

Voluntary tourism, a feasible tourism development approach for the western Baviaanskloof, South Africa?



Internship report

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1 Introduction

The Baviaanskloof is a special place for tourists to visit and experience the undiscovered and unspoiled wilderness, peace and quietness, culture, wildlife, rock formations and hospitality of the inhabitants. The Baviaanskloof can be characterized by its exceptional biodiversity. A high variety of vegetation types can be found, dominated by fynbos and subtropical thicket. In order to conserve its natural and cultural richness, the Baviaanskloof was listed by the IUCN as a World Heritage Site back in 2004. Tourism in the Western Baviaanskloof is a growing business and has lots of potential in multiple ways. At the same time the majority of the subtropical thicket ecosystem in the western Baviaanskloof, like large areas of the Eastern Cape Province, has been degraded by overgrazing (Eastcare, Zylstra). According to Mills et al. (2005) thicket doesn't easily regenerate once degraded. Economic and social issues need to be solved to be able to stop degradation of the ecosystem or desertification will be a fact (Kerley et al., 1995). In response, different national programmes have been developed to restore the valuable and globally significant biomes to meet both socio-economic needs and ecological objectives (EarthCollective, 2007). To be able to do this EarthCollective proposed PRESENCE as the facilitator of the subtropical restoration programme and built an innovative transdisciplinary learning organisation to address key scientific knowledge gaps in ecosystem restoration (EarthCollective, 2007). Previous research in the western Baviaanskloof area has shown that recreation and tourism is one of the most important ecosystem services for local stakeholders (Noirtin, 2008). This raised the question how tourism can support subtropical restoration in the western Baviaanskloof and at the same time could contribute to the socio-cultural and economic capital building. Different sustainable tourism initiatives all over the world illustrate how tourism is used as an alternative source of income to stimulate conservation and the protection of endangered areas. This means that tourism may offer an additional income for farmers in the western Baviaanskloof to enable them to reduce farming activities. But wouldn't it be more effective to initiate a tourism activity that directly contributes to restoration of the area and as a consequence of that activity, promotes sustainable tourism development in the area to the benefit of all.

During a 3 months field research in the western Baviaanskloof I collected information by interviewing local stakeholders, opportunistic interviewing, observation of the area, focus groups and conducting a survey among tourists. This created an understanding of the elements of the current tourism product, local perspectives on tourism development in the western Baviaanskloof, the challenges that need to be faced and tourists' interests. This is important information to indicate the feasibility of a voluntary tourism programme but also helps the process of planning for the achievement of its objectives and goals. As a result, a concept for a new voluntary tourism programme called Restoures has been developed that serves as a baseline or starting point for the further implementation of this project.

2 Theoretical background

2.1 Tourism and development

Tourism is a complex phenomenon considering its multi disciplinary linkages. It is not only an economic generating activity but also closely relates to and depends on geographic, environmental, political and socio-cultural dimensions (Gunn, 2002). In essence tourism is driven by the social need of people to be away from his usual habitat and interact with other people and places. On the other hand there is the supply side in terms of the destination which includes all the physical and programme developments to serve tourists. Every tourism destination has its own uniqueness and offers a product consisting of different ingredients that, together, create the actual tourism experience. In other words, tourism attractions are “all those elements of a ‘non-home’ place that draw discretionary travellers away from their homes” (Lew, 1987:554, as cited in Greenwood, 2006). However, the nature of the tourism product is not only influenced by the industry that provides the basic elements of the product but also by the needs, motivations, expectations and consequent behaviour of tourists (Sharpley & Telfer, 2002). In the end, the way in which tourism is consumed has significant implications on the developmental outcomes of tourism. Were in the past tourism development strategies focussed on tourism as an important source for economic growth and employment. Now, with the growth of the environmental movement, development has expanded towards an alternative tourism approach which encompasses the implications with regard to the environment and the impact on the social and cultural aspects of the destination. From the 20th century foundations for the philosophy of sustainable development were established with the release of a landmark report in 1987 by the World Commission on Environment and Development (Brundtland Commission) entitled “Our Common Future” (Lai, 2002). Since then people started to acknowledge the importance of a sustainable use of our natural resources and sustainable development became an important item on the global political agenda. Sustainability is the buzzword of the 20th century and influences consumer behaviour as we see a range of green products appearing in the market. Green is hot. Also the tourism branch has had to adapt itself to the ethic of conservation. There is no consistent definition about the meaning and interpretation on the concept of sustainability. Though, considering the different contexts in which tourism occurs, sustainable development need a destination specific approach. In general the sustainability of tourism can be analysed against the main criteria focussing on its environmental, social, cultural and economic sustainability. Furthermore, aspects of education, local participation and the aid to conservation play an important role in the establishment of sustainability (Mowforth & Munt, 2003). The development of sustainable tourism is also encouraged by the contemporary market. Despite several international crises, the demand for ethical products, social investment and eco-labels is growing (The International Ecotourism Society, 2005). Tour operators are increasingly aware of the demand for socially and environmentally responsible tourism products which resulted a continuing growth of nature and sustainable based tourism (Mowforth & Munt, 2003). New forms of tourism occurred in terms of Ecotourism, Community-

based tourism, Pro-poor tourism etc. Generally all these types of new tourism have in common that they are based on the criteria for sustainable tourism but differ in their focus. Another upcoming type of ecotourism is voluntary tourism which will be discussed in the following paragraph.

2.2 Voluntary tourism

2.2.1 Economic, social, cultural and environmental effects on the destination.

Another fast growing type of ecotourism is voluntary tourism. According to (Wearing, 2004) this type of tourism makes use of holidaymakers who volunteer to fund and work on conservation projects around the world. Voluntary tourism offers an authentic tourism experience where participants seek for cultural immersion, the desire to give back, camaraderie and increased knowledge and bonding opportunities (Brown & Lehto, 2005). It provides sustainable alternative travel that is mutually beneficial, that will contribute not only to the tourist personal development but also to community development, the economic and socio-cultural environment of the destination (Wearing, 2001). Many examples can be found all over the world and the activities can vary from participation in scientific research, ecological restoration until community development projects. The focus of the purposed concept in this research is ecological restoration. According to Blangy and Mehta (2006), ecotourism can be an important motive for local livelihoods to practice ecological restoration on their private properties, communal lands and national parks. The restoration of degraded features of the environment turned into primary nature based tourism attractions which provide rural livelihoods opportunities and alternative income. Also Wallace (1992, as sited in Wearing 2001) emphasizes that ecotourism could provide communities with the opportunities to learn and use the area and the attractions. It creates an economic alternative besides the traditional landuses and increases the economic diversity in remote areas rural communities are living in. The most challenging issue for the establishment of projects like ecological restoration is the limited available funds. In this case, ecotourism might provide a solution as it doesn't only serve as a good reason for local inhabitants to restore, the combination with voluntary tourism attracts financial and human capital for ecological restoration activities (Blangy & Mehta, 2006). But also from a cultural perspective, voluntary tourism might be of great value to increase community involvement. Considering cultural immersion as one of the main reasons for people to participate in voluntary tourism, it creates a market for local communities to get more easily involved with. From a local perspective the interest in the local culture showed by tourists stimulates a renewed value and appreciation of their own cultural traditions (Kutay, 1990 as sited in Wearing 2001). The new forms of alternative tourism where tourists wish for a high intensity of interaction, provides a space for social interaction between the communities and tourists (Weiler and Richins, 1995 as sited in Brightsmith, Stronza and Holle, 2008). This offers the opportunity in the form of empowerment for local communities to communicate their reality where "the tourist could become a powerful tool in enabling the explanation of their culture, political motivations, objectives and problems to the broader community" (Wearing, 2001 p. 43). Still it is hard to establish a real experience of the local culture and social environment. Considering the different values, experience and backgrounds of tourists, the only thing that tourists actually experience is a fleeting gaze (Urry, 1990, sited in Wearing 2001).

2.2.2 The mutual beneficial role of third parties involved in voluntary tourism

From the above a lot opportunities from ecotourism and voluntary tourism for the economic, natural, social and cultural environment of the host destination can be identified. Brightsmith, Stronza and Holle (2008) examined the relationships between tour operators, volunteers and scientist with respect to the mutual costs and benefits of voluntary tourism. They found that all parties were successful to fulfill the individual objectives in the programme and both the tourism operator and scientist were all able to create substantial financial benefits. But also on different grounds benefits were identified. The role of researchers by communicating with the general public, tourists and to assist in the training of guides increased the environmental awareness and decreased the impact of tourism on the environment but also added something to the tourist experience considering the increased satisfaction rates after the implementation of the programme. Brightsmith, Stronza, & Holle (2008) also emphasize the positive effects of research projects with regard to marketing of the destination. The project discussed in this article received a lot of extra attention through the publication of articles in journals, popular articles that appeared in domestic and foreign magazines and even through television documentaries. The research project itself received support by the work that was done by volunteers and the money they earned with the voluntary programme. More indirectly, by increasing the general public's understanding of science during their tourism experience, tourists become supportive to nature conservation.

2.2.3 The mutual beneficial effect on the tourism experience

From this brief review about voluntary tourism it may be clear that voluntary tourism has the potential to create opportunities on different levels. If done from the bottom-up sustainable development approach this type of alternative tourism could be beneficial to all the stakeholders involved with the primary focus on the destination. Also the tourist and the experience play a central role in the creation of these benefits. Many authors also analysed how tourists experience the alternative types of tourism and voluntary tourism specifically. In general voluntary tourism is experienced as a "more intense" due to the intensity of interaction with the local environment (Weiler & Richins, 1995 as cited in Brightsmith, Stronza and Holle, 2008). Miles, Sullivan and Kuo (1998) identified the psychological motives for volunteers to devote their time and energy in ecological restoration. Six scales were identified that indicate meaningful satisfactions from a restoration activity: a chance to be away, meaningful action, participation, personal growth, physical challenges and fascination with nature. Meaningful action and fascination with nature appeared to be the two highest sources of satisfaction. According to Wearing (2001) volunteer tourism experiences are different with respect to the notion of the self. He stated that "Volunteer experiences cause value and consciousness changes in the individual that subsequently will influence their concept of the self" (p.14). In other words, while contributing to community development required by local communities the experience that comes along changes people's lifestyles. In this sense, voluntary tourists may not only make a difference in the natural, economic, social and cultural environment of the destination, but also within themselves. However, it may be not

only the experience on itself that causes the change but also the increase of knowledge and consequently an increased awareness or consciousness about the environment. Environmental education combined with the actual experience has been stated to be an important tool to encourage the change of the self towards a more positive environmental attitude (Acury, 1990 as cited in Uysal, 1994). As noted by Luo and Deng (2008) this offers major opportunities for ecotourism ‘to be environmentally, socio-culturally and economically sustainable as it stimulates a market with a dedicated love to natural environments, positive attitudes towards the environment, and strong willingness to patronize businesses of good environmental practices’ (p. 392). What environmental education within the tourism context is about and the aspects one could consider for the design of an environmental education programme will be discussed in the following paragraph.

2.3 Environmental education

2.3.1 The effects of environmental education in a tourism context

Ecotourism provides the unique opportunity to combine environmental education with the actual experience. Examples can be found all over the world and different case studies illustrate that increased knowledge and a changed environmental attitude changes tourists’ perception and its related emotional aspects towards the subject of attraction. For a programme to be effective, Orams (1995) developed indicators (as presented in the table below) for wildlife management to measure positive changes in both the tourist and the natural environment. The objective should be to not only create a meaningful and memorial experience; it also helps management to minimize the impact on the natural environment.

Tourist	{	<ul style="list-style-type: none"> 1) Satisfaction/enjoyment 2) Education/learning 3) Attitude/belief change 4) Behaviour/lifestyle change
Natural Environment	{	<ul style="list-style-type: none"> 1) Minimize disturbance 2) Improve habitat protection
Contribute to long-term health & viability of ecosystems		

Table 1, Indicators for managing wildlife tourism experience, source: Orams (1995)

In his research about the effectiveness of an experiential dolphin education programme Orams (1997) found that education combined with the experience indeed increases tourist enjoyment, knowledge, changes attitudes towards the environment and finally also their intentions to pro-environmental behaviour. Environmental learning combined with the actual experience also appears to have strong emotional effects of appreciation and attachment on the tourist experience (Kimmel, 1999 and Kyle, Bricker, Graefe, & Wickham, 2004).

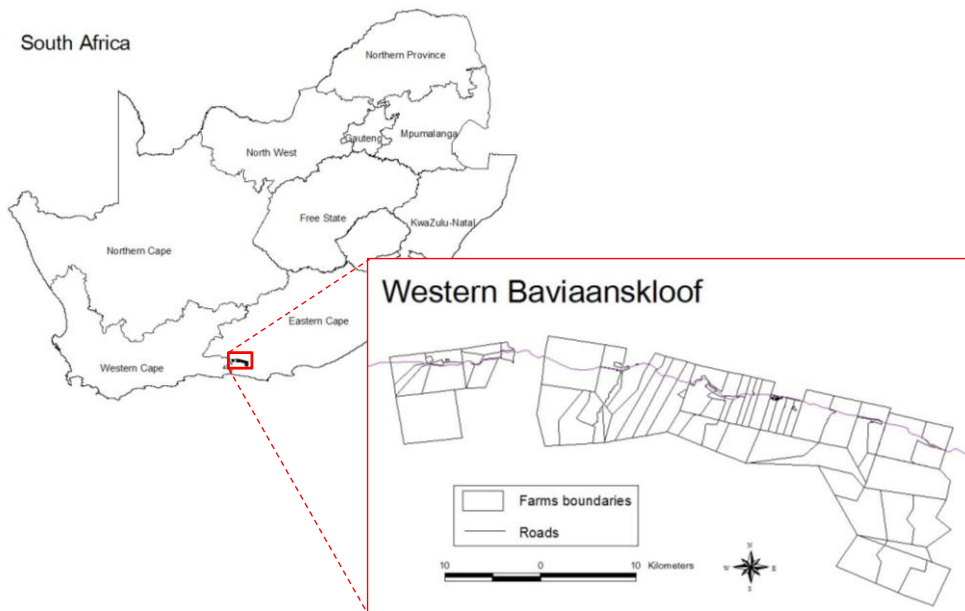
2.3.2 The educational programme design

The question remains how to design an environmental education programme that correspond with the tourists needs as described before and establishes increased knowledge. Ham (1983, 1999 in Powell and Ham 2008) identifies four key components in the EROT model to establish a successful environmental education programme: it must be Enjoyable, Relevant, Organized and Thematic. Orams (1997) identified five main techniques: a programme should trigger curiosity and create questions in peoples' mind, secondly techniques should be used to create affection by involving peoples' emotions, it should create motivation to act by outlining specific environmental problems that are relevant to the tourism experience, a fourth content of the programme should provide opportunities for people to take action right now at this place, finally a programme should always be evaluated on its effectiveness. Orams (1995) mainly notice the facilitation of education and learning, other authors also mention the importance of the type of tourists that participate in the programme. According to Hughes and Saunders (2005) the success of an environmental education programme depends on the visitors motivation for visiting and the activities they undertake. Explorative tourists appeared to be more receptive to education and appeared to shift towards a responsible conservation attitude, while the recreational seeking tourists shift toward a human-centred view of the natural area (Hughes & Saunders, 2005). Orams (1997) identified in his research about the effectiveness of environmental education that education on itself doesn't change tourists' behaviour. It is the combination of the experience that establishes a significant influence on tourists environmental awareness and behaviour.

3 Background

3.1 Research area

The Baviaanskloof, or valley of baboons, is a 75 km long valley situated between the east-western running mountain ranges of the Kouga mountains and the Baviaanskloof mountains. Geographically, the Baviaanskloof lies in the western part of the Eastern Cape Province close to the Western Cape Province's border. The Baviaanskloof area includes the Baviaanskloof Nature Reserve, a 184 385 ha protected area managed by the Eastern Cape Parks and the privately and community owned Baviaanskloof valley, situated in the western part of the Baviaanskloof. This research primarily focuses on the western Baviaanskloof area. Though, for the analysis of the tourism product the western Baviaanskloof cannot be seen as separate, therefore the perspective of the Baviaanskloof as a whole will be used. The privately and community owned land, which means 18 owners, in the western Baviaanskloof is mostly used for farming. Some of the owners live outside the Baviaanskloof and bought the land for conservation and tourism investment purposes. Also on the properties of the different farms a variety of accommodations can be found.



Map 1, location of the research area, the western Baviaanskloof

3.2 Research objective and research questions

3.2.1 Research objective

The objective of this research is to purpose concept for a voluntary restoration programme, called Restoures, in line with the local context of the western Baviaanskloof and to provide an insight on its feasibility. This has been done by analysing the challenges and opportunities perceived by local stakeholders and assessing the potential of a voluntary tourism programme within the existing tourism market. The outcomes should provide a point of departure for the further planning process and implementation of the proposed concept.

3.2.2 Research questions

General research question:

What is the local basis in terms of perspectives, perceived challenges and attitude, for the development of a voluntary tourism programme and does it have the potential to comply with local needs?

Specific research questions:

- a. From what local tourism context and future perspectives should Restoures be developed in order to comply with the local needs?
- b. What are the perceived challenges that need to be faced for the implementation and continuity of Restoures?
- c. What potential benefits and presumed opportunities could be derived Restoures?
- d. What is the attitude of tourists and local stakeholders visiting/living in the Baviaanskloof towards Restoures?
- e. What are the next steps in the development of Restoures?

3.3 Methodology

In this paragraph a further explanation will be given on the methods that have been employed to be able to give answers on the research questions as formulated in the previous paragraph.

For the purpose of this research three local stakeholders groups have been involved: the private and communal landowners living in the western Baviaanskloof (mostly farmers), the Eastern Cape Parks (ECP) and the Baviaans Municipality. These stakeholders have been involved considering their direct relation towards tourism development in the Baviaanskloof. By the employment of qualitative research techniques, namely semi-structured interviews, observation, informal conversations and a focus group meeting, this research tried to give an accurate description of the perceptions of local stakeholders towards tourism development and the related challenges and opportunities they perceive. The execution of this research evolved as a process. In order to develop a realistic concept for Restoures

and to create a feeling of ownership among the inhabitants of the western Baviaanskloof stakeholders, effort was made to keep local stakeholders involved through the research process. During the first stage of this research interviews took place with the stakeholders. This serviced as an introduction of myself to the stakeholders and to get an impression of the contemporary tourism context of the Baviaanskloof. Also existing documents and reports have been consulted to retrieve background information. This provided a base to build my further research on but also created a relationship of mutual trust for the further interviews. During one of the tourism association meetings explanation was given on the concept of voluntary tourism and how this concept could apply to the western Baviaanskloof. With the launch of the idea a discussion took place about the possibilities and the objectives of such a programme. This gave all the stakeholders a common understanding of the concept purposed. During the second stage of this research more detailed data was gathered about the individual stakeholders' perceptions and attitude towards Restoures and the goals it should strive for. This was done by means of a semi-structured interview. A focus group meeting served as a way to confirm the preliminary outcomes of the interviews and identify the main challenges and possible solutions for the development of Restoures. Finally a concept for a voluntary tourism programme has been developed based on the local needs and conditions for tourism development in the western Baviaanskloof. Figure 1 illustrates the context of this research and the base on which Restoures has been purposed. The literature has been consulted to complete the research and to design an informed concept. During the process of research the stakeholders were informed about the progress and preliminary results and founding's of the project. The purpose of this was to keep the people involved and stimulate the feeling of ownership. As one of the landowners stated "a project cannot be successful, if the local people don't feel the ownership of the project" (personal communication). It also provides the possibility to give feedback on the preliminary results.

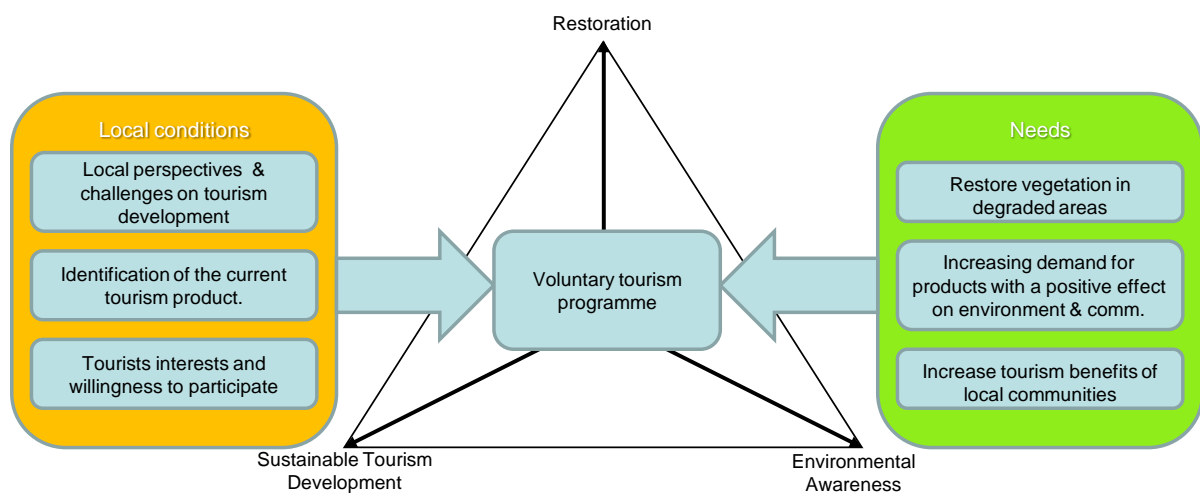


Figure 1, research context

To provide a first insight on the tourists' willingness to participate in Restoures, a qualitative research technique in the form of a survey questionnaire has been employed. This provided an accurate description of visitors of the Baviaanskloof and whether they are interested to participate in Restoures

or if new markets have to be attracted. Sixty five tourists participated in this research. The sampling method was convenience sampling. The questionnaires have been distributed among the various landowners and handed the questionnaires over to the tourists they accommodated on their farm. The questionnaire consisted of 26 questions divided by four parts: visit description, interests, satisfaction and personal information. A descriptive insight was given on socio demographic features but also on travel behavior, interests to learn and attractiveness of different features of the Baviaanskloof. The second objective was to measure tourists' willingness to support Restoures and their motives, the type of tourist that is interested to participate in Restoures and its potential effects on travel behavior. For the analysis of the quantitative data, SPSS was used.

4 Tourism in the Baviaanskloof

This chapter evaluates the contemporary stage of tourism development in the area, the tourism product and the potentials.

4.1 The position of the Baviaanskloof tourism industry

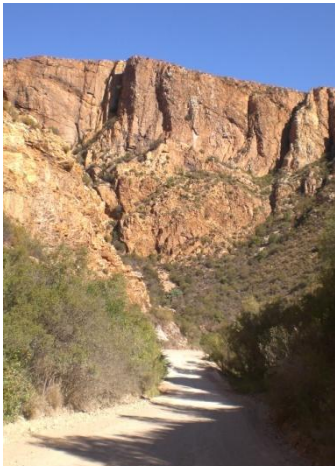
With a 34% tourism market share in 2005, South Africa is the main player in tourism development within Africa and generates an income of € 5,890 million in 2005 which means €114 per capita per year (World Travel and Tourism Council). Although the domestic (8%) and international (5,5%) tourism market still increased in 2008, South Africa can see the impact of the global financial crisis. The growth of the South African tourism industry is slowing down and forecasts on the world travel trends for 2009 calculated by the UNWTO aren't promising: a growth between 0 and -2%. Still South Africa remains slightly above the overall world travel trends with still a positive forecast of 2% growth.

Looking at the regional scale of the tourism industry, the Eastern Cape province, where the Baviaanskloof is situated, is in comparison with the other provinces of South Africa a small player in the tourism industry. The Western Cape instead is one of the main players in tourism. The Eastern Cape is more favourite within the domestic holiday, leisure and recreation market, and is its own largest source (Baviaans Local Municipality, 2008). Also the Baviaanskloof mainly attracts tourists from the surrounding cities like George, Knysna and Port Elizabeth. Geographically, the Baviaanskloof is closely situated to the Western Cape borders and the world famous Garden Route. The high seasons are the summer holiday from December till mid January and during the Eastern holiday in April. The average duration of stay is 2 nights, mainly during the weekend. The Baviaanskloof has to compete with South Africa's main attraction "The Big Five", offered by private game reserves and national parks like Addo Elephant park in the surrounding areas. Previous research has shown that introducing the big five in the Baviaanskloof region is not a realistic option due to the highly competitive tourism industry (Robford Tourism cited in Krikman, 2006). Instead the Baviaanskloof distinguishes itself with nature-based and heritage tourism activities, this product reflects and showcases the strengths of the area. Like a local tourism entrepreneur stated "The Baviaanskloof should be promoted as the save walk on the wild side, or 'serenity at its wildness'. In this area there are no wild animals like lions which makes it save for people to walk around. This place is completely different, it is a shock to the senses." (Interview, 12-11-2008). The growth and development strategy of the Baviaans tourism sector therefore aims "to be the preferred destination for nature-based tourism experiences in the Eastern Cape province showcasing the diversity of cultures for the benefit of all people living and working in the area" (Baviaans Local Municipality, 2008, p. 41). Although, tourism is growing business in the Baviaanskloof due to the increasing awareness of the Nature Reserve, the attention in regional and national travel magazines and word of mouth advertisement, the Baviaanskloof is still considered as a drive through destination. A better exploitation of its natural and socio-cultural features and the introduction of innovative tourism attractions and activities is necessary to increase the duration of stay and transform this area into a destination instead of a tourism route.

4.2 Assessment of the tourism product

To understand the tourism setting Restoures should be intergraded with, the contemporary tourism product of the Baviaanskloof has been assessed. Based on the framework of Jansen and Verbeke (1986) the tourism product of the Baviaanskloof can subjected to its primary, secondary and conditional elements.

The primary elements of the tourism product are those attractions within the Baviaanskloof that largely determine consumer's choice and influence prospective buyers' motivation to visit, in this case the natural environment. As one of the local tourism entrepreneurs said: *"The main strength is the untouched beauty of nature and we have to keep it the way it is. Tourists come here to enjoy nature and explore the area"* (Interview, 11-11-2008). It offers a unique wilderness experience were people find peace and quietness, a high diversity of flora & fauna, stunning sceneries, a varying landscape,



Picture 1, Nuwekloofpass, western entrance to the Baviaanskloof

streams and waterfalls. Because of its beauty and high biodiversity the Baviaanskloof has been entitled as a World Heritage Site back in 2004. Also the enclosing mountain ranges with amazing rock formations, and caves that were created by the powers of the earth millions of years ago are very determined features of the natural environment. Other primary elements can be found in the socio-cultural environment and the history of the place. Human history of the Baviaanskloof goes back to it is first inhabitants, the San bushman. Bushman paintings can be found in several places in the nature reserve and the valley area, but are not very well integrated in the tourism product. Due to inaccessibility, the lack of management (capacity) and information these treasures fairly remain unexploited in the tourism experience. The Baviaanskloof is furthermore

rich of cultural heritage like historic buildings, old graves and stories about the past. The people are friendly and proud to share the beauties of this area. The activities to do in this area range from the more adventures activities like 4x4 trails, hiking and cycling to more recreational activities like

swimming, bird watching, game viewing and nature walks. Except from the organised packaged tours of tour operators, tourists should undertake explorative activities in most cases on their own initiative. Some of the entrepreneurs organise occasionally guided tours and safari's on their land. Basically the Baviaanskloof area can be divided in two sections, the west- and the eastern Baviaanskloof. The western Baviaanskloof comprises a cluster of



Map 2, the Baviaanskloof

privately and community owned land located in the valley and surrounded by the Baviaanskloof nature reserve. The eastern Baviaanskloof covers the other part of the nature reserve area, managed by Eastern Cape Parks. Most landowners in the Baviaanskloof valley are farmers and earn their income with stock farming and agriculture. Within a time frame of 10 years, tourism has become an important additional source of income. On the different properties a variety of accommodation types is offered: campsites, cave accommodations, luxurious lodges, bed & breakfast, tree house, guesthouses, eco lodges etc. With the variety of offer from very basic till four star lodges, tourism entrepreneurs consequently focus on different market segments which decrease the mutual competition. Based on an estimation of the number of beds and campsites currently available for tourism accommodation in the east and western part of the Baviaanskloof, the Baviaanskloof can accommodate approximately 550 tourists. The Baviaanskloof valley is the centre of the tourism industry and accommodates around 70% of the total capacity. In this area other facilities can also be found like farmers/country shops, tea gardens and a small restaurant. Accommodation and shops can be seen as the facilitating content of the tourism product and can be subjected to the category of secondary elements. Though, in some



Picture 2, Cave accommodation at Rietrivier

cases the accommodation is an experience and tourism attraction on itself. The cave accommodations of Rietrivier have become a legend already and are an extra reason for tourists to visit the area. But there are also the tree house, transformed goat sheds, a former bathhouse, bush-camps which are all special places to stay and very characteristic for this environment. The secondary element, and especially accommodation, is the

segment of the tourism product that generates most of the tourism income in this area.

The conditional elements of the Baviaanskloof in terms accessibility and tourism infrastructure have a great influence on tourism development in the area. The Baviaanskloof is not easily accessible from different perspectives. First of all the Baviaanskloof is a very remote place. Enclosed by the Baviaans and Kouga mountain ranges the Baviaanskloof basically only has two entrances, one on the Westside and one on the Eastside. The single and public road that goes through, is on the eastern Baviaanskloof in very bad condition and is only accessible for 4x4 vehicles. Sedan vehicles can only access from the western entrance and drive through till the end of the valley. From the interviews, the road remained a "hot issue" among local stakeholders like local tourism entrepreneurs, the ECP and the municipality. It can be argued if the road should be improved. The condition of the road limits the number of tourists that can access but also determines the type of tourists coming in, namely those that can afford a 4x4 car. This may cause on the one hand lost of income, but on the other hand provides an adventures, unspoiled nature experience and sustains one of the main strengths, the peace and quietness. So far no serious accidents happened, but the local tourism entrepreneurs are worried about the safety of inexperienced 4x4 drivers and the negative publicity the Baviaanskloof will receive by the cause of an accident. The road is a public road and should be maintained by the

government. Promises to improve the condition of the road has been made for many years, but so far nothing has happened. The wilderness area in the Eastern part of the Baviaanskloof contributes to a large extent to the primary and environmental element of the tourism product. This area offers the untouched and unspoiled nature experience. The possibilities for tourists to explore nature are limited, visitors are basically only allowed to drive through and stay on the public road. The only tourism facilities that can be found in the reserve are three campsite areas where tourists need a permit to camp. Only organised tours under guidance of a tour operator are permitted to take alternative 4x4 routes. The Baviaanskloof valley on the other hand is not only the centre of the tourism product when it comes to accommodation, but also most of the activities can be found in this area. With the support of the Baviaans Municipality, route maps that locate hiking trails and accommodation has been developed. But also on some of the individual farms, farmers created their own hiking, walking routes and 4x4 trails. Still the access is limited as tourists cannot just enter someone's property without the owner's permission. So besides the farm tourists stay on, they are limited to explore the area. Also signage of the attractions or information about, is scarce. Tourists are not encouraged to explore the area and learn about different aspects of the Baviaanskloof. The results of a survey among visitors of the Baviaanskloof confirms the gaps in the conditional elements of the tourism product. On the question what they would like to see improved, many respondents stated that they want the road to be improved and want to be better informed about culture, history and activities to do in the Baviaanskloof.

4.3 Local perspectives on tourism development

Approximately ten years ago one of the first farmers in the western Baviaanskloof started to accommodate tourists on his farm. From that time the land use within the western Baviaanskloof slowly started to change towards tourism. The area was once important for the cultivation of vegetable seeds and goat farming, now the land is primarily used for agriculture and stock farming. Nowadays rural livelihoods in the western Baviaanskloof are experiencing increasing pressures on environmental resources. Together with the rising production costs and increasing competition from the global market makes farming less viable. Local farmers stated that the area is not a suitable environment for intensive commercial farming anymore, instead tourism is perceived to become the most important income generating activity for the future where farming will be done on a more small scale and self sustaining manner. Tourism already generates an important additional source of income next to farming. Half of the farmers depend for more than 50% of their income on tourism, other farmers incorporate tourism more as a side business. Considering the seasonal character of tourism and the fluctuating tourism market, landowners also perceive the risk of becoming too much dependent on the tourism industry. Therefore a mix of farming and responsible tourism is perceived as the best business solution for the western Baviaanskloof. In the end farming and tourism could also enhance each other as different ideas were posed to involve farming more into tourism. Using for example local products doesn't only benefit farming but also complements the uniqueness of the tourism product.

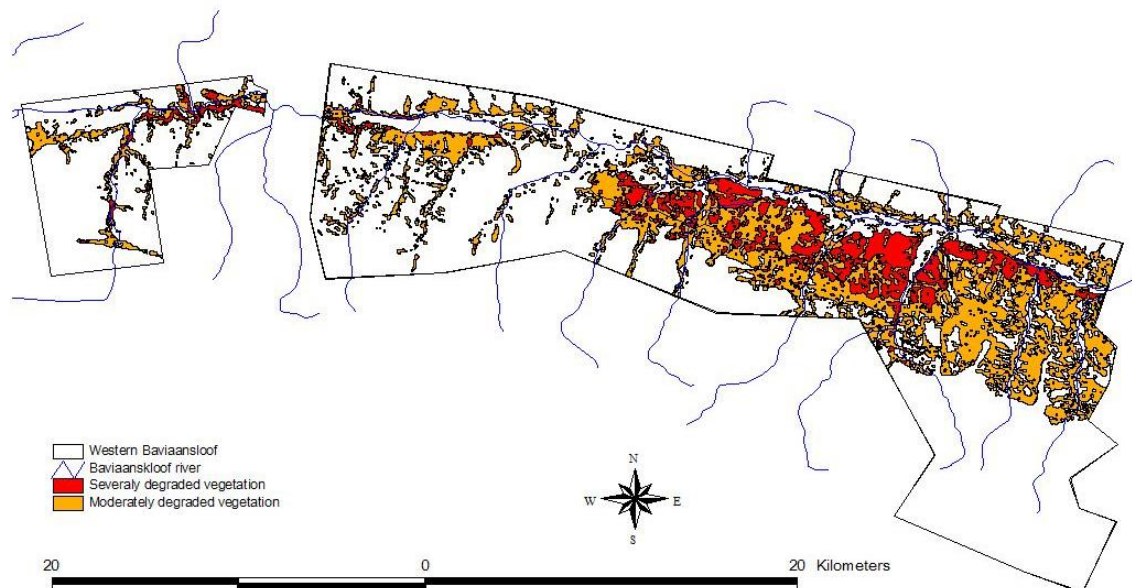
Due to the existing human activity in this area, tourism has little impact on the environment. "Farmers use what they have on their farm and that is a good thing, they don't destroy." (interview 03-10-2008).

Existing buildings are transformed into tourism accommodations and tourism requires less water and land resources than farming. This implies that tourism, as a less resource demanding activity, enables the rural livelihoods to comply with conservation and restoration objectives. Looking further to the overall local perspective on tourism development itself, shows a vision that strongly correlates with the sustainable tourism approach. Landowners stated that tourism should be developed in a responsible way so it doesn't harm the environment. But they also think that tourism is an important development to improve the socio-economic position of local coloured communities living in the western Baviaanskloof. Tourism should increase job opportunities and local coloured communities should be more involvement in tourism. Landowners are willing to support this by creating linkages in the local tourism product as they think it is important to keep the money in the Baviaanskloof as much as possible. This should stimulate the local economy and social environment which is important for the living and business environment of all the inhabitants of the western Baviaanskloof. Though, they acknowledge that the tourism industry is still in its very beginning stage and requires a lot of effort and proper management capacity to overcome challenges and push the future development of tourism in the right direction.

5 The concept of voluntary tourism in the western Baviaanskloof

5.1 Why a voluntary restoration programme: Restoures?

Plans from the local municipality and the ECPB encourage tourism development in the Baviaanskloof as an important source to comply with socio economic needs and encourage conservation of biodiversity. Considering the natural environment as the core of the tourism product, the growing interests of tourists in ecotourism and a growing concern towards the environment, tourism in the Baviaanskloof is highly dependent on the features of its natural environment. At the same time contemporary environmental issues form a serious threat on the main strength of the Baviaanskloof. As illustrated in map 3 the majority of the subtropical thicket ecosystem in the western Baviaanskloof has been degraded due to overgrazing.



Map 3, moderately and degraded vegetation in the western Baviaanskloof.

This has resulted in the loss (indigenous) plant species and imbalanced the functioning of ecosystems in the area which consequently leads to issues like erosion and water shortage. According to Kerley, Knight and Knock (1995) further degradation of the ecosystem need to be stopped or desertification will be a fact. It may be clear that this will have major consequences on the current tourism product and tourism development in the future. Actions to fight degradation issues have already been made by the development of different national programmes to restore the valuable and globally significant biomes to meet both socio-economic needs and ecological objectives (Earthcollective, 2007). Also tourism has to mitigate to these objectives. If the future for nature-based tourism in the Baviaanskloof is to be ensured, appropriate sustainable tourism initiatives which comply with the socio-economic needs, and which target conservation issues need to be developed and, at the same time environmental awareness among its visitors needs to be encouraged.

Considering the growing market for voluntary tourism were volunteers fund and work on conservation projects, the practical execution of this vision could be found in the development of a voluntary restoration programme. For this reason the following paragraphs will propose a voluntary tourism concept called Restoures (Restoration through Tourism through Restoration) to provide a baseline for the further development of Restoures and should help the process of planning for the achievement of its objectives and goals.

5.2 Restoures, what is it about?

Restoures stands for **R**estoration through **T**ourism through **R**estoration and is a voluntary tourism programme that supports ecological rehabilitation and conservation in the western Baviaanskloof, in a sense that it optimizes the tourism product, increases environmental awareness and provides tangible benefits to the natural, social, cultural and economic environment of the western Baviaanskloof. Restoures is a unique concept build on a multi dimensional approach of sustainability. This has been illustrated in figure 2. Restoures is a project that aims to be sustainable in itself but also inspire the broader tourism business within the western Baviaanskloof and its participants.

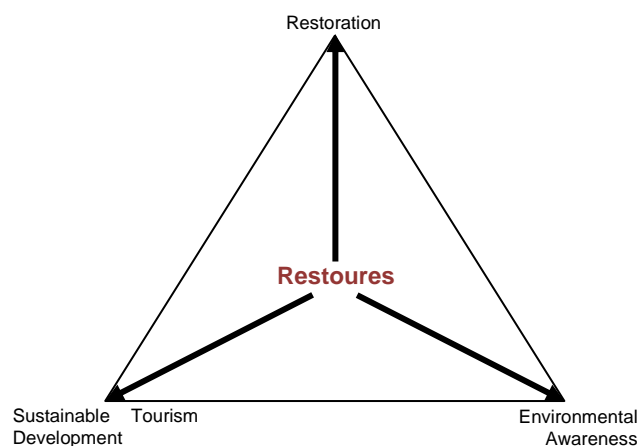


Figure 2, multiple sustainable approach of Restoures

As the name of this concept already implies, the core of Restoures is ecological restoration. The direct contribution to ecological rehabilitation can be found in the nature of the activity by restoring degraded lands with the helpings hands of volunteer tourists and the financial support this programme can establish for restoration and conservation. At the same time, the economic impulse Restoures aims to create for local tourism entrepreneurs contributes to enable landowners to decrease unsustainable land use practices and commit to conservation. Another important standpoint of Restoures with regard to its sustainability is the involvement of local coloured communities. Directly, Restoures aims to create job opportunities and create a space for social and cultural interaction. The social and cultural linkages to the local coloured communities Restoures aims to create, should indirectly stimulate opportunities for local community based tourism initiatives. This research demonstrated that there is a Baviaanskloof wide and strong willingness to support and eventually become the owner of the Restoures programme. Looking at the valley wide implementation of this programme and the type of tourists it attracts, Restoures may have the potential to spread a positive mindset and promote responsible tourism within the individual business of the different landowners. This suggests that

Restoures could make the ball rolling towards a sustainable future with respect to the people, the local culture, the environment and with the support of or in collaboration with related institutions. A more outer directed component of Restoures is environmental education to raise environmental awareness among its participants. The increase of environmental awareness should promote conservation and pro-environmental behaviour among the general public. As the literature implies, education also benefits onsite wildlife management to decrease the impact of tourism on the environment and increases visitors' enjoyment of the area. The positive effect of Restoures on the Baviaanskloof experience can also be found in the character of this concept to cluster all the primary tourism elements into one package. This may lead to a more real and intense experience and a greater appreciation and attachment of the Baviaanskloof environment. It provides a way for participants to give back and establish a base for social and cultural interaction.

It may be clear that Restoures aims create direct benefits and opportunities on different levels, but the major benefit of the proposed concept lies in the large spin off that Restoures aims to create.

In sum, the purpose of this concept can be translated to the next strategy drivers:

- ❖ Education & environmental awareness
- ❖ Climate change & ecological rehabilitation
- ❖ Community involvement
- ❖ Complementation of social and cultural features
- ❖ Increase economic benefits

5.3 Programme design

This paragraph gives a first point of departure for the practical execution of the Restoures programme. It provides a structure for the main components of Restoures namely, the activity and the educational component. Considering the preliminary phase of this concept, these are the first ideas on what it could look like in practice, other ideas and components may be added during the process of development.

5.3.1 Activity component

Different people, different interests. Restoures keeps in mind that different types of tourists visit the Baviaanskloof and have different interests. Restoures identifies therefore 3 levels of participation: financial support or passive participation, vacation-minded participation and volunteer-minded participation (Brown & Morrison, 2003).

Passive participation, financial support

Visitors of the Baviaanskloof can contribute to restoration by donating money to the project. To visualize this, the donation could be quantified by the number of spekboom trees. One spekboom tree costs 7 ZAR including the costs to nurse it, materials and planting etc. On the base of a calculation the

visitor can determine his ecological footprint and till what extent he compensated this footprint by financing a certain number of spekboom trees.

Vacation-minded participation

According to Brown and Morrison (2003) the vacation minded tourists seek for a middle level of participation. They mainly come to visit the Baviaanskloof for leisure purposes but spend a small percentage of the vacation on volunteer activities. From this perspective visitors can participate to go on a day trip guided tour to plant thicket species together with a planting team. During this tour a local guide will educate participants about the different plant species, the uniqueness of this eco system, wildlife, birds, medicinal and traditional use of plants, history and the issues of land degradation. Then finally the participants will plant the trees together with the planting team in one of the identified plots that need to be restored. In sum this trip consist of different ingredients: education, sensation of nature and social interaction. Different side activities can be added to or substituted by this trip like a visit to the nursery where visitors can experience the whole process of growing thicket species, what the different characteristics of the thicket species are and see how different conditions impact the growth of a plant. The proposed learning village in the western Baviaanskloof could be a place for exhibitions with different themes about for example the history of the Baviaanskloof, conservation projects, culture etc or a place where visitors can attend presentations about nature and wildlife in the Baviaanskloof. In order to offer opportunities for the coloured communities that are living in the area, Restoures aims to incorporate activities that are managed and owned by the community members. But these still need to be defined and developed.

Volunteer-minded participation

Volunteer-minded participants are most closely involved in the restoration programme and tend to devote most or all of their vacation time to voluntary activities (Brown & Morrison, 2003). The active programme can be understood as voluntary tourism and focuses on tourists that seek for cultural, immersion, giving back, camaraderie and seeking educational and bonding opportunities (Brown & Lehto, 2005). Participants will become assistants of the local planting team. Depending on the duration of their stay of one week till more, a more or less specified introductory programme should motivate the participants and giving them an understanding of the project they contribute to. Next to the topics as described under vacation-minded participation presentations from scientists about the research that has been done can be included. Next to planting there are many other activities volunteers can contribute to. For the development and implementation of the different objectives of this programme, several conditional settings should be in place to create linkages for the broader tourism business. Volunteers could for example help in the construction of the purposed learning village, the development of a local nursery, assist in the development of tourism attractions within local coloured communities like the purposed hiking trail and picnick spot, and assist in other community development initiatives. For this type of participation a voluntary tourism package should be developed.

including the type of activity, stay, and local supervision. Therefore a more specific product description is needed once the activities are in place and agreed on with the local people involved.

5.3.2 Educational component

“Education is the most powerful weapon which you can use to change the world.” (Nelson Mandela)

Ecotourism provides the unique opportunity to combine environmental education with the actual experience. Experiential environmental education is an important content of the Restoures programme. Besides creating environmental awareness among participants, through the increased understanding of its natural, social and cultural history a more intense experience of the Baviaanskloof should be stimulated which increases the affective domains as well. In the literature different aspects have been identified that one should take in to account to successfully develop an environmental education programme in a tourism context. Orams (1996) purposed the following model which incorporates a number of strategies which have been identified as powerful tools in the learning process.

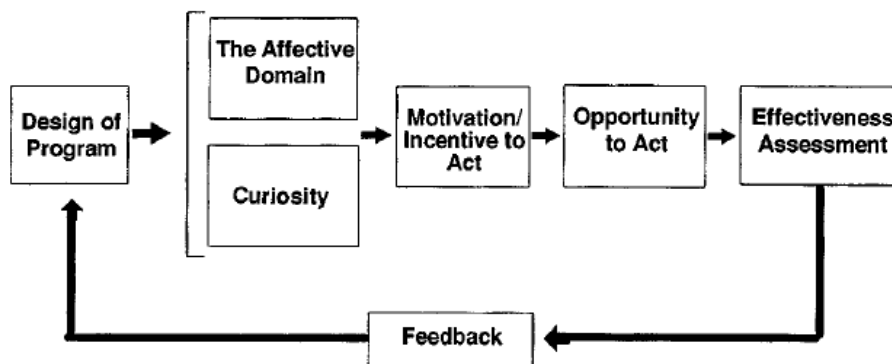


Figure 2, features of an effective education programme for tourists, adapted from Orams, 1996

Based on this model the following guideline has been established with regard to the context of the Restoures education programme.

- *Trigger curiosity:* Interesting questions should be raised to trigger the attention of participants and to get them thinking. Questions in the context of Restoures could be raised like:
 - What makes the vegetation in this area so unique?
 - Why does this landscape need to be restored?
 - What kind of issues are the inhabitants of the western Baviaanskloof confronted with?
 - What kind of social and cultural value does the environment has for local communities?

- *Create affection:* The educational content should involve participants' emotions as they have a strong influence on the learning process. "By invoking the affective domain programme messages are more effectively internalised and are more likely to be acted upon" (Orams, 1997). Emotional linkages within the Restoures programme could be made towards:
 - Human dependency on natural resources and the consequences of ecological degradation illustrated in the small scale context of the western Baviaanskloof.
 - The opposite effect of unsustainable land use and conservation on land vegetation cover.

- The impact of degraded areas on the ecosystem functioning like water supply and the wild life.
 - The species that are been threatened to become extinct.
 - Being part of a major global biodiversity hotspot and a world Heritage Site were amongst all flora the Protea, the national flower of South Africa can be found.
- *Create motivation to act:* A third aspect of the education programme should outline the specific environmental issues or themes that are relevant to the tourism experience (Orams, 1997). A motivation to act can be found in the direct link that can be made to the issue of climate change. Also aspects of the local environment tourists are most attracted to can be used as a motivation for pro-environmental behaviour in order to limit their impact and conserve the beauty of the natural environment for the next generations.
- *Giving opportunities to act:* Participating in Restoures either in a passive or an active way provides the opportunity for people to take direct action. Not only in terms of supporting restoration but also through the purchase of local products like leopard friendly meat, souvenirs and handicrafts made by local coloured communities and other eco-products from local farms.

A successful implementation of the educational component of Restoures relies to a great extent on the communication tools available. This underlines the need for a local information centre that could educate people on the subjects of flora and fauna found in the area, the uniqueness of the different biomes found in the Baviaanskloof, environmental issues, conservation projects but also the history, stories and cultural heritage. The information centre could serve as the focal point for the Restoures programme were presentations or information afternoons can be organised. Researchers but also local people can be invited to lead these thematic sessions. Also before tourists come to visit the Baviaanskloof information should be available to trigger their curiosity and make them aware of the possibilities to participate in Restoures. However, the education in this context should not focus on just learning facts about the Baviaanskloof environment, it is the combination of the experience that establishes a greater appreciation and, in return, potentially influence participants' behaviour (Madin & Fenton, 2004). Therefore, the learning experience during the activity will have an essential role to play. In the end the environmental education experience should also be enjoyable and satisfying. This requires a lot from the expertise and skills of the guide that need to be employed for this job. The guide should have the knowledge about a range of aspects like, history, stories, medicinal and traditional usage of plants, cultural values, the ecology, the wildlife, the conservation projects etc. But maybe most importantly is the way how the guide interacts with the participants. This requires as well communication/interpretative skills, organisational and leadership abilities (Kimmel, 1999). The learning experience should emphasize the process of discovery were tourists learn in a more playful way by the questions that are asked and the discussions that result from those questions. The guide should be aware of features that are new to the participant and could provide as a cause for the explanation of the different topics. In the end the guide should be able to convince and encourage the

participants about the importance of their contribution and establish a satisfying and enjoyable experience.

5.4 Local constraints

This chapter identifies what challenges need to be faced by the Baviaanskloof tourism industry and the development of a voluntary restoration programme. Based on this information further steps for the process of planning to make Restoures a reality can be defined. Interviews with local stakeholders, the ECP and the municipality revealed that the main challenges to be faced can be converted to education, management and organisation, cooperation, social issues and institutional support. The cause lies in the growing importance of tourism and so a changing business environment which requires a different approach and demands

5.4.1 Education and professional capacity

Most private landowners are farmers households and have no educational background in tourism as well as their employees. People are trained and educated in farming but the educational capacity is low when it comes to tourism. Some aspects like hospitality and friendliness cannot not to be learned, they are already deeply imbedded in peoples nature and the culture of the Baviaanskloof community. Like a landowner stated: "Tourist from the city are amazed how people live together here. The inhabitants of the western Baviaanskloof can be characterised by their hospitably, you cannot go before you have eaten something." (interview 11-11-08). Their knowledge about tourism is based on experience and intuition. Knowledge and experiences are being exchanged between landowners during the local tourism association meetings every three months. Occasionally the municipality or the ECP is present to exchange information but this is all about local developments. Due to the lack of professional tourism education, tourism in the western Baviaanskloof relies to a great extent on experience. According to the Baviaans Tourism Sector Plan (2008) this can be problematic for product development and the establishment of certain standards in the tourism industry as there is a strong correlation between tourism growth, the number of new business entering the sector and the skills required to service the growing sector.

Tourism is seen as an important opportunity for local coloured communities to improve their socio and economic position. Tourism may provide job opportunities, community members should be stimulated to start their own small enterprises and culture should more involved in the current tourism product. Though, this needs education because "the communal livelihoods just simply don't know how to do it" (interview, 01-10-08). But there is also a language barrier as most community members don't speak English. Although many attempts have already been made by different institutions to teach people, offer training and education, the results are disappointing. Only a view people are dedicated and have the self confidence to learn something and being pro-active to improve their situation. Therefore it is also important to identify individuals and stimulate the right people who have ideas and are keen to learn something/start their own business. They can in return, inspire other community members and show them the benefits of tourism. Like one of the coloured tourism entrepreneurs stated: "If I would

have known that I could get a job in tourism when I was younger, then I would have started learning about tourism when I was younger.... I really enjoy explaining tourists about the history and nature, they want to learn about nature. In the beginning I was a little bit shy and uncomfortable to be with tourists, but as I was explained how to work with tourist I actually started to enjoy it.”(free translation, interview 12-11-08). Education might be essential, but should also be done with a purpose. In order to create a more beneficial social economic environment, training and education should be in line with the job opportunities available or with the possibilities to support new business initiatives.

5.4.2 Management & organisation

The challenges with regard to education and professional capacity closely relate to another challenge: the lack of tourism management and organisational structure in the area. Tourism in the western Baviaanskloof is a relative new phenomenon, ten year ago one of the farmers first started to accommodate tourists on his farm and only since two years tourism started to become a serious income generating activity. It may be no surprise that the stage of tourism industry in the Baviaanskloof is still immature and is in most cases utilized as a side business. Although tourism in the western Baviaanskloof is represented by a local tourism association in which most landowners participate, there is no professional organisational structure which complies with the needs of a growing tourism sector. As experienced by the landowners, the individualistic approach of the current tourism business creates many difficulties for tourism development.

Inconsistent quality and unexploited opportunities

Tourism in the western Baviaanskloof is very much enclosed by the borders of the different properties. Landowners manage tourism on their property from their own view's and see it as an easy way to generate income with. There are no standards with regard to quality or formats to create a consistent tourism product. Also tourism facilities in the nature reserve, managed by the ECP, should comply with these standards. The ECP lacks the management and has a different vision on tourism which result in low quality state of tourism facilities and instead of maintaining popular accommodations they close them. The individualist approach also stagnate the development of tourism activities as farmers have limited time and financial resources to coordinate and manage new initiatives by themselves. This doesn't stimulate tourism development in the Baviaanskloof. Unless the great potential of the area, provided by the natural, and social-cultural features of the area, there are still numerous opportunities left to be exploit. Better cooperation and coordination is needed to increase the diversity of tourism product offerings and its ensure the quality of it.

Marketing

Also with regard to marketing, the individualistic approach causes limitations to the efficiency of marketing and the consistency of the Baviaanskloof image. Every landowner has its own website which is the most important marketing tool to attract tourists to their accommodation. The ECP poses information about their accommodations on their website. It may be clear that it is hard for tourists that are unfamiliar with the area to find all this scattered information and compare the offer of accommodations. Therefore the Baviaans municipality developed a website for the area were tourists

can find info about the area, the things to do and also gives an overview of the different places to stay. This helps to market the Baviaanskloof as a whole and not as individual farmlands which creates a stronger common image to the benefit of all. The Baviaanskloof as such also receives attention from national travel magazines and forms together with word of mouth advertisement the most important media sources to attract tourists to the area. However, the Baviaanskloof is still a relatively undiscovered tourism destination and should work on its image as a drive through destination. The next statement from a travel magazine about the Baviaanskloof illustrates this: *"The danger of this kloof is that you can just sit in your vehicle and drive through it without really getting to grips with the place. We met some tourists doing a drive through. This does the place absolutely no justice at all. I mean, hell, what do you tell your friends when you get back home? "We crossed the Witrivier a dozen times"? Yes, maybe you did, but what did you see? Realistically, you should allow a minimum of two full days to do Baviaanskloof."* An efficient and corporate marketing policy for the Baviaanskloof area focussing on the construction of a strong and consistent Baviaanskloof image that attracts the right type of (nature-based) tourist, increases the market share and duration of stay might result in increasing economic benefits.

Tourism growth

Although things work out quite naturally so far, landowners foresee issues coming along with an uncontrolled growth of the tourism industry. They stated that the western Baviaanskloof should not be overloaded with tourists and should be managed in a way that tourism doesn't harm the environment. Currently tourism development is restricted by two main factors, legislation and accessibility. Due to the protected status of the Baviaanskloof as a World Heritage site, legislation restricts the possibilities for landowners to transform natural features of the environment. Based on an environmental impact assessment the government decides to give permission to build for example a new tourism accommodation. Though, on a local scale the landowners should agree on the way how tourism is managed in the western Baviaanskloof and together strive for the conservation of its natural capital and prohibit tourism to become a threat for its own base, the natural environment. An example is waste management. Currently landowners face issues with regard to waste management which is again managed by each individual landowner. Due to the remoteness of the area it is difficult and expensive to transport the waste out of the area which leads to unsustainable waste disposal practices and recently led to a major fire which burned down hundreds of hectares of fynbos vegetation. To be able to deal with a growing tourism market, a cooperative structure could help to handle these issues in an efficient and effective way.

From the described issues the need for a cooperative approach and organisational structures may be clear. Also landowners identified this shortcoming as a major challenge for tourism development, but they don't have the capacity and knowledge to establish or manage this. A professional from outside the Baviaanskloof without a hidden agenda or personal interest was seen as an option to overcome this issue.

5.4.3 Social environment

Another challenge with regard to tourism development in the Baviaanskloof and the involvement of coloured communities in tourism are social issues. Landowners in the western Baviaanskloof can basically be divided into three different social groups, private landowners living in the western Baviaanskloof (mostly farmers), private landowners who don't live in the area and bought the land for (tourism) investment and communal owned land by coloured communities. There is a big social difference between the coloured communities and white private land owners. The two coloured communities are poor, the unemployment is high, the education level is low and people are highly dependent on governmental support. Though, the coloured communities used to be a proud communities but social issues like alcohol abuse are causing tremendous impact on the social and cultural structures of local communal livelihoods. Parents don't look after their children, the quality of primary education is low and people lack environmental awareness. The coloured communities seem to be captured in a negative social flow. Social issues are both challenging for the existing tourism entrepreneurs but also decrease the opportunities for the communities to get involved.

Due to the remoteness of the area, local tourism entrepreneurs are reliable on the labour market within the area. Tourism entrepreneurs experienced that the offer doesn't always comply with the need for flexible and reliable employees, who are needed in the tourism branch. Many people don't want to work during holiday's or weekends and lack a reasonable working discipline. Like one of the entrepreneurs stated "If you have a busy weekend, you need to know if they are there" (interview 07-11-2008). Some employees don't show up if they simply don't need to money at that time.

Coloured communities are also less environmentally aware, as community members for example throw their waste into nature and along the road. This challenges the primary element of the tourism product as tourists want to see a clean and unspoiled natural environment. Also the community living area gives a representation of the social state the communities are in, with unmaintained buildings and litter lying around. As one of the farmers mentioned, if the coloured communities want to welcome tourists in their community they should clean up their environment because it would otherwise be an negative reflection of their livelihood and culture. Also one of the trust members of the community realised that they should clean up their "plaats" because tourists don't like to see a messy place (interview 14-11-2008).

The local communities show interest in tourism and think that it can benefit them. They are thinking about attracting tourists to their community by developing a hiking trail and a picnick area. There is also a project from the municipality that organises courses to make handicrafts which could be sold to tourist. Other attractions mentioned could be the traditional roosterkoek and selling vegetables from the organic garden. However, nothing has been done yet as there are no financial resources available to develop these kind of activities. There is no money to pay the salaries for the work that needs to be done. Although a lot of young community members are unemployed, they refuse to volunteer and invest their time, and thereby in future opportunities. Still there are members who tried and do have the drive and discipline to start a business but complicated communal decision making structures

makes it hard for them to receive the support or approval to get started. One coloured community, Saaimanshoek, is represented by a church council who decides about everything that is happening in the community. The cooperation between members of the communities and the council is not good which stagnate developments in their community. The other coloured community, Sewefontein is also challenged by its organizational structure and its complicated decision-making processes. This community farm has 75 shareholders who all need to be involved for decisions to make on future developments and actions to be undertaken in the community and have a meeting once a year. A community trust of 12 stakeholders has been democratically chosen to put effort in the improvement of wellbeing, income and the decision making, but so far with little result (Janssen, 2008).

5.4.4 Cooperation and institutional support

Three different local stakeholders(groups) have direct interest and influence on the Baviaanskloof tourism product, namely the Baviaans municipality, the private and communal landowners in the Baviaanskloof valley and the Eastern Cape Parks. They all play a different but essential role in the establishment of tourism in the area. The private landowners cover an important facilitating role but also with regard to the social and cultural aspects, the inhabitants of the Baviaanskloof are essential to the tourism product. Although they have a strong desire for ecological rehabilitation and conservation, their main interest in tourism is economic benefit to sustain their livelihoods. The Baviaans Municipality assigned itself the role of developing the Baviaans tourism industry and become “the preferred destination for nature-based tourism experience in the Eastern Cape province showcasing the diversity of cultures for the benefit of all the people living and working in the area” (Baviaans Local Municipality, 2008). They want to accomplish this by putting effort in the marketing of the area, encouraging and assisting stakeholders and product owners to work together and by promoting the development of nature-based products. Considering the increasing budget (500% in 3 years) the Municipality assigned to the tourism department indicates the priority given to tourism and the perceived potential to increase economic benefits for the region.

The primary purpose of the Eastern Cape Parks, responsible for the management of the Baviaanskloof nature reserve is “the conservation of the unique biodiversity, landscapes and natural resources of the Baviaanskloof region by promoting sustainable use of the biodiversity and heritage features” (Strategic Management Plan, 2007). By sustainable use they mean the provision of appropriate tourism infrastructure, facilities and service. More specifically, they stated that tourism development should focus on “the development of a world class nature-based tourism destination that is economically sustainable and optimizes benefits to local communities and the nation within agreed limits of acceptable change” (Tourism Planning Report, 2007).

This indicates that all local stakeholders somehow rely on each other and are all benefitted by a sustainable and successful nature-based tourism product in the Baviaanskloof. Although the accent or focus of their visions lies on different subjects of interest, the overall strategic scope is quite similar. However, issues in terms cooperation and support currently challenge the achievement of common tourism objectives.

Like mentioned in paragraph 5.4.2 cooperation need to be established on a local scale, between the different private landowners, and the coloured communities in the western Baviaanskloof in order to establish a consistent tourism product and efficiency in tourism management practices. Considering the limited professional and educational capacities, they need to be supported. As one of the landowners stated: "Farmers know about farming, other people have to come up with solutions on fields we don't know about" (Interview, 13-11-2008).

At the current state, landowners cooperate and feel somewhat supported by the Municipality. The Municipality helps with the marketing of the Baviaanskloof and also supports local communities by offering training and courses. Financial incentives are given to spend in common tourism goods like signage and information booklets. The municipality also attends meetings of the local tourism association to give support and share ideas. In contrast, the cooperation with the ECP is very low and landowners don't feel any support. They feel excluded, as the ECP wants to do everything on their own, they don't commit to agreements, don't communicate and have no idea what is going on in the area. Land owners want to be involved with or at least explanation of management actions of the ECP as it also affects the tourism entrepreneurs in the western Baviaanskloof. Recently the ECP limited tourism attractions in the nature reserve area without informing their neighbouring tourism entrepreneurs who are also dependent on these attractions and recommend their customers to go to visit these attractions. Also the continuously changing policy and management of accessibility and permits cause frustrations for the local tourism entrepreneurs as they want to provide sufficient information and service to their customers. These are just a view reasons why the ECPB has limited credits with the landowners living in the western Baviaanskloof. A view years ago the ECP caused a lot of mistrust among the local inhabitants of the western Baviaanskloof. They wanted to buy the privately owned farm lands and remove the local people from the land to restore it and include it in the Baviaanskloof Mega Reserve. As most of the landowners feel very attached to the place and are living in the area for many generations, this was a very sensitive case. The ECP is a young organisation and seems to have a long way to go. They lack financial resources and management capacity to put their organisation in place. Still with the new western Baviaanskloof manager and the progress towards more dialoguing, the ECP seems to develop in the right direction.

It is hard to get permission to protect the bushman paintings. There is a report about this which took about 1,5 years to get it done.

5.4.5 Summary of the challenges to be faced by Restoures

Based on the analysis of the local constraints experienced by local stakeholders in the Baviaanskloof, the following challenges are identified that need to be faced by the further development of Restoures:

Management and organisation

- *The lack cooperation and organisational structure in the western Baviaanskloof challenges the need of Restoures for local management and coordination of the programme.*
- *Local tourism entrepreneurs have limited time to invest in Restoures.*

Marketing

- *Tourism in the Baviaanskloof is dependent on a small (seasonal) tourism market segment which could challenge the number participants in Restoures.*
- *There are limited marketing tools available to promote Restoures.*
- *There is little cooperation or organisation to establish common marketing objectives like Restoures requires.*

Educational capacity

- *The lack of educated and experienced guides challenges the performance of an efficient environmental education experience.*
- *The scarcity of local tourism management skills challenges the need for local coordination and management of Restoures.*

Social issues

- *Social issues limit the change for coloured communities to benefit from the spin off opportunities Restoures aims to create.*
- *The organisational structure within the local coloured communities stagnate the development of new tourism initiatives and to become involved in Restoures.*
- *The conservation mindset should be supported by all the landowners living in the western Baviaanskloof, to express a consistent image towards ecological restoration and conservation. Therefore, an environment spoiled by litter challenges the nature-based experience of the Baviaanskloof and also Restoures.*

Transport

- *The location and infrastructure of the Baviaanskloof increase the costs of the importation of goods needed for the project.*

5.5 The potential of voluntary tourism in the Baviaanskloof

This paragraph analyses the perceived performance of Restoures and the attitude of landowners and tourists towards Restoures. This is important information to indicate the potential of Restoures to meet its objectives and indeed transform contemporary challenges into future opportunities. The presentation of the benefits this programme potentially has to offer, should establish a strong motive for local residents, tourism entrepreneurs and other stakeholders and institutions to get involved and support its development and implementation.

5.5.1 Stakeholders attitude towards Restoures and perceived benefits.

Local willingness to participate and support Restoures

Although the concept of voluntary tourism was something new for most of the landowners, they all appeared to have a positive attitude towards implementing this concept in the western Baviaanskloof. They are willing to participate and support to develop this new programme. Should Restoures indicate be a feasible concept, landowners are willing to adopt pieces of degraded land to the programme, financially invest, cooperate and support the implementation of Restoures. One of the landowners is showing interest to take the lead in the development of this programme on his farm but as most landowners stated, the programme should be managed and coordinated by someone who has the time and professional background to do this successfully. As described in chapter 5.4 there is no one in the western Baviaanskloof community who has this capacity, which means that Restoures needs professional support from outside. When it comes to education and training of members of the coloured communities the Municipality might be of a great support. The Municipality holds a policy to increase the socio- economic benefits of PDI's (previously disadvantage individuals). The aim of Restoures to commit to this objective enables the Municipality, who already showed interest in the programme, to support Restoures.

Perceived benefits

Private landowners in the western Baviaanskloof perceive direct benefits as well as indirect benefits which they expect to derive from Restoures. First of all landowners think it is very important to restore degraded areas in the western Baviaanskloof by planting. In some heavily degraded areas nature is not able to restore itself and requires planting in order to stop further degradation. Ecological restoration through tourism is perceived to establish improvements of the natural resources the income generating activities (farming and tourism) landowners in the western Baviaanskloof are dependent on. The planting activity was also perceived as a benefit in a way that it increases the tourism value of the area. Landowners stated that it will make the western Baviaanskloof a greener and more attractive place for tourists to visit, but will also contribute to related rehabilitation needs like the restoration of the water system.

Financially, landowners perceive some direct income benefits that can be derived from the development of Restoures. Landowners expect Restoures to receive a lot of media attention and

people will start talking about this programme. This will help to make the Baviaanskloof a better known eco tourism destination and attracts more tourists to the Baviaanskloof as many tourists are expected to be interested to participate. From experience landowners have the impression that many tourists that have visited the area become very attached to the Baviaanskloof. They admire the natural beauty and uniqueness of this place and show interest to learn more about the things going on in the Baviaanskloof and to get more involved with the people and conservation projects. From this perspective, landowners think Restoures will meet the interests and motives of tourists to come and visit the area. Indirectly, increased planting activity supports the financial benefits that can be derived from the carbon market. Therefore they see an important link to the existing carbon segregation projects that has been developed.

Landowners also think that Restoures could have a positive effect on the socio- economic position of the coloured communities living in the western Baviaanskloof. It will create more job opportunities and effort should be made to involve the local coloured communities in Restoures and make them benefit more from tourism development in the area. Landowners stated that they don't necessarily need to benefit from Restoures in the first place, but the essential benefit of Restoures should be found in the opportunities it creates for coloured communities living in the western Baviaanskloof. Secondly, the development of Restoures might indirectly be beneficial for the whole tourism sector in the area. This is because Restoures will complement the contemporary tourism product by offering a new attraction that integrates the experience more closely with the social, natural and cultural elements of the western Baviaanskloof. According to landowners this is interesting since Restoures triggers the interest in and attracts the right type of tourists to increase the importance of product elements that currently remain on the background. Restoures could therefore serve as an important point of departure to increase the benefits of opportunities that still remain unexploited. This means that Restoures is perceived as a concept that could create many spin off benefits. Generally, the more and the better mix of attractions, by the implementation of Restoures but also the initiatives that might develop along, the more popular the Baviaanskloof will become as an (eco)tourism destination.

5.5.2 Tourists attitude towards Restoures and the potential of Restoures.

By means of a survey among 65 tourists that stayed in the western Baviaanskloof during the summer holiday period in 2008, data was collected to provide an accurate description of the tourists visiting the western Baviaanskloof and to investigate whether they are interested to participate in Restoures. In this paragraph the most important results and conclusions will be summarized. The results and analysis of the data are included in the appendix section.

The analysis of this preliminary research on the tourists willingness to participate and the potential benefits Restoures has to offer, show promising results. From this survey, 67,7% of the respondents are willing to contribute to ecological restoration during their vacation, either in a passive or active way. The largest group of 49,2% are willing to actively participate, 18,5% would like to financially support restoration. Only 32,3 % of the respondents indicated to not be interested to actively participate nor financially support Restoures.

The most important motive for the respondents to contribute was that visitors are concerned about global environmental problems but also want to improve the local natural environment. These motives strongly match the objectives of the Restoures programme. Planting spekboom and other thicket species contributes to the carbon segregation and restoration of degraded areas in the Baviaanskloof. Another important component of Restoures is environmental education and increase environmental awareness among its participants. Learn about nature doesn't only appear to be an important motive to contribute to restoration, it also seems that the people that have a positive attitude towards Restoures, are more interested to learn about different aspects of the Baviaanskloof than people that are not willing to contribute.

In general, all the respondents are very eager to learn more about the area as there were no scores below the neutral point of 3 on a scale of 1-5, where 1 was not at all interested and 5 was very interested. Especially the animal life which is not only appealing to tourists ($M = 4,2$), it is also a feature of the Baviaanskloof tourists are eager to learn more about ($M = 4,3$). The most important attractions of the Baviaanskloof is the landscape ($M = 4,7$), the geology ($M = 4,7$) and the quietness ($M = 4,6$) of this place. With respect to other features of the environment, the relative less attractive aspects of the Baviaanskloof are the history ($M = 3,8$), the greenness ($M = 3,8$) and culture ($M = 3,5$). Looking further to the analysis of what people are interested in learning more about, history ended up to be one of the popular subjects to learn about. Another interesting result was the relative high neutral score to learn more about culture. This may indicate that the respondents hardly found any exposition or information of historical and cultural aspects. Visitors may know little about the background of the Baviaanskloof and therefore have no idea whether the cultural aspects are interesting or not. Through education and information these aspects may be much more appreciated. The open question about what the respondents would like to see improved, confirmed that more information or an information centre where people can learn about these things but also about the activities to do, would be very much appreciated.

The results of the survey also indicate some interesting economic benefits the implementation of Restoures could establish. The current intensity of visit to the Baviaanskloof is very low. Most tourists (66,2%) stay for short periods (1-2 nights) which has a significant consequence ($p < .05$) of little recreational involvement (less than 3 activities) in the area. This confirms the contemporary character of tourism in this area, namely the Baviaanskloof as a "drive through" destination. Considering the results of the perceived effects of the Restoures, this new initiative could have a positive influence on the duration of stay. 41,5% of the respondents that stated to be willing to contribute, think they will extend their vacation in the Baviaanskloof if they could contribute to restoration. 35,4% will come back more often to see the progress of restoration and 13,8 % will spend more money. This indicates that Restoures has the potential to create direct economic benefits for local tourism entrepreneurs. The outcome that participants think to come back more often to see the progress of restoration also indicates that visitors who will participate in the restoration activity may feel stronger attached to the

place and therefore come back more often. A pilot study should give better and more reliable information on this. Through a pilot study, a range of measurements can be taken by the changes in the “before” and “after” on subjects like experience, satisfaction and environmental awareness but also willingness to pay.

The type of tourists Restoures should focus it's active component on are the dedicated type of tourists. It is a group of people that want to do something different than in everyday life and want expose themselves to a different environment. The dedicated vacationer wants to learn about the Baviaanskloof and is interested in other cultures, history, values and believes. These things could be taken into consideration for marketing purposes and are important signs that Restoures might create a market for coloured communities which more easily for them to get involved with. It also supports the idea that Restoures might indeed have the potential to support related activities that currently remain unexploited.

The most important reason for respondents who didn't want to contribute to restoration, was that people don't have the time to actively participate. There was disagreement on the other three reasons (don't have the money, not interested in nature, don't feel like working during vacation). Limited time may therefore be the only reason, or there might be are other reasons for people to not participate. Considering the spread of age among the respondents, from 18 till 71, an important reason may also be physical limitations of people to not participate in restoration.

The Baviaanskloof as a tourism destination has lots of potential and is already appreciated by a mean score of 8,9. It shows that tourists are very satisfied with the current Baviaanskloof experience. Restoures may contribute to a more profitable, real and intense Baviaanskloof experience and help tourism in the Baviaanskloof develop from a drive through destination to the preferred ecotourism destination of the Eastern Cape province.

5.5.3 Summary of the Restoures potential to comply with its strategy drivers

This section will shortly summarise the perceived benefits and the potential of Restoures to comply with the strategy drivers as formulated in paragraph 5.2.

Climate change & ecological rehabilitation

- By the financial donations received from tourists, Restoures can financially support ecological rehabilitation in the western Baviaanskloof.
- The helping hands of tourists offered by the implementation of Restoures could increase the planting capacity and could assist in fieldwork to collect data of future research programmes.
- The fact that the spekboom has the remarkable quality of storing large amounts of carbon creates direct linkages to the issue of climate change, which is an important motive for tourists to support Restoures.
- The strong linkage to carbon segregation and climate change creates important entrances for the environmental education programme and increase tourists' environmental awareness.
- Restoures offers tourists the possibility to directly contribute to the local natural environment and global environmental issues which closely relates to a deeper motive of 'giving back' that we find in contemporary growing tourism markets.

Community involvement

- Restoures attracts a more dedicated type of tourists, concerned with nature conservation but also want integrate with local people and learn about culture and history, which provides considerable opportunities for linkages (souvenir selling etc).
- The execution of Restoures directly requires human capital in terms of guides and planting assistants which creates job opportunities for local community members who participated in the courses offered by the local municipality.

Complementation of natural, social and cultural features

- With the involvement of local community members in a planting team and as tour guides, Restoures creates a space for social interaction between tourists and local communities.
- Restoures complies with the tourists' interest to learn more about the Baviaanskloof, education about the natural social and cultural features may underline the unique aspects tourist are currently not aware of. As a result Restoures enhances a more intense and enjoyable experience.
- The core activity of Restoures is restoration of degraded areas in the Baviaanskloof, in the end the planting efforts made will increase the tourism value of the landscape in the western Baviaanskloof and its natural features like wild life, birds and the diversity of plant species.

Increase economic benefits

- The introduction of Restoures has the potential to motivate tourist to stay for a longer period in the Baviaanskloof.
- Restoures adds another tourism attraction to the current tourism product, which leads together with the increase of variety of offer (derived from the stimulating potential to create opportunities for side activities) to an increased popularity of the Baviaanskloof as an (eco) tourism destination.
- Due to the uniqueness of this concept and the 'hot' issues Restoures is committed to, the Baviaanskloof is expected to receive media attention and consequently will attract the right type and increased number of nature-based tourists to the area.

5.7 Restoures, the way forward

Based on the challenges to be faced and the opportunities to take as discussed in the previous paragraphs, this chapter will give suggestions and advise on what should be done after this research. This should help to make Restoures a reality in the near future.

Project organization

- Appointing a local project team distribute the responsibilities & tasks of the project members.
- Initiate a cooperative a transparent communication and decision-making process by organising workshops and discussion groups to promote commitment of all the local stakeholders involved and create consensus about the objectives and project development.
- Short and long term planning with a description what needs to be done to comply with the determined in-between goals.
- Determine the financial, human and other resources needed for the implementation.
- Analyse the expected benefits and who will benefit.

Concept development

- Purpose a network needed for the support on a local, regional, national and international scale: who need to be involved and how?
- Approach the identified institutions that can potentially support Restoures.
- Specify the product offering and decide how to sell this with regard to the different levels of participation, as a package or as an onsite tourism attraction.
- Design an administrative and organisational structure.
- Agree on the price and how the benefits can be fairly distributed between the different product owners involved.
- Test the programme through a pilot project. Through a pilot study, a range of measurements can be taken by the changes in the “before” and “after” on subjects like experience, satisfaction and environmental awareness but also willingness to pay. This will indicate whether the activity meets its objectives and where necessary, adjustments can be made.

Capacity building and community involvement

- Determine the exact needs and the way how local communities would like to become involved in tourism.
- Identification and development of tourism linkages within the local coloured communities. And identify a ‘champion’ within the communities to stimulate community based tourism initiatives.
- Selection of motivated and suitable employees within the local communities for the guiding and planting job opportunities.

- Identify the educational and professional needs in an education plan

Marketing

- Decide whether Restoures should focus on the existing market attracted by the Baviaanskloof or if new markets need to be attracted to meet the to defined growth objectives from a short and long term perspective.
- Develop a marketing plan and identify the suitable channels through which Restoures can be marketed. Like identifying tour operators that can comply with and support the objectives and vision of Restoures.

This research indicates that Restoures has a market potential within the contemporary tourism market. This significantly increases the feasibility of Restoures. For the start of the programme it may therefore not be necessary to make big investments to penetrate other tourism market segments. As Restoures is expected to receive attention from the press and national travel magazines it might reach the broader markets without too much marketing effort. However, the right local conditions as an organisational structure and agreement on the implementation should be in place to be able to manage Restoures on site. The involvement of local communities also requires attention. Further research should be done on the subject of community based tourism development. Though, Restoures may change the mind set within the local communities by experiencing the job opportunities it creates. This is also the reason for establishing a transparent and cooperative communication and decision making process as suggested for the project organisation of Restoures. Local community members should be stimulated to participate in meetings, workshops and discussion groups. A closer involvement with the project should develop the feeling of ownership and inspire people to develop ideas for additional activities etc. Effort should also be made to identify institutions to support the development of the programme like for example the Municipality who provides training and education for local communities. Also tour operators may be of great support as an useful intermediary to attract a wider market and provide a steady supply of participants. Especially with regard to the active participation component Restoures might be more successful in the international markets. With the help of and the promotion by tour operators, Restoures can grow from a more vacation orientated volunteer programme towards a full-grown volunteer orientated programme were participants stay for longer periods and volunteer work is the main motive of their visit. Other important partners could be NGO's specialised on voluntary work like the Earth Watch Institute.

Conclusions

This internship research has focussed on the development of a concept for a voluntary tourism programme within the local tourism context of the western Baviaanskloof. Through the analysis of the challenges and opportunities perceived by local stakeholders and assessing the potential within the existing tourism market a preliminary insight was provided on its feasibility which should inform the further planning process and implementation of the purposed concept.

The outcomes of this research indicate that voluntary tourism could be a suitable approach for tourism development in the western Baviaanskloof. The Baviaanskloof as a tourism destination has a lot to offer. The strength of the Baviaanskloof lies in the natural features of the environment, tourists can find peace and quietness but also cultural heritage and many more. However, tourism is a relatively new phenomenon for this area. Tourism, and more specific; accommodating tourist, is already an important income generating activity for private landowners and tourism is perceived to become even the most important source of income in the future. The local perspectives on tourism development are generally the same; the focus should be on nature-based tourism which should be developed in a responsible way so that it doesn't harm the environment. Unless this future perspective, many opportunities remain unexploited and efforts with regard to activity development and information should be made to complement the features that currently remain unknown or people are not aware of. However, limited time, lack of professional skills and the individualistic approach seem to stagnate new developments and approaches. The Baviaanskloof has the image of a "drive through" destination which can be confirmed by the mean stay of 2 nights and consequently leads to little recreational involvement. Local coloured communities are hardly involved in the current tourism product. Except from the job opportunities it provides in the area, little benefits have been established.

Considering the perceived growing importance of tourism in this area and the need for ecological restoration Restoures provides a suitable link to transform current challenges into future opportunities. Restoures have been purposed as a voluntary tourism initiative for the western Baviaanskloof that directly contributes to the objectives of the subtropical thicket restoration programme for restoring the valuable thicket biome to meet socio-economic needs and ecological objectives. This research showed that there is a reasonable potential for Restoures to become successful to support ecological restoration through the helping hands of participants but could also create financial support through donation. Voluntary tourism is a growing market and also the visitors of the Baviaanskloof appeared to have a great interest in participating in Restoures. 67,7% of the respondents that participated in the survey are intending to support Restoures either in a financial / passive way (18,5%) or, and the largest group (49,2%), indicated to be willing to participate in an active way. The main reasons for tourists to contribute to restoration were that they are concerned about global environmental problems and want to improve the local natural environment. This is exactly what the effects of restoration will be and indicates that Restoures would be able to motivate tourists to participate. Although the different

features of the environment are highly appreciated and tourists seem to be very satisfied, tourists wish to learn more about the Baviaanskloof. This is where the educational component of Restoures comes into play. Environmental education is not only beneficial to the tourist experience, it has the potential to change people's values and attitudes towards pro-environmental behaviour which can an important management tool to reduce the impact of tourism on the environment but also stimulates the ecotourism market. Restoring degraded areas in the western Baviaanskloof may complement the natural features of the environment and so the tourism value of the landscape, but Restoures also aims to cluster the social and cultural elements into the a more intense experience and create opportunities for local communities. Volunteer tourists are not only driven by the motive to give back, but the cultural and social interaction with local people also seems to be important reasons for tourists to devote their time and money in volunteer work. This creates direct and indirect opportunities for local communities. Through the employment of local community members as guides and planting teams Restoures offers direct opportunities but it also creates a space for social interaction were tourists will also be informed about the history and cultural values of the environment. Combined with the linkages to be made to community based tourism initiatives, Restoures could create multiple opportunities and attract a market for communities to become more involved in tourism. The survey outcomes also indicate that Restoures has the potential to increase economic benefits for the existing tourism business. Of the respondents that are willing to support Restoures, 41,5% stated to extent their vacation in the Baviaanskloof, 35,4% will comeback more often to see the progress of restoration, 13,8% think they will spend more money. Although Restoures might be to the greater benefit of all, the focus should be to benefit the local communities in the first place.

However for the development of Restoures and to meet its multi beneficial objectives, this project has to face some major challenges. One of the most important challenges are the social issues within the local communities. Alcohol problems cause a negative flow within the social environment. Tourism entrepreneurs experience a bad working attitude and earlier initiatives to support their socio-economic needs failed. This also has a lot to do with the complicated and inefficient organisational structures which stagnate and discourage community members to develop their ideas. Also the lack of financial and educational capacity limits communities to become more involved in tourism. Therefore it has been argued in this research that for the further development of Restoures it is important to identify the people in the community that are motivated and have the capacity to be trained and educated to become a guide. Furthermore the communities should be encouraged to be part of the development process that might stimulate other people in the communities to develop new tourism initiatives with the support of this programme. Another important challenge identified in this research is the lack of organisational structure on the valley wide level. The contemporary tourism approach is very individualistic. There is a lack of corporate vision and cooperation within the western Baviaanskloof but also with the Eastern Cape Parks and local Municipality. Cooperation need to improved and also other organisations or institutions might help to support Restoures. Effort should be made to create an administrative and organisational structure within the western Baviaanskloof to be able to implement Restoures and coordinate this activity on site. But since the landowners stated that they lack time and

a professional tourism background, Restoures needs coordination from outside or education and training need to be provided.

It may be clear that the purposed concept for a voluntary tourism programme has the potential to provide multidimensional benefits but there are also challenges to be faced. However, with the right support, enthusiastic tourists and dedication of local stakeholders Restoures will have a change to start from a small ground a might be as successful to be able to grow in line with a growing demand and the local capacity and needs.

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Appendix I, survey results

Respondents

A total of 72 questionnaires were completed among visitors in the Baviaanskloof during the summer holiday period in January 2009. Seven questionnaires were considered as incomplete as they were filled out incorrectly or answers were missing. These ones have been eliminated from this research. This resulted in 65 valid responds.

The mean age of the respondents was 43 years, the youngest respondent was 18 years old and the oldest 71. In this study 37 males and 28 females participated.

As presented in figure 1, the majority of the respondents were South African, 78,5 %, which means 51 respondents. Fourteen respondents (21,5 %) came from abroad.

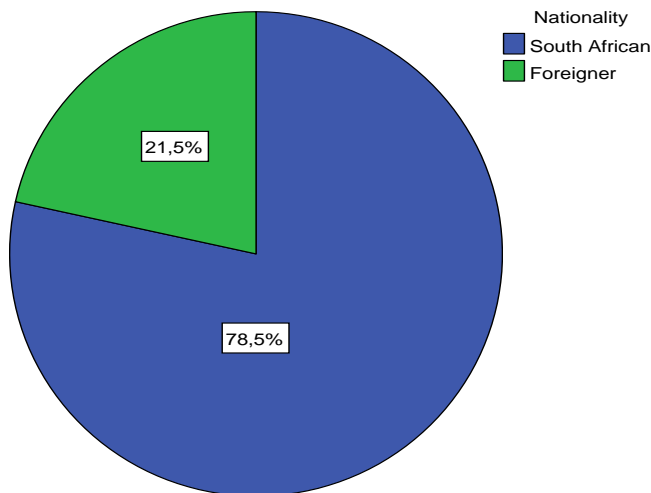


Figure 1, Nationality

Travel behaviour

To determine the level of interaction of respondents with the area, I compared two variables: duration of stay and the number of activities respondents participated in.

The average duration of stay in the Baviaanskloof is 2,4 days. Though, more than half of the respondents (66,2%) stayed 1 or 2 nights in the Baviaanskloof, 33,8 % stayed 3 till a maximum of 8 nights in the Baviaanskloof. For further analysis I made two groups, labelled as "short stays" (1-2 nights) and "long stays" (3-8 nights).

During their stay in the Baviaanskloof, the respondents participated in an average of 3 activities. This variable was divided in three groups, little activity (equal to or less than 3 activities), medium activity (equal to 4 activities) and active (equal to or more than 5 activities).

Finally I analysed the difference in duration of stay and level of activity. The outcomes presented in table 1 indicate that visitors who stay for a short period of time in the Baviaanskloof do little activities (<3) than people who stay longer. A Chi-square test showed that this difference was significant, $X^2(2)=6,73, p < .05$

			Little activity	Medium activity	Active	Total
Duration of stay	Long stays	Count	8	7	7	22
		% within long stay	36,4%	31,8%	31,8%	100,0%
	Short stays	Count	30	6	7	43
		% within short stay	69,8%	14,0%	16,3%	100,0%
Total		Count	38	13	14	65
		% within stay	58,5%	20,0%	21,5%	100,0%

Tabel 1, participation in activities within long / short stays

Motives to go on vacation

A factor analysis was conducted to identify the underlying dimensions of the respondents' motives to go on a vacation. Scores on the five aspects were submitted through a principal component factor analysis with varimax rotation. A scree-plot indicated that the eigenvalues started to level off after two factors. Thus, a two factor solution in this case would be the best option. Based on the component variables I named the two factors "dedication" and "pleasure". Together the two factors explained 57,8% of the variance in the data. Table 2 shows an overview of the composition of the two factors.

	Dedication	Pleasure
Amusement		.85
Relaxation		.54
Learn about the place	.79	
Reflection	.65	
Personal change	.78	
<i>Explained variance</i>	33,4%	24,4%
<i>Cronbach's Alpha</i>	.60	.24

Tabel 2, results of factor analysis of motives for travelling (N=65)

In order to identify the type of tourists that are interested to participate in Retoures, an one-way ANOVA was used with willingness to participate as the independent variable. The results showed that

there is a stronger relation between dedicated type of tourists and willingness to actively participate (mean factor = .47) in restoration than donating money (mean factor = -.6) or not at all (mean factor = -.38). This difference was significant $F(2,62)=8,88, p< .001$.

Passive contribution by donating money (mean factor = .37) or no contribution (mean factor = .04) more relates to the pleasure seeking tourists and not the active contribution (mean factor = -.17). Though, this difference was not significant, $F(2,62)=1,31, p>.28$.

Attractiveness of the different features

Question 9 in the questionnaire asked the respondents to value the attractiveness of different features of the Baviaanskloof on a 5-point Likert scale. One was not appealing and 5 was very appealing. The outcomes of the mean scores per aspect are presented in table 3. Landscape, rock formations and the quietness were valued as the three most appealing features of the Baviaanskloof. History, Greenness and Culture are less appealing to tourists.

	Mean score
Landscape	4,7
Rock formations	4,7
Quietness	4,6
Friendliness	4,5
Wildlife	4,2
Vegetation type	4,0
History	3,8
Greenness	3,8
Culture	3,5

Table 3, mean scores on attractiveness

Interest to learn

The next results describe if people want to learn about the Baviaanskloof and what subjects they are interested in. On a scale of 1-5 respondents could indicate their level of interest, 1 was not at all interested and 5 very interested. Interest to learn about the Baviaanskloof was measured by the 10 subjects of interest. The reliability of scale was sufficient, Cronbach's Alpha = .86 (only alpha's > .60 are sufficient). In general the respondents were interested to learn about the Baviaanskloof ($M = 3,9$)

Table 4 gives an overview of the mean scores per subject and indicates what people are more or less interested in to learn about. To get a better idea about the in-between differences, the 5 point scale was transformed into 3 groups: the interested group (values 4 and 5), the neutral group (value 3) and the not interested group (values 1 and 2). The graph shows the distribution of the three interest groups per item. Visitors of the Baviaanskloof are mostly interested in the animal life and the ecology of this area. Culture, traditional usage of plants and farming are valued as less interesting. Within the item "culture", a relative large percentage (35,4%) of the respondents valued their interest to learn about the culture as neutral. At the same time there is only a small percentage (7,7%) of respondents that are not interested in the subject.

	Mean score
Wildlife	4,3
Birds	4,1
Ecology	4,1
History	4,0
Geology	4,0
Plants	3,8
Local products	3,8
Culture	3,7
Traditional usage of plants	3,6
Farming	3,6

Table 4, interest to learn

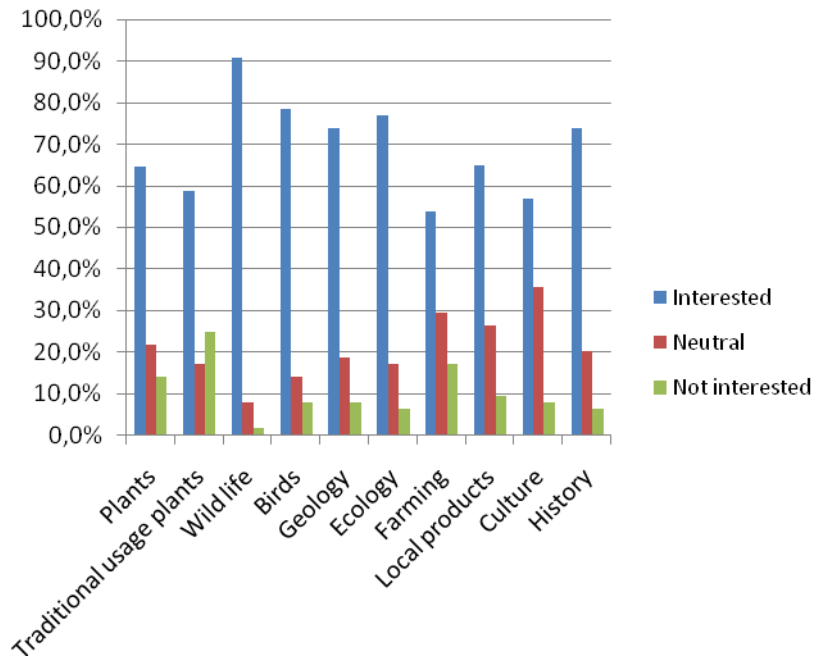


Figure 2, subjects of interest to learn about during stay in Baviaanskloof

Satisfaction

The mean score on the question how visitors of the Baviaanskloof would rate their visit in terms of satisfaction was a 8,9. All the 65 respondents are satisfied as there were no scores below 6. As table 4 shows, most respondents (39,1 %) evaluated their visit to the Baviaanskloof with a 10.

Mean	8,89
Median	9,00
Mode	10

Table 5, level of satisfaction

The following question in the questionnaire asked the respondents if there was anything they would like to see improved. Unless the high scores of the previous question, still 36 respondents had comments on a range of subjects. The most frequent comments were about the condition of the road ($N = 12$). The respondents would like to see the tourist infrastructure improved but as some add to this comment, in an unspoiled matter. Information is another subject the respondents would like to see improved ($N = 10$). Some mentioned an education / information centre where visitors can learn about the history of the Baviaanskloof, the activities to do or the plants found in the area. This confirms the results of the previous paragraph. A third comment mentioned by many respondents ($N = 8$) was the accessibility into the area. Comments were about the number and marking of hiking trails till the accessibility of the wilderness area were respondents found it hard to get permits, no access to campsites for day visitors and specific areas in the park.

Attitude towards Restoures

As presented in the pie shard below 67,7% of the respondents ($N = 44$) are willing to contribute to restoration during their vacation either in a passive or active way. The largest group of 49,2% are willing to participate in an active way.

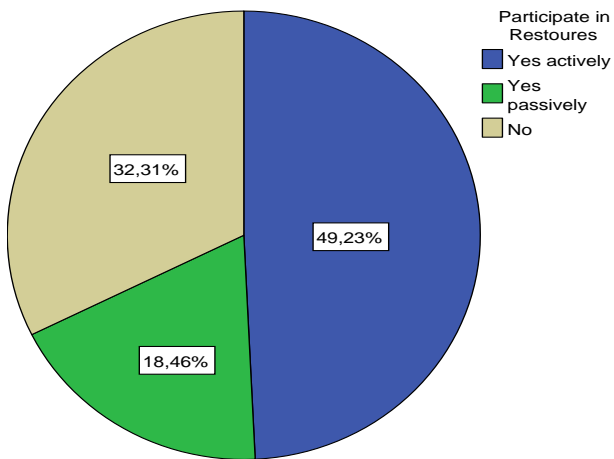


Figure 3, attitude towards Restoures

Motives to contribute to restoration

All the reasons posed in the questionnaire (learn, do something unique, feel good, concern about global environment, improve local environment) appeared to be a strong motive ($M = >4$) for tourists to contribute to restoration. The most important motivation to do so was that they are concerned about global environmental problems, the mean score was 4,5 on a scale of 1-5 were 1 was strongly disagree and 5 strongly agree. Another important motive ($M = 4,3$) was that people want to improve the local natural environment.

	Mean score
Concern about global environmental issues	4,5
Improve the local natural environment	4,3
Learn about nature	4,1
Gives a good feeling	4,0
Want to do something unique	4,0

Table 6, motives to participate in Restoures (1= strongly disagree, 5= strongly agree)

Learn about nature also appeared to be an important motive to participate in Restoures. The group of people that want to contribute to restoration also appeared to be slightly more eager to learn about nature than people who didn't want to contribute. A comparison was made between the group of contributors (active or passive) and non-contributors to Restoures and their interest in learning more

about the different items as presented in the previous paragraph.. The group of contributors displayed more interest to learn about the Baviaanskloof ($M = 3,9$) than the group of non-contributors ($M = 3,7$). An ANOVA with learning as the dependent variable, and willingness to contribute as a between-subjects factor showed that this difference was not significant, $F(1,62) = 1,2, p = >.28$

Perceived effects of Restoures

Figure 4 gives an impression of the perceived effects of a voluntary restoration programme. Of the respondents that showed a positive attitude towards Restoures, 41, 5% think that they will extend their duration of stay in the Baviaanskloof if an activity like Restoures was offered. But there are more positive effects, 35,4% of the respondents think to come back more often to see the progress of restoration, and 13,8% of the respondents would be willing to spend more money during their stay the Baviaanskloof. 6,2% of the respondents think that this programme won't have any effect on their future plans to visit the Baviaanskloof.

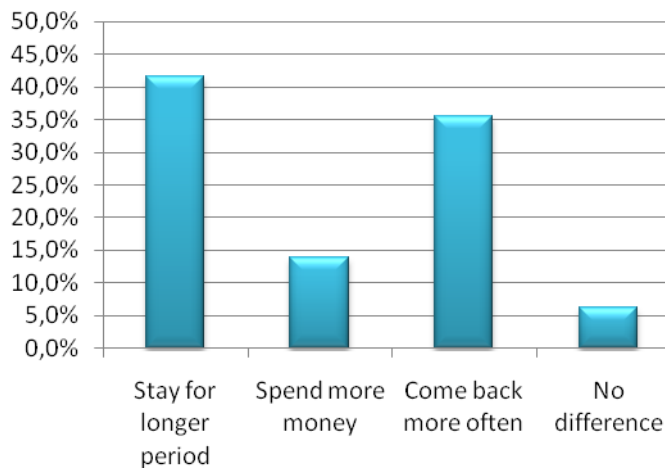


Figure 4, perceived effects of Restoures

32,3% of the respondents were not willing to contribute to restoration in the Baviaanskloof. As presented in table 7, the most important reason was that people don't have time to actively participate. The respondents strongly disagree that they were not interested in nature and held a more neutral attitude towards the statements "I don't have the money to donate" and "I don't feel like working during my vacation".

	Mean score
No time	2,2
No money	2,9
Don't want to work	3
Not interested in nature	4,5

Table 7, Reasons to not contribute to restoration (1 = strongly agree, 5 = strongly disagree)

