

**Africans and Indians in Game Reserves:
A Study of African and Indian Views on the Recreational Use of
Game Reserves.**

By

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DECLARATION

This dissertation is the work of the author, and has not been submitted previously for any examination or degree at any university. The views and conclusions in this dissertation are the sole responsibility of the author. Where the work of other authors have been utilised, proper reference has been made.

Dated:

Signature:

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ABSTRACT

Throughout the world, tourism is booming and South Africa, like many developing countries, has a phenomenal resource base for tourism that includes unspoilt wilderness areas, varied and impressive scenery, accessible wildlife, good weather conditions, cultural diversity, as well as an increasingly developed infrastructure. South Africa though is mainly seen and experienced by international tourists and a small number of privileged locals and therefore, South Africa's full potential in local tourism has not been realised.

In 2000, the World Bank financed a quantitative research project on Nature Tourism and Conservation in South Africa to assess the domestic tourism market. This study found that there might be a latent unrealised demand for nature tourism among the African and Indian population. It was this broader finding that prompted this study. Information for this study was gathered through household surveys and a two-week on-site survey in a game reserve.

Three sets of participants were chosen to participate in this qualitative study. These were African youth (age 18 to 26 years), African adults (>30 years old) with children and finally Indian couples (aged <30 years). Participants were also chosen based on their current income level or potential incomes once they leave university. In this case, only the middle to upper income group was targeted. All three groups participated in pre field focus groups and a select group were taken to the Hluhluwe/Umflozi Game Reserve for three days where additional focus groups were held. The methodology also encompassed a literature review, telephonic interviews and field observations.

Information gathered during this study was used to understand the reasoning behind the vacation trends of middle to upper income Africans and Indians and to develop a marketing strategy to be used to attract other Africans and Indians to the game reserves of South Africa. The study found that there is a latent unrealised demand for nature tourism among the middle to upper income Africans and Indians. The vacation trends among Africans and Indians are also very similar in that those with families

prefer to vacation in large groups consisting of both friends and families. It was also found that their past vacation destinations included mainly built up, urban areas and that both the African and Indian participants had great misconceptions regarding game reserves. These misconceptions formed part of the reasons for them not vacationing at game reserves.

With regards to an advertising strategy, the study found that current advertising strategies are not working. Participants were encouraged to come up with advertising strategies that would entice other middle to upper income African and Indian families to vacation at game reserves. The participants recommended the use of television, cinema, radio, and newspaper advertisements; as well as the use of brochures and competitions to encourage visitation. Included in their detailed view of how each strategy should play out, they recommended that when developing advertisements and brochures, it is imperative that African and Indian models are used in the adverts. The current advertising only makes use of white models and this discourages potential African and Indian tourists.

CHAPTER 1

INTRODUCTION

South Africa, like many developing countries, has a phenomenal resource base for tourism that includes unspoilt wilderness areas, varied and impressive scenery, accessible wildlife, good weather conditions, cultural diversity, and an increasingly well-developed infrastructure. Despite all of this, the majority of our population does not make use of these resources in terms of recreation and therefore, our full potential in local tourism and recreation has not been realised.

Edgell (as quoted by Holecek, 1993: 17) views tourism as a vehicle that will increase one's quality of life and allow individuals from different cultural, social, political and economic backgrounds to integrate with one another in a more neutral setting. Edgell's writings view tourism as part of the answer or solution to the problems of today's world. Utilising the above and given South Africa's apartheid past and our new struggle with democracy, if tourism is used properly it could bring about an improvement in the social, cultural, economic, and political dimensions of individuals, communities, and the country as a whole. In addition, tourism may provide the population of a country with an opportunity of enjoying their country, relieving stress and improving the quality of their lives. It must be remembered that this dissertation is not arguing that an increase in local tourism will solve the entire country's problems but merely help in bringing the country's different cultures together in a more neutral setting while improving the quality of peoples lives.

South Africa has a rich and diverse range of natural attractions but this is mainly seen and experienced by international tourists and a small number of privileged locals. Most locals, however, believe that these attractions are not accessible to them. Although this was generally true during the apartheid era, this is no longer the case and all South Africans are now in a position to explore all local tourist attractions and amenities. Misconceptions, however, still abound and it is these misconceptions that

brought about the interest in this study.

1.1 BACKGROUND OF THE CASE STUDY

Past studies have been predicting major increases in the involvement of the African¹ and Indian² (black) people in tourism in general. The studies that have been conducted on the African people of South Africa, in terms of outdoor recreation, include those by Butler-Adam (1981, 1986), Ferrario (1981), Magi (1989, 1999a, 1999b), Mwandla (1995) and Mahaye (1996).

Creemers and Stavrou (2000) note that Butler-Adam and Silva (1988) through their investigation of the black domestic tourism market found that Ferrario's earlier findings - that major growth in domestic tourism would be found in the black, especially the African sector - was correct. Creemers and Stavrou (2000: 1-2) go on to cite Hugo (1974) who on the basis of a survey in black urban townships was one of the first to predict "substantial increases in the demand for outdoor recreation". Apart from Creemers and Stavrou (2000), Magi (1989), Mwandla (1995) and Mahaye (1996) also found through their independent studies that as far as visits to the seaside are concerned, Hugo (1974) was, and still is, correct in his predictions about outdoor recreation. Although Hugo's predictions relating to outdoor recreation was proven correct by the above mentioned writers in terms of visits to the seaside, we will see below that with respect to visits to nature reserves, his predictions have not materialised as yet.

Creemers (1995) pointed out the curiosity and positive attitude that urban dwellers have towards nature. But Creemers and Stavrou (2000) suggest that the frequency with which they visit beaches and municipal parks is in sharp contrast with their visitation of nature reserves. Magi (1989) confirmed the potential for Africans to participate in Nature Tourism on the basis of a survey of black communities along the

¹ African, refers to the native people of South Africa, and for this study, the participants were obtained from the province of KwaZulu-Natal.

² Indian, refers to the people of Indian origin (people that originally came from India).

Natal North Coast. Lack of awareness and transport were, however, identified as the key explanatory factors as to why Africans do not visit game/nature reserves (Magi: 1999; Mwandla: 1995; Mahaye: 1996).

Out of all these studies two elements are seen as important:

- Africans have an interest in nature and the outdoors, but have never been exposed to it.
- Africans do participate in holiday-making, often including stays with family and friends, and have relatively high daily per capita spending levels.

1.1.1 THIS DISSERTATION

During the past two years, the World Bank financed a research project on Nature Tourism and Conservation in South Africa. This project was initiated to assess the so-called African and Indian domestic tourism market, and gathered information through household surveys and a two-week on-site survey in a game reserve. The study suggested that there might be a latent unrealised demand for nature tourism among the African and Indian population.

This finding was not only obtained from the information gathered in the field but was substantiated by the African and Indian researchers that conducted the field research. During the two-week stay at the game reserve the researchers and the different field teams were themselves amazed by the game reserve and subsequently made arrangements to take their families and friends to the game reserve for the same experience. By talking with the researchers, it was also found that the information they gathered in the field differed from their own personal experiences of the game reserve. In other words, information gathered by talking to the field research team, differed significantly from the information gathered by using the questionnaire used in the World Bank's quantitative study. It was this broader qualitative response by the field team that prompted this study.

Apart from the above, it has also long been argued that the tourism industry in South Africa is not representative enough. On the supply side there are very few tourism businesses that are owned by African individuals or companies that have a high proportion of African ownership. On the demand side, the participation of African people in tourism is more significant. However, when it comes to nature tourism, such participation appears to be almost negligible.

Increased participation of the African and Indian population in nature tourism is desirable for a number of reasons:

- It will create more public acceptance and support for nature conservation.
- It will broaden the demand base thus generating a greater number of domestic employment opportunities.

By introducing people to nature reserves, they will see the beauty and therefore recognise the importance of retaining natural areas. In doing this an appreciation will grow for the natural environment and therefore support for nature conservation will follow. As Wearing and Neil (1999) argue, people protect what they respect. Besides the support for conservation, those who have experienced game or nature reserves will introduce more people to the reserves. This increase in the demand base will ensure the survival of the game reserve as well as improve conservation.

From this perspective it can be argued that public sector institutions should assess opportunities to facilitate and promote the participation of the African and Indian population in nature tourism. This study also aims to inform public sector institutions in the nature conservation tourism sector about the strategies that could be pursued to achieve this objective.

It must be mentioned that the participant choice for this study is asymmetrical in that African youth and African adults were chosen to represent the African population that could afford to vacation at game reserves but only Indian youth were chosen to represent the Indian population that can afford to vacation in game reserves. This was done due to the findings of the current two-year World Bank financed research project

on Nature Tourism and Conservation mentioned on page three of this dissertation. The initial findings of the household survey done during the World Bank study suggested that mature Indian people were not interested in going to game reserves. It also suggested that the Indian youth were being exposed to game reserves and wildlife through television and were more likely to vacation at game reserves. These findings in the World Bank study prompted the asymmetrical participant choice of this dissertation.

Besides the World Bank funded study, Cater (1995) and Bennett (2000) found that age influenced the activities that tourists undertook. Bennett (2000) writes that the young may want to visit exciting, new places and experience adventure, whereas with age, people tend to become more passive and therefore avoid activities and destinations that are demanding or involve risk. The studies done by Bennett and the writings of Cater have similar findings to the World Bank funded study. The findings of the above mentioned authors also played a part in the asymmetrical participant choice of this dissertation.

1.2 AIMS AND OBJECTIVES OF THE STUDY

This dissertation aims to study the relationship between the game reserves and its “minority users”. “Minority users” in this instance refers to the people or population groups who use the game reserves the least, namely the African and Indian populations of this country. It’s hypothesised that there is a strong latent demand for nature tourism among the African and Indian population and that this demand can only be unlocked through targeted marketing and exposure of people to nature tourism areas. It was therefore proposed that a sample study of the African and Indian population groups be undertaken to attempt an understanding of perceptions towards nature tourism.

There are three basic questions that are at the centre of this dissertation. These are:

- What are the perceptions of “minority users” on game reserves?

- Why do “minority users” not vacation or visit game reserves?
- What do the “minority users” feel is the best way to get them to visit game reserves?

In addition, a greater understanding on how nature conservation can be packaged and sold to Africans and Indians in South Africa would be analysed through focus group discussions. These discussions focussed on the following:

- What were the current (last 2 years) tourism choices made by the focus group participants?
- What is the current awareness of nature tourism, and what are the perceptions and attitudes towards nature tourism?
- What are the respective roles of economic, cultural and other factors in the under-participation of Africans and Indians in nature tourism?
- What type of social environment is sought (groups vs. solitude)?
- What type of physical environment is sought (facilities vs. wilderness)?
- What is the most important need being satisfied by recreation or tourism (socialising, exercising, escape from the city, or learning)?
- To what degree do past experiences of exclusion still inform contemporary views of the game reserve experience?
- How will exposing participants to nature tourism products affect their future tourism choices?
- Compatibility of current nature tourism products with preferences and expectations:
 - What changes if any need to be implemented by suppliers of nature tourism products, in particular conservation agencies, if they are to make them more compatible with the preferences of the latent African and Indian market?
 - What are the experiences that were most valued by the participants that were taken through the various nature tourism experiences?

At the end of this dissertation, it is hoped that one will get an understanding of African and Indian views on Game Reserves. One should understand how African and Indians, who constitute a minority in terms of game reserve visitors, feel about game

reserves, why they do not vacation at reserves and finally how to entice them to vacation in South Africa's wilderness areas. The above-mentioned questions will be addressed by the dissertation, and the answers will be used to develop a generic marketing strategy. This information can then be used by the relevant authorities to develop a sustainable local interest in nature-based tourism.

1.3 METHODOLOGY

This study is interested in capturing the emotions and opinions of the minority (African and Indian) game reserve visitors. Due to this, the study is qualitative in nature as it captures data through open-ended discussions (focus groups) as well as capturing comments made by the respondents on their own accord (without being prompted by asking questions). Data, in this study, is captured in three main ways, the first being focus group sessions, the second being individual interviews and finally through observation. Desk research (a literature survey) was also carried out.

Before continuing it is important to explain what focus groups are. 'Focus Group' is short for "Focussed Group Interview" where the word 'Focus' means involving a limited number of issues; 'Group' means a number of individuals interacting with each other on differing interests and 'Interview' meaning that a moderator is present who utilises the group in order to gain information (Leggett, 1997: 1). According to Folch-Lyon *et al* (1981: 443) focus group techniques are a qualitative research technique that is used in order to understand the psychological and behavioural motives that influence people's actions.

This qualitative data reveals the issues that concern the participants and are expressed in their own words without being prompted by the moderator. By expressing the concern in their own words, the participant is not limited by the *Yes/No* questions found in a quantitative questionnaire. The participants are also not limited to educated people, as focus groups allow for participation by children and the illiterate. Focus groups also allow for discussions to be initiated by participants and allows the moderator to gain information on group or individual opinions, common traits,

beliefs, cultures, lifestyles, gender, emotions and motivations. It is for the above-mentioned reasons that focus group sessions were chosen for this study.

In terms of size, both Leggett (1997) and Folch-Lyon *et al* (1981) find that since participation is desired, the group must be small enough to permit genuine discussion among all members and therefore recommend a group size of between six to twelve participants. Folch-Lyon *et al* (1981), Stycos (1981), and Leggett (1997) state that with groups larger than twelve, the moderator will have difficulties in controlling the discussion and not all participants will be able to state their views or even participate.

The duration of the focus group session is as important as the size and is normally determined by the subject matter and the interest that the participants show in it. Generally, Folch-Lyon *et al* (1981), Stycos (1981), Leggett (1997) and Kreuger *et al* (2000) agree that the duration should range between one to two-and-a-half hours. In terms of setting, focus groups can be held anywhere, from an individual's home to a game reserve. The most important thing of the setting is that it is free of distractions. One could therefore easily argue that a game reserve is not an ideal place as it is full of distractions. Given that this study wanted to gain insight into individual's reactions to the game reserve experience, the game reserve provided an ideal spot to remind the participants of their day's experience.

In conducting the focus groups, the moderator is responsible for the smooth conduct of the interview and must be careful not to impose his or her own beliefs and viewpoints on the discussion. According to Luck (1987), the moderator also has to follow the ethical codes of conduct that prevent him or her from endangering the participants in any way and misusing the information gained from the participants. Besides the disadvantage of the moderators beliefs being imposed on the group and an unethical moderator, there is also the disadvantage that the group may tend to be dominated by a single participant (known as the herd instinct).

Kreuger *et al* (2000), Leggett (1997), Folch-Lyon *et al* (1981), and Stycos (1981) argue that focus groups are conducted not on the entire population but are conducted on a portion of the population. This means that since the limited number of total participants makes generalisation to the entire population difficult, it is advisable to

redefine your entire population. In this study, the entire population is equal to the population of South Africa and the redefined population (the population for this study) is equal to the number of people (Africans and Indians only) that can afford to vacation at game reserves. Therefore the focus groups in this study only utilises participants that can vacation at game reserves and generalises their comments only to others that can vacation at game reserves.

1.3.1 LITERATURE REVIEW

A considerable amount of desk research was done in order to establish if similar types of research had been done for South Africa. There is a large amount of research in South Africa dealing broadly with tourism and more specifically with community based tourism, but there is a lack of research dealing with “minority visitors” to game reserves. As very few new research papers (post apartheid research) could be found for South Africa, the American literature on “minority visitors” and game reserves was consulted³.

America has been democratic for much longer than South Africa and in terms of its racial make up, America is a very diverse country. American surveys indicate that its African, Hispanic, and Asian citizens are “minority visitors” to its game and nature reserves, while its white citizens make up the majority of visitors. Due to these two aspects, there is a considerable amount of research done in America on minority groups and their utilisation of game and nature reserves as visitors. A literature review can be found in Chapter 2.

1.3.2 FOCUS GROUPS

Two different sets of focus group discussions were carried out with the participants. The first set of focus groups (*pre-field focus groups*) was carried out with participants

³ “Minority users” of game reserves in America also constitute the minority in America’s population dynamics. This is unlike South Africa where the “minority users” of game reserves, namely the Africans, constitute the majority of the population.

before they embarked on a trip to the Hluhluwe/Umfolozzi⁴ Game Reserve (HUP). From these initial sessions participants were chosen and taken on a trip to the game reserve. At the game reserve the second sets of focus group sessions were conducted and these are titled in the dissertation as *field trip focus groups*. The focus group sessions were taped and transcribed verbatim. The transcriptions appear in the appendices of the document and specific quotes appear in the body of this dissertation.

Pre-field Focus Groups

Three sets of participants were chosen to participate in this exercise, which was conducted during February 2001. The *first* set, *focus group one*, consisted of what was loosely defined as youth. This definition was given, as the other focus group (focus group two) consisted of much older married African couples that have children. Youth, for the purpose of this study, is defined as African people between the ages of 18 to 26, without children.

Focus group one consisted of two sub groups, Group A and Group B (Appendix 2-1 and 4-1). Group A consisted mainly of youth that were still involved with their tertiary education or had just finished, and Group B consisted of youth that were currently employed and earning a minimum salary of approximately R60, 000 a year. In terms of Group A, university students were sourced from the three main tertiary institutions in KwaZulu-Natal, i.e. the University of Natal, University of Durban-Westville and the University of Zululand. The youth were sourced by contacting the universities and putting the 'word' out.

Of the forty-seven youth that contacted the researcher to be part of the study, only twenty were chosen to participate in the focus group. These students were chosen on the basis of salary/income, age, and sex. Group A was also chosen on the basis that when they left the University, they should enter the job market with a salary of approximately R60, 000 to R80, 000 a year. The education level of all participants (group A and B) was just as important as their incomes. Bennett (2000) found that

⁴ Hluhluwe/Umfolozzi is written in this way due to the fact that at one stage, these were two separate game reserves, the Hluhluwe game reserve and the Umfolozzi game reserve. When these reserves

education levels tend to broaden people's interests and that those with college or university education tend to take more vacations when compared to people with a high school education.

The focus group sessions for the youth were carried out on 6 February 2001. The focus group session for Group A was conducted in the late afternoon, while Group B was conducted in the evening. Each of the focus groups consisted of ten participants of equal gender, and lasted for approximately one hour, with Group B lasting an extra ten minutes. All groups were interviewed using the same questionnaire, which can be found in Appendix 1.

The *second* set of focus groups, *focus group two*, was carried out on African couples that had children. In total, six couples were chosen to participate from a batch of twenty. These couples were chosen on the basis of their income (a combined household income of R80, 000 per year). Here again, the participants were divided into two groups due to the time constraints faced by individual participants. Group A's focus group session, consisting of four married couples, was carried out on 15 February 2001, while Group B's focus group session, consisting of two married couples, was conducted on 17 February 2001.

The *third* set of focus groups, *focus group three*, was an all-Indian group, comprising 10 respondents, of whom, three were dating couples, and two were married couples. All of the Indian couples were childless except for one of the married couples that had a three and a half year old male child. The child in the group did not form part of the pre-field focus group discussions but did form part of the observations made during the trip to the HUP. These couples were also chosen on the basis of a household income of R60, 000 per family per year and from an age group of less than 30 years. This group was chosen, as it would form the nucleus of the next generation of tourists. During the World Bank household surveys (mentioned in page 3 of this dissertation), it was found that the older generation preferred day trips as well as going to built up commercial areas instead of game reserves. The younger Indian generation was found in the World Bank study to be eager to enjoy game reserves.

joined, they officially called themselves Hluhluwe/Umfolozu game reserve. In all texts constructed by them or written about them, the words Hluhluwe/Umfolozu is written in this manner.

The pre-field focus group studies were carried out before the three sets of participants were chosen to go on the field trip. While in the field, more focus group sessions as well as in-depth interviews were carried out.

Table 1: Pre Field Focus Group Participants

Focus Group	Classification	Age	Number of Participants	Education or Salary Levels
Focus Group 1A	African Youth	18 to 26	10	Tertiary education
Focus Group 1B	African Youth	18 to 26	10	R60, 000 per year
Focus Group 2	African Adults	>30	12	R80, 000 per year
Focus Group 3	Indian Couples	<30 years	10	R60, 000 per year

Field Trip Focus Groups

The focus group sessions were only the first phase of this study. During March, three separate field trips over two weekends were undertaken to the Hluhluwe-Umfolosi Park (HUP) with each of the Groups. Ten participants, of equal gender, from focus group one (the youth), three married African couples and their children and eleven Indian participants (including the one child) were chosen to go on the trip. The selection process was conducted after all primary focus group sessions had been completed. The participants were selected on the basis of those who actively participated during the pre-field focus group sessions. As this study was mainly interested in those people who would potentially visit game reserves on their own, those who did not actively participate in the focus groups and those who were not interested were discarded and not chosen to go on the nature-based trip.

Table 2: Number of Participants Chosen and Participated in Trip

Group	No. of participants chosen to go on the trip	No. of participants that went on the trip
African Youth	10 youth	7 youth
African Adult	6 adults and 5 children	5 adults and 5 children
Indian Couples	10 adults and 1 child	10 adults and 1 child

Whilst at the HUP, respondents had the opportunity to stay either in bungalows or tents at both the Hilltop and Mpila camps. Hilltop is a fenced, “upmarket” camp, comprising of a well-stocked shop (foodstuff, refreshments and curios), a restaurant, a pub and a conference centre. Mpila on the other hand, is a much more rudimentary unfenced camp without all the luxuries of Hilltop. All three focus group participants were taken on three day-rides and one game-walk, whilst the African Adults and Indian Groups were taken on one night-drive through the park. In addition the Indian Group self-financed a boat trip on the Maphumulo Dam in Hluhluwe.

During each of the three days that each group spent with the researchers, they were obliged to participate in up to three hours of both focus group and individual one-to-one interviews. On each of the drives a formal structured interview schedule was conducted with participants, which together with unstructured conversations were taped. In addition, a formal focus group was convened every evening after supper. Again, during the return trips, an interview schedule was administered to the respondents.

1.3.3 TELEPHONIC INTERVIEWS

Two weeks after the completion of the fieldwork, all of the respondents were contacted and a number of issues and clarification on certain aspects were discussed with each participant. In these follow up contacts, the interviews were on a one-to-one basis and not as part of a group discussion.

1.3.4 OBSERVATIONS

It was found that during the first phase of the focus group discussions, participants favoured or disliked certain animals and responded with great emotion to such animals. This emotion was both verbal, where a person would scream to show fear when snakes were mentioned, and physical, where people would shrug to show they had no concern for insects. It was also noted that the interactions of individuals with others in the group during the visit to the Nature/Game Reserve setting would vary from one person to another. Due to this, field data was also gathered by observing the

respondent's interaction with one another, and their show of emotion to the animals and even stories about the animals.

1.4 ACCESSIBILITY OF INFORMATION PROVIDED IN THIS DISSERTATION

This paper has been drawn together in such a way to allow easy access for those who read it. The access that is being talked about here are the appendices that appear at the end of the main report. These appendices include the verbatim focus group discussions. They were placed here so as the reader can view how the participants responded to the questions and how discussions were carried out by the respondents and moderated by the researcher. The discussions were also included in the report to show how the researcher drew conclusions.

In terms of the appendices, this dissertation contains five appendices. Appendix one is the pre-field questionnaire used during the focus group discussions. Appendix two contains the information gathered during the pre-field focus group session. This appendix (Appendix two) is further broken down into three sub appendices. Appendix 2-1 contains the information from the African youth focus groups, Appendix 2-2 contains the information for the African adults with children focus group and Appendix 2-3 contains the information for the Indian couples' focus group.

Appendix three contains the questionnaire used for the field focus group sessions while appendix four contains the information retrieved while in the field. Appendix four is also subdivided into three parts. Appendix 4-1 contains the information from the African youth focus groups, Appendix 4-2 contains the information for the African adults with children focus group and Appendix 4-3 contains the information for the Indian couple's focus group. Finally, Appendix five contains the post-field telephonic interview questionnaire as well as the information gathered for that questionnaire.

A list of the respondents, together with their ages, and vocation can also be found at

the end of each focus group notes. Due to concern over privacy, their telephone numbers have been removed.

1.5 LIMITATIONS OF STUDY

This study has five main limitations. Two of the limitations pertain to the number of respondents that are involved in the study. The first limitation is that this study only focuses on a select group of people and therefore cannot be used as a source to judge the entire population but can merely be used to make generalisations about those that can afford to vacation at game reserves. These select groups of people are those Africans and Indians that can afford to visit or vacation at game reserves and therefore includes the middle and upper income groups. The criteria used to select the people that this dissertation targets can be found in the methodology above.

The second limitation was that at the last minute three of the African youth respondents and one married African male respondent could not make the field trip. Due to the costs incurred, the field trip could not be cancelled. Qualitative information was therefore gathered from the respondents that went on the trip. The data gathered for the African adults was not compromised as only one respondent pulled out and with respect to the African youth successful focus group sessions were carried out with the remaining seven participants. The main limitation with the African youth is that of the three participants that pulled out, two were female and therefore the group was not gender representative. Although the remaining female participants were very enthusiastic in their participation, generalising the data to African females is made difficult.

Originally, it was also planned to interview and take African couples without children on the field trip. The researcher was unsuccessful in locating such couples. Of those married participants without children that could be found, none of them were interested or had the time available to attend the focus group sessions.

A third shortcoming was found in the field. During all focus group sessions, the

groups were not divided on the basis of gender. Both the male and female participants were interviewed in one group. By doing this, it was found that the married African females would disagree with their husbands, only when away from them. In order to get a better picture of how individuals (especially the married African women) were feeling about the trip, the researcher talked and interviewed them away from their husbands. These interviews though were very few.

The fourth limitation has to do with the selection process for the participants involved. Due to financial constraints, the normal procedure of advertising for respondents was abandoned in favour of word-of-mouth advertising.

The final limitation of this study deals with the lack of literature available on the topic. Due to South Africa becoming democratic in 1994, all literature prior to 1990 was seen as unusable due to it mainly dealing with apartheid South Africa. Although there is literature (post 1990) dealing with tourism and community-based tourism, there is none dealing with African and Indian views to game/nature reserves.

1.6 ORGANISATION OF THE DISSERTATION

This dissertation can be broken down into three distinct parts. The first part discusses the broad aspects of tourism and describes the theoretical paradigm underlying the dissertation. The second part looks at the respondents' views on nature-based tourism, in particular, game reserves. The final part of the document looks at the different ways one could attract the "minority visitors" to game reserves. The outlines of each chapter as well as the appendices are as follows:

Chapter two discusses the theoretical paradigm that informs the topic. The chapter starts by defining words and concepts that are used overall. It then looks at the history of tourism and then goes on to discuss leisure and tourism. In discussing Africans in tourism, the dissertation looks at both the South African perspective as well as the North and Central American perspective. The American perspective was consulted due to the lack of current South African information on "minority" game reserve

visitors. This chapter provides the theoretical background to the entire document.

Chapter three begins with a discussion of the pre-field findings. These findings indicate the participants' views on holidays and game reserves. The chapter then goes on to discuss the findings from the three-day field trip.

Chapter four looks at the marketing strategy devised by the participants themselves. In this chapter, the use of television, radio and newspaper advertising is looked at and discussed. Competitions as well as brochures, special offers and so on are also considered.

The final chapter, chapter five concludes the study by focusing on a way forward. This conclusion suggests ways in which "minorities" can be attracted to game reserves and how to better establish the market for African and Indian tourists to game reserves.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL PERSPECTIVES

2.1 INTRODUCTION

This dissertation is basically investigating why the African and Indian population groups of KwaZulu-Natal do not make use of the abundant wilderness areas the province has to offer and how to better attract these people to ensure growth in the domestic leisure market. The term “minority” in this paper is used to describe those people who visit game reserves the least. This section of the dissertation therefore begins with definitions that will be used throughout this document. It will then go on to discuss tourism and leisure and specifically try to explain why people go on holidays especially to nature reserves. Due to there being insufficient literature and research done on South Africa's “minority” game reserve visitor, information and similarities will be drawn from African-American and Central American studies.

2.2 DEFINITIONS

This dissertation adopts the definition of tourism that has been developed and used by the World Tourism Organisation (WTO), which has taken the lead and responsibility for standardised tourism definitions. The KwaZulu-Natal Tourism Authority (KZNTA) also uses this definition as well as many other tourism authorities around the world. The WTO (as quoted in Stavrous and Sharp: 1999: 14) defines *tourism* as:

...the set of activities of a person travelling to a place outside his or her usual environment for less than a year and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.

The phrase '*outside his or her usual environment*' in the above definition means that trips within the person's community or place of residence and routine commuting trips are excluded. The phrase '*other than the exercise of an activity remunerated from within the place visited*' in the definition excludes migration for temporary work or being paid for by an agent resident in the place visited. Business-related travel, where the traveller's employer is located elsewhere than the place visited, is however, included in this definition.

This dissertation also makes use of the word *eco-tourism*. Fakir (1999) states that the word eco-tourism was coined in 1983 by Hector Ceballos-Lascurain to describe the new form of nature travel that was developing during that period. From the above WTO definition, this study takes tourism to roughly mean travelling to a place outside your usual environment for non-work purposes. The word 'eco' in eco-tourism is taken by this dissertation to mean ecology, which roughly equates to the natural environment. By placing these two meanings together, eco-tourism is taken to mean travelling to an ecological area for non-work purposes, namely a vacation to an "environmental habitat". In this study, the "environmental habitat" is a game reserve. Although Wearing and Neil (1999) state that eco-tourism involves a focus on nature as the primary motivation to travel, this dissertation contends that travel to natural areas can also occur as part of the itinerary in the vacationer's travels. This study also acknowledges that game reserves are also referred to in the American literature as 'parks'.

The above-mentioned natural environment is the attraction that pulls visitors to the area. According to Bennett (2000: 9) the nature of the "natural attractions is determined by one of the following: landscape, animals, plants, beaches, geographical features and water." South Africa is fortunate in that it has an abundance of natural attractants that have so far been drawing many international tourists. Bennett (2000: 9) quotes Krippendorff as saying that "the scenic attractions of the holiday destination stand at the central focus of tourist needs and are in fact the most important tourist motivation ... The landscape is the real material of tourism." This scenic attraction now needs to be introduced to the South African, African and Indian tourists.

Tourists require further categorisation since they are not homogenous but display a wide range of socio-economic and trip characteristics (Stavrou and Sharp, 1999; Cater, 1995). These differences can be seen from the work done by the WTO, which recognises that there are six main purposes for tourism trips. These reasons are firstly, trips for pleasure; secondly, trips to visit friends or relatives (VFR); thirdly, business trips; fourthly, trips for health purposes; fifthly, trips for religious purposes, and finally, tourism trips for the purpose of sport. Stavrou and Sharp (1999: 10) also find that some of these purposes, such as pleasure, “could be further broken down into different types such as nature-based, cultural, leisure and sports purposes”. These purposes therefore inter-link, which means that a trip to the game reserve could be for the purpose of sport, health, and pleasure and that pleasure could be experienced through sport, culture, and so on.

Tourists can also be classified in terms of their origin, destination, duration of visit, mode of transport and type of accommodation (Futter and Wood, 1997a: 49). A basic distinction can be made between **domestic** and **international** tourists. Domestic tourists travel within their country of residence. In contrast, international tourists travel outside of their country of residence. For this dissertation, domestic tourism is of vital importance and focuses on the movement of local African and Indian tourists within the country.

A definition of **vacation** also needs to be made. The word vacation comes from the Latin word ‘*vacare*’⁵, which basically means ‘to leave one’s home’. This emphasises that one cannot properly vacation at home and people that do vacation at home are pitied and can often be thought of as poor or disadvantaged. To vacation at home is also thought of as no vacation at all as one is still in familiar surroundings. This dissertation therefore views vacation as leaving one’s home surroundings for pleasure purposes.

Leisure on the other hand, has roots in both Latin and later French. In Latin, ‘*licet*’⁶ means ‘to be permitted or to be free’ while in French, ‘*loisir*’ means ‘free time’. Mahaye (1996: 7) stated that the concept leisure is defined in terms such as “freedom

⁵ Reference from: <http://www.histopia.nl/onldict/lat.html>

⁶ Reference from: <http://www.histopia.nl/onldict/lat.html>

from constraint, opportunity to choose, time left over from work or as free time after obligatory social duties have been met". Tarlet (1993) agrees with Mahaye and goes on to state that leisure activity goes beyond tourism in that it includes the free time that one has over short weekends as well as daily leisure activities. In this dissertation, leisure time is separated from vacation and recreation. During leisure time though, one can choose to vacation or to recreate. Recreation is therefore seen as an activity performed during leisure.

Recreation is the other important word derived from Latin, which stems from '*recreato*'⁷ and means 'to restore to health'. Magi (as quoted in Mwandla: 1995: 8) states that the modern recreation concept has a three-fold interpretation. This includes a behavioural, institutional and psychological meaning. This dissertation is only interested in the behavioural and psychological meaning of recreation as it effects what people think and do. The institutional meaning on the other hand refers to the agencies that provide and maintain facilities such as gardens, parks, and so on.

In psychological terms, recreation or the recreational act brings about a human emotional and inspirational experience and behaviourally, it is seen as types of activities carried out while on leisure (Clawson and Knetsch, 1966: 6; Mwandla, 1995: 8). Mahaye (1996: 5) quotes Godbey as defining recreation as:

An emotional condition within an individual human being that flows from a feeling of well being and self-satisfaction which is characterised by feelings of mastery, achievement, exhilaration, acceptance, success, personal worth and pleasure.

This 'emotional condition' that Godbey talks of, is a part of Magi's (undated) and Clawson and Knetsch's (1966) psychological recreation meaning, and is brought about by the behavioural experience.

The psychological reaction that this dissertation is attempting to capture is the participants reaction to a game reserve. It is for this reason that this dissertation is

⁷ Reference from: <http://www.perseus.tufts.edu/cgi-bin/resolveform?lang=latin>

extremely interested in **outdoor recreation** and defines it as activities that take place out of doors during leisure time or during recreational time. In this study, outdoor recreation mainly refers to recreation in the natural environment and is also referred to as nature-based recreation. Cater (1995: 186) calls this type of recreation or experience “out-of-the-ordinary” and concludes that this type of tourism, adventure tourism, is undergoing a spectacular increase. As we have now discussed recreation, the **recreator** or **recreationist** needs to be defined. In this case, the tourist defined above, is the recreator or the person engaged in the recreational activity.

The final definitions are the terms **African** and **Indian**. Although these terms have already been defined in a footnote above, it is important to define them in the main body of text. African refers to the native people of South Africa and for this study, African respondents were obtained from the KwaZulu-Natal Province. Indian, refers to the people of Indian origin (people that originally came from India). The Indian population for the study was also obtained from KwaZulu-Natal. It is important to note that African and Indian people were also commonly defined under the broader title of blacks during the apartheid period.

The Africans and Indians in this study are also mentioned as “minorities”. The term “**minority**” is used in the study, as these groups of people are not regular vacationers in game reserves. This is especially important as Africans make up the majority of the South African population, yet their representation in game reserves, as vacationers or tourists, is minimal.

2.3 HISTORY OF TOURISM

Graburn (1978: 24-25) shows that the history of modern tourism started in medieval Europe, where travel was mainly for the purpose of religion such as pilgrimages and the crusades. Cater (1995) agrees with Graburn but concentrates on the voyages of the Ancient Greeks. It may be a bit more difficult to perceive the crusades as a type of tourism, but what the crusades (as well as the Greek voyages) did do was to open up new passages to exotic countries, about which people subsequently heard about and

began to visit. During this time, ordinary people found it extremely difficult to travel and if they could travel, they required bodyguards or had to be warriors. Those people that could travel were mainly the ruling class who travelled primarily on state business. Edgell (1993) adds to this by arguing that people are also interested in languages, expressions, cultures and environments that are different from their own and therefore travel to learn more about each other's way of life, thoughts, and interactions with the environment.

Graburn (1978: 24) goes on to state that the renaissance "changed the worldview by bringing forth the kind of consciousness that provides the cosmological foundation for modern tourism: the idea that truth lay outside the mind and spirit". Due to this, curiosity began to grow, and with the improvements in transportation, exploration began and stories of the great discoveries, and according to Edgell (1993), food, drink, entertainment and special forms of hospitality excited people.

In the seventeenth century, the richer ruling class, the aristocracy, began to travel to, and in, Europe on historical, scientific and geographical discoveries. Cater (1995:185) argues that "the seeds for today's packaged tours, following a set itinerary, were ironically, sown in the elitist Grand Tour of the seventeenth century." In the eighteenth-century, reasons for going abroad changed to include cultural, political and educational factors. The tour was a necessary learning experience for anyone wanting to enter the political and administrative job market.

With the advent of the Industrial Revolution, the need for scientific exchange and learning increased even more. Mahaye (1996: 19) writes that during the time of the Industrial Revolution, "recreation was used to mean both a state of being and activities of diversionary nature which were regarded as significant and essential to maintain health for workers. ...This line of thinking led to the belief in the saying 'healthy body, healthy mind'".

Nature and the countryside became romanticised due to the known activities of past British and French aristocracies. Newer modes of transport linked with the politics of the time (the boundaries of countries opening due to trade agreements and more importance being placed on exploration) made travel safer and cheaper. The British

and French aristocracies at the time, used to vacation in the countryside and enjoy nature at their leisure. Due to this, people began to escape into the country side not only to enjoy it but also at times to experience what it would be like to have lived there if they were part of the upper class. Allen and Hamnett (1995) look at this unequal global integration as a mix of affluent visitors and low wage labourers in the same tourist setting. In this way, the low wage labourers got to enjoy some of what the richer upper classes were experiencing.

According to Clawson and Knetsch (1966), Thomas Cook took advantage of the new transport system such as motor vehicles and began to organise tours. Cook, looking for an avenue to profit from, began to open opportunities to take townspeople to the countryside or abroad. Cater (1995) states that Cook, the pioneer of the professional travel organiser, organised his first railway excursion in 1841 in which 570 tourists participated. Besides Cook, Cater (1995) also talks of American Express, which began in 1850 and aided tourists in making their financial transactions easier.

The aristocracy at this time began to develop what is now known as 'mass escape' (noted above in the quote by Cater as the Grand Tour). Not only did the aristocracy begin to leave their homes for recreational and health reasons on a regular, yearly basis, but the common man also wanted to escape his mundane life and maybe just for a day escape into a world of pleasure. This type of mass movement had not been done since Roman times (Clawson and Knetsch, 1966). This movement continued to grow in the nineteenth and twentieth century with the building of a luxury Riviera along the Mediterranean and Adriatic shores.

Clawson and Knetsch (1966) in their writings show that in the twentieth century, the rich Americans began to join the winter getaways that the richer Europeans were experiencing. They (Clawson and Knetsch, 1966) go on to show that the First World War brought about a type of cultural revolution that did away with the class structure in much of Europe and decreased the divide between the rich and poor. As industry boomed, more people earned higher levels of income and more began to vacation. Bennett (2000) writes that dramatic advances in living standards occurred after World War II that allowed more people to engage in personal activities such as touring. It was not only the rich who now toured, but as Urry (1990) describes the working class

getaways developed as mass tourism destinations. The tourism industry as we now know it, was therefore born.

2.4 LEISURE AND TOURISM

Society and economy in South Africa is gradually evolving. In 1994, South Africa became a democracy. The oppression of the black majority by the white minority came to an end and new opportunities (more business ventures and white collar work) for black South Africans emerged. With this, we see a rise in a new black elite. Haffajee and Goodenough (2000: 17) write that “ Black South Africans are finally free – and increasingly flush enough – to discover the joys of going on holiday”.

Haffajee and Goodenough (2000: 18) go on to write that in the past (during the apartheid years) there was a lack of disposable income among the blacks, but now, during the democratic age, there is “a little more money available as the black middle class grows, earning enough for remittances and an annual holiday”. As we move into the new African Renaissance, mentioned by President Thabo Mbeki, there are more people with increased income and savings, more leisure time, more travel opportunities and choices, more opportunity for individual choice and growth, and more varied activities.

In the studies of Clawson and Knetsch (1966: 5), they found that as people become better educated and healthier, there is a shift in their age distribution as well as the location in which they live. This means that the better educated people are and the higher their incomes, the better they are able to take care of themselves and therefore live to an older age. These older people will also have increased savings and with more leisure time on their hands they will be able to vacation. It is also more likely that they will have fewer children and most probably live near a built up area, town or city. This type of pattern is currently developing in South Africa.

Cater (1995) states that one of the most important changes in contemporary western societies is that there is an increase in individual leisure time. The average working

week has continually decreased for the white-collar worker. Annual vacations are on the increase with the length of the vacation growing. Retirement years are also increasing due to longevity and differing retirement programmes.

Modern society also gave birth to women in the workplace. The growing independence of women in the social, economic and political spheres of the world mean that women are also an important factor to consider in tourism. Bennett (2000) writes that women influence and sometimes dominate the families' vacation planning decisions. He also goes on to quote the US Travel Data Centre in saying that 49% of travellers in the United States are female. Women who work allows a family to save more discretionary income required for vacations and therefore they do have a say in how that money is used. In this study, we will see that women do help in the vacation decisions of the family and it is mainly they who come up with the vacation idea and convince their partners to support the decision.

The population, not only of South Africa, but globally, is also becoming more mobile with transport now reaching every corner of the world at a much cheaper price. It is this mobility that Lier (1993) states is essential for tourists and therefore tourism. Incomes are also increasing and individuals are also taking more and higher insurance, retirement, and investment policies. These incomes, including the newer shifts in the distribution of incomes due to democracy and employment equity, make it now economically possible for black South Africans to participate in outdoor recreation activities if they so choose (Haffajee and Goodenough, 2000; Bennett, 2000).

2.4.1 LEISURE AND WORK

Graburn (1978: 18) states that "a major characteristic of our conception of tourism is that it is not work, but is part of the recent invention, recreation, which is supposed to renew us for the workday world." Cater (1995) agrees with this and states that leisure and work are competitors for time. The more work we do, the less time we have for leisure. The conflict truly comes into play when one takes into account the monetary value of work; the more we work, the more money we earn. The need or desire to

earn more means that some will inevitably work overtime and therefore taking leisure time is seen as a cost to the income that could be earned. In some cases, working overtime is not a choice of an individual but required in order to pay debts or to even keep ones employment or for promotion purposes.

Historically, due to the industrial revolution, productivity has increased enormously, so has an individual's wage, and people were regularly employed. As this occurred, Cater (1995) argues that urbanisation became more rapid and it gave people the means and motivation to go on vacation. Clawson and Knetsch (1966: 14) write that:

Taking more leisure time is certainly one of the ways we have chosen to enjoy the fruits of technological progress, and no doubt future workers will choose to work still shorter hours. More time will be taken for leisure, not so much because it improves productivity while on the job, but mostly because people get a great deal of enjoyment from it.

Graburn (1978) views tourism is a special form of play involving travel, or getting away from it all (work and home). During this form of play, one can relax from tensions, and for some, it offers them the opportunity to temporarily become a nonentity, removed from a ringing telephone and deadlines. All this was made possible according to Cater (1995) as the emerging middle class were able to take annual vacations. Cater (1995) goes on to say that the working class, though, have a lower disposable income and therefore gradually become involved in vacations by firstly becoming involved in day trips. Lier (1993) adds to this by stating that people are now also taking more but shorter periods for vacations and as their demands are changing, they tend towards more active forms of outdoor recreation.

According to Clawson and Knetsch (1966), there exists four categories of leisure time. The first three categories exist during an individual's working career. The first of these categories is on workdays of individuals. During workdays, leisure time exists after work. The second is on weekends when it is presumed that the middle and upper class worker mainly has time off from work. The third leisure category is during an individual's annual vacation. These leisure time categories occur

throughout a person's life with the fourth category, existing after an individual's retirement. Retirement is seen the time of a person's life, besides their childhood, that is mainly reserved for leisure.

The leisure life of an individual is highly restricted in modern society not only due to work but also due to other societal activities. To the youth, even their schooling life is structured such that it has become compulsory and restricts their leisure time. The modern individual must be able to therefore balance the social and economic aspects of their lives, which include work, sleep, family, chores and finally leisure.

Modern individuals are constantly finding themselves in a more ordered lifestyle. Clawson and Knetsch (1966: 29) argue that "many sociologists, psychologists, social workers, outdoor recreation specialists, and others have emphasised the psychological and emotional need for outdoor recreation - need for relief from the tensions and emotional strain which modern urban living place upon the individual". Wearing and Neil (1999), Brandon and Wells (1992), and many other scholars, believe that outdoor recreation is a solution for all the tensions experienced by the modern individual and that it is the pressure of urban living that push or encourage people to seek the pleasures of nature.

Clawson and Knetsch (1966: 30) quote Peck in saying:

Deprive man of intimate relationship with the soil or some equivalent, and his bodily powers, as well as his spiritual and mental fibre, weaken and decay. Surrounded by steel, concrete, asphalt, and glass, doing the same meaningless, repetitive job day after day, with no feeling of creating something in its entirety, the worker becomes ill-adjusted, unhappy and unstable. . . . Because agriculture embodies hard work, it builds character, tenacity, ruggedness, and individualism. Because it envisions the changing seasons and nature's moods of friendliness, of beauty and creation, it feeds the very soul of man and raises up his eyes to the infinite possibilities of wider horizons, until he is no longer a cog of man-created machines, but a living power at one with creation itself.

The above quote at face value talks of agriculture as feeding the soul. This quote is important as we will see later, the African adult participants, stated that in the past we (humans) used to be close to nature through agriculture, hunting and gathering and so on. In today's, modern society, they go on to say that people do not own farms and are trapped in cities and therefore need the outdoors to release themselves. Edgell (1993: 215) suggests that "organised cultural tourism development can provide opportunities for local people to learn more about themselves, thus increasing feelings of pride in their heritage and a heightened perception of their own self-worth." This is not only important in South Africa's reconciliation but as we will see in Chapters three and four of this dissertation, the African people of South Africa feel a need to go back to discover their roots. The participants stated that they have lived in urban areas for too long and need to properly look at their heritage. By going back to nature the respondents believed that it would release them and allow them to grow.

But besides releasing themselves, Urry (1990) argues that sometimes people may choose a particular vacation destination due to taste or for the status. Munt (1994) states that these types of tourists are *ego-tourists* in that outdoor recreation is becoming increasingly popular and it is now (in modern society) seen as more of a status symbol to vacation in wilderness areas including game reserves. As the term *ego-tourist* implies, Munt is, not surprisingly, highly critical of mass tourism in general and so-called *eco-tourism* in particular. He argues that the nature of tourism is changing from being a simple recuperative 'holiday' (often at a mass tourist destination) to a more individualised and supposedly authentic experience. To some tourists this may even rekindle the yearning for the paths of discovery so prominent during the colonial period. Interestingly, the colonial period, besides being known as the period of discovery, is also known as a period in which racial and class-bound discrimination flourished. Munt (1994) believes that this new form of tourism moves away from the mass tourism beliefs of 'sun, sea and sand' and suggests that these three S's be changed to 'subjugation, subservience and servitude'.

The reasoning behind Munt's dissatisfaction with this new form of tourism is because he believes that these new thrill seeking tourists expect to be greeted by a helpful, smiling tourist industry where the feelings of the tourist work force is disregarded as

they are paid to serve. Fakir (1999) argues that with this type of tourism, nature has been turned into a commodity for tourists to consume. Despite attempting to highlight the positives of tourism, Maloney (1999) shows the subjugation, subservience and servitude that western tourists place locals under. This position of power by the tourist over the local workforce forms part of Munt's *ego-tourism* and what Pleumarom (undated: 3) calls an *eco-façade*. Munt's arguments, though, are mainly of first world vacationers to the third world and are shown by the many case studies used by Maloney. Pleumarom also shows, in her case study of Cambodia, the negative effects of eco-tourism on a developing world visited by western tourists and states that "the last thing impoverished Cambodians need is a western form of environmentalism that is essentially a call for them to remain quaint, costumed specimen[s] for foreign tourists" (undated: 2).

Although the writers make strong arguments about foreign eco-tourists, they do not argue if similar conditions occur when the tourists are local people (domestic tourists). It could be argued that because local tourists are paying for a service, they will have some power over the tourist work force. But this is evident in any economy including the 'shop around the corner'. The question therefore remains: will similar experiences occur when the work force and tourist are from the same country and of the same race? This issue would need to be researched, yet it is highly likely that class and possibly ethnic divisions may contribute towards local subjugation, subservience and servitude. Much, however, does depend on the individual and it is difficult to make any generalised assumptions without sufficient evidence.

Notwithstanding the importance of the critique offered by Munt and others, there is much to say about the importance of eco-tourism, especially in the areas where the communities themselves benefit, manage and control the eco-tourism experience. In South Africa, there is a growing realisation of the importance of community participation in the successful utilisation of 'wilderness' for tourism and despite numerous flaws, a more concerted effort is being made to ensure that the question of subjugation, subservience and servitude is mitigated to a large extent. Wearing and Neil (1999) and Munt (1994) suggest that this growing interest in eco-tourism is not just a trend but reflects a fundamental shift in the way people of today's modern society view and engage in nature. It is this shift from the traditional packaged

holidays to a new tourism such as travelling, trekking and trucking that fit into the exciting and adventurous lifestyles of the new middle class, which as we will see later, is establishing itself in South Africa.

2.4.2 PHASES OF RECREATION EXPERIENCES

Bennett (2000) as well as Clawson and Knetsch (1966) break down the whole recreation experience into five different phases. The first phase is the *anticipation* of the outdoor recreation experience. In this phase, planning of the vacation also occurs and expectations are built up of the recreation destination. The problem with these expectations is that at times, the excessive optimism that comes with the anticipation may in fact lead to disappointment and frustration. The anticipation (normal and not excessive) though is good as it gives one something to look forward to as Bennett (2000) quotes Robinson in saying that the anticipation of, and planning for, a holiday may be just as enjoyable as the actual holiday itself and form a part of the total pleasurable experience. Advertisers can use anticipation of a holiday destination, as the creation of a “space of dreams” that would pull vacationers to a particular destination (Cater, 1995: 187). In this way, an advertiser could create an advertisement that would leave a possible vacationer anticipating what a vacation could be like (creating a dream) and therefore prompt the vacationer to go on the advertised trip.

The second phase is the *travelling* to the vacation destination (the journey phase). This involves the movement of the tourist either by car, train, aeroplane or boat to their vacation destination (given that they only have one destination). Travelling is important for two main reasons. The first of these reasons is the time it takes to travel to the destination and in some cases the individuals would not appreciate the duration and the type of travelling done. In many cases, though, the travelling aspect of the trip is welcomed as people may enjoy the journey itself. The cost of the travel is the second important aspect of travelling. Distance may be critical for choosing a destination site due to the high costs of travelling today and therefore certain vacation destinations would become out of reach for many individuals.

Bennett (2000: 15) found that in his 1987 study of seven national parks in South Africa, “more than 70% of the visitors travelled more than 500 km to visit the parks, while 41.4% travelled more than 1000 km.” Bennett (2000) also found that two-thirds had visited the reserves on their way to other destinations. Travelling to game reserves in South Africa is therefore important in terms of vacation destinations that people would choose. Due to this, the destination has to have a big pull factor to draw visitors from far distances.

The third phase is the *on-site experience*. The quality of this experience depends on the type of activities that are undertaken by the individuals. This phase is also linked to phase one, the anticipation and phase two, travelling (the pull factor). If the expectations were more than what actually occurred, then the individuals could become disappointed and therefore not enjoy their vacation. If the experience is different from the expectations, this does not necessarily mean that it would not be enjoyable, as one could enjoy something they did not expect. During this third phase, one could also find Urry’s (1990) concept of the ‘tourist gaze’ where one would gaze upon things that are out of the ordinary or that are not usually seen by the individual. These could include landscapes (both urban and natural), animals, the ocean or water and so on, and according to Edgell (1993) it is these out of the ordinary things or things that people do not really see in their everyday activities that attract them to travel.

The fourth phase is the *return journey* from the vacation destination. In many instances, although the route is the same, the individuals have changed and do not act the same way as when going on the vacation. The individuals are now tired and begin to think of work. Besides this, the tourists are also out of money and if the vacation experience was bad, then the mood of the tourists would be even worse.

The final phase is the *recollection* of the vacation. In this phase, if pictures were taken, these will be developed and shared with friends and family members. Even if no pictures were taken, individuals will still recount stories of what occurred. Cater (1995) writes that in some instances the anticipation phase memories may be so strong that even if the vacation was disappointing, vacationers may remember their anticipation memories and therefore include those as part of their vacation memories.

The recollection is important as it awakens thoughts of another vacation and even persuades others to vacation at the same destination. In this way, word-of-mouth advertising occurs.

During this study, all participants underwent all five phases of the recreation experience. The experiences of the participants are dealt with in chapter three.

2.5 AFRICANS IN TOURISM

In 1994, South Africa entered its democratic era, freeing many of its people from the injustices of the apartheid government and therefore allowing its people, especially Africans, freedom of movement. Although a number of years have passed since then, not many post 1994 research papers on Africans and their participation in outdoor tourism activities have emerged and even less exists with regard to Indian participation in the game reserves. Due to this lack of South African literature, the available American literature was studied and comparisons were drawn in order to understand the South African situation of why African and Indian people do not vacation at game reserves.

This section first discusses the start of game reserves in South Africa. It then moves on to very briefly discuss the writings of Butler-Adam and Ferrario, who are two of the more important writers on tourism prior to the abolition of apartheid. The section then moves on to discuss the more relevant and current South African studies by Magi, Mwandla, Mahaye, Haffajee and Goodenough before going on to view the American literature relevant to “minorities” and game reserves.

2.5.1 THE SOUTH AFRICAN PERSPECTIVE

The first national game reserve established in South Africa was the Kruger National Park (KNP). Carruthers (1995) and Pringle (1982) show that when the KNP was formally established in 1926 as a national park, it was due to a culmination of many years of wildlife protectionist thought and planning. This thought and planning began

with the first known wildlife conservation body in South Africa, the Natal Game Protection Association (NGPA), which was formed in August 1883, after the last quagga died in the Amsterdam Zoo (Pringle, 1982: 10)⁸. It must be clarified at this point that the KNP was not the first game reserve in South Africa but was the first national park.

Wildlife policy emerged earlier than the establishment of game reserves, and can be traced back to as early as April 1654. The 1654 policy was brought about when the then Cape Governor, Jan van Riebeeck, in his determination to save the Robben Island penguins from extermination, issued a specific decree (Carruthers, 1995: 8). This decree, by limiting the human consumption of penguins was not a pure environmental policy, but rather a policy that protected the wildlife indirectly.

Pringle (1982) shows that in the early days of white settlement in South Africa, both whites and Africans hunted side-by-side for commercial profit. The whites introduced hunting with firearms and traded skins and ivory with the Africans. This was a profitable venture for both Africans and whites, but as the wildlife stock began to get depleted, the whites turned on their African partners and excluded them from further hunting. Carruthers (1995: 90) states that at this time, “whites felt sufficiently confident to exclude their collaborators and to corner the trade for themselves.”

Pringle (1982) and Carruthers (1995) then argue that after their exclusion, Africans were viewed as savage killers that were depleting wildlife stocks. Later on, Africans were further excluded from wilderness areas in order to control them into working on farms, mines, factories and in the cities (Carruthers, 1995). In order to achieve the above, legislation was put into place and restrictions on trespassing, firearms, dog ownership and a ban on all trapping of wildlife were also placed (Carruthers, 1995: 90-91). In doing this, the view of a game reserve being the preserve of the white man was probably etched into the minds of Africans.

The creation of national parks in the mid-1920s followed the example of America and Australia and the creation of their national parks. In her United States and Australian

⁸ However, Pringle (1982: 14) argues that the NGPA knew nothing of the quagga and its formation was not related to the extinction of the quagga.

examples, Carruthers (1995: 48) shows that “the preservation of areas of scenic beauty were mobilized to promote American national feelings”, and that “the sentiment of nationalism both fed and encouraged the romanticization of the Australian frontier experience.”

This was not only important for South Africa in the mid-1920s, but as we will see, it is also very relevant for South Africa today. During the mid-1920s, parks appeared to be connected to a country’s evolution in that it served to bring different groups together. Carruthers (1995: 48) shows this occurrence in the mid-1920s by the search “for a common identity between English-speaking and Afrikaans-speaking whites.” In this way, the KNP helped in playing a role that brought together these two different groups in South Africa but also aided in the consolidation of white interests over Africans (Carruthers, 1995). It is hoped that this concept is taken to the next level by including all races and therefore strengthening the developing bonds in our new democracy. In this way, it is hoped that parks will bring people together in a broader regional aim of peace.

During the apartheid period, Butler-Adam (1981; 1986) and Ferrario (1981) wrote much with regard to Africans and tourism. As these works were written during the apartheid era, they viewed both Africans and Indians under one title as blacks, and write in an era where blacks were marginalised to the extent that they were not allowed to participate in such activities freely.

The research that Butler-Adam (1981; 1986) and Ferrario (1981) did not only looked at the regional location of outdoor recreation resources, but it also focused on the views, beliefs, perceptions, preferences and attitudes of South Africans to recreation areas. These papers looked at outdoor recreation and tourism, but in the light of the apartheid era and its restrictive policies on Africans and Indians. Although these studies occurred during the apartheid era, Hugo (1974) and much later Ferrario found that major domestic tourism demand would be found among the non-white population of South Africa.

To see if this holds true for today, one has to measure and examine the domestic tourism market. The only really reliable way to measure domestic tourism is through

a large-scale household survey, and although SATOUR undertakes these, they are both infrequent, exclude 'day-trippers', are based on a small sample of 2,000 households and do not provide time-series data. According to the most recent SATOUR⁹ survey (1999 –2000), however, the domestic holiday market (excluding day-trippers) comprised over 8.5 million travellers and over 18 million trips annually.

The domestic tourism market in South Africa has traditionally been dominated by the white population with the greatest levels of wealth, mobility and access to amenities. The past few years have witnessed a dramatic change in the composition and nature of domestic tourism, attributable to the ending of apartheid and increasing prosperity among the non-white populace. Futter and Wood (1997b: 59) in their works on tourism projected that between the years 1990 and 2000, the domestic holiday market among urban Africans would increase by ten percent and the domestic holiday market among rural Africans would increase by eight percent. The KwaZulu-Natal Department of Economic Development and Tourism¹⁰ (KZN-DEAT) (1998–2001) add to the above figures by saying that they expect the profile of their visitors to change from white middle class to an increasing number of urbanised, middle class Africans.

Although tourism is mainly seen in a positive light throughout the world, it is interesting to note that tourism was not included in the detailed plans of the African National Congress (ANC) when it was voted into power in 1994. According to Goodwin *et al* (2002), the government though realised that tourism was one of the best opportunities available to South Africa in creating employment and livelihoods for the urban, and particularly the rural poor, and therefore developed the White Paper on the Development and Promotion of Tourism in South Africa in 1996 (now on referred to as White Paper).

Evident in the Government's White Paper on Tourism published in 1996 is the point that the focus of promoting domestic tourism and tourism in general is primarily for the vast economic potential of the sector. This point is reiterated by Grossman and Koch (1995) and Goodwin (2002). The White Paper states that domestic tourist

⁹ Reference from: <http://www.satour.co.za>

¹⁰ Reference from: <http://www.kzn-deat.gov.za/tourism/durban/thumbnail/tourism.htm>

arrivals are important to the tourism industry but mainly focuses on how to improve the economy by utilising tourism. When mentioning the previously disadvantaged the White Paper (1996) mainly looks at how local communities can get involved in community-based tourism initiatives and therefore benefit from tourism as a whole. The economic impact of tourism is mainly concentrated upon due to the monetary benefits it brings and according to Lindberg (1996) and the White Paper (1996), eco-tourism is particularly important because it can create jobs in remote regions that historically have benefited less from economic development programs. Lindberg (1996: 1) states that “even a small number of jobs may be significant in communities where populations are low and alternatives are few.”

The White Paper does note that the previously disadvantaged do have great misconceptions of the meaning of tourism as it states that there is a “complete lack of knowledge and understanding of what tourism really is,” and that the “majority of South African have never been meaningfully exposed to the tourism industry and have not benefited from the country’s vast resources” (1996: 9). It goes on to state that “tourism builds cross-cultural relations and is a vital force for peace,” and states that domestic marketing is the responsibility of the provinces (White Paper, 1996: 29).

When looking at the domestic tourism market, the White Paper’s (1996: 45) section on product development states that the country must pay specific attention to the emerging domestic tourism market and facilitate the provision of appropriate recreation centres and facilities to cater for this market. It even makes provision for the funding of major tourism infrastructure projects and states that a “national domestic public relations program be considered by the provinces, with appropriate participation at the national level” (White Paper: 1996: 29). In terms of the media with regards to domestic tourism, the White Paper (1996) states that the areas of participation and involvement by local media in developing tourism include tourism awareness programmes to the population at large, promotion of domestic tourism through familiarisation trips and press reports on different destinations, press coverage and special campaigns, and cooperation with the Provincial Tourism Organisation in marketing their provinces to the domestic market.

Taking lead from the White Paper, the province of KwaZulu-Natal developed its strategy for Tourism in 2000 and concentrated on its domestic marketing strategy. In its promotion of domestic tourism, the KwaZulu-Natal strategy looks at image marketing, strategic promotional campaigns, targeted advertising, marketing tools and attendance at domestic trade and consumer shows (Tourism KwaZulu-Natal; 2000:9-10). However, the strategy does not focus specifically on the previously disadvantaged but looks at promoting domestic tourism generally. Lindberg (1996: 2) states that given the unpredictability that Western tourists have on eco-tourism, one way to increase local benefits would be by increasing local participation. The KwaZulu-Natal's strategy for promoting tourism to those that were previously disadvantaged mainly comes in the form of its strategic promotional campaigns and targeted advertising. Yet in order to promote tourism to those that were previously disadvantaged, one has to understand the target market.

Magi (1989, 1999a) provides a unique look into the African market as he has specifically studied Africans and tourism in South Africa. In his studies, Magi (1999a: 297) found that "local (South African Africans) people believe that natural recreation resources should be used for subsistence¹¹ purposes, developed for recreational appreciation, and conserved for ecological sustainability." If managed properly, natural recreation resources can be used for all the above-mentioned purposes. Furthermore, it was believed that one mainly engages in recreation activities to rest from work, exercise the body and to build an image or personality. Only a very small percentage of people stated that it was for family participation and community engagement.

This is important, as the urban dwellers mainly believed that recreation is a personal activity. This could be because recreation was seen as expensive and needing personal financial outlays. Apart from the costs, additional factors such as awareness, distance, availability, and access were the other potential problems undermining recreation. Due to this, home-based recreation activities are concentrated upon (Magi: undated: 213). These home-base activities include leisure time used for visiting

¹¹ Subsistence in this quote refers to utilising natural resources as a means of livelihood, i.e. subsistence farming, as well as hunting and gathering. Income could also be gained through communities benefiting from tourism.

relatives and areas of sport. Even when it comes to outdoor recreation, activities such as camping, boating, water skiing, sailing, and so on are not generally engaged in by African people (Magi: 1989, 1999a).

One of Magi's (1999a: 299) important findings was that of the comparison between men and women in recreation in South Africa. Magi found that 65% of women stated they did not participate in recreation activities compared to the 86% of men who did participate. Women in this instance were still expected to do home-chores and home related activities and even when on vacation, they still had the responsibility of caring and looking after the family.

Recreation facilities in the African townships were also inadequate and poorly managed. Although there were recreation sites such as sport fields, swimming areas, sub-urban parks, and so on, Magi's (1999) respondents stated that nature-based facilities were poorly supplied. For this reason, home-based activities and sport-based activities were concentrated upon, as they were available and cost effective. Carruthers (1995: 99) writes that in the KNP, there was:

A tented camp for Africans, called Balule, which was established in 1932. However, the facilities were so rudimentary in comparison with Skukuza and the other white camps that it was described even in 1983 as having a 'spartan atmosphere' and none of the civilised, modern conditions so prevalent in most other camps.

Even when nature-based activities were in close proximity, Africans and Indians encountered problems patronising these areas due to the South African government's political dispensation at the time (the apartheid era). Bunn (undated: 18), in his unpublished paper, writes that during the apartheid era, Africans were permissible in the KNP "as long as they were visually pleasing." Most of the Africans within the KNP were locals from the surrounding neighbourhood that were employed at the park. During this apartheid time period there were very few African vacationers to the KNP and Bunn (undated: 18) writes that "some visitors complained that there were too many Africans in the Park". Africans were not the only people to experience this type of racism as Carruthers (1995: 99) finds that "in 1932, Gustav Preller recorded

his distress that Indians were using the same camp as whites.”

Carruthers (1995: 1; 89) states that racial segregation and the other exclusion policies imposed on the Indian and African people of South Africa by the apartheid government, led the Indians and Africans to a different view of game reserves as compared to the whites. As the whites viewed game reserves and national parks with pride, the Africans mainly saw it as part of a governmental structure from which they have been excluded. Even those that could afford to enjoy the facilities were excluded through legislation.

As times have now changed, and black South Africans are now able to enjoy such facilities, they still do not patronise nature reserves in large numbers. Part of the reason for this is that the African people according to Magi (1999a: 303) “were still hesitant to visit facilities where they were previously shut out, castigated and insulted.” Furthermore the “aftermath of apartheid continues to spoil the positive attributes that are sometimes associated with better quality recreation facilities” (Magi, 1999a: 303). Magi (1999a) goes on to state that African people do not visit such areas due to the perceived fear of rebuffs and insults. As we will see later on in this chapter, this finding by Magi is very similar to the African-American experience. The African-Americans were more aware of the potential for race related violence due to their marginalisation, which therefore hampered their vacationing at game reserves.

In addition, many South Africans believed that prime tourists attractions in South Africa are out of reach to most South Africans due to exorbitant prices for admission and accommodation. This, it is argued, is primarily due to the fact that game reserves like the KNP are aimed at tourists from abroad. To circumvent this and to encourage local tourists it has even been suggested that a dual pricing system be set up, like that of Zimbabwe where local citizens would pay a cheaper rate as opposed to international tourists¹².

¹² These points were taken from a speech by Dr. Kraai Van Niekerk, MP, in his address to the National Assembly in March 2000. The speech can be located at the Federal Alliance internet site: <http://www.federalalliance.org.za/media/March2000/01MAR-%20TOURISM%BILL.htm>

Mwandla (1995) and Mahaye (1996) also concentrate their studies on the African people of South Africa, where Mwandla studied Africans participation in coastal recreation, while Mahaye studied Africans following motorised outdoor recreation pursuits. These writers found that coastal recreation activities are increasing in popularity. Mwandla (1995: 18) states that the reasons for the under-utilisation of the outdoor tourism resources are that “blacks like to visit all the quality recreation area and facilities pending the availability of resources and the removal of financial and administrative constraints.” According to Mwandla, this means that Africans would like a high quality outdoor recreation area to vacation in but pay the least amount for it. It is for this reason that coastal recreation areas are utilised by African people, as it allows one a good, cheap vacation.

Mwandla (1995) goes on to quote Magi, Ferrario and Butler-Adam in agreeing that Africans did not vacation in natural areas. Yet equally importantly, Mwandla (1995: 19) found that Magi, Ferrario and Butler-Adam agree that a large proportion of Africans are not even aware of the existence of these natural areas (game reserves). It was seen, for example, that the St. Lucia estuarine complex and the HUP were not known to their respondents (Mwandla, 1995: 19). As these people do not know of the facilities that are in existence, it leads one to conclude that they will not be able to make use of it.

Mwandla (1995: 91) found that when visiting natural recreation areas, his respondents stated that they preferred hotel accommodation (preferred by 63% of his respondents) as opposed to hutted camps (preferred by 9%), rustic camps (preferred by 18%) and tented camps that used sleeping bags (preferred by 10%). In terms of age, Mwandla (1995: 96) states that “it can be expected that people who engage in risky recreation activities like climbing, and water skiing, will be younger; while those participating in more relaxed activities such as photography, relaxing, angling, and sunbathing; would more likely come from the older age group.”

Mahaye (1995) and Mwandla (1995) found that the findings of Clawson and Knetsch (1966) and Lier (1993), mentioned above also held true for South Africa. It was argued that South Africa is following the path of other middle and high-income countries. Today there is an increase in disposable income as well as an increase in

motor vehicle ownership, motor vehicle use, and even an increase in the routes travelled by public transportation (Mahaye: 1995 and Mwandla: 1995). Due to this improved access, areas previously thought of as being too far or out of reach are quickly becoming near, and people are therefore making use of different types of recreation facilities. Mwandla (1995: 130) is quoted as saying that:

Since the dawn of the new era in South Africa's social-political scenario, there has been a number of social changes spurred on by the availability of higher disposable income, improved education standards, general living conditions and the desegregation process coupled with the repeal of various laws that discriminated against Blacks. One of the changes brought about by the emergence of an industrialised market economy is the demand for outdoor recreation among Blacks, which has been mostly found among the privileged segment of the society.

Haffajee and Goodenough (2001: 19) agree that “upmarket black travellers are travelling abroad for their holidays,” and find that “Europe is popular but African destinations such as Victoria Falls and Zanzibar are increasingly featuring in the itinerary.” Although this may be the case, Haffajee and Goodenough (2001: 18) found that their respondents stated that they could not find a company that catered for the vacation and travel needs of the previously disadvantaged. Haffajee and Goodenough (2001: 19) go on to quote Tanya Abrahamse, the chief executive officer of the Tourism Business Council, as saying that there is a “huge potential for growth which is presently untapped because there aren’t many service providers catering for black money.”

2.5.2 THE AMERICAN PERSPECTIVE

America has been a democratic society for much longer than South Africa. It is also extremely diverse in terms of its racial make up. Research however indicates that its Asian, African-American, and Hispanic communities are not using its many wilderness areas. America, unlike South Africa, has been long involved in research

dealing with “minority visitors” to wilderness areas. Due to this, the relevant American perspective can be drawn upon and used in the South African case study. This part of the dissertation draws upon the American perspective.

According to Miller (1992: 412), wild game species provide recreation for people in that “almost fifty percent (50%) of the American population and eighty-four percent (84%) of the Canadian population participate in bird watching, photographing and other non-destructive forms of outdoor recreational activity involving wildlife.” From this quote, and the paragraph above, one would conclude that the almost fifty percent that Miller talks of must therefore mainly comprise of white recreationists. The question then asked should be: what of the minority population groups in North America?

Wilson (2001), in her literature review of American tourism research, finds that while Americans of European origin have a romantic concept of nature as a refuge, the other ethnic groups associated national parks with fear and humiliation. This fear and humiliation can be clearly seen with the African-American people, who due to the practice of slavery, began to view the land in terms of freedom, while the indigenous Americans had their land and subsequently their cultures taken from them. The above-mentioned ‘refuge’ for the Europeans meant land to escape to for a vacation (escape from city life) while for the African-Americans, the wide open spaces meant land to escape to for freedom from persecution. The African-American people, however, also began to see nature reserves as the domain of white people, but unlike the whites, they felt isolated and were lonely in such areas. Historically, just like in South Africa, the African-Americans had been denied access to natural areas and they therefore did not have an opportunity to learn about them. Goldsmith (1994: 4) quotes an old Dominion University researcher, as concluding that “today's older blacks were shut out of [so many] leisure activities for so long that they just didn't even think about such things.” This is very similar to what was occurring in South Africa until recently.

The two mainstream theories that were born from the American studies on the lack of “minorities” in game/nature reserves were the *marginality theory* and *ethnicity theory*. According to Johnson *et al* (1998) and Wilson (2001), marginality theory proposes

that the reasons for low participation among racial and ethnic groups are due to socio-economic constraints, such as lack of excess funds, transportation and lack of information about facilities. The reasons for minority racial and ethnic groups experiencing such difficulties are due to discrimination, poverty and marginalisation from the mainstream, white society. It is therefore easy to state that because the African-American people were marginalized, and discriminated against, not only could they not afford to visit parks, they were also not exposed to the parks as an area in which to vacation. Wilson (2001) and Johnson *et al* (1998) go on to write that racial minority groups such as African-Americans would increase their participation in parks if only socio-economic barriers to recreation, such as limited access to transport and disposable income, were lifted. It is also important to note at this point that safety is also seen as a marginality issue by Johnson *et al* (1998: 107) where their studies found that African-Americans have a heightened concern for safety and “are cognizant of the potential for race related crime and other random violence when they recreate in the outdoors.” Johnson *et al* (1998: 107) quotes Blahna and Black as stating that this reaction from the African-Americans is the “sociological component of marginality.”

The ethnicity theory, as stated by Johnson *et al* (1998) and Wilson (2001), argues that the reason that participation rates by minority groups in outdoor recreation are low, can be attributed to factors such as sub-cultural, or ‘ethnicity’, such as different norms, values and the different ways in which people socialise. In a study to understand this more, social interaction, level of site development, and travel distance were used to notice differences in usage patterns between white-Americans and African-Americans. The results from this showed that African-Americans preferred activities closer to home while whites preferred more developed recreational areas (Wilson, 2001). These more developed recreational areas do not refer to natural areas. The white-Americans prefer remote, open natural settings whereas African-Americans prefer developed recreation sites that included campgrounds, roads, stores, etc. Johnson *et al* (2001: 103) finds that African-Americans used city parks (including playgrounds) more often than whites. The second major finding of this study was that African-American people preferred meeting people and social interactions as opposed to the white study group. In another finding, Wilson (2001) stated that middle-class blacks had less demand for outdoor-individual activities such as camping and hiking

than middle-class whites, but in fact had a higher demand for sporting and socially-based activities. These results were similar to that of the studies done on the Hispanic population of America (Wilson, 2001; Whigham-Desir, 1996).

Whigham-Desir (1996: 130) found that “like most Americans (68% of the entire American population), African-Americans are most likely to travel for pleasure (64%) and visit family and friends (41%).” Whigham-Desir (1996: 130) goes on to say that African-Americans take their children along with them on their trip and that while on vacation, “the black travellers are more likely than other Americans to take group tours (10% vs. 4%).”

More studies to understand the difference in African-Americans and white usage patterns found that the African-Americans used excuses such as lack of time, lack of money and being unaware of the natural areas. Awareness was an important issue here as African-Americans were less aware of the natural areas set aside for recreation than their white counterparts (Wilson: 2001). Wilson (2001:8) goes on to write that African-Americans were more consumption based and therefore preferred fishing, hunting etc, while the American whites preferred camping, hiking, and nature observation. This further substantiates the earlier point of African-Americans preferring sports based activities such as fishing and hunting, which are considered major sporting activities in America. Although fishing and hunting would in most case mean getting out of suburbia and into some sort of wilderness, the important point to note here is the reasons for the activity. The reasons given for the activity by African-Americans is fishing and hunting yet American whites state camping, hiking and nature observation.

Another important observation that came out of the studies was that African-Americans and Hispanics had less contact with the outdoors as children. Many tourism or nature-based theories state that children are more likely to visit natural areas as adults if they have done so as children. For this reason, if Africans and Indians in South Africa are exposed to the game reserves at an early age, then as adults they will continue to visit such areas.

Another reason why “minority groups” in America did not visit the nature reserves

was due to the fear of discrimination and, as mentioned above under marginality theory, race related violence. African-American people felt uncomfortable and unwelcome at nature reserves as they received negative reactions from others in the park. Wilson (2001: 8) states that “blacks (African-Americans) could be more fearful about encounters with not only dangerous animals, but dangerous humans.” The minorities are intimidated by not seeing their ethnic groups represented as working staff at the parks. Goldsmith (1994: 3) writes that staffing in certain parks also affects that park’s usage. Parks are therefore seen more as the playgrounds for the whites.

Whigham-Desir (1996: 131) finds that compared with the average African-American, “the typical black traveller is older (46 years old on average), well educated (74% have attended college and 43% are graduates), married (51%) and more affluent (have a median household income of \$34,400).” In trying to understand why African-Americans travelled in groups, Whigham-Desir (1996: 130-131) quoted Calettha M. Powell, the president of the New Orleans based African-American Travel and Tourism Association Inc. in saying that:

My guess is that we are more tribal as a race of people than we care to suspect or admit. It never surprises me when surveys show that we tend to travel in groups. You must remember, there was a time not long ago when it was dangerous for African Americans to travel alone. Practice does make perfect.

Apart from the African-American and Hispanic studies in North America, Amador (1997) has studied the cultures of South and Central America, especially that of domestic Mexican tourists. Amador (1997: 1) finds that in the 1990s tourism has been shaped as a culture industry in that it is an industry in which “tourists perceive and consume tourism as a cultural experience.” Amador (1997: 2) finds that his respondents look for the cultural aspects in the tourist destination and therefore in order for one to perceive tourism as a cultural industry, one has to “acknowledge the natural environment, built environment, icons, and attractions of destinations as part of the cultural package.”

Amador (1997: 3) also found that during the period between 1960 to the present, “indigenous or ethnic tourism,” which he stated was also referred to as third world tourism “has become extremely popular among many first world foreigners, as well as among Mexicans, especially those from the big cities.” In this way, Amador (1997) finds that Mexicans from the cities are now choosing to vacation in more of a wilderness setting. This point is relevant to the current South African “minority” game reserve visitor. Like locals in Mexico who began to vacation in wilderness areas in Mexico and so increased the local tourism market, so too should South Africa look for ways to increase its domestic tourist market, especially of its African population. In Amador’s (1997) case, the majority of the population are only now beginning to vacation in wilderness areas. He states that “it is at this point that ethnic or indigenous tourism as well as new types of ‘nature or eco-tourism’ begin to come into vogue all over the world” (Amador, 1997: 4).

Due to the above points, Amador (1997: 9) found that “this budding tourist activity that has brought new weekend visitors, had led to a new first-class bus service. Scheduled bus routes into Cuetzalan now exist.” Tourism in Mexico, especially by domestic tourists, helped improve the quality of living among the locals living in close proximity to the eco-tourist destination. Amador (1997) finds that locals near the tourist site begin small businesses, like the bus tours mentioned above (similar to the township tours of South Africa handled by local operators). Apart from slightly improving the economy, locals benefit and better their living standards.

2.6 CONCLUSION

The history of modern tourism started in medieval Europe, and has today become a major contributor to a country’s gross domestic product. Through the years, as tourists’ incomes and leisure time increased, there was a move away from the mass tourism experience in search for a unique, more individual tourist experience. South Africa now finds itself with a rising new black elite with disposable income and more leisure time. This new elite is also more mobile and is finding outdoor recreation increasingly exciting and accessible.

The history of nature tourism in South Africa has evolved along a long and intricate path leading to the formation of the first national park (the Kruger National Park) in 1926, and is still continuing today. The formation of the KNP aided in bringing the Afrikaans-speaking white and the English-speaking white together while aiding in the consolidation of white interests over Africans. Today, it is hoped that game reserves will bring together our rainbow nation as an example of national pride.

Before the 1990s, blacks were restricted in the activities they were allowed to participate in and due to this, they believed that natural areas were the domain of 'whites'. In 1996, the Government of National Unity brought out its White Paper on the Development and Promotion of Tourism in South Africa. In 2000 the KwaZulu-Natal authorities developed its strategy for Tourism. Both documents recognise that tourism is beneficial to both the economy and to bringing the population of South Africa together. With the emerging new black elite tourists, Magi, Mwandla, Bunn, Ferrario, Butler-Adam, Hugo, and Mahaye all show that domestic tourism figures will rise. These writers also show that the reason that blacks do not participate in nature tourism is because either they do not know of its existence, fear it due to past injustices, or have generally not been exposed to it. These writers though agree on the huge potential growth of the African tourist market.

The North American experience is similar to the situation in South Africa. American researchers found that African-Americans have a different view of nature to that of their white counterparts. These views have developed over time and are explained through marginality theory and ethnicity theory. With respect to marginality theory, black South African in the past, due to discrimination and their poor socio-economic status, could not participate in activities such as vacationing in game reserves. With ethnicity theory, South African Africans in the past had norms, values and different socialising patterns. As a result, they view vacationing at game reserves as important and therefore did not participate in such activities. As the political situation in South Africa has now changed, it is hoped that Africans would come to enjoy game reserves.

CHAPTER 3

LEISURE PRACTICES

AND

GAME RESERVE EXPERIENCE

3.1 INTRODUCTION

This chapter looks at what the African and Indian participants stated about past and future holidays, tourism and game reserve vacations. Chapter three begins with a discussion of the pre-field findings. These findings indicate the participants' views on holidays and game reserves. The chapter then goes on to discuss the findings from the three-day field trip. Throughout this chapter, quotes from the participants are placed in the text. The participants' full views and the questions they were asked can be seen in the appendices.

3.2 PRE-TRIP FOCUS GROUPS

3.2.1 VIEWS ON VACATIONS

Vacations or holidays were mainly seen by the participants as a time to relax, where time would be spent out of work, with family and friends. During this time, one would move out of their normal, everyday routine, and begin to relax. Relaxing though means different things to different people, e.g. to the African youth, relaxing means having some fun where one can expand on hobbies and even go on adventures or do some exploring. To the average married African adult man, relaxing basically means getting out of their usual stressful environment, but not necessarily leaving

their hometown. This view is similar to what Magi (1999a) found in his South African research and what Wilson (2001) stated of the African-Americans. We also see that the younger Africans have a different view to the older Africans and this could be attributed to differences in their socialising and experiences.

It was also interesting to find that the married African women had a different view or belief of what a holiday should be, as opposed to their husbands. To them (the married African women), a holiday is where they can leave their homes and not have to worry about cooking and cleaning up after their families. The average married African woman wants to have things provided for her, in other words she wants to relax. Indian couples on the other hand, also want to get away from the stress and strain of everyday life, and like the African youth, they want a vacation that included adventure and exploration. Like the literature in chapter two states, modern lifestyles place stress and strain on individuals, leading the individuals to try and escape from their fast paced lifestyle to an environment that is different from their norm. It is important to mention that the Indian couples and the African youth that chose adventure and exploration as their means of escape were roughly the same age and had similar interests in terms of their vacations.

One of the important aspects of the vacation, that was mentioned regularly, was the budget and cost of the vacation. Budgeting was critical to all holidays and had very different implications to the different groups interviewed. Besides this, budgeting and costs of vacations were seen in both the American and South African literature as an important factor in deciding on the type of vacation.

Due to the difference in age and race, participants in this study were allowed to plan a hypothetical vacation given a strict budget of R10 000 (ten thousand rands) for the single African youth and R25 000 (twenty five thousand rands) for the married African and Indian couples. This was done to view the differences in choice that the respondents made given a specific budget. It also allowed the researcher to understand where people would go for a holiday if they had the above-mentioned budget to spend.

Twenty percent of the African youth stated that they would like to visit areas in South

Africa, such as Cape Town and Johannesburg. The main reason given for this was to see the particular place and to experience the culture. Edgell (1993) believed that the cultural experience is very important to a tourist and that tourists as a whole would like to step out of their everyday world and visit some place different. The respondents choosing Cape Town and Johannesburg are in fact looking towards a different urban setting. At this stage, the African youth respondents are not considering nature-based vacations. The remaining youth stated that they would like to visit places such as Mauritius, Egypt, Jamaica, Nigeria, Hawaii, and countries in Central Africa to experience (as well as to see) the place and the culture. Other destinations were also chosen based on advertisements, pictures seen and the famous attributes of destinations such as Paris, which is acknowledged for its fashion.

The African adults' first preference would be to visit places outside South Africa (83.3%). Only one respondent stated that they would prefer to visit a town or city within South Africa. They stated that they would like to visit Cape Town, as they have heard a lot about it from friends and have seen television programs about it. The overseas destinations include other African countries, to experience the way of life, Mauritius, due to its perceived affordability and pictures seen, and Europe, due to it being so different to South Africa. One must remember at this point that the respondents were given a budget (mentioned above) to plan their holiday and therefore refrained from choosing destinations like America due to the adverse rand dollar exchange rate making America, and parts of Europe an expensive holiday destination.

The Indian responses to the same question were very mixed. Although these couples were in stable relationships, in three of the five cases, the partners chose different vacation destinations but went on to state that they were willing to compromise for their partners. The remaining two couples were married and after consulting, they stated they preferred to travel overseas.

Only two Indian respondents stated that they would prefer to vacation in South Africa, given that they had R25 000. These two respondents preferred to vacation in the wilderness areas of South Africa. The remaining couples chose Mauritius, Bali and India due to it being perceived as a cost-effective holiday. Switzerland was also

chosen as a vacation destination due to its beauty, pristine landscape, and abundance of snow. It is important to note that the Indian respondents viewed nature-based vacations as an option for a vacation. This confirms the arguments by Wearing and Neil (1999) and Munt (1994) that there is a shift to eco-tourism. Although this statement is being made only by looking at the hypothetical vacation choices of the Indian participants, we will see similar vacation trends later in this chapter.

Apart from these vacations being seen as cost effective to the respondents, one also noticed that the married couples first discussed their options with themselves before coming up with a single response. The couples that were in stable relationships, though, stated their responses individually and did not take time to discuss their decision with their partners. Due to this, these couples stated individual destination preferences instead of a compromised couple response. The Indian couples also stated that they would compromise with their partners, but the African unmarried respondents mainly preferred to go on holiday by themselves or with their friends or family members of the same gender.

The African unmarried respondents stated that choosing whom to spend the holidays with, depended on the time of year, as Christmas was mainly seen as family time, while other holidays could be spent with friends. To the women in the group, friends were seen as troublemakers who one gets to see all the time. They stated that “friends spoil everything,” and that “you don't need to do the same thing again with friends.” For these reasons, the African unmarried women chose not to go on holiday with friends but stated that it would be better to go alone or with family members.

The men on the other hand did not want to go on vacation with females or their girlfriends. They stated that “when going on holiday, where you have to save and it could be your only opportunity, a girlfriend will confine me and I would not be able to explore as much as with a male friend.”

These men saw women as a restriction, as they believed that women need looking after and that women were not as adventurous as men. They also perceived holidays as expensive and did not want to waste money by taking females along and then having to look after them.

The married African couples and the Indian couples both wanted to take their partners along for the vacation. They did not believe that they could have a good vacation without their partners and also stated that they did not mind taking their extended families and friends along for the vacation as long as they can pay their own way. Similar situations were found in African-American studies and studies done by Magi where participants preferred taking extended families and friends on the trip. Magi (1999a) found that Africans prefer enjoying themselves in large groups and do not like vacationing alone or in smaller groups. One can place this type of behaviour within the context of ethnicity theory where the Africans and Indian respondents preferred larger groups due to their different norms, values and socialisation practices. The African unmarried respondents in this study also stated that they would tell their friends about the holiday and if their friends could pay for their own way, they were welcome to join in the vacation.

The African unmarried respondents though did not want to invite friends or family members that have children and would bring them along on the vacation, as they believed the children will get in the way. The African married couples went on to state that when people have children, they have similar interests and therefore it would be better to go with people who have kids. They stated, "If you have kids, you will tend to spend time with others who have kids." But the question as to whether others had children or not was not a big issue as respondents stated that "in African community, friendship runs deep. The community is your family." The group went on to say that when one does not have children, they will get irritated and annoyed very quickly with other peoples children stepping all over them.

The group also realised that there is a difference with the way people act, according to whether they have children or not. They stated, "When you have friends that are not married, they will tend to think of things that does not interest you." The Indian couples believed that if friends of family members had children or not was not an issue and stated, "For my child, it would be nice to have other children along but it doesn't really matter, its not that important."

These people would ask both friends and family to join them on a trip provided that

those that are coming can pay for the trip themselves. To them, friends and family are close and they believe that there is safety in numbers and like the African married couples they believe that one would have a more enjoyable time if there were more people around. This type of vacationing in large numbers and the reasons given for vacationing in large numbers was also seen in the American examples.

In order to better perceive people's ideas on vacations, the Indian couples and the adult African couples were asked about their last vacations. The responses given, contradicted the research found by Magi (1999a) and Mwandla (1995), as the African respondents in this study spent their last vacation far from the homes, namely at the Wild Coast Sun, Johannesburg, the Drakensburg, Cape Town and Pretoria. This, though, is mainly due to the higher incomes earned by the participants of this study as opposed to the study groups of Magi (1999a) and Mwandla (1995).

The above-mentioned holidays were mainly weekend getaways, but one couple visited both Cape Town and Pretoria on a three-week vacation trip. These vacations were influenced mainly by word-of-mouth as the group stated, "It's mainly word-of-mouth. We as friends, spend most of our time together and we talk and share ideas." These vacations, apart from the three-week trip, were mainly seen as inexpensive.

The Indian couples stated Nagle Dam (near Cato Ridge), Shelly Beach, Kepanta Bay, and Kruger National Park as their last vacation destinations. The main influence for choosing these destinations was cost. Two of the vacations were free, one was a time-share, another received discounts and the final vacation was paid for by parents.

While on holiday, the African adults and youth preferred a vacation where they get to experience the area. The Indian couples felt that such an experience was of secondary importance to them, as they wanted more adventure in their vacation. Adventure for these people meant that they would partake in activities such as hiking, horse back riding, driving or walking through a game reserve, or other outdoor activities. With respect to all the respondents, one could therefore conclude that experience and adventure vacations were important.

Part of a new experience included food and the fact that the responsibility of cooking

was often deferred to someone. The African youth therefore enjoyed restaurants as:

-Others cook for you.

In addition, different restaurants allowed individuals:

-To try new things, maybe Chinese food.

-If you tasted the food, you taste the culture and experience the way of life.

The youth loved the restaurant idea but also went on to state that they preferred a braai, stating that:

[a] Restaurant is formal and confining yet a braai, there is a feeling of free, to do what ever. If there is music, you can get up and dance and walk around. You can't do things like this in a restaurant setting.

The adult Africans agreed with the above statements and went on to state that when on holiday, they would also like to relax and have everything done for them. It is for this reason that restaurants are important to the African adults when vacationing.

The majority of Indian couples believed that although restaurants are important they much preferred self-catering accommodation. They stated that “with self-catering, we could improvise on our meals ... we could cook and sometimes we could buy out.”

Part of the discussion on restaurants revolved around the lack of traditional African breakfast in Durban. The African adults argued that traditional African food is not catered for in Durban or in many of the restaurants or tourist facilities in South Africa. They also stated that in Johannesburg, one can easily find traditional African food and that this would be one of the factors that attract them. It is believed that traditional African food would not only attract local tourists but would give international tourists a taste of South Africa.

3.2.2 VIEWS OF GAME RESERVES

All respondents knew what a game reserve was but did not know exactly what the term eco-tourism meant. They all believed that white people mainly visit game reserves as these were the people that had these opportunities presented to them for a long period of time. The Indian group also believed that African people visit game reserves due to a belief that most of the African people in KwaZulu-Natal have their roots in and an affinity to natural areas. They stated that they “believe the blacks (visit nature reserves) because it is where they live and it's their culture.” From this statement one can easily see that there is a misconception of African life among the Indians respondents. It would seem that the Indian respondents believe that Africans patronise nature reserves as some sort of pilgrimage to their roots.

Although African people do vacation in the areas where they were born, mainly to visit family and friends, and that they return to nature for cultural and medicinal purposes, they do not necessarily vacation at game parks or nature reserves. To put it simply, Africans may go back to their family house for a visit and this family house may have a natural setting, but this does not mean they vacation in game reserves. One could therefore conclude that Indians believe that all or most natural settings or rural areas contain wild game¹³. This is a huge misunderstanding and shows the little knowledge that Indians have of game reserves and even open land on which people live. This will also be evident on the following pages as we will see that their expectations were farfetched. It is important to remember at this point that all the respondents had a basic knowledge of what a game reserve was as they knew about the big five but their knowledge mainly came from watching television.

From the response of the African adults, and considering that South Africa has been democratic since 1994, the respondents were asked why have Africans not visited game reserves since 1994. The responses, which confirmed the findings in the existing South African and American literature (in chapter two) on the subject pointed

¹³ Although natural areas do contain some large animal species such as zebra and spring buck, in the context of this paragraph, wild game refers to the larger animal species that can be found in game reserves such as buffalo, elephant, rhino and other species that are not normally found outside reserves.

to a lack of information, as the group believed that only whites owned game reserves. This point does not mean that the African respondents would not patronise businesses owned by whites but as we will see later, the respondents felt that the possibility of being discriminated against was higher at game reserves as they believed that only whites patronise and owned them. The respondents also agreed with Dr. Van Niekerk in saying that game reserves are too expensive in that they target international tourists. Apart from the misconception that white people own all game reserves, the African respondents also could not differentiate between state owned and private nature reserves as the following quotes indicate:

They (game reserves) belong to the white people.

Game reserves are very expensive because it is based (on) people coming from overseas. International tourists don't have what we have, the lions and therefore they come to see the big five. They are paying in pounds/dollars, so they are in demand overseas. There is also more demand than (theirs) supply, then you find prices going up.

I went to a game reserve; it was Bongani Game Reserve, next to (the) Kruger National Park. We were not going there to sleep but were going on company conference and ... just to see the animals. I asked someone how much is it costing here? The person replied R2500 a night per person. I said what, R2500 per night just to see animals, sorry!

The groups also stated that they would like to visit game reserves but do not know where to go and do not know how to obtain information on the different game reserves. Interestingly enough, some of the group members used travel agents to gain more information or book previous vacations. The group agreed that there is a definite lack of information and advertising that is targeted specifically to the domestic African and Indian tourist market. The reasoning behind this could be a lack of advertising of game reserves or even local destinations by travel agents. The group also mentioned that game reserves are not advertised in magazines or newspapers that

they read and that they believe that magazines such as Out There and Get Away are only targeted at whites (this will be dealt with in chapter four).

The respondents all had a basic idea of what they would expect to see at a game reserve. The problem with some of their expectations was that it was too far fetched, a detail that was noted in the White Paper (1996) as it stated that the previously disadvantaged had many misconceptions about tourism in general and were not exposed to it. The study groups comments were far fetched in that respondents expected to hand feed lions, believed that waterfalls were man-made and so on. All their exact comments can be found in the appendices but a few of their far-fetched comments have been listed below. Their expectations included:

-Man-made things like statues and waterfalls¹⁴.

-Expect to feed lions by hand and other animals.

-Little places with houses, pools and casinos.

-I believe that the game rangers will be mainly white, because they are the ones that have had an opportunity to learn about the animals, to be taught about the different type of animals. It has to do with the opportunities that they were given.

-Giraffe, hippopotamus, elephant, gorillas, lions, tigers.

-I will meet a game ranger at the entrance. He will tell me which route to take, he will tell me the safety rules. He will give me information on the place. We could either use his car and go around the place where he explains to me the type of animals, how you look after the animal, and how it should be treated. Its like a dog, if you scratch any dog behind the ears, it will respond, no matter how vicious. Animals are the same, they know how to treat them.

The Indian couples stated that everything in the game reserve would interest them. The Africans though were more interested in viewing the animals and stated that:

¹⁴ In this instance the respondents believed that waterfalls in game reserves were man-made to increase the attractiveness of the reserve. The respondents also believed that statues were placed in the game reserves.

Most African's grew up in rural areas and saw mountains and waterfalls and therefore you cannot spend money on something you saw while growing up.

It doesn't fascinate me to see a mountain or scenery, but to see a lion or leopard, it's fascinating and I want to see it.

I would like to learn something, like a game ranger pointing out a lions' footprint or looking at the dung and telling you maybe the animals passed by one hour ago, and when you ask why, he will tell you maybe the colour of the dung has changed.

The one animal that the Africans feared were snakes. This was the one creature that struck fear in all of the African respondents as they stated that they would like to see every animal but snakes. Snakes was also given as a reason to why African people do not like trees and bushes as snakes hide in these places and cannot be detected here. According to the respondents snakes are mainly feared by the African people due to snakebites accounting for a number of deaths in South Africa, especially in rural areas. Africans also fear snakes due to traditional beliefs stemming from Christianity, where the devil is portrayed as a snake in the Garden of Eden. Although the Indian couples were afraid of snakes, they were basically afraid of all the animals as they said that this was new to them and they did not know how wild the animals were. All respondents also expressed that their fear of the animals would increase at night.

The African youth, one African adult and the Indian couples stated that during the evenings at the nature reserve, people from different cultures would socialise. This socialising between people from different cultures and especially countries would be done mainly at night, around camp-fires and could also be done on open truck game drives. To this discussion, a respondent stated, "I believe they would talk to us because we are locals and the foreign visitors might want to know about the place and about our culture." Topics for discussion would include the day's game viewing, and the difference in the countries and cultures.

The majority of African adults stated that it would be easier for the younger generation to socialise, and that older Africans, especially the Zulus, are proud and would not start a conversation with someone they do not know. This is part of the ethnic background of the Zulu culture where respondents claimed that “African people have pride, and we don't want to talk to people we do not know, strangers.”

This group also felt uneasy talking to African people of a different ethnic group to theirs. They believed that in order to socialise and properly understand another ethnic group, one has to think like that particular ethnic group. In the respondent's words “when you talk to a Xhosa, you have to think like a Xhosa, and we Zulus got pride.” For this reason, the African adult respondents believed that people in game reserves would keep to themselves and not socialise much.

To find out if others will view game reserves as a vacation destination, the African adults and Indian couples were asked if the majority of people of their race group would consider a vacation at a game reserve. The African adults stated that a game reserve vacation would definitely be attractive to other Africans but game reserves are not targeted at Africans. This group, as stated above, had not seen advertisements that attract them to game reserves and they believe that it is costly:

It is also a cost factor. I've never been to one, but I understand that some of them charge in dollars. It is fine to charge dollars to international tourists, but is it fair to charge local people in dollars?

Due to the African respondents not being able to differentiate between private and state owned nature reserves the African adults believed that all game were expensive. Another reason for game reserves being viewed as expensive was due to it being seen as an international tourist destination, which in their eyes drove prices up. The African adults deduced that this is ruining the local eco-tourism market. It is also important to note that they have a misconception that all game reserves attract international guests (from the United Kingdom) and are therefore highly priced. This could be due to the marginalisation of the African people during the apartheid era. Africans were not allowed to participate in vacationing at game reserves and they

were held back in terms of their economic growth leading down a path of limited knowledge of game reserves. They commented:

All Game Reserves are tourist driven and that all the tourists are from the U.K., where they have a strong currency.

When you divide R2500 by ten or 11, you get about £200, and for them, it's cheap.

This is ruining the local tourists market.

The Indian couples pointed to other factors, stating that the older Indians are too set in their ways and would not consider a game reserve for a vacation. This statement from the respondents agrees with the findings of the World Bank funded study mentioned in chapter one and also forms part of the reason why younger Indian participants were chosen for this study. Apart from this, the Indian respondents believed that the older generation and some of the younger generation were too commercialised. They stated that, "Indian people are too commercialised, they like going to commercial places."

The Indian respondents went on to say that older Indians prefer to go to places such as Wild Coast Sun and Sun City and will not think twice about spending large amounts of cash on gambling. Although the cost of visiting a game reserve is much cheaper, the socialising and interests of older Indians means that they will not consider game reserves.

They went on to state that the younger generations though are very interested in the reserves and this should be the target market. The younger generation for these people are those that are under 35 years of age as the respondents stated that "maybe the younger generation like us will go to game reserves."

Apart from the above, the Indian respondents also believed that the background and upbringing of a child would influence the decision whether they would vacation at nature reserves in the future. They believed that because the older generation were not given an opportunity when they were younger, they are not likely to pursue it now.

The responses from the Indian respondents can be linked with both the marginality and ethnicity theory mentioned in chapter two. Like the African respondents, the Indian people were marginalized in that they were not given an opportunity both financially and socially to explore game reserves. Due to this they developed different norms, values and socialising practices (ethnicity theory) and therefore now would not consider vacationing at game reserves. The positive point gained from the Indian respondents shows that some Indians are beginning to want to explore something different and are therefore looking towards game reserves.

The respondents admired the upbringing and opportunities that the white children have and therefore believe that if they have the same opportunities, in the future, one would find more Indian and African families vacationing at nature reserves. They commented:

Whites bring their kids up with that culture and we never had that experience. If you don't have that experience and background, you will not pursue it. Maybe now, our younger generation is getting the experience, and will go to nature reserves.

The point to remember here is that during the apartheid era, the white South Africans had a choice to either go to a game reserve or not. The non-white population did not have such choices and were not financially and socially secure. It was these choices that the whites had that lead the respondents to believe that if they had such choices, maybe some of them would vacation at game reserves.

3.3 FIELD FINDINGS

3.3.1 EXPERIENCING THE GAME RESERVE

The groups were totally amazed by the whole game reserve experience. Although they had expectations, they did not believe that some of their expectations would not only be met but would also be surpassed. On entering the HUP, the respondents were

shocked, amazed, and at times did not believe that such a place of wonderment existed. All groups experienced this on-site experience phase (phase three) talked about by Bennett (2000) and Clawson and Knetsch (1966). It is interesting to note that as mentioned in chapter two of this dissertation, if the actual experience is more than was originally expected, then the vacationers, like the respondents in this study, would have an even better vacation. It is important to mention here that the respondents also underwent phase one, anticipation and phase two, the excitement of travelling to the destination¹⁵.

Although the respondents knew that they were going to a game reserve and had prepared for it, their statements suggested that they did not expect all that they saw. The respondents stated:

Reality, I didn't believe it but from today I know if somebody is talking about nature, there is nature and you can't change it.

I thought all the animals were aggressive, and very dangerous. I never thought I would see a kudu or wildebeest so damn close, and it didn't even attack.

The one thing that was very noticeable with all groups was the amount of pictures that were taken by them. At every instance, individuals pulled out cameras and began taking more than one photograph of the same animal. The groups were looking for unique photo opportunities that one could only find in books or in the respondents views, in calendars. One individual stated:

When taking pictures, I'm looking for something unique, something you would find in calendars. Something that is eye catching and that we can put in our living room.

These photographs were also important in that it held the memories of the vacation not only for the people to look back on but to also show others and to share

¹⁵ Although phase one, anticipation and two, travelling to the site were not covered in the main body of the field findings, the respondents experiences can be found in the appendices.

experiences. To Urry (1990) this is part of his 'tourist gaze' where he states that our memories of events are situated in the photographs that we take and the stories that we have about those pictures. The respondents acted in accordance with Urry's arguments and themselves stated:

We love taking pictures. Every chance we get; we take photos because it's memories.

When we go back, we can show others what we saw and later, we can see them and remember that we came here.

Even though certain animals are thought of as evil in the Zulu culture, when a photo opportunity of that animal presented itself, the respondents made sure they took a photograph. The African adults stated that:

We African people do not like owls because of superstition but I took two photos of the same owl because the second picture was in a good position and was a different, unique photo opportunity.

The fact that so many photographs were being taken is not only important for the amount of memories it captures and the word-of-mouth advertising that is being done. It is also important as it serves to educate and expose the game viewers and others to the game reserve and the animals. The education that is talked about here, is on the different types of animals, especially those that are not culturally liked, for example the owl.

Before the trip, the African respondents feared the owl. During the night game drive, when the first owl was seen, the adult African respondents physically moved back and pointed at the owl while their vocal tones suggested fear. When the tenth owl was seen, the respondents began to take pictures of it and asked the driver to try and get closer. By the twenty-first owl, the African respondents were not bothered by it and were even getting irritated by seeing so many owls and fewer of the other animals. During the nights after the game drive when an owl was seen at Mpila camp, no negative attention was paid to it, instead parents showed the owls to the children and

even endeavoured to get closer to them.

Within the time span of one night, the African respondents were acting very differently to an animal that was culturally superstitious. They were now showing the owl to their children and allowing them not only to learn more about the owl but to also get closer to it. I see this as aiding conservation of not only the owl but also the other animals that are culturally feared as this one experience in the game reserve allowed the next generation to maybe step away from their parents cultural fears. It is hoped that when these children grow up, they will not be as fearful of the owl and will not harm it.

With respect to the remaining animals, the respondents were in awe. They stated that “it was very impressive, nothing I could have imagined.” When seeing animals, words such as 'WOW!', 'That's Amazing!', 'Look how BIG!' were uttered by the respondents¹⁶. The respondents were also saying 'Shoot', which was aimed at the person with the cameras, so as to take photographs. The respondents said that this 'safari' was a hunting safari, with the animals being stalked by the new modern day hunters, with cameras as their weapon of choice. This statement was made by respondents who were at this point travelling around the game reserve taking pictures of every animal they could see. This statement is also indicative of modern day environmental protection views in which taking pictures as a trophy is preferred to taking the animal's head.

On the night game drive, the respondents were more amazed as they received an opportunity to view animals and gain information and a different perspective of the animals and their surroundings. The group, while viewing the animals also began to draw comparisons between the animals and began to discuss how certain animals can only be seen in certain places. They also began to debate about the different types of habitat, as compared to elevation and the denseness of the area. The different types of vegetation and the animals to which it is suited to also received much interest. The group was amazed to hear of the types of hierarchy that exist between animals, the

¹⁶ It was interesting to find that none of the African respondents spoke Zulu while on the trip, yet they stated that the African Renaissance should be used to encourage African people to visit and vacation at game/nature reserves.

fact that one male buck can have a harem to himself or that the males demarcate and fight for territory.

When there were no animals to be seen on the night game drive, the African adult group turned inwards and began talking loudly to themselves. This disturbed the rest of the night drive tour group and subsequently, the group was consistently told to quieten down. From this, one would see that the perception of the wilderness differs between the African participants and the remaining members of the tour group, who were white. This difference was also noted between the Indian and the African adult group. It is important to note that the rowdiness of the African adults was only prevalent once during the whole trip, that was during the night game drive. After the game drive, the group stated how much of a learning experience this was for them, and especially for their children. This learning was talked of by many of the writers mentioned in chapter two, who stated that travel was to experience and therefore learn about new cultures, ways of life, and so on. The respondents were thoroughly enjoying their learning experience, as they never before experienced such a destination and way of life.

While looking for animals, both the Indian couples and the African youth wondered about the making of documentaries. In documentaries, there is always an abundance of animals to see, but while on game drives, the animals are not as easy to locate. It was stated that:

The people that make documentaries for television must really be taking a long time to make one. We have been on the night drive for so long, and we haven't seen a lion, yet in the documentary, all you see are lions running around, and killing.

The group also did not realise the extent of the reserve and therefore did not realise that the animals that are seen are only those that can be found near the roadside. While sitting at the campsites, the groups had opportunities to survey the area. It was at this point that they realised that the majority of animals could be found away from the road.

The accommodation that the groups had varied. The African adults and the Indian couples were accommodated in the hutted camps at Mpila, while the African youth enjoyed the rondavels at Hilltop and the safari tents at Mpila. All respondents felt that their accommodation was perfectly suited to them, in terms of size, facilities provided, location, as well as cost. The three types of accommodation were shown to all participants. The African adults and Indian couples stated that they preferred the hutted accommodation at Mpila and believed that the safari tents were more suited to couples as it was surrounded by bush and did not have a run-around area for the children like that of the hutted accommodation. Due to the safari tents having its own kitchen and bathroom facilities attached, the group loved it and stated that when they return, without their children, they would stay there.

The African youth on the other hand preferred to stay at Hilltop due to the restaurant, and bar facilities that are present. However, they stated that if they were to spend more than a night's vacation at the reserve, then they would like to spend a night each at the Hilltop rondavels and at Mpila's safari tents.

The restaurant and bar facilities was one aspect of Hilltop that was not important to the adult African men as they stated, "we don't want a restaurant. We left thousands of restaurants at home and don't need one here. We want traditional African food." The adult African women on the other hand stated that the men do not cook and clean and everything is provided for them and that it is for these reasons that they do not need restaurants. From this and the field observations, it was seen that the married African men would not use restaurants available at the reserve. The women in fact liked the restaurants at Hilltop and when away from the men, they stated that they preferred the accommodation at Mpila due to the scenery and bush atmosphere, but would have preferred a restaurant and bar at Mpila in order to give them a choice of either cooking or going to the restaurant. The women went on to state that Africans can be 'stereotyped' to the extent that when they go on vacation, they believe that they must get ready-made things and it was for this reason, they believed that Africans would prefer Hilltop as opposed to Mpila. It is interesting to note at this point that Munt's (1994) negative attitude of the eco-tourists were not exhibited by the respondents. The respondents were in fact extremely polite to all staff and guests at HUP and struck up conversations with staff members regarding the animals and the

HUP itself.

The one thing that did not concern any person on the trip was the lack of television sets in the game reserve. The groups stated that they liked not having television sets in the reserve as they felt that if television sets were provided, people will spend more time indoors, instead of viewing the animals and enjoying the tranquillity of the outdoors. They also perceived this as a time to relax and get away from technology.

There is no need for televisions. We come here to enjoy the wildlife, and if you have a T.V., you will immediately stay indoors.

Having a T.V. is the urban lifestyle and we are here to relax and get away from the urban lifestyle.

We don't need a T.V. here. It's better without a T.V. and the noise. It's good to listen to the noise of the wildlife.

The major problem that the respondents had was in terms of the lighting situation, as during the week, generated electricity at Mpila was cut off at 22h30. The second problem was that the bathroom and lavatory facilities were not attached to the huts. This was only a major problem at night, as respondents were afraid of the free roaming animals. These problems were seen as one of the challenges of camping and outdoor life. Respondents stated that although these problems existed, they would still return to the camps for their vacations and even recommend it to friends and family.

The respondents were also asked to estimate the cost of their accommodation at the game reserve. The African adults were not asked this question as they had earlier taken it upon themselves to find out the pricing structure of the HUP. The African youth mainly believed that the rondavels cost around about R100 per person per night, while the Indian couples mainly believed that the huted accommodation at Mpila costs approximately R150 per person per night. When the respondents were told the actual cost, which is between R100 to R110 per person per night, they stated that it was extremely reasonable if not cheap.

The Indian couples also estimated the price of the safari tents to be approximately R250 to R300 per person per night. When they were told that it was approximately R160 per person per night, they felt that this too was reasonable but believed that Indian families would prefer the hutted accommodation.

I believe that Indian people, especially if they are coming with friends and family would prefer the hutted accommodation.

I believe that both the hutted and tented accommodation should be advertised as well as the accommodation at Hilltop so that people will see that they have a choice and you will be advertising to a broader market of people.

This vacation was also compared to a vacation at the Wild Coast Sun. Respondents concluded that not only is this accommodation cheaper, there is also more value for money as one gets an opportunity to see wild animals in their natural environment. It was the wild animals that were most attractive to the respondents. The African respondents did not pay much attention to the scenery and when there were no animals to be seen, they began to talk loudly to each other. The Indian couples on the other hand loved the scenery, as this was not something they had an opportunity to view everyday.

While at the reserve, the Indian couples maintained their silence so as not to scare the animals away. The Africans youth were always rowdy and had to be told on many occasions not to throw their rubbish and beer cans out the window. It would appear that there was very little concern for keeping the environment pristine. Their behaviour could be attributed to habit formed by a lack of education or even the exuberance of the more youthful. The reason for this latter explanation is due to the fact that the African adults had a distinctly opposite behaviour. Together with the Indian couples they seemed to value the environment and endeavoured to constantly pick up after themselves and leave the environment as they found it. This suggests that with education and increased exposure to game reserves, the African youth will grow to value nature and therefore not pollute, especially when in a game reserve setting.

Two weeks after the Indian respondents returned from their trip to the HUP, all participants were contacted and asked about their feelings about game reserves and if they had anything to add to the study. This was done to allow for a time of reflection by the respondents and to study how the respondents felt after they had returned and the excitement of being at the game reserve subsided. Contact with the respondents on this occasion was made telephonically and therefore the interviews were on a one-to-one basis.

The unanimous feelings among the respondents were that they thoroughly enjoyed the game reserves experience and did not expect that such places still existed at such cheap prices. Almost all of respondents stated that they would want to return to the game reserve given that they have a budget. Most of the African adults and a few Indian couples had already started making plans to return to either the same game reserves or a different game reserve within KwaZulu-Natal. These potential return visitors had even made their plans with friends and family members whom they say were amazed at the stories and pictures they brought back. As the readings suggested, the stories surrounding the pictures (word-of-mouth advertising) enticed others to the vacation destination.

3.4 CONCLUSION

This chapter firstly noted what the African and Indian respondents stated about vacations in general before gathering their perceptions of a game reserve vacation. Their responses to what a vacation should be were varied and most of the respondents preferred to vacation outside South Africa if given the choice. The South African and North American literature, as well as the information gathered in the first part of this chapter, indicated that Africans and Indians living in South Africa are not exposed to game reserves. Due to this, they hold many misconceptions of what a game reserve is, what they would see and especially who owns game reserves.

Apart from this finding, the first part of this chapter also illustrates that due to the

differences of youth as opposed to adulthood, there were differences in opinions and choices that are made between the African adults and the African youth. This is mainly due to the difference in socialising and the differences in experiences of the youth as opposed to the adults. The respondents believed that due to a lack of choice and experience during the apartheid era, they were limited in the activities they undertook. Since they are now given such choices, some of them may choose to vacation in game reserves.

The second part of the chapter illustrated the respondents' views while at the HUP. It was interesting to find that all the groups underwent the five phases of recreation mentioned by Bennett (2000) and Clawson and Knetsch (1966). The respondents were totally amazed at what was on offer at the game reserve. Never in their lives did they believe that they would ever experience such a place. This was mainly due to a lack of information, lack of advertising aimed at Africans and Indians and a general misconception about game reserves.

When comparing the nature reserve vacation to a past Wild Coast Sun or Johannesburg vacation, the respondents found that this nature reserve vacation was in fact cheaper and offered more value for money than their other vacations. This, as well as many other reasons led the respondents to believe that everyone should be given an opportunity to visit such places (game reserves). The respondents were happy with their experience and wanted to return with friends and family.

The respondents believed that both African and Indian individuals as well as families will most definitely want to share in similar experiences and will therefore come to game reserves in the future, given that they know of its existence and its availability to them. They stated that by vacationing at a game reserve, one could "get away from town or where you stay" and in so doing, get to a place where it's quiet, and where there are no people, and "the atmosphere is untamed, it's 'cool'."

Due to their experience, the respondents eagerly telephoned their friends and family, telling them about their amazing experience at the game reserve. This was the beginning of word-of-mouth advertising. Word-of-mouth advertising also occurred when respondents went back home and showed pictures and related the different

stories surrounding those pictures. Such was the success of this advertising that new plans were made by respondents and their friends and family to return to game reserves around KwaZulu-Natal.

CHAPTER 4

MARKETING STRATEGY

4.1 INTRODUCTION

One of the main aims of the field trip was to expose Africans and Indians to a game reserve and then capture a marketing strategy from them. This chapter explores the marketing strategies that were given by the participants during and after the field trip. It must be remembered at this time and throughout this chapter that the strategy is one put forward by the participants. Some of the concepts and strategies given may already exist and therefore may only need to be highlighted, as the respondents at times did not realise the existence of such strategies.

The aim of the marketing strategy was to come up with ideas on how to entice both African and Indian people to vacation at game reserves. This chapter examines the role of television and cinema adverts as well as the television synopsis as a marketing tool. This is followed by a discussion on the use of radio adverts, newspaper and brochures, as well as school education to create further awareness. Following these discussions, advertising catch phrases developed by the respondents will be put forward. The African Renaissance Advertising concept, mentioned by the participants, will also be discussed.

4.2 TELEVISION AND CINEMA ADVERTS

Both Giddens (1989) and Holecek (1993) write about the importance of communication and find that television is amazingly important in communicating a product to the general public. Munt (1994) goes further and states that the media helps shape world-views. If properly created, a television or cinema advert would not

only show the destination but also give potential consumers enough information to entice to vacation at that destination. A visual advert like that found on television and cinema screens was seen as a very important influence to the African respondents. One must remember that not everyone can afford to visit a cinema or own a television set, so those that view the advertisement, will most likely be those that can afford to vacation at a game reserve. The Indian respondents disagreed with the African respondents in that they believed that a television advert would have minimal impact, as during the advertising sequence people normally use the time to do other things like making use of the bathroom or kitchen facilities. The Indian respondents believed that a television program or exposé would be more welcomed. This (the exposé) will be dealt with later in section 4.2.3 below.

4.2.1 TELEVISION ADVERT

The African respondents stated that the advert should make use of everyday African people having fun at the 'hot spots' of the nature reserve. The African respondents mentioned that the adverts should not make use of prominent people as Africans become sceptical and begin not to believe what the advert is showing. They stated:

If you put famous people in the advert, it will be far fetched. Black people know that especially when it comes to adverts, the advertisers would like to take prominent people. The big advertising companies make a huge mistake in doing this because the people will know that you are just trying to sell something and that prominent person might not even have seen a game reserve.

You have to use ordinary people like the postal advert where the old man plays soccer. That advert had a big impact and everyone remembers it and talks of it. That old man was an ordinary person. Even the castle (beer) advert in New York used ordinary people drinking. There were no prominent people.

The advert must therefore be something that the people can identify with and relate

easily. Included in the advert should be flashes of African people having fun at the main areas of the game reserve, like the night game drive, the self guided game drive, and at the hides (game viewing areas). When one is constructing these advertisements, one needs to remember the ethnicity theory mentioned in chapters two and three. The respondents clearly mentioned that they would like to vacation in groups and therefore the advertisements should portray African people enjoying themselves with family and friends. One should also note that the male African youth needs to be shown with other males of the same age whereas the female African youth could to be portrayed with both friends and family. This argument stems from the discussion in chapter three where the youth stated their preferences when vacationing due to their socialisation and experiences. The young African men believed that girlfriends or females in particular would restrict their more adventurous vacations.

The different types of accommodation should also be shown as well as the facilities such as the braai areas and the self-catering cottages and its kitchens. In the words of the respondents:

You should show African people having fun at Hot Spots like the night drive, a braai, the entry point, the dam, Hilltop and the tented camps and hides and so on.

Furthermore:

You have to also put...show the kitchen facilities, because we blacks [Africans] like a variety and home food. Then you show them the restaurants at Hilltop and people having fun at the braai facilities. This they will like.

People should also be told where they could receive more information, such as at Tourist Junction or at KZN Wildlife. Telephone numbers, addresses, as well as email and internet addresses should be supplied in the advertisement. According to the African adult respondents, the advert should also be aimed at the women in the families as they stated that the women are the ones that make the decisions and have

the power to persuade their husbands. The African men went on to state that it is the women that watch television and therefore the advert should be placed on prime time television, between programs such as *Bold and the Beautiful* and *Days of our Lives*. Also, the advertisements should be placed towards the evening and weekends so that the adults can watch them. The adult African men went on to state that they do not worry about making vacation decisions, and are more concerned with budgeting for such vacations. They stated that the women in their families come up with the vacation ideas and if the budget permits, they will go on the vacation. This society is still patriarchal in that the men have the final say on the expenditure of income, but as Bennett (2000) stated (also in chapter two), modern women now have a bigger role to play in decision-making about family income. The male respondents all agree that women do have the ability to persuade them, and as all the women in the group do earn incomes, they also help in the family's decision-making.¹⁷

It is important to show the different types of animals that the game reserve has on view. The African respondents mostly wanted to see lions but were equally impressed by the elephants, rhino and giraffe. The other animals that they enjoyed seeing were the warthogs and hippopotamus. It is imperative that African people are used in the advertisement and they should be shown having fun viewing these different animals.

It was interesting to note that none of the respondents knew of any television segments advertising game reserves. The reason for this is interesting as in 1999, the KwaZulu-Natal Tourism Authority (KZNTA) launched television interviews, and video material on television channels such as SABC 1,2,3, ETV, Zee TV, and Sky TV (Magi, 1999b: 25). It would therefore stand to reason that the manner in which these adverts were constructed and aired meant that they were either not appealing enough or aired during the incorrect times. If the above-mentioned guidelines are followed, better results could be achieved.

¹⁷ The compromising of decisions can also be seen in chapter three as the married African and Indian couples first discussed their hypothetical vacation destination before choosing one destination that both partners supported.

4.2.2 CINEMA ADVERT

In terms of cinema adverts, the Indian couples stated that this was a much better visual attraction as the screen is bigger and the audience is captive. They stated that by utilising a cinema advert:

You are now going to get the market you are looking for and you are getting a captive audience not like on T.V. where people use the advert break to do other things. Here, people have to sit and look at the screen.

You can even target the exact age group you want to market. You can target, because the younger generation goes for the action movies. You can also target depending on the time of the show. The 17h30 show on Saturday is a family show yet the 20h00 or the 22h00 show is more for the outgoing, younger crowd that is looking for adventure and will go to game reserves.

According to Botha¹⁸ (2001) the majority of moviegoers are between the age group of 16 to 35 and this is part of the Indian market that will be interested in going to a game reserve. More affluent Indians can be found at Ster Kinekor and Nu Metro cinemas, especially those in Musgrave, Pavillion and Gateway shopping centres in Durban. The advert itself should be a minute long or even longer. The Indian respondents, going along with the ethnicity theory mentioned by Wilson in chapter two of this dissertation, stated the content of the advert should illustrate groups of Indian people having fun at a game reserve. It is important to mention here that all the respondents have a negative attitude to game reserve advertisements as they currently portray white tourists only. The Indian respondents want racially mixed advertising and their arguments are similar to those by the African respondents. In their own words, the respondents stated:

¹⁸ Debby Botha is currently the marketing manager of Ster Kinekor for the Kwa-Zulu Natal region. She can be contacted at the Ster Kinekor regional officers at Gateway, Durban. The above information was obtained from an unpublished marketing report.

Show Indian people going on the trails, seeing the animals, going on the night drive and a game walk.

You could also include the visual scenery, the sunset and the sunrise, with maybe a couple enjoying it.

When showing a guided walk, you should get people quotes like - this is the first time I've experienced this and it's out of this world.

You should also show the different types of accommodation, the self-catering, the restaurant, and also the kitchen facilities. You should also put in the Safari Tents with its own kitchen and bathroom.

They stated that every aspect of the reserve should be shown, including the tranquility and scenery, as there are many Indians that frequent the Drakensburg for these aspects. It is important to note the ethnic differences between the Indian and African respondents as the Indians also appreciated the scenery whereas the Africans were not interested by scenery as they stated that they grew up in rural areas and saw the scenery there. Both African and Indian people do not know of the game reserves and could be easily persuaded to vacation there. These groups stated that this advert should be based on the current Wild Coast Sun and Sun City set of adverts. These adverts attract many visitors due to their flashes of the different activities the area has to offer. They stated that:

The Wild Coast advert is very good and this advert should be based on this.

You should show them the best features of this place. There are a lot of Indians that go to the Drakensburg just for the views and tranquility. The views and tranquility at Hluluwe are similar and this should be shown. By doing this, the appeal that took them to the Drakensburg, could bring them to a game reserve.

4.2.3 TELEVISION SYNOPSIS OR EXPOSÉ

The Indian couples believed that a television exposé would have a bigger impact on Indian people than a television advert. The African respondents also made mention of this by stating that the television program *Selemathunzi* could be used to sell an area.

The Indians believed that the television magazine program Eastern Mosaic on SABC 1 could be used. This program runs on Sunday mornings and is repeated on Monday nights. In this program there is a travel section that visits different parts of the country and the world and does an exposé on the venue. This program has a huge Indian following and therefore could be approached to do an exposé of the game reserve.

In this exposé, Indian families could be shown having fun and commenting about the place. The exposé will also show the facilities available and the different types of accommodation and pricing. By viewing all of this, in this fashion, the Indian people will not only believe it, but would also be intrigued by it. After the exposé, parts of it could be used as a television advertisement to remind people of the area and keep that interest active:

What you could do after that is run a normal thirty-second advert, where you could use certain parts of the exposé for the advert. In this way, the exposé will impact hard on the people and the following adverts will remind them of it.

Competitions could also be run during this exposé and this will lead people to watch the whole exposé in order to enter the competition. The Indian couples stated that Eastern Mosaic runs such competitions where trips are given away to people who answer the questions correctly.

You can also run the same type of competition on television, like on Eastern Mosaic, where they recently ran the India competition. You can have a whole exposé on the game reserve so that people

will be exposed to it and then ask them questions from the exposé and even other questions so that they can do the research. In this way, people will become interested.

You must also tell them in the synopsis or exposé that the cost per person at Mpila is one hundred rands and this should also be one of the questions and answers. In this way, Indian people will think that it is much cheaper (as opposed to) Wild Coast and you also get much more.

The Indian group stated that Indian people in general are very “money conscious” and therefore think twice when it comes to spending. For this reason, the advert needs to inform the public that a night’s accommodation in (for instance) HUP will only cost R100 per person. The respondents viewed the pricing at the HUP as exceptionally competitive and believed that if the public was informed of this they would begin to make enquiries into vacationing at nature reserves. By giving them the price, they have the opportunity to compare it to other vacations and will find this much cheaper and more value for money. The groups also believe that the reason for them not knowing the pricing structure is because they were marginalised in the past and therefore were not exposed to such activities. One can also use the marginality theory to show that due to the past socio-economic and political contexts, Africans and Indians do not now know how to access information pertaining to game reserves.

4.3 RADIO ADVERTS

Radio was mentioned by all as reaching more people than television does. This was mentioned, as many people do not have television sets. The radio was also mentioned by Magi (1999b: 24) as being acknowledged to be central to any marketing campaign in South Africa. The respondents in this study went on to mention that during working hours, people at work (in their offices) listen to the radio. The radio advertisement should use the voice of the race of people that is being targeted and have animal sounds in the background. The advert should tell people of the place and

explain to them what they could see. They should also be told that a two-night weekend getaway would only cost them R200 per person.

The radio advertisement should also include a competition and should be carried out on Ukhozi Radio, and Radio Metro for the Africans and Lotus FM and East Coast Radio for the Indians. The Indian couples believed that the older Indians listen to Lotus FM, while the younger generation, the one they want to target, listen to East Coast Radio. East Coast Radio also has a wide audience that covers all race groups and therefore the competition would be far reaching. East Coast also does much of its advertising through competitions and therefore has the experience.

The Indian couples stated that the competition should be run over a week with qualifying questions asked every day. Callers should call in and answer the day's question and at the end of the week, the five correct callers would answer a final question. The first one with the correct answer could win a trip to the game reserve.

The importance of this is that the competition is run over one week, which keeps interest alive. During the week, more people will hear about it and will want to enter and this will develop interest. The questions used during the competition should pertain to the game reserve and the answers to it will be given during the day in the form of a radio advertisement. This will not only attract people, but will also get people researching the game reserve. At the end of the competition, a weekend accommodation for two could be given away and for those who did not win, they could be interested enough to want to visit the reserve themselves.

The competition questions could be:

- How much does it cost to stay at the Mpila camps self-catering huttled accommodation?
- Name the big five and can it be found at HUP?
- Name the species of buck that can be found in the reserve?
- Explain Shaka's Hunting pits at HUP?
- The group even mentioned that one could also run a synopsis of an animal like a

black rhino or white rhino and then ask a question about it. The synopsis should contain information about the animals and its differences and could be followed by a question such as: how does one distinguish between the black and white rhino?

These questions could also be used in other forms of competitions such as television, newspaper or school competitions. The most important aspect of this competition is to create awareness as it is currently lacking.

This lack of awareness can also be seen in the failure of the KZNTA's radio marketing campaign. Although KZNTA used a two-and-a-half minute feature on East Coast Radio on Saturday mornings, during 1998 and 1999, none of this study's respondents heard it. Magi (1999b: 24) goes on to show that over 150 interviews were held with ten radio stations between 1998 and 1999, yet again none of this study's respondents heard it or heard of it. This according to Holecek (1993) is a breakdown in communication where the advertiser is not properly conveying his message which in turn leaves the tourist either confused or not having the relevant information to make a decision.

Green (1979) adds to this by arguing that before one designs a saleable package for tourism advertising, one first needs to understand the tourists needs. Using the information gained in this study, one would see that the failure of the radio segments was due to its timing and its content. In terms of timing, the two-and-a-half minute segment was aired early on a Saturday morning, instead of being aired during the weekday when people are in their offices or in their cars. In terms of content, interviews were seen as not as interesting as competition.

4.4 NEWSPAPER AND BROCHURES

Full-page newspaper articles should be taken out in the *Illanga* for the Africans and *Post* for the Indians. Both the Indian and African respondents stated that they also read the *Sunday Times* and *Sunday Tribune*. Again, pictures of African people having

fun in the different hot spots should be used to attract the Africans, and pictures of Indians should be used to attract Indians. Apart from the colour pictures of the people having fun, the area, facilities and animals, pictures of the accommodation and prices should be given.

The African respondents stated that brochures could also be placed in newspapers as supplements as well as placed in doctor's surgeries so people could read them. The brochures that are currently available are adequate but the problem was that prior to the trip, none of the respondents had seen them and did not know how they could obtain one. KZNTA, according to Magi (1999b: 26), produces tourism marketing brochures, but according to the respondents, these brochures are not distributed efficiently.

These brochures, like the other adverts already mentioned should be structured to show a racial mix of people enjoying the game reserve. The current brochures show pictures of white tourists at the game reserve but do not have pictures of African and Indian visitors. The respondents liked the concept that the current brochures of the KwaZulu-Natal Conservation Service (KZNCS) have a map of the HUP on it and that this map is filled with information about the reserve. This information includes where certain animals can be found, the different self drive routes and picnic sites and even information about the place and its history, like what the term Hluhluwe or Umfolozi means and what Shaka's hunting pits are all about.

The African respondents stated that one could also place adverts in Metro Beat, a free magazine that is delivered to everyone that is connected to Durban's electricity supply. The African respondents stated that a writer for Metro Beat, Themba Nyathikazi, is a very well respected writer among the African community and continued to state that:

This guy that writes for Metro Beat, Themba Nyathikazi, he writes so well that he can write two pages on a glass and we will buy it.

What Themba writes, we believe because we know its true and other African people will read him.

African people read Metro Beat and maybe you can also advertise special offers here, with pictures of African people having fun at the hot spots and an article of the place by Themba. People will come.

Judging from the respondents' response to the writings of Themba Nyathikazi, it can easily be seen that if Themba Nyathikazi were to do an article about the game reserve, the African people will believe and want to experience it for themselves. Metro Beat could also be used to offer people specials on their game reserve trip and to even run competitions as mentioned above.

Brochures could also be given out to different clubs and organisations. The African respondents stated that there are many savings clubs that are used by African people. These savings clubs could be approached and brochures handed to them. Savings clubs could be contacted through banks such as Nedbank, Standard Bank and so on.

The Indian Respondents added that old age organisations and clubs such as the Old Age Rotary Clubs could be approached and handed brochures about the game reserve.

You could even advertise to Old Age Citizen groups because they like taking these trips. I know my auntie goes to Cape Town, Johannesburg, Drakensburg and other places with their group. They all jump on the bus, pay so much and go.

The other clubs that could be targeted are the sporting clubs, which go on yearly vacation trips. The respondents stated:

Once a year, what they do is that they get together and go out for the week or weekend together, maybe with their families. What they could do is instead of going to their normal vacation spot, they could come to a game reserve.

These organisations need to be informed about game reserves by posting brochures to them and allowing them some type of group discount in order to attract them. The Indian respondents stated that Indian people love discounts, even if it is a small one and by advertising package deals to them, they will be enticed to come.

The respondents all made comments on the bus tour to the Wild Coast Sun that advertise specials to clubs, organisations and groups. This bus could be used over a weekend or a week, depending on the duration of the hire and special trips could be organised through them. Amador (1997) in his study, mentioned similar experiences in Mexico where local communities around the wilderness areas started small businesses reliant on attracting tourists to the wilderness areas. Amador (1997) showed that bus hire from city centres to wilderness areas were popular in Mexico. In this dissertation, the participants, especially the African youth, were keen on this type of bus service, as they did not have personal vehicles. If this bus service is provided, special brochures need to be made up and handed to the clubs, organisations and universities. This service should even be advertised in newspapers and on radio.

4.5 SCHOOL EDUCATION

All respondents believed that the next generation should be targeted now. Children will not only become the next generation of tourists but as children they have a big influence on their parents. Currently schools take their children on yearly school excursions and game reserves could be an alternative to the normal vacation. This will not only be enjoyable for the children but it would also be a learning experience, especially in science, biology and geography classes:

Advertise in schools. Advertise it as an excursion experience. Instead of going to the Drakensburg or to Johannesburg, make a tour to a game reserve where the children could spend a weekend or a week at the game reserve not only learning about the animals but also the vegetation, the interaction and even the insects like the dung beetle.

After such an excursion, the children will come back and encourage their friends, parents and other family members to visit the game reserve. The children will also take cameras and will use the photographs as an advertising tool. As seen in chapter three, this is part of Urry's 'tourist gaze' where the children will use these pictures and the stories relating to the pictures to sell the idea of vacationing at the game reserve and entice others to vacation at the reserve as well. The respondents went on to state that when the children go on excursions, their parents get just as excited as they do and take time out to research the area their kids are going to. In this way, the parents themselves are enticed to vacation at that destination. To keep interest going after the trip, schools could also be encouraged to ask children to write reports of what they have learnt from their experience and use the experience as a teaching aid in the school syllabus.

The respondents went on to state that brochures can even be given to the children and rangers from the game reserve could visit the schools for the day just to talk to kids about nature and conservation. This is not only a learning experience for the children but also for the parents, as the children return home with all this information:

This makes sense to me because I now even know of ballet, swimming and rugby trainers in schools. What these people do is that they drop off pamphlets at schools. They know we come in and out of school all the time and advertise to the children.

This type of experience could also be achieved by running competitions in different schools. These schools could run competitions where pupils could write a report about nature reserves and even submit hand drawn pictures about the reserve. The competition could even be an awareness competition where the child that comes up with the best advertising concept would win a weekend accommodation holiday at a game reserve. In this way, the children and parents will be involved in gathering information and constructing the concept. This involvement will attract people.

The winning children or child could even have their pictures placed in the local newspaper and this will be good publicity for the game reserve. The concept that is thought of could also be used and because of the way the competition was run,

interest will be shown by the community.

4.6 *ADVERTISING CATCH PHRASES*

During the course of the focus group sessions, respondents were asked what advertising catch phrases they believe would be most useful to attract potential African and Indian tourists to game reserves. Below are four catch phrases that the respondents developed for use in advertising.

- "Come and Experience Our Untamed Culture."
- "Come and Experience Our Untamed Heritage."
- "Escape the concrete jungle to the serene, tranquil natural environment."
- "Go back to nature."

4.7 *AFRICAN RENAISSANCE ADVERTISING CONCEPT*

Throughout discussions, the African participants, especially the African adults continuously talked of the African Renaissance. This section in this dissertation therefore looks at the African Renaissance concept through the eyes of the respondents. Although this dissertation does make a link with what President Mbeki states about the Renaissance, it in no way tries to analyse the concept from the view of President Mbeki.

The respondents link with the African Renaissance concept in that they stated that they "came from the bush" and have a strong link with nature. According to the African adults, this link was ruptured due to a change in lifestyle, which was due to technology and the past (apartheid) government, which led the African people to

move closer to factories and as a result, they now reside further from natural areas. One could use Wilson (2001) and argue that a majority of South Africa's population were marginalized in that they were uprooted from their homes and relocated to areas and types of living environments (urban areas or townships) where they were forced into a new lifestyle. This experience is similar to the experiences the indigenous Americans underwent.

The respondents stated that sometimes they feel uncomfortable and need a change but due to their financial circumstances, they like most South Africans cannot own farms and therefore need places to which they can resort to, just for a few days in order to regenerate. The African respondents at times used the word bush to mean nature and stated that the African people do not properly understand themselves and that they need to re-identify themselves with their roots. They stated:

Tell people to go back and identify with their roots. We need to identify our differences, values and culture. We need to reconcile with ourselves first before you can expect the Coloured, the Indian and white man to understand you.

If you look at the African Renaissance, go back and re-identify yourself with your roots, not to necessarily go back to the bush and build our houses here because we don't own the land, it belongs to the government but at least government preserves this place for us and our children so we can sort of go back and revise and understand. In this way, we can even understand our future, where we are going, better.

The African adult respondents gave the example of the African-American artists that come to South Africa on tours and even come to rediscover their roots. In the same way, the local Africans need to identify with their roots, history and culture. The local Africans have become westernised and are not only losing their culture, but their identity and heritage as well:

We need to teach African people to come back to nature. Even in

the Bible, Adam and Eve came from the bush. Because of civilisation, African people think that they are something else.

It's like in the first opening of parliament, where the African people wore suits, but now, because of the African Renaissance, they now wear traditional African clothes. The same kind of thing can be used for advertising a game reserve.

The whole African Renaissance concept can be used with what is being said by President Mbeki as a call for an African rebirth. This concept can also be used to advertise to the Indian population of South Africa, as the Indian couples stated that South African Indians have their South African roots in nature. When Indians first came to South Africa, they began their new lives as indentured labourers working the land. Like the Africans, they relied heavily on the natural environment for their needs and the subsequent generations now feel that this land is part of them, their history, culture and heritage.

This concept is not about literally going back to the bush, but it is about identifying with nature, Mother Nature and can be used with all advertising strategies:

No matter where we now come from, we all came from the bush and we all at some stage depended on nature and still depend on nature. People should come an experience this.

I am not trying to get at the roots, as in the culture aspect of it, but at nature.

It must be remembered at this stage of the dissertation that the African Renaissance concept was mentioned by the respondents to be used in all advertising strategies. They believed that by using the African Renaissance concept, with the promotion of nature reserves, South Africans would be brought together in national pride. This is similar to the North American experience and what Carruthers (1995) wrote about.

4.8 CONCLUSION

The research conducted highlighted several different avenues of marketing game reserves to local South Africans. These are Television and Cinema adverts, Radio adverts, Newspaper adverts and Brochures and School Education. The respondents believed that although each of the ideas mentioned could be used individually, they believed that if the strategies were combined, then one would receive a much better response. This means that a number of ideas, like the use of radio and newspaper competition that ran in conjunction with a radio and newspaper synopsis of the reserves or the animals in the reserves.

It was also found by Magi (1999b) that KZNTA does have similar marketing strategies. However, its marketing content, timing and distribution caused its marketing strategy not to be heard or seen by any of the respondents. Due to this failure, it is suggested that the suggestions put forward in this chapter be used to increase awareness. One of the most important suggestions mentioned by all respondents was that advertisements in all forms should portray South Africans of all race groups enjoying the 'hot spots' of the game reserve. The respondents believed that by showing only white visitors in game reserves, a negative attitude to game reserves grew within the other race groups.

All the tools mentioned in this chapter can be used in one overall concept, that of the African Renaissance. This concept can be used to advertise to all South Africans and can also be used to bring a nation together. The concept talks of one re-identifying ones self, in order to learn more about ones self. In this way, one would first learn where they came from and therefore know where they are going.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The purpose of writing this dissertation was to understand African and Indian views towards vacationing in Game Reserves. This means that this dissertation firstly analysed the perceptions of Africans and Indians to game reserves and secondly, it tried to establish the reasoning behind the question why these two groups of people either vacation or do not vacation at game reserves. The third question that this dissertation tried to answer was what would be the best way to attract Africans and Indians to game reserves. Due to these reserves being relatively costly to vacation at, this paper was biased in choosing only respondents that could afford to vacation at these reserves. This chapter will conclude this dissertation by firstly bringing together the discussions and arguments of the previous chapters (the conclusion) and secondly, by recommending the most beneficial way in which these reserves could be advertised (the way forward). The chapter will then conclude with final comments.

5.2 THE CONCLUSION

This dissertation firstly stated that Africans and Indians are minority users in South Africa's game reserves. This is important in that although Africans are the majority constituents in South Africa, they make up the minority of vacationers at game reserves. Knowing this, this dissertation tried to understand the general vacation patterns of both the African and Indian respondents by firstly using relevant readings from both South African and American experiences and then by confirming the information gained from these readings by doing focused group sessions. Apart from focused group sessions, observations were also made. One of the major observations

was that the respondents underwent all five phases of the recreation experience mentioned by Clawson and Knetsch (1966) and Bennett (2000).

This study also found that current vacation patterns amongst the African respondents only include urban and peri-urban destinations. This pattern of vacationing was also seen among the Indian respondents. It was also seen that the vacational aspirations of the African middle class, under a given budget was similar to that of the Indian market. Choices of products, in this case vacation destination, were also influenced by similar advertising strategies, i.e. both in terms of the medium used and the content included. It is therefore easy to conclude that class rather than race is the motivating factor in vacation choice among this group.

A few differences were recorded when Africans were asked whom they would choose to accompany them on their vacation. Younger respondents were biased towards friends whilst the African adult respondents preferred family. Young African women tended to choose older family members as ideal companions. Interestingly enough, the Indian participants responded in the same manner to which the Africans adults responded, stating that they preferred vacationing with family and friends. Both the South African and American literature mentioned in chapter two of this dissertation substantiate this finding and go on to substantiate that the respondents preferred to vacation in large groups as they believed that the experience was made more enjoyable.

In trying to meet the objectives of this study, it was imperative to probe for perceptions of what is a nature reserve. Perceptions ranged from being fairly accurate to being completely nonsensical. In some instances, the respondents believed that all the animals in a game reserve were tame and that they would get a chance to hand feed lions. Besides this, all the respondents believed that only whites own game reserves and felt that they would not be welcomed at such places. They could also not distinguish between private and government run reserves and believed that all game reserves were extremely expensive as they stated that the game reserves base their pricing structures on overseas visitors. This and other comments made it patently clear that very little is known amongst most Africans and many Indians about nature and game reserves.

Part of this study also involved taking a select group of participants to the HUP. Without doubt, the greatest satisfaction derived from this study was watching and experiencing a whole new world being displayed to the participants. The eagerness with which the African and Indian participants grasped at what was on offer, never tiring at savouring the numerous moments and then re-living the experiences afterwards cannot be adequately expressed.

Although there were criticisms about the lack of social space mainly due to the fact that Mpila camp was not fenced, about the outside ablution facilities (due to the type of accommodation chosen for this study) and about the lack of African food on the restaurant menu, there were overwhelming expressions of positive sentiments throughout the trip. All groups thoroughly enjoyed the experience and felt that any hardship (lack of the facilities mentioned above) was part of the experience and even made it more enjoyable due to its rustic nature.

While the varied accommodation options on offer and particularly their pricing structure were greeted with enthusiasm, the African respondents differed from the Indian respondents when stating the type of accommodation they preferred at the game reserve. The African participants preferred the accommodation of the Hilltop camp as it was fenced and equipped with restaurant, bar and pool facilities. It was also mentioned by the adult female respondents that Africans preferred a vacation venue where they can have a chance to relax and have things provided for them. The African adult men on the other hand wanted to be closer to nature and therefore preferred Mpila camp but stated that if they return, they would probably vacation at Hilltop camp.

The Indian participants differed from the African participants in that they preferred Mpila camp. They went on to state that most Indians would opt for Mpila camp due to its pricing and value for money in that it offers one a chance to get very close to the wildlife yet provides all necessities such as good accommodation, clean and well equipped kitchen and bathroom facilities as well as ample socialising space. The respondents enthused that they had choices in the accommodation on offer and believed that this (the rondavels at Hilltop and hutted camp at Mpila) accommodation

was extremely well priced if not cheap and went on to state that a vacation such as this is not only enjoyable and educational, but is also much cheaper than other vacations. It is extremely important that the affordability of game reserves are advertised to the public. This is because participants previously thought game reserves were expensive but upon hearing of their prices, they believed that it would be a big draw card in attracting vacationers.

Although all participants were amazed at the facilities on offer at the game reserve, the major attraction was undoubtedly game viewing. Although the big five were the highlight of the game viewing, the participants also responded very well to the other animals on view. The respondents took time out to look at and learn about the different birds, buck, and even went against the game reserve policy and exited the vehicle in order to get a better look at a dung beetle. The respondents stated that although they see these animals on television the experience of seeing them in real life is much greater than they could have ever imagined. Besides the day drives, the participants also enjoyed night drives which gave them the opportunity to appreciate the animals from a different perspective. The Indian respondents even self-financed a river (boat) trip in order to view the different animals from a unique perspective.

From these reactions, as well as many others throughout the trip, it is encouraging to note that if the African and Indian tourists were to be given a chance through proper targeted advertising, they could possibly soon outstrip the white tourist that has been the mainstay of the domestic nature/game reserve tourism market thus far. When starting this study, it was hoped that the respondents would undergo this positive reaction. As the respondents were undergoing these new experiences, a range of marketing options was discussed.

Included in the discussions were the concepts of television and cinema advertisements, television exposé, radio adverts, newspaper and brochure advertisements and school education. Content wise, it is imperative that adverts are educational, and informative, as well as portray recreation and adventure. It is exceptionally important to all respondents that the actors used in all the adverts are people that everybody could easily relate to. This means that actors from all four race groups in South Africa be used in the adverts. The respondents mentioned that

currents advertisements only used white actors and therefore they felt that game reserves were exclusively for white people.

The content must emphasise the cultural heritage that nature reserves hold and must show African and Indian people having fun at the many different locations within the nature reserves. The adverts could also include a collage of different nature reserves by showing both Indian and African people having fun. Television and radio are the media that the respondents thought were best suited to transmit these messages. The respondents confirmed the view of the White Paper that the media assists in distributing knowledge and is the way through which world-views are shaped. As adventure tourism and eco-tourism is now fashionable in the world, advertising nature reserves through the types of media mentioned above could increase participation, whilst competitions could be an innovative way of raising even more awareness among the population. The respondents also had their own views of the African renaissance and believed that links should be made to the African renaissance concept.

5.3 THE WAY FORWARD

If there is to be a serious attempt at trying to create a market amongst this group, early awareness campaigns need to be educational as well as informative. Such campaigns must emphasise the recreational experience, the relative safety of the environment and the richness of the heritage. Fears about wildlife and concerns over the implications of the history of white exclusivity, which lead to rebuffs, must be allayed. A welcoming message to all race groups must be actively promoted and specific messages could even be displayed in prominent areas.

All marketing strategies have been discussed in the above chapters but three very important ideas/concepts have emerged within all the strategies mentioned. These baseline ideas are imperative for the success of the strategy. The ideas are the *African Renaissance* concept, the *word-of-mouth* advertising, and finally *competitions*.

Throughout discussions, the African participants, especially the African adults continuously talked of the African Renaissance. Although their concept varies from the ideas mentioned by President Mbeki, the underlining view of identifying with one's roots remain the same. They stated that they "came from the bush" and have a strong link with nature. The African respondents stated that the African people do not properly understand themselves and that they need to re-identify themselves with their roots. They went on to state that local Africans have become too westernised and are not only losing their culture, but their identity and heritage as well.

This concept can also be used to advertise to Indians, as the Indian couples stated that South African Indians have their South African roots in nature. This concept is not about literally going back to the bush, but it is about identifying with nature and can be used with all advertising strategies. From the literature available and the respondents' beliefs, it is hoped that by introducing the nature/game reserves to all South Africans (especially to those that were previously disadvantaged), South Africans will be unified in their pride over the nature/game reserves.

The marketing strategy will introduce nature/game reserves to people, but the real impact will come from people either talking of the place or from talking of the advert. As more people talk of a place, more people will believe it and want to experience it. The one way of getting people to talk of the reserve, especially those who have not been to it, is via competitions. The other way is to get people to the reserve, in which case, they will talk to friends and family about their experiences when they return. Competitions offer people excitement and the thrill of winning, and can be used in television, newspaper, and radio advertising, as well as the school education, and organisations advertising.

In the radio advert, one can run the competition for a week, and have participants call in every day to answer a question. In this way, interest in the game reserve is kept alive for the entire week and people will tell their friends of the competition. As the week goes on, more people will listen to the corresponding advert, in order to obtain the relevant information to answer the questions. Research will also be done by the listeners of the station, and this information, they will remember! For those that do not win, and those who did not enter, the questions and the adverts run during the

week must give them information to entice them to visit the reserve.

5.4 FINAL COMMENTS

The small group of participants thoroughly enjoyed their experience at the game reserve. Two weeks after their return, they were contacted and asked if they had anything to add to this study. The participants were still amazed and had already begun to plan trips with family and friends back to the HUP and to other reserves within Kwa-Zulu Natal. This was the start of the word-of-mouth advertising.

In order for the advertising to work, all the concepts mentioned in this dissertation should be used together. The radio, newspaper and television adverts should be done simultaneously so that maximum exposure is obtained and people will always be reminded of the nature reserve. To reach all, brochures should also be handed to clubs and organisations while educational programmes, as well as competitions should be run at schools. This type of plan already has national and provincial support due to the 1996 White Paper and the 2000 KwaZulu-Natal tourism strategy. By utilising all the advertising and promotional concepts mentioned in this paper, the widest audience possible would be reached.

In conclusion, the study found that with a little innovative marketing, there is a fabulous opportunity to create the promised increased participation of the African and Indian population in nature tourism. This realisation will then create the desired impact for more public acceptance and support for nature conservation amongst all South Africans by broadening the demand base. There definitely is a market for nature reserves among middle and upper class of the African and Indian population; it is just untapped!

As Carruthers (1995: 90) writes:

... in spite of ... differing attitudes there have been indications that it may be possible to bridge the divide and, in time, national parks may come to be part of the common experience and pride of all South Africans.

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Appendix 1: Pre-Trip Focus Group Questionnaire

A. Perception of Holiday

1. What is a holiday?
 - What does it mean for you?
2. Can you describe to me your last family holiday? Where you went, what you did?
 - What did you enjoy most and least about it?
3. What influences your holiday decision?
 - Where do you get your information? Is it via word of mouth, television programs and adverts or by magazines and brochures?
4. How much does 'family' influence your choice in holiday destination?
 - What considerations/compromises do the males and females make for each other?
5. If we give you R25 000, where would you go for a week's holiday? What is your ideal holiday destination? Why would you go there? Have you seen adverts for this place? Did the adverts attract you? Why?
6. Who would you take on this vacation?
 - Would you go alone, take your partner or the whole family?
 - Would you ask friends to come with you? & How would you define friend – is a close family member considered a friend or are friends considered for those non-family members?
 - Would you ask friends with or without children? Why?
7. What different Activities would you do?
 - Activities relating to couples or family orientated!

For the next question, give each person a card and on it, they must write what for them is most important i.e. experience, leisure, or adventure. After doing it for themselves, they must write down what they think is most important for their partners and children.

8. What's most important on holiday, is it Experience, Leisure or Adventure?
9. How would you spend a perfect day? Morning, Afternoon and Evening. (divide response by gender)
10. Are restaurants important? Why?
 - Would you rather prefer self-catering accommodation?

B. Perception of Nature-based Tourism

1. What is Eco-tourism?
2. Who do you think goes to nature/game reserves?
3. Have you ever thought of going to a nature/game reserve?
 - If so, how come you did not mention it in the earlier question, relating to the R25 000 holiday?
4. What are your expectations upon entering the nature/game reserve, i.e. for the first half an hour?
5. What else would you see in the nature/game reserve?
 - What do you want to see and what will not interest you?
 - Why do certain things not interest you?
6. Do you believe that people would socialise with others in the nature/game reserve?
7. Would you as African people think that spending time at a nature/game reserve is a waste

- of your time and money? Why?
8. Do you see the whole nature/game reserve recreation concept as a white-Anglo Saxon concept that is 'out of the ordinary'? Why?
 9. Do you believe that nature/game reserves are costly? Why?

C. Advertising

1. Have you seen nature reserve advertisements? Where?
 - There are radio, TV, newspaper, magazines, billboards and brochures advertising nature/game reserves. Which have you seen?
2. Do these advertisements attract you?
 - Why so or why not?
3. How can we better improve the adverts so to attract African people?
4. Where could we put these adverts?
 - Do you read magazines such as Out There or Getaway?
 - Why not?
 - Where could one place the adverts? Specific places -magazines, areas, type of bars, etc.
 - Do you utilise travel agents or places like the Tourist Junction when making holiday plans? If not, why not?

C. Fears

1. What fears do you have of nature reserves?

Conclusion

I would like end by playing a small game. I'm going to split the ladies and men into groups. I would like each group to come up with an advertisement concept. I want an advert that would grab people, especially African people. I want to know, where are you going to place the advert, what wording you are going to use, what pictures (if any) are you going to include, what language should be spoken/written, and so on.

Appendix 2: Pre-Trip Focus Groups

Appendix 2-1: African Youth

Group A

Date:	06 February 2001
Time:	18h00
Venue:	DRA Development 59 Rosebank Avanie Durban
No. of Respondents:	10 (five male and five female)
Age Group:	18 to 26
Vocation:	Mainly students

Group B

Date:	06 February 2001
Time:	18h00
Venue:	DRA Development 59 Rosebank Avanie Durban
No. of Respondents:	10 (five male and five female)
Age Group:	18 to 26
Vocation:	Employed and earning a minimum of R3 500 per

Interviewers:	A. Stavrou
	S. Ramlagan
Transcriber:	S. Ramlagan

The focus group began with all participants been introduced and been told very basically what the focus group was about. This brief introduction was done so as not to influence the responses given by the participants.

A. Perception of Holiday

The session was started with the ice-breaking question:

What is a holiday?

The term 'holiday' was perceived as:

- "It's a time when you spend some time out of work, where you can be with your family and friends."
- "Going away from the environment that you are used to, seeing something different and you can explore other things."

- "It is a time to relax, where we can expand on hobbies."
- "To have some fun."
- "It places us in a different environment."
- "It's refreshing the mind. Takes us out of routine and just relax."
- "Where you go on adventures and explore areas."
- "A holiday also means saving some money and its a time of financial spending."
- "I can't go on holiday without some cash."

The Groups were then asked -

If we give you R10 000, where would you go for a weeks holiday? What is your ideal holiday destination?

Of the twenty respondents, only four stated that they would like to visit a place within South Africa. Here, two respondents (a male and a female) stated that they would like to visit Cape Town, the third stated that she would like to see Johannesburg while the fourth stated that she would first like to see South Africa before going to an international destination like Hawaii. These four respondents said:

- "Johannesburg, there are celebrities there, and its a party there. Its also a successful place, and I want to see the rich and famous."
- "Cape Town has the beaches, different culture, women."
- "Cape Town, I like the sea breeze and I want to see Robben Island."

The rest of the respondents stated that they would like to visit places such as Mauritius, Egypt, Jamaica, Nigeria, Hawaii, and countries in central Africa. The main reasons given for visiting these places were to view and experience the different cultures and people.

- "Mauritius, for the beaches, I see the advertisements and pictures, its beautiful. I want to meet new people and friends."
- "I want to go to Mauritius. Its good to know the place and find different cultures."
- "I'm fascinated by the people in Jamaica."
- "Egypt. I want to see how other people live."
- "Nigeria, I'm just interested in it."
- "Hawaii, its beautiful, the place, the food, the people."

Australia was also chosen as a destination sight due to hear say:

- "I've heard a lot about it and I would like to see if it's true".

Seychelles and Mauritius was chosen as a relaxation destination due to advertisements and pictures:

- "There are a lot of pictures in magazines".

One respondent though wanted to visit London stating:

- "I want to walk on the London Tower Bridge"

Paris was chosen as a respondent stated:

- "Paris for the fashion."

Who would you take on this vacation?

To this question, there was a range of reactions with respondents stating that they would go with friends, family and even go alone. One respondent stated that when deciding whom to spend the holidays with:

- "It depends on what time of year it is, Christmas time is spent with the family but other times/holidays can be spent with friends."

In these two groups, there were mixed reactions to taking friends. In Group A, only three respondents stated that they would like to take their friends along for the trip. The remaining respondents stated that:

- "Friends spoil everything."
- "You don't need to do the same thing again with friends."
- "Friends are chaotic."
- "Family is better."

One female stated that she would only take people who can afford to and who would take her on similar trips.

In terms of going alone, the females in Group B, the working group, stated that they would not go alone. Certain males on the other hand stated that they would prefer to go alone. The males said:

- "I want to explore and don't want to be held back by someone."
- "Girls hold us back."
- "I want more space and do not want to accommodate someone else."
- "When going on holiday, where you have to save and it could be your only opportunity, a girlfriend will confine me and I would not be able to explore as much, then with a male friend."
- "You have to look out for a girlfriend."
- "The boys want to be free and don't want the responsibility."

The respondents that wanted to take their friends along stated that:

- "I enjoy it more with friends."
- "You see more with friends and you can do what you want."

A very small percentage of the 20 respondents stated that they would like to take their girlfriends/boyfriends. These were regarded as a person's best friend and somebody the respondent was comfortable with. These people stated:

- "My new best friend is my girl friend, and I want to share it with her."
- "I like my boyfriend, he is my friend."
- "It wouldn't be the same without my partner."

- "You have to take someone you are comfortable with."

What different Activities would you do?

Activities on the R10 000 holiday included going to clubs, experiencing the culture, traditional dancing, doing something different like riding ski boats or maybe abe-sailing, mountain climbing, learning to swim and to ride a bicycle and even learning to ski.

The above answer prompted the researchers to ask:

What is most important - Experience, Leisure or Adventure?

Group A, consisting mainly of students, stated that adventure and experience was equally important and that leisure was of secondary importance to them.

The respondents of Group B on the other hand, stated that experience for them was most important, followed very closely by adventure and finally leisure.

Experience and adventure can therefore be seen as very important in choosing a holiday destination and activities to be done.

How would you spend a perfect day?

The respondents broke this question down into morning, afternoon, and evening. In the mornings and afternoon, Group A would either participate in some sporting activity, which includes mountain climbing, swimming or even playing volleyball. They would also travel around, meeting locals and tour different areas, go shopping, engage in some exercise and even go fishing. Two respondents stated that they would also like to visit the restaurants of an area during the afternoon. In the evenings, Group A wanted to socialise and party at clubs, movie houses and other such places. At this time, they wanted to explore the night life of the area being visited

Group B's morning activity would include either a walk around the area, a beach swim, engaging in some exercise, relaxing with friends, exploring the city or doing some shopping. In the afternoon, window-shopping, movies, exploring, retail shopping, nature expeditions and a sea cruise were stated as preferred activities. Entertainment again was expressed for the evening activity, whether it is a braai with friends, going to a bar or party/club or even a view of the city/area by night.

Statements raised by Group A prompted the question:

Why are restaurants important?

Restaurants and food in general was seen as important because when on holiday:

- "Others cook for you."
- "To try new things, maybe Chinese food"
- "If you tasted the food, you taste the culture and experience the way of life."

Group A loved the restaurant idea but Group B preferred the braai, stating that:

- "Restaurant is formal and confining yet a braai, there is a feeling of free, to do what ever. If there is music, you can get up and dance and walk around. You can't do things like this in

a restaurant setting."

At this point, the focus group session moved to the second set of questions, namely dealing with eco-tourism and nature/game reserves.

B. Perception of Nature-based Tourism

The introductory question here was:
What is Eco-tourism?

The groups were at this point asked to explain what the term eco-tourism meant? Most of the respondents basically knew that it had something to do with nature and stated that it was the:

- "Exploring of nature, bush, animals and scenery."
- "Nature is beautiful, and we like to see it, ... its too expensive."

What are your expectations upon entering the game reserve, that is for the first half an hour?

Their exact comments in order of them been stated are as follows:

Group A

- "I expect to see animals, a lot of them."
- "Plants, trees, waterfalls, rivers and animals."
- "Traditional houses - using indigenous materials. Fences keeping animals away and park rangers. We will be walking around when we arrive and there will be fences around the areas we are."
- "Lots of braai stands."
- "Manmade things like statues and waterfalls."
- "I expect to see lots of people like in a convoy going around the area."
- "Expect to see also blacks."
- "Maybe blacks from other provinces, not locals, and whites will be dressed in khaki."
- "A welcome area, a reception area."
- "There will be white direction boards and stones showing which way to go, and shops, bottle store."
- "I'm expecting the outside to look traditional but the inside to be plush."
- "I'm expecting the area to be barren."

Group B

- "Expect to see animals and get somebody to explain about feeding and other things."
- "Thatched houses for accommodation and different trees and animals later."
- "Animals - lions, elephants and a hyena laughing at me."
- "Tourist guide and animals."
- "Maybe some animals and fences. Snakes are uncontrollable."
- "Gates when you enter the park and fences surrounding the park but no fences inside. I don't think people walk around, only drive on Land Rovers."
- "You could walk, and ride horses."
- "Guides, rangers with guns and khaki and are usually white but there are some black guides."

- "Expect to feed lions by hand and other animals."
- "Shops for refreshments."
- "Little places with houses, pool's, and casino's."
- "Bungalows, thatched houses."
- "Huts, mainly thatches houses."
- "You will find generated electricity or gas."
- "Furniture will be African in nature."
- "Signs, direction and billboards to tell you where you are."

Would people socialise with others in the Game Reserve?

The groups were then asked what they think about socialising with other guests at the reserve. To this question, the groups stated:

- "I expect that people will interact, have a braai and talk at night."
- "Inside the reserve, there were headquarters where there are most of the necessities, a sort of a cluster of necessities, where you will find different people."
- "You will talk with others and find out about other places."

At this time, in Group B, a male respondent stated that:

- "In common places, there must be fences."

This then started a debate on fencing within the reserve. The conversation/comments are as follows:

- "Standing outside a braai, the area is fenced in! I think the animals are far away from the houses and where we eat!"
- "Animals don't go to fire!"
- "But you could find animals at night."
- "Where people sleep, it is fenced and safe."
- "There are rangers with guns where you sleep, guarding."
- "In the game reserve, harmful animals are caged. The lions and springbok are kept in different places and the lions are fed by the rangers."
- "I don't think that the Hluhluwe lions are caged because I saw on T.V. where the animals escaped, therefor they cannot be caged."
- "I think they roam around."
- "That is how the eco-system is balanced."
- "The rangers kill the buck and feed the lions. The lions don't hunt. The white rangers kill the buck and feed the lions. If the lion can hunt, they will kill all the buck."
- "There are safe areas for buck at night."
- "First, lions are kept in a reserve and later on, it is left out in the wild."
- "Game reserves are the only wild areas in South Africa. Mpumalanga also has areas where it is wild and you can find wild animals."

Group B was then asked:

What else would you see in the Game Reserve?

The one answer that was given was:

- "Views, something you will not find in urban or rural areas, a scenery."
- "Most African's grew up in rural areas and saw mountains and waterfalls and therefor you cannot spend money on something you saw while growing up."
- "When we were young, the older people told us that taking care of nature and cattle was a bad thing and wanted us to go to school. We went to school in urban areas and therefor spending money in the bush is going backwards, and I would not do it."
- "It doesn't fascinate me to see a mountain or scenery, but to see a lion or leopard, its fascinating and I want to see it."

One respondent went on to say that there is a nature reserve two kilometres from her house and that she is not sorry for not visiting it. An important point arose from this as another respondent stated that:

- "Nature reserves are not advertised as much as disco's or parties and therefor we would not spend money on something that is not popular."

C. Advertising

Do you see adverts? Where should the advertisements be?

- Advertising, the groups believed had failed not only in the places where one sees the adverts but also how an area is advertised. The groups stated that "when you see an advert, you only see white people and therefore you see the activity as a white thing."
- "Adverts should be placed on television so to know what to expect and what you will see."
- "Adverts should also be placed or promoted in places where we hang out, like a bar or parties and in magazines such as Drum, Mbona and True Love."

The group stated that they do not read magazines such as Getaway or Out There as it does not appeal to them and went on to state that:

- "If they want to target me, they will put it in Drum or True Love!"

D. Fears

Fears of going to the Reserve

The groups were then told what they could expect at the nature reserve. After being told this, a lot of fears arose. These fears were due to the lack of fences, the insecurity of the tents, crocodiles being in close proximity and the amount of snakes present. Respondents asked and stated:

- "How are we going to use the toilets at 2 o'clock in the morning."
- "No, they should have toilets inside the tents."

One respondent stated:

- "I am not going to sleep at night and would stay in the combi. It is much safer then the tents."

Fears of crossing crocodile infested waters were also mentioned yet one respondent believed and stated that:

- "Crocodiles would not eat someone when you are inside the water. They will only take you when you are at the waters edge."

These fears were very real to all the respondents. In stating these fears, some of the respondents screamed, shrugged, began to hold their faces. Some of the respondents, both male and female almost shivered, just at the mere mention of snakes. The fear of snakes and the animals were so great that the male respondents stated: "Should we bring our own protection," as in fire-arms.

Conclusion

Reassuring everyone that the trip is safe concluded the sessions. This had to be done due to the amount of fear being expressed. If this were not done, the respondents would have opted not to participate in the field trip.

Respondents Chosen to go on the Trip			
Name	Age	Telephone No	Vocation
Lungile Ncwane	23	N/A	Final year BCom student – Unizul
Mwelela Cele	26	N/A	Honors Student and Archivist – Documentation Centre – UDW
Nonkululeko Ngcobo	23	N/A	Honors Grad.
Florah Zwane	26	N/A	Bookkeeper and receptionist
Masindi Ncwane	24	N/A	BSc Grad.
Protuis Xaba	24	N/A	Engineering Operator
Mondli Zondi	26	N/A	Telkom Technician
Babes Gelese	25	N/A	Commerce Honors Grad.
Gazi Miya	25	N/A	Lecturer
Mbongeleni Khumalo	26	N/A	Trainer

Appendix 2-2: African Adult's with Children

Group A

Date:	15 February 2001
Time:	18h00
Venue:	Home of Mr. & Mrs. Kuzwayo
No. of Respondents:	8 (4 married couples)
Age Group:	29 to 41

Group B

Date:	17 February 2001
Time:	14h30
Venue:	Home of Mr. & Mrs. Shabalala
No. of Respondents:	4 (2 married couples)
Age Group:	34 to 37

Interviewer:	S. Ramlagan
Transcriber:	S. Ramlagan

The focus group began with all participants been introduced and been told very basically what the focus group was about. This brief introduction was done so as not to influence the responses given by the participants. The groups as a whole were very relaxed, and as the session continued, the groups opened up even more.

A. Perception of Holiday

The ice-breaking question was:

What is a holiday and what does it mean for you?

To this, the response was:

Males

- "Spending time with the family, in a relaxed environment."
- "Getting out from the usual surroundings, going to visit friends, leisure places."
- "To get out of routine, away from work."
- "Getting out of the stressful life that we lead, and relaxing."
- "Doing the things that you don't have time to do while you are working."
- "In my view, in a holiday, you don't have to go out or leave Durban."
- "Doing something different, that is not stressful, just relaxing and forgetting about the things that are causing you stress."

Females

- "Going out to enjoy yourself, no cooking, everything is provided for you."

Can you describe to me your last family holiday? Where you went, what you did? What did you enjoy most and least about it?

Group A

Only two couples in the group have been on a family holiday. The first couple, Mr. and Mrs. Kuzwayo, stated that they had gone to the Wild Coast Sun but without their children. They said:

- "We spent a weekend at the Wild Coast early last year, no kids."
 - "We wanted to get away from the kids, revive our vows and become boyfriend and girlfriend again."
 - "There was no logical reason why we chose the Wild Coast. We firstly were looking for a place where we could drive, we wanted to get away from our local surroundings, Durban. I think also the variety of facilities, the various food houses, if you want to gamble, there's gambling, cinemas."
 - "The best thing I enjoyed, was the quality of service, you really get your moneys worth."
- The couple, were clearly looking to get away for the weekend, to a close destination that is different to what they are used to, and that has a variety of facilities.

The second couple, Mr. and Mrs. Matthews stated that they went to Johannesburg last year with the whole family. They said,

- "It's a different environment, I enjoyed the long nice drive."
- "Jo'burg is South Africa. That's where things are happening."
- "I enjoyed the Jazz clubs on Sundays. Its relaxing before you go to work."

Mr. Khumalo, who stated that he had never been on holiday, went on to say,

- "I've never been on holiday, I work Monday to Monday."
- "I'm too busy working and do not have the money. If I had the money, I could have gone on holiday."
- "My wife prefers to go on holiday and I prefer to work."

Group B

Both couples have been on family holidays. Their kids were included as part of the holiday.

Mr. and Mrs. Madlala stated that their last two holidays were at Drakensburg and the Wild Coast Sun. They have only been on weekend holidays due to the pressures at work which leaves Mr. Madlala limited time. Mr. Mandlala stated that:

- "A weekend is too little time to have a holiday."
- "If you think about the time you spend at work in a year, a weekend is not enough. You need at least a week, been away from it all."

They were then asked why they chose such destinations. their response was:

Drakensburg:

- "Very, very peaceful, very quiet. You really get away from it all."
- "You wake up in the morning and you get a view of the mountains. There is no disruptions"
- "You forget about this city, stress and life."

Wild Coast Sun

- "Wild Coast is more for the entertainment."
- "I prefer Drakensburg, its more quieter and its a relaxing place."

Mr. and Mrs. Shabalala had their last family vacation in April/May last year. It was a three week vacation in which they spent their first two weeks in Cape Town and their final week in Pretoria.

The reasons given were:

- "I've never been there."
- I've also never taken a genuine holiday where I'd say I'm going away for so long."
- "You also go on holiday when something wrong at home and you say let go on holiday and fix it."
- "My intention was also to go to Robben Island, and Signal Hill."
- "I've heard about it, I've seen it on T.V. and I wanted to see it."
- "I wanted to see Robben Island, it's a tourist attraction."

What influences your holiday decision?

- "Brochures. We can see the place and it's free."
- "It's mainly word of mouth. We as friends, spend most of our time together and we talk and share ideas."
- "I don't think men are influenced by T.V. because men are hardly at home."
- "The real influence came from the Tourism exhibition show that they have in Durban every year."
- "Drakensburg distance was reasonable and so was Wild Coast."
- "Drakensburg was peaceful and the main attraction at Wild Coast was the casino."
- "The facilities at Drakensburg was also important because you have nannies looking after the children if you want to go horse riding or play golf."

How much does 'family' influence your choice in holiday destination?

The group were asked would they consider some destinations more than others due to them having a family. To this they clearly said "No" but did add that cost is a factor.

- "Our children are still small and do not understand things or remember."
- "Money is the key factor. When we went to Jo'burg, we stayed with friends. Maybe if we had to stay in a hotel, we would have left the children at home."

When asked if they make any considerations for each other, they said:

- "If we go on holiday, we sit and discuss, where to go and what we want."
- "I would like to go and stay in a hotel, because these bush things, they are too expensive. Hotel, you get discount and all these things."

The women in the group liked a relaxing holiday and stated that:

- "I prefer a hotel, because I don't have to cook, I don't have to make the bed, I don't have clean. Everything is done for me."
- "My husband prefers to go out with friends and I don't mind. That is why we go on holiday together, to give us time."
- "When you go on holiday, you always think of your family and kids, will they be catered for."
- "What we decide, we decide together."

- "You might find one partner not liking what the other partner likes. There is nothing wrong with having a different personality, two different people will have two personalities, you therefore compromise."

If we give you R25 000, where would you go for a week's holiday? What is your ideal holiday destination? Why would you go there? Have you seen adverts for this place? Did the adverts attract you? Why?

Group A

The Khumalo's,

- "Overseas. Outside South Africa, I've never been there."
- "Maybe America, L.A. (Los Angeles). Its like Jo'burg. You know how Jo'burg is South Africa, its the same thing."
- "I've never been there. I've watched T.V programs and see that things are happening there."
- "I would take my wife and two children."

The Matthews,

- "I would first go to Cape Town and then go to Zimbabwe - Victoria Falls."
- "We have to go to South Africa first before going out."
- "Two of our couple friends have been there (Cape Town) and told us and we see it on T.V."
- "T.V. programs such as Top Billing which show us different places and what is happening. And other programmes such as Dugudugu with Selimathunzi. That is where they show us things. These are not adverts, they are programmes."

The Gumede's

- "I would like to visit places like the African states like Nigeria. I've never been there. Why I say Nigeria, because its a place, a country where the people are corrupt, and I want to see the corruption."
- "I've also read books written by Nigerians, and I want to see."
- "I will take my wife and kids, the whole family."

The Kuzwayo's

- "I will first have to sit down and discuss, but my first priority would be to explore the African continent. Visit the African states, Egypt because of the historical reasons, so much has come out of Egypt. I would go to Morocco because of the different religious groups, I'd say just to visit the Arab states to exposed to different type of life. I would like to get to know the different type of Africans and also go to places such as Congo and Nigeria. Nigeria has done well in terms of its rich history and oil exports."
- "I get my information from my friends, we share ideas and debate issues. Someone might have read something in the paper and someone else will come with a different issue"
- "I will take my wife and kids because of the money issue."
- "If I can afford to take my family with me, then OK, I definitely will."

It was on this issue that the whole group agreed. Money was an important part on deciding on a holiday destination and who to take along on this holiday.

Group B

The Shabalala's

- "We were planning to go to a Game Reserve."
- "My first preference would be to go overseas."
- "I've been overseas, but my wife has never been."
- "I will try something that I've never been before, maybe go to a snow country and experience it."
- "When you go outside the country, it is then you realise how beautiful this country is."
- "In Europe, the weather is horrible, and here, you have everything in one, you have more sunshine days than Europe."
- "Europe is always cold and wet and you do realise that hell, you do have a really beautiful country."

The Madlala's

- "I would consider Mauritius."
- "Cost is important. If you go on holiday, you have to calculate how much it's going to cost you."
- "The flight is not that long and it's a beautiful place."
- "The pictures are beautiful."
- "It's a different experience. I've been outside the country but my family has never been."
- "Now days, you have to consider the exchange rates."
- "I got my information from people who have been there."
- "Mauritius is also a well known tourist destination."
- "It's not far from here, they have a weaker currency and therefore it's cheaper for you to go."

The groups, up to this point, continuously mentioned being with friends and talking to them about places. Due to this, they were asked to define what friend or family means and if they would they take their friends along for the holiday.

A debate ensued, with the group agreeing that defining friendship was not easy. They said:

- "If I share the same surname with my then friend, then he is my family."

This point was still unclear to the researcher, so the group was asked to elaborate especially in terms of blood relations. The response was:

- "My friend, we don't have the same father or family, we just share the same surname. Because of the surname, he is my family."
- "Our parents are friends, we also grew up together, to me, he is my brother."

One person added that your best friend is still your wife.

The group was then asked if they would take their friends or family members along for the trip if they can afford it. Here three different responses were given. They are:

- "If he's got his own R25 000, because that R25 000 won't be enough for my family."
- "I think that sometimes families need to be alone."
- "I personally disagree with that response because I don't enjoy it without my friend. I don't enjoy being alone with my family. I grew up with my friends and enjoy it more with my friends."

Would you take friends with children or without children?

There was an immediate response from Group A to this question with respondents saying:

- "Kids does not matter."
- "In African community, friendship runs deep. The community is your family."

Respondents from Group B on the other hand stated that when people have children, they have similar interests and therefore it would be better to go with people who have kids. The children in this instance would have company. The group went on to say that when one does not have kids, they will get irritated and stated that:

- "Somebody that doesn't have children, and then have others children stepping all over her, will probably get annoyed very quickly."
- "When you go on holiday, you always think of your family and kids, will they be catered for? Other people who have children will understand this and therefore make considerations."
- "When you have friends that are not married, they will tend to think of things that does not interest you."
- "If you have kids, you will tend to spend time with others who have kids."

What different Activities would you do?

The different activities that people would do includes,

- "Going to African musical shows to see the culture, visit jazz clubs (very popular activity for the group), listen to the African sounds, go snorkelling, go shopping, try to meet people and so on."

The people also wanted to visit the leisure activities, experience the way people live, and exploring the area like visiting historical sites and visiting the places that they have never seen (explore). To experience the area and culture was extremely important to this group of people.

The researcher then asked if they would see the main tourist attractions of an area. One member of the group then stated that:

- "Not necessarily main attractions. I will come up with my own things that I really want to experiment."
- "I would not be lead by what the tourism bodies/people are saying. I would look into what they are saying but that would not be the predominant influence."

This person wants to explore and does not want to see the standardised tour. He wants to see something different.

For the next question, the researcher handed each person a card and on it, they had to write what was/is most important for him or her on holiday. That is Experience, Leisure, or Adventure. After writing it for themselves, they then had to write down what they think is most important for their partners and children.

For the men, experience was most important, followed by leisure and adventure. The men also believed that experience and leisure was important to their wives and children.

The women, on the other hand, actually preferred experience and adventure and believed that their husband would like leisure and experience and their children would prefer leisure.

How would you spend a perfect day? Morning, Afternoon and Evening.

The Men

In the mornings, they would like either a five star breakfast or to prepare an African breakfast.

They would also enjoy playing golf and exploring the city and maybe do some shopping.

In the afternoon, they would prefer to relax, and listen to some jazz. This they believe can be done in a pub or club. They would also do some shopping and some sight seeing and even spend time with the family

The evenings would mainly include activities like going to parties, clubs and bars. One respondent did mention that the evening would be dedicated to his wife, where he would take her shopping, have an exclusive dinner and spend the rest of the night with her.

The Women

In the mornings, the women would enjoy the hotel service and then go shopping.

The afternoon would include relaxing activities where one woman stated that she would

- "like one of those three hour long massages."

Shopping also featured big for the afternoon activities.

In the evenings, the women would go to the movies, have dinner, watch television and even read a magazine. Some of the women did state that they know they their men might go out and are totally comfortable with that.

To conclude this set of questions, the researcher asked the respondents to state the importance of restaurants. During questioning, all respondents, especially the female respondents stated that they would like a holiday where they do not cook or clean. For this reason, they preferred restaurants. The respondents stated that when on holiday, you want to do something that takes you out of routine and that:

- "The beauty of a hotel is the variety of breakfasts, you've got a choice. You do something that you don't normally do for the sheer enjoyment."
- "One day you have bacon and the next day something else."
- "What's a holiday for, you want to relax."
- "Someone can prepare the food for me and wash the dishes."
- "You can also try something new, maybe snake, frog."
- "You have got to be adventurous and experiment."
- "If you are at a Chinese restaurant, you must eat with chop sticks just to try something new for fun."

This sort of living was pure pleasure to the respondents as they explained how the Royal Hotel provides a variety dishes, which they could have in their rooms.

The conversation in Group A then moved into discussing the lack of traditional African breakfasts in Durban. Group B also discussed this issue but at a later stage of the session. The Groups argued that traditional African food is not catered for in Durban but in Johannesburg, one can easily find traditional African food. A male respondent said that:

- "I like to cook breakfast, because I don't get an African breakfast anywhere."
- "Jo'burg is the only place to get an African breakfast."

An African breakfast, the respondents stated included stamp, beef, tripe and so on.

B. Perception of Nature-based Tourism

What is Eco-tourism?

None of the respondents knew what the concept Eco-tourism meant and had to be told what it was. This word was new to them but they did know what visiting a game reserve and protecting the environment was all about.

Who do you think goes to nature reserves?

- "White people."
- "Well to do people, the 4x4 people."
- "International people, people from overseas."
- "People who can afford it and who like nature."

Why white people?

- "White people like animals."
- "Not to say we do not like animals, we do, but maybe because the white people knew before us, they knew the industry was going to be this, so they took it away from us."

But then why do African people still not go to nature reserves?

Group A

- "Game reserves and nature reserves were not marketed well to black people."
- "They belong to the white people "
- "There is a lack of information."

The group then wanted to know if the Lion Park is a Game Reserve, as two couples had been to it. They then among themselves agreed that it was not a game reserve due to the way animals are kept. The lions here are fed, and they do not hunt and are not really wild.

Group B

- "Game reserves are very expensive because it is based to people coming from overseas. International tourists don't have what we have, the lions and therefor they come to see the big five. They are paying in pounds/dollars, so they are in demand overseas. There is also more demand than supply then you find prices going up."
- "It is also a cost factor. I've never been to one but I understand that some of them charge in dollars. It is fine to charge dollars to international tourists, but is it fair to charge local people in dollars?"

The group was then asked where did they hear that game reserves charge in dollars. A respondent said:

- "They don't charge in dollars as such, but obviously they convert it to rands."
- "It tends to be the trend. If you take for instance Kenya where you have a vast amount of tourists coming into the country, there people charge in dollars and I'm sure when tourists come here, they expect to be treated the same way."
- "In some brochures, the prices are given in dollars and rands."

Have you ever thought of going to a game/nature reserve?

Group A

One couple said,

- "Yes, we would like to go, but I don't know where to go."

The other couples then agreed with this but stated that if they were given the R25 000, they

would have gone elsewhere and would have not considered the game reserve as they do not have information.

Group B

The men in Group B had been to Game Reserves due to company conferences. One family has been to the Drakensburg, which is the closest they have been to a nature reserve surrounding while the other couple were planning to go on a game reserve trip soon.

The couples were then asked to close their eyes and explain to the researcher what they would see upon entering a Game Reserve. What are your expectations upon entering the game reserve, i.e. for the first half an hour?

The immediate response was:

- "SNAKES, I'm afraid of them."
- "Lions, elephants, I will see them, but snakes, I'm afraid of them."
- "A guard will take me around, well trained guard."
- "I believe that the game rangers will be mainly white, because they are the ones that have had an opportunity to learn about the animals, to be taught about the different type of animals. It has to do with the opportunities that they were given."
- "Fortunately due to T.V., I now know that there are black guards."
- "Animals, restaurants, tuck shops, curio shops."
- "Giraffe, hippopotamus, elephant, gorillas, lions, tigers."
- "Animals, the big five."
- "Different kinds of animals that I've never seen before."
- "I want to know if it's safe with lions. I've read the paper and they say its safe but then something happens."
- "Game reserves have fences."
- "But some of them don't have fences inside. The fences are right around the boundary."
- "Trees, veld, probably see some buck. As you go further in, you will see more animals."
- "It depends on the time of the day. Maybe you will see a buck here, a zebra there."
- "For the first half an hour, you will see nothing more than trees and maybe some buck/antelope."
- "I will meet a game ranger at the entrance. He will tell me which route to take, he will tell me the safety rules. He will give me information on the place. We could either use his car and go around the place where he explains to me the type of animals, how you look after the animal, and how it should be treated. It's like a dog, if you scratch any dog behind the ears, it will respond, no matter how viscous. Animals are the same, they know how to treat them."

What do you want to see. What do you find interesting?

- "The big five."
- "I would like to see a lion catching a buck, maybe eating around a zebra that they killed, rather than seeing animals just walking around."
- "I want to see the way animals live, the baby."
- "I don't care about the scenic beauty, I want to see the lions and the hunt."
- "It will be interesting to all types of animals and the way they live."
- "It would be interesting to see an elephant, but not very close."
- "I don't think that there is anything that won't interest me in a Game Reserve."
- "I would like to learn something, like a game ranger pointing out a lions footprint or looking

at the dung and telling you maybe the animals passed by one hour ago, and when you ask why, he will tell you maybe the colour of the dung has changed."

Do you believe that people would socialise with others in the Game Reserve?

Group A

- "The kids will."
- "The adults will, but the kids more."
- "African people have pride, and we don't want to talk to people we do not know, strangers."
- "It is difficult with another race but it is also difficult between African ethnic groups."
- "With our friends, we have common goals and beliefs. If I want to approach them, I can do so with any manner, and they understand me. Other people could construe the way I talk as an insult but not my friend, he's my brother."
- "When you talk to a Xhosa, you have to think like a Xhosa, and we Zulu's got pride."

Group B

- "I think they do."
- "It depends on the program of the day, some game reserves have boma's where groups sit around the fire. Supper is served around the fire, in the bush. There is nothing behind your back and a lion can come and attack you, but they won't because of the fire."
- "In an area like this, one would socialise."
- "But besides the program, I think in general, say if you are all travelling in this one open truck, you tend to talk to one another naturally, even if there are people from overseas."

Would you as African people think that spending time at a nature reserve is a waste of your time and money? Why?

A clearly defined "No" was given as a response. A male member then stated that maybe they did not advertise to the Africans because:

- "African people drink and make noise."

He added that:

- "Maybe they did not tell us about it because we drink and make a noise. Black people like to make a noise till late."
- "They must not come and tell me to go to sleep because the animals are gone to sleep and I am disturbing the animals."

The rest of the group then stated that they have not seen adverts for Game Reserves and do not know where to go and how much it would cost.

- "It was not marketed, or the way it was marketed, it was not for us."
- "Sandile went to the Wild Coast instead of going there, maybe because he thought it was expensive to go there. It's not expensive, but he thinks it's expensive because he never saw a pamphlet/brochures."
- "Wild Coast is about R600, and we are still going to gamble there."

A couple from Group B stated that game reserves are expensive. When asked where they got their information from, they said:

- "I went to a Game Reserve, it was Bongani Game reserve, next to Kruger National Park. We were not going there to sleep but were going on company conference and we went just to see the animals. There was a group from Sanlam and also tourists. I asked some how much is it costing here? The person replied R2500 a night per person. I said what! R2500 per night just to see animals, sorry."

He went on to say that:

- "All Game Reserves are tourist driven and that all the tourists are from the U.K., where they have a strong currency."
- "When you divide R2500 by ten or 11, you get about £200, and for them, it's cheap."
- "This is ruining the local tourists market."

C. Advertising

Group A

This group was not prompted by any questions but went on to discuss advertising. They said:

- "These game reserves should come up with a brochure (advert) where they say, we charge so much for accommodation, so much for entrance fees, and tell the people what they can see, and so on."

They would like a pamphlet/brochure like that of hotels that gives the cost of single rooms, per person sharing and weather it includes meals and so on. These people always mentioned Wild Coast Sun, especially the way they market themselves in terms of T.V., newspaper, and radio adverts. They also appreciated the brochures that were been put into newspapers as well as those that were posted to their homes.

- "I read the pamphlets given at stop streets but I never saw an advert for Game Reserves."
- "I don't say they do not advertise in the newspaper, its just that I read the first few pages and the sports section and therefor do not see the adverts."
- "I think African people would want to go there. The animals and the bush are part of us."
- "African people will want to reintegrate to their roots."

The Advert/Marketing Campaign

The group was then split into men and women and each was asked to come up with an advert that would attract the African people. At this time, the men from group A went on a smoking break outside the house. It is important to note this because the men, having no contact with the women, gave very similar answers. It is also important to note that group B's respondents also gave similar answers to Group A's respondents.

The Women

The women had three marketing ideas. These included adverts in newspapers, competitions on radio's and education the youth. They said:

- "Use schools. Introduce the concept to schools."
- "The young ones, especially the blacks, force their parents by telling them what is happening."
- "Use competitions."
- "Place competitions on radio stations like Ukhozi and Radio Metro."
- "Have competitions where you win maybe a weekend out for a couple if you maybe write a paragraph about Game Reserves."
- "You can also ask questions about Game Reserves on the radio and win prizes if you get it right."
- "Use the black newspapers, like Ilanga and magazines like True Love, Mbona, and

Cosmopolitan."

- "Show the animals but don't show the snakes."
- "Show what the area has, maybe a lion."
- "Don't put soccer stars (or celebrities) but rather put animals and the scenery."

The Men

These men suggested many ideas. These are:

- "Place ad's on T.V. and radio stations like Ukhozi and Metro."
- "On the radio, you can run a competition like write a story about a Game Reserve."
- "Advertise during prime time television."
- "Target the African papers like Sunday Times with the Metro section. This paper features the African orientated stuff and I will not buy Sunday times without the Metro section."
- "Target City Press, Metro Beat. Whatever they write, we will read it."

- "Target young kids in schools."
- "Develop the interest in kids and therefor you will have a long sustainable interest in Game Reserves."
- "If kids of an early age go on trips/excursions to Game Reserves, they will tell their parents how the trip was and encourage their parents to go."
- "Have schools compete in an activity to deal with the reserve."

- "Ask to run team-building seminars from companies in nature reserves."
- "In our team-building exercises, these video cassettes are very relaxing. The nature reserve will be better."

- "Pamphlets are a very powerful tool."
- "Target savings clubs (stockvel). Go to NBS, ABSA or Ned Bank and get a list of the savings clubs and advertise to them with brochures or competitions."
- "Go to MTN or Vodacom and get them to SMS information to you like how Edgars and Fochini does with their sales."

Group B

This group, on the other hand, were asked the prepared questions but they themselves gave the marketing idea. Their views are as follows:

Have you seen nature reserve advertisements?

- "No, not individual advertisements as such, but usually in a general tourism ad, for the country/province."
- "I don't think that these people properly advertise themselves."

Do you read Out There or Get Away magazines?

One person reads Get Away magazine but believes that it is not geared to attract the African tourist. He states:

- "Get Away magazine publishes places that are inaccessible to them for starters."
- "The advertise things like 4x4. How many people own 4x4's today."

The above comment is directed to the pictures in magazines, which shows that the areas are only accessible by 4x4 or are only used by people with such vehicles. People are left with the notion that if you do not own such a vehicle, you cannot use such an area. Pictures and how

one presents an area is therefore important. The person continues to say:

- "They publish places/pictures that are far fetched and you begin to wonder if you will ever get there."
- "This is why we say Game Reserves are the white, rich, 4x4 clan."

Where could we put these adverts?

- "Put the adverts in Femina, Essentials, Cosmopolitan, and True Love magazines."
- "It has to have a lot of pictures of what you are promoting. Put pictures of scenery and animals in it and even contact details for more information."
- "T.V. could be expensive so I think that people should advertise in the local newspaper."
- "Local newspapers in the communities. Community newspapers. In the Highway area, we receive the Highway Mail all the time. This tend to be local and these community newspapers are important."
- "On radio they can do it. A lot of people listen to radio."
- "Word of mouth is also good."
- "The best possible one would be to do presentations. Like in a hall. Tourism is almost the same as trying to sell insurance, you selling something that is not touchable. You have got to be able to get them and demonstrate to them and get a dialogue going between them. When you put an advert in the newspaper, you read it and there is no emotion. You need to have physical contact with people. You have to play with emotions. its like insurance, if you tell a person that when he dies, your family will be left with nothing, and then boom, all of a sudden, somebody is interested."
- "Tourism should be done the same way, but the most effect way is television but it is expensive unless the tourism board provides with some sort of assistance. That is one medium that catches a persons attention but if you can't, the next best thing is to gather people around and tell them."
- "You must have incentives to get these people around, like a competition."
- "You can also drop pamphlets at home."
- "In the adverts, people would like to know that they would have a nice time with a braai, their own music, a sort of party. So if you sell the concept, it will be a bit thing."
- "Restaurants for them is constricting and they don't worry so much about it. It is more the social mixing, where you can have a braai, play music and nobody will complain at night. We want to have a good time."
- "African meals are also important. I will not go to a place that does not cater for me. The African market is a growing market and they should have an African menu."

D. Fears

What fears do you have of the reserve?

Snakes are a very big and important issue to both groups. All but one participant was extremely afraid of snakes. These people made it clear that they HATED snakes. They said:

- "The lion, we can see him and fight with him, but the snake you can't see."
- "We don't like trees because we (African people) associate trees with snakes."

The sessions were ended and the respondents thanked for their input and were also reassured that the field trip was safe.

African Adults with Children Focus Group				
Name	Age	No. of Children	Vocation	Contact Details
Sandile Kuzwayo	38	2	I.R. Manager	N/A
Sethabile Kuzwayo	35		Teacher	N/A
Tu Matthews	34	3	Credit Advisor	N/A
Sybil Matthews	29		Customer Services Rep.	N/A
Viva Khumalo	41	2	Self Employed	N/A
T.G. Khumalo	36		H.R. Manager	N/A
Sipho Gumede	38	2	Manager	N/A
Lindiwe Gumede	34		Subject Librarian	N/A
Lunga Madlala	36	2	I.T. Director	N/A
Zandi Madlala	34		Self Employed	N/A
Cecil Shabalala	37	2	Consumer Understanding Manager	N/A
Zini Shabalala	36		Home Executive	N/A

Appendix 2-3: Indian Couples

Date:	22 March 2001
Time:	18h00
Venue:	DRA Development 59 Rosebank Avenue Durban
No. of Respondents:	10 (3 dating couples and 2 married couples)
Age Group:	21 to 28

Interviewer:	S. Ramlagan
Transcriber:	S. Ramlagan

The focus group began with all participants being introduced and being told very basically what the focus group was about. This brief introduction was done so as not to influence the responses given by the participants. The group was not relaxed as they did not know each other and did not know what was expected from them. They were reassured by being told that their opinions are needed in this study and that all answers are correct. As the focus group session continued, the couples became more relaxed and began to discuss more.

A. Perception of Holiday

The ice-breaking question was:

What is a holiday and what does it mean for you?

- "Something where you can forget about exams, work, and all the stress. Anything that's relaxing."
- "Something that will get you away from stress and strain."
- "Getting away from our raciest boss."
- "Holiday is where you go to have a rest but in my opinion, I want to go sightseeing and not just staying in a room watching movies or sleeping the whole day."
- "Something fun. Something with activities, lots of things to do like horse riding, sailing, climbing mountains; mainly outdoor things."
- "It must be flexible, according to your time. Something you can do when you in the mood."
- "To have a good time. Leave the T.V. behind, leave the video's behind."
- "Serene, tranquil environment, getting back in touch with nature. Getting in touch with your natural self, your primal self, getting in touch with nature."

Can you describe to me your last family holiday? Where you went, what you did? What did you enjoy most and least about it? What influenced your holiday decision?

Of all ten participants, only one, Ms. Shakira Docrat, had not been on a family holiday due to work, study and family commitments. Her partner though, Ms. Ashmin Singh, has been to Nagle Dam, last year with her family. Ms. Singh stated that:

- "It is a beautiful place."
- "It is set in a small type of island, and is a game reserve with buck."
- "We went fishing, hiking and looked at animals."

- "Our influence was that we needed the break and my brother-in-law works for Umgeni Water and gets discounts."

Mr. and Mrs. Sewnath had been on a family holiday last year (2000). They stated that they have been to:

- "Shelly Beach. My sister had a flat down there and we decided to go. My sister was working in Shelly Beach but she was down in Durban for the weekend so we decided to use her flat."
- "We went alone and enjoyed the beach."
- "My husband and I do not spend a lot of time together and we don't sit down together to have a meal because of the business. Our working times are very different so we enjoy the time we spend together alone."
- "Our last holiday was a spur of the moment thing. The other influence was that the flat was there."

To this couple, a holiday is a time when they can spend some time in each others company. In their case, spending time together is a rarity.

Mr. Dereshani Moodley and Ms. Alesha Chetty's last family holiday was Easter of last year, when they along with Ms. Chetty's entire family, which included her parents, her sister and her two married sisters went to Kempanta Bay for a weeks holiday.

- "I enjoyed that my boyfriend came along with us."
- "We fished, played table tennis, and played with my sister kids."
- "It was just family time, time that we never spend together."
- "My dad is busy in the evenings and weekends with work and no one is really at home. It was time to get away."
- "Our family holiday was influenced by the fact that my parents needed a break and that it was the only time mummy could get off work, when the college goes on holiday."
- "My brother-in-laws brother works for the three cities group and that is where we got our information from."

Mr. Pravendran Pillay and Mrs. Reshika Maharaj had their last family holiday at Sabi River Sun, Kruger National Park last February.

- "I enjoyed the drive going up to the game reserve. The sight seeing was beautiful, mind-blowing."
- "I drove eight to nine hours all the way. When you drive and see the mountains, it is something out from the movies. You see the mountains, and the mist coming up from the mountains, it is extremely beautiful."
- "You can go overseas but check your back yard, it's beautiful."
- "Our influence was that my dad had a time-share week coming up, and we had a choice of any time-share in South Africa. I was born in the Transvaal and we always did a lot of travelling inland and we just decided that this was a beautiful part of our country and we wanted to experience it. Praveen, my husband, has also never been there and I wanted him to experience it."

Mr. R. Ramdhani and Ms. T. Chetty had their last holiday in February 2001, when they spent two weeks in Shelly Beach.

- "My girlfriend had some work to do at Shelly Beach for two weeks, so I accompanied her. She only had to work two hours a day, between eight and ten o'clock in the morning on

most of the days, and the rest of the time we spent together."

- "During the weekends she did not work."
- "We visited the place, went around to other towns and went shopping for antiques. We also went to the Wild Coast for the day. We visited the crocodile farm and also spent a lot of the time by a pond near the Guest house watching the birds and fish."
- "Our influence was that she was going on the trip and I did not have any commitments. It was also a time where we could spend together and the holiday for me was free since her company picked up all the costs."

How much does 'family' influence your choice in holiday destination?

Indian people are known to be very close to their families. Due to this, the extended family has been known to influence decision-making. The groups were therefore asked how influential families were in choosing a holiday destination.

The one couple that had a child was also asked how the fact that they had a child influenced their decision. Their answers are as follows:

- "My father loves game reserves and he was the one that influenced us to go to Kruger."
- "I prefer taking my child to a place like this (Kruger National Park) as opposed to Wild Coast as he will learn more. So therefore having a child does influence."
- "I will not go to Wild Coast to stay but I would go to it for a day trip."
- "We go a lot to the Drakensburg."

The other married couple in the group stated that their extended family does not influence their decision and went on to state:

- "If we feel like doing something, we just do it."
- "We do not wait for other family members."

The remaining couples are not married and live separately with their parents. They stated that family does influence their holiday decisions and when going on holiday, the whole family goes along. This can be seen in the previous question.

What considerations do you take into account for each other?

- "He likes to go to Sun City and relax and I like the game reserves, so we therefore talk and compromise on our holiday decision."
- "At the end of the day, our budget makes the final decision on our holiday plans."
- "Budget is important when making the decisions and we do compromise."
- "My boyfriend is a big push over and he therefore allows me to make most of the decisions, but we try to do something that both of us like."
- "When we plan a holiday, we sit down and discuss the different choices and the choice that is most appealing to all is the holiday decision. We therefore compromise."

If we give you R25 000, where would you go for a week's holiday? What is your ideal holiday destination? Why would you go there? Have you seen adverts for this place? Did the adverts attract you? Why?

Mr. Pravendran Pillay and Mrs. Reshika Maharaj

- "Mauritius, because it is probably cheaper."
- "The R25 000 should cover the cost of the air tickets and the accommodation for a weeks holiday for the three of us."

- "Mauritius is the closest thing to the Camores."
- "Besides the cost, what I've heard is that it's beautiful."
- "There is a lot of people that have been there. It is a good place to visit."
- "We heard of it through word of mouth."

Ms. Ashmin Singh and Ms. Shakira Docrat

Ms. Singh stated that she would like to visit the Serengeti Planes because:

- "The Serengeti Planes is Richard Attenbourghs influence."
- "The T.V documentaries and the Getaway magazines show that the place is so beautiful and I want to see it."

Ms. Docrat on the other hand stated that she would prefer to visit Bali and stated that:

- "Top Billing, the T.V. program, had a thing on Bali and it was absolutely lovely."

Mr. and Mrs. Sewnath

- "I would like to go to Bali."
- "They actually call it mini Mauritius."
- "A lot of Australians flock to the place because the cost of the holiday is very cheap."
- "A friend of mine went to the Junior World Surfing Championships at Bali and she told us about the place."

Mr. Dereshan Moodley and Ms. Alesha Chetty

Mr. Moodley stated that he would like to go:

- "Back to the bush, I like the bush."

His girlfriend on the other hand stated:

- "I will be lying if I say that I would like to go back to the bush."
- "If he wants to, he can always go by himself."
- "I would like to go some where, where there is snow, maybe abroad because I've never been abroad. I would like to go to Switzerland."
- "I could try skiing and see what the place looks like with snow."

Mr. R. Ramdhani and Ms. T. Chetty

Ms. Chetty stated:

- "I would like to go to India because that is where my boyfriend wants to go."
- "He loves the place."
- "His parents have been and he is really very Indian, so I would go there because of him."
- "I though would also like to go somewhere, where there is snow, also maybe Switzerland."
- "But because of my boyfriend, we will go to India."

Mr. Ramdhani added:

- "If you give me R25 000, we can easily add more money and do both India and Switzerland."
- "My uncle told me that with R10 000 per person, you can have a very good, three week holiday in India. This money includes air tickets, hotel accommodation, meals, touring and even shopping."
- "With adding more to the R25 000, we could spend a week per places, but I would prefer to

spend the entire holiday in India. We will therefore compromise somehow."

Would you take your friends or family members along for the trip if they can afford it. Would you take friends with children or without children?

Everyone in the group stated that they would definitely take their partners and one person stated:

- "I will take my wife, and that is it. I will not ask anyone else to come even if they are willing to pay for their own costs."
- "There are some holidays where we will ask family members or friends to join us but the majority of the cases, we would go on our own, like this (Bali) holiday."

This couple, Mr. and Mrs. Sewnath never spent time together and therefore as mentioned before, a holiday for them, means spending time together alone.

The rest of couples stated that they would ask both friends and family members to come along even if they had children or not. They stated:

- "You would basically tell people who you would like to go with and if they are willing to come and pay their own way, then they will come."
- "There is safety in numbers, especially if you travel abroad for the first time."
- "It will be good to have someone who has got experience as opposed to a group that does not. It's good to take who have been."
- "In a group, you tend to enjoy things better."
- "I will take both family and friends."

Ms. Singh was the only person that did not want to include her family in her holiday and stated that:

- "I don't think I'll take family, because family brings about the whole home concept which you are trying to get away from."
- "Holiday is about change and wanting to get away and family is a familiar setting."
- "Family is part of the norm and we want to get away from that."

With regard to families with children, the group who would take friends or family members stated:

- "It doesn't really matter if the other people have kids or not."
- "For my child, it would be nice to have other children along but it doesn't really matter, it's not that important."
- "The other children though would give my baby company."

What different Activities would you do?

- "Observing the animals and going on these wonderful wildlife hikes."
- "Visit the beach, shopping, sightseeing, snorkelling, swimming, going on the glass bottom boat. The mainstream tourism activities."
- "I would go to the little markets in Bali, and see the sights."
- "Rent a house on the beach and enjoy the facilities that they have there. Apparently you can walk a kilometre into the ocean and the water only comes up to your knee. We love the ocean so would take long walks."
- "Ski, and just enjoy being around the snow because we never get that chance in South Africa. Being romantic and curling up with my boyfriend around the fire."

It is interesting to note that only one of the couples wanted the cultural experience. This was the couple going to India, Mr. R. Ramdhani and Ms. T. Chetty. They stated:

- "We will see the place and tour the area."
- "I want to go to all the back areas, down the small roads and truly see the living conditions of the people. I want to talk to the people and see their way of life. I also want to taste their food."

What is most important for you on holiday, is it Experience, Leisure, or Adventure?

Adventure was the most important aspect of the holiday, followed closely by experience. Most of the respondents saw leisure as of least importance while on holiday.

While on holiday, are restaurants important and why?

All but two respondents stated that they would prefer to go to restaurants. This male and female respondent was not part of the same couple. Their partners on the other hand preferred self-catering. They stated:

- "Restaurants, because I hate cooking."
- "In restaurants, you get better food. Not that my girlfriend cannot cook, but you have a bigger choice, more variety at a restaurant."

The rest of the group stated:

- "No, we always go to self-catering facilities when we go on holiday."
- "If you taking a time share as opposed to a hotel, I would prefer self-catering."
- "With self-catering, we could improvise on our meals, some times, we could cook and sometimes we could buy out."

B. Perception of Nature-based Tourism

What is Eco-tourism?

Only two people believed that they knew what the term Eco-tourism meant and stated that it was:

- "Being aware of your environment, in terms of the ecological environment, the habitat."
- "It is where you promote nature and the environment. Where you try to make people aware of, respecting and enjoying it, but not harming it at the same time."

At this time, the group asked the researcher to explain what the term meant.

Who do you think goes to nature reserves?

- "Nature lovers."
- "Mainly whites."
- "I also believe the blacks (Africans), because it is where they live and it's their culture."

Have you ever thought of going to a nature reserve?

From earlier answers, the majority of the respondents have thought about vacationing or have been to nature reserves. This question was therefore not asked.

The couples were then asked to close their eyes and explain to the researcher what they would see upon entering a Game Reserve.

What are your expectations upon entering the game reserve, i.e. for the first half an hour?

- "Houses, cottages."
- "Bush and trees."
- "Something very quiet. You would not hear anything, because you are not in the city. You

- are going to be relaxed, so you would hear nothing."
- "Fresh air. You don't get that in the cities."
- "I don't think it will be very green."
- "A long drive up to the cottages with nice friendly people to welcome you."
- "Clean air, no smog. Very different to what you expect from city life."
- "I don't expect to see much bush around where the cottages are. There won't be animals there by the cottages."
- "Lots of very green trees."
- "Hopefully you would see some animals, probably some springbok, nothing harmful, no lions as such. You would see giraffe, birds."
- "Dung on the road."
- "Untainted natural habitat."
- "Lots of birds and the scurrying away of the animals once they detect the human presence."
- "Lots of bird sounds."
- "Animals in trees, such as monkeys."
- "Lions, rhinoceros and natives with butt/bum flaps."

The group was then asked why so few of them mentioned animals and so few animals at that? They stated:

- "Because we hope that there aren't any animals where we are living or close to where we live."
- "Maybe we would see a glimpse of an hyena."

What do you want to see. What do you find interesting or what will not interest you?

- "I don't think that there is anything that will not interest us at the moment. Maybe when we get there and see something, it will not interest us."
- "Both the scenery and the animals will interest us."

At this moment, the researcher was asked if there is anything to do at the game reserve besides watching animals. They said:

- "If people are going there for a holiday, they are going to want to do something, if they are going there for a long period, its got to be something more than just looking at the animals."
- "There are people that when you tell them lets go to a game reserve, they are going to say, what are you going there for when you can see that animals at a zoo!"

This started a debate on the difference of viewing animals at a game reserve as compared to a zoo. The argument is as follows:

- "Believe me, it's not the same."
- "We have been to a zoo and have also seen them in wildlife and it is not the same."
- "When you see a lion being fed in a zoo it like looking at a big cat. When you go into the wild and you look at them, feeding of a carcass, it's more exhilarating."
- "Imagine you look at a lion trying to track down its prey."
- "Or you just drive past and you happen to see a cheetah or a leopard. Its wild and they are not accustomed to humans. We are looking at their reactions. That gives you the satisfaction, looking at them in the wild."

Responding to the earlier question, the researcher asked, what other activities would you like to do in the game reserve?

- "A swimming pool, games, like a games room and things like that."
- "We would like to sit by an open fire, and smell the air."
- "I hope we get to light a camp fire."
- "I get bored easily and would not like to sit and just do nothing."

Do you believe that people would socialise with others in the Game Reserve?

- "Yes, to experience other cultures."
- "I believe they would talk to us because we are locals and the foreign visitors might want to know about the place and about our culture."
- "I will talk to them but you do get some anti-social people that would not talk or associate."
- "There is this whole cultural environment that people would want to get to know."
- "A majority of tourists, visiting the country are sixty (age) and over. They are hardly any youngsters and I would love to know where they came from, and their language. It would be nice."
- "I would find out why they came there, what they intended seeing. Where they came from and what they saw."
- "Age wise, I do not know if I could communicate with some one that is sixty and over."
- "Overseas visitors are mainly older because that is what people do with their retirement, they travel."
- "I believe people would interact. They would all be scared and when they are scared, they will come together."
- "When we were at the game reserve, we used to notice that people used to stop along the way every time we saw a car and tell people what game we saw in the region."
- "People interact by sharing information on what they saw and where the best place is to spot animals."

Do you think that Indian people think of going to game reserves?

- "No. Indian people are too commercialised, they like going to commercial places."
- "Maybe the younger generation like us will go to game reserves."
- "It costs a lot of money to go, transport, petrol, the stay over."
- "I don't think so, because people spend a lot of money going to Sun City. The same money that you spend at Sun City, you can spend at a game reserve but they don't tend to do that. They prefer going to a place where they is gambling, activities and restaurants, a sort of built-up industrial area as opposed to going to the wild."
- "I agree with that. If you take the amount of money that they will spend in a casino, they can easily spend it going to a game reserve but they don't. Their budget therefore does not come into play because they will spend more at a casino than at a game reserve. Indians don't like going to a game reserve."
- "I believe that it is also because of the way Indians have been socialised. To appreciate nature is not so much of an issue."
- "I believe that apartheid had something to do with it like the way in which the economic divisions and the socially structured divisions."
- "Whites had more money and were allowed to go to certain areas as opposed to Indians or Blacks."
- "My dad used to go to the Kruger Park and they had separate camps. They just had a tent structure as opposed to the whites, who had built up houses/huts with fences. That was also a deterrent."
- "Whites bring their kids up with that culture and we never had that experience. If you don't have that experience and background, you will not persue it. Maybe now, our younger

generation is getting the experience, and will go to nature reserves."

Do you believe that nature reserves are costly?

- "Yes, depends on the distance. Kruger is an eight to nine hour drive and Hluhluwe is a three hour drive. Petrol/travelling is expensive."
- "The nature reserve itself, I don't really know if it is expensive or not."
- "I think that it is expensive. You not only have to pay for the accommodation but also the other activities and all this adds up to being expensive."
- "I would believe it's costly."

The group was then asked to compare a two night vacation in a game reserve to a two night stay at Wild Coast Sun. Wild Coast Sun was chosen since it was mentioned earlier and is mainly frequented by Indians from Durban. The respondents were asked to exclude the gambling and cost of meals and therefore only concentrate on the cost of the accommodation.

Is a game reserve like Hluhluwe more or less expensive than Wild Coast Sun?

The group as a whole stated that:

- "Wild Coast is far more expensive."

They were then asked why did they earlier state that it was expensive to go to a game reserve.

They stated:

- "We were not comparing it the last time but generally felt that it was expensive."
- "Although it is less expensive than Wild Coast, Indians will still or rather go to Wild Coast."
- "The Indians have gone very westernised and have gone away from their roots and they prefer to do what they perceive is more westernised things. While Wild Coast may be more expensive than the game reserve, it is seen as much more westernised than going to a game reserve."

At this point, the conversation moved into discussing advertising and marketing of game reserves.

C. Advertising

- "But sometimes, Indians do not really know about game reserves. If you look at the Sunday Times Magazine, in the back pages, do you know how many adverts they have about game reserves. The advert is about 2cm in diameter or length."
- "There is no advertising for game reserves for Indians. If you ask any Indian to name the first game reserve they can think of, they would not know. Not many Indians will be able to answer this question."

Have anyone seen adverts for Game Reserves?

Only one person in the group stated that she has seen adverts for game reserves as she reads Getaway Magazines. The group stated:

- "If you were to ask Indians, 90% of them would think of one game reserve, that is the Kruger National Park."
- "They also think that it is so far away and is so expensive. They do not really know of the other game reserves like Umfolozi as there is no advertising or the adverts are not targeted to them."

Where should one place the adverts and how?

- "Put up posters."

- "Put a supplement in the Sunday Tribune or Sunday Times."
- "Advertise like how they advertise the Sun City and Wild Coast."
- "Advertise mainly in the Post. The Post targets Indians."
- "Advertise in T.V. programs that would attract a large Indian audience like Eastern Mosaic. Even during the Soap Operas, like between Bold and the Beautiful."
- "Have advertising like competitions where you give away trips. Word-of-mouth is a very powerful marketing tool among the Indian population."
- "People that go there and experience it will come back and rave about it to other people and that alone will get people focusing."
- "People will look at ads, but is would not really hit them. If they hear from someone else, and it sounds good, it is more believable and people will go."

Knowing that only one person in the group reads Getaway Magazine, the group was asked if any of them used other sources to get information such as Tourist Junction or was word of mouth their only source of information. They stated:

- "No, we don't use Tourist Junction or travel agents to make holiday plans."
- "I use to see Tourist Junction in town, but I never knew what is was until you told us now."
- "I used to always what it was as I never heard of it before. Do only tourists go there? I don't know how to use it."
- "Maybe they should advertise and market Tourist Junction more so that local tourists would know of it."

At this point, the respondents wanted to end the session as they were called at the last minute and had other plans. The actual detailed marketing concept was therefor not discussed but the respondents were told to think of it to discuss while infield. The session was ended and the respondents thanked for their input.

Indian Focus Group				
Name	Age	No. of Children	Vocation	Contact Details
Pravendran Pillay	28	1	Audit Clerk	N/A
Reshika Maharaj	24		Attorney	
Arvind Sewnath	25	0	Machine Operator	N/A
Jean Sewnath	24		Admin. Clerk	
Dereshan Moodley	25	0	Manager	N/A
Alesha Chetty	22	0	Accountant	
Ashmin Singh	25	0	Psychology Student	N/A
Shakira Docrat	21	0	Teacher	N/A
T. Chetty	25	0	Manager	N/A
R. Ramdhani	25	0	Self-employed	

Appendix 3: Field-Trip Focus Group Questionnaire

Friday Night Focus Group Session

- How was the drive up?
- What did you bring along with you?

(On your first day here, what do you think of the place – first impressions.)

- Did you enjoy your day?
- What did you enjoy about it or what did you not enjoy?
- What did you do/see? Describe in detail?
- Were your expectations met?
- What was the difference between your expectations and what you saw/experienced today?
- Was there anything that did or did not excite you? Explain in full?

- What do think of the reserve? Overall impressions.
- What do you think of the accommodation provided?
- Do you think that African/Indian people would like this type of accommodation?
- What would you like/prefer and what do you think African/Indian people in general would like and prefer?

- How are your children enjoying this experience?
- What have they so far enjoyed the most?
- What do you think tomorrow is going to be like?
 - What do you think you will see, do and experience?
 - What are you hoping to see, do and experience?

Saturday

- How did you sleep last night? Was it good or not? Why?
- Did you enjoy your day?
- What specifically did you enjoy?
- Is there anything you did not enjoy?
- What do you and your children think of the animals?
- Which animals did you and your children like or dislike and why?

- How are your children enjoying this experience?
- What have they so far enjoyed the most?
- Is this a good holiday for African/Indian families?
(Probe if this is a good holiday for African/Indian children and ask why.)

- Do you like living in this sort of outdoor environment? Why?
- From the experience you had so far, do you want to come back? Why?
 - Will you come back by yourselves, with your partner only or with the whole family?
 - Will you ask friends to come along with you? Why?

- In general, do you think African/Indian people would enjoy a vacation like this? Explain?
- Now that you have seen and experienced the place, is there a singly marketing strategy that you can think off to attract African/Indian people to the area?
- When looking at adverts, does seeing white people with 4x4s put you off because you then see that activity only suitable for people with that type of vehicle or only for white people?
- If we were to print brochures, pamphlets, or newspaper articles, what information should we include?
 (Probe about cost per person or per family (of four) or cost per room/hut/rondavel. Also types of pictures - whether black or white families or a mix. Should we use ordinary people or people with extravagant cars, should one say what type of meals the restaurants provide, like traditional African meals, and so on.)
- Now that you know what this place is like, how much longer do you want to stay? Why?
- If you come back to this nature reserve, how long will you stay?
- Besides visiting this nature reserve, is there anything else that you would like to do in this area?
 (Probe about going to St. Lucia for a day trip or to villages in and around the area to get the cultural experience.)

Appendix 4: Field-Trip Focus Groups

Appendix 4-1: African Youth

Interviewers:	Aki Stavrou
	Alex O'Riordan
	Shandir Ramlagan
Transcriber:	Shandir Ramlagan

A total of 10 respondents, i.e. five males and five females, were chosen to go on the trip to the Hluhluwe/Umfolozzi Game Reserve for a total of three days and two nights. At the last minute, one male and two females stated that they could not make the trip due to family, work and study responsibilities. This group departed on 02 March 2001 and returned on 04 March 2001.

Day One: 02 March 2001

Departure and Drive Up

The departure time was set for 13h00 but due to late arrival of respondents, departure time was rescheduled for 14h30. On arrival at the departure site, all respondents actively participated in loading the microbus. The males in the group sat together mainly in the back of the microbus while the women sat together in the front seats.

Arrival at Hluhluwe/Umfolozzi Game Reserve

On arrival at the Nyalazi Gate, excitement was high with all respondents taking out their cameras and taking pictures of themselves at the vehicles and at the entrance gate. Apart from taking individual photographs, group photos were also taken and was reminiscent of tourists from Europe and China. This is not something one tends to see in game parks in South Africa. There was specific mention of the big five and the group were excited to see it.

The drive to Hilltop was at first very calm with people sitting with their legs up but as soon as the first animal was spotted, the microbus became filled with excitement with group members exiting the vehicle to take pictures of the animals. When buck were spotted, it was interesting to note that a large number of people in the group knew what type buck it was. There were even debates and arguments as to what type of buck was seen. The zebras also drew as much excitement as the other big game. This is interesting to note because when a rhino was spotted, there was not as much excitement as one would expect.

As the drive continued, no animals were spotted. The conversation then changed to discuss snakes and the fears of it. People expressed specific concerns about snakes and fears of them, which lead on to the whole symbolism and culture of snakes where they started discussing stories and the use of snakes in muti. The discussion even went onto discussing cyclones and hurricanes.

Culture and symbolism was also important when the group saw the different animals. They began to tell fairytales, myths, and basic cultural stories about the area and certain animals. When they were told that part of this area was used as King Shaka's personal hunting grounds, there was more interest paid to the area. This can therefore be used as an advertising angle, where one could relay the history of the land and use it as a revisiting angle (African Renaissance concept mentioned by the adults) to advertise it.

Throughout the conversation though, there was the element of going out into the wild. People even stated that this is not very different from the rural lifestyle. The people here were clearly only talking of the vegetation and the scenery. For this reason, the scenery did not excite them but the animals did. The one thing that the respondents did relate to was that they saw a game park as not only for looking at animals, but also for sitting down and relaxing a lot of the time and maybe having drinks and being in the quiet.

They did though express concern that they would have to keep quiet at nights. The fact that they were cut off from the rest of the park community due to the cluster of houses being far apart impacted on their socialising at night. As it was only this group that occupied a cluster of houses, they socialised late into the night, making a lot of noise. This is not typically done at a nature reserve and the group was not interested in listening for the night sounds.

What was also seen from the group was that it would be good to have a sort of area where one could light camp fires and sit around and recount these myths and stories of the area. If there is an older, African male that could be the storyteller, it would not only benefit the local tourists but will also be beneficial to the international tourists.

In-field Focus Group Session One

First Impressions

How did the first impression of this place impact on you?

What were your first five minutes like?

- "Reality, I didn't believe it but from today I know if somebody is talking about nature, there is nature and you can't change it."
- "When I was thinking about the carnivores, I was thinking these things don't exist. But now."
- "For me, it was very funny seeing them, but I never saw any carnivores. For me, I was thinking now maybe these things don't get along. The carnivores maybe were on the other side."
- "We got excited by the rhino's."

Although at the time, they did not outwardly show their excitement towards the rhino's!

What do you think of the animals?

- "For me, I've been to Kruger before, but I must say it's different."
- "Each time you come to a game reserve, what you see is always different."
- "It was exciting for me to be close to a rhino because I've never been that close, and it's fascinating, animals you always see them on T.V. and everything and it's fascinating to have a closer look at them."

- "It's nice to be afforded the opportunity to take photo's, everyone brought cameras."
- "I brought two cameras."
- "The zebra, we always see them on T.V. but to see them live with your naked eyes."
- "A black family who has money will come and see this wildlife."

Why will black families pay to see wildlife?

- "Just to get away from town or where you stay. To get a place where its quiet, where there is no people. Here there is no people, only animals and I think the atmosphere is untamed, it's cool."
- "The environment is tranquil and quiet. This is out from all the noise pollution, no taxi noise."
- "It is nice to have the tar roads."
- "You can relax in the car and watch."

Who can tell the difference in the buck? What buck did we see?

- "Kudu."
- "Impala."
- "Nyala."
- "Bucks are very common, you normally see bucks."
- "You don't know what type of buck it is but they are common and we ended up saying that we saw that already."

- "The rhino's really made an impact"

This is interesting because the group did not have a big reaction to it when it was seen but they now state that it made the biggest impact or impression.

- "This was the first time I saw the Nyala, it's beautiful."

Why did you get out of the vehicle to take pictures?

- "We wanted to go out."
- "To be out there in the wild."

From this, one can see that the African youth did not realise the dangers of a game reserve. Although they wanted to exit the vehicle, they were stopped for safety purposes.

Noticing their enthusiasm for getting closer to the wildlife, they were offered a bush walk.

Do you want to go for a bush walk tomorrow?

- "No, I find it very scary."
- "I will stay in the car."
- "My main fear is snakes."
- "I can actually go through the bush, I don't mind, but snakes."
- "Will we be able to see the lions tomorrow?"

It is interesting to see this contradiction because the African youth want to exit the vehicle to take pictures, yet are not willing to go on a bush walk due to fear of the animals.

If there was a zoo in Durban with lions, would you pay money to go and see the lions?

- "Sure, if there are lions there, I'll go."
- "It doesn't fascinate me to see lions in a cage. I like to see them wild, like they are, like what I see on the documentaries."
- "I always wondered how do they compile a documentary. They sit there and watch and trying to monitor the lions."
- "I also noticed that these animals are not running away from the cars, I wondered why?"

What did you think of the scenery or did anyone think of the scenery?

- "For me, it doesn't fascinate me, maybe I've see it before in rural areas. I've see the mountains and the trees, but the animals, yes that was a big attraction for me."

The rest of the group was in agreement saying yes.

- "Birds are not my major attraction as well."

One member of the group wanted to know if the area had waterfalls. This prompted the question:

Do you like waterfalls and want to see it?

- "It is not something that I saw and I expected to see it here."
- "When you see a waterfall like on T.V., there is something like a rainbow in it. Maybe I think that this only happens on T.V. and I want to see it for real."
- "It is real, I've seen it."
- "We want to have a shower under it."
- "There is this perception that if you go down there, sometimes you don't come back."
- "You will come back but if you don't know how to swim, then you won't come back."
- "No, there are things under the water, a big snake."

There is a snake park in Durban! How many of you have been there?

Four out of the seven respondents visited the Durban Snake Park.

- "We went there to see the snakes especially if you know that there are there."
- "I would not like to see the snake in the wild."

Accommodation

- "I would love to have my own facilities. I don't want to go back home on Sunday and say that I need a bath."
- "I would love to experience the wild but when I go back to my bungalow or tent, I would like modern facilities so I can have a shower."

These people also stated that they would like televisions in the room and electricity that does not go off at certain a time.

They went on to state that when people come they must also have a variety of food, where they can eat at the restaurant, or even cook for themselves.

- "I think if we go to a certain area, we must experience the food of the area."

- "I would like to have the option of going to the Hilltop restaurant and buy traditional African food. I would like to have that option."
- "I believe in any country, there is food that that country eats."
- "Like in America, they usually eat burgers."

If you want to come here again, how would you?

- "We could use a friends car."
- "Maybe we could hire a taxi."
- "I would not like a packaged deal, I would personally like to do it on my own. We could organise the transport and adjust our times not rely on fixed times like on a packaged tour."
- "Some people don't have transport so maybe on a weekend if there is transport, we could come here."
- "If you think of coming here, it is a set back. We cannot hire cars, it is very expensive. If we had a packaged tour where you pay one price and you get the entrance fee and accommodation and game drives, it will be better."
- "It is not that we do not want to come here, but there are other factors."
- "We don't have a credit and transport is a problem."
- "I could speak to a friend who has a car but if he comes here once and sees the road, he won't want to come here again."
- "The gravel roads are a problem. Even if I buy a car and my friends ask me to come here, I will probably think twice because I won't want my car to get damaged."
- "It is worth it to tar the roads, especially for me, the tar makes things more comfortable."
- "I would like to come here with people I am comfortable with. I don't want to come with a bus with my girlfriend and so many other people I do not know."
- "I would not come to this place if its just the four of us, maybe I will come if its four guys and their girlfriends, eight, then I will come."
- "For me I will organise this for a whole group coming here, socialising and having fun."

Who would you come with?

- "For me, I won't mind coming here with three or four guys."
- Of this group only one person, a female stated that she would not mind coming to the reserve with only her boyfriend yet the others wanted to come in groups with a minimum of four people. One person stated that he wanted to come in a group because:
- "For me, there are many other places I could go with only my woman. When I come to the game reserve with only my woman, I am not going to be able to enjoy it as much because its only me and her. I would like to have more than four people and it will be fascinating what we see and to talk rather then just me and my girlfriend."
 - "If I come here with my girlfriend, we are going to end up in bed."

How would you deal with people from different cultures?

- "If they came here, they should learn to relax and enjoy the place."
- "They need to experience different cultures."
- "It is good to interact with people from other cultures and other cultures. If I go to the Hilltop, and sit in the bar, I must talk to other people."
- "If they are willing, we will talk."
- "I don't have a problem with foreigners. I think that everyone is minding his own business."

Marketing Strategy

How does one sell this place, what kind of advert and where do we put the advert?

- "I think the braai must be there because people will want something where they will enjoy themselves."
- "Put black people in the advert. Most of the time black people don't come to the game reserve because they don't think its for black people."
- "Put black people in the advert and show them, having fun."
- "Show them fascinated and enjoying what they are about to see. Show some rolling down a window and taking pictures and looking through binoculars and them driving about."
- "I think its much better on T.V. and maybe the radio."
- "In the radio, there must be some sound in the background of animals, maybe you can hear a lion roar from far away."
- "The message should say 'Come and Experience the Untamed'."
- "This is the African culture so it must be in the African language."
- "Come and Experience Our Untamed Culture."
- "Or Our Untamed Heritage."
- "Use Mbona for the magazine adverts."
- "For the middle class use Cosmopolitan as well."

In the car, we talked of the stories and fairy tales. Is this Important?

- "Yes, if you can make a clear point/picture where you say this grounds where used by Shaka to hunt, people will be attracted."
- "Most of the people can't forget about King Shaka and therefore you should put something about him."
- "Maybe the hunters before used spears but the hunters now use cameras."
- "Show pictures of Shaka hunting with the spears and then maybe someone (Gazi) now hunting with a camera."

What about African people who are not related to Shaka Zulu, will this concept work for them?

- "Yes it will, but you could also use Moshesh."
- "If someone says that Moshesh was at this place, then people will be interested."
- "If I go to a reserve in Lesotho, I will want to see what those people history is, how they do things, and how they fight."
- "I grew up with the history of Shaka and therefore will want to know something different."
- "Others will want to see something different and therefore if you use Shaka, they will be interested."

If you now want to go away on a holiday, what money are you willing to spend on a holiday like this?

What do you think the entrance fee was?

- "I hears it's R10."
- "Maybe its R45."

- "I think R60."
- "I wouldn't mind R15."
- "Maybe R20."
- "Ya, not more then R20."

How much does it cost to stay in a rondavel like this at hilltop?

- "R35."
- "I wouldn't mind paying R90 to R100."
- "R100."
- "R80."

When the respondents were told that it was R110, they said:

- "Very reasonable."

The session was completed with everyone being thanked and told of the next day's itinerary. They were also told that they will be moving camp and will be moving to luxury safari tents at Mpila, where they would have their own bathrooms and kitchen facilities.

Day Two: 03 March 2001

The group was up early and planned to drive to the Thiyeni Hide. On the drive, a lion was seen with a collar on it and as expected, everyone got excited. A few buck were spotted and some were mock fighting. The males then commented that this fight was over a female. At the hide, the group was very noisy. They did not have the patience that one would need to sit quietly and view the animals. For this reason, the hide concept did not work for them. They though did enjoy their breakfast at the hides' picnic site.

The drive back to Hilltop was uneventful and we stopped at the restaurant and bar for coffee. Although there was amazing scenery to view from Hilltop, the participants sat inside and did not pay attention to the scenery at all. This youth group separated themselves from the adult/family group, because the family group particularly made plans to buy unprepared food and prepare it at their campsite. The youth on the other hand wanted to eat in the restaurant and were not prepared to cook.

A buffalo was seen and everyone took pictures. An iguana was also spotted and in this case, the bulk of the conversation about it was about how it tasted. A lot of people in the vehicle believed that there are tigers in the park. They do not realise that tigers are not from South Africa. The people also discussed the afternoon's activities and were worried that there could be nothing to do. They were keen to go on another drive.

It is also important to note how the white tourists in the park saw the Africans. On many occasions, the whites looked and starred at the microbus full of the African participants. At some points, a look of disgust was seen on their faces. This was also noticeable during lunch at Hilltop. This group is a bit louder then the average tourist at the game reserve and one notices the disconcerting glances by the white people. It will be interesting to study how the introduction of African tourists will effect the existing client base. It must be stated though that the all the employees at the Hluhluwe/Umfoloji Game Reserve were very friendly and always had smiles on their faces. The foreign tourists (noticeable from their accent) were also very friendly. Of the South African visitors, only one couple (an older white couple) made conversation and were friendly.

Mpila Camp

After lunch, the group relocated to the safari tents at Mpila camp. They were totally comfortable with the warthogs walking in the area. At 16h00, the group was extremely exhausted. They were told that they could relax and have a beer, but they insisted on going on another game drive. The next drive was to the Sontuli picnic site.

During the drive, there was a lot of emphasis on the social part/aspect of the trip. The group liked to socialise with large numbers of people that they know until late at night. An important point to note at this stage of the study is that the respondents do not believe that anything is wrong with littering as they continually threw their beer cans out the window. The first day they did this, they were warned not to do it again, but now at the end of the second day, they started littering again. From this action, one could conclude that this group did not get the full concept of the park and protecting the wildlife and keeping the area natural and as pristine as possible.

On the drive, baboons and monkeys were seen. This commanded a lot of attention from the group. The group were fascinated by the baboons and continued talking about them. At the end of the drive two group members began asking questions revolving around when was/is the best time to come to this game reserve. They also wanted to know when to book and where one could make the reservations. There was a clear interest been showed in returning to the reserve.

On returning to the safari hut at approximately 18h00, a troop of vervet monkeys were seen raiding the food. The participants, on booking in at the safari tents, were told to keep their food in a latched cabinet. There were also warnings in each safari tent yet none of the participants paid any attention to it. The females in the group were generally horrified at what happened but later laughed it off.

The Evening

Towards the evening, the group was more relaxed and seemed to like the safari tents more than the rondavels they were staying in before. They liked the fact that this accommodation had a larger socialising area, where each tent had its own kitchen area and balcony. They all gathered in one tent and had their braai together. This socialising lasted until 01h00 in the morning.

Day Three: 04 March 2001

The singles group were trying to discuss which is a better camp, Hilltop or Mpila. They stated that it was hard to differentiate but if they were forced to choose, then they would spend two nights in the reserve, with one night at Hilltop and the other at Mpila. If they could only come for one night then they would choose Hilltop because it was closer to the facilities like the shop, bar, and restaurant.

The girls were still upset about the monkeys and complained, as their food was stolen/raided again. Upon leaving for Durban, the group stated that they would like to stop at the curio stand at Nyalazi gate. It was interesting to note that when the group saw a tortoise, it commanded as much attention as did the lions.

At the craft stall, the commented that some of the crafts at the stall were in fact expensive, this was because that had purchased African craft work before and therefor knew the prices. Final photographs were taken at the gate before departing to Durban.

Drive to Durban

On the drive down, it was important to note that the group were upset that the adult group was not punctual. They African youth group departed on a very well note and exchanged numbers to keep in contact with each other.

Two days after returning from the trip, a respondent was called to clarify some information. When the female respondent was asked how the trip was, she stated:

- "It was an opportunity of a lifetime. I never would have imagined it."

Respondents Chosen to go on the Trip			
Name	Age	Telephone No	Vocation
Florah Zwane	26	N/A	Bookkeeper and receptionist
Masindi Ncwane	24	N/A	BSc Grad.
Babes Gelese	25	N/A	Commerce Honors Grad.
Mbongeleni Khumalo	26	N/A	Trainer
Protuis Xaba	24	N/A	Engineering Operator
Gazi Miya	25	N/A	Lecturer
Mondli Zondi	26	N/A	Telkom Technician

Appendix 4-2: African Adult's with Children

Interviewer:	S. Ramlagan
Transcriber:	S. Ramlagan

Three families were chosen to go to the Hluhluwe/Umfolozi Game Reserve for three days and two nights (a list with names and contact details are provided at the end of this document). This group departed on 02 March 2001 and returned on 04 March 2001. With respect to one of the couples, Mr. Khumalo, at the last minute, could not make the trip due to work obligations, but allowed his whole family to participate in the field trip. This was first seen as a limitation to the study but it was later realised that this was in fact a positive aspect. This will be discussed in the second days' (03 March 2001) focus group discussion.

Day One: 02 March 2001

Departure and Drive Up

The departure time was set for 13h00 but due to late arrival of respondents, departure time was pushed back. On arrival at the departure site, all respondents actively participated in loading the microbus. The men ushered the women and children to board the vehicle first. In this way, the men sat together.

The team departed at 14h30 on a very high note with everyone stating:

- "We going to have a holiday."
- "We going to see animals, lion and elephants."
- "We going to have fun."

At departure, each family was given a reader and a map about the Hluhluwe and Umfolozi Game Reserve. All respondents read the reader and explained it to their children. A field guide of South African mammals was also taken along to help identify the game in the reserve. This guide was also read and glanced at by the respondents and the pictures were shown and explained to the children. This excited the group as they now had different and even more expectations of the reserve.

On the drive up, the men talked of business, motor vehicles and which ones they would like to own, while drinking beers, which they brought along. The women on the other hand talked among themselves about work, the children, household issues, as well as admiring the scenery. While admiring the scenery one male stated:

- "Zululand is beautiful."
- "It is a place like no other, and its this that makes it beautiful."

This sentiment was basically held by all in the group with people stating how different and peaceful this area was compared to the hustle and bustle of Durban.

A conversation then began regarding the difference in attitudes between the African people in Durban compared to the people in rural areas. The men in the group then explained that the rural people still follow the old way of life and still believe in the concept of 'ubuntu'. This roughly translates to friendship and the way rural people treat outsiders as one of their own, as

friends. In a city though, one would not care about another and would not treat another as kindly as a rural person would. The rural people still have their innocence and this, the group as a whole liked.

Arrival at Hluhluwe/Umfolozzi Game Reserve

On arrival at the Nyalazi Gate, excitement was high with a female stating:

- "We have arrived."

The group exited the vehicle and began taking photographs of the entrance and of each other. As this point, the group was then told of the rules when staying in the game reserve. These basic rules were, not to exit the vehicle while on a game drive, not to approach the animals, and to beware at night as lions have been known to walk in the Mpila Camp.

Driving up to Mpila Camp, the group was very quiet and talked softly among themselves. They were then asked if anything was wrong. One person asked where we were staying as the group was afraid after being told that wild animals would be walking around the campsite. This then brought about the question if the animals are really wild or if they were trained. The group was reassured that they were safe and told that they are in fact wild. They did not, at this point, believe the animals were truly wild and only when they reached the campsite and saw the accommodation, did they become relaxed.

The drive from the gate to the camp, which was to be 50 minutes, took the group over an hour, as they wanted to stop and take pictures of every animal they saw. Viewing these animals excited them and they were keen to find out more information about the animal, such as which animal it was, what it eats and what does it do. One male group member began going through the field guide, trying to spot the particular animal and reading aloud the information on it to the rest of the group.

The first animal that was spotted was an Impala. The group screamed and shouted in amazement and had to be told to be quiet as not to scare the animal. As we proceeded, another male group member took hold of the map to Umfolozzi and began guiding our path. The group as a whole were at this point keeping a keen look out for different animals. More animals were spotted and on occasion, the group asked for the vehicle to be reversed as to better see the animal, and take pictures. More than one picture was taken at times of the same animal by the same person due to different positioning of that animal. It is also interesting to note that the group believed that there are tigers in the game reserve and wanted to see it. When they were told that wild tigers could only be found in Asia, they were shocked and could not believe that Africa had no tigers.

The group liked the concept that the area had boards stating which direction certain places were. They also stated that they liked the layout of the boards, as it was low and out of the way and not an imposing feature of the reserve.

On arrival at Mpila at 18h50, the vehicle was off loaded. The participants loved the self-catering accommodation and stated that they would not be comfortable in tents and therefor preferred the huts. They also stated that they appreciated that the place looked wild and not built-up.

Night Drive

We were approached at 19h10 and told that we were booked for a night drive. The last meal

the respondents had had lunch but none of them complained about going on the night drive, they were very keen. When driving off, the fathers told their children to remember what they see and to report it to school the next day. The father also stated that this is a learning experience for them and that it is important for them to be alert. Throughout the game drive, the parents made sure that their children saw the animals and asked the ranger to explain the type of animal, how to tell the difference, the habitat it lived in and type of food it ate. All this information was then relayed to the children.

The researcher at one part of this drive was told:

- "This game drive concept is a lovely idea. To sit in an open truck and drive up along side animals, it is really beautiful."

The group, while viewing the animals also began to draw comparisons between the animals and began to theorise how certain animals can only be seen in certain places. They also began to theorise about the different types of habitat, as compared to elevation and the denseness of the area. The group was amazed to hear of the types of hierarchy between animals, the fact that one male buck can have a harem to himself and a territory that the male demarcates and fights for. After the game drive, the group stated how much of a learning experience this was for them and especially their children.

The women in the group began at times to scream in excitement when seeing different animals and had to be told not to make such a noise as they would scare the animals. When there were no animals to be seen, the group turned inwards and began talking loudly to themselves. This disturbed the rest of the night drive tour group. The research group was at different occasions told to quieten down but began talking minutes later.

This though only occurred when there were no animals to view. These people were not interested in looking for animals but turned to look at them and take pictures as soon as others spotted the animals. The group was also keen to listen to the game ranger and what he had to say regarding the animals and also asked questions regarding age, numbers, climatic conditions and food types and source. Questions were also asked regarding why animals eyes glow when a light source is shown onto their faces, on how parenting is carried out and how the child is protected from predators. These questions were not only asked to the ranger but were asked in general so that anyone with knowledge could answer.

Dinner

The game drive concluded at 22h15 and lights at Mpila camp went out at 22h30. As the group was now extremely hungry, they began to braai their supper using torches for light. This group was rowdy, something that is rarely experienced at nature reserves. They continually made a noise late into the night. During the braai, the first focus group session was then started.

In-field Focus Group Session One

How was the drive up from Durban?

- "It was ok."
- "It was a nice drive."
- "We had a nice time sitting and talking."
- "We enjoyed the scenery on the drive up. It was different. Not like Durban, a lot of open spaces, hills, it was different."

How is the accommodation?

- "It is nice."
- "It is pretty well, besides the lights."
- "The lights should go off later."
- "The accommodation is brilliant except the issue of lights."
- "The lights, what they could do is tell us of it at the main gate, they should give us brochures explaining the rules and regulations."
- "The cloak rooms are also a problem. It is far, and there are no lights. There are also animals and we are afraid to use it."
- "We are afraid of the animals. I don't mind the Zebras, but when they talk of the lions being here, gosh, we are afraid of them."

Did you enjoy the game drive?

- "Yes. But we saw mostly the owls."
- "I think that this is a brilliant idea because you can't see most of the animals during the day but at night, they are far more relaxed and I think that this is their normal time to come out."
- "If you look at when we started our drive, you could see animals like zebras for two to three minutes of the drive and in another area, you would see other types of animals and I think its because of their habitats and their territories."
- "These animals protect their territories and demarcate it. It's a home-base type of thing."
- "It was also important for the children to see and understand the animals. You remember that on many occasions we asked the driver to reverse so to get a better view of the animals."
- "The children are the ones who will want to come back and its them who will talk to their friends and is good for them to experience this and clearly have a look."
- "I enjoyed seeing the giraffe, rhino and kudu. It was good."
- "When we saw the giraffe, we thought it was asleep and it was interesting to see how it does this. There was also a discussion on this point by everyone on the vehicle on how these animals sleep. Learning from other people is also important."
- "We talked to other people. When I asked him how long has he been around, he told me he has been here for a week and he told me what he saw. This was a lesson for us as he shared his experiences with us. At the end of the day it's like sharing of information and sharing of these experiences."
- "We also told him what animals we had seen on our way and he was quiet excited and told us what other animals we could see."

A question was then raised. This question was:

Does the white and black rhino cross mate?

The group was told to ask a ranger this question. Other members in the group then went on to say:

- "The animals were great. We could get good photos."
- "It was a good photo opportunity."
- "We love taking pictures. Every chance we get, we take photos because its memories."
- "When we go back, we can show others what we saw and later, we can see them and remember that we came here."
- "When taking pictures, I'm looking for something unique, something you would find in calendars. Something that is eye catching and that we can put in our living room."

- "We African people do not like owls because of superstition but I took two photos of the same owl because the second picture was in a good position and was different, unique photo opportunity."
- "We don't like the animal, but it was a good picture."

What do you think of this holiday?

- "It is fun, we get to meet a lot of people. I met Tu, Sandile and all those people and I never knew them before."
- "This place is nice to come and have a holiday because where we live, we don't have this sort of things, the animals."
- "Tomorrow will be fun because we will all be together and see all the things we didn't see."
- "I want to see the shopping at Hilltop and what Hilltop is like because I've heard of it."

How different were your expectations of the area to what you saw?

- "I am very happy with what I saw."
- "This place exceeded my expectations."
- "I thought all the animals were aggressive, and very dangerous. I never thought I would see a kudu or wildebeest so dam close, and it didn't even attack."
- "I thought all the animals are so wild they would attack us, but you can get close to them."

At this point, the researcher was again asked if there are any animals that were tame. The researcher clarified that the animals were in fact wild. The group liked that they were seeing wild animals in their natural environment and therefor thought the experience was much more rewarding.

- "I was very much impressed with the organisation of the place, the animals and the amount of learning that occurred."
- "For my family and kids, they saw something they never experienced before and that was a learning curve on my side."
- "I never expected to stand so close to a wild buffalo."
- "It was very much important for my kids to experience this as they can now go back and have something to saw at school, home and everywhere."
- "This is different. Animals were not much interest to us but now that we see them and experience them, we want to come back. If I could afford to, I will come almost every weekend."
- "This trip is definitely better then my Johannesburg trip because this trip we see something different. In Johannesburg, we see the same things like in Durban, the skyscrapers, roads, shops, freeways, it's a different Durban. This place we are experiencing something we never experience before."

What observations have you made and what final thoughts do you have?

- "We African people like late braai's and its bad when the lights go out so early on a Friday night."
- "In the brochures, it would be a brilliant idea to show people having late braai's."
- "This place needs to be a little bit flexible. They should allow people to have a late braai with drinks with the lights on, maybe music."
- "The lights going off so soon is a very big problem and if you want people to provide torches for themselves, you should tell them in advance like you did."
- "The beauty of this place is getting out of our usual way of doing things and experiencing

something different. This is an enjoyable eye opening experience. I have never seen animals at such close range before."

Day one concluded with the braai and plans were made to leave the camp at 06h00 and to have breakfast at Thiyeni Hide in Hluhluwe. The mood of the group at this time was high. Everyone was excited and happy and did not complain about having such a late supper or getting up early in the morning.

Day 2: 03 March 2001

The group was up early, at about 05h20, due to the planned activity for the day. Although they knew that they were not the only people at the campsite, they continually made a noise by talking aloud.

How did you sleep last night?

- "It was good. We did not think of the lion, we felt safe in this hut."
- "It was nice and quiet and peaceful."
- "It was different from sleeping in Durban."
- "We had a very good sleep, there were no mosquitoes."
- "This place is marvellous, very nice, so beautiful. I am looking forward to coming back."
- "When we go back home, we are going to be ambassadors. We are going to tell people about this place."
- "I don't think I will have such a good sleep in the tents. The tents are not safe and I would not take such chances with my family."
- "These huts are nice and warm."
- "The lights should be extended on Friday and Saturday nights to at least midnight."

Drive to Thiyeni Hide

The group left Mpila camp at 06h30 for the hide. They were amazed to find out that one would only be able to spot animals during the morning and later afternoon/evening. They did not know that animal's rest during the hot midday. On the drive to the hide they said:

- "We want to see the lions now."
- "We were looking forward to see lions last night in the camp but we only saw zebra."
- "Zebra's are not really black and white, they are more black and brownish."
- "Maybe the females are black and brownish but the males are black and white."
- "We are interested in animals and want to see birds but no snakes."
- "We don't like snakes."

One person in the group then took out the reader and read out aloud:

- "There are 347 bird species in the area compared to 84 species of mammals."

This reader, the group found interesting as it contained information on the area. A discussion then started on the previous night's game drive with regard to the warthogs and hyena. The mammal guide was then read to obtain more information.

- "I watch wildlife programmes and pickup so much of information from it. I believe that these

warthogs are dangerous."

- "What is the difference between a warthog, bush pig and a wild boar?"

This question was asked in general and answers were looked for in the mammal guide. Issues of cross breeding between the animals were also brought up with a group member stating:

- "Is there ever a situation where the animals cross mate?"
- This was the second time cross breeding was mentioned and by different group members. The group member went on to state:

- "Maybe we could get a third species, a one that would be stronger and therefor survive."

There was also conversations about the interbreeding of horses and zebra where one person saw the results on television. Interbreeding to obtain species such as the mule was also discussed with group members speculating that a donkey and a horse could have produced a mule. Interbreeding between dogs was also discussed and it was then stated that if dogs could do then what is stopping the rhino's.

At this point, two people were seen walking in the bush. The group stated:

- "These people must be mad."
- "They probably know the place."
- "They are carrying something, it looks like guns."
- "Whatever they are doing, its suicide."
- "Maybe they are from Mozambique and they crossed the border."
- "They could be poachers and we must warn the rangers about this. It is possible that they are rangers."
- "Yes, it is so early in the morning, what are they doing in the bush?"
- "They know the animals are in abundance in this time of the morning so what are they doing?"

The group showed concern for the animals, as the people spotted in the bush were perceived to be poachers. This concern was carried until we spotted rangers and the group explained what they saw.

With this concern being over, the group went back to locating animals. Due to animals being scattered they said:

- "These animals are scattered and are not localised and it would therefor be hard for the lions to catch them."
- "If the buck were localised, then the lions would know that they should target that area, but since the buck move and are scattered, it would be difficult to target."

The group then asked questions relating to Kruger National Park. One person stated:

- "I've heard that there is a problem in Kruger. There is monetary problems and I thought that these problems could also be experienced here."

The group then wanted to exit the vehicle to take pictures. They were stopped for safety reasons. The picture they wanted to take was of a dung beetle, which they have never seen before and were clearly fascinated over. They asked questions such as which dung does it use, why does it use the dung and what is its lifespan.

Thiyeni Hide

The drive from Mpila Camp to Thiyeni hide took us over one and a half hours. At the entrance of the hide, the group was told to keep as quiet as possible so as not to scare the animals. The group though did not keep quiet and did scare the animals away. Due to there being no animals to view at the hide, the group proceeded to the picnic area to have breakfast.

Drive to Hilltop

After breakfast, we proceeded to Hilltop Camp so as to show the group the different kinds of accommodation.

What do you think of this accommodation?

- "It is just the same as ours, not much difference."
- "The only difference is that they have a restaurant and bar."
- "There is no need for televisions. We come here to enjoy the wildlife, and if you have a T.V., you will immediately stay indoors."
- "We don't miss the T.V. here."
- "Having a T.V. is the urban lifestyle and we are here to relax and get away from the urban lifestyle."
- "We are here to see the animals and be outdoors not to sit inside and watch T.V."
- "We don't need a T.V. here. Its better without a T.V. and the noise. Its good to listen to the noise of the wildlife."
- "Yesterday we stayed and I didn't feel like I was alone, everything was relaxed and I really enjoyed it."

At this point, the group was sitting outside the restaurant in Hilltop enjoying the view. They said:

- "I am really enjoying the view at Hilltop."
- "This is a nice place to come for the day but I prefer to stay at Mpila."

All group members sat outside enjoying the view while the Youth Group sat inside the bar and drank. The Youth Group were not concerned about the view. The Adult Group purchased food to be cooked at Mpila and stated that the Youth Group had money to waste, as they wanted to eat at Hilltop.

The adults who wanted to cook stated:

- "We have families and are not lazy to cook."
- "We prefer to cook our own food."
- "We also don't have money to spend anyhow."
- "Other then that, we want something that will go with our taste, and appetite, home cooking."
- "We don't want a restaurant. We left thousands of restaurants at home and don't need one here. We want traditional African food."

Upon leaving Hilltop, one female noticed that in the ladies rest rooms, there were facilities for disabled people. The lady stated that Mpila does not have these facilities and should therefor build them. She stated:

- "We tend to forget about disabled people and maybe the other camp site should also cater for them."

Drive to Maphumulo Picnic Site

On the drive, the group began to make plans to come back to the game reserve and bring their friends along. The group though want to stay at the Mpila huts, as they believe that it is safe and offers better game viewing. Plans were being made to obtain information regarding prices/fee structure, gate times and activities in the area.

One member in the group stated:

- "We should pay due respect to the animals. We are coming into their territory and if someone comes into your house and disturbs everything, you will be angry. Like that, we must respect their place and not disturb them or damage it."

This statement was said when the group member noticed a person throwing dirt out their car. The member was upset at this.

The group was than asked what they think of King Shaka since part of this reserve as his personal hunting grounds. The men stated that Shaka was a stupid barbarian who did not think. These people thought that Shaka was a bit too ruthless and did not like him at all. It must be noted that these were the personal opinions of the men in the adult African group.

On this drive, we did not see many animals. The reason given for this was:

- "The vegetation is very dense and if there are animals, they must be hiding."
- "It is also very hot, its near midday and the animals will keep away from the sun."

Due to there being few animals, and it being near lunch time, the group decided to head back to Mpila in order to cook.

Lunch at Mpila

At Mpila, the men sat and drank beers and watched the kids while the women were in the communal kitchen preparing lunch. The men also at this time visited the offices of the park rangers to inquire about prices. For Mr. Tu Matthews family of three, the total cost for a two night, three day stay, including gate fees and accommodation and excluding food, would come to under R600. A family of four, for the same vacation, would spend an extra hundred rands. This, the men thought was extremely reasonable. The group also stated that even the night drive, which costs R80 per person was worth while.

The men went on to state:

- "African people would prefer accommodation like this, self-catering."
- "My problem with Hilltop is that the restaurant and bar type of setup, we are used to it and therefor want to desert it. This at Mpila is different."
- "It is nice to leave hundreds and thousands type of restaurants in Durban and come here and not spend another night in a bar or restaurant."

One woman on stated:

- "We prefer self-catering because you can get to do your own cooking. You know you like your own food and our husbands like home food."

The other two women on the other hand did not like to cook and stated:

- "I do not like to cook on holiday."
- "Mpila is ok, but maybe if they had facilities like Hilltop where you can get a burger."
- "Maybe have a restaurant and bar so that we can have a choice. Maybe for breakfast, we can cook and then for lunch go to the restaurant."

- "This environment is far better than Hilltop that is why we like it. But we also like to have more facilities."
- "The men like this because they are not cooking."
- "The blacks are stereotype. They want to focus on one thing, when you are out, you don't have to cook, you have to get ready made things, so they would prefer the Hilltop."
- "But not all of them, only some of them."

Realising that we could be delayed on the late afternoon trip and that there was a high possibility of elephants being at the campsite in the evening, the men began to braai the meat. At this stage, warthogs invaded the camp. The men were at first afraid of them and told their children to stay indoors. The men later warmed up to the idea of the warthogs being so close but still told their children to stay indoors.

Sontuli Picnic Site Trip

After lunch, at approximately 16h00, the group departed to the Sontuli picnic site as the whole Hluhluwe/Umfolozzi elephant population was spotted there in the morning and a lioness with her cubs were spotted there the previous day. The group were keen to see a lion. The highlight of this trip was being charged by a herd of rhino, which was extremely exciting. The women were afraid yet the men were excited. It was a type of adrenaline rush for the group.

Not many different animals were seen on this trip but the group was still happy about going on it. On arrival at Mpila at 18h00, the group were taken to see the Safari Tents accommodation. Upon seeing it, they stated:

- "This is nice. When we were told of tents, we thought we were going to sleep on the floor and it would be dangerous."
- "These are beautiful, they are nice."
- "I'm still not prepared to come here. Maybe if I only come with Sandile. Its for couples, not for families, there is no doors."
- "It's not safe for children. The place on top (the hutted accommodation) had area for the kids to play and run about. This place has got a lot of bush and trees and is not good for kids."

In-field Focus Group Session Two

Marketing Strategy

Identify with Your Roots/African Renaissance

- "African people would like to identify with nature."
- "This is where we came from, but change of lifestyle due to technology and civilisation changed us. We urbanised and moved to where the factories and firms are in order to get work and feed our families."
- "Sometimes we feel uncomfortable and need a change. We now cannot own farms and need places where we can resort back to just for a few days to regenerate."
- "Tell people to go back and identify with their roots. We need to identify our differences and values and culture. We need to reconcile with ourselves first before you can expect the coloured, the Indian and white man to understand you."
- "We need to understand ourselves first, understand where we came from."

- "If you look at the African renaissance, go back and reidentify yourself with your roots, not to necessarily go back to the bush and build our houses here because we don't own the land, it belongs to the government but at least government preserves this place for us and our children so we can sort of go back go back and revise and understand. In this way, we can even understand our future, where we are going, better."
- "If you say to an African to go back to your roots and he thinks that you are saying go back to the bush and being insulting, then he is stupid."
- "If you see the African American artists when they come here, they are happy to be here and say they have come to rediscover their roots. Although they can afford to build here, they do not, they just want to visit and discover. They even kiss the ground and say it's nice to be home and identify with Africa."
- "It is the same with South African African's, who have never seen the bush, they need to identify."
- "In the brochures, its good to teach people to identify with the roots."
- "We lived like this so many years ago and now I'm scared of the same animals we used to tame. Its good to see this."
- "We need to teach African people to come back to nature. Even in the Bible, Adam and Eve came from the bush. Because of civilisation, African people think that they are something else."
- "Its like in the first opening of parliament, where the African people wore suits, but now, because of the African renaissance, they now wear traditional African clothes. The same kind of thing can be used for advertising a game reserve."

Television and other Adverts

- "Television is a very powerful tool and reaches many people."
- "Newspaper articles we only see if we buy the newspaper but television is already there."
- "Pamphlets are free and if you pass them out, people will read it. Just put one in every mailbox."
- "You have to use African people in the adverts if you are going to target African people."
- "Use ordinary people and community members in the adverts. These people could be recognised and then the people will say that these people are telling the truth."
- "You should show African people having fun at Hot Spots like the night drive, a braai, the entry point, the dam, hilltop and the tented camps and hides and so on."
- "A good advert where one flashed through all these points, will really get the people. Maybe for three minutes like the Sun International adverts."
- "Even if you put the pictures in a brochure, people having fun, will grip others."
- "You have to flash the black families that others will identify with having fun."
- "You have to also put/show the kitchen facilities, because we blacks like a variety and home food. Then you show them the restaurants at Hilltop and people having fun at the braai facilities. This they will like."
- "If you put famous people in the advert, it will be far fetched. Black people know that especially when it comes to adverts, the advertisers would like to take prominent people. The big advertising companies make a huge mistake in doing this because the people will know that you are just trying to sell something and that prominent person might not even have seen a game reserve."
- "You have to use ordinary people like the postal advert where the old man plays soccer. That advert had a big impact and everyone remembers it and talks of it. That old man was an ordinary person. Even the castle advert in New York used ordinary people drinking."

There were no prominent people."

- "If you use prominent people, it would be seen as a gimmick and you would have destroyed what you are trying to achieve."
- "If you use people like Don Kwanazi, who is a bigshot around here, people will think that you are just trying to make money and will not come."
- "You need to use real people having fun in a real situation. That people will believe and will want to come."

Word of Mouth

- "Word of mouth is a great marketing strategy. Use the people who came here to market the place to others."
- "The concept of the big five is great and this should be used to market the place."
- "Viva who could not make it already knows what is happening here because he has spoken to us and his family."
- "We have also talked to our friends and have already told them of the place. They have spoken to our other friends who have then called us to find out what is happening here."
- "Because of all this talking, all of them are keen to now come here they have asked us to get information regarding the fee structure. We are now making plans to come back with all our friends."
- "This place is not very expensive and our friends were shocked to find out how cheap it was."
- "From this you can see that word of mouth is very powerful. At least five other couples will be joining us here again and we all are coming back."

Special Offers

- "It is expensive to be charged R35 per vehicle and R10 per person. Initially, they should advertise special offers to those who bring the advert along. This is to get the people hooked and then later you could go back to the original prices."
- "I don't think people will mind paying R35 but it's a bit stiff if they also have to pay for individual people."
- "If people get hooked to this day drive/trip, then they will want to stay."
- "Advertise in Metro Beat. It is a free magazine that goes to everyone that has electricity. We read Metro Beat and listen to what they see."
- "If you want people to believe it, put the article in Metro Beat. It is a free magazine."
- "This guy that writes for Metro Beat, Themba Nyathikazi, he writes so well that he can write two pages on a glass and we will buy it."
- "What Themba writes, we believe because we know it's true and other African people will read him."
- "African people read Metro Beat and maybe you can also advertise special offers here, with pictures of African people having fun at the hot spots and an article of the place by Themba. People will come."
- "They should also have busses coming here to give the people transport."
- "Like Wild Coast busses which you pay for and go to Wild Coast."
- "These busses need to be marketed like how Wild Coast busses are marketed."
- "They should be a package, everything included like Wild Coast."

School Education

- "I was thinking of the idea of introducing the concept to senior primary schools and high schools."
- "If you are aiming for the future, we need to target the kids."
- "This makes sense to me because I now even know of ballet, swimming and rugby trainers in schools. What these people do is that they drop off pamphlets at schools. They know we come in and out of school all the time and advertise to the children."
- "In terms of the sustainable marketing strategy, these kids, the amount of grip and influence they have on their parents, its frightening."
- "The kids were telling us yesterday that we must develop the negatives, as they would like to take these pictures to school. They are going back to school and say that we went to this particular place and the other kids will be interested and tell their parents of it."
- "One could approach these schools, run a competition and invite the pupils with maybe their parents. Just show the kids the place and I can assure you that they will go back and sell it to others in the schools."
- "You should target all kids no matter what school or area they come from. African parents will do anything for their kids. They are involved in saving schemes and will save to come to a place like this just to give the experience to their children."

The session was concluded by thanking everyone and the next days plans were made. The group were told that we were to depart Mpila camp at 08h00 for Durban.

The Evening

In the evening, everyone sat around and talked about the day's activity and about coming back to the reserve. At this point, the camp was invaded by elephants. The women were afraid and went indoors with the children. The men on the other hand stayed outdoors but close to the hut and took photographs of the elephants. As the elephants left, the men started a big campfire to try and keep the animals away. To be as close as three metres to wild elephants with no protection was an extremely enjoyable experience for the men.

Day three: 04 March 2001

The group got up late and had a long breakfast. We departed at 08h30 to the main gate. On the drive from Mpila to Nyalazi gate, a tortoise was spotted. The vehicle was stopped and members got off to take pictures of it. It is interesting to note that although the men in the group showed little fear of warthogs, they were afraid to pick up the tortoise or even touch it. This was also the second time that the men in the group wanted to get out the vehicle to take pictures. When asked why they did not get out at other times, they stated that they were warned that there could be dangerous animals around and they had families to worry about.

At the Nyalazi gate, final pictures were taken and we departed to Durban. Just outside the gate, a bull elephant was seen. This then raised questions regarding who now owned this elephant as it was now out of the Hluhluwe/Umfolozzi property. The group also discussed how safe it was living just outside the reserve because if an elephant can leave the boundaries, so can a lion.

The drive down was quiet with people only talking about what a good trip this was. Plans were

still being made to come back to the game reserve. The group also talked about the youth group and stated how immature and how disrespectful they were. One member in the group stated that

- "the young bucks should remember that we adults have children and that it takes time to feed, wash and clothe them."

They also stated that the previous day, the youth were disrespectful to them and they did not like their attitudes. The adult women in the group especially hated the way the youth "males were acting as if they were gods gift to women."

The group though was disappointed at not seeing a lion and stated that when they return to the reserve, they will not rest until they see a lion. They also stated that they are going to hunt the lions with their cameras.

Important points were made on the drive down with respondents stating:

- "If you want black families to come here, you should target the women."
- "It is the women who make the decisions and if they see something they like, they will influence us men to come along."
- "If you advertise to African women, you should do it on prime time television when there are these women programmes such as Bold and the Beautiful on. We men don't watch T.V., it is the women who watch T.V."
- "Use more women in the adverts then men, then women will see that this is also enjoyable for women."
- "Sometimes women do things with other women like go out for the weekend together. If you target these women, then they will go and tell their husbands and other friends about it. Then we all will come."
- "Women are a big influence to the men, you should target them."

Adults with Children Focus Group				
Name	Age	No. of Children	Vocation	Contact Details
Sandile Kuzwayo	38	2	Industrial Relations Manager	N/A
Sethabile Kuzwayo	35		Teacher	N/A
Tu Matthews	34	1	Credit Advisor	N/A
Sybil Matthews	29		Customer Services Rep.	N/A
Viva Khumalo	41	2	Self Employed	N/A
T.G. Khumalo	36		Human Resources Manager	N/A

Appendix 4-3: Indian Couples

Interviewer:	S. Ramlagan
Transcriber:	S. Ramlagan

Five couples were chosen to go to the Hluhluwe/Umfolozi Game Reserve for three days and two nights. This group departed on 23 March 2001 and returned on 25 March 2001. Two of the couples were married and the remaining three were in steady relationships. One of the married couples, Mr. Pravendran Pillay and Mrs. Reshika Maharaj, had a three and a half year old son that accompanied them on the trip. It is also important to note that one of the steady relationship couples, were lesbian.

Day One: 23 March 2001

Departure and Drive Up

Although the departure time was set for 14h00, the respondents arrived extremely early, with one couple arriving as early as 12h00. The men in the group helped to pack the microbus and when boarding, everyone sat next to their partners. The group departed promptly at 14h00.

At departure, each family was given a reader and a map about the Hluhluwe/Umfolozi Game Reserve. All respondents read the reader and began talking about it and of what to expect at the reserve. A field guide of South African mammals was also taken along to help identify the different game in the reserve. This guide was also read and glanced at by the respondents and the pictures were shown and explained to the one child on the trip. This excited the group, as they now had different and even more expectations of the reserve.

On the drive up, the group asked questions regarding the type of accommodation that they were going to be staying in. They asked:

- "How big are the cottages?"
- "Is the area fenced?"
- "Are we safe?"
- "Is their hot water?"

In order to capture what their reactions would be when first seeing the area, the researcher at first withheld this information. The group began to become afraid and at this point, the researcher told them what to expect from the accommodation. The type of accommodation and the cleanliness of the communal kitchen and bathroom facilities were extremely important to the Indian couples. They stated:

- "As long as we have good kitchens and neat, clean showers and toilets, we will be happy."

As this was the second time that this group had met, they began to talk to one another and find out details such as occupation, interests, addresses and so on. They also paid attention to the passing scenery. One of the interesting discussions was between the genders. A sort of 'battle of the sexes' erupted in the microbus and was started by a male judging women drivers. The 'battle' went on to discuss other male, female issues. This 'battle' bonded the group and at the end of it everyone laughed.

Before we could turn off the N2 freeway onto road R618, the group asked what type of goods

the shop at the reserve sold. They wanted to know if they could get items such as potatoes and foil in order to make baked potatoes. The group asked to stop at the nearest supermarket/shop on the road in order to purchase any such last minute goods. We stopped at Zamani Supermarket and the whole group ventured in, not only to purchase goods but also to see the shop (what it's like) and what it has to offer. The lesbian women used this time to smoke as they were the only smokers in the group. Not liking any of the goods, the group continued to the game reserve.

The group asked how long it would take to travel from the gate to the accommodation. They were told that it was about an hour's drive from the gate. They then stated in amazement:

- "Are you serious!"

They did not realise that we were staying in the middle of the Umfolozi game reserve and also did not realise how big the reserve actually was although they did read the reader, which had this information. The group also asked and stated:

- "Are their rest rooms at the entrance of the game reserve?"
- "We have travelled so far and we now need to go to a rest room."

On the secondary road, that is R618, comments that were made were:

- "There are too many pot-holes on this road."
- "The damage to your car from the potholes would not be worth it."
- "But how are people going to know about the potholes until they come here, and when they come here, its too late to turn back and they can easily drive slowly."
- "If someone asks me how was the trip, I will probably say its nice but I will also tell them of the potholes."
- "But this is something that someone should expect when going to a game reserve. In other game reserves, they are only dirt roads. We are going to the bush, what do you expect."

At the start of this conversation, only two people complained about the potholes, while the rest stated that they would simple take the time to travel slowly to miss the potholes. Once these two got into the reserve and saw the animals, they completely forgot about the potholes and stated that driving through the potholes was worth it.

A kilometre from the Nyalazi gate, a Nyala was seen. The group asked for the vehicle to be stopped and comments that were made were:

- "Wow. This is so beautiful. What is it?"
- "Where is the field guide."
- "Look how big it is!"
- "This is beautiful, what a beautiful coat."
- "It is an Nyala."
- "We will see a lot of this."
- "We should put film in the camera to get pictures of this."

Arrival at Hluhluwe/Umfolozi Game Reserve

On arrival at the Nyalazi Gate, excitement was high and film was been placed into cameras. Group members made use of the abolition facilities and due to it being so late 17h30 (there was a traffic jam with three abnormal loaded trucks) the stated that they would get pictures upon leaving the camp and pressed on. As this point, the group was then told of rules when staying in the game reserve. These basic rules were, not to exit the vehicle while on a game drive, not to approach the animals, and to beware at night as lions have been known walk

around the Mpila Camp.

The first animals that were spotted in the reserve were rhinoceros. The group was amazed that it was so close to the vehicle but were disappointed that the tall grass blocked most of their view. The group also began to make use of the one binoculars and everyone took a turn to view the animals. Comments were:

- "It's amazing."
- "I'm so mad we cannot get a better view of it."
- "This is such a rush."
- "Why is the horn like that? I never seen such a horn is it a deformity?"

As we continued to drive at the 40 kilometre per hour speed limit, the group asked if the vehicle could be driven at a slower pace so that they could spot animals. Stories and myths were also been told of how animals jumped into the windows of cars and attacked the occupants. This brought about the question:

- "Is it safe to drive with the windows open?"

Other questions asked were:

- "How do game rangers protect the wild out here?"
- "How do they protect against poachers. We hear a lot about poachers. What do they actually do to protect them?"
- "Nobody searched us when we came in here. We could be carrying guns and could easily kill something."
- "What type of fences do they use to keep the people away or the animals in?"
- "Do they use electric fences like farmers do?"

One member of the group, knowing the answers to these questions, began to answer them. This discussion, on the protection and safe keeping of the animals, had the whole group either involved or paying attention.

Other comments that were made were:

- "I expected it to be a lot more noisy."
- "I expected more animals sounds. This is very quiet."
- "How big is the game reserve?"
- "Where does one find the Lions in a place like this?"
- "Surely the rangers keep track of the lions and know where their dens are."
- "This brochure/reader is very good. They should have something like this in a doctors surgery so that when people are sitting in the waiting room, they will read it and it would attract some people."
- "I have never see brochures, and this one that shows the place (map) and the animals and gives a bit of history of the place is very good. Why don't they hand these out."
- "The Sun International brochure, which is posted to many people is very good and when we see it, we go to the new places just to try it. Brochures could be posted to people or even placed in newspapers."

Night Drive

We arrived at Mpila camp at 18h30 and were immediately approached and told that we were booked for the evening's game drive. The night drive was booked for 18h30 and the ranger stated that he would allow us five minutes to prepare. The last meal the respondents had was

lunch but none of them complained about going on the night drive, they were very keen. The respondents retrieved their jackets and snack foods from the microbus and proceeded onto the game drive truck.

Throughout the night drive not many animals were seen, but the group was still excited to have been a part of it. While on the drive, they said that they enjoyed viewing the bush by night due to it being such a different experience as compared to the day. The group was amazed by the size of the animals and that they had seen so many rhino.

The group was also amazed that an elephant could not be seen and stated that:

- "Elephants are so big, how could we have missed them!"

The people at this time did not realise the enormity of the Hluhluwe/Umfolozi Game Reserve and that the animals that we do see are only those that are near the roadside. Realising this, the group commented:

- "The people that make documentaries for television must really be taking a long time to make one. We have been on the night drive for so long, and we haven't seen a lion, yet in the documentary, all you see are lions running around, and killing."

This brought about a lot more respect for the documentaries and those that make them.

The one person in the group that did bring a camera took pictures of every animal she saw on the night drive. At times, she handed the camera to others in the group to take a picture of her with the animal in the background. As these pictures were taken, the rest of the group asked her to hand them the negative, after the film had been developed, so as they could also acquire pictures.

Apart from the great interest that was shown to the rhino, the hyena and the buffalo also received much interest. When there were no animals to be seen, some members of the group turned inwards and began talking softly to one another. This time was also used to ask the ranger questions regarding the animals that were not seen and about the different types of plants and trees in the area.

Dinner

The game drive concluded at 21h15. As the group was now extremely hungry, they began to braai their supper using torches for light. The lights at Mpila camp went out at 22h30 and the men in the group began to make lanterns out of the candles they had brought and the empty plastic juice and two-litre coke bottles. At this point, they stated:

- "This is what camping is all about. You don't have something, so you improvise and use the things you have to make something else."

The men made enough lanterns so that each couple would have one in their room.

Field Focus Group Session One

During the braai, the first focus group session was started. This focus group was held outside near the braai stand with all group members sitting in a circle around the braai stand. One female member of the group was extremely paranoid of the darkness. This was the first time that these people were exposed to such a dark surrounding.

How was the drive up from Durban?

- "It was good, fun."
- "We had conversations, we laughed and got to know one another. It was fun."
- "I enjoyed watching the scenery. It was different from Durban."

How did the first impression of this place impact on you?

What was your first five minutes like?

- "We saw the toilet at the gate and we were gleeful."
- "I said wow when I saw the first Kudu. I was amazed."
- "This is a very up-market bush. It is very neat and modern. You drive and come up to a relatively good looking, modern reception area, the toilets and stuff are neat. This gives you a good impression that things are organised."
- "Reality. Reality hits you straight away. It is so real, instead of looking at a photograph. It was right there, in front of you."
- "It was wild animals, up close."
- "I think I speak for the whole group when I say that we did not expect this. It surpassed our expectations."
- "It was different, I did not expect to see animals so soon on the game drive. We started to see animals before we entered the gate. That was unexpected."

What do you think of the animals?

- "Giraffe, beautiful, it was something else."
- "I did not expect to see it so close. I thought the animals will run and we will see them from far away. But they were so close."
- "I was amazed but would have enjoyed it more if I saw it run. No animals ran."
- "The animals were graceful, the giraffe."
- "The animals were big."
- "They are beautiful, natural. You get a different feeling looking at it from a cage then out in the wild. You stare at it and it stares right back at you."
- "You looking at them in their home, in their surroundings, not in our manmade environment."
- "It was very impressive, nothing I could have imagined."
- "I am afraid of them especially now in the dark because it is something that is unfamiliar to me."

Why will Indian families/couples pay to see wildlife?

- "It is a different experience. For me being a town girl, being living in the city all my life, seeing this is a totally different experience. It is amazing."
- "In thirty or forty years time, you might not be able to see these animals. They might be extinct or this land could be taken over and developed by a huge company. At least now, we get a chance to see this."
- "Indian families will pay to come here because we have not really been exposed to it. If we had a taste of it, as whites did, I think we will be here more often."
- "I don't think Indians will come here because they are too set in their ways. Maybe the younger generation will come but not the older ones."
- "It will be the modern family that will come to game reserves."

Now being here, seeing the animals and going on the night drive; do you think that the twenty

minutes of Potholes was worth it?

The two people that were complaining about the potholes stated:

- "Once you get here, it is actually worth it."
- "I personally think that after going on the game drive, the potholes are going to be the last thing on my mind. I will tell people that I saw this amazing giraffe and not even mention the potholes."

The rest of the group stated:

- "When we saw the first animal, we forgot about the potholes."
- "I do not think it is a major issue."
- "When I come here, I will drive slowly and take to miss the potholes."
- "There are some places in Durban where they are huge potholes, and people just take extra care when driving. It is the same here."

Who can tell the difference in the buck? What buck did we see?

Only one person could tell the difference in the buck that was seen. This was because she had been to a game reserve before with her parents. The group though remembered the different buck that were seen and stated them. The group at this time asked if buffalo and wildebeest were part of the buck family. They then retrieved the mammal guide and looked up the answer.

Why did only one person take pictures?

- "We did not have enough time to get a camera and film due to the short notice."
- "We have already asked if double copies could be made, and we do not mind paying for them."
- "I took pictures because I wanted to show everyone back home what we saw. I also want to look at them and remember the trip."

How much do you think the game drive costs? If you were paying, will you go?

- "We do not know, but we heard from the ranger that took us, that it cost R80 per person."
- "I do not think that it is too much but I do think that for that price, they should provide some beverages."
- "I think it was not worth it because we saw more when we were coming in then when we went on the night drive."
- "If you look at R80 per person then for a couple, it is R160 and that is costly. I enjoyed it though and therefore would not say that it was not worth it but would say it's costly."
- "We went to the Kruger Park last year and you have to go at certain times, because we went in summer and we did not see a single animal. We drove for hours and did not see animals because of the heat. Even at the water holes, we did not see animals. I therefore think that the night drive is worth it. Sometimes you see animals, and sometimes you don't."
- "On the night drive, you get a different perspective of the park. This is good and you see things differently."

If there was a zoo in Durban with lions, would you pay money to go and see the lions and other animals?

Only four people stated that they would go to the zoo.

They stated:

- "You will get to see animals that you do not or cannot normally see."
- "I will feel much safer in a zoo."
- "If it is there, why not visit it."

- "If I had kids, I would take them to show them the animals."

Those that stated that they would not visit the zoo went on to state:

- "The animals are in a confined space, and not in its natural habitat."
- "The animals live under appalling conditions and after going to a place like this (a wild game reserve), I wouldn't want to go to a zoo."
- "I find a zoo very sad. It's like going to the SPCA and looking at all the stray animals. I'm sure that lots and lots of people can do it, but I cannot."
- "It is not the same thing as seeing the animal in the wild."

What did you think of the scenery or did anyone think of the scenery?

- "It's spectacular."
- "I would love a picture of a sunset. It is so beautiful here."
- "There was this pink sky set against the hills. It is so beautiful."
- "You don't get to see this back home."
- "The stars even, there are so many and the sky is so beautiful."
- "I would like pictures with me in front of the animal. It is easy to get a picture of an elephant from anyone but to get one with you standing in front of it, is priceless and everyone will see that you were there."

How is the accommodation?

- "I love it, I think its magic."
- "I would have preferred a toilet in the room because my girlfriend is now afraid of going to toilet at night because it's away from the house."
- "It is very clean."
- "This is nice and I did not expect it."
- "Although it is not five star and apart from the issue with the toilet and lights, it is absolutely lovely."
- "We are here to camp and rough it out in the wild and these accommodations are more that adequate."

How much do you think this accommodation costs per night per person?

- "R150 per person per night."
- "R150 to R200 per person per night."
- "R100 to R130 per person per night."

The group was then told that the accommodation costs R100 per person per night. They then stated:

- "That is cheap."
- "That is worth it, well worth it."
- "If you stay at a hotel room for an hour in Durban, it's that price. My sister works at the Holiday Inn in Durban and they charge over R300 per couple per night. R200 per couple per night in this place is cheap."
- "If you look at it in this place, you have your vehicle and you spend the whole day viewing animals. So therefore, it's reasonable. You can never get board during the day and at night, although you cook your own supper, it is worth it."
- "We will come back."

Will you come back and would you ask others to come as well?

- "Yes, we will come back."
- "In an area and holiday like this, we would ask others to come along."
- "You need a big group to enjoy yourself in a place like this."
- "It would not be the same if we did not have such a big group."
- "The experience is better with a bigger group than it is for a couple."
- "If we do not come here, we will go to other game reserves. It is also the surrounding places that will be interesting. If you come here for the week, you not going to spend the entire time game hunting, you will want to go out of this park to other places as well."

How different were your expectations of the area to what you saw?

- "Very different."
- "I did not expect to stay here and have animals roaming nearby."
- "I expected that as soon as you open the gate, there would be giraffes running around and things like that."
- "I expected to see much more animals and less people."
- "Our expectations were very different. This placed surpassed our expectations. The animals are so big and you can get so close to them. I did not expect that."
- "If you noticed our comments when we came in and in the focus group yesterday, you will see that we did not expect this."
- "This place is also very clean. I did not expect that the lights will go off at 22h30 and this place is very dark."

What observations have you made of the area? Is there anything you like or dislike?

- "I did not like the ranger that took us on the night drive. I thought that he was rude."
- "We arrived here late because we were stuck in traffic and there was nothing we could do because there were three abnormal trucks been escorted by police officers. The ranger was abrupt with us and even after the game drive, when we were getting off, he switched off all the lights and when we asked for some light to get off, he was grumpy and rude. That made the whole experience bad."
- "I think that this place is amazing."
- "The whole experience of it, the animals and everything is so cool."

Day one concluded with the braai and plans were made to leave the camp at 06h00 and to have breakfast at the Thiyeni Hide in Hluhluwe. The mood of the group at this time was high. Everyone, although afraid of the darkness, was excited and happy and did not complain about having such a late supper or getting up early in the morning.

Day 2: 24 March 2001

The group was up early, at about 04h30, due to the planned activity for the day, and went about their work quietly as they realised that there were others staying in the camp.

How was your sleep?

- "It was good, very peaceful."
- "I slept like the dead. Its so dark at night here."
- "I had a restless nights sleep because I thing it was due to the new surrounding. I though enjoyed it."
- "The most important thing about this place is that it is peaceful."
- "I like this place, its better then sleeping on the floor. The experience is good, I have not

- been in total darkness before. It is the bush that has not got me interested."
- "In the city, we do not experience the total darkness and this thrill is good."

Drive to Thiyeni Hide

The group left Mpila camp at 06h00 for the hide. A few zebra, impala and giraffe were seen and when we reached the Black Umfolozi River, the group began to look for hippo. One person then spotted a male lion sun bathing in a clearing, approximately seven meters from the vehicle. This animal could not be clearly seen at first due to the long grass around it, so the vehicle was positioned to get a better view.

The group took photographs of the lion and then proceeded to open the vehicles door in order to get out and pose for pictures with the lion in the background. The lion, seeing this, stood up. The group members quickly shut the door and even closed the windows. At this point the lion moved on. Comments made were:

- "This is truly amazing."
- "Even if we do not see another animal for the rest of the trip, I do not care."
- "The lion just made the trip."

As we moved on, we saw what looked like a bush buck and there was a debate between a couple as to what species of buck it was. The couple with the rest of the group used the mammal guide to identify the animal and after some heated debate, the group settled on the animal being a bush buck. This debate went on for ten minutes with people discussing, colour, stripe patterns, size of animal and the type and position of the horns.

Eight of the couples were seemed to have become one as they were talking, sharing eats, and getting into discussions. The last couple kept to themselves and only participated with the group when an animal was seen. People were at this point still talking of how large the animals were. They did not realise that a kudu was a large animal. The reader was even taken out and the size of the nature reserve was discussed.

One member in the group stated that now that she has seen the animals, she wants to get out and touch them. It was then explained that these animals are in fact wild and even the zebra could kick. This point was demonstrated when the vehicle got too close to a zebra and it did kick into the air.

On the drive, the group spotted fresh elephant dung and broken branches and trees. This made the group aware and they began to sit up and look out for the elephants. Members of the group stated:

- "There is so much of fresh evidence of elephants but we cannot see a single one."
- "How could we possibly still miss something so big."
- "The elephants are probably right here but because of the dense bush, we cannot see them."

Thiyeni Hide

The drive from Mpila Camp to the Thiyeni Hide took us approximately two hours. At the entrance of the hide, the group was told to keep as quiet as possible so as not to scare the animals. The group kept as quiet as they could and while walking to the hide, they stopped and used the peepholes or ports to spot animals.

They were afraid and asked if the hide was safe. In the hide, they maintained their silence and talked softly about the function and purpose of the hide.

Due to there being no animals to view at the hide, the group proceeded to the picnic area to have breakfast. Even when leaving the hide, the group maintained their silence.

An important point to note is that when leaving the hide, one member noticed the amount of termites eating the wood. This member then stopped, asked the group to be still, and placed her ear up against the wood to hear. She could hear the termites so called 'eating away at the wood.' The rest of the group was amazed at this and also took turns listening.

After breakfast, the group washed their dishes in the sink at the hide and packed the vehicle to leave. Since it was only 09h00, the group decided to go on the Maphumulo drive in the hope of spotting other animals, especially hippo.

Maphumulo Drive

While on the drive, one male member threw his lolly pop stick out the window. Realising what he had done, he quickly apologised to the rest of the group. The member realised that this is a pristine area and should be kept clean. The rest of the group stated that he should get off and pick up the stick, as they were mortified at what had occurred.

As we were driving around, we reached an area where we had cellular or mobile telephone signal. A group member then telephoned her mum and stated:

- "Mum, we saw a real, live lion and giraffe's and big, big animals."

This person was clearly still amazed at the animals that she had seen and had relayed what she had seen to her family back home.

Other comments made were:

- "Look at the view."
- "This is a picture."
- "Look at the way the sun hits the mountains."
- "This is beautiful, the mountains in the sky."
- "This is something you do not see everyday."
- "This you only see in the movies."

The group went on to discuss movies such as Braveheart and Rob Roy, which were not only good movies but had excellent scenery. Commenting about the scenery, they asked:

- "Are the natural waterfalls in the area?"
- "Waterfalls are beautiful and it would be nice if we could picnic near one."
- "I would like to see a lion catch something or eating something."

Throughout this drive, from Hilltop, to Maphumulo and back to Hilltop, except for birds, not a single animal was seen. This did not affect the group as they enjoyed the view/scenery.

The group also agreed that elephant, rhino and lion were the exciting animals and it was these animals that were regarded as special.

Hilltop

We arrived at Hilltop at 11h00 and the group was tired as we were driving from 06h00 that morning. After visiting the restrooms the group proceeded to the sun deck and used the pay

telescope to view the area and take in the scenery. A picture was also taken of the scenery.

The curio shop was also visited, but no goods were purchased as the group stated that was too expensive. The sightings map was also looked at and group members placed our animal sightings onto it.

At lunch, the men and one lesbian were adventurous and ate nyala. The men opted for the nyala and pita, while the one woman chose the nyala burger. The remaining women in the group asked many questions regarding the type of meat in the dishes, as they were only prepared to eat lamb, sheep or beef. As the men and one woman ate, the rest of the women looked disgusted at them and stated:

- "You just saw that animal, how could you eat it."

Drive to Mpila

After lunch at the Hilltop restaurant, the group visited the rest rooms and departed for Mpila. Comments made on the drive back to Mpila were:

- "All the visitors that we see in the reserve are white and all the black people in the reserve work here."

As we approached the river where we earlier spotted the lion, the group asked for the vehicle to be stopped in order to look for the lion. The lion could not be spotted, but a crocodile was spotted sunbathing on a sand bank. This excited the group. The other animal that did spur up attention was the vulture that was spotted. The group was excited by the sight of the vulture and commented that lions could be near by.

The group arrived at Mpila camp at 15h00 and heard from the game rangers that two herds of elephants were spotted at the Sontuli Loop. Eager to see the elephants, the group had a half an hour, freshening up break, and departed Mpila camp at 15h30 for the Sontuli Loop.

The Sontuli Loop Drive

While on the drive, few animals were spotted. Although there was evidence of elephants, there were none to be seen. Comments that were made include:

- "This is a nice holiday but the problem is that we go on these long drives and there is no guarantee that we will see animals."
- "But this is the excitement of the place, you find it, you find it. This is the thrill of going to a game reserve."
- "We have to go looking for the animals, they don't come to you."
- "It's like hunting, we are hunting them. That is the fun part."
- "We did not find elephants, but we did find elephant dung."
- "But that is the fun part, we are tracking the elephants through their dung and broken branches and trees."
- "If we see fresh dung, we know that elephants are near. That is exciting."

The group returned to Mpila camp at 17h30. Before going to their individual rooms, they were shown the Tented Safari Camp at Mpila. The group liked the camp and stated that it was the perfect getaway for a couple. They also liked that each Safari Tent came equipped with its own kitchen and bathroom facilities.

Field Focus Group Session Two

The night braai was started at 18h00, and like the previous night, the group members sat around the braai stand. The second focus group session was then started.

Now that you have spent time at the reserve, what are the things that interest you?

- "The animals."
- "Especially the giraffe, hyena, lion, elephant and rhino."
- "The different types of buck interested me because I couldn't really tell the difference. At least now, I have a vague idea."
- "It was nice to see all the animals because we don't get to see them on a daily basis."
- "I was amazed at being so close to the hyena."

How was the game drive? Any more comments?

- "It was a whole different experience."
- "You get to see the animals differently and some animals, you won't see during the day like the owls."
- "The owls were really beautiful, especially their eyes."
- "It was a good experience. I don't think that I will go on it again, maybe I would go on the game walk with a ranger but I will recommend it to my friends."
- "Since I've now been on it, I don't think that I will want to go on it again, but this was a good experience and I will also recommend it to my friends and family."
- "For those that haven't been, it's a good experience."
- "I will definitely recommend it."

How is the reserve?

- "It is lovely."
- "I actually enjoyed driving through it. You know, the small, narrow dirt roads. Up and down the hills. I would love to come back with a 4x4 and probably drive on the dry river beds and on the 4x4 trails."
- "We enjoyed the driving through the bush and looking for animals."
- "I wouldn't mind actually driving, I would have preferred doing the driving. It looked like fun."
- "The driving in the reserve was lovely and relaxing."
- "We didn't mind not seeing the animals because we had the scenery, the trees and the little birds. There was always something to see. It was also interesting to see how the elephants pushed down the trees and the amount of broken branches on the road."
- "Looking for the elephant dung was also interesting because we were trying to track the elephants by their dung. That was fun."
- "It was also interesting when looking at the dung and trying to figure out what type of animal passed by. Trying to differentiate if it was a white rhino, black rhino or an elephant, by noticing the seeds, grass and bark in the dung."
- "There was a lot of looking for the elephants, it was like hunting and it would have nice if we actually found one."
- "We have now all become expert dung tracers."
- "It is all a learning experience, it's not just the animals but also trying to figure out the environment they are in and how it works for them. This is all part of a learning experience."

Is the history of the Hluhluwe/Umfolozi Game Reserve important to you?

History in this instance refers to part of the Umfolozi being King Shaka's private hunting grounds.

- "Yes, the history is always important."
- "It's nice knowing that we were staying where once Shaka ruled and went hunting."
- "We are seeing the area as he saw it and walking where he walked."
- "It is special but then for me any game reserve is special, because of the animals."
- "I also believe that the animals make the experience more special and it doesn't make a difference if Shaka ruled here or not because Kruger is bigger and just as good, if not better and they do not have a Shaka story."

How much do you think the Safari Tents accommodation costs at Mpila?

- "R250 to R300 per person per night."

The group was then told that the approximate price is R160 per person per night depending on the time of year they were going. The group was totally amazed at this price and stated:

- "That is not a bad price at all."
- "A kitchen, bathroom, and beds. That is a very good price."
- "I believe that Indian people, especially if they are coming with friends and family would prefer the hutted accommodation."
- "I believe that both the hutted and tented accommodation should be advertised as well as the accommodation at Hilltop so that people will see that they have a choice and you will be advertising to a broader market of people."
- "The tents though looks more adventurous and this could be more appealing to the people."

How much are you willing to pay for a holiday like this, excluding car hire and petrol?

- "About R1000 per couple."
- "About R1000 to R1500 for us both."
- "If you go to the Wild Coast, you will spend well over this and because I now know what it cost. I am willing to spend about R1000 for the two of us."
- "Indian people will spend more at Wild Coast but they would not think of coming here?"

Marketing Strategy

Newspaper Adverts

- "Advertise in newspapers like Sunday Tribune, Sunday Times but mainly the Post. These papers are mainly read by Indians and especially the Post as it is an Indian newspaper."

Radio Adverts

- "You could advertise on Radio Lotus and East Coast."
- "You could run competitions on these radio stations."
- "Lets say for East Coast which has a budget of over a million rands a year just for their advertising and marketing, and a majority of that is conducted by competitions."
- "You get people to call in and you get people to give their views and you therefor stimulate interest in the topic, and people will become more aware."
- "You can run a competition where you give a weekend away to a couple."

- "From the response that you get, you will see where the interest really is."
- "What you could do is ask the people to name the species of buck that can be found in the reserve."
- "You can also ask them to name the big five."
- "I think that the competition should run over a week. On Monday to Thursday you could ask people to phone in and ask them different questions pertaining to the animals and the reserve. The four people that answer correctly on each day will be called on Friday and will be joined by a fifth person. They will all be asked the same question at once and who ever answers correctly first, wins the competition."
- "East Coast does this a lot."
- "By doing this, you will keep the interest going for the whole week and not just for five minutes."
- "People will also hear of this competition and tell their friends and then everyone will have to do some research so that they can answers the questions."
- "Another question could be to explain Shaka's Hunting pits. This will be fun, I would like to hear some of the answers to this."
- "You can also run a synopsis of an animal like a black rhino and then ask a question about it."
- "I think that East Coast is better because you get our generation listening to it yet for Lotus, it mainly the older generation that are set in their ways."
- "I don't know how you are going to target Indians on East Coast, maybe you could say that this competition is only open to Indians in the hope of promoting game reserves to Indians."

Television Adverts

- "You can also run the same type of competition on television, like on Eastern Mosaic, where they recently ran the India competition. You can have a whole exposé on the game reserve so that people will be exposed to it and then ask them questions from the insert and even other questions so that they can do the research. In this way, people will become interested."
- "I would put the five minute exposé on Eastern Mosaic instead of East Net because Eastern Mosaic is on SABC 1 and reaches much more people because not everyone has MNET and not all those the have MNET have East Net."
- "Eastern Mosaic runs on Sunday morning, when most Indians are at home and is also repeated on Monday night. In it they have a small travel show and the presenters could present a game reserve."
- "You must also tell them in the synopsis or exposé that the cost per person at Mpila is one hundred rands and this should also be one of the questions and answers. In this way, Indian people will think that it is much cheaper then Wild Coast and you also get much more."
- "The whole visual aspect of the thing is much better, instead of a T.V. advert."
- "You should come up here with an Indian family and show them having fun. If you are going to show a white family having fun here, no Indian family is going to take interest."
- "You should show them a glimpse of the whole place."
- "I think that people will take more interest in a competition."
- "If you face it, how much of an effect does a T.V. advert have on us. You see it for a split second and that is it."
- "You will probably get excited for that moment, then once it over you forget about it. If you

have it incorporated into the program, with the presenters and Indian families showing it off, people will believe it."

- "What you could do after that is run a normal thirty second advert, where you could use certain parts of the expose for the advert. In this way, the expose will impact hard on the people and the following adverts will remind them of it."

Cinema Adverts

- "If you are looking at a hard impact advert, you should go into Cinema because our research proves that 85% to 90% of our attendance at the cinema decide to watch a movie because of the advert they saw on our big screen."
- "You must have a really captivating advert which you put on the big screen. You don't put it on T.V. where you have thousands of adverts that just becomes one of another."
- "You can even target the exact age group you want to market. You can target because the younger generation goes for the action movies. You can also target depending on the time of the show. The 17h30 show on Saturday is a family show yet the 20h00 or the 22h00 show is more for the outgoing, younger crowd that is looking for adventure and will go to game reserves."
- "The majority of movie goers are even in the age group that you want to go to a game reserve. This is the 16 to 35 age group market, that is the majority of movie goers."
- "You are now going to get the market you are looking for and you are getting a captive audience not like on T.V. where people use the advert brake to do other things. Here, people have to sit and look at the screen."
- "You should advertise in Berea Cine Centre and Shiraz. This is where most of the Indian people go to."
- "I don't think so. I don't think that many Indians frequent those cinemas any more."
- "You must also look at the cliental at these cinemas. At Ster Kinekor and Nu Metro, you get a richer younger market. It is more of an up class market of people as compared to these other cinemas."
- "Musgrave and Pavillion have generally a more affluent market base. I think that you should target these places."

The Actual Advert

- "The advert should be about a minute long, not more than that."
- "You should have something that will catch your eye."
- "You should put Indian people having fun."
- "Show Indian people going on the trails, seeing the animals, going on the night drive and a game walk."
- "Make it something quick and vibrant. Flash through the different places and animals."
- "You could also include the visual scenery, the sun set and the sun rise, with maybe a couple enjoying it."
- "When showing a guided walk, you should get people quotes like "THIS IS THE FIRST TIME I'VE EXPERIENCED THIS AND ITS OUT OF THIS WORLD"."
- "You should also show the different types of accommodation, the self-catering, the restaurant, and also the kitchen facilities. You should also put in the Safari Tents with its own kitchen and bathroom."
- "The Wild Coast advert is very good and this advert should be based on this."
- "You should show them the best features of this place. There are a lot of Indians that go to

the Drakensburg just for the views and tranquillity. The views and tranquillity at Hluhluwe are the similar and this should be shown. By doing this, the appeal that took them to the Drakensburg, could bring them to a game reserve."

Captions

- "Escape the concrete jungle to the scene, tranquil natural environment."
- "Go back to nature."

To this caption, the whole group laughed and the person that stated the caption explained:

- "No matter where we now come from, we all came from the bush and we all at some stage depended on nature and still depend on nature. People should come an experience this."
- "Do you know that the oldest remains of early man was found in Africa, South Africa, so we all came from here."
- "I am not trying to get at the roots, as in the culture aspect of it, but at nature."

Brochures

- "Brochures are very good."
- "You can leave them in doctors surgeries and when the patient is waiting, he could pick up one and read it."
- "It is important to put down the price to the accommodation on the brochure as Indian people will be attracted by that."
- "Indians are very money conscious. They are probably the wealthiest people in the country, but they are very money conscious."
- "You should use word play and ask people in the advert to compare the cost to maybe the Sun City or Wild Coast. You don't say compare but you imply that one should compare the cost."
- "You could say "DON'T SPEND HUNDREDS AND NOT BE FULFILLED"."
- "Put in pictures of 4x4, a group of well dressed Indians with jeans and hiking boots. Put them in having fun, looking at the game through binoculars."
- "Put in information of the area, a small map with what can be found in certain areas. Put information on Shaka's hunting pits, what the name Hluhluwe and Umfolozi mean and so on. This will attract people and make them want to see the hunting pits or certain animals."
- "Don't hand out these brochures at stop streets because not many people pay any attention to them."
- "Put them in Newspapers or as newspaper supplements."
- "Hand them out at schools."
- "You could pictures of lions, and elephants but also put pictures of giraffe because it is also interesting and few people know what it looks like."
- "Use other animals as well, not only the big five."

Schools

- "Advertise in schools. Advertise it as an excursion experience. Instead of going to the Drakensburg or to Johannesburg, make a tour to a game reserve where the children could spend a weekend or a week at the game reserve not only learning about the animals but also the vegetation, the interaction and even the insects like the dung beetle."
- "Once they go, they will tell their parents about it and also worry their parents to go as

well."

- "You can even run the competitions at schools, universities, and technikons."
- "You can even leave the brochures at these places."
- "If a child at school level wins a holiday, then her parents will be excited. It will also be a promotional idea because word of mouth is a powerful tool among Indians."
- "Children will also be learning about nature and the environment and will learn to take care of it from an early age."
- "If you run the competition at school, make the questions hard or not that easy so that the child will take the competition home to their parents who have to do the research for the answers. In this way, the parents will become involved and excited that their children could win and the parents could also like the game reserve idea and want to go."
- "This competition also gets the parents involved and could attract them."
- "If their children do not win, maybe the parent will feel sorry and take the children themselves. Indian parents are like that, they like giving everything to their kids and do not like disappointing their children."
- "The competition could be to draw a picture of an animal and to also answer some questions."
- "With the excursion, the school will even ask the kids to write an essay about their trip when they have returned and this will keep their memory active and they will also relate stories to their parents."
- "The excursion kids and even those that win the competition will also take pictures and show it to every family member because they will be excited."
- "What you can even do for the child that won the competition, is to place his or her picture together with their drawing, essay and winning answers in a newspaper like the Post and with it have a one page advert of the game reserve."
- "Parents are now more willing to expose their kids to new experiences especially if they want to keep their kids away from drugs and alcohol. This is a new and beneficial experience and in a world where kids and parents are growing apart faster, their parents will want to take kids along, to bond with."
- "This is not only the case with Indians but also for the whites and the blacks."

Word-of-Mouth

- "Among Indians, this is very powerful."
- "If you advertise it well, run the different competitions on T.V. and radio, people will be exposed. At first maybe only a few people will go but they will come back and tell the rest of the people what a beautiful experience they have had."
- "That is where the T.V adverts come into play. People will hear from others, then see the T.V. adverts and will then go. After a while, you will have too many Indians at game reserves."

Clubs and Organisations

- "I know that cricket clubs like to do these things together. Instead of booking into resorts or go fishing, they could come here to a game reserve."
- "You do not only have to advertise to cricket clubs but you should include other sporting clubs."
- "Once a year, what they do is that they get together and go out for the week or weekend together, maybe with their families. What they could do is instead of going to their normal

- vacation spot, they could come to a game reserve."
- "These clubs are always looking for something new and exciting and they don't know about game reserves."
- "For a start, you could advertise in all the sporting magazines, but what would be better is to drop of brochures at the clubs or post them to the organisations."

Discounts

- "You can also advertise discounts because Indians like a bargain."
- "You can also give away 5% discounts for a certain game reserve."
- "You can advertise coupons on the back of till slips."

Day Trips

- "Indians also love day trips and I know, we go for them."
- "I think school excursions are your best bet. The best way to get to the older generation is through the younger generation."
- "You can advertise it like how Wild Coast advertises their day trips."
- "We are always looking for something different to do and this is different?"
- "You could come here for the weekend on the bus and like Wild Coast, get a 5% discount on the night drive, or 10% off your meal at Hilltop and so on."
- "You could even advertise to Old Age Citizens groups because they like taking these trips. I know my aunts go to Cape Town, Johannesburg, Drakensburg and other places with their groups. They all jump on the bus, pay so much and go."
- "You could give them brochures or post brochures to their organisations."

The Evening

After the braai and focus group session, the group sat around a campfire that was built during the braai. Around the fire, they began to relate true, personal ghost stories. The comments to this were:

- "This is what camping out is all about, sitting by a campfire, telling stories."

Some members of the group earlier talked to a field tour guide who was at the camp on holiday. The guide told them that this camp is not as safe as they think and that wild animals could easily come into the camp. This frightened the group members and they therefore decided to retire early indoors for the night.

Day Three: 25 March 2001

Leaving Mpila

The group departed promptly at 08h00 for the ranger's office. While the exit permit was being obtained, the group members visited the curio shop to purchase items to take back home and also to purchase last minute snacks for the road. Only two couples purchased curios and these were whiskey glasses, kitchen aprons, candles and small wooden carvings of animals.

On the drive to Nyalazi Gate, the group was still hopeful to see an elephant. This though did not occur. At the gate, the whole group posed for a final picture. This was the picture they did not take when they first entered the game reserve.

Drive to Durban

The drive to Durban was noisy, with the group playing games and talking of the trip. Nobody had mentioned work and when reaching Durban, and passing one person's work place that person stated:

- "I actually forgot about my raciest boss. "

The group also noticed the newspaper advertising boards with the day's headlines on it. The headlines stated: Many Killed In Robbery. To this, the group stated:

- "We should go back."
- "We were much safer there in the reserve."

They also commented:

- "This place is so dirty."
- "The reserve was so much cleaner."

The group departed with all thanking each other for a good trip.

Indian Couples Focus Group				
Name	Age	No. of Children	Vocation	Contact Details
Pravendran Pillay	28	1	Audit Clerk	N/A
Reshika Mahara	24		Attorney	
Arvind Sewnath	25	0	Machine Operator	N/A
Jean Sewnath	24		Admin. Clerk	
Dereshan Moodley	25	N/A	Manager	N/A
Alesha Chetty	22		Accountant	
Ashmin Singh	25	N/A	Psychology Student	N/A
Shakira Docrat	21		Teacher	N/A
T. Chetty	25	N/A	Manager	N/A
R. Ramdhani	25		Self-employed	

Appendix 5: Post-Trip Interviews

Two weeks after the last group, the Indian group, had returned from their trip to the Hluhluwe/Umfoluzi Game Reserve, they were contacted telephonically and asked two questions. These questions were:

1. How was your trip?
2. Do you have any further comments to make regarding the study?

They stated:

- "Wow, I am definitely going back. It is cheap."
- "I never thought that I would ever experience this in my life."
- "This stuff is amazing, everyone should experience it. We sit in our houses and watch the T.V. but to see it so close, right next to you, wow!"
- "I want to take my kids, and I told my friends. We are planning to go back during the holidays (December school/Christmas holidays). We are going in a big group and I want to see lions this time!"
- "My children must learn about their roots."