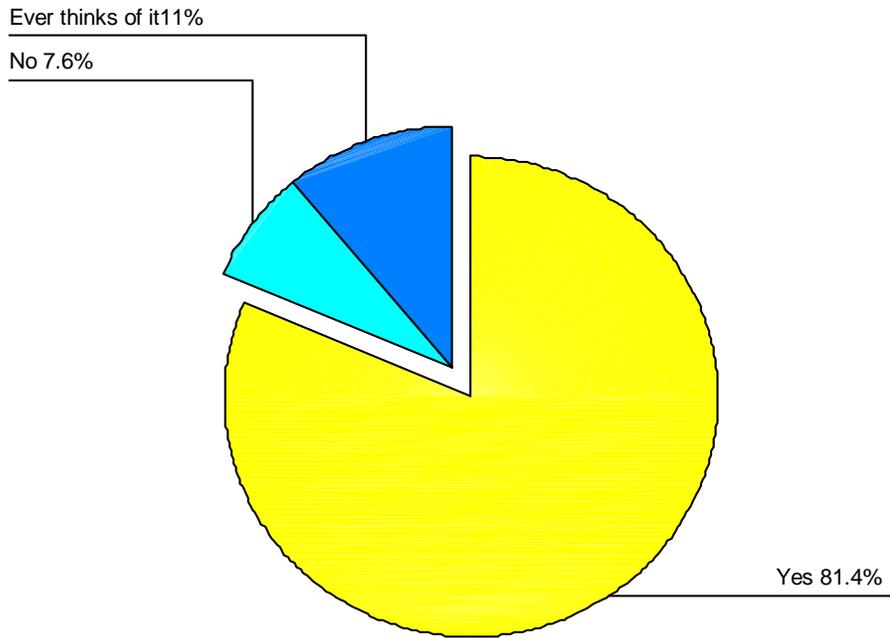


Figure 4.2.2 Would you like to take a trip to South Africa?

		Education Level					Total
		Matric	Diploma	Degree	Master	Doctor	
Age	18-22	1	8	6			15
	23-29	7	32	28			67
	30-44	2	13	10	3	3	31
	45-59		1	1	2	1	5
Total		10	54	45	5	4	118

Table 4.2.2: Age / Education Level Crosstabulation

The respondents were aged between 23-44 years old and the majority of the respondents are qualified to a high education level that means these people have a higher disposable income than other Chinese. (See Table 4.2.2) Hence, their responses were more accurate and efficient and it shows South Africa should be the preferred secondary destination for Chinese tourists.

Xing Hua news in early September 2003 reported "China Telecom employee Du Lan and her friends planned for a holiday in South Africa in the National Day vacation. Sources from national travel agencies indicated that during the long week vacation, long-distance routes were favored by more Chinese tourists, such as Australia, New Zealand, South Africa and Germany, while traditional routes such as Thailand, Singapore and Malaysia gained less popularity compared with years before."

"Before, Chinese travelers normally chose short distance trips abroad. On one hand, trips to those destinations are comparatively cheap. On the other hand, only those nations had been approved by the Chinese government is able take private trips. In recent years, things have changed, everyone preferred to travel longer,' said Wen Qian, an official with the Guangzhou travel agency." (Xing Hua 2003)

The Chinese tourists who have traveled to most of Asia and Europe will possibly think of traveling to the African continent and South Africa is likely to be their first destination. Previously, Chinese tourists had limitations on their choice of destinations, but now with more open government policies, Chinese tourists are able to make mature decisions about their holidays. Thus, although South Africa is a secondary travel destination, it is developing as a travel destination in the Chinese market and Chinese tourists are becoming interested in visiting it. This could be a great opportunity and South African Tourism should consider promoting South Africa effectively in the Chinese market.

4.3 The Major Concerns of Chinese Tourists Intending Travel to South Africa

Tourism development not only relies on the tourism product but also depends on the flow of tourists arriving.

“Tourism demand is the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their normal place of work and residence” (Heidi, K 2002).

Where does one find the tourists and to get them to travel to one’s land and use the tourist facilities and services? Firstly one needs to understand their perception of the destination and their needs and wants. Chinese tourists have been predicted by the WTO to become the biggest potential international tourist market in the future. South Africa is a long-haul destination for Chinese tourists and to attract them to visit South Africa requires more understanding of this specific market. As discussed in the previous section, South Africa is a secondary destination for Chinese tourists; additionally these Chinese travellers are reasonably well travelled and experienced, and they expect more personal safety, better quality of service, value for money, reliability, convenience and variety of information.

Research question number four enquired about the greatest concern for Chinese tourists travelling to South Africa. The majority of the responses showed that this is safety. The quality of the infrastructure and service is their other major concern. (See Figure 4.3.1)

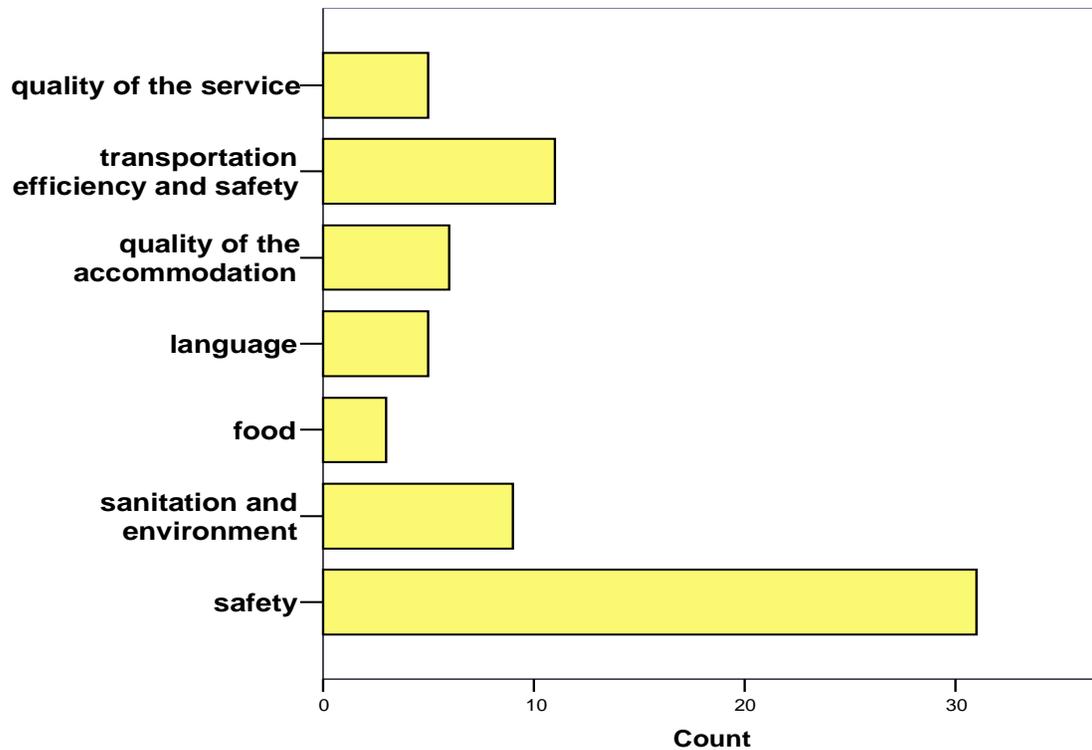


Figure 4.3.1: Should you decide to travel to South Africa what would be your greatest concern?

“Repetitive crime sounds a tourism alarm” (Smith, 2001:367). South Africa has a negative image in the international media because of the high crime with violence statistics. The vulnerable travellers are threatened by the negative media image rather than the actual destination. Chinese travellers’ who have not been properly informed about South Africa but who have only come across the negative international media are already frightened and driven off. This research shows that safety is of paramount concern to the Chinese tourists, and fear of violence and crime could negatively influence the number of Chinese tourists travelling to South Africa. Hence, South Africa needs to put tremendous effort into changing the perception of South Africa as a dangerous destination in the Chinese market.

4.4 The interest of Chinese tourists in travel to South Africa

4.4.1 Attractions

When South Africa gained Approved Destination Status (ADS) from the Chinese government it allowed South African tourism to promote South Africa as a tourist destination freely whereas before it was only Chinese people on business trips that were allowed exit visas from China for South Africa. Although Chinese citizens could not travel to South Africa easily before, and with lack information on South Africa in the Chinese outbound tourism industry, but this does not hamper the desire of the Chinese people's interest to visit South Africa.

The remote area such as the African continent that is full of mystery and enchantment entices Chinese travellers who wish to visit. South Africa belongs to the African continent but its Western culture, marvelous hero Mandela, and magnificent famous worldviews at Cape of Good Hope, all add to its attraction as a tourist destination. The question is, which is the favorite attraction and city in South Africa that Chinese people would like visit? (See Appendix A question 5, 6) Figure 4.4.1 and 4.4.2 reveals the answer.

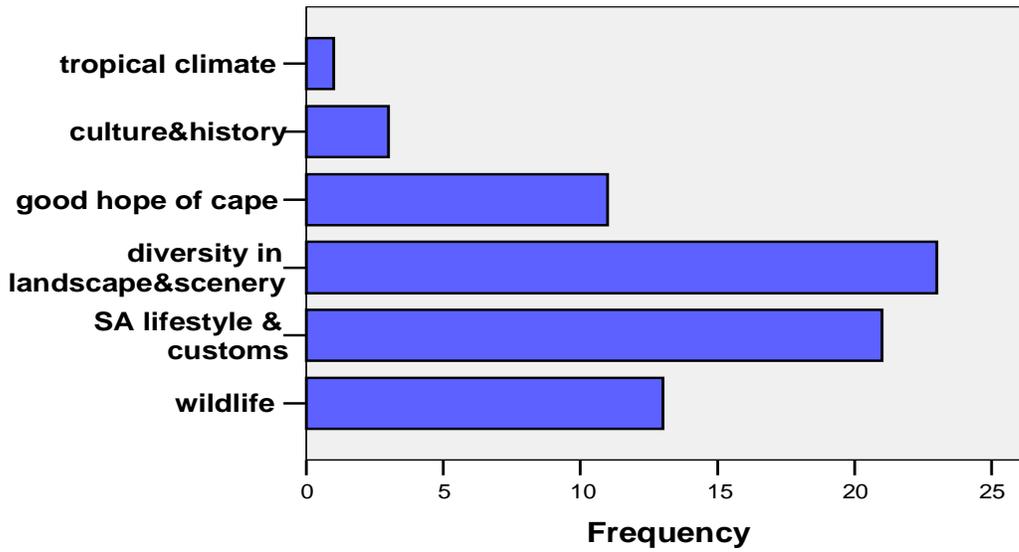


Figure 4.4.1 What will attract you to visit South Africa?

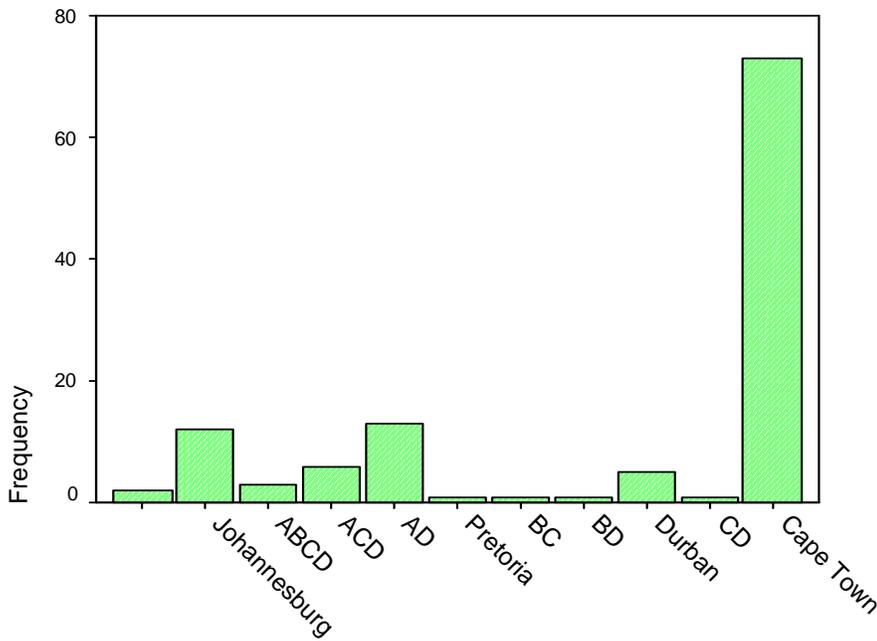


Figure 4.4.2: Which city will be your favorite city to visit in South Africa?

- A: Johannesburg B: Pretoria C: Durban D: Cape Town

People's Daily (2001) reported "The Cape of Good Hope and Robin Island which symbolizes freedom and equality that have become a favorable destination for Chinese people". Chinese people may not know about South Africa but they probably will know Cape Town especially the Cape of Good Hope, because of its geographic position at the end horizon of the southern earth. Another reason is Chinese people believes the "Good Hope" means "Good Luck". If you have been to China but did not visit the Great Wall, it is as if you have not visited China. Chinese people think of South Africa in same way, if you have not been to Cape Town you have not been to South Africa. As a result of the Figure 4.4.2 reveals that Cape Town is the Chinese tourist's favorite city to visit.

4.4.2 Duration

South Africa is a long distance destination for the Chinese market and unfortunately there are no direct flights between these two nations. Chinese people have a total of 10 days Public Holidays a year only, and most companies have not implemented the policy that employees should be able to choose their own holiday time excluding the Public holidays and still get paid. Although some foreign investment companies have executed this policy, the holiday duration is still limited. Therefore, the limited holiday time is restrictive for Chinese people. Table 4.4.2 reveals that 62.7 per cent would consider trip duration of 8-14 days in South Africa as the most likely option. This demonstrates that the Chinese tourist could not choose a long holiday.

How many days would you like spend for your trip in South Africa?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5-7 days	29	24.6	24.6	24.6
	8-14 days	74	62.7	62.7	87.3
	Over 15days	15	12.7	12.7	100.0
	Total	118	100.0	100.0	

Table 4.4.2: How many days would like spending for your trip in South Africa? (See Research question 7)

4.4.3 Expenditure

China has the fastest growing economy in the world. "Since 1997, and the institutionalization of the 'Four Modernizations', China has undergone nothing short of an economic and social transformation. Buoyed by high annual economic growth rates, which during the 1980s and sometimes exceeded 10%, it has become one of the world's largest economies. In the process, many (but clearly not all) of China's citizens have moved from poverty to varying levels of prosperity" (Lew, 2001:110). The remarkable economic success and rapid development in China impels the tourism development. Both domestic travel and international travel has grown spontaneously. Along with the economic income increasing the Chinese people begin to have disposable money. Hence, they are not only being able to afford an expensive overseas trip but also have enough money to spend during the holidays. Table 4.4.3.1 shows the 43.2 % Chinese tourist would be prepared to spend US\$ 501-1000 in South Africa.

How much would you be prepared to spend?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid US\$300	7	5.9	5.9	5.9
US\$301- 500	35	29.7	29.7	35.6
US\$501- 1000	51	43.2	43.2	78.8
Over US\$1000	16	13.6	13.6	92.4
No spending	9	7.6	7.6	100.0
Total	118	100.0	100.0	

Table 4.4.3.1: How much would you be prepared to spend during trip in South Africa? (See Research question 9)

Historically, Chinese people have always liked diamonds and gold jewelry. South Africa is a well-known producer of these and it is likely that Chinese tourists will not miss the opportunity to purchase diamonds for their family members and friends. Figure 4.4.3.2 shows the proportion of their spending on diamonds and African souvenirs. The unique African souvenirs it also attract the Chinese tourists to be their spending purpose.

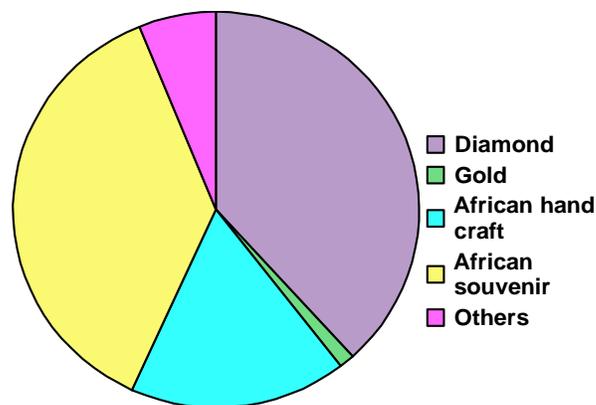


Figure 4.4.3.2: What will you spend most money on while traveling in South Africa? (See Appendices A Question 8)

4.5 Analysis of the Interview with Tour Operators in Shanghai, China

The China National Tourism Administration (CNTA) is the authority and regulator of all the Travel Agencies who engage in outbound business. Thus, the interviewees are the experienced tour operators of Chinese outbound tourism to South Africa from the top five authorized Travel Agencies in Shanghai. (See Appendix G) The ADS trips to South Africa were only instituted in April 2003 therefore the operators who took part in the survey based it on business travel trips to South Africa. The research questionnaires (See Appendix C) were specifically designed for the outbound tour operators in Shanghai who organized South African tours for Chinese clients. Data from the interviews with the operators was analyzed with their expectations and findings regarding the Chinese tourist market to South Africa, and is noted below.

4.5.1 Limited Information on South Africa and Less Communication Between the Two Nations

There is much modern information technology available in today's world but to utilize the technology efficiently depends on the people. South Africa had only gained ADS status a couple months prior to when the researcher interviewed the operators. In addition, the Chinese government has a policy of restricting non-ADS countries from promoting themselves as tourist destinations widely in China.

Hence, the tour operators who were interviewed all complained that there was not enough information on South Africa and clients who did visit South Africa were almost all recommended by the operators. "The clients who, after traveling to Europe and Asia do not know where to visit next, so we recommend them to visit South Africa. When the clients are on the airplane

they still do not have any idea about South Africa. We do not have Chinese brochures on South Africa give to the clients.” Ms Chai Xiaoxia is the Deputy Manager of outbound business trips for Shanghai China Travel Service Outbound Tour Company told the researcher during the interview.

“Most of the average Chinese citizens have a confused concept about South Africa and Africa, Chinese visitors think they are the same. The lack of knowledge on South Africa leaves a ubiquitous image in Chinese people’s minds.” Mr. Chai Zhaojun, the Outbound Dept Sales Manager in the Shanghai International Travel Service Company, shows another aspect of less of communication between China and South Africa.

4.5.2 Lack of Product

“Products in travel and tourism are designed for, and continuously adapted to match target segments’ needs, expectations, and ability to pay” (Middleton, 1998). During the interview in Shanghai (See Appendix C) the researcher reveals the issue about the SA tourism product and here are the responses: “Since we started to sell the South African business trip in 1999 until now we still only have one itinerary (See Appendix I) for the client, it has been used for more than five years.” Ms Chai Xiaoxia indicated that the South African unitary product limited the Chinese market by contrast with South Africa’s variety of tourism resources. “The Garden Route should be promoted to the Chinese market and it could extend the duration of the trip and satisfy the client who wishes to see more of South Africa.” She added.

4.5.3 Direct flights between South Africa and Shanghai

Poon, A (1993) declared the development of a tourism destination is dependent on reliable air access. A destination can fail or succeed depending on decisions taken by a single airline.

“Travel to South Africa is a very tiring trip compared to travel to Australia because South Africa does not have direct flights between South Africa and Shanghai but Australia does. If South Africa establishes a direct flight between Shanghai and South Africa it will be very convenient to the Chinese tourist and Shanghai has two international airports. It is the only city in China that has that advantage. Its variety of facilities could easily be connected to South-East Asia, such as Japan and Korea. ” Ms Hu Jie, the Outbound Travel Center Dept Manager in Shanghai Airline International Tour Company suggested.

Zolewa Mukozho, South African Tourism’s Portfolio Manager for Asia and Australia, said South African Tourism had recommended to SAA that it look into launching a direct service between Johannesburg and Shanghai and then flying on to Tokyo so that South Africa could tap into the Japanese market, which currently has to fly to SA via Hong Kong. Before the SARS virus hit, SAA was investigating the viability of flying to Beijing (Marx, M 2003). Mrs. Mukozho had replied the researcher request about the same issue as “SAA is looking into opening direct flights into Shanghai. They have not indicated the exact time but it is something they are looking into very seriously. The increase in the number of tourists in this route has also caused other airlines in China to consider operating direct flights between the two countries. So it is not only SAA that is looking at this opportunity but also the other airlines. SAA is considering fly to Shanghai. (See Appendix E Question 7 & 8)

4.5.4 South Africa Consulate in Shanghai

Beijing was the first place to start sales of business trips to South Africa in 1998 when South Africa and China established a diplomatic relationship probably because the South Africa Embassy was located in Beijing. “We found it difficult to go to Beijing to apply for the visas for our clients every time and when the numbers are rising, it adds more expense to the client’s

trip and Chinese market is a highly competitive price market. We really wish that South Africa would consider establishing a consulate in Shanghai.” The Vice General Manager from Shanghai Dazhong International Travel Service recommended to the researcher question about the application of the tourists visa in Beijing. (See Appendix C)

Due to this issue the researcher did a brief telephone interview with the South Africa Embassy in Beijing. Mr. Steven Jin who is the Tourism Information Assistant of South Africa Embassy said: “To establish a South Africa Consulate in Shanghai is already in the process, it should be operating end of the year 2003”.

Furthermore, the South African Consulate was officially launched in Feb 2004.

4.6 Readiness of South African Inbound Tour Operator for Chinese Market

When the Chinese government granted ADS to South Africa, they appointed a list of South African Travel Agents and Operators who have the authority to receive Chinese tourists (See Appendix H) From the list the researcher chose four Operators to investigate their readiness. These were ERM Tours and Travel, SA Magic Tours, Crown Travel and Travel Destinations. In addition, these four companies were selected because the researcher had been told by the Tour Operators in Shanghai that these companies frequently book tours with them.

The research questionnaires (See Appendix D) given to the interviewees were the same. The data is selected and interpreted in the following section.

4.6.1 ERM Tours and Travel

ERM Tours & Travel is located in Johannesburg and it has been operating tours with Asia for about fourteen years. "Firstly, we started the tour business with Taiwan, then six or seven years ago we intensively marketed China, and it became the biggest market for the company and almost 80% our business is from China now." The General Manager of ERM Mr. Hannes Boshoff informed me: " we have a total of 14 Asian staff, with two Mandarin Chinese speaking staff specifically working in our branch office at Johannesburg airport as 'meets and greets', and 7 Chinese and 2 Cantonese tour operators." When I asked how many Chinese tourists they had received last year, he provided the data as below: (See Table 4.6.1)

Month Of 2002	Received Group	Average of Group Sizes (P group P person.)	Total
January	10 x	15	150
February	69 x	20	1380
March	22 x	20	440
April	14 x	18	252
May	46 x	15-20	690-920
June	24 x	15-20	360-480
July	42 x	15-20	630-840
August	18 x	15-20	270-360
September	58 x	20	1160
October	55 x	25	1375
November	65 x	20	1300
December	47 x	15	705
Total	470 x	223-243	8715-9362

Source: ERM Tours and Travel

Table 4.6.1 ERM Tours and Travel received Chinese tourists in 2002

According to SA Tourism Statistics a total of 35,957 Chinese tourists arrived in South Africa in 2002 and ERM Tours and Travel handled approximately thirty per cent of them. " During the period of Severe Acute Respiratory Syndrome (SARS) the number of tourists from China dropped down, but it will be rebound after SARS. We expect the Chinese Golden Week holiday in October." Mr. Hannes said:" The Chinese market has a strong seasonality specially in the Chinese New Year and Golden Week holidays, the shortage of Mandarin Chinese speaking tour guides was a major concern and we are working to improve it. We will start the training program for the Mandarin Chinese speaking guides very soon because the qualified guides are not enough in the high season." He added. "We are confident enough that we will be prepared to welcome Chinese tourists and be 85 per cent ready for the increasing Chinese market as well." This was in reply to my enquiry about their readiness for the increase in Chinese tourists visiting South Africa.

4.6.2 Other Tour Operators

Crown Travel is another operator working in this market. "Crown Travel has been bringing visitors from mainland China to SA since 1998. Colin Napier, Crown Travel's joint managing director, was in Beijing on April 1 2003 when ADS was officially ratified and the first five groups of Chinese tourists left for South Africa. Crown Travel handled four of these groups. Napier says since ratification of the ADS there hasn't been an overwhelming response from the Chinese market primarily because of the SARS virus. 'We would have expected a lot of Chinese visitors to come to South Africa in May and June because May is a big holiday period in China, but SARS dampened those expectations'" (Marx, M 2003). "We are able to cope with the high season of Chinese market, there might a bit of shortage on Chinese tour guides but we'll manage it." Mrs. Jennifer Huang, who is senior travel consultant of Crown Travel, is a Taiwanese and has been working for Crown Travel for eleven years.

SA Magic Tour's Head Office is in Hong Kong and they have branch offices in Shanghai, Beijing, Taiwan and Johannesburg. "We don't have any problems in managing the peak season of the Chinese market, there are 25 groups already booked in October which is the Golden Week Holiday in China. We are ready for the Chinese market and we expect more visitors from China." Mrs. Fenton-Wells, the General Manager of SA Magic Tours, Johannesburg branch said.

Mrs. Wang Emily who is the Director of Travel Destinations and she has been organizing business tour groups from China since the beginning of 1996. She has a different perspective on the issues. "We are the first tour company to receive visitors from mainland China. I am a Taiwanese and from the Asian point of view I feel the South African tourism industry does not yet have enough experience in receiving Chinese visitors. For example, the hotels are used to accommodating Western visitors, they do not understand the Chinese market and the cultural differences. The Chinese market has palpable seasonality that the South African tourism industry could not cope with."

Mrs. Mukozho the SA Tourism Manager of Asia point out the SA tourism industry have the experience to offer them. Some major hotels that receive a number of visitors from China are looking very seriously into putting Chinese signage and also providing Chinese-speaking staff when they have groups from China. There are initiatives in place to increase the number of tour guides (See Appendix E Answer 5). On the whole, the South African tour operators and tourism industry are ready for the increasing Chinese market but need put more efforts in addressing areas of weakness.

4.7 The increasing Number of Chinese Visits to South Africa

Marx, M (2003) reported looking at China's inbound tourism picture, just six months ago the World Tourism Organization (WTO) forecast that China would in a few years become the number one tourist destination. The powerful tourism industry brings substantial profits to the Chinese economy. Hence, Chinese people taking overseas holidays are no longer an unusual phenomenon.

Before South Africa gained the ADS, "South African Tourism and other players are already gearing themselves up for what could be the opening of a new floodgate of tourists. Quite simply, China is potentially the World's biggest source of tourists. Although China's outbound market is currently only the fifth largest in the world, the World Tourism Organization (WTO) estimated that by 2005 the country would be the biggest source market in Asia – and that by 2020, China will be the world's biggest source market. Gail McCann, CEO of the Southern Africa Tourism Service Association, says, 'This is group travel, and tends to be fairly low budget, but because of the Chinese holiday system, most of their travelers will come here in our off season, so it will pick up the troughs we have. The numbers involved are potentially huge, but this is not going to happen overnight'" (Weaver, T 2002).

"The number of Chinese visitors to South Africa increased by 14,8% to 11 943 from January to July, 2002 compared with 10, 407 during the same period in 2001" (Marx, M 2002). The latest number of Chinese visitors to South Africa in November 2003 (See Table 4.7) compares 2002, which is increased by 50.6%. During the year of 2003 from March to July the number of Chinese tourists dropped because of the outbreak of SARS virus. "Post-SARS, Napier said the influx of Chinese tourists to South Africa in the future would be very dependent on the availability of airline seats"(Marx, M 2003). "Chinese market has huge potential but to increase the number of the

tourists to South Africa depends on the airline seats capacity.” Mr. Hannes from ERM Tour & Travel have the same comment of the issue.

	2004	2003	2002
January	5,552	3,283	2,125
February	3,203	3,596	4,387
March	3,860	2,188	2,886
April	3,792	_____	_____
May	3,719	1,257	2,656
June	3,768	_____	_____
July	4,120	_____	_____
August	4,967	3,899	3,113
September	4,747	4,775	3,492
October	_____	4,986	3,714
November	_____	5,607	3,724
Total	37,728	29,591	26,097

Source: South African Tourism

Table 4.7: Chinese visitors arrived South Africa

South Africa’s launch of a direct flight to Shanghai is in the pipeline and therefore, South Africa seems likely to receive an increasing number of Chinese tourists in the near future.

4.8 Findings

Information provided by the interviewees (all key managers and senior consultants) regarding their companies’ experience of Chinese outbound tourism to South Africa (See Appendix E) was analyzed to assess the readiness of South African tour operators to receive Chinese tourists and identify the specific aspects of the characteristics of the Chinese tourism

market to South Africa. During the process of the investigation, the existence of several problems were noted:

4.8.1. The Characteristics of Chinese Travel Itineraries to South Africa

The most common form of travel for Chinese tourists visiting South Africa is all-inclusive package tours. Itineraries are generally eight days and five nights split between Johannesburg, Sun City and Cape Town (See Appendix J). Core to their itineraries is a visit to Sun City, possibly due to gambling which is prohibited in China, and Cape Town and Cape of Good Hope. The typical package includes international travel, private coach travel within South Africa, sightseeing excursions, mandarin speaking tour guides, accommodation and meals (mainly Chinese food excluding in Sun City). The Chinese market is very activity based and they like to pack as much as possible into their itineraries. In contrast, the Western inclusive holiday packages were flexible and booking advances early. The Chinese outbound tourism market is an immature market therefore all-inclusive package tours are particularly attractive to the Chinese tourists because it allows them to know beforehand what to budget for their holiday, and relieves them of any concerns about the difficulties of making their own arrangements in a foreign country.

4.8.2 Unitary Tourism Products for the Chinese Market

As already mentioned, most South Africa products offered to the Chinese tourism market are based on similar itineraries and few optional itineraries are provided for Chinese tourists to choose from. Mrs. Fenton-Wells said: "We have a ten day package tour, it extends to George and the Garden Route (See Appendix I) but it is mostly related to the business trip travelers because they have more money to spend. The leisure tourist groups use an

eight day tour package normally". "We tried to sell a few other tour packages to the Chinese market but they were not successful because they were expensive, so these itineraries have been used for more than five years". Mr. Hannes says. The provision of similar tourism products to the Chinese outbound tourism market will detract from future Chinese tourist's interest in South Africa because it will appear to offer rather limited choice.

4.8.3 Price Competition

"Chinese tour operators do not care about their clients' travel experiences, they are only concerned about tourist numbers and price. Some of the tour operators negotiated with us to debate the quality of the service in order to reduce the price. I am against that because it will damage the market." SA Magic General Manager Mrs. Fenton-Wells told the researcher. "After South Africa was granted ADS, the competition became very intense and a few illegal tour operators started to sell low price tour packages to the Chinese outbound tour operators and supplied a poor service to the client. We should not do that because the Chinese market is a brand new market and there will be enough business to build a long-term market with South Africa." Mr. Hennas also said. Chinese tour operators are very price sensitive because of the "price war" happening in the Chinese domestic market. This may invisibly influence the international market. "It is difficult to avoid the price competition because you have to get the business but we try our best to provide the standard service and with the best possible price to the Chinese market." Ms. Jenny from Crown Travel said.

Because there is a lack of tourism product to the Chinese market, it leads to the Chinese outbound tour operators negotiating from the South African inbound tour operators the only things that are negotiable, namely lowest possible prices with lower standards of service for the Chinese tour groups.

As a result, the price competition will ultimately reduce the quality of service for Chinese tourists and consequently make the South African trip an unsatisfactory experience for Chinese tourists.

4.8.4 A Lack of Clarity in the Image of South Africa for Chinese Tourists

As so far the research has done and the response gathered from the interviewees could be analyzed that Chinese tourists know little about South Africa, most of them believe South Africa is just the same as any other part Africa, they general confused the image of this two different land. Some of Chinese people may have few ideas about Mandela and Cape of Good Hope or diamond. The majority Chinese people know very little about South Africa particularly in other tourism products.

4.8.5 Potential Problems

θ *Illegal immigration*

Director of Travel Destinations Mrs. Wang points out the neglected problem of illegal Chinese immigrants to South Africa.

“Many Chinese who wish immigrate to developed countries will use South Africa as springboard to fulfill their dreams. ADS approbations opens the gate for those illegal immigrants.”

Mrs. Fenton-Well told the researcher of a true experience they had already had.

“It happened to us in March, when the tourists arrived Johannesburg airport we couldn’t find four tourists. They disappeared but we still hold their passports and we reported them to the police.”

On this topic, in response to the relevant question on the research questionnaire, (See Appendix E) the SA tourism manager of Asia, Mrs. Mukozho replied: "I am not sure how big this problem is but I know that there are some Chinese tourists who disappear whilst on tour in SA."

θ *Shopping commission*

Chinese tourists have been abused in Asian trips such as to Malaysia and Thailand. The trips are quite cheap because a shopping commission earns the profit from the trip, therefore the tour guides made sure that the Chinese tourists spent long time shopping instead of sightseeing. When the researcher asked about this problem and if it will happen in South Africa, Mrs. Fenton-Well said: "This is part of the business, it is difficult to control it. Hopefully, South Africa will not be like Thailand."

Regarding the question of shopping commission, the researcher arranged an interview with a Diamond shop General Manger Mr. Brett Parker who just had finished his promotion circuit trip to China. He said: "China has huge potential for the South Africa diamond industry, we signed the contract with the inbound Travel Agent and Chinese outbound Tour Operators. Most of the Chinese visitor groups will buy diamonds in our shop. We provided the best quality of service and products and we have 7 Chinese staff. The clients only spend one or two hours in the shop, the tour guide will encourage tourists make purchases but will not force them. Chinese clients are not big buyers individually in contrast with the Western clients but are much higher spenders in groups."

When the researcher mentioned how Chinese tourists were abused and forced into or forced to shop in South-East Asia, e.g. Thailand, Malaysia and asked about the situation in South Africa, Mr. Parker added: "Assume we are not aware of the existence of the enforced consumer problem occurring in

Asia for the Chinese market, it probably will happen in South Africa soon. It may change and influence the future market.” Obviously this underlying problem of the Chinese market to South Africa needs to be acknowledged.

4.9 SWOT Analysis

4.9.1 Introduction

As mentioned before (section 3.5) a SWOT analysis is known in the marketing plan stage and is perhaps the most commonly used tool in marketing planning. It involves an analysis of the strengths and weakness in the microenvironment, some of which can be influenced or changed; it also involves an analysis of external opportunity and threats, the macro environmental factors faced by the internal, which cannot be changed. In this study, A SWOT analysis is an effective tool of identifying the strengths and weaknesses of South African inbound tourism industry and to examine opportunities and threats that can lead to the failure or success to develop and sustain the Chinese tourist market to South Africa.

Kees van der, H (1996) analyzed the SWOT in steps, step 1 is important to identify which Strengths can be considered distinctive, distinguishing the company from its competitors. Step 2 is look at Weakness which should be broken down into three categories: Symptoms, Hygiene weaknesses, Structural weaknesses. Step 3 is identifying opportunity areas; it can be of two types: Portfolio areas and Capability areas. Step 4 is Threats that are features in the business environment which could undermine the strength of the situation. The following paragraphs outline the Chinese tourists travel to South Africa in its Strengths, Weaknesses, Opportunities and Threats.

4.9.2 Strengths

- θ South Africa has rich diversity tourism resources, e.g. unspoiled beaches, heritage mountain, unique wildlife, etc.
- θ The broadly open land with the space to drive through huge vistas of countryside compares favorably with the dense congestion of the China's cities.
- θ Chinese restaurants offering eastern cuisine settle in South Africa for a very long time. This makes the destination a tourist's delight.
- θ South African casino complexes such as famous Sun City with slick gambling emporia that cater to all tastes keeps the Chinese visitors interested because gambling is prohibited in China.
- θ The well-development infrastructure of South Africa would be particularly appealing to first-time Chinese visitors.
- θ South African gold and diamond products have the best quality in the world and so they attract the Chinese visitors.
- θ Excellent sunny climate in most of area.

4.9.3 Weaknesses

- θ The negative image of South Africa has been transmitted by international media into China encumbers Chinese perception of real South Africa.
- θ Chinese tourists' perceptions about personal safety and health.
- θ Less of tourism communication and promotion in China.

- ∅ Lack of tourism product supply into Chinese market.
- ∅ Expensive and tiring trip because there are no direct flights between South Africa and China.
- ∅ Shortage of Mandarin Chinese speaking tour guides.

4.9.4 Opportunities

- ∅ The ratification of Approved Destination Status (ADS) provides immense possibilities for South Africa to detect and develop the Chinese market.
- ∅ Improve the positive image of South Africa by implementing a substantial promotion campaign in China.
- ∅ The rates of exchange of the Chinese Yuan and South African Rand to the US dollar are similar.
- ∅ The South African tourism industry is one of the best performing and fastest growing industries globally.
- ∅ Highly promotable attractions such as the Garden Route, Durban, and the Drakensberg heritage site.
- ∅ Improve the quality of service by increasing the number of Mandarin Chinese speaking tour guides.

4.9.5 Threats

- ∅ Unexpected and uncontrollable circumstances, e.g. SARS diseases, earthquakes, etc.

- ∅ High crime rate and deadly disease Aids/HIV in South Africa

- ∅ Terrorism and war

4.10 Soft System Methodology

4.10.1 Introduction

Peter Checkland developed Soft System Methodology (SSM) in response to what he saw as the breakdown in hard system engineering concepts. The notion of SSM is that a real-world problem situation may usefully be viewed as a case of organized purposeful activity or a "human activity system" since "purpose" and "meaning" are imparted by those involved in such a system. SSM accepts subjectivity as a serious and crucial element of human action. SSM proposes flexible enquiring by various actors and their understanding of the problem situation. The enquiry probes the "tasks" (purposeful actions) and "issues" (perceptions causing disagreement) using two streams of analysis. One logic-based, the other concerning cultural matters. This latter involves study of the "social system" the "political system" and the intervention itself. Word and diagram models using devices such as the "root definition" and "rich picture" are deceptively simple: their use can generate deep insight. Comparison between such "ideal type" models and the real world leads to an "accommodation" among relevant actors to implement changes to the problem situation that are both systemically desirable and culturally feasible. Although its attention to subjectivity means that an SSM study is, in principle, never-ending (ending being an arbitrary act), its attempt to treat the subjectivity in a rigorous way offers a powerful team

method of learning about a situation, such learning being the explicit goal of SSM (Checkland, 1981).

In this study the Soft System Methodology (SSM) model 2 versions (See Figure 4.10.1) of Checkland, P and Scholes, J (1990) was applied to structure the problem identify and develop a model of understanding the emerging Chinese visitors market to the South African tourism industry.

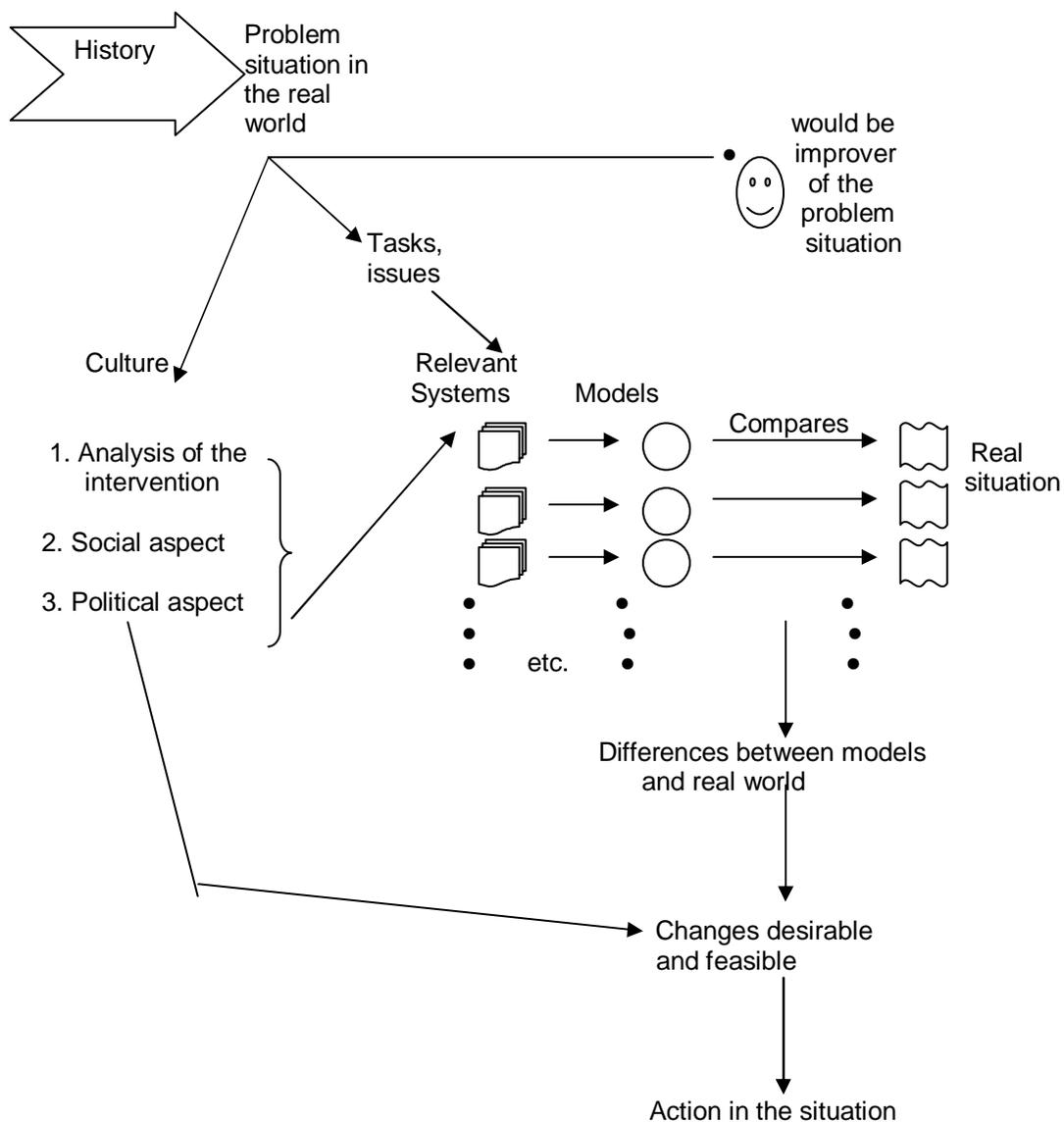


Figure 4.10.1: An outline of the process of soft systems methodology
(Checkland, P 1990)

4.10.2 The Basic of Soft System Methodology

Soft System Methodology basically building with seven stage process of enquiry. The overall process of SSM has been described with insight by von Bulow (1989):

SSM is a methodology that aims to bring about improvements in areas if social concern by activating in the people involved in the situation learning cycle which is ideally never-ending. (See Figure: 4.10.2)

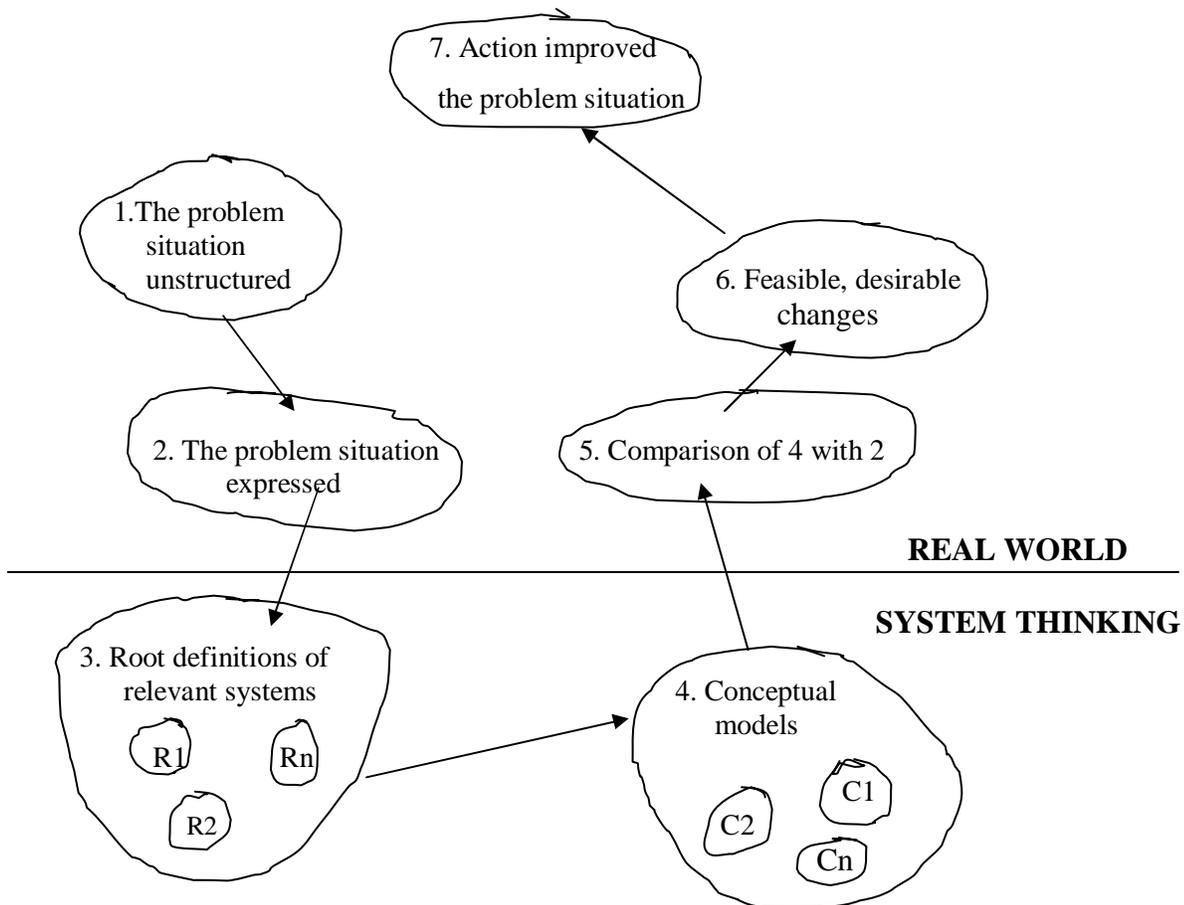


Figure 4.10.2: The process of soft system methodology
(Flood, R and Jackson, M 1991)

Initially, Stage 1 and 2 is to gather information about structure and process by observation, collecting secondary data and importantly through information interviews. These findings can be summarized in a "rich picture". The rich picture expression represents the climate of the situation. The research of Chinese outbound tourists travel to South Africa can be identified in stages one and two which takes place to investigate the research problem. An alternative approach is to move on to Stage 3 and 4 of the methodology as a way of promoting Stage 1 and 2. This is done by developing "primary task" root definitions and conceptual models, which must be relevant to the situation, several relevant system were outlined by the root definition and conceptual model in the research, and then at Stage 5 and 6 is comparing these to the "real world", using the comparison to guide the feasible, desirable changes. The last Stage taking action means implementing changes that are both desirable and feasible. In brief, Soft System Methodology (SSM) is a methodology for dealing with complex, unstructured problematic situations. SSM provides techniques and general guidelines for expression of situations that are considered to be problematic. (Flood, R. L and Jackson, M. C 1991)

4.10.3 Application of SSM in this study

SSM offers a methodological approach and toolbox to deal with human activity involved in complex problematic situation. According to the findings of this study, SSM provide the techniques to explore and express the situation of the increasing the number of Chinese tourist visits to South Africa. Initial exercises in studies using SSM is to draw a rich picture that representing the problematic situation and indicates relationship among the actors and elements. The rich picture was a tangible product of the situation by a single glance but promoted a holistic approach (See Appendix K). Furthermore, depending on the perspective taken on a problem situation, a

variety of themes may be identified and modeled as system. A common technique to begin the process of conceptual modeling in SSM is the development of root definitions of human activity systems. These are based on explicit perspectives on the situation and are usually built around elements of the mnemonic CATWOE (Checkland, P 1979).

Customers — the victims/beneficiaries of the purposeful activity.

Actors — those who do the activities.

Transformation process — the purposeful activity that transforms an input into an Output.

Weltanschauung — the view of the world that makes the definition meaningful.

Owners — who can stop the activity.

Environmental constrains — elements outside the system which it takes as given.

The rich picture assembled suggested many possible relevant systems, the problem was to select an initially manageable number which was highly relevant. Root definitions describe fundamental characteristics of systems organized about important issues or major tasks relevant to the problem situation (Checkland and Scholes 1990). At the beginning to finding out the highly relevant system in this research, that is, that the South African inbound tourism industry acquires a better understanding and meet the increasing Chinese tourists market expectations and needs. It is necessary for the South African inbound tourism industry to improve if there is to be sustainable development of South African tourism industry to Chinese market. Consequently, the root definition and CATOWE analysis in this case is reflected as follow:

ROOT DEFINITION (a):

SOUTH AFRICAN TOUR OPERATORS WHO AIM TO DEVELOP THE INCREASING CHINESE VISITORS MARKET SHOULD TRANSFORM TO MEET THE CHINESE MARKET EXPECTATIONS AND NEEDS.

C – South African and Chinese tour operators, Chinese visitors

A – South African and Chinese tourism Authorities & tour operators

T – South African tour operators failing or not ready the increasing Chinese visitor market changes into meet the Chinese market expectations and needs.

W – As South African Tour Operators perceptions of the Chinese visitors market needs & expectations are enhanced, this will make the market more sustainable and beneficial to the South African tourism industry.

O – Chinese visitors, tour operators

E – South Africa natural resources, Chinese government control Chinese outbound tourists

Typically in SSM, CATWOE analysis of a theme is used to develop a one or two sentence description (root definition) of the core nature of the system. Further facilitated discussion explored critical activities associated with each relevant system, paralleling a standard conceptualisation technique in SSM. This provided an effective means of highlighting primary activities and processes in the situation and modelling them (conceptually) as systems relevant to the problem situation. These were treated as subsystems of the primary system. Analysing those themes in terms of CATWOE elements helped to reduce the complex situation to a handful relevant system. In this study, the primary system is broken down into a few key relevant subsystems shows as follow:

ROOT DEFINITION (b):

SOUTH AFRICAN TOUR OPERATORS WHO AIM TO PENETRATE THE INCREASING CHINESE VISITORS MARKET SHOULD TRANSFORM TO PROMOTE SOUTH AFRICAN TOURISM PRODUCTS MORE EFFECTIVELY

- C** – South African and Chinese tour operators, Chinese visitors
- A** – South African and Chinese tourism Authorities & tour operators
- T** – South African tour operators failing to sell South African tourism products to the Chinese visitor market changes into promote the products more effectively
- W** – South African tour operators promote South African tourism products more effectively to the Chinese market would increase the number of Chinese visitor travel to South Africa
- O** – Chinese visitors, tour operators
- E** – South Africa natural resources, Chinese government control Chinese outbound tourists

ROOT DEFINITION (c):

SOUTH AFRICAN TOURISM INDUSTRY TO INCREASE THE NUMBER OF CHINESE VISITORS TRAVELLING TO SOUTH AFRICA BY INCREASING THE NUMBER OF AIRLINES FLYING BETWEEN CHINA AND SOUTH AFRICA

C – Airline Companies, e.g. South African Airways and Air China, Chinese visitors

A – Airline Companies, e.g. South African Airways and Air China,

T – Fewer airlines flying between South Africa and China transform to more airlines flying between those two countries

W – Chinese visitor travel to South Africa market sustainable

O – Airlines, Chinese visitors,

E – Fuel resources, Chinese government control Chinese outbound tourists

ROOT DEFINITION (d):

SOUTH AFRICAN TOURISM INDUSTRY AIMS TO PROLONG THE DURATION OF STAY AND RELIEVE THE TIREDNESS OF LONG FLIGHTS FOR THE CHINESE VISITOR TRAVELLING TO SOUTH AFRICA BY LAUNCHING A DIRECT FLIGHT BETWEEN SOUTH AFRICA AND CHINA

C – Airline Companies, e.g. South African Airway and Air China etc, Chinese visitors

A – Airline Companies, e.g. South African Airway and Air China etc,

T – Non direct flight between South Africa and China is transformed to direct flight between those two countries

W – Chinese visitor travel to South Africa efficiently

O – Airlines, Chinese visitors,

E – Fuel resources, Chinese government control Chinese outbound tourists

A conceptual model is constructed by drawing out the minimum number of verbs that are necessary to describe the activities that would have to be present to carry out the task named in the root definition (Flood and Jackson 1991). In this study, the relevant system model (See Figure 4.10.3.1) was constructed on the basis of research finding. The model represents an “ideal type” representation of a process identified as important for the successful sustainable development of increase Chinese tourists visits to South Africa. In the case of this research the root definition could be argued that it is not the only one relevant transformation. However, this system was selected because transforming the South African inbound tourism industry to meet the Chinese tourist’s needs and expectations is the substance of the development of the Chinese tourist market to South Africa. The Weltanschauung specific to the modeling of this human activity system is that as South African tour operators perceptions of the Chinese visitors market needs and expectations are enhanced, it will make this market become more sustainable and beneficial to the South African tourism industry.

The subsystems conceptual model underlines the specific human activities systems for which it was designed by the primary system that is highlighted in the primary system conceptual model. It is shown to follow the primary conceptual model.

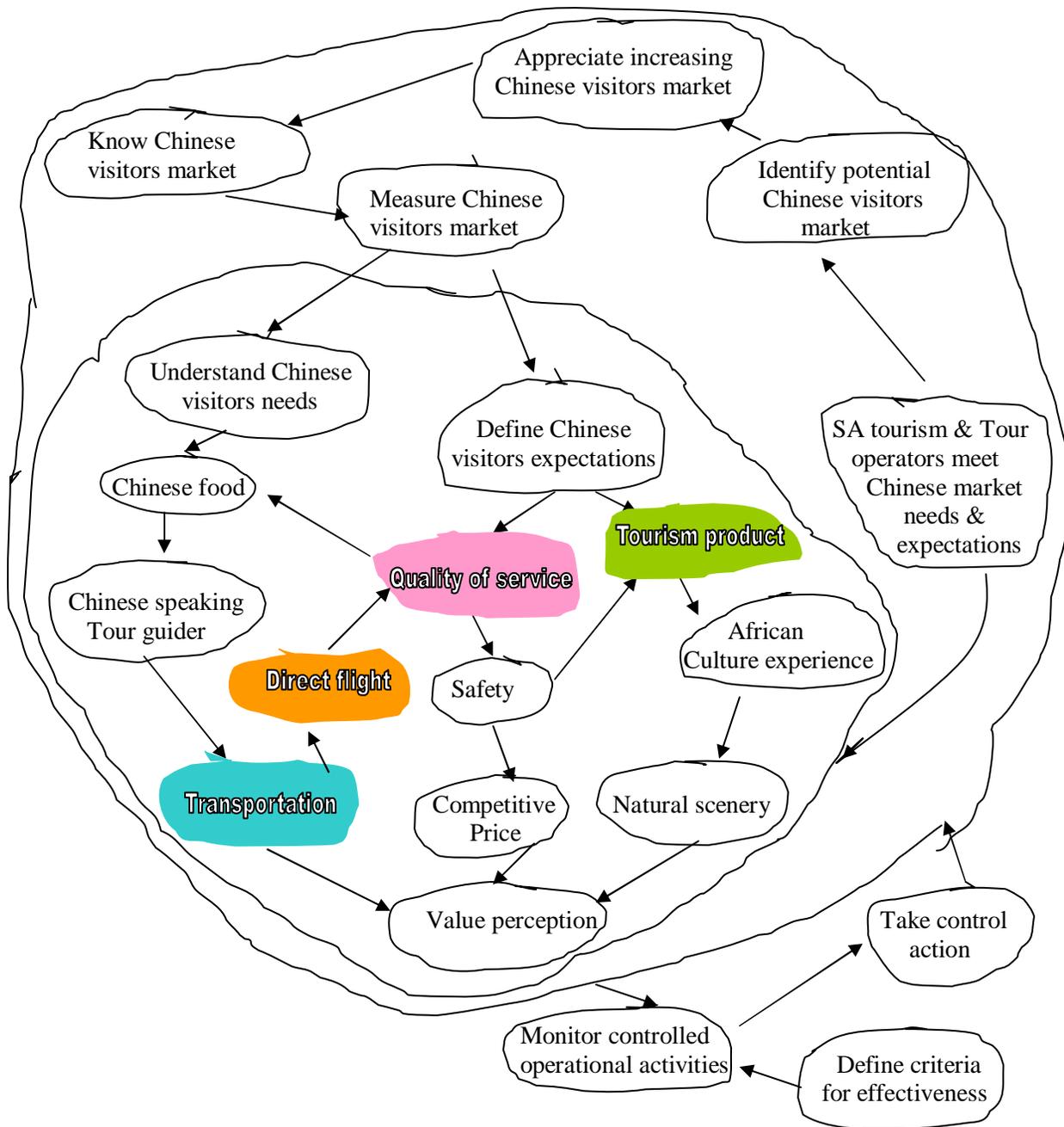


Figure 4.10.3.1 Conceptual model of to develop the South African tourism industry for the increasing Chinese tourist market to South Africa system

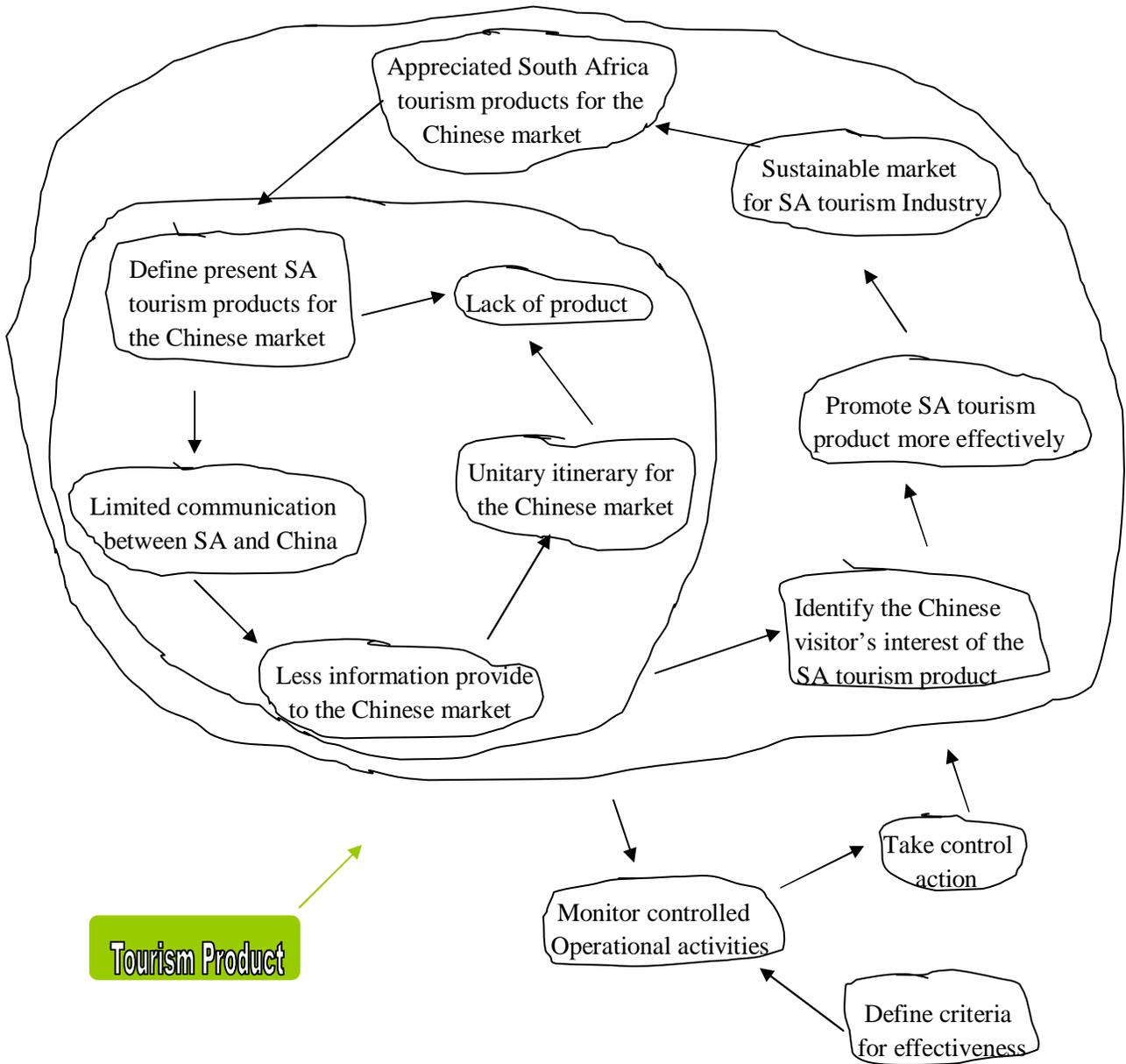


Figure 4.10.3.2 A subsystem of the conceptual model for promoting the South Africa tourism products more effectively.

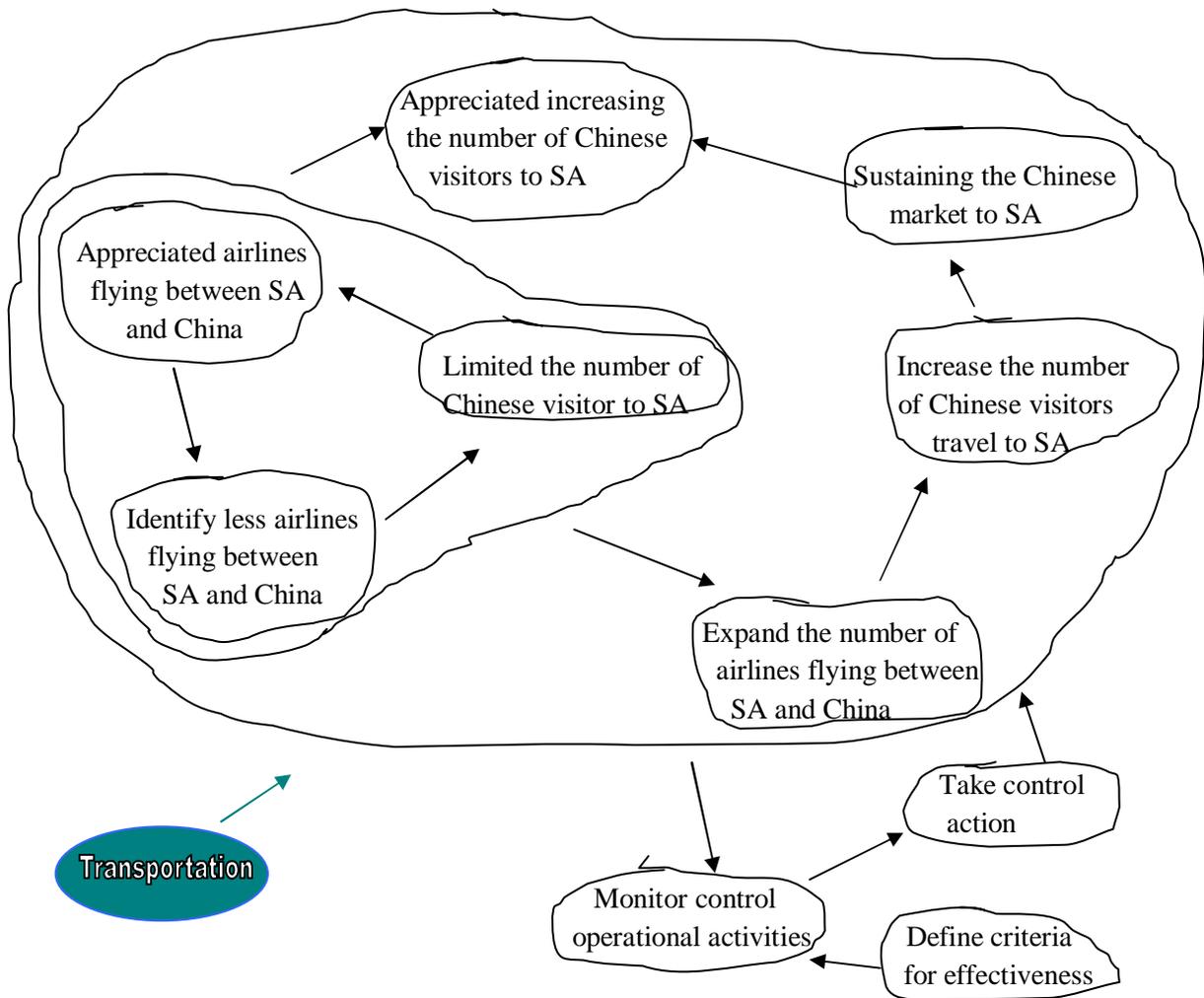


Figure 4.10.3.3 A subsystem of the conceptual model for increasing the number of airlines flying between China and South Africa

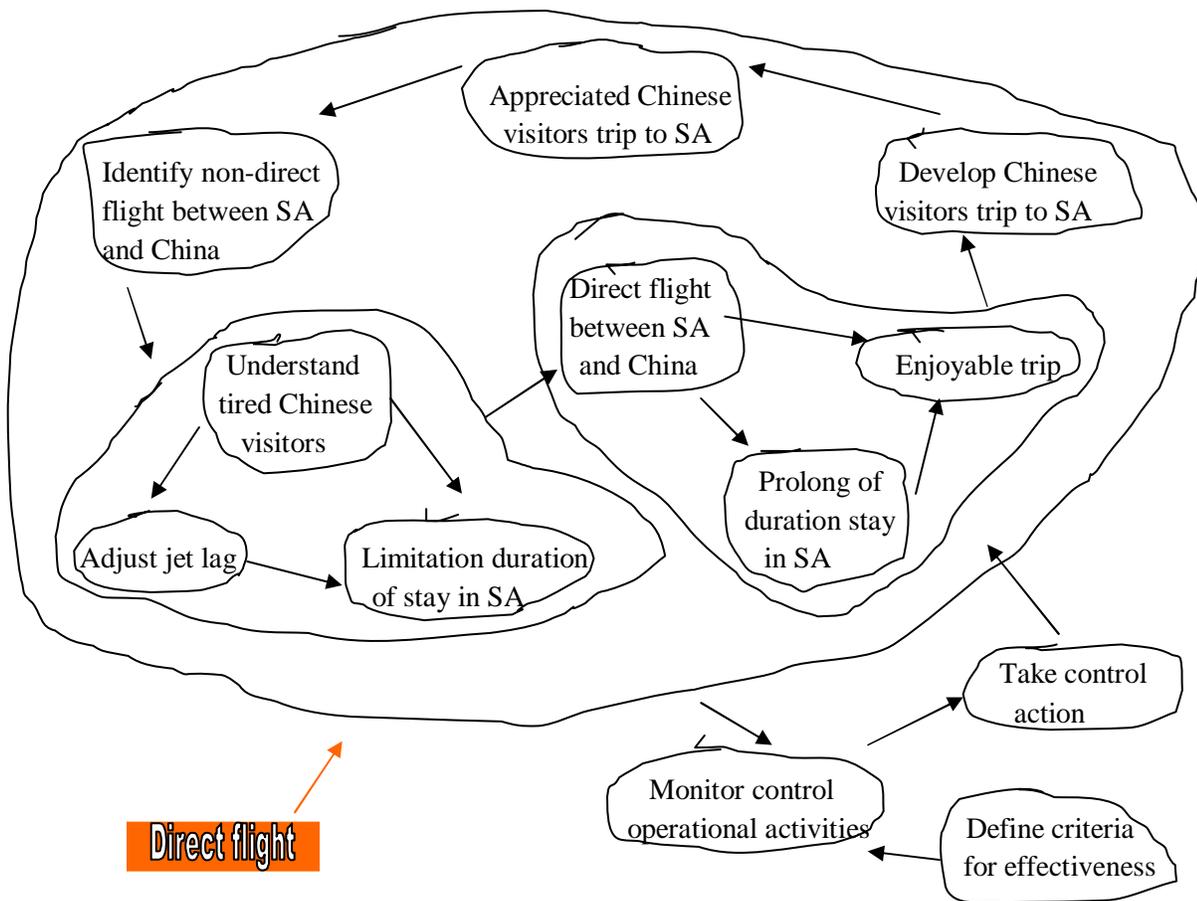


Figure 4.10.3.4 A subsystem of the conceptual model of direct flight

Soft system methodology offers key techniques and important underlying theory to improve a better understanding of the increasing Chinese tourists market to the South African inbound tourism industry. SSM has contributed participatory techniques to the process, stimulated a holistic approach to the problem situation, promoted learning and addressed complexity by providing tools to identify important themes in a messy situation, conceptual model these as system of purposeful human activity, and use them to generate debate about desirable and feasible change in the situation.

4.10.4 Comparison and Debate About Desirable and Feasible Change

In SSM there always occurs a process of comparison between models of relevant human activity systems and the expression of the problem situation. Checkland and Scholes (1990) comment that,

.....comparison between the two is the formal structure of a discussion about possible changes, a discussion held with concerned people in the problem situation. In order that the discussion shall be rich and wide-ranging, we wish to question *whether* various activities in the models are discernable in the real world, as well as – if they are present — *how well* they are being done. We also wish to discuss possible alternatives to the real world activities, alternatives suggested by the models.

Ledington (1990) argue that processes of comparison are at the heart of SSM and that comparison of system models to real world situations is central to structured systems thinking. Comparison in SSM occurs in four main ways: using models as a source of questions to ask of the situation, informal discussion, development of scenarios based around models, and mapping of system models onto real-world activities (Checkland 1981, Checkland and Scholes 1990)

The application of SSM in the Chinese visitors travel to South Africa situation highlighted the weaknesses in the recent articulation of the methodology. The context of the Chinese visitors travel to South Africa research is different, but the principle of comparing conceptual models to the real-world situation to stimulate debate about desire and feasible change is transferable. For example, that the South African tour operator meets the Chinese visitors expectations and needs that is an important issue and should be taken up immediately with the South African tourism industry. However, it generated the following questions: Is it realistic and attainable? Within what time frame? Who will do it? Who will benefit? When it will happen? How will you know if it has been successful? The purpose of these exercises was not merely to produce and record answers to formal questions, but to generate debate about change in the situation.

Comparison of the transportation between China and South Africa with the real world showed the obstacle of receiving an increasing number of Chinese visitors travel to South Africa with no direct flight and not enough seats. This issue will intensify because it is unpredictable and also difficult to control. Table 4.10.4 lists the ideal type system compared with the reality.

Activity	Is this done in reality?	If not, should it be considered as a possibility?
South African tourism industry meets the Chinese visits needs & expectations.	Yes, but a few aspects still lacking.	
South African tour operator promote South Africa tourism product effectively	Not really	Yes, it possibly needs change
Launch direct flight between South Africa and China	It is in the process, but do not know when will be done	
Increasing number of airlines flying between South Africa and China	Not done	Yes, should consider as a possibility

Table 4.10.4 Comparison the conceptual model with the reality

The SSM is methodology not a method so it does not tell you the way to solve the problem but rather the way to think differently about the problem. SSM adopted in this research also outline the systemic situation of the Chinese tourists market travel to South Africa. For example, if the Chinese tourists do not travel to South Africa it can be because there are no enough seats, but the poor service could also stop them from coming. In order to increase the number of the Chinese tourists visiting South Africa, both these aspects should be considered.

SSM at stage 6 is to debate the ideas that are both systemically desirable and culturally feasible. Systemically desirable means that any change to be implemented must make sense in system terms: it must not, for example,

improve one part of the mess at the cost of making other aspects far worse. To illustrate this in the Chinese tourist visit to South Africa situation, an increase in the number of Chinese tourist visiting South Africa depends on the airline seats capacity, so increasing the number of airlines flying from China to South Africa should be considered but if Chinese tourists have a bad experience during their stay in South Africa, it could stop them coming to South Africa again in the future, so there would no longer be a need for an increase in the number of airlines flying between China and South Africa, which could possibly lead to airline closures.

Cultural feasibility asks whether a particular change is feasible for the particular actors involved. They, after all, are the ones whose lives are bound up with the problem, who are to some extent responsible for them, and they are also the people who will have to implement any changes and make those changes work. To illustrate, in this study it is South African tourism and inbound tour operators who are the significant actors for increasing the number of Chinese tourist market. Their participation is extremely important if the situation is to be improved. For example, their perception and awareness of the increasing Chinese tourist market to South Africa and their effectively promotion of South African tourism products in China.

4.10.5 Recommendations

Soft System Methodology use systems models in an organized learning system to improve and make more apparent the process by which 'what obviously ought to be done' emerges for particular people at a particular moment in time in a particular situation with its own unique history. SSM encompasses but also transcends the logic of the situation; its focus is the cultural processes which lead to purposeful action (Checkland, P 1989). SSM is a typical system thinking methodology and relevant in the ill-structure problem and complex situation. It is a learning-process in the daily life that is

never ending. SSM facilitated an better understanding of the Chinese increasing tourists market to South Africa that enabled the development of four relevant systems models that will assist the South African tourism industry to learn about, debate and define action in order to improve the situation.

In this study, using SSM, it is recommended that South African tourism and tour operators needs to be aware of the increasing Chinese tourist market to South Africa. Furthermore, by understanding the market better and promoting South African tourism product effectively, they are more likely to meet the Chinese tourist's needs and expectations, (For example, Chinese food and Chinese speaking guides), also the launch of direct flights between China and South Africa would increase the efficient promotion of South Africa as an attractive tourist destination for Chinese tourists. SSM systems methodology provided a system of thinking for the situation that could be broken down into a few sub-systems for easier and more detailed explanation. It is powerful and easy to use tool that the South African tour operators who aim to develop and sustain the Chinese tourist market to South Africa can make use of for planning their marketing strategy.

4.11 Conclusion

To conclude, it has been assessed that South Africa is a perceived secondary destination for the Chinese tourist and they are interested to visit it. Chinese tourists have huge potential to visit South Africa in the near future. Nevertheless, Chinese travelers have not been fully informed by the media or promotion campaigns about South Africa, but their interests in South Africa are obvious.

Furthermore, it has been demonstrated that South African inbound tour operators are not hundred percent ready for the increasing Chinese market

but eighty per cent ready. Meanwhile, crucial elements for developing Chinese market to South Africa (Such as tourist perception, promotion, tourism awareness) need to be changed and developed.

CHAPTER FIVE: CONCLUSION AND FURTHER RESEARCH

5.1 Conclusion

Cooper, C and Wahab, S (2001) described Tourism as not a clear-cut sector but an all-embracing and pervasive domain of service and industrial activities. China outbound tourism development is further complicated and sophisticated because of China's socialistic policies.

The objective of this study was to assess the tourism market to South Africa developing as a travel destination for the Chinese market. The investigation in the Shanghai tourism industry has shown that Chinese visitors were interested in visiting South Africa. The Chinese outbound tourism industry to South Africa is still in an early stage because South Africa only received its ADS status in 2002 but the desire of Chinese tourists to travel to South Africa has been perceived.

The first sub-objective was to examine the readiness of tour operators in South Africa to try and see if they will be able to deal with the increasing Chinese tourist market. The conclusions reached are that the South African tour operators are in a state of approximately eighty percent readiness for the influx of Chinese tourists. Therefore they are ready in the short-term for the smaller numbers that will initially be received but they are not yet ready for the larger numbers that are estimated. Furthermore, the airline seat capacity is a limiting factor on increased Chinese tourist numbers.

The second sub-objective was to explore the interests and major concerns of Chinese tourists traveling to South Africa. Chinese travelers are interested in visiting South Africa's well-known attractions e.g. Cape Town, the magnificent landscapes and the areas of spectacular scenery. With regard to

shopping, they were keen to buy diamonds and African souvenirs. Their average expenditure was between US\$ 501-1000. Due to the Chinese holiday system and South Africa being a long distance destination, Chinese travelers were prepared to spend 8-14 days on their trip to South Africa. Also to be taken into consideration is South Africa's high crime rate, which undoubtedly determined that personal safety was a major concern for Chinese travelers to South Africa.

The third sub-objective was to outline the expectations of outbound tour operators in Shanghai and also the findings of inbound tour operators in South Africa regarding Chinese tourist travel to South Africa. On the one hand, the tour operators in Shanghai were expectant of direct flights between South Africa and Shanghai as well as a South African Consulate in Shanghai. Frequent promotional campaigns about South Africa and co-operation between the two countries, was also expected by the tour operators. South African brochures in Chinese and a variety of tourism products need to be supplied to the tour operators in Shanghai for the Chinese market. On the other hand, South African tour operators found the Chinese market to be very price sensitive and strongly competitive, which has implications for the quality of service given to Chinese travelers on tour. Additionally, potential problems such as illegal immigration and shopping commissions need to be taken into consideration when planning future development.

The last sub-objective of this study was to create an overview of the South African industry's understanding of the emerging Chinese market. These include the profile of the average Chinese traveler traveling to South Africa and the expectations of China's inbound tour operators. An analysis of the strengths, weaknesses, opportunities and threats to the current Chinese market to South Africa forms part of this study.

The first hypothesis was that South Africa is developing as a travel destination for Chinese tourists, and they are interested in visiting South Africa. Question number 2 in the research questionnaire for Shanghai was: "Would you like take a trip to South Africa? The response was 81.4% positive, which suggests that this hypothesis is true.

The second hypothesis was South African tour operators who operate the Chinese tourist market are prepared to meet the needs of increasing numbers of Chinese tourists. The response to the relevant interview questions were approximately eighty percent positive, which suggests that South African tour operators are ready for the increasing Chinese tourist market, and are preparing to meet the needs of increasing numbers of Chinese tourists.

5.2 Further Research

This research was only one empirical study that has examined the Chinese outbound tourism market to South Africa. It was based on both qualitative and quantitative research methodology. However, the Chinese outbound tourism market is still in its infancy but the economy in China is growing fast, which implies that the tourism market can change its characteristics rapidly. In order to develop the South African inbound tourism industry from China, South African inbound tour suppliers and marketers have to develop a deeper understanding of the emerging Chinese travel market to South Africa. It is equally important that they establish a good relationship with the Chinese inbound tour operators. Hence, the Chinese tourism market to South Africa is an ongoing subject that definitely needs further research.

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- C. Diversity in landscape & scenery
- D. World famous views (E.g. Good hope of cape)
- E. Culture & history
- F. Tropical weather

7. How many days would you like to spend for your trip to South Africa?

- A. 5 — 7 days
- B. 8 — 14 days
- C. Over 15 days

8. When you are traveling in South Africa, what will you spend most money on?

- A. Diamonds
- B. Gold
- C. African hand craft
- D. African souvenirs
- E. Others

9. When you are traveling in South Africa, how much would you be prepared to spend?

- A. US \$ 300
- B. US \$ 301- 500
- C. US\$ 501- 1000
- D. Over US \$ 1000
- E. No spending

10. What is the reason for not fulfilling your trip or for not wanting to travel to South Africa?

- A. Safety
- B. Language barrier
- C. Expensive trip
- D. No time
- E. Health and diet
- F. No direct flight
- G. All of above
- H. Other reasons

11. Please would you suggest few ideas for developing tourism trade between China and South Africa within the current outbound travel market in China?

Respondent's Biographical Details:

Gender

A. Male

B. Female

Age

A. 18 – 22

B. 23 – 29

C. 30 – 44

D. 45 – 59

E. Above 60

Education Level

A. Under matric

B. Matric

C. Diploma

D. Degree

E. Master

F. Doctor

Years of Worked in Tourism Industry

A. Under 2 years

B. 2 — 5 years

C. 6 — 10 years

D. Above 10 years

Marital Status

A. Married

B. Single

C. Divorce

Thank you very much for your co-operation!

回答者个人概况:

性别

A 男性

B 女性

年龄

A 18 - 22 岁

B 23 - 29 岁

C 30 - 44 岁

D 45 - 59 岁

E 60 以上

教育程度

A 高中以下

B 高中

C 大专

D 大学本科

E 硕士

F 硕士以上

就业状态 (从事旅游业)

A 2 年以下

B 2 - 5 年

C 5 - 10 年

D 10年以上

婚姻状况

A 已婚

B 未婚

C 离异

非常感谢您的真诚合作！

Appendix C

Interview Questionnaires in Shanghai

1. Since when has your company offered South Africa tours for the Chinese tourist?
2. Does your company have information or brochures on South Africa in Chinese?
3. How do your tour operators recommend South Africa to the Chinese client?
4. What type of South African tourism products does your company sell to the Chinese market?
5. How often does your company tour operator communicate with the South African tour operator?
6. Does the long flight trip to South Africa affect the Chinese tourist?
7. After South Africa gained ADS, is it easier for the Chinese tourist visitor to South Africa?
8. How do you find the application for the visit visa for the client in the Beijing Embassy?

9. What do you think of the Chinese visitors' knowledge about South Africa?
10. What is your perception of the increasing number of outbound Chinese tourists travelling abroad?
11. Do you think South Africa will become a hot destination for the Chinese market in the future?

Appendix D

Interview Questionnaires in Johannesburg

1. Since when has your company operated tours with the Chinese travellers visiting South Africa?
2. From your company's perspective, are Chinese visitors travelling to South Africa in increasing numbers?
3. Would you mind tell me how many Chinese tourists have your company received last year?
4. If the number of Chinese visitors increases in the future, do you think there are enough airlines and seats to meet the demand?
5. Would you be able to provide your company's itinerary for the Chinese visitor's tour in South Africa? How long has your company been using this itinerary?
6. During the high season of the Chinese visitors, e.g. Chinese New Year and Golden Week
 - a. Are there shortages in the number of Chinese-speaking tour guides?
 - b. Are there sufficient Chinese restaurants to provide Chinese food for the Chinese visitors?
 - c. Is there enough transportation and accommodation?
7. After the Chinese government granted ADS to South Africa how is your company going to promote the South Africa tourism product in China? Wildlife, or climate and landscape, or African culture and attractions?
8. How many Chinese-speaking employees are working in your company?
9. What is the readiness of your company for the increasing numbers of Chinese tourists visiting South Africa?

10. What do you think about Chinese illegal immigration to South Africa? Has your company had any experiences of this?
11. What is your opinion about shopping commissions?

Appendix E

SA Tourism Manager of Asia Interview Questionnaires & Answers

1. Would you please tell me what the SA Tourism marketing campaign for China is now that China has granted Approved Destination Status to South Africa?

Answer: Our strategy in China is to market SA as an ADS destination by increasing consumer awareness of the country & addressing negative perceptions.

2. Do you think that after ADS and SARS there will be a mushrooming growth of Chinese tourists visiting South Africa?

Answer: Yes, there will be a number of Chinese tourists to SA after SARS & ADS. Already from about August there has been an increase in bookings according to the info we get from airlines & travel agents. Because the levels of awareness about SA are still low, you won't get very huge numbers but as we grow in awareness levels so the numbers grow.

3. By what percentage do you anticipate tourist levels to increase in South Africa due to the increase in Chinese tourists after the ADS?

Answer: Our anticipation at the beginning of the year was a 10% increase in 2003 but then with SARS & the war, which greatly affected arrivals in April/May/June/July, the percentage increase will be less.

4. When do you think that South Africa will become the hottest destination for the Chinese tourists?

Answer: In the next three to five years.

5. Do you think that the South African tourism industry is ready for the flood of Chinese visitors?

Answer: Yes, we have the experience to offer them. Some major hotels that receive a number of visitors from China are looking very seriously into putting Chinese signage & also providing Chinese-speaking staff when they have groups from China. There are initiatives in place to increase the number of tour guides.

6. Are there a shortage of Chinese tour guides, coaches and hotels?

Answer: Yes, there are very few Chinese guides at the moment. I am not aware of any shortages in terms of hotels & coaches.

7. Will SA airways be opening direct flights to China? Do you know how long before it will be a reality?

Answer: SAA is looking into opening direct flights into Shanghai. They have not indicated the exact time but it is something they are looking into very seriously. The increase in the number of tourists in this route has also caused other airlines in China to consider operating direct flights between the two countries. So it is not only SAA that is looking at this opportunity but also the other airlines.

8. Which city will be the destination in China that SA airway will be fly to, Beijing, Shanghai or both?

Answer: They are considering Shanghai.

9. As Chinese citizen still have not been informed about South Africa by the media in China, what is SA Tourism's media promotion for China?

Answer: SA Tourism has an office in Beijing. This office is linking up with major players in the media. Some of these players are brought to SA on Press trips to learn more about the country and when they go back they feature informative stories & images about SA.

10. a) Can you comment on how big the problem of Chinese illegal immigrants is in South Africa?

Answer: I am not sure how big this problem is but I know that there are some Chinese tourists who disappear whilst on tour in SA.

b) I have been led to believe that it is a problem already, and after ADS it seems likely that it will be easier for Chinese people to become illegal immigrants to South Africa. What is the policy or solution that SA Tourism can provide to control this problem?

Answer: As soon as such cases are known they get reported to the police. SA Tourism is also encouraging the SA inbound operators to screen carefully the type of outbound they do business with.

11. According to Chinese outbound tourism market, when Chinese tourists visit Southeast Asia, e.g. Thailand, Malaysia they are more inclined to go shopping instead of sightseeing. As South Africa is still not a mature market, do you think that this will happen in South Africa also?

Answer: Yes, even in SA Chinese still do some shopping & I think this will continue like that as Chinese are mainly traders by nature.

12. How will SA Tourism help to deal with and control this problem?

Answer: We do not see it as much of a problem as shopping brings revenue to the country. It only causes concern when the whole itinerary is packed with shopping and nothing on site seeing. Because the companies that handle leisure travel from China are registered with SA Tourism, an effort will be made to randomly check on the itineraries.

Thank you very much for your kind help!

Appendix F

List of the Approved Destination Status Countries by Chinese Government

Name	Year
Hong Kong	1983
Macao	1983
Thailand	1988
Singapore	1990
Malaysia	1992
Philippines	1999
Australia	1999
New Zealand	1999
Korea	1998
Japan	2000
Vietnam	2000
Cambodia	2000
Burma	2000
Brunei	2000
Nepal	2002
Indonesia	2002
Malta	2002
Turkey	2002

Egypt	2002
Germany	2002
India	2002
Maldives	2003
Sri Lanka	2003
South Africa	2003
Croatia	2003
Hungary	2003
Pakistan	2003
Cuba	2003

Sources: China National Tourism Administration (CNTA)

Appendix G

List of Interview

Interviewees	COMPANY NAME	POSITION	DATE
Chai Zhao Jun	Shanghai China International Travel Service Co .Ltd	Outbound Dept Sales Manager	10 th March 2003
Chai Xiao Xia	Shanghai China Travel Service Outbound Tour	Dept Manager Outbound Tour	5 th Mar 2003
Hu Jie	Shanghai Airline Tours. International, Co. Ltd	Outbound Travel Centre Middle East Dept Manager	6 th Mar 2003
Fei Hong	Dazhong International Travel Service Shanghai China	Vice General Manager	6 th Mar 2003
Guo Ying Zhi	Department of Tourism, Fudan University Shanghai, China	Head of Tourism Management Research Center	3 rd Mar 2003
Steven Jin	South African Embassy of China	Information Assistant	20 th Mar 2003
Hannes Boshoff	ERM Tours (Pty) Ltd	General Manager	12 th Aug 2003
Terry Fenton –			19 th Aug

Wells	SA Magic Tours	General Manager	2003
Jennifer Huang	Crown Travel	Senior Tours Consultant	20 th Aug 2003
Emily Wang	Travel Destination	Director	30 th July 2003
Brett Parker	Sun Star Diamonds	General Manager	30 th Sep 2003
Zolelwa Mukozho	South African Tourism	Portfolio Manager For Asia)	Sep 2003

Appendix H

南非指定接待中国旅游团的旅行社名单（21家）

List of Appointed South African Tour & Travel Agencies Receive Chinese Tourist Group

	COMPANY NAME	REPRESENTATIVE	POSITION	E-MAIL	PHONE
1	African Eagle	Karen Kotze		henrispa@ae.co.za	+27-11-8072939
2	African Pride Tours	Trevor Hewett		Trevor@africanpride.co.za	+27-21-7155409
3	Chaperones	Mark Quinton		mark@chaperonesinternational.co.za	+27-21-6869773
4	Crown Travel	Tinus Jacobs	MD	Tinus@crowntour.co.za	+27-11-6229333
5	ERM Tours and Travel	Barry Hurter	MD	Barryh@ermtours.co.za	+27-11+8844343
6	Esseness Safari	Steve Gibson	Manager	Esseness@iafrica.co.za	+27-35-7924114
7	Gateway Travel	Tracy Bennett		info.getaway@galileosa.co.za	+27-21-5516552
8	Golden Getaways	Jan Jenkins	GM	jian@mweb.co.za	+27-12-3414335
9	Golden Holidays	Hancadri Spies	MM	hancardris.goldengetaw	+27-12-

				ays@galiloesa.co.za	3414335
10	Golf & Game Safari	Cindy de Vries	MD	cindy@golfandgame.co.za	+27-39-9753164
11	Intende Travel & Tours	Thoko D. Mtshali	MD	Thoko@worldonline.co.za	+27-11-4216386
12	Luxliner Tours and Travel	Johan Groenewald	MD	johan@luxlinertours.co.za	
13	S.A.Longway International Promotion Pty.Ltd.	Maureen Lok Ho Fat	GM	Salongway@mweb.co.za	+27-113343993
14	SA Magic Tours	Terry Fenton-Wells	GM	terry@samagictavel.co.za	+27-11-8861101
15	Sunray Travel	Stephen Li		info@sunray.co.za	+27-21-9342227
16	Thompsons South Africa	Edward Mitchell	Sales Man-ager	Edward.mitchell@thompsons.co.za	+27-31-2503173
17	Titch Tours	Mandi Johnson	Director	mandij.titch@galileosa.co.za	+27-21-6894151
18	Travel Destinations (Prosgrow)	Emily Wang	Director	Traveldest@galileosa.co.za	+27-11-4825208
19	Travkor Africa	Nicholas Leonsins	Director	nicholasl.travkor@galileosa.co.za	+27-11-8837803
20	Wilderness and Coastal Tours	Diane Stap		stap@iafrica.com	+27-43-6424973
21	Wison Collins	Janet Gericke		incoming@wct.co.za	+27-11-3270440

Source: China National Tourism Administration (CNTA)

Appendix I Chinese version

SA Tours Package

魅力南非旅游8天5晚团特点

8 Days 5 Nights Tour Package

• 第一天从中国出发

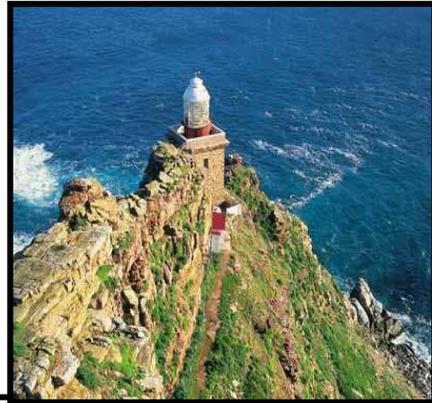
第二天

- 抵达开普顿
- 游鸵鸟园
- 鸵鸟肉餐
- 游桌山 讯号山
- 水门区商场购物
- 中餐
- 晚上住宿 3/4星酒店



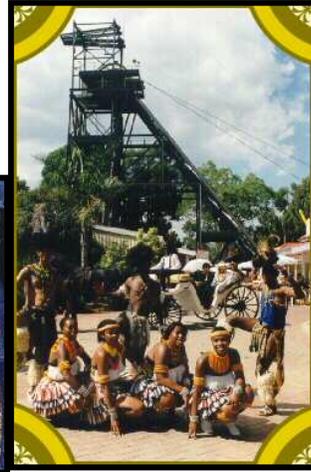
第三天

- 乘船遊著名海豹保護區間
- 午餐 龍蝦大餐
- 好望角登上海角點之燈塔
- 觀賞一望無際的大西洋及印度洋
- 企鵝島
- 晚餐 鮑魚片餐
- 晚上住宿 3/4星酒店



第四天

- 转机回约堡
- 午餐于中餐厅
- 遊黄金矿城
- 跳蚤市场
- 约堡市内观光
- 晚餐于中餐厅
- 晚上住宿 3/4星酒店



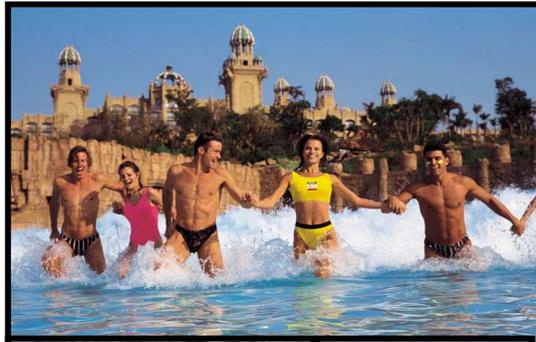
第五天

- 比陀利亞市內參觀
- 午餐于中餐廳
- 獅子園
- 南非最大的娛樂場所
太陽城享用渡假村內一切娛樂設施
- 非洲式自助餐
- 晚上住宿太陽城 3/4星酒店
-



第六天

- 早上晨光初現乘大型吉普車
前往南非第四大之比林斯堡
動物保護區內追蹤野生動物
- 午餐于中餐廳
- 參觀鑽石工廠
- 午餐于中餐廳
- 晚上住宿3/4星酒店



第七天

- 早餐后自由活动
- 转到约堡机场乘机回国



第八天

- 到达中国

祝您旅途愉快!

欢迎再度光临!

魅力南非旅游10天7晚团特点

10 Days 7 Nights Tour Package

花园大道游

Garden Route

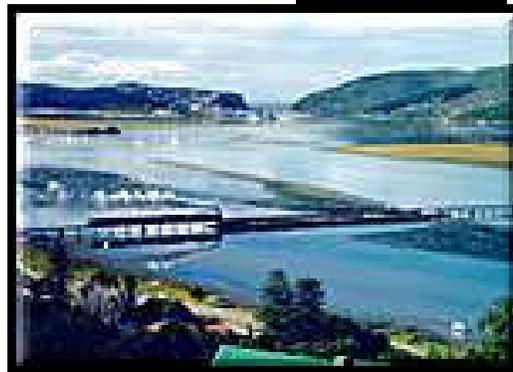
第八天

- 早餐后乘豪華遊覽車經花園大道
- 前往喬治途經摩梭灣參觀博物館郵政樹
- 午餐後,遊甘果洞
- 駝鳥園(若是花園大道團在開普頓時就不遊駝鳥園)
- 晚上住宿 3/4星酒店



第九天

- 前往海天一色,有南非瑞士之稱的克利斯娜.乘觀光船到環礁湖觀賞湖水與印度洋的浪花險峻的山崖美景 溜覽著名風景區
- 水門區遊覽購物
- 晚上住宿 3/4星酒店



Source: SA Magic Tour

Appendix J

ERM Tour & Travel Itinerary for Chinese Market

Day 01	DATE / MONTH - ARRIVE JOHANNESBURG MEAL FOR TODAY: LUNCH & DINNER
07H00	Arrive Johannesburg <i>International Airport</i> . The group will be met by our ERM Representative
08H30	You are met by a professional Tour Direct and you will proceed on your Johannesburg City Tour & have a drive pass Soweto tour.
09H30	Proceed on a GOLD REEF CITY tour, Built around an old gold mine, this theme park is a reconstruction of Johannesburg during the gold rush era. Included in this tour is a descent down an old gold mine shaft to learn how gold was extracted in the past, witness molten gold being pored and watch an exciting display of tribal dancing.
12H30	Lunch will be served at TONG LOK - BEDFORDVIEW
13H30	Check in your hotel upon arrival
14H30	Depart to Caesars Casino have a gambling leisure.
16H30	Then transfer to visit Sandton City,
18H00	Dinner will be served at LAI LAI GARDEN
19H30	Drop off at hotel.
	OVERNIGHT JHB 3* HOTEL
DAY 02	DATE / MONTH - JOHANNESBURG - SUN CITY MEAL FOR TODAY: BREAKFAST, LUNCH & DINNER
07H 30	Breakfast at your hotel
08H30	Check out your hotel
09H30	Pick up at hotel then you continue on your journey to Sun City – The City That Never Sleeps.
12H00	On arrival, your Tour Director will take you on an orientation tour of Sun City to show you where all the attractions are. The remainder of

Your afternoon is at leisure to do your own exploration of Sun City.

13H00 Lunch will be served at **SUN TERRACE**

14H00 After lunch check in your hotel. Then afternoon will be at your own leisure to discover the many myths and legends from Africa's distance past, which surround the Lost City, A photographer's dream come true with its magnificent ancient architecture and beautiful landscapes. For those who would like to try their hand at gambling, there are many casinos and jackpots available here.

15H30 **PILENSBURG GAME DRIVE** starts (Pick up at Cabanas hotel lobby at 15H15). You will set out in open-top bush vehicles for a view & photograph the abundance wildlife at close range and witness the breathtaking African sunset along way the way. After you exciting game drive, return to Sun City.

19H00 Dinner will be served at **PALM TERRACE**

OVERNIGHT CABANAS HOTEL

DAY 03 DATE / MONTH - SUN CITY - PRETORIA - JOHANNESBURG
MEAL FOR TODAY: **BREAKFAST, LUNCH & DINNER**

07H30 Breakfast at your hotel

09H00 Check out your hotel

09H30 Pick up at your hotel and depart to Pretoria

12H30 Lunch will be served at **HOUSE OF CANTON**

13H30 After lunch proceed on a **PRETORIA CITY TOUR**, Highlights include a drive past the Union Building, Church Square, the City Hall, State Theatre / Opera House and the *Voortrekker Monunment*

15H00 Then depart to visit Diamond factory, a wholesaler of locally made curios and you can also purchase quality diamonds here.

18H30 Dinner will be served at **ROYAL PALACE**

20H00 Drop off at hotel

OVERNIGHT JHB 3* HOTEL

DAY 04 DATE / MONTH - JOHANNESBURG - CAPE TOWN
MEAL FOR TODAY: **BREAKFAST, LUNCH & DINNER**

- 07H00 Breakfast at your hotel
- 07H30 Check out your hotel
- 08H00 Pick up at hotel then depart to *Johannesburg International Airport*. The group will be met by our ERM Representative.
- ??H?? Check in your flight to Cape Town
- ?? H?? Arrive at *Cape Town International Airport*. The group will be met by our ERM Representative.
- 13H00 Lunch will be served at **WESTCOAST OSTRICH FARM**.
- 14H00 Then proceed to the **WESTCOAST OSTRICH RANCH**, where you will be taken on a guided tour learn all aspects of Ostrich breeding and ranching.
- 15H00 Then transfer to the famous **TABLE MOUNTAIN** by cable car, weather permitting, enjoy the crisp air and clear accompany you to the top of the mountain and point out the landmarks from one of the world's most famous views, A great opportunity for photos.
- 17H00 Then transfer to a brief Cape Town City Tour, Drive by the historical Malay distinctive architectural style, the House of Parliament the City Hall.
- 18H00 Dinner will be served at **DYNASTY RESTAURANT**.
- 19H30 Drop off at hotel.

OVERNIGHT

CPT 3* HOTEL

DAY 05 DATE / MONTH - FULL DAY CAPE PENINSULA TOUR
MEAL FOR TODAY: BREAKFAST, LUNCH & DINNER

- 07H00 Breakfast at your hotel
- 08H00 Pick up at hotel after breakfast, Depart for a full day CAPE PENINSULA TOUR. Travel via Sea Point, Clifton and Landdudno to Hout Bay.
- 09H30 Depart on a **SEAL ISLAND CRUISE** aboard the Circe.
- 12H30 Lunch will be served at the **FISH HOEK GALLY RESTAURANT**.

13H30 After lunch, continue travel via Simon's town and **PENGUIN ISLAND** then go through the Indian Ocean Coastal Route to the *CAPE POINT NATURE RESERVE*. Ascend to the highest point on board the "*FUNICULAR*", reaching to the point of "*CAPE OF GOOD HOPE*" – the world famous "*WHERE TWO OCEAN MEET*". Then continue via Chapman's Peak Drive to your dinner stop.

18H30 Dinner will be served at the **TONG LOK – CAPE TOWN**

19H30 Drop off at hotel.

OVERNIGHT CPT 3* HOTEL

DAY 06 DATE / MONTH – CAPE TOWN – JOHANNESBURG – HONGKONG
MEAL FOR TODAY: **BREAKFAST, LUNCH**

07H30 Breakfast at your hotel

08H30 Check out hotel

09H00 Depart to Victoria & Alfred Waterfront for shopping leisure

11H00 Lunch will be served at **SEA PALACE RESTAURANT**

11H30 Then transfer to *Cape Town International Airport* for flight to Johannesburg.

12H00 Check in for flight to Johannesburg.

15H10 Arrive *Johannesburg International Airport*. The group will be met by our ERM Representatives.

17H00 Then collect your International Flight to Hong Kong.

&&&&&&& END OF SERVICES &&&&&&&

Source: ERM Travel & Tour

