

**A MODEL FOR THE DEVELOPMENT OF SLOW TOURISM IN SOUTH AFRICA  
USING THE ECONOMIC RESOURCES OF THE KIRSTENBOSCH NATIONAL  
BOTANICAL GARDENS**

by

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**Dissertation submitted in fulfilment of the requirements for the degree**

**Master of Technology: Tourism and Hospitality Management**

**in the Faculty of Business and Management Sciences**

**at the Cape Peninsula University of Technology**

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**Cape Town Campus  
October 2015**

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## DECLARATION

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24 October 2015

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## ABSTRACT

The concept and knowledge of slow tourism within the context of South Africa is limited. Very little local literature is available on this new, emerging niche form of tourism. International research on this topic, including the practise, development, implementation and promotion of slow tourism, has grown during the last decade. This study investigates the meaning, understanding and definition of slow travel and tourism, and how slow tourism differs from other alternative tourism types. International and local case studies where slow tourism was implemented successfully, were assessed. Slow tourism is considered an antithesis to mass tourism. Tourism role-players and visitor groups have become more environmentally conscious in how they develop, promote and consume tourism products. Sustainable and responsible tourism practices are the forefront of the slow tourism phenomenon which induces the demand and the supply chain of tourism products emphasised by ethical values. Slow tourism focuses on the concept of time spent at the destination, liberating the visitor from the angst and stress brought about by today's fast-paced lifestyles. Attention is directed at the visitor experiencing a qualitative more than a quantitative experience, found in a unique nature-based setting with the after-effects of feeling relaxed and rejuvenated. Slow tourism is centred on building good relationships with the local community, preservation of and an appreciation for the environment, and the production and consumption of local and responsibly-sourced products.

Within this context, this study aims at developing a slow tourism model for South Africa, using the economic resources of the Kirstenbosch National Botanical Gardens (KNBG). It investigates the literature of slow tourism at United Nations Educational, Scientific and Cultural Organisation (UNESCO) protected sites, parks and at KNBG. Botanical gardens are considered a place of recreation and leisure, taking time out to relax and enjoy the open green spaces. Moreover, the dissertation points out the elements that are required to develop slow tourism at a destination and the role of tourism policies which set the framework for managing and growing tourism sustainably.

A qualitative research methodology was employed to collect the primary data, using the grounded theory approach at KNBG, which was the study site. Qualitative data were obtained through observing visitors, in-depth interviews with visitors and KNBG management. The results and findings from the analysis indicate a shift towards people slowing down, the need to connect with nature to feel less stressed and finding value in slow tourism activities such as those found at KNBG. A slow tourism model was developed based on the literature review and findings of the primary data that was collected.

**Keywords:** slow tourism, slow travel, niche tourism, botanical gardens

## ACKNOWLEDGEMENTS

I wish to offer my sincere gratitude to the following people and entities that helped to focus, direct and facilitate my work, enabling me to complete this dissertation.

- The South African National Biodiversity Institute, my employer, for the funding of my study.
- Professor JP Spencer, my supervisor, for his unwavering support of my research from inception to completion; for his sound advice through the years; his patience and confidence in my work; his mentorship and commitment, always giving of his valuable time; and his priceless assistance and guidance in developing the model.
- Ms E Venske, my co-supervisor for her valuable time, input and advice.
- Professor K Swart and Ms T Daniels, for their time, comments and suggestions for this study.
- Mr S Jessa, for his advice and support on the structure and research methodology section of my study.
- Professor JN Steyn, for his insightful guidance, suggestions and comments that pulled the study together.
- Mr N Abdurahman for providing me with excellent CPUT Library service support.
- Ms Sarah Struys of SANBI/KNBG, for her time, assistance and participation in the KNBG management interview.
- My line manager, Ms Shaheda Overmeyer, for her untiring support of my studies and mentorship throughout my working years at SANBI.
- Dr Keshni Gopal, my former colleague at SANBI, a dear friend who generously gave of her time to assist with the visitor interviews at the KNBG. She provided me with precious research support and planning advice which made it easy for me to complete this dissertation in the shortest possible time.
- Ms Mariska April, for her assistance with the visitor interviews.
- Ms Cheryl Thomson, my editor/grammarian, for her expert advice, professionalism, attention to detail and constructive criticism.
- My amazing friends, Bertie and Tahira Basson; Chris Cogill; Clive Fortuin; Faizal Darries; Juanita Gamba; Lameez M Sharatt; Ludovico Gakeem Sanges; Nazley Kemp; Nigel Williams; Rafiq Jacobs; Roshaan and Salvador Gilbert; Shahieda Bebe Hendricks; Shahieda Kamish and Oliver Törzsök for their unwavering moral support at various phases of my life and throughout my academic years at CPUT.
- More than anything, to my beloved family—my dad Achmat and mom Aziza, my sisters Shameemah and Shaakira, and brothers Allie, Zaheer and Faizel, thank you for all your support throughout my lifetime, the motivational talks and inspiration that got me through it all. I cannot deeply enough express my gratitude for your encouraging words, and assistance in various ways. I intensely appreciate having such a wonderful family.

I have learnt that 'research' cannot be successfully accomplished by only one person. Thank you to all who made this possible.

## DEDICATION

All praise belongs to Allah for granting me the wisdom and strength to complete this research.

*haraka haraka haina baraka (hurry hurry has no blessings)*

old Swahili proverb

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## GLOSSARY

Terms/Acronyms/Abbreviations	Definition/Explanation
BOTSOC	Botanical Society of South Africa
CPUT	Cape Peninsula University of Technology
Economic facilities	All facilities and resources at KNBG which can be or are used to generate interest and therefore income
KNBG	Kirstenbosch National Botanical Gardens
LARASA	Leisure and Recreation Association of South Africa
PMG	Parliamentary Monitoring Group
R&R	Rest and Relaxation
SANBI	South African National Biodiversity Institute
STISN	Slow Tourism Italia Slovenia Network
the Gardens	Kirstenbosch National Botanical Gardens
TIES	The International Ecotourism Society
TNP	Triglav National Park
UCT	University of Cape Town
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNWTO	United Nations World Tourism Organisation
UWC	University of Western Cape
WTTC	World Travel and Tourism Council

# **CHAPTER ONE**

## **INTRODUCTION AND BACKGROUND TO THE STUDY**

### **1.1 Introduction**

#### **1.1.1 Economic growth and tourism in South Africa**

The United Nations World Tourism Organisation (UNWTO, 2011) reveals that eight million international tourists arrived in South Africa during the year 2010 and that South Africa is one of the fastest growing tourism destinations in the world. South Africa's Tourism Minister, Marthinus van Schalkwyk, revealed in his keynote address in Parliament on 17 September 2013 that the latest tourism growth statistics indicate that in 2012 international tourist arrivals had grown by 10.2% (South Africa, 2013). This meant that, according to the UNWTO records, the South African tourism industry had grown by two-and-a-half times the average of the global industry growth figure of 4% (South Africa, 2013). At the Global Leaders for Tourism meeting held in Cape Town on 4 May 2011, South Africa was the first African nation to join the UNWTO grouping and the World Travel and Tourism Council (WTTC) (UNWTO, 2011).

An open letter was presented to the South African President, Jacob Zuma, highlighting the significance and value of travel and tourism to global growth. The open letter, presented to the heads of state, defined travel and tourism's worth as the world's largest generator of sustainable business, relevant employment, the driver of socio-economic growth and development, and a crucial role-player in the changeover to a Green Economy. The opportunity to create employment and tackle issues of climate change were key issues outlined in the Green Economy Accord which was signed in November 2011 by cabinet members, trade unions, business representatives and community constituencies. This agreement also indicated that competitive domestic markets were created in this green economic space to lower costs, boost innovation and provide choices for the general public (SA, EDD, 2011).

The international tourist destination receipts for the year 2012 listed South Africa as one of the top ten tourist destinations, receiving assurances of positive visitor arrival numbers in the country. South Africa's tourist destination receipts recorded an international tourism increase in excess of 22%, equal to India, with Japan experiencing more than 37% increase in receipts for the same year (UNWTO, 2013). This signified that South Africa as a global tourist destination is highly competitive among other emerging and established destinations.

### **1.1.2 Tourism in Cape Town**

"You don't need a holiday, you need Cape Town" is how the official Cape Town Tourism website welcomes viewers (Cape Town: Official Tourism Website, n.d.). It is more than likely that this is the manner in which visitors to Cape Town would describe their experience of the natural beauty, outstanding landmarks and vibrant atmosphere to be found in this beautiful city. According to Cape Town: Official Tourism Website (n.d.) this extraordinary city won the Best Destination category in the 2009 Virgin Holidays Responsible Tourism Awards. Cape Town is the first city to win in this class, thus verifying its ability to be the forerunner in terms of global responsible tourism.

Visiting South Africa and specifically Cape Town, would not be complete without a visit to Cape Town's Big6 attractions. This Big6 group is a collaborative marketing effort of the all-inclusive Cape Town's six iconic landmark tourist attractions (Cape Town Big6, n.d.). These attractions include Table Mountain, shopping and entertainment at the V&A Waterfront, Constantia Vineyards, a tour of Robben Island, spectacular scenery at Cape Point and a tour of the beautiful KNBG. The Cape Peninsula Big6 is one of the world's most attractive tourism destination tours with six unforgettable experiences, with KNBG world-renowned for its appealing natural beauty and rich diversity of Cape flora.

### **1.1.3 Kirstenbosch National Botanical Gardens (KNBG)**

KNBG was established in 1913 to promote, conserve and display the extraordinarily rich and diverse flora of southern Africa, and was the first botanic garden in the world to be devoted to a country's indigenous flora. KNBG displays a wide variety of the unique plant life of the Cape Floral Kingdom, including fynbos, as well as plants from all the diverse regions of southern Africa. According to the South Africa National Biodiversity Institute (SANBI) there are over 7 000 varieties in cultivation at KNBG, including many rare and threatened species (SANBI, 2013).

More than just a garden, KNBG is part of a nature reserve which celebrated its 100<sup>th</sup> anniversary in 2013. The 36-hectare garden is part of a 528-hectare estate that contains protected mountainside supporting natural forest and fynbos, along with a variety of animals and birds. KNBG estate borders the Table Mountain National Park and is the largest of a countrywide network of eleven National Botanical Gardens administered by the South African National Biodiversity Institute (SANBI, 2013). SANBI is the overarching body of all the South African national botanical gardens, including KNBG. There have been many books and journals written about KNBG. One of these books, named *Kirstenbosch*, recalls the history and events of the garden, noting that:

Kirstenbosch provides the stage for a vibrant summer concert programme including Carols by Candlelight and permanent display of Zimbabwean Stone Sculpture- a reminder to visitors that they are on African soil (Patterson-Jones & Winter, 2004:3).

The above authors further define KNBG as a starting point for a variety of walks along and up the mountainside, starting off with gentle strolls to more arduous climbs.

KNBG is acclaimed as one of the important botanic gardens of the world. KNBG is located in the heart of the Cape Floristic Region and forms part of the Cape Floral Kingdom. In 2004 the Cape Floristic Region, including KNBG, was declared a UNESCO World Heritage Site, and is the first botanic garden in the world to be awarded natural World Heritage Site status (SANBI, 2013). It is uncommon and very rare that any botanical gardens can match the beauty of the setting of KNBG which is nestled against the eastern slopes of Table Mountain.

#### **1.1.4 Rediscovering 'slowness'**

Economic growth can be considered as propelled by the development of globalisation and specialisation; perhaps this could also be the reason for the ever-escalating acceleration of society, note Weiermair and Mathies (2004:67), where the consequences of speed could have an adverse effect on people's private and professional lives. They further emphasise that these effects can surface and manifest in the form of increased violence, disproportional income and also as health issues. Our human independence appears to be limited due to tight schedules at work, at home or both.

Pressure is placed on individuals to fill free time with as many activities as possible (Weiermair & Mathies, 2004:67), suggesting that a resolution can be found in slow holidays for individuals who have lost the power to organise their own free time. Howard (2012:17) cites Ruskin, Evans and Whitehouse who state that the only way to appreciate natural landscapes was on foot. Slow travel by rail, or even the oldest form of bipedalism now during the modern age, is romanticised and seen as a form of a peaceful and reflective alternative to the bustle of air travel and driving of motor vehicles (Eriksen, 2001:54). As a society preoccupied by speed, economic growth and consumerism, the connection with oneself, one's culture, people and the world in which we live, appears to be lost as pace takes over our daily lives. The yearning for connectedness is ideally towards what people gravitate. This practice of slow movement is seen as a kind of relief in the time-space burdens present in today's capitalistic and profit-driven world. Connectedness can be found in the most simplistic and basic daily rituals, such as sharing a home-cooked meal together, note Dorobanțu, Gheorghe and Nistoreanu (2012:1). Spending meal-times together, eating wholesome traditional food made from home-grown fruit, vegetables and home-reared livestock like poultry from the back garden; then after eating everyone helps with the cleaning up, establishes a connection with family and friends during these social meal-times

(Dorobanțu *et al.*, 2012:1). Grabbing fast-foods meals on the run on a regular basis generally removes people and families from this connectedness. It is this connection which adds a certain quality and value to people's lives.

#### **1.1.5 Definition of 'slow tourism' and 'slow travel'**

Dickinson and Lumsdon (2010:2-3) describe slow travel as:

...an emerging conceptual framework which offers an alternative to air and car travel, where people travel to destinations more slowly overland, stay longer and travel less.

Dickinson, Lumsdon and Robbins (2011:282) develop the definition further:

...that the idea of slow tourism also encompasses a more experiential element such as: The importance of the travel experience to and within a destination, engagement with the mode(s) of transport, associations with slow foods and beverages, exploration of localities in relation to patrimony and culture at a slower pace ... and for the environment.

Terhorst (n.d.) explains literature reviews of students on discovering new forms of tourism: slow tourism, in which she concurs with this 'slow' notion and cites Fullagar (2012) who note that:

...the concept of slow movement is present in many parts of everyday life and one can easily get the feeling that the adjective slow is added to all phenomena, industries and sectors. One of these sectors is the tourism sector.

This shift in tourism lends itself to a more alternative form which could perhaps be due to the fast-paced lifestyles which affect most people today and their choice of place for recreational visits and activities (Terhorst, n.d.). Matos (2004:96) proposed this theory a decade ago and mentioned that slow tourism and slowing down is illustrated as an antidote and an antithesis of speed. Accordingly, Conway and Timms (2010:330) unanimously support the 'slow' theory and agree that a different angle of alternative tourist offerings can provide a new and viable promotional identity in the form of slow tourism. In this approach Conway and Timms (2010:330-331) suggest that the variety of offerings provided at a destination considers a strategic shift to encourage the diversification of tourist offerings under the promotional support for 'slow tourism'. In particular, Conway and Timms (2010:330) refer to spreading slow tourism opportunities in under-developed areas of the Caribbean, areas which lack the necessary resources on which mass tourism relies for social and economic advantage. They defend this argument by stating that slow tourism alternatives centre on quality advancement rather than purely focusing on growing the number of visitors. These authors refer to the slow tourism example in the case of the Caribbean by upgrading the tourism quality, as:

...building upon earlier models of alternative tourism, which we propose ... an authentic and encompassing slow tourism model as a revitalized new tourism for the twenty first century in the Caribbean (Conway & Timms, 2010:331).

Slow tourism has been described as not having to place focus on growing the number of visitors. To provide an understanding of both concepts, a comparison is made to the definition of mass tourism. Sharpley (1999), cited by Mairesse (2008:20), defines mass

tourism as a social, economic, political and geographic phenomenon, which depicts the movement of large numbers of people who holiday through the purchase of a standardised and all-inclusive package. Sharpley further reduces mass tourism to mass purchasing and mass consumption of products. He adds that mass tourism is a distinctive type of tourism product that is manufactured, marketed and sold (Mairesse, 2008:20).

How does slow tourism differ from other niche and alternative forms of tourism such as ecotourism and nature-based tourism? Nature-based tourism places universal emphasis on the environment. The whole landscape and the surrounds is the principal focus of tours which are usually conducted on a small scale, but can become a mass emergent tourism activity, visits to the Amazon Forest for example. Even though nature-based tourism focuses on the tranquil environment, landscapes and natural surrounds, it does however differ, according to Newsome, Moore & Dowling (2002:13-14) to slow tourism. Nature-based tourism could be visited by masses of tourists at a frenetic pace, whereas the slow tourism visitor can engage in tours at a slower pace, leisurely take their time, stay longer and not be hurried through their travel itineraries.

Ecotourism, as described by Newsome *et al.* (2002:14) should add value to people's lives on an individual level through their learning about the natural world. The fundamental aim is to adopt a sustainable user approach. This approach can be conducted through diversification, cultural, renewal, resource conservation, and economic growth say Newsome *et al.* (2002:14). By reviewing the theories of both nature-based tourism and ecotourism, it can be deduced that neither of these concepts emphasise the exclusion of the visitor participating in tourism activities that are conducted at a non-accelerated rate. Included in a slow tourism philosophy, the visitor experiences a high quality tourism product which incorporates a feeling of well-being and oneness with the environment.

## **1.2 Problem statement**

Little is known about the slow tourism philosophy in South Africa and the need for skilled human resources to service slow tourism activities. Could the slow tourism philosophy have potential benefits for visitors and KNBG management, should this concept be introduced at KNBG?

As determined thus far a close correlation does exist between botanical gardens and the slow tourism philosophy. One of the benefits can be that slow tourism has the potential to strengthen and improve tourist resources. It can also improve the accessibility and the utilisation of tourist resources connected with nature and water, following a 'slow' philosophy. Slow tourism forms and practices can be promoted by building on eco-sustainable niche tourist products. However, there exists a lack of awareness of the distinction of this sub-



sector of tourism and it has not been adequately investigated at KNBG or in South Africa; only in overseas studies and countries has this topic been explored (Conway & Timms, 2010:331; Dorobanțu *et al.*, 2012:1; Slow Tourism Italia Slovenia Network, 2013). Visitors to gardens generally participate with their families and friends in activities that rejuvenate them and for recreational purposes like reading, walking and viewing flora (Weiermair & Mathies, 2004:67; Dickinson & Lumsdon, 2010:65; Moskwa & Crilley, 2012:405). Dickinson and Lumsdon (2010:65) opine that these activities of relaxed recreation can be explored as slow tourism activities if developed further for visitors under the slow tourism banner as it brings about a sense of well-being to family and friends, a bonding experience for visitors or tourists. This 'slow' philosophy cannot be adopted and demonstrate feasibility for KNBG and visitors if the slow movement and slow tourism area has not been adequately researched.

In addition to this, if a growing interest is determined that visitors are increasingly finding value and appreciation in gardens, a problem could exist in mass numbers of visitors to and environmental degradation of botanic gardens. Furthermore, this firmly goes against the principle of slow tourism, as the visitor must enjoy a quality, unhurried experience, including sustainability to both visitor and garden management (Newsome *et al.*, 2002:14; Howard, 2012:16). Slow tourism is virtually unexplored in the African context and might not even be viable in South Africa, Cape Town or even at KNBG.

### **1.3 Aim of the Study**

The aim of this study is to determine if a slow tourism model is feasible on a smaller scale at KNBG, and if visitors are gravitating towards the slow tourism ideals of living a less stressed, slower-paced travel lifestyle and appreciating this slower pace at a recreational level or at botanical gardens. This study explores these slow tourism activities of visitors at KNBG.

### **1.4 Objectives of the study**

The main objective of the study is to develop a slow tourism model within the South African context, focusing on the economic resources of KNBG. Before a model can be proposed an understanding of what the slow movement and its sub-sectors are, needs to be explored. The slow alternative travel and tourism concepts are new and there is a new thinking of this notion, which has been researched in only a few countries recently. Examples of this include studies conducted by Conway and Timms (2010:331) in the Caribbean, Dorobanțu *et al.* (2012:1) in Romania and in the Italy-Slovenia slow tourism partnership (STISN, n.d.).

The sub-objectives of the research are:

1. Provide insight into the subject of slow tourism and distinguish it from other forms of tourism, for example nature-based tourism and ecotourism;
2. Investigate areas where slow tourism has been implemented effectively (for example, Europe, Italy/Slovenia, Caribbean Islands, New Zealand, Wales, and Romania);
3. Investigate current tourism policies in South Africa on slow tourism, and demonstrate that a slow tourism policy in South Africa is limited or non-existent (referring to the White Paper of 1996, 2001 Draft White Paper on Sustainable Tourism Development and Promotion in Western Cape and Responsible Tourism Policy in Cape Town);
4. Provide a background of KNBG and an overview of its tourism resources for potential slow tourism activities and resources available for this study;
5. Provide working recommendations that could assist KNBG to use its current tourism economic and other resources and products to develop activities in KNBG under the slow tourism banner; and
6. Develop and produce a theoretical model for slow tourism at KNBG.

### **1.5 Research questions**

The following questions arise from the study aim and objectives:

- Do all the existing resources at KNBG support the development of slow tourism activities?
- To what extent do slow tourism principles differ from other alternative forms of tourism, such as nature-based tourism and ecotourism?
- What South African literature is available on slow tourism or slow tourism policies?
- What lessons can be learnt from slow tourism studies implemented abroad?
- What will be the effect and benefit for KNBG?
- Can a slow tourism model/strategy be applied at KNBG?

### **1.6 Motivation for the research**

There is no existing policy in South Africa on slow tourism, nor has KNBG ever adopted or undertaken any research into international slow tourism policies.

Slow tourism is a fairly new niche form of alternative tourism. Literature on the notion of slow tourism and its potential benefits has only recently emerged, approximately in the last 13 years. A slow tourism project was implemented in Europe in 2007 as a pilot project between Italy and Slovenia over a 36-month period, ending year-end 2013 (STISN, n.d.). The successes and outcomes of the project have not yet been published but it seems that it ran successfully since the project launch. A similar small-scale slow tourism project or model

could be introduced at KNBG, as there is existing infrastructure that could cater for nature-based and ecotourism activities.

The Slow Tourism Italia Slovenia Network (2013) located in Europe describes the promotion of the slow tourism route implemented in a cross-border partnership between Italy and Slovenia as an exercise to enable tourists to travel between these two neighbouring countries for visitors to engage in slow tourist activities. These slow activities recorded by the Slow Tourism Italia Slovenia Network (2013) are interests that take place specifically at parks and protected areas in both Italy and Slovenia. Activities can involve sailing by boat, cycling, walking, canoeing or being transported on electric buses for day trips and tours. The objectives of this European partnership is to promote forms of slow tourism in Italian and Slovenian areas, characterised by natural and environmental elements and by water elements, through joint actions (Slow Tourism Italia Slovenia Network, 2013). This example could form the basis for a slow tourism model at KNBG.

In a Caribbean study conducted by Conway and Timms (2010:332), they agree that slow movement and travel has significant benefits in that recuperation is experienced through escaping all the stresses of a world governed by speed. These stresses could be at work, home and during holidays. Time off from work for vacations should be enjoyed and boosted by a quality experience and not in a frenzied attempt to see and do everything on one's travel itinerary. According to the study of Dorobanțu *et al.* (2012:1) in the Vâlcea county of Romania, they concur that slow movement is valued and emphasised by the views of the loss of connection, time with the world and our needs as human beings.

Conway and Timms (2010:332) aver that slow tourism should extend an assurance of "...sensual pleasure and slow, enduring enjoyment to preserve the discerning, well meaning, inquisitive visitor." This directly distinguishes the slow tourist visitors from the tainted mass tourist followers who "...mistake frenzy for efficiency". The authors further emphasise and cite Woehler (2004), that the slow tourism movement in the Caribbean should converge on conviviality, demonstrate a mood of welcome, sense of place, and leisure which focuses on local distinctiveness (Conway & Timms, 2010:332).

In understanding slow travel it can be described as a form of tourism which allows the tourist to embark on a journey that is typified by staying in one place for a longer period of time and for the visitor to experience fascinations in the area that is meaningful to their soul (Dorobanțu *et al.*, 2012:1). Indulging the visitors' experience and fascinations for visiting a particular area, Moskwa and Crilley (2012:408) note that academic studies confirm that people gain a wide variety of benefits from visiting botanic gardens, of which a form of

outdoor pleasure is derived from being in a recreational space of lush vegetation, lawn and garden beds.

Both host and visitor can benefit from slow travel practice and experience as it promotes a more holistic form of tourism and travel quality. Woehler (2004:83-92) mentions that slow tourism refutes the negative element of foreign profit motive associated with mass tourism and high-level foreign capital-leakage, which is a direct opposite of the alternative tourism principles. Sustainability and conviviality, which counters the loss of local distinctiveness, are the focus of what slow tourism represents in projecting a sense of place, repose, time out, recuperation and hospitality. In a similar fashion, this new tourism alternative offers a unique identity which advocates sustainability, humanistic and eco-friendly tourism practices and experiences for visitors (Conway & Timms, 2010:332).

### **1.7 Significance of the research**

The study will add further value to the existing tourism products on offer at KNBG. By adding this kind of value, Conway and Timms (2010:330) advocate that the slow tourism product is about quality advancement and less influenced by increasing the number of visitors or consumers of the tourism product. Slow tourism and travel is a new and growing trend in Europe as a destination which started in the year 2000. A conference on Services and Economic Development for Local and Global Challenges held in Bucharest noted that the slow movement celebrated a 13-year anniversary on 1 January 2013 (Dorobanțu *et al.*, 2012:1).

### **1.8 Participants in the study**

The study was conducted by the researcher and various role players at KNBG. Staff, visitors to KNBG and the South African National Biodiversity Institute (SANBI) management at KNBG, was interviewed.

### **1.9 Research methodology**

A predominantly qualitative research method was conducted for this study and took the form of a grounded theory approach. The grounded theory method is a form of qualitative research which was developed by sociologists Glaser and Strauss in the 1960s (Research Methods Knowledge Base, 2006). The grounded theory method originated from a sociology system and is a systematic methodology relating to the discovery of the hypothesis through the analysis of data (Martin & Turner, 1986:141-142). Some quantitative data were also sought in terms of visitor numbers and activities. Analyzing the data using this method was significant to this study as it gave the researcher the opportunity to investigate whether

visitors to KNBG were interested in the slow tourism phenomenon. Because tourism can be regarded as a social science, Glaser and Strauss explain that the grounded theory method allows the researcher the autonomy to generate new concepts to justify human behaviour (Wikipedia, 2013). This approach would also determine from all participants in the study the role and future of slow tourism activities at gardens, tourist attractions and destinations.

According to Bailey (1987:54) the only hypothesis and variables used in the grounded theory method are those that emerge from the data. The data collection process is generally flexible and likely to change during the time of the study (Leedy & Ormrod, 2005:147-149). The grounded theory study is developed by firstly:

"...entering the field work phase without an hypothesis; secondly, describing what happens and then lastly formulating explanations as to why it happens on the basis of observation (Bailey, 1987:54).

### **1.9.1 Data collection**

For the purpose of collecting primary data, the researcher conducted non-participatory visitor observations at KNBG as the key site of interest. The data collection method employed was observations of visitors to the Gardens to establish visitor activities in KNBG. The researcher wished to establish if visitors were currently undertaking slow tourism activities in KNBG, and the type of slow tourism activities in which visitors were involved.

Face-to-face semi-structured interviews were conducted with SANBI KNBG management staff to understand their views of the slow tourism concept, and obtain their opinions on introducing new slow activities in KNBG. The face-to-face interviews with KNBG managers gave the researcher an understanding of how KNBG management perceived slow tourism activities in KNBG. Interview questions posed to management related to possible development of products and activities in KNBG under the slow tourism banner. Insight from a garden management perspective would be gained, determining whether investing and developing slow tourism activities in the garden would be possible; would this concept be sustainable for KNBG; and would it meet visitors' interests.

Semi-structured interview questionnaires were developed for visitors and managed on an on-site, convenience method as part of the primary data collection process. In summary, data collection took place in the following forms:

- a. Observation of visitors and slow tourism activities at the KNBG
- b. Face-to-face interview with KNBG Management
- c. Semi-structured interviews for visitors to KNBG

### **1.9.2 Observations of slow tourism activities**

The observation study is used as an essential qualitative data-gathering method when conducting a grounded theory approach (Bailey, 1987:54-55). In this study the researcher used the direct observation method, as this is an inconspicuous method. Data collected could be considered less biased as the observer did not participate in the environment of the study (Research Methods Knowledge Base, 2006). The observer played a passive, watching role rather than a participatory role. Detailed notes were taken and situations observed, looking for non-verbal clues being used in the particular setting or site under study. The researchers' aim in using the direct observation method was to determine impartial behavioural patterns demonstrated by the sample population and to formulate fair questions and theories that could be recorded to develop the interview questionnaires.

### **1.9.3 Semi-structured interviews for KNBG management**

The researcher conducted a face-to-face interview with the relevant KNBG staff member. This was inexpensive and of little inconvenience to management staff as the staff member was based at KNBG.

### **1.9.4 Developing a semi structured interview schedule for visitors**

According to Daengbuppha, Hemmington and Wilkes (2006:374) observation is most effective when used together with interviews that are "designed to explore underlying reasons for activities, interactions and behaviours". After observations, using the convenience sampling technique, the researcher conducted face-to-face semi-structured interviews with visitors to the Gardens. Questions were developed in advance to ensure that the researcher gathered all the required information. With the grounded theory method, the researcher did not enter the field with a developed theory from the literature review (Daengbuppha *et al.*, 2006:374). Some of the findings in the literature review were helpful in suggesting ideas that could be explored, without forming any theory in the early stages of the study. To ensure that the questions related to the overall research problem and the research questions, Leedy and Ormrod (2005:147) suggest that the researcher aligns interview questions with research questions. Interview questions were developed from the observation findings and the literature reviews in the study.

### **1.9.5 Research population**

The research population for this study comprised firstly visitors to KNBG. Visitor statistics on the number of visitors were obtained by the researcher from the relevant department. Annual visitor statistics at KNBG fluctuate during the year due to the high and low seasons, with

particular reference to the popular Kirstenbosch Summer Sunset Concerts hosted on Sundays.

The second research population was the management of KNBG. Not all management staff were interviewed, but mainly senior management with decision-making powers, who manage portfolios pertaining to the business functions of KNBG. The researcher felt it was pointless to interview the Chief Director of Human Resources or the Chief Director Science and Research, as they do not make final decisions regarding KNBG business, tourism and income-generating functions. The events manager of KNBG was one of the senior managers who were interviewed. Management at KNBG comprises three senior staff, of which two are directly responsible for the conservation of flora and managing operations of the Gardens. The KNBG events manager is directly involved with the decision-making of KNBG marketing, business, visitor facilities and tourism functions of the Gardens.

#### **1.9.6 Research sample size (semi-structured interviews)**

- KNBG senior management (one) – KNBG events manager
- KNBG visitors—69 visitors participated in semi-structured interviews, conducted during the high season (March to April 2014) from Thursday to Wednesday for a duration of one week.
- KNBG visitors—187 persons were observed at the KNBG

#### **1.10 Ethical considerations**

The Cape Peninsula University of Technology (CPUT) research committee granted ethical approval for the study (see Appendix B).

Knowledge of the nature of the research, the various stakeholders involved, the associated ethical considerations, and all information and primary data gathered was treated confidentially and sensitively. Respondents could remain anonymous and refuse to participate in the survey at any time. Permission from the SANBI and KNBG management was obtained to undertake the study (see Appendix A).

#### **1.11 Structure of the study**

The aim of this research report was to develop a slow tourism model within the South African context, focusing on the economic uses of the resources of KNBG. A prerequisite in proposing this model was an understanding of what the slow movement and its sub-sectors are and what needed to be explored. This study consists of nine chapters:

## **Chapter One – Introduction**

Chapter One gives a general overview of the study and a background is sketched. The selected concepts of slow tourism and slow travel are defined, and the research problem and key questions pertaining to the study are stated. The objectives of the study are delineated and the significance of the study is addressed. Additionally, the chapter explains the research methodology. The chapter concludes by outlining the structure of the study.

## **Chapter Two – Literature study on the concepts of slow tourism**

The literature review in Chapter Two discusses the theory surrounding slow movements and slow tourism. It provides a theoretical approach and the points of view of various authors regarding alternative forms of tourism and the slow movement. Some concepts that link to slow tourism or opposed to slow tourism are also reviewed. This chapter explains the concept of mass tourism, nature-based tourism and how carbon emissions are a key consideration in the practise of slow tourism. A summary of the literature gathered concludes the chapter.

A summary of the literature review contained in Chapters Two to Six concludes each chapter to demonstrate the lessons learnt in each of these chapters.

## **Chapter Three – Literature study on alternative niche tourism types**

Alternate forms of tourism are further discussed in this chapter, such as nature-based tourism and ecotourism, to explain how these differ from slow tourism. Moreover, brief literature information is provided on how niche tourism can swiftly cause a switch over to mass tourism. The slow ecotourism concept is also discussed in this chapter.

## **Chapter Four – Literature study on slow tourism: international case studies**

This chapter identifies five (Italy and Slovenia used as a single case study due to the slow partnership agreement) international slow tourism case studies where slow tourism practices have rapidly grown and developed a new tourism market segment. Tourism at overseas destinations is investigated to establish how tourism resources can be used for potential slow tourism activities at KNBG. Case studies on countries which were identified as slow tourism destinations implementing this new niche tourism concept, were investigated. Areas that were explored were Italy/Slovenia, the Caribbean, New Zealand, Wales and Romania, which all offer slow tourism activities. These countries have similar protected areas with natural attractions such as botanical gardens and national parks, water features and wetland areas and mountainous regions similar to Cape Town and found throughout South Africa.

## **Chapter Five – Literature study on Kirstenbosch National Botanical Gardens**

Information on the history and management operations of KNBG was examined. This chapter focused on the resources and facilities available at the Gardens and leisure activities



which visitors are able to enjoy. The secondary information gathered in this section can be compared to the national parks and botanical gardens which other countries (international case studies mentioned in Chapter Four) also have to offer. Slow tourism activities are identified at KNBG. Additionally, literature on the appreciation for botanical gardens was discussed, as well as their value to visitors. Attention is drawn to the connection between botanic gardens and slow tourism activities.

### **Chapter Six – Literature study on selected international and national tourism policies affecting slow tourism**

Existing international and national tourism policies that have an impact on tourism and slow tourism are examined in this chapter. Literature regarding sustainable policy development in South Africa is explained. The White Paper of 1996 on the Development and Promotion of Tourism in South Africa is dissected as a guideline for the basis of developing responsible tourism on a national level. Other tourism policies, such as the 2001 Draft White Paper on Sustainable Tourism Development and Promotion in the Western Cape and the 2009 Responsible Tourism Policy for the City of Cape Town, were scrutinised to better understand the responsible tourism guidelines and also to determine if any of these documents refer to slow tourism development in South Africa or the Western Cape or even Cape Town. An international slow tourism policy was assessed to demonstrate how slow tourism was developed internationally. This chapter concludes with a discussion on KNBG's Visitor Policy and Guidelines.

### **Chapter Seven – Research methodology**

In this chapter, the research methodology employed in this study is explained. The nature of the research is predominantly qualitative, with some quantitative method. The study consisted of an analytical research design. The analytical research helped the researcher to understand the behaviour and attitude of the respondents and KNBG's management towards botanic garden activities classified under slow tourism or slow movement activities. A qualitative research method was used to explore the participants' behaviour, experiences and feelings of visiting botanical gardens, and participation in slow movement activities. Additionally, the views of KNBG management on implementing slow tourism activities were also explored. The methodological approach of both primary and secondary data collection is dealt with in this chapter.

### **Chapter Eight – Research findings**

Chapter Eight provides an analysis and interpretation of the data, including a report and the findings of the study. The data in this chapter are discussed in relation to the problem statement, study aim and objectives; questions; concepts raised; and information provided in the literature review. Moreover, this chapter discusses findings of the primary research

obtained through a qualitative and quantitative approach. The results obtained from administering questionnaires, interviews and observation studies are compared to the review of the literature studied. The need for a slow tourism model is explained. Furthermore, a model for slow tourism development and promotion is proposed and discussed.

### **Chapter Nine – Conclusions and recommendations**

This final chapter draws conclusions about both primary and secondary research, the qualitative method and literature review. Recommendations regarding the main research question are presented.

## **CHAPTER TWO**

### **LITERATURE STUDY ON THE CONCEPT OF SLOW TOURISM**

#### **2.1 Introduction**

In today's modern society people's lives are structured and controlled by man-made devices such as calendars, information systems and other timepieces for their particular outcomes to be achieved (Tiyce & Wilson, 2012:114). Much of these systems govern how our work and leisure time is spent and to do as much as possible in the shortest period. This rolls over into our practices even when we are on holiday, rushing through our travel itineraries and ticking off our activity checklist to see and experience as much as possible during our leisure and vacation time. Parkins and Craig (2009:1) express that societies have been anguished by the distinct "late modern malaise" of a rushed illness. These authors further argue that, in their opinion, speed seems to be connected with productivity and competence. Taking time to enjoy activities and tasks at a slower pace places a different set of values which could be seen as declining to honour workplaces above the other spheres of people's lives (Parkins & Craig, 2009:1).

In this chapter the concept of slow tourism is defined and discussed, as well as concepts linked to, or opposed to, slow tourism. Some information on mass tourism, nature-based tourism and carbon emissions is offered to set the parameters wherein slow tourism functions.

##### **2.1.1 History of the slow tourism movement**

According to Independenttraveller.com (n.d.), the slow movement philosophy developed from the slow food movement which initially started as a campaign against the opening of the successful McDonalds fast-food chain in Rome in the 1980s, as a protest against the fast-food lifestyle. Since the protest, the Slow Food Movement has more than 80 000 members in over 50 countries (Vinul Slow Food, 2013). In Rome people were displeased that the connection with good quality food and lifestyles was lost as people generally felt a connectedness when spending time preparing food with their families, instead of 'grabbing' a meal at a fast food outlet which is serviced and prepared in under 60 seconds (Rocket News24, 2012). The slow movement extends from the umbrella under which Slow Cities, Slow Travel, Slow Living, Slow Money and Slow Foods were formed, according to Dorobanțu *et al.* (2012:1).

### 2.1.2 Discovery of leisure time and slow tourism

Time is considered a scarcity on a day-to-day basis and during vacations. Howard (2012:16) refers to European writers of the 18<sup>th</sup> and 19<sup>th</sup> centuries, such as Rousseau, Wordsworth and Goethe and also Thoreau, Emerson and Whitman in America. These writers were described as often taking time out for the enjoyment of nature, meandering in the open air, away from the harm and self-indulgence of the city life; leisure-time usually requires time out for oneself. Howard (2012:16) cites Urry who opines that leisure and time out became a valued ideal and was seen as a moral political statement. Discovering the sensations of tranquillity and harmony, when people are strolling and connecting with nature, is one of great pleasures of experiencing time-out. Testimony is given to Rousseau as a romancer and his modern grandness of nature, where Howard (2012:16) noted Rousseau's romantic thoughts on the grandness of nature and cites Thoreau, describing his essay *On Walking* as "...a valued ideal of rural solitude and unhurried movement of nature". Moskwa and Crilley (2012:407) agree with this notion by stating that gardens showcase early and significant landscapes, which displays an intention motivated by the romantic and English transcendentalist period of the mid-19<sup>th</sup> century.

Present-day lifestyles are seen as lacking orientation in the world and experience highly over-stimulated nerves from living in modern cities. Howard (2012:16-17) cites Urry who tells that in the late 19<sup>th</sup> and early 20<sup>th</sup> century leisure activities such as walking, cycling and hiking in the open air became increasingly popular among the bourgeoisie. The establishment of early gardens could be argued as perhaps an illustration or expression of interest in the naturalisation of introduced plant species in various gardens referred to in Heritage Victoria (Moskwa & Crilley, 2012:407). Subsequently, many gardens today have become more visitor-focused and include sporting areas for active recreation, as well as facilities such as rotundas, summerhouses and hedge mazes as innovative features in the gardens (Moskwa & Crilley, 2012:407).

Kuvan (2005:265) refers to the importance and benefits of forests and natural spaces in servicing the growing recreational needs of the public and identifying opportunities for growing tourism activity. He continues, stating that in recent times natural spaces and recreational services have become more important to visitors. Ward, Parker and Shackleton (2010:49) concur and mention that urban green spaces, such as botanical gardens, are well appreciated and assist in significant "...social, psychological, health, aesthetic and ecological functions" for people living in cities. The value of green spaces and gardens provides a sense of peace and tranquillity.

Furthermore, the benefits for visitors to an arboretum can be a sense of recreation, well-being, stress reduction, health improvements and revitalisation.

### 2.1.3 Slow tourism impacts on the destination

An influx of tourists to a particular area usually influences the leisure destination image. Fullagar *et al.* (2012:17) refer to an example in Switzerland of the wholesale opening up of rail services for the enjoyment of nature at Alpine regions through technological innovation. Moskwa and Crilley (2012:406) suggest that people's decisions are influenced by whether they should visit a specific facility or participate in leisure activities due to perceptions of conflict and conflict management in these particular areas of recreation. Howard (2012:17) cites Parkins who states that railway travel and colonisation of space and time symbolised progress, but also their destruction and dehumanisation. Howard further cites Simmel, Frisby and Featherstone who agree that mass-tourism movements are "...thwarted by capitalistic enterprise and represents a nascent mass culture".

Destinations largely develop tourism attractions and facilities for moneymaking and commercial promise. Tourism spin-offs contribute to job creation, bringing in new money and this is seen as a relatively clean socio-economic activity but there is also a downside to tourism as it puts strain on local infrastructure and services (Godfrey & Clarke, 2000:16). According to Kuvan (2005:263) the use of forests for tourism activity is eminent in its purpose to supply products and services needed by society and visitors for its tourism and recreational potential. Tourism is one of the fastest growing sectors and its economic, socio-cultural and environmental effects are increasingly recognised as it causes heavy consumption of natural resources, produces waste, competes with locals for destination resources, and thus has the potential to damage and destroy the environment.

Kuvan (2005:263) cites many researchers (for example Baker, 1997; Briassoulis, 2002; Butler, 1990; Cater, 1993; Goodall & Stabler, 1994; Gonzales & Leon, 2001; Gossling, 2001; Sun & Walsh, 1998) stating that tourism development has given rise to negative environmental problems and effects at tourist destinations, especially in developing countries. This can be seen as the start of social problems and pollution, which eventually leads to over-crowding and traffic congestion in various locations.

Kuvan (2005:263) avers that when a tourist destination experiences growing visitor numbers this automatically leads to an increase in the development of tourist facilities to accommodate the growing tourist demand.

Godfrey and Clarke (2000:24), note that visitor patronage does contribute to new opportunities for recreation and other leisure quests, which could not be achieved without the money spent by tourists in a particular area. When visitor numbers increase pollution problems are multiplied. An example of this is in the Caribbean (Potter, 1996, cited by Kuvan, 2005:263). Tourism development leads to changes in land cover and land use and thus

increased amounts of deforestation to build tourism infrastructure, according to Kuvan (2005:264) referring to earlier literature (Gossling, 2002; Holden, 2003; Kaya & Smardon, 2000)

#### **2.1.4 Relationship between slow tourism and botanic gardens**

Moskwa and Crilley (2012) quoted an Australian report indicating that devoting time to family and friends by spending it at botanic gardens for enjoyment, relaxation and admiring garden aesthetics, was the preferred intention by most visitors, rather than visiting the gardens for conservation, research and educational purposes (Moskwa & Crilley, 2012:405, citing Ballantyne, Packer & Hughes, 2006; Bennett & Swasey, 1996). Dickinson and Lumsdon (2010:65) state that slow travel provides opportunities to socialise and bond with family and friends. As the above study outcomes demonstrate, people enjoy spending time in botanic gardens and connecting with family and friends. They further note that the slow travel philosophy provides opportunities for friends and families to bond, so one could conclude that botanic gardens can well be the ideal setting for slow tourism activities. The Australian academic report showed an example of this. Moskwa and Crilley, (2012:405) cite Crilley, Hills, Cairncross and Moskwa (2010), stating that key interests carried out by visitors in gardens include viewing of flora, strolling, exercising, participation in kinship activities, outings, relaxing or reading. The outcome of the study suggested that 73% of visitors engaged in these aforementioned activities, whilst only 9% of the visitor preferences were for educational reasons - to gain knowledge on plants. Globalisation is the collaboration amongst interested parties of diverse nations such as the government, people and the businesses powered by international trade, investment facilitated by information technology. This directly influences the environment, culture, politics, economic development and human physical well-being (Globalization101, n.d.). Weiermair and Mathies (2004:67) point out that slow tourism has developed as the latest trend to counter globalisation. Slow tourism is representative of old-fashioned pleasures such as walking and flower-viewing excursions, with a recently launched ideal which is the reverse of fast and stressed mass tourism products (Weiermair & Mathies, 2004:67).

#### **2.1.5 Principles of slow tourism**

Matos (2004:100) maintains that for slow tourism to be considered as authentic it should follow fundamental principles, firstly as 'taking time' and secondly 'attachment to a particular place'. Matos further elaborates on the time principle and interprets it as the need to alter the daily relationship with time, changing ones view of nature, existing in accordance with a particular place including the residents and their culture. Referring to the second principle, he adds that the attachment to a particular place and environment should not only be the

visitor's experience through sense of sight, but using all five senses in the overall tourism experience.

Figures 2.1 and 2.2 illustrate visitors to KNBG using the senses of touch and smell.



**Figure 2.1: Slow tourism principle - using the sense of touch**



**Figure 2.2: Slow tourism principle - using the sense of smell**

Mathos continues and strongly emphasises that the visitor should commit to altering their pace and speed, "to look rather than see and to experience the area rather than endure it" (Matos, 2004:100).

### **2.1.6 International literature on emerging slow travel and tourism**

Slow travel and slow tourism is an emerging niche market (Warren, 2011:916-918). In the second decade of the 21<sup>st</sup> century, the growing trend of slow tourism had been identified and confirmed as a new tourist segment, as identified by authors nearly a decade ago, including Matos (2004:95). More recently, books and journals have been published by several authors (Conway & Timms, 2010; Dickinson *et al.*, 2011; Dorobanțu *et al.*, 2012; Fullagar, 2012; Warren, 2011) demonstrating the increasing popularity of this alternative 'softer' form of tourism activity. Lumsdon and McGrath (2011:266) likewise attest to this growing niche market segment and refer to slow travel and tourism as a "...nascent and somewhat eclectic movement..." which will maintain growth at an estimated 10% per annum in Western Europe.

Emphasis on the term 'slow' should not be confused with 'backwardness' and seen in a negative context but more so as time for living, quality of life and using slower rhythms to achieve living and travelling in harmony with the local culture in both urban and rural areas (Matos, 2004:101). Dickinson *et al.* (2011:282) add that there is uncertainty of the origin of slow travel but suggest that the earliest forms of slow travel could perhaps be realised from the earlier ways in which people travelled for the purpose of performing pilgrimages, the Grand Tour, romance motives, and for cultural reasons which we now identify as slow tourism. Fallon (2012:146) cites Page (1994) who states that water and green spaces add to a destination's appeal as a pull factor which human beings naturally have the desire to gravitate towards and to form a bond with nature. Fallon continues, the slow travel and tourism concept reinforces the pull factor and allows people to deliberate the feelings and experience when one is out in nature. Fallon (2012:146) cites De Botton (2003) writing about Wordsworth's description of nature:

...[nature] can so inform  
The mind that is within us, so impress  
With quietness and beauty, and so feed  
With lofty thoughts...

This slow movement and slow niche activity is viewed as a growing new tourism market in Europe as identified by Warren (2011:916). He cites authors such as Hall (2006) on slow food and mentions that the slow travel and slow movement collectively stem from the slow food concept. The slow food movement was established in 1986 in Italy by founding member Carlo Petrini (Matos, 2004:98). Warren (2011) further cites Nilsson, Svard, Widarsson and Wirell about slow cities, also referred to as 'Cittaslow', and points out the establishment of the



slow cities network where many countries around the world have become members over the last decade.

Murayama and Parker (2012:171) highlight that slow tourism has now shifted and trickled into the rapidly growing economy of Japan. Quoting statistics from the Japanese Ministry of Health, Labour and Welfare, Murayama and Parker go on to state that paid holiday leave for employees in Japan on average is eight to nine days per year and workers often use less than half of their entitled leave. This demonstrates that most Japanese are unwilling to take extended holidays as they perceive taking time off work as a luxury.

According to Murayama and Parker (2012:173), the Japan Ecotourism Promotion Enforcement Act of 2008 has forced Japan, at a national level, to consider a 'newer tourism' approach and to adopt a more green and ecotourism practice nationally. In this 'newer tourism' approach green tourism, health tourism, cultural and heritage tourism and long-stay tourism is included. Slow tourism has not yet taken off in Japan because of the 'newness' of the term and relatively scarce literature on slow tourism in that country. However, 'new tourism' support for sustainable tourism practices, such as ecotourism, is growing.

### **2.1.7 Mass tourism, slow tourism and their market segment**

Nearly two decades ago, according to Poon (1994:91), mass tourism was referred to as the tourism of yester-year and a new form of tourism for the future was required that could provide the tourist and visitor with an intensified authentic experience. Conway and Timms (2010:331) refer to earlier literature of Poon (1989) and the profile of the new tourist interested in authentic tourism experiences.

This new tourist is depicted as forming part of a small market segment, seeking an authentic experience, portrayed as well-travelled, mature, with a lifestyle of social and environmentally conscious views (Conway & Timms, 2010:331). In identifying the tourism activity that will suit this market the authors review nature-based tourism, agri-tourism and ecotourism (including all other alternative sustainable tourism forms) and argue that the former mentioned tourism varieties do not theoretically identify with the fundamental problem of rising mass tourism overloads in areas. However, the philosophy of slow tourism and the profile of the slow traveller act as a medium that could assist with this mass tourism issue.

In identifying the market segment that could potentially be interested in slow tourism, Conway and Timms (2010:335), referring to a Caribbean study, identified the trans-national family market, returning migrants, retirees and refugee migration groups as strong potential consumers of this slow tourism market in the Caribbean. Slow tourism activities increase quality of life of people. This form of low impact tourism is authentic and this market segment

(retirees, refugees, returning migrants) have the financial resources and extra leisure time to invest in time-share, bed and breakfast establishments, small scale services, and would like to give something back to the locals and their homeland (Conway & Timms, 2010:335).

Matos (2004:99-101) states that slow tourism and slow initiatives can take a significant form in that existing tourism products can be upgraded and stakeholders could rejuvenate existing tourism services to keep up with growing trends in this niche market. In the case of the Caribbean study, Conway and Timms (2010:330-331) assent to the diversification of tourist offerings, in particular the alternative niche forms of tourism such as ecotourism, community-based tourism, pro-poor tourism and nature-based tourism, which places focus on environmental sustainability.

Even though these alternative forms of tourism are considered environmentally sustainable, Conway and Timms (2010:331) highlight that alternative forms of tourism can be co-opted by mass tourism enterprises which do not create an entirely sustainable practice in the long term. In this context Conway and Timms cite Poon (1994), who opines that mass tourism negatively affects any particular destination or area.

In the promotion of slow tourism several Italian towns, villages and cities have pledged to boost slow tourism activities by encouraging visitors and locals to cycle more, demonstrate patronage to local restaurants and stores, minimise pollution whilst visiting tourist facilities, and assist in the development and support of green spaces (Matos, 2004:98).

Matos (2004:102) strongly suggests that mountain regions should surely consider slow tourism alternatives, especially for the shorter-stay holiday market, such as the Alpine region in Switzerland. Muller (1998:229) proposes this notion and advocates that slow tourism in the Alps could diversify into a wider range of tourist offerings, as "...mountain tourism should promote slowness". Slow tourism in mountainous regions can provide a dual purpose by offering a broader variety of tourism offerings and education to protect and enjoy the natural environment as a collective. The Zen Trail and Alpine Flower Trail are examples in Switzerland promoting the theme of slowness and creating a connection with nature (Matos, 2004:99-102). This author further recommends that by using the slow concept in local tourism services, for example heritage site managers, local artists, mountain guides and tour guides, offers an opportunity to re-invent their tourism products by adding the 'slow brand' investing in a new niche sustainable tourism offering involving local societies. The costs of upgrading existing tourism products and services are relatively inexpensive compared to establishing an entirely new product, which could be unsustainable and costly in the future Matos (2004:100-101). Tourism stakeholders could potentially diversify into this role of

upgrading and providing a more sustainable slow tourism product which seems to be growing globally in this sector.

Conway and Timms (2010:330) highlight and refer to the Caribbean islands as an example of a slow tourism destination. To prosper and be sustainable because of changing markets, a destination reaching the mature saturation stage in the destination life cycle would need to adjust their approach to changing markets, for example from mature visitors to youth markets. This will ensure continued renewal and revitalisation of their service offerings. In doing so, the diversifying of local offerings, also suggested by Matos (2004:100-101), under the slow tourism banner, is an alternative for a new, unique and sustainable experience for the Caribbean region (Conway & Timms, 2010:330). Conway and Timms also demonstrate in their article that slow tourism products encourage diversification in that tourism establishments, for example restaurants and hotels, are less controlled by foreign multi-national companies dominating the market. Moreover, opportunities for slow – and responsible tourism offerings provided by local small business will offer more local empowerment as it allows the prospective visitor to experience an authentic local service offered and thus support for the local business. Matos (2004:101) emphasises that tourism should involve a much larger local participation and the local population.

Slow tourism can be linked to an alternative form of new tourism under the niche tourism market segment. Murayama and Parker (2012:175) mention the principal features of slow tourism and how these principles compare to fast tourism (see Table 2.1)

**Table 2.1: Features of fast tourism and slow tourism (Source: Murayama & Parker, 2012:175)**

<b>Dimensions</b>	<b>Fast Tourism</b>	<b>Slow Tourism</b>
Relationship	Instant	Harmonious
Ownership	Outside capital	Local owned, individual corporation
Local people	Marginalised	Main actors
Scale	Often larger	Mainly smaller
Size	Accommodate larger groups	Mainly individuals, families or small friendship groups
Activity	Hoping/passive	Doing/active/being
Value	Efficiency, quantity	Valued experiences, quality
Pattern	Standardised	Flexible
Process	Tourism industry led	Bottom up/co-constructed
Pattern	Standardised	Flexibility
Inhabitation	Not possible	Possible
Options	Many places	Selective
Mentality	Taking	Absorbing, deep appreciation
Spirituality	Consumerist, materialistic	Fulfilment, purifying
Benefits	Few larger businesses	Wider community

Local economic leakage	More leakage	Minimised leakage
Length	Short stay	Longer stay
Sustainability	Unsustainable	Sustainable
Examples	Group package tours, day visits	Ecotourism, green tourism, agri-tourism, health tourism, cultural tourism, food tourism

The various dimensions of the tourism activity listed in Table 2.1 compare the features of fast tourism and slow tourism. Differences in these tourism types are explained to understand the contrasting ideals in each. The principles of fast tourism are unsustainable in the long term as it is commonly associated with mass tourism, which Poon (1994:91) refers to as the tourism of yester-year. Niche tourism types such as ecotourism, green-tourism and slow tourism have been gaining popularity, as seen in Italy/Slovenia, the Caribbean, Wales, New Zealand and Romanian cases. These cases will be explored later in Chapter Four. Botanical gardens such as KNBG have experienced annual increases in visitor numbers during the last two decades, as visitors enjoy spending leisure time walking, exploring the Gardens and using the garden retail facilities (SANBI, 2014).

The relationships built when tourists are engaging in fast tourism are more immediate, which is the reverse when compared to slow tourism, where relationships are created more harmoniously. During slow tourism, the tourist takes time and enjoys unhurried activities and this permits more time to engage with people at the destination. Matos (2004:101) describes that slow tourism involves time for living, experiencing quality of life and using slower rhythms to achieve living and travelling in harmony with the local culture and the environment. Visitors to KNBG usually enjoy walking casually, taking time out to reflect and absorb the environment with like-minded people who share the same ideals. The size of the visitor groups is much larger in fast or mass tourism than with slow tourism. Slow tourism captures a market that enjoys activities on an intimate and individual level or activities shared with smaller groups of family and friends. The value dimension that is expected from fast tourism is characterised by standards of efficiency and quantity such as fast, mass-produced goods and services which are often demanded at a destination visited by the mass market. On the other hand, with slow tourism the visitor's expectation of value is that tourism products and services produce an experience of meaning, quality and significance to the consumer. Figure 2.1 lists the mentality dimension associated with fast tourism as a taking attitude. Within the context of slow tourism the approach is more absorbing, which refers to the tourist absorbing the environment and the culture, thus creating a sense of deep appreciation of slow tourism activities. The spirituality element which fast tourism represents is mentioned as consumerist and materialistic.

The emotional state of mind for visitors engaging in slow tourism is more fulfilled and purified when they are out in nature, as mentioned by Dickinson and Lumsdon (2010:119), because

they enjoy a close interaction with landscapes. Fast tourism is possibly unsustainable in the long term and an example of this form of tourism is the group-package tour. According to Fallon (2012:146), in the case of slow tourism sustainability acts as a pull factor and allows people to deliberate on feelings and experiences when they are out in nature. Alternative tourism forms with sustainable ideals applied at destinations such as KNBG are significant in ecotourism, agri-tourism and green-tourism.

### **2.1.8 Definitions and interpretations of slow travel and tourism**

Warren (2011:916) acknowledges that the definition of slow travel and slow tourism is still questionable and is exposed to much debate as to how it should be categorised and measured. He explains in his review of slow travel and tourism, that "...carbon-counting, modal choice and travel experience all feed into enjoyment and environmentally motivated desires which form some of the core elements of slow travel." Slow travel modes of transport include travel by horse, bicycle, train and coach but excludes air travel. Warren (2011:916) also reveals the experience of bliss felt by visitors and slow tourists who participate in recreational walks and those who cycle on their holidays. There is a small but growing number of authors who write about the topic of slow tourism but very few of these authors have established a firm definition of slow travel and or slow tourism.

The complexity of defining slow tourism and travel lies in that some authors believe that using the car mode of transport cannot be considered as slow travel practice, as it is not an environmentally friendly choice because of the carbon emissions released into the atmosphere (Dickinson *et al.*, 2011:281). If a visitor, for example, uses a bus or coach to visit a destination, is this considered slow travelling because of the mode of transport? (Dickinson *et al.*, 2011:281). The bus and car transport modes almost equally contribute to fairly high carbon emissions into the atmosphere. The argument arises where a visitor could, instead of using an aircraft to visit local destinations within a country, state or province, opt for a car drive as an alternative and then enjoy a longer, slower journey. This journey could take the form of exploring areas en-route during the road trip, then at the destination cycle, walk and hike to various places of interest, participate in flower identification, bird watching activities, eating slow home-cooked local foods. Can this visitor not be considered a slow tourist?

According to Dickinson *et al.* (2011:281), there are integral parts of the tourist experience which link tourism, the traveller, slow tourism at a destination versus the whole slow journey experience, self-identity and their lifestyle, to identify them as slow travellers. Slow travel should incorporate holiday type/style choices and travel mode choices for example, walking, cycling, bus/coach trips and rail travel. This excludes air and car travel where the carbon emissions are high per passenger kilometre (Dickinson *et al.*, 2011:281).

Sugiyama and Nobuoka (2007:3) attempt to define slow tourism and record the following definition: "...type of trip that enables self-realisation through doing or being slow, enabling closer observation rather than simply sight-seeing". The authors apply five characteristics which slow tourism should encompass:

- Being healthy and involving walking and the enjoyment of slow food;
- Involving at least one overnight stay;
- Featuring opportunities for self-realisation;
- Limited use of cars or other motor transport; and
- To be in some sense green or ecological.

Dickinson and Lumsdon (2010:95) describe the ingredients required for slow travel, in particular the mode of transport used, that car travel is not necessarily considered low-carbon travel. This idea opposes the definition of Sugiyama and Nobuoka (2007:3) which includes limited car use. However, the Australian online Macquarie Dictionary (2014) suggests that slow travel can be defined as:

Travel conducted at a slow pace to enjoy more fully the places visited and the people met ... such travel seen as environmentally friendly through its lack of reliance on air transport [modelled on slow food].

In this explanation of slow travel, the use of a car to travel to a place is considered an acceptable mode of transport that is not in conflict with other definitions of slow travel and slow tourism.

Moreover, authors Dickinson and Lumsdon (2010:95) further point out that if a fuel-efficient car is loaded with perhaps five passengers the carbon footprint per passenger-kilometre can then be estimated to equal that of a passenger using a train to travel. The camper-van mode of transport is also explored by these authors (Dickinson & Lumsdon, 2010:97) but they essentially eliminate it as a low carbon mode of travel due to the fact that these camper vans are large and the additional weight of the built-in equipment cause high fuel consumption. Dickinson and Lumsdon (2010:87) assert that walking, cycling, train and coach travel are forms of travel with low carbon emissions.

Table 2.2 highlights the carbon emissions per kilogram of passenger travel of the various modes of transport. The carbon emissions are calculated according to the average weight travelled per passenger kilometre with a specific mode of transport, for example car, coach and air travel, which is displayed in the table as *kg/passenger km\**.

**Table 2.2: Mode-specific CO<sup>2</sup> emission factors for transport (Source: Dickinson & Lumsdon, 2010:87)**

	<i>kg/passenger km*</i>
<b>Carbon-Intensive modes</b>	
Air	
< 500km	0.183
500 - 1000km	0.134
1000 - 1500km	0.13
1500 - 2000km	0.121
> 2000km	0.111
Car	0.121
	(0.180v/km)
<b>Less carbon-intensive modes</b>	
Rail	0.033
Coach	0.027
<b>Carbon neutral modes</b>	
Cycle	0
Walk	0
* An average based on various sources (Can Europe, 2008; Eurostar, 2008; National Express 2008; Peeters et al, 2007)	

Interpretation of Table 2.2 reveals that passengers using air travel modes to fly to destinations more than 2 000 kilometres away, proves less carbon-intensive than travelling by car. The carbon emission reduces as the flying distance increases. In the case of driving a car, the carbon emissions remain constant, irrespective of distance travelled, and little changes even if the number of passengers in a car increases. Travelling by coach and rail prove to be better alternative modes of travel (if possible and viable) that are encouraged by the slow tourism philosophies and slow tourism authors. Cycling and walking is the best choice resulting in a mode of travel which is considered carbon-neutral and hardly has any impact on the environment. Proponents of alternative forms of tourism such as ecotourism, slow tourism and green tourism, raise concerns regarding the negative environmental impacts of travel, for instance the mode of transport used, a factor which is at the forefront of sustainable tourism practices.

Although air travel is expensive, the kilometre-cost per passenger decreases as the distance travelled increases, and the carbon-cost of travelling also decreases. However, the kilometre-cost of car travel remains constant, irrespective of the distance travelled, while

coach and rail travel, because of the high number of passengers, will show a decreasing trend as the distance travelled increases.

One can establish that a specific mode of transport within the slow travel practice to a destination adds to the debate on carbon emissions and how to define or accurately interpret slow travel or slow tourism. If one separates the mode of travel from the slow tourist activities of the traveller, the definition could be simplified because slow travel and tourism incorporate sustainable, responsible and greener ideologies, and ethical values, which this concept includes. Dickinson *et al.* (2011:282) identify slow travellers as:

...people seeking an antidote to a faster pace life, prefer train or coach, cycle and foot travel (excludes air, car) and focus on landscape experiences, culture and other interaction with tourist and the host population.

Definitions of slow travel are not cast in stone, acknowledge Dickinson and Lumsdon (2010:84), as this new tourism form is an emerging topic which academics will enhance and adopt further in the future. Dickinson *et al.* (2011:282) cite Peters (2006) on the slow movement which incorporates participating in activities at the 'right' speed, changing our perceptions about time and how we use that time, and selecting quality over quantity as the three pillars of the slow movement, which are in essence also the overarching pillars of slow travel. Other authors such as Fullagar (2012:101) describe slow tourism as:

...grasping the affiliation which links concerns regarding the environment and congenial experiences that are sustainable in altering lifestyles and converts extreme commercial practices more sustainably.

### **2.1.9 Linking slow travel and tourism and walking**

Walking is not well exemplified in transport policies, and for those people whose travel desires are regularly met on foot, are not always satisfactorily represented (Hillman & Whalley, 1979:1). Dickinson and Lumsdon (2010:119) express a view that walking is an essential form of transport globally, whether this is travelling to a destination or through exploration at a particular destination, such as recreational walks. Harvey (1989:240) points out that the world today is much more easily accessible and can be seen as a global village which can uncover spatial and time-based opportunities, in particular for people who are interested in travelling and exploring.

Walking is defined by Dickinson and Lumsdon (2010:119) as:

...a trip, made on foot, that involves physical activity, usually to access places for a variety of reasons... this includes walking trips to work, education, personal reasons, shopping or simply to enjoy recreation.

Dickinson and Lumsdon (2010:121) cite Edensor (2000) and Kay (1999), stating that leisure walks and walking for tourism reasons centre around walking for the purpose of gratification such as rambling and hiking and also during the Grand Tour custom where it was romanticised. According to Sorabella (2000) the Grand Tour started in the late 16<sup>th</sup> century



where young nobles travelled to Paris and Rome to learn about the local art and culture. This kind of travel was considered fashionable and mostly only the privileged could afford to travel to these destinations. These privileged aristocrats would usually start at their destination in London and travel to Paris and other European cities/countries to conclude their traditional education. Moreover, walking in a tourism sense, is defined by Dickinson and Lumsdon (2010:121) as:

...a trip made on foot, where the choice of mode is made principally for recreation, relaxation or as (a) form of geo-tourism to exploit places where earth science features can be explored.

Considering the environmental impacts of travel and tourism on any destination, walking creates the least level of carbon-footprint on the environment. Darker, French and Larkin (2007:2172) note that walking as a form of transport has decreased significantly due to societal-support for motor vehicles instead of travelling by foot. Dickinson and Lumsdon (2010:119) state that walking is very underrated by transport and tourism planners, also stated by Hillman and Whalley (1979:1).

Wearing, Wearing and McDonald (2012:39-40) inform of Cuba that has endured the pinnacle of the oil embargo between the 1970s until today, due to little reliance on motor vehicles and encouraging slower lifestyles. These slower lifestyles include cycling, walking, making use of existing available public transport, and making optimal use of public gardens. Dickinson and Lumsdon (2010:119) elaborate further, stating that walking should be seen as the "ultimate travel for slow travellers" as the visitor enjoys a close interaction with landscapes and people who engross themselves in the atmosphere which encompasses the location that is being explored. Cycling could also be included in this argument.

An online article was published in 1999 on the *American Trails* website featuring articles on walking and hiking trails, where Lane (1999) notes a vast increase in leisure walking and a decline in utilitarian walking. She further notes that trail hiking, walking and cycling (a niche market) are becoming popular recreational activities amongst visitors engaging in sustainable leisure activities. Lane (1999) refers to this type of niche tourism as escapism and not tourism as a chore. The same thoughts and ideas on walking are shared by Dickinson and Lumsdon (2010:124) where the tourist experience described by these authors include feelings of relaxation and escapism, where the actual motion of walking is a way of appreciating the natural surroundings.

Dickinson and Lumsdon (2010:122) further note that walking is appropriate for slow travel and a key element of a vacation and daytrip for the following reasons:

- When walking at a destination is to enjoy physical exercise and in some cases is event-related, such as walking for charity or a challenge;

- When walking is to enjoy the company of society in open spaces; one reference to this is the term *flânerie*. According to the *Reverso Dictionary* (n.d.), the term *flânerie* means "... aimless strolling or lounging; idleness";
- When walking is the preferred mode to access historic or scenic landscapes, where the combination of movement associated with the tourist gaze is the motivational reason; and
- When walking is the main pursuit; it is a form of activity that allows passage at a slow pace through a destination.

Key improvements have taken place in walking tourism over the last few decades with the establishment of themed trails. Lane (1999) contends that earlier trails (established between the 1930s and 1980s) were built for those persons in search of adventure by making use of the ultimate construction invented to allow entrance across the landscapes and the country. One of these trails, designed in 1921, was the Appalachian Trail which extends 2 175 miles in the United States of America, for those enjoying a hard walk and seeking a long but adventurous challenge (Lane, 1999). The Appalachian Trail starts at Mount Katahdin in Maine and finishes on Springer Mountain in Georgia, and can be travelled in both directions. The route can be explored either northbound starting from Georgia moving towards Maine, or the southbound route, in reverse. The southbound route is reported to be much tougher with fewer hikers completing the route starting at Maine and walking southwards to Georgia (Appalachian Trail Conservancy, n.d.). During the period of 1980 to 2000, shorter trails were constructed for tourists enjoying casual and recreational undertakings, such the Sacramento Trail in California, USA. There are various easy to moderately demanding hiking trails near Sacramento which can take approximately one to three hours to complete (Every Trail, n.d.). There are multi-use trails for enjoying varied activities such as walking, cycling and riding on horseback (Hugo, 1999:138-143). Since the establishment of walking trails there is now much more variety of walks and trails that tourists can enjoy, depending on their preference. Dickinson and Lumsdon (2010:127) point out that walking trails with urban sections were also built for a multipurpose trail experience, otherwise referred to as greenways, which include activities of walking or cycling or both. A greenway is defined by Lindsey (1999:145) as "...linear open spaces along natural or artificial corridors such as riverfronts, streams, ridgelines, abandoned rail-road rights of ways, canals or scenic roads".

Walking trails have a significant appeal to slow travellers and those enjoying taking time out in nature. Slow walking trails allow the visitor to explore the landscape through some kind of formalised access that is supported by the understanding of the natural environment and other ancillary services at the destination, to service both short recreational walks and long trekking encounters (Dickinson & Lumsdon, 2010:128). This could, however, depend on the geographical and social circumstances of the area.

### 2.1.10 Slow tourism and cycling

Cycling has a great impact on the lives of those who are more affluent and can afford this mode of mobility. It is also affordable enough for those less fortunate that could derive great benefits from it. Dickinson and Lumsdon (2010:135) acknowledge that during the 1880s cycling became a very popular form of transport, especially in areas where walking was the dominant mode of getting from one place to another. According to Dickinson and Lumsdon (2010:135), cycling also became a trendy mode of mobility for recreational purposes, used for cycling from home to discover nature parks, the countryside, landscapes and other recreational excursions. These recreational excursionists include a smaller market (the accomplished explorer) who visit other countries if they have the luxury of time and resources available to them (Dickinson & Lumsdon, 2010:135).

In respect of cycling tours for recreation, Fullagar (2012:99-100) investigates women's cycle touring events, such as Bicycle Queensland in Australia (a nine-day ride which covers 600 kilometres), as an alternative hedonism, the motivation and pleasures derived from holiday cycle touring as a culture of slow travel. *The Free Dictionary* (n.d.) describes the word hedonism as "... pursuit of or devotion to pleasure, especially to the pleasures of the senses", where, in relation to this study, the sustainability of fast tourism and slow tourism was explored. The emotional state of mind for a visitor engaging in slow tourism is more fulfilled and purified when they are out in nature because they enjoy close interaction with landscapes and are consciously decreasing their carbon footprint during travel (Dickinson & Lumsdon, 2010:119; Murayama & Parker, 2012:175).

Fullagar (2012:102) agrees that in European countries, in respect of participation and infrastructure, cycling has grown in popularity. Statistics mentioned by the author reveal that 6.5% of Australians over 15 years of age cycled for recreational reasons and sport during the period of 2009 to 2010 (Fullagar, 2012:102). In the study the author noted that more men than women participated in cycling as a form of slow travel and that the atmosphere of the event is one of cycling slowly, taking one day at a time. Moreover, the cycling motion offsets the daily stresses of work and car-centeredness, as the cyclists leisurely ride alongside each other, chatting casually and motivating each other. Women's reasons for participation include motives of conviviality, social experience, fitness, good health and keeping active, and meeting like-minded people. Most of the cyclists in the study participated for the environmental benefits (Fullagar, 2012:102).

## **2.2 Slow and timeless accommodation**

### **2.2.1 Slow tourism, 'slowtels' and 'timeless hotels'**

Since the introduction of the 'slow food' and 'slow movement' many branches of the slow concepts have taken form as alternative ways of enjoying life in the slow lane. One of these slow concepts which has developed into a flourishing business, is the accommodation selected by visitors with slow niche tourism interests.

In Switzerland, Matos (2004:99-101), discussing the establishment of hotels accepting the slow label, reports that these establishments are known as 'slowtels' or even called 'timeless hotels', examples of which are the Jugendstil Hotel Paxmontana in Flüeli, Hotel Riffelberg in Zermatt and Grand Hotel Giessbach located close to Brienz. These hotels are established in the Swiss mountainous regions and parks, offering visitors a stillness and undisturbed, timeless experience with panoramic and wonderful natural views. Another form of slow accommodation to which Matos (2004:99-101) refers is the use of small monasteries or monastic hotels which function on the principles of slow tourism. Here guests are allowed to spend some of their leisure and holiday time resident in reflective meditation mode to rejuvenate and recharge their body and mind. Matos (2004:100-101) also suggests that this concept could prove to be quite feasible, especially, for example in Belgium, in the farming sector where farmers could allow use of their farms under the slow initiative, especially during times of uncertainty where farmers globally experience insecurity (climate change and the unpredictable economy). He recommends that accommodation on farms, such as vacant farm houses and rooms, be leased or rented to paying lodgers which would generate income and also encourage job creation for the unemployed (Matos, 2004:100-101).

Markwell, Fullagar and Wilson (2012:229) strongly acknowledge the work of Matos (2004), describing him as one of the first authors to defend slow tourism in an academic framework and for the creative coining of the word 'slowtel', placing focus on a hotel functioning on slow tourism ideals.

## **2.3 Slow food**

### **2.3.1 Emergence of the 'Slow Food Movement'**

Carlo Petrini was the champion and founder of the Slow Food Movement which initially started in protest at the opening of a McDonald's restaurant in his Italian hometown, serving mass produced fast-food restaurant meals (Markwell *et al.*, 2012:228). This protest highlighted that Petrini and others wanted to take a stance against food that was prepared and consumed hurriedly and lacked quality. Allen (n.d.), in an article in *The Independent* online newspaper, mentions that in 1986 Petrini's actions were motivated by two reasons,

firstly the establishment of the McDonald's fast-food restaurant and secondly, by the fact that 19 people at the time died and hundreds were poisoned by the consumption of cheaply manufactured wine. This meant that good Italian food and wine, which was then produced and sourced locally, prepared in a traditional style and sold at local Italian restaurants, was being replaced by American fast-food multi-national franchises like McDonald's and others. The value in supplying traditional high quality food was dying in Italy and traditional restaurants producing good authentic Italian food were rapidly being replaced (Allen, n.d.),

According to Hall (2012:56) Slow Food today is a recognised non-profit membership-based association established in 1989. Matos (2004:98) refers to Slow Food being founded in 1986, while Allen (n.d.) states that on 10 December 1989, the Slow Food Manifesto was released in a Paris theatre. Whichever year in the late 1980s the Slow Food Movement/Slow Food was formally established, it had a revolutionary impact globally on consumers, suppliers and producers of food. Whether it was producing fast food or slow food, a change towards more sustainable ways of preparing food (and sustainable tourism) was inevitable where consumers had been made aware of the loss of traditional values of quality food produced from local food supply sources.

### **2.3.2 Ethics and contribution of slow food**

The Slow Food network currently enjoys support in 150 countries, boasting over 100 000 members who practice sustainable food creation based on a reduced scale, but of good quality and superb nutritional value (Hall, 2012:56). The Slow Food (n.d.) website contains a quote by the president and founder of Slow Food, Petrini, that "Slow food unites the pleasure of food with responsibility, sustainability and harmony with nature". Hall (2012:57) also states that the Slow Food Association believes in the value of 'neo-gastronomy' which truly understands and practises the firm links between 'plate, planet, people and culture'. Matos (2004:98) declares that at that time the Slow Food movement had not yet really affected a genuinely slow idea in the tourism and hotel sector. One can conclude that during the last 10 years or so, strong developments, literature and growth had occurred in the slow food movement globally, as well as other slow initiatives.

The principle of slow food is that food should be farmed, produced and prepared locally in an environmentally sustainable manner. Hall (2012:62) argues that slow food should not only be seen as a campaign against anti-globalisation in the context of food, but also a local food system where a closer relationship is formed between the producer and consumer in a local area. Hall (2012:62) cites authors such as Cohen (2006) on slow food, on a level seen as a personal lifestyle approach reflecting inwards and changing personal values and practices regarding food. Schlosser (2002:11) cites other critics such as Singh (2005) and White

(2008), who have also been cited by Hall (2012:62-63), where slow food could perhaps be criticised and seen as elitist, very expensive for the ordinary person, or just the latest fashion amongst food groups or gourmands. Hall (2012:63) notes that 'food miles' and the 'carbon footprint' of food are rigorously considered around the ethics of slow food.

Honoré (2005) in a video, addresses his audience about the international promotion and establishment of the slow movement and the slow food concepts. Honoré maintains that: "... one can get more pleasure and more health from our food when we cultivate, cook and consume it at a reasonable pace". He further stresses the point that speed can erode health, efficiencies and peoples' general quality of life. Honoré's message on slowing down and decelerating our lifestyles is essentially to get in touch with our "inner tortoise".

## **2.4 Slow cities**

### **2.4.1 'Cittaslow' – slow towns and slow cities**

The Cittaslow, also known as Slow Cities, was established in Italy during 1999 by founder Paolo Saturnini. The former Mayor of Greve, in the suburb of Chianti, a small town located in Tuscany, conceived the concept of slow cities which has proved exceptional in the Italian area. This idea was based on the concept of the successful Slow Food Movement (Cittaslow, 2011). Saturnini's vision on improving the quality of life for people, started in his own town, by applying the ideas of 'eco-gastronomy' and thinking of different sustainable ways of developing his town, caught the attention of many of his peers and received buy-in from other Italian mayors for the establishment of the 'Cittaslow/Slow Cities' movement (Cittaslow, 2011).

Weiermair and Mathies (2004:67) assert that the Slow Cities concept directly opposes the bright lights and frenetic pace of metropolitan areas and capitals worldwide. According to Cittaslow (2011), for a town/city to gain membership to Cittaslow or be awarded accredited Slow City status, a community must have less than 50,000 residents, which excludes state capitals. Registration for Cittaslow membership is reserved for passionate, ardent communities that choose to improve the quality of life for their inhabitants. Honoré (2005) describes the Slow Cities concept as based on towns that rethink how they can organise their urban landscape where for example, putting down a bench or establishing a green space will encourage taking time out, to decelerate and take the time to "smell the roses" along the way, as happens in some areas of Cape Town.

In Italy the objective for municipalities joining the Cittaslow association is for the sake of the curiousness of people who are motivated by recovered time, since fast food, mass production and speed have exposed domination on the societies (Cittaslow, 2011). The

Cittaslow philosophy fervently incorporates the message of holding the value of traditions, sustainability and in advocating a healthy culture. The platform on which these principles are based is displayed in the Cittaslow manifesto and quoted on their international website:

...where man is still protagonist of the slow and healthy succession of seasons, towns where men are still curious of the old times, towns rich of theatres, squares, cafes, workshops, restaurants and spiritual places, towns with untouched landscapes and charming craftsman where people are still able to recognize the slow course of the Seasons and their genuine products respecting tastes, health and spontaneous customs...

Anon. (2014) in an article in *The Star Online*, notes that even though city living has become popular world-wide, the Slow City movement has rapidly gained a global following with a back-to-basics drive which alerts people that small towns are now the new place to be. Slow Cities have spread to 28 countries. These countries include South Korea, Turkey and the USA. Even though the article acknowledges the success of the slow food and slow cities movement, there are further concerns within smaller towns in Italy such as Orvieto (Cittaslow's international headquarters and its showcase town), which has been challenged by the economic crisis in Italy. Unemployment levels in Italy have reached new record highs. According to Anon. (2014), in the town of Orvieto full sectors have shut down and 153 businesses closed down during the period 2010 to 2014. The article also points out that the unemployment rate in the town is 35.4%, which is far above the national average. A local resident was interviewed about the unemployment status and they mentioned that "...not having large-scale industries does hamper economic development and multinationals like coffee chain Starbucks would mean work, a living economy...". A local business person and resident named 'Concina' emphasised that he would definitely prefer not to have any Starbucks around (Anon., 2014). Even if multinational industries contribute economically to the local or broader economy, in the town of Orvieto, which is renowned for its traditional artisans, printers and potters, working in old laboratories, businesses would prefer to keep these traditions going at the cost of expansion and larger profits as it is not essentially about the money but more so living a tranquil life (Anon., 2014).

## 2.5 Summary

In this section of the literature study accelerated lifestyles, rushing through travel itineraries and how people spend their recreational time is discussed and compared to the ideals and values of slow tourism. In this chapter the following was learnt:

- Perceptions that speed is linked to productivity and that slowness is connected to backwardness;
- The emergence of and the increase in the popular 'somewhat eclectic movement' called slow tourism with a forecast growth of 10% per annum in Western Europe;
- Comparisons were drawn between mass tourism and slow tourism, in which academic authors refer to mass tourism as tourism of 'yester-year' and give recognition for a new

form of tourism that is more sustainable, which provides the visitor with an authentic experience such as nature-based tourism, ecotourism and slow tourism;

- Slow travel and tourism is defined and interpreted and low-carbon travel modes are strongly linked to slow travel practices; and
- Various slow tourism segments such as slow accommodation 'slowtels', slow food and slow cities and slow towns are highlighted for their contribution and value to an all-encompassing slow tourism experience.

In the next chapter, the literature study focuses on alternative niche tourism types. The chapter investigates definitions, interpretations and differentiates between the various niche tourism types, such as nature-based tourism, ecotourism, slow tourism and slow ecotourism. Insight is gained into these alternative tourism practices.



## **CHAPTER THREE**

### **LITERATURE STUDY ON ALTERNATIVE NICHE TOURISM TYPES**

#### **3.1 Introduction**

Earlier in Chapter One the differences between nature-based tourism and ecotourism were briefly discussed and how these two forms of tourism could be related to slow tourism, which is in reality a combination of recreational and leisure tourism. Only in the assessment and review of nature-based tourism and ecotourism at a deeper level can more insight be gained on these two niche tourism types in comparison to slow tourism. Literature on the definitions, explanations and interpretations of nature-based tourism and ecotourism is elaborated on in detail to determine the respective similarities and variances. The researcher did not combine the literature studies of Chapter Three and Chapter Four, for the study to read more easily. These chapters were also kept separate as each objective is addressed in a separate chapter.

#### **3.2 Definitions and interpretations of nature-based tourism**

Nature tourism or nature-based tourism is considered a form of niche tourism. Nature-based tourism places significant importance on the environment, the landscape and the natural surrounds where tourism activity is usually conducted on a small scale, but can become a mass emergent tourism activity (Newsome *et al.*, 2002:14). Fennell (2013:328) cites Goodwin's (1995) comparative definitions on ecotourism, referred to later in this chapter, and defines nature-based tourism as:

...encompasses all forms of tourism—mass tourism, adventure tourism, low impact tourism, adventure tourism, ecotourism—which are [linked to] natural resources in a wild or undeveloped form, including species, habitat, landscape, scenery and salt and fresh-water features. Nature tourism is travel for the purpose of enjoying undeveloped natural areas or wildlife.

The Travel Industry Dictionary (n.d.), states that nature-based tourism is:

...leisure travel undertaken largely or solely for the purpose of enjoying natural attractions and engaging in a variety of outdoor activities. Birdwatching, hiking, fishing, and beachcombing are all examples of nature-based tourism.

Destination NSW (n.d.), an Australia website promoting New South Wales, suggests a different view on nature tourism. This destination-marketing organisation argues that nature tourism "...is not a term commonly used by visitors and is not seen to be a holiday type in its own right". Destination NSW (n.d.) further points out that people do not speak of going on a 'nature-based holiday' and assert that nature-based tourism is indeed a term of value in the tourism sector which contextualises visitor needs, experiences and behavioural activities.

Sustainable Tourism Online (n.d.) provides comprehensive online tourism information, research and data on sustainability themes. Nature-based tourism in Australia is seen as a significantly growing tourism segment amongst international and domestic tourists. This information source describes nature-based tourism as:

...any type of tourism that relies on experiences directly related to natural attractions and includes ecotourism, adventure tourism, extractive tourism, wildlife tourism and nature retreats.

The International Ecotourism Society (TIES) concurs, noting that nature-based tourism is a type of tourism to natural settings where the visitor engages in other niche tourism types such as ecotourism (TIES, 1990). They further define nature-based tourism as "...simply describes travel to natural places, ecotourism is a type of nature-based tourism that benefits local communities and destinations environmentally, culturally and economically".

### **3.3 Definitions and interpretations of ecotourism**

The primary aim of ecotourism serves to adopt a deep-seated sustainable user-approach. Western countries earnestly realise that the unspoilt natural environment is a rare and valuable asset due to the rising awareness of the negative impacts of mass tourism and a shift towards more ecotourism and close-to-home tourism practices (Matos, 2004:95). The physical adverse effects on the environment are noted by Matos (2004:95) and include noise pollution, air pollution, loss of biodiversity, and the ruining of landscapes, thus the strong urge to explore more sustainable alternatives with stronger conservation ideals. Newsome *et al.* (2002:14) advocate that ecotourism can be conducted through diversification, cultural, renewal, resource conservation, and economic growth. These authors believe that ecotourism is a form of tourism that should add value to people's lives on an individual level through their learning about the natural world.

Ecotourism is defined by TIES (1990) as "Responsible travel to natural areas that conserves the environment and improves the well-being of local people". The core principles of ecotourism according to TIES, are:

- Minimize impact (on the environment – researcher's interpretation);
- Build environmental and cultural awareness and respect;
- Provide positive experiences for both visitors and hosts;
- Provide direct financial benefits for conservation;
- Provide financial benefits and empowerment for local people; and
- Raise sensitivity to host countries' political, environmental and social climate.

In reviewing TIES' definition of ecotourism, no clear mention is made of the conservation and educational value which contributes to the visitor during the ecotourism experience. TIES however refers to the "...visitor and host to gain a positive experience..." in the principles

which are outlined (TIES, 1990). Fennell (2003:25), on the other hand, explains ecotourism as:

A sustainable form of natural resource based tourism that focuses on experiencing and learning about nature, and which is ethically managed to be low budget, non-consumptive and locally orientated.

Drawing on Fennell's (2003:25) definition of ecotourism, the researcher points out that during the ecotourism activity focus is placed on the visitor experiencing and learning about nature during the consumption of the ecotourism product. Fennell (2013:328) cites Goodwin (1995) on ecotourism as:

...low impact nature tourism which contributes to the maintenance of species and habitats either directly through a contribution to conservation and/or indirectly by providing revenue to the local community sufficient for local people to value and therefore protect their wildlife heritage area as a source of income.

### **3.4 Moving from niche tourism towards mass tourism?**

In outlining the interpretations and definitions of both nature-based tourism and ecotourism, an aspect to be considered is that a destination or locale could perhaps, from the onset, deliver niche tourism activities which could rapidly grow into mass tourism activities at that destination. This opinion is emphasised by Fennell (2013:328) where he points out that not all forms of ecotourism are ethically marketed and managed; some form a closer link to nature-based tourism and other tourism forms fall much further along the scales of mass tourism. This form of tourism-change at destinations is noted by Marson (2011:1), that essentially all forms of tourism rely on particular variables that permit growth. Marson further claims that there is a definite connection between the development of mass tourism, the development of niche tourism and the potential to revert to mass tourism in the end. Attention is drawn to the niche form of tourism products (usually directed at a small market) that through increase in demand could evolve and cause a switchover from a niche tourism product being 'massified' due to the rate of expansion (Marson, 2011:1-2).

### **3.5 Refining ecotourism – slow ecotourism?**

Considering the various definitions by authors and organisations on ecotourism, a further interesting notion of the 'slow ecotourism' term is explained by Wearing *et al.* (2012:36). The authors argue that ecotourism is a good, sustainable tourism concept which practises the fundamental values formerly highlighted in the definitions explored. Wearing *et al.* warn that ecotourism excludes slow development which should occur at a rate that complements communities, and that certain communities might not be able to handle such hasty growth. Most enterprises and communities involved in offering ecotourism products have somehow been sacrificed due to rapid increases in development which occurs at a level that changes the pace of those particular slow communities. Another factor to consider, explain Wearing *et*

*al.* (2012:36) is the introduction of modern Western business methods which can directly affect these communities which have aspired to maintain their traditional slow lifestyle pace. The authors argue that the slow tourism concept provides a special set of exchanges than those existing in the hurried sense of mainstream tourism. Furthermore, Wearing *et al.* (2012:36) declare that some visitors actually want to visit destinations because they are traditionally slower in pace, for example, in South Africa along the Garden Route of the Western Cape, a small town named Sedgefield (officially a member of the Cittaslow network and a Slow City) which is located between Knysna and the Storms River. The Slow Town of Sedgefield is discussed later in Chapter Four. This suggestion of slow ecotourism, according to Wearing *et al.* (2012:36-50), can be a sound practice which offers more sustainable opportunities for communities and tourism businesses for future consideration.

### **3.6 Summary**

In this section of the literature study, the chapter highlighted the definitions, respective similarities and differences between the alternative niche tourism types. With this, more insight was gained into the difference between slow tourism activities and practices, compared to nature-based tourism and ecotourism. In this chapter, the following was learnt:

- Nature-based tourism is essentially a tourism activity that takes place in a nature setting or at natural attractions which can include ecotourism or wildlife tourism.
- Ecotourism can be identified as responsible travel to natural areas with the awareness which includes conservation practices pertaining to the environment and enhances the well-being of the local people. This experience generally adds value to people's lives on an individual level through their learning of the natural world.
- Some authors mention that a destination can start off as an alternative niche tourism destination but with time, development, expansion and maturation an ecotourism or wildlife tourism site can eventually become 'massified'.
- Even ecotourism which is a good, sustainable concept can be a rushed and hurried experience. With growth and development of ecotourism areas, this can negatively affect slow traditional communities due to demand.
- Responsible tourism, in the context of this study, refers to the values of social and economic fairness and being mindful of the negative impacts on the environment. It acknowledges the importance of the local community which is expected to play a leading role in the development of sustainable and responsible tourism.

The literature study in Chapter Four investigates five case studies on slow tourism destinations where slow tourism practices have expanded the tourism industry and developed a new tourism market segment which has been largely successful.

## CHAPTER FOUR

### LITERATURE STUDY ON SLOW TOURISM – INTERNATIONAL AND LOCAL CASE STUDIES

#### 4.1 Introduction

In this chapter five projects which are considered examples of slow tourism, are identified and briefly discussed. These projects are in Italy and Slovenia, the Caribbean, New Zealand, Wales and Romania. The chapter concludes with the researcher's understanding of slow tourism, and the criteria that should apply for a project/activity to be labelled as slow tourism.

#### 4.2 Italy and Slovenia

The Italy and Slovenia slow tourism project started in 2007 and ended in 2013. This was a six-year project, funded by the Programme for Italy-Slovenia Trans boundary Cooperation 2007-2013, the European Regional Development Fund and some national funds (STISN, n.d.). The *Slow Tourism Italia-Slovenija*, as it is named, led to the creation of slow travel itineraries between these two neighbouring countries.

On the official Slow Tourism Italia Slovenia Network (STISN) website, slow tourism is described as:

'...a life/travel style, a way to slowly approach the territory and sensitizes the demand and the supply about ethical values. It favours the re-appropriation of time as a concept, breaking free of anxiety and stress caused by today's frenetic lifestyles. Instead, it allows the visitors to have a harmonious approach with themselves and with what surrounds them and to increase their awareness through a deeper and more involving experience.

The travel programmes for visitors include markets such as families and communities in search of one-day visits or weekend trips engaging in leisure activities which promote appreciation for the environment and the history of the area (STISN, n.d.).

There are many examples of slow tourism destinations in both these countries which developed since the inception of this project. According to the website, 40 routes between Italy and Slovenia have been identified as slow tourism routes involving cycling, visiting historical architectural landmarks, hiking, walking, canoeing, paragliding and hot-air ballooning. The policy guidelines for the establishment of slow tourism products for *Slow Tourism Italia-Slovenija* consist of six key dimensions which the website quotes as follows:

- *Time* - using the time element to focus on and understand the amount of planning that is required to improve tourism activities and services at the destination for both visitors and staff;

- *Slowness* - to design slow services and products which provide the visitor with a comprehensive and engrossing experience to connect with the environment and the local people;
- *Contamination* - means the promotion of inter-relationship and inter-cultural exchanges between visitors, the locals and the destination;
- *Authenticity* - refers to the tourism offering not being staged and mass-produced, but authentic to the destination visited;
- *Sustainability* - relates to the tourism product that should have very little or no negative impact on the local environment and local community, and that the values and ethics of tourism are practised responsibly for local communities to benefit; and
- *Emotivity* - means to create special moments that will positively inspire the visitor's perception and showcase that the tourism experience will be meaningful and a beautiful experience (STISN, n.d.).

The policy guidelines on slow tourism, which have been outlined, are deeply embedded in the slow tourism products that are offered to the visitors. It should be noted that STISN reveals limited information in documentation on the slow tourism projects which have been uploaded on the website. The majority of documents are written in Italian and Slovenian and only some have been translated into English. The website briefly describes the slow tourism areas within these countries and the various strategic projects worked on during the period 2007 to 2013.

The slow tourism areas that can be identified in Italy and Slovenia, which include mountains, landscapes, hills, forests and parks that offer hiking, trekking, walks and birdwatching activities (those which can be compared to KNBG) in particular, are highlighted and referred to as example case studies. The Italian-Slovenian slow tourism cases that match this criterion are also briefly described. The two slow tourism areas identified within Italy and Slovenia are the Po Delta Park of Emilia-Romagna and Veneto and the Triglav National Park in Slovenia (STISN, n.d.).

#### **4.2.1 Po Delta Park of Emilia-Romagna and Veneto in Italy**

The Po Delta Park of Emilia-Romagna and Veneto is a protected area, which is bounded by two branching river channels of the Po River and the shore of the Adriatic Sea. It is an essential wetland region of the Mediterranean and Europe (NATREG, n.d.). This park boasts an exquisite landscape, exceptional biodiversity and outstanding flora and fauna, which draw many visitors to the area. The Ferrara, Renaissance City and Po Delta location of the park is recognised as a world heritage area and included in the UNESCO Humanity Heritage List (Visit Po River©, n.d.; STISN, n.d.). According to NATREG (n.d.) the park extends for 70 500 hectares into the Veneto and Emilia-Romagna regions of Italy connected by the Po River which branches out into the Adriatic Sea. The Po Delta Park region is deemed a single

locality even though the administration functions are managed by two different districts as separate parks, namely the Po Delta Park managed under Po Delta Park of Emilia-Romagna and the Po Delta Park of Veneto (NATREG, n.d.; STISN, n.d.).

The Po Delta Park comprises mainly water elements and features including wetlands and rivers meeting with the sea (STISN, n.d.). It is a relaxing countryside with pristine riverbanks, wild wetlands, man-made fishing ponds, lagoons and sandbanks. This is an ideal location for birdwatchers with 370 bird species and impressive landscapes (Climaparks, 2012). The Visit Po River© website (n.d.) states that within the Po Delta Park the Eco-museum of Argenta can be visited which consists of three units namely; Museum of the Valleys of Argenta, Museum of the Drainage and the Civic Museum. The Museum of the Valleys of Argenta consists of an exhibition area and an environmental education centre devoted to nature and the history of Argenta. The water-gathering plant at the Museum of Drainage displays an old industrial drainage system used in the town of Argenta dating from 1915 to 1925. The Civic Museum has an archaeological division, which exhibits paintings and artefacts found during the Late Middle Ages and modern discoveries in the area of Argenta. Visitors can view the park's natural attractions by car, as the park, which features picturesque landscapes, has an internal road system. Recommended slow activities to explore the Park are on foot, by bicycle or by boat to experience the exquisite natural and historical features located in this area. The Park also offers rides on horseback to visitors who want to explore the area more naturally and in harmony with nature. Fishing activities are also permitted, such as commercial fishing in the wetlands area (for employment, support of the local economy) and sport fishing in specific fishing zones (Visit Po River©, n.d.). These facilities cannot currently be applied to KNBG.

#### **4.2.2 Po Delta Park – Slow tourism strategic project completed**

In the STISN newsletter of June 2013, one of the many slow tourism river projects in the Po Delta Park was confirmed as complete, construction of a landing place reserved for boat excursions and paddlers who want to visit the Pialasa Baiona vicinity (STISN, n.d.). This area is of significant cultural and environmental value and includes a former military school used during the Second World War, now converted into a historical knowledge centre for students. In continued efforts to encourage sustainable modes of transport, such as boats in slow areas, this project was considered an important improvement to the area that is dependent on visitors using low carbon transport modes (STISN, n.d.).

#### **4.2.3 Triglav National Park (TNP) in Slovenia**

Slovenia has only one national park, situated in the Julian Alps in the north-west of the country, the Triglav National Park (TNP). The park's name originated from the Triglav

Mountain which is the highest mountain in the TNP and the highest peak in Slovenia at 2 846 metres (I Feel Slovenia, n.d.). The Triglav Mountain is located in the centre of the park, which covers 880 square kilometres spread along Italian and Austrian borders. Three percent of Slovenian territory is taken up by the park (Triglav National Park, n.d.). The core function of the park is to protect the area and all the resources, and to conduct environmental and scientific research.

The park was first placed under protection in 1924 when the Alpine Conservation Park was established, and was established in its modern form in 1981 (Triglav National Park, n.d.; I Feel Slovenia, n.d.). The majority of this country's four hundred 200-metre high mountains are found within the TNP, all with scenic views, large pointed peaks, plunging rock faces and valleys covered in glacial mass. The park is located within the high mountainous limestone landscape with forests covering two thirds of the surface area. This limestone region, known as *karst*, is popular with tourists who enjoy long, ardent walks of one day or longer, trekking and caving experiences. Beautiful beaches are located mainly on the southern side of the park. In 2003, UNESCO's MaB (Man and Biosphere) included TNP in the international network of biosphere areas (Triglav National Park, n.d.; I Feel Slovenia, n.d.).

Slow tourism activities in TNP, such as hiking, are very popular during both summer and winter months on good, sign-posted hiking trails, beautiful waterfalls (Savica and Peričnik) and routes for all types of hikers (I Feel Slovenia, n.d.). There are overnight facilities at huts and mountain cabins available. Story-telling at the campfires is included in travel itineraries, usually conducted at 21h00 on selected evenings. The Julian Alps are renowned for mountaineering history, with various traditional and modern mountaineering routes, light to very strenuous, depending on the climber's preference, and large glacial lakes attract skiers during the winter season. Other popular leisure activities include rafting and hydro-speeding along the Soča River (I Feel Slovenia, n.d.).

Another noteworthy attraction in the centre of TNP is Slovenia's only alpine botanical garden situated in striking natural surroundings, named Alpinum Juliana Alpine Botanical Garden. Protected as a natural monument covering 2 572 square metres, the Juliana Alpine Botanical Garden welcomes visitors to walk in and explore the different varieties of flora, consisting of more than 600 unique plant species (Outdooractive, n.d.).

#### **4.2.4 Triglav National Park – slow tourism strategic project completed**

The Martuljek waterfalls, along the scenic gorge, are considered the real gems of the Slovenian Alpine region, with easy access making them a popular tourist attraction. The Martuljek mountain range and the Martuljek stream which cascades down a 500 metre deep ravine, was proclaimed a nature park in 1949, and in 1981 was incorporated into the TNP



(Kranjska Gora, n.d). It was noted in the June 2013 Slow Tourism newsletter that the project to improve and renovate the Martuljski-Slapovi Falls area was declared completed (STISN, n.d.). This popular hiking route was considered dangerous because of falling rocks, requiring the project to urgently safeguard the route. The STISN project managed major reconstruction work on a section of the thematic path, installed a footbridge and fitted nets to protect people from falling rocks in the area (STISN, n.d.).

### **4.3 The Caribbean**

The Caribbean is well known for offering sun, sea and sand tourism products. Conway and Timms (2010:333), in their Caribbean study, note that local tour operators focus primarily on the sun, sea and sand tourism products, which are also considered elements of slow tourism because of the leisurely activity, that are usually associated with this destination. These authors explored the potential for other sustainable (alternative tourism) products that could be coupled with sun, sea and sand tourism, but directed at tourists who are specifically interested in visiting other remote areas such as nature parks, wildlife parks and eco-lodges within the Caribbean. Such alternative tourism areas refer to those that are less accessible and are generally dominated by sun, sea and sand tourism. As much as visitors are interested in beach tourism, Conway and Timms (2010:333) suggest that there is a market segment unnoticed who seek more alternative tourism activities based on slow tourism's Rest and Relaxation (R&R) ideals. The authors indicate that this slow tourism R&R market will create diversification of the local tourism product, could increase visitor stays and enhance the overall experience for visitors. Slow tourism should be seen as a support for other tourism offerings which stimulate rejuvenation, time out and intensify the whole tourism experience. Over the last decade, the Caribbean has made remarkable headway and led quite a few significant environmentally conscious programmes, such as the Green Globe certification of 57 hotels and eco-lodges (Conway & Timms, 2010:336). One of the slow tourism cases identified in Conway and Timms' (2010:337) study is that of central Barbados.

#### **4.3.1 Slow tourism in Barbados**

Barbados in the Caribbean experiences less overcrowding and has less mass tourism features when compared to the south and north coasts, state Conway and Timms (2010:337). Barbados is relatively accessible and offers visitors many slow nature-tourism attractions such as the Andromeda Botanic Gardens, Flower Forest, Harrison's Cave, and Farley Hill Park (Barbados.org, n.d.). These particular attractions are promoted to attract tourists pursuing alternative forms of tourist activities, away from the experience of overcrowding masses of tourists. Slow tourism activities can be explored in relaxing environments which offer the visitor scenic tropical landscapes, lush valleys and beautiful

gorges to explore (Conway & Timms, 2010:337; National Conservation Commission, n.d.; Barbados.org, n.d.). Tourists can enjoy walking and photography in the Andromeda Botanic Garden, a picnic at Farley Hill National Park with stunning coastal views, including the ruins of the mansion constructed by Sir Graham Briggs and enjoy a slow tour on foot exploring Harrison's cave formations (Barbados.org, n.d.). Briggs inherited the Farley Hill mansion from his wealthy, aristocrat parents after their death, extended the mansion and used it for entertaining royal visitors. Conway and Timms (2010:337) note in their study that tourist attractions in Barbados are in constant competition to attract higher visitor numbers to increase profits. Combining the slow tourism ideals with natural tourism products will be jointly beneficial to businesses. Adding craft workshops is another example of expanding visitor itineraries with slow tourism activities, according to Conway and Timms (2010:338).

#### **4.4 New Zealand**

The country lies in the Southern Hemisphere and is similar in weather patterns and natural beauty to South Africa. The summer weather in the North Island is subtropical, and in the South Island and alpine region temperatures can drop to -10°C during winter. The size of New Zealand is approximate to that of Great Britain, while the temperatures and seasons are opposite to that of the Northern Hemisphere countries. New Zealand is known for the country's natural landscapes and breath-taking scenic beauty. Hiking, fishing, camping, boating, the natural hot springs, and cultural attractions such as the Maori cultural communities are listed amongst the top itinerary items for visitors (100% Pure New Zealand, n.d.), all of which fall into the recreation and leisure category, and therefore also form an element of slow tourism.

##### **4.4.1 Fiordland National Park**

One of the most beautiful parks in New Zealand with pristine mountain ranges, valleys, lagoons, and exquisite seascapes is the Fiordland National Park. This park was established in 1952 and is situated in the south-western part of New Zealand covering an area of some 1 260 740 hectares (Destination Fiordland, n.d.). This national park, according to the Fiordland National Park website, is a protected area and was declared a World Heritage Area in 1986 by the United Nations. Slow tourism activities at the park include recreational walking, multi-day hiking (tramping), boating, camping, climbing, fishing, hunting, and kayaking (Destination Fiordland, n.d.). Hiking in the Fiordland Park is one of the popular recreational activities enjoyed by the majority of visitors. The official website of the Fiordland National Park states that there are three world-famous hiking tracks which are known as the 'Great Walks', namely Kepler Track, Routeburn Track and the Milford Track. According to Dorobanțu *et al.* (2012:3-4), participating in slow leisure activities (exploring nature) that is

environmentally friendly is more rewarding, for example exploring an area on a bike or on foot, because the visitor forms a deeper connection to the place. Dorobanțu *et al.* (2012:3-4) suggest that one of the Fiordland National Park's magnificent slow tourism attractions is hiking the Milford Track.

#### **4.4.2 Milford Track**

The Great Walk tracks in Fiordland National Park have well designed sign-posted routes of high standards. The Milford Track terrain is gravel and rocky with scenic look-out points and small streams running underneath the bridges (New Zealand Department of Conservation, n.d.). According to the New Zealand Department of Conservation website the Milford Track covers a distance of 53.5 kilometres and has a few hill-climbs with a hiking pathway that can become quite steep. The website also mentions that the hiking and slow walking season for the Milford Track runs between October to April. The route can only be walked in one direction, which starts at Glade Wharf and ends at Sandfly Point in Milford Sound. The hike takes four days to complete, and overnight hut facilities are available for hikers on each of the three nights. The carrying capacity of the track is therefore recognised. To reduce the impact on the environment and for conservation reasons only 40 hikers are issued with hiking permits daily (New Zealand Department of Conservation, n.d.). This policy is similar to that of South Africa's Otter Trail where only 20 trailists are allowed each day. This regulation can be viewed as preserving a protected area from mass visitors and preventing issues of overcrowding and environmental degradation, so that visitors can slowly enjoy hiking and walking at their own pace without feeling hurried.

#### **4.5 Wales**

In July 2009, Wales Online (2009) published a news article titled *Tourism could grow faster 'by going slow'*. A slow tourism expert was interviewed who indicated that slow tourism would grow rapidly following the 2008 period of recession, due to tourist preferences for substituting long-haul expensive travel for more local destinations in the United Kingdom (Wales Online, 2009). The interviewee noted that people might not only lack money and time, but perhaps energy too, so the 2008 recession initiated talks about saving money, purchasing local products and exploring slow local holiday destinations in Wales more because it is a relatively inexpensive form of tourism experience (Wales Online, 2009). Slow activities in Wales, such as walking in nature parks, hiking, fishing, and canoeing are seen as relatively affordable for all tourists, and give people the opportunity to discover their own country, savour the slow experience and rejuvenate themselves.

The slow tourism expert further admits that slow tourism had been viewed in a negative context due to the newness of the concept and lack of slow tourism knowledge. Moreover, the newly discovered benefits and values of slow tourism for visitors and tourism destinations have started changing the negative perceptions of this form of tourism (Wales Online, 2009).

#### **4.5.1 Snowdonia National Park**

The largest national park in Wales is the Snowdonia National Park which covers 823 square miles of varied and pristine landscapes (Snowdonia National Park, n.d.). The Snowdonia National Park is located on the west coast of Britain, and has a living-working community of 26 000 residents immersed in the rich Welsh culture, of whom more than 50% speak the Welsh language.

The Snowdonia National Park offers scenic views of old villages, natural lakes and the highest mountain range in England and Wales. Visitors are encouraged to slow down and forget about their daily stresses but to bring their green values along to enjoy the slow activities that the park has to offer. Visitors can experience a variety of outdoor slow activities such as a unique 40 mile narrow-gauge steam train ride (on a discarded South African Garrett engine-hauled train) through the spectacular landscaped Snowdonia National Park (Ffestiniog & Welsh Highland Railways, n.d.). Other activities include cycling, walking, hiking, exploring wildlife, birdwatching, visiting craft centres and wool mills, museums, exploring slate caverns, canoeing, and a selection of other water sports. Green travel modes are strongly encouraged and visitors are urged to relax, enjoy the scenery and commute to the park, as the Sherpa bus service of Snowdon runs daily all year round, and local bus and rail services are very reliable and cheap (Snowdonia National Park, n.d.).

#### **4.6 Romania**

The slow travel and tourism philosophy is relatively new and unknown to Romanian visitors, and slow tourism products have not been marketed sufficiently, acknowledge Nistoreanu, Dorobanțu, Gheorghe, Daniel and Stefania (2013:595). According to Dorobanțu *et al.* (2012:1), slow tourism encourages tourist to experience travel, a destination, or slow activities infused with appreciation and to enjoy a place longer, exploring activities that fulfil the soul. These authors further mention that Romania is one of the poorest European countries that is still trying to recover from the political unrest of the past century. The Romanian economy is driven largely by a farming sector (Dorobanțu *et al.*, 2012:5). Farm owners, who rent their farm cottages to tourists, are not skilled enough in diversifying their product offerings (only accommodation offered) to encourage tourists to stay longer and spend their money in the area, admits Dorobanțu *et al.* (2012:5). These authors further

suggest that other slow tourism activities in rural areas of Romania could potentially be offered to tourists, such as horseriding, hiking, cycling, walks, and other agricultural on-the-farm activities. Dorobanțu *et al.* explored a case of slow rural-tourism in Vâlcea County, Romania.

#### **4.6.1 Vâlcea County**

The Vâlcea County is mainly mountainous and has a well-developed agrarian sector. This region of Romania is well-known for farming fruit, wine, cattle and vegetables (JudetulValcea, n.d.). Due to Vâlcea County's exceptional agricultural sector rural-tourism has become popular. Tourist trends display an increased interest in exploring areas further away from cities and moving more towards rural areas and rural interests (Dorobanțu *et al.*, 2012:13). These authors note that the main reasons for interest of visitors to explore this county are for historical and cultural values, such as the local art, ethnography, folklore, traditions, and the magnificent natural environment. Slow rural-tourism activities encourage visitors to spend their leisure time in the countryside and to try out rural activities and attractions that are unfamiliar in urban areas. Dorobanțu *et al.* (2012:13) mention these slow activities include walking, hiking, relaxing, and observing cattle farming, fruit harvesting, or even for the visitor to get involved in volunteer harvesting and environmental or conservation initiatives.

Vâlcea County has remarkable rural tourism potential according to these authors who quoted statistics from 2006 to 2010, where accommodation in the countryside has increased annually at a rate of 1.28% during this period (Dorobanțu *et al.*, 2012:13). These authors note that the main reason for an increase in visitors to the rural areas is to connect with nature. Dorobanțu *et al.* (2012:13) cite Nistoreanu and Geres (2010) on rural space expansion in Romania—to improve infrastructure in the rural regions, rejuvenate villages using a new cultural model and increase forms of production structures in Vâlcea County. Another statistic quoted by Dorobanțu *et al.* (2012:16) was the number of overnight stays in rural accommodation increasing every year from 2006 to 2010, supporting high income-value tourism.

Even though slow rural-tourism has increased at a small rate there is much more potential to grow this form of tourism if it is vigorously promoted. Dorobanțu *et al.* (2012:17) suggest that slow tourism can be an option for countries such as Romania (post-political unrest) to restore and re-build the tourism potential within a country. Furthermore, people in Romania lack the skills and training to promote slow tourism services even though the country has much slow tourism potential (Dorobanțu *et al.*, 2012:13). In the international slow tourism case studies presented here there seems to be a growing interest in slow tourism activities globally. More

countries have realised the benefits that slow tourism, slow interest and slow food could have for visitors to enjoy a quality, healthy and unhurried life style.

#### 4.7 Slow tourism – a South African perspective

This section of the literature outlines the only official slow tourism town in the Western Cape Province of South Africa, named Sedgefield. The management of this slow tourism town, examples of slow tourism itineraries and activities, are outlined in this section.

##### 4.7.1 Sedgefield – Garden Route (Western Cape)

In the Western Cape, on the Garden Route located between Knysna and George, is a small town named Sedgefield which has been officially declared South Africa's first slow tourism town (Cittaslow Africa, n.d.). According to Cittaslow Africa (n.d.) the size of the population of Sedgefield is projected to remain at approximately 15 000 residents. An online news article published in 2010 acknowledged that Sedgefield was endorsed as a slow town due to the thriving farming industry and good farming practices. In addition to this, the town has robust outdoor tourism distinctiveness, various social community outreach projects and a genuine craft market rich in local products (South Africa, the Good News, n.d.), all of which are features of recreational or leisure tourism, and comply with the label of slow tourism. The article further points out that a slow town is designed to improve quality of life and withstand living life in the fast lane. Slow towns are unique in marketing local speciality food and craft with the aim that benefits filter through to the local community and improve the condition of the environment (South Africa, the Good News, n.d.). The town of Sedgefield is surrounded by lakes, nature sanctuaries and the Indian Ocean. The symbol of Sedgefield is a large concrete tortoise adorned with attractive coloured mosaic tiles with the Slow Town Pledge on the side (Figure 4.1)



#### **Figure 4.1: Sedgefield Slow Town – signature tortoise and slow activities sign board**

The successful Masithandane community outreach programme, Mosaic Project, is well-known in Sedgefield. Underprivileged residents have been trained to enhance the town's key landmarks, main intersections, signage, and outdoor public furniture with stunning mosaic tile pieces (Cittaslow Africa, n.d.).

Sedgefield is a laid back community with a moderate climate, where visitors can enjoy slow nature adventure and outdoor activities which are associated with this area. Nature-tourism and adventure tourism is popular due to the variety of activities available in the vicinity, which are elements of the slow tourism movement. According to Cittaslow Africa (n.d.) this town lays claim to well-preserved beaches, the Swartvlei River estuary, nature parks, indigenous forests and many beautiful lakes. Visitors can participate in a selection of outdoor slow tourism activities such as paddle-boating, kayaking, birdwatching, mountain-biking, paragliding, sailing, surfing, fishing, kite-surfing, rowing, hiking, horseriding, wakeboarding, camping and cycling. The town of Sedgefield is home to many gifted artists, skilled crafters and exceptional artisans. A few examples of popular local artists are Keith Forrester, known for his Art in the Park in the nearby town of George, Bridget Randell well known for her sculpting of life-size bronze statues and Des Thomas the acknowledged oil painter, known for his skill to paint landscapes from memory (Discover Sedgefield South Africa, n.d.; Cittaslow Africa, n.d.). Furthermore, the town has received multiple awards for its two popular markets, namely the Wild Oats Community Farmers Market and the Scarab Craft Market.

Cittaslow Africa (n.d.) note that one of the towns' significant events is the annual Sedgefield Slow Festival, hosted for the first time in April 2010. The Sedgefield Slow Festival is held over the Easter long-weekend for three days, starting on the Friday and ending on Easter Sunday. The fun-filled festival is packed with many events which can be enjoyed by visitors, family, friends and local residents. Some of the events at the Slow Festival are been listed as follows:

- Spar Goukamma Traverse Trail Run. This is an 18-kilometre trail run, which starts at the Goukamma River pont in the Goukamma reserve and ends at the Village Green in Sedgefield.
- Adcock Ingram Anything that Floats Challenge. Participants can build any type of floating contraption from materials found at home. The builders then test the raft on the waters of the Sedgefield Lagoon.
- Braai Master Challenge. A braai or barbeque competition; the management officials of this event provide the meat but the participants bring their own spices, marinade and show off their braai skills.

- Slow Festival Drive In. An event for family, friends or couples; watch a film from your car in an old-fashioned, drive-in cinema in the open air.
- Creatures and Band Street Parade. This is a street carnival and contestants parade in creative nature-related costumes. Stunning floats, bizarre costumes and bands display their talents in the streets of Sedgefield.
- Sand Sculpting Challenge. Participants display their sand sculpting skills on the Myoli Beach Sands and the judges award a prize to the contestant for creating the best sand sculpture.
- Other activities and interests include food stalls selling local traditional food, local craft markets and other sporting and fun-filled family events (Cittaslow Africa, n.d.).

Sedgefield aims to market and develop tourism in the region as a family tourist destination. The town positions its attractions and activities to the public who have an appreciation for nature and serenity, and people of all age groups who want to explore outdoor and slow activities. Stakeholder-groups that are involved in the marketing and the sustainable tourism development of this town include Sedgefield Tourism, Knysna Municipality, Knysna Tourism, and input from the local community (Cittaslow Africa, n.d.).

Similar slow initiatives are gradually taking form in other regions within South Africa. An article published in the South African Country Life magazine about the development of slow food in South Africa highlights the successes of the Cradock Karoo Food Festival in which food producers promote and sell local, traditional slow food. The article reports that this festival meets the criteria for acceptance by the Slow Food Organisation, which proved to be successful in countries such as Italy (du Toit, 2014:102-107), and the role of festivals is important in creating/maintaining destination/attraction awareness.

Slow tourism focuses on slow-paced leisure activities conducted within a broader tourism experience, linked to the enjoyment of pristine natural attractions and cultural events. Slow tourism must have the following characteristics to enjoy a different focus from eco- or nature-based tourism:

- It must be a relaxed (laid-back) leisure activity;
- It should be strongly linked to unspoilt natural environments;
- It must have minimal or no time constraints; and
- It must develop activities and products, which will reflect the slow tourism focus.

#### **4.8 Summary**

The literature study in this chapter highlighted the new focus of tourism, globally and in South Africa. The slow tourism concept was explained and applied in several selected case studies around the world. The concept of slow tourism has existed for a decade (Mathos, 2004:96).



These recent case studies explain the industry growth and visitors' new tourism choices and ideals, demonstrated in the last five years. In this chapter, the following was learnt:

- This new focus on tourism should incorporate simple and basic accommodation, a leisurely mode of travel, a diet that is healthy, leisure which is serene and undisturbed, engaging in local culture and services, considering the natural environment, and absorbing these activities within peaceful surroundings (Matos, 2004:96).
- Slow travel and tourism is considered a spiritual experience to break away from the rushed and stressed lifestyle, which is present in most societies today (Dorobanțu *et al.*, 2012:17).
- In the five slow tourism cases referred to in this study most slow tourism activities occur in natural, pristine surroundings and are popular in national parks and protected areas, whether in heritage, cultural or environmentally protected zones.
- The elements of slow tourism are highly sustainable and emphasise low carbon transport modes, green awareness, taking time out and appreciating the sense of place.
- In the South African context, the ideals and values of slow tourism and slow food seem to be gently taking the form of the Sedgefield and the Cradock Karoo Food Festival.
- Destinations are perhaps realising that the slow concept could be a form of tourism and interest that is more sustainable in the long term.
- The fact that the visitor too receives great benefits from engaging in slow tourism activities could make this a win-win solution for all involved.

The next chapter focuses on KNBG as a slow tourism attraction. Secondary information was gathered about KNBG and the resources that are available at the Gardens, which will interest visitors in slow tourism activities. This information can be compared to other botanical gardens and nature reserves, similar destinations which were presented in the earlier chapters.

## CHAPTER FIVE

### LITERATURE STUDY ON KIRSTENBOSCH NATIONAL BOTANICAL GARDENS

#### 5.1 Introduction

In this chapter of the study, the history and management operations of KNBG are explored. In addition, previous studies and surveys pertaining to leisure activities at KNBG are highlighted. KNBG economic resources and their value for slow tourism activities are elaborated on and discussed.

#### 5.2 KNBG history and management

KNBG forms part of a nature reserve, the Cape Floristic Region, which was declared a World Heritage Site in 2004, and was the first botanic garden in the world to be awarded natural World Heritage Site status (SANBI, 2013). In 2013 KNBG, which is managed by the SANBI, celebrated the garden's 100<sup>th</sup> anniversary milestone. The garden's core functions and mandate are towards plant conservation, research and education (Abrahamse, 2013:53). The 36-hectare garden is part of a 528-hectare estate, which stretches along the protected mountainside (Table Mountain) comprising natural forest and fynbos, along with a variety of fauna (SANBI, 2013).

In earlier years, between 1913 and 1960/61, KNBG have been largely funded by the government and the Botanical Society of South Africa (Willis, 2013:71-72). Government still funds the Gardens but SANBI, now becoming less dependent on receiving government funding only, is generating its own additional income through business management philosophies, to diversify the product offerings at the Gardens to attract more visitors, and to deliver fine quality services (Huntley, 2012:188). The Kirstenbosch Development Campaign, introduced in the 1990s, was established to improve and create new facilities in the Gardens. During the period 1991 to 2005 over R65 million was raised from government, the Botanical Society of South Africa (BOTSOC), and both private and corporate sponsors for development of KNBG projects. These included "...improved staff facilities, a Visitors' Centre, Conservatory, Kirstenbosch Research Centre, a retail Centre for Home Gardening and a restaurant..." (Willis, 2013:71-72).

#### 5.3 Previous leisure studies conducted at KNBG

There have been few published studies conducted at KNBG, particularly relating to leisure and recreational activities. However, three visitor studies were identified. The first visitor survey was conducted in 1992 by Boekstein and Uken, where the aim of the survey was to establish a visitor profile to identify the type of visitor who is interested in visiting the

Gardens, their particular interests, and their opinions of KNBG (Boekstein & Uken 1992:1). During March and April 1992, over a period of 43 days, 1 598 visitors were interviewed at KNBG, and 1 179 telephone interviews with Cape Town residents were conducted. These researchers noted that visitors generally enjoyed spending time at the Gardens and the Gardens captivated them, but improvement in the restaurant and toilet facilities were among concerns raised. Post-survey recommendations were that more affordable meals should be on offer at the restaurant, and better sign-posted toilet facilities and the placement of additional benches were needed in the Gardens. The survey revealed that a lack of public transport to KNBG was one of the main reasons that inhibited people from visiting the Gardens. The interviewers pointed out a significant fact, that more visitors were spending more time in the Gardens. This statistic was compared to 1973 data which indicated that visitors then spent less than an hour in the Gardens, but at the time of the 1992 survey visitors spent two to three hours, or even more, in KNBG (Boekstein & Uken 1992:47).

The second study undertaken at KNBG was conducted in 2008 by Struys, and specifically focused on leisure behaviour and attitudes of black professional people in a recreational and leisure environment. The main objective of Struys' study was to determine and understand the leisure preferences of various racial groups, which is beyond the scope of this study. However, Struys discovered that the majority of professionals observed and interviewed mentioned that they love nature (Struys, 2008:65). Another significant fact noted was that coloured and black professional visitors enjoyed nature most when they spent time with their family and friends. Struys (2008:48-65) further reports that the majority of coloured and white participants associated 'forest' with positive aspects such as relaxation, rejuvenation, energised, happy, peaceful and connectedness to life.

A third and latest study published in 2010, refers to the use and appreciation of botanical gardens within a South African context. In this study, six national botanical gardens in South Africa were surveyed, including KNBG. Ward *et al.* (2010:49) note that green spaces, such as botanical gardens, do not only offer educational and environmental benefits but also provide significant health, social and psychological advantages to the visitor, including natural appeal of rare flora. Botanical gardens and green spaces can aid as a get-away for people from congested city life and act as a relief from stressful lifestyles. People can find a sense of peace and reinvigoration when visiting arboreta (Ward *et al.*, 2010:49). At KNBG study site 60 visitor surveys (the sample size) were conducted over a period of four days (Saturday, Sunday, Monday and Tuesday). The study revealed that just over half of the visitors surveyed fell in the age bracket of 30-59 years old. Thirty percent of the visitors confirmed that they visited the Gardens a few times a year, and 20% of the visitors acknowledged that it was their first visit to the Gardens.

The study further revealed that the most common reasons why people did not visit the Gardens more often was that they did not have enough time to do so, and that the distance to travel to the Gardens was too far. Moreover, the study verified that the main reasons for visiting the Gardens were to appreciate the natural beauty, to exercise, and to catch a breath of fresh air. Ninety nine percent of the visitors conceded that green spaces such as botanical gardens were important and played a significant role in urban areas. A follow-up question was posed to visitors as to why they perceived botanical gardens as important in urban areas. Most respondents provided reasons such as "...green lungs, open spaces, relaxation, appreciation, exercise, enhance quality of life, escapism, breathing space, conservation, spiritual and moral functions, education, air purification, and preservation for future generations..." as key reasons for their visits to botanical gardens. It should be noted that relatively few respondents in this study visited botanical gardens for education and horticultural reasons (Ward *et al.*, 2010:53-54).

From the three studies, it can be concluded that visitors generally feel rejuvenated when they are connected to nature, which has a positive, rejuvenating and relaxing appeal (Struys, 2008:48-65; Ward *et al.*, 2010:53-54). Moreover, the amount of time spent in KNBG by visitors (number of hours) has increased over the years, and granted good upgraded facilities and public transport accessibility, they would visit the Gardens more often (Boekstein & Uken 1992:47).

#### **5.4 Economic resources and the value of slow tourism in KNBG**

KNBG has many facilities, which attract international and local visitors. Visitors to the Gardens generate huge economic value to the Gardens. Visitors are provided with enjoyment of the leisure activities and relaxation. KNBG slow tourism resources are identified and discussed, because KNBG is world-renowned for its general appeal, natural beauty and rich diversity of Cape flora. This botanical garden has been referred to as the most beautiful in Africa, and the most remarkable and impressive botanical garden in the world (SANBI, 2014). There are many visitors who spend time in the Gardens, not only to explore the rich flora and fauna but for leisure and other recreational activities. Some of these activities include enjoying tea or a meal at the restaurant, a short walk along the various paths in the Gardens, attending a concert, photography, and exploring flora and fauna in the area. Economic resources at KNBG are discussed in the following sub-sections.

##### **5.4.1 Kirstenbosch Tea House**

According to Notten (2013:74-75) the first Tea House was built at KNBG in 1924 and was extended a number of times since then by building extra rooms, a fireplace, and stoep to

accommodate the increasing number of visitors. A car park was also built behind and in front of the Tea House during 1960 and 1961. The Tea House was very popular and regularly supported by visitors enjoying tea and light meals at the Gardens. In August 1981, the Tea House was razed by a fire and irreversibly damaged and had to close down. The new Kirstenbosch Tea Room was built and opened in 2003, and continued the long-standing tradition of enjoying a relaxing meal and tea in one of most popular gardens in the world (Notten, 2013:74-75).

#### **5.4.2 Kirstenbosch summer sunset concerts**

Huntley (2012:190) states that the amphitheatre in the Gardens provides a perfect location to host small musical performances. The marketing manager of KNBG, Sue Ross, requested string quartets and baroque bands to perform; at that time the concerts were free of charge. Huntley (2012:190) confirms that audiences grew from a few dozen to a few hundred at the time. The popularity of the concerts grew rapidly, especially when the Cape Town Symphony Orchestra performed in March 1993 and drew a considerable audience of 8 000 to this specific concert. This was the start of the Kirstenbosch Summer Sunset Concerts with which many visitors are familiar today, and resulted in over 100 000 people, relaxing in the nature-setting, attending these concerts annually (Huntley, 2012:190).

#### **5.4.3 Other facilities at KNBG**

According to SANBI (2014), the number of visitors each calendar year to KNBG has increased (visitors at entry gates, excluding concert visitors) by 1.6% annually since the 2010 FIFA Football World Cup. KNBG management noted that during 2013, when KNBG celebrated its centenary, the percentage of visitors increased from 1.6% for the 2012 calendar year to 9.3% in 2013, which amounts to 696 780 visitor-entries to the Gardens; this number excludes concert visitors (SANBI, 2014). These appealing and internationally prominent gardens now draw over half a million visitors each year, which includes those interested in botanical and environmental education, conservation, research, events or simply just to explore and experiences the leisure facilities on offer at KNBG.

KNBG has three restaurants, namely Moyo restaurant which offers African cuisine, Vida e-Caffé which is an intimate coffee/snack bar and the Kirstenbosch Tea Room which serves both traditional and healthy breakfast, lunch and teatime meals. This prestigious garden has five event venues located in a pristine setting to host corporate or special events. The five venues located on KNBG campus are the Botanical Society Conservatory, Kirstenbosch Research and Biodiversity Conservation Building, Marquee lawn, Old Mutual Conference and Exhibition Centre, and the recently renovated Kirstenbosch Manor House, which is marked as a heritage building. These venues are in high demand with magnificent

surroundings, a unique backdrop of the eastern slopes of Table Mountain, to host weddings, birthdays, conferences and exhibitions, including ministerial and VIP meetings. The Kirstenbosch Manor House, built in 1914, can be hired to host small and intimate weddings and corporate events, with an option to book any of the four en-suite bedrooms for overnight-accommodation, pre- or post-event (SANBI, 2014).

For visitors who do not wish to walk, or are unable to walk through the Gardens, golf cart tours are available (Figure 5.1).



**Figure 5.1: A golf cart tour of KNBG**

#### **5.4.4 Slow tourism activities at KNBG**

Similarly, as in the case study examples pertaining to other internationally protected parks (Fiordland National Park, Snowdonia National Park and Triglav National Park), KNBG also has various activities which would appeal to the slow tourist. These slow tourism activities include:

- Recreational walks
- Photography of flora, fauna and landscapes

Figure 5.2 illustrates visitors taking photographs while on a walk at KNBG.



**Figure 5.2: Engaging in slow tourism activities – walking; taking photographs**

- Bird walks guided by experienced birders for those visitors who enjoy birding and have an interest in acquiring more knowledge about birds
- Free guided walks which are two hours long and which must be pre-booked. These walks inform visitors of the history of the Gardens and the importance and value of the flora of the Cape Floral Kingdom. A fascinating attraction, which will be discovered on the tour, is the Colonel Bird's Bath which is a significant area of the Dell.
- The Colonel Bird's Bath attraction was constructed 1811 by Colonel Christopher Bird, Deputy Cape Colonial Secretary. The shape of the bath, made from Batavian-style bricks, takes the form of a bird gathering spring water from four crystal-clear springs to let it stand and clarify before being piped to the house. There is a misconception about this bath, also known as 'Lady Anne Barnard's Bath' (she was the wife of the Colonial Secretary), that she bathed in this bath. According to SANBI (2014), this is not true as Lady Anne Barnard only lived in the Cape from 1797 until 1802, and she therefore could not have bathed in the bath as it was only constructed after she had left the Cape. The underground spring water that supplies the bath flows at approximately 72 litres per minute throughout the year. This water is fresh and pure with a neutral pH7 balance, and is a refreshing stop for visitors to drink as they wander through the Gardens.
- Five single-day hiking trails of varying lengths and degrees of difficulty . Figure 5.3 shows a KNBG visitor about to set off on one of the hiking trails.





**Figure 5.3: Engaging in slow tourism activities – hiking**

The five hiking trails in KNBG are:

- A **Braille Trail** – a 15 to 30 minute self-guided trail for those visitors who are sight-challenged, where the trail starts and ends at the Fragrance Garden and stretches for 0.45 kilometres. The trail is also accessible for wheel-chair users.
- The **Boekenhout Trail** – this trail is 0.65 kilometres long and hikers can expect to complete the trail in 30 minutes. This is a circular route trail which starts at the Old Dam, which was the first irrigation dam built in KNBG in 1916. The Boekenhout Trail has been named after the Boekenhout tree (Cape Beech tree) which is mostly found on this trail.
- The **Stinkwood Trail** – this hiking route that will take approximately 45 minutes to complete, is a circular path, 1.5 kilometres long and starts at the Fragrance Garden, extends through the forest area between Skeleton Gorge and Window Gorge. On this hiking trail the Cape Chestnut trees, which are the biggest and oldest trees planted on the KNBG campus, can be viewed. Only three surviving Cape Chestnut trees remain of the 92 which were originally planted in 1914. Hikers on this route are able to see, just past the third Cape Chestnut tree, a row of stones which are the remains of the woodcutter's house built in the 1700s by the Dutch East India Company which gathered wood for various construction projects in Cape Town.



- The **Yellowwood Trail** – this is the second longest trail in KNBG which also starts and ends at the Fragrance Garden. This trail is steep on the incline and descent but is not too challenging to climb. The hiking time to complete this trail is one hour 30 minutes and the route is three kilometres long. The Yellowwood Trail stretches clockwise to the Smuts Track, along the Skeleton Stream to the Skeleton Waterfall, and then proceeds along the contour path, traversing the Nursery Stream twice to return to the path to the Fragrant Garden. On this route hikers will find large numbers of Yellowwood trees (*Podocarpus latifolius*) which are referred to as the Real Yellowwood by woodcutters. It is a protected species and is the national tree of South Africa. According to SANBI (2014) these Yellowwood trees are in demand, the timber is considered very precious and is the only Yellowwood that is native to the Kirstenbosch forest.
  
- The **Silvertree Trail** – this is the longest trail at 7.75 kilometres and can take approximately three hours to complete. It is a circular hiking route which traverses the whole KNBG campus past the 300-metre contour path from the Cecilia Forest. This path continues on to Dassieklip and returns onto the lower contour path through Lubbert's Gift. The hiking route commences and ends at KNBG Rycroft Gate (Gate 3) and passes the shining Silver trees which grow naturally on the inclines of the mountain above KNBG. This trail offer hikers a majestic view of the mountain, the Cape Flats stretching towards the Hottentots Holland Mountains and False Bay. On this trail, hikers can see the KNBG irrigation dam which was built in 1968 and extended in 1988. The Red Disa (Western Cape provincial flower) can be found on this trail in late summer, and the Fynbos Aloe which is found on the rocky slopes near Dassieklip. There are also fascinating rocks and rock formations for those visitors interested in the geology of KNBG.
  
- Art exhibitions in the Sanlam Hall at KNBG. The Original Cape Art displays flora- and landscape art of 21 local Cape artists. The exhibited artwork is available for visitors to view and is also for sale.
  
- Environmental education lectures called Room to Grow Wednesday Talks informs visitors and other interested parties about the latest biodiversity and environmental knowledge and research.
  
- A garden programme called Water-wise Garden is available for visitors interested in the concept of conserving water in home gardens.
  
- An open lawn and grass area is available for picnics with family and friends, with picnic baskets bought from the restaurants at KNBG. Figure 5.4 shows visitors enjoying a picnic on the lawns of KNBG.



**Figure 5.4: Engaging in slow tourism activities - picnicking**

- A Kirstenbosch Craft Market takes place on Sundays, with approximately 200 crafters who sell genuine proudly South African crafts such as jewellery, woven baskets, clothing and traditional Capetonian food.
- For the romantics, the Galileo Open Air Cinema screens classic movies from November to April with an exceptional outdoor background.
- The Boomslang Tree Canopy Walkway was opened in 2014. Inspired by a snake's skeleton, the walkway was constructed to symbolise the centenary of the KNBG. It was built using curved steel and timber, is 130 metres long and elevated 11.5 metres above the ground. It dips and winds through the Kirstenbosch forest, in places rising above the tree canopies. Visitors using this walkway are able to experience KNBG trees, like the fauna which inhabit these indigenous trees. A scenic 360 degree view of KNBG, nearby mountains, landscapes and the Cape Flats can be experienced (SANBI, 2014). It is not possible to measure any increases in visitor-attendance ascribable to this walkway as no details are kept on specific attractions at the KNBG.

## **5.5 Summary**

KNBG has a wide array of 'slow tourism' activities that are similarly practised at other slow tourism destinations and protected areas. In this chapter, the following was learnt:

- The annual increase in visitor numbers at KNBG indicates that there might be a growing interest in unhurried activities, and that people in general seem to prefer slowing down, connecting with nature during their leisure time, and feel rejuvenated when they are in green spaces such as botanical gardens.

- In Chapter Eight the study discusses and reveals the results of how visitors and KNBG management view slow tourism, whether there is potential to grow slow tourism activities sustainably within KNBG, and whether people actually feel that, if they engage in slow tourism activities in a nature setting, that perhaps it might improve their quality of life and leisure experience.

The next chapter discusses existing international and national tourism policies and the impact that these policies have on tourism and slow tourism in particular. Existing international slow tourism policies are reviewed to see how slow tourism can be developed according to these policies.

## **CHAPTER SIX**

### **LITERATURE STUDY ON SELECTED INTERNATIONAL AND NATIONAL TOURISM POLICIES IMPACTING ON SLOW TOURISM**

#### **6.1 Introduction**

Tourism offers remarkable benefits to a destination, in particular on an economic level, therefore many countries in Europe, the United States of America, Great Britain, and the Caribbean have invested in marketing and growing their tourism sectors. Due to the negative and positive impacts (economic, social, environmental) of tourism globally, this activity requires policies and guidelines to be beneficial to both visitor and host. In particular, leisure and recreational tourism activities can be seen as important and adding value to the lives of people. The Leisure and Recreation Association of South Africa (LARASA) believes that the recreation industry contributes largely to tourism growth, conservation awareness, and education of visitors on local flora and fauna (PMG, 2011). In agreement with LARASA, Steyn and Spencer (2011:188) note that game and nature parks became well known and major attractions, and that South Africa is at the forefront of wildlife and nature conservation.

A tourism policy gives direction and guides tourism growth in a sustainable manner for it to be beneficial for all involved. South African tourism policies (with particular reference to leisure and recreation) are explored to determine the inclusion of sustainable tourism, responsible tourism or slow tourism principles that would guide sustainable tourism for future generations. A brief overview of relevant tourism policies is given to link tourism and slow tourism at KNBG.

#### **6.2 Sustainable tourism policy development**

The South African tourism policy provides a framework to manage and grow tourism sustainably on a national, provincial and local level. Macro policies, according to Steyn and Spencer (2011:179), are rules and regulations implemented to control tourism and all tourism activities in a country. These rules and regulations are required to positively grow tourism but also to limit the negative impacts associated with tourism, and to create constancy and sustainable tourism growth. These authors concede that the White Paper of 1996 on the Development and Promotion of Tourism set the foundation for the development of future policies regarding tourism in South Africa. The former Department of Environmental Affairs and Tourism (currently known as the Department of Tourism) introduced all-inclusive national policies that promoted both tourism development and environmental protection that have since evolved substantially (Steyn & Spencer, 2011).

Since leisure and recreational segments are considered valuable to the tourism industry, so management of facilities in this segment requires work within the framework of national and local tourism policy. Spencer and Zembani (2011:201) cite Bennett (2000) who noted that numerous companies depend heavily on income generated from business within the tourism sector, and the significant contribution to job creation through tourism. The 1996 White Paper was written to also include and involve historically disadvantaged communities to start businesses within the tourism sector, create job opportunities, and for them to financially benefit from the economies of tourism. Steyn and Spencer (2011:189) note that affirmative action plans simply profited individuals but communities were not gaining any advantages. The development of tourism and recreation to benefit all communities and visitors requires national policies to guide the tourism sector in both first world and developing countries (Spencer & Zembani, 2011:202). In a South African context, these authors use the 1996 White Paper, being the national guiding document for tourism development, to plead for controlled action in tourism planning and development to ensure human participation to their benefit.

### **6.3 White Paper of 1996 on the Development and Promotion of Tourism in South Africa**

This tourism White Paper clearly points out that to realise the full potential of tourism, not any kind of tourism will be effective (South Africa, 1996). Furthermore, the 1996 White Paper explains that only a 'new tourism', referred to as 'responsible tourism', will be most effective as it includes business prospects for historically disadvantaged groups, has a softer impact on the environment, enhances other industries of the economy, and can bring harmony and success to the citizens of the country (South Africa, 1996). Responsible tourism fervently incorporates the promotion of environmentally-focused tourism activities in a sustainable manner and the inclusion of local communities to benefit from this 'new' form of tourism that will foster investment in local culture, which must be protected from over-commercialisation (South Africa, 1996). The 1996 White Paper mentions ecotourism as one of the responsible tourism products, which has potential for development. Furthermore, the development of new niche markets such as ecotourism, hiking, mountain-biking and backpacker markets, should be aggressively marketed (South Africa, 1996). It must be noted that no other forms of sustainable tourism are mentioned, except for the reference to 'responsible tourism'. There is no mention specifically of 'slow tourism' in the 1996 White Paper. However, the principles of responsible tourism and ecotourism are similar to those of slow tourism but do not incorporate the use of lower carbon modes of travel, or taking time out to enjoy the tourism activity at a slower, more relaxed pace, or for the visitor to enjoy a satisfying experience by connecting with the environment and the local people. Moreover, responsible tourism and ecotourism do not strongly emphasise nor exclude the mass tourism development factor,

which can adversely affect the local traditional culture and degradation of the natural environment, resulting in the overall decline of a tourism destination and tourism product.

#### **6.4 2001 Draft White Paper on Sustainable Tourism Development and Promotion in the Western Cape**

The Draft White Paper on Sustainable Tourism Development and Promotion in the Western Cape was submitted to Cabinet in March 2001 (South Africa, Western Cape Government, 2001), and was directed at sustainable tourism development in the Western Cape. It was drafted to feed into the national government's tourism policy outlined in the 1996 White Paper on the Development and Promotion of Tourism in South Africa. Provinces were required to create a strategy that would meet social, economic and environmental objectives in line with those suggested in the White Paper of 1996, to grow tourism sustainably by applying responsible tourism principles. Sections of sustainable and responsible tourism that were highlighted in the Draft White Paper of 2001 pertaining to this study are summarised as follows:

- During the tourism development, process impacts on the environment must be cautiously considered for all tourism development plans which must be implemented with caution from planning to implementation. The provincial tourism Draft White Paper of 2001 mentions that fitting tourism strategies should be applied with consideration, for example, that rural tourism should be developed differently to urban tourism due to the impacts on these areas. The strategy suggests that mass tourism is appropriate for urban tourism areas due to a tougher infrastructure that can handle tourism masses, but in the case of rural tourism, suggested ecotourism activities are better options.
- The researcher is aware that the Western Cape is well known for many natural attractions, including protected areas within the urban zone, but is of the opinion that mass tourism should not be encouraged, and rather be limited to some extent. In taking this stance, the researcher has considered the negative impacts of mass tourism, as discussed by academic authors such as Poon (1994:91), Matos (2004:95), Conway and Timms (2010:331) and Marson (2011:1-2).
- Promoting mass tourism in urban areas and ecotourism in rural areas, is considered unbalanced if one takes into account that all tourism forms should be practised as responsible and sustainable as possible, whether in the form of urban tourism or rural tourism. Mass tourism contributes to economies, but over time the negative effects can be irreversible. The three pillars of responsible tourism are environmental, economic and social. Maximum benefits should be achieved at a minimum cost.
- Critical success factors mentioned in the Draft White Paper of 2001 seek support for historically disadvantaged communities. Including these communities in tourism business opportunities, upgrading service levels, providing product excellence, and creating products and services that are considered value for money, is emphasised. In

addition to this, improvements to the Western Province product portfolio in the range of environmental and wildlife conservation, agri-tourism and rural tourism is suggested.

- Trends for competitive advantage show that globally, and in the Northern Hemisphere, markets display particular interest in environmental and social responsible tourism activities at destinations. Tourism investment in these practices should be encouraged through promotion and advertising to grow this market segment in the Western Cape. In the Draft White Paper of 2001 the mature traveler has been identified as the new generation tourist, interested in exploring an intensified experience in cultural and nature tourism, instead of commercial package tours.
- The development of tourism should consider the overall tourism value chain offering an all-inclusive experience which appeals to the Western Cape target market. The market refers to the 'pull' factor for visitors and those interested in experiences which the Western Cape offers and for which it is renowned. These natural and cultural attractions are for example those which the Big6 promotes (Table Mountain, V&A Waterfront, Constantia Vineyards, Robben Island, Cape Point and KNBG). The visitor market largely attracted to the Western Cape is interested in exploring the natural environment, landscapes, coastline, vegetation and the distinctive culture. This should be directed through programmes focusing on current markets and prospective market trends. Continuous research on the new and existing market segments should be conducted to determine changes in visitor decision-making, buying behaviour and preferences which should be assessed to make provision for these changes.
- Another key strategy mentioned in the 2001 Western Cape tourism Draft White Paper encourages the marketing of sustainable tourism practices at World Heritage Sites, for example Robben Island, and points out that the vegetation of the Western Cape is considered universally important due to the nature of endangered floral kingdoms. This must be realised to manage tourism appropriately in protected areas for the benefit of future generations. Promotion and investment of tourism themes should include natural, picturesque attractions which are major draw-cards for the Western Cape. Flower observations, eco-experiences, stargazing and birdwatching, hiking, horseriding and mountain-biking must be prioritised as special and having niche market appeal.
- The Western Capes tourism attractions which have distinctive selling points, that attract a significantly large market segment, have been identified as:
  - Natural environments landscapes, coastline, vegetation;
  - Distinct culture; and
  - Essence of the Cape – laid-back atmosphere, relaxed outdoor themes.
- The Draft White Paper of 2001 further suggests that for the Western Cape to better position the province against competitors, the concept of promotion must focus on attractions of natural beauty which encompass the mountains, oceans, botanical gardens, wine farms, caves, and forests as key elements for the enjoyment and growth of tourism in this region (South Africa. Western Cape Government, 2001).

No other forms of tourism, except responsible tourism in the form of ecotourism, agri-tourism and wildlife tourism, are mentioned in the 2001 Draft White Paper. The principles of slow tourism do feed off all forms of responsible tourism, but responsible tourism could be lacking criteria which make the concept of slow tourism more responsible and sustainable. The deficiency in responsible tourism can perhaps be seen in areas where tourism products offered do not necessarily place enough emphasis on visitors staying longer, slowing down and taking their time to get through their travel itineraries, and not adopting the 'less is more' concept as within slow tourism. Another example is that responsible tourism could become over-commercialised and too quantity-focused, and thus might not create a quality, valued and authentic experience for the visitor. In this case, the bottom line numbers eventually could become more important, but the ideals of slow tourism emphasise quality over quantity and that the value dimension is critical. A notable concern is that any kind of niche tourism product, even those based on responsible tourism values, could eventually become 'massified', perhaps even slow tourism in the future, due to popularity and demand. Slow tourism places strict emphasis on modes of travel (slower, lower-carbon travel) either when travelling to a destination or engaging in activities at the destination, which responsible tourism might not boldly highlight.

## **6.5 Responsible Tourism Policy for the City of Cape Town 2009**

The City of Cape Town's official tourism website quotes responsible tourism in uncomplicated terms as "... tourism that creates better places for people to live in, and better places to visit" (Cape Town: Official Tourism Website, n.d.). This form of tourism is based on a triple bottom line approach which is to develop tourism sustainability on all three levels namely, economically, environmentally and socially (City of Cape Town, 2009). The Responsible Tourism Policy for the City of Cape Town was implemented in 2009. Cape Town as a destination was determined to make improvements in the tourism sector and to support responsible tourism principles for a better tourism experience for visitors, improved lives of the local people through supporting local businesses, and to grow tourism responsibility for the city in the future (City of Cape Town, 2009).

According to Cape Town: Official Tourism Website (n.d.), the 2009 Responsible Tourism Policy was developed on the basis of the guidelines of the White paper of 1996 on the Development and Promotion of Tourism in South Africa, the Cape Town Declaration (2002), the National Responsible Tourism Guidelines (2002), and the National Minimum Standards for Responsible Tourism (2009). Guiding principles that are relevant to this study have been drawn from the 2009 Responsible Tourism Policy for the City of Cape Town. This policy advocates sustainable use of resources, waste should be avoided, and improve attempts to lower consumption levels (Cape Town: Official Tourism Website, n.d.).



A few notable guidelines from the 2009 Responsible Tourism Policy for the City of Cape Town are outlined below:

- Extending the tourist season by creating new tourism products (emerging niche products), to generate more employment. Product diversification in the form of slow tourism can encourage tourists to stay longer and spend their (more) money (Dorobanțu *et al.*, 2012:5).
- Shrinking 'food miles' by sourcing, producing, and preparing food locally. This principle is highlighted in the slow food concept. Hall (2012:63) notes that 'food miles' and the 'carbon footprint' of food must emphasise the ethics of slow food.
- Using low carbon modes of transport must be encouraged and promoted. Authors such as Warren (2011:916) and Dickinson *et al.* (2011:281) in their definitions of slow travel and tourism advocate using low carbon travel modes as an essential component.
- Tourism should involve local communities and they should benefit by being engaged in tourism business opportunities, and their businesses being promoted and marketed. Local restaurants place high value on slow foods, supplying traditional high quality food and produce sourced from local communities (Allen, n.d.).
- For the local community to receive maximum economic benefit from tourism and to increase business linkages (support and partnership with small local businesses), the policy guidelines encourage that locally manufactured goods be purchased from local traders within a 50-kilometre radius of the outlet.
- Enhancing tourism resources should encompass minimal impact by visitors and create maximum enjoyment of the tourism product. Warren (2011:916) mentions that "... carbon-counting, modal choice and travel experience all feed into enjoyment and environmentally motivated desires which form some of the core elements of slow travel".
- Furthermore, to promote environmental sustainability and conservation, the guidelines strongly recommend that the tourism industry must decrease all types of pollution, for example water, noise, light and air. Moreover, the tourism sector should ensure biodiversity, eco-systems and landscape conservation in protected areas, and volumes and types of tourism should be appropriately managed in these areas. According to Marson (2011:1-2) an increase in demand could cause a niche tourism product to become 'massified' due to the rate of expansion.
- Prior to planning for tourism development, impacts on ecologically and environmentally sensitive areas should be minimised in cases such as indigenous forests, wildlife habitat and wetlands, and altering of the environment around a business must be marginal. Businesses operating in or close to sensitive areas must consider natural elements that will enhance support of biodiversity. This can be through planting indigenous trees that will create environments for birds, bees, and butterflies to breed (Cape Town: Official Tourism Website, n.d.).

The 2009 Responsible Tourism Policy for the City of Cape Town provides a clear understanding of responsible tourism and the guidelines closely relate to slow tourism, although slow tourism is not mentioned in this document as a responsible form of tourism, such as agri-tourism and ecotourism. Slow tourism is a new form of tourism researched by academics internationally and practised internationally through the Slow Cities Movement which was established in 1999 (Cittaslow, 2010). This concept has only recently been implemented in South Africa in October 2010 in the town of Sedgefield on the Garden Route in the Western Cape (Cittaslow Africa, n.d.). None of the South African national, provincial or municipal policies has included a slow tourism policy for sustainable, responsible tourism development, nor mention slow tourism as a responsible niche form of tourism development. This excludes Cittaslow Africa which is guided by the International Cittaslow regulations (applicable to members who belong to the International Cittaslow Association), which provide guidance to these official slow cities on compliance and the manner in which slow management operations should be conducted (Cittaslow Africa, n.d.).

#### **6.6 International slow-tourism policies – Cittaslow/Slowcities**

Most forms of tourism offer substantial rewards on an economic, social and environmental level if planned and implemented with the correct guiding principles. Slow tourism promises, if practised appropriately, to be a new form of tourism that can be considered promising for the future of tourism on a global scale. This form of tourism is significant in the way it affects people's lives, especially in today's stressful and fast-paced societies. The organisation Cittaslow was established to create better, slower and more relaxed tourism itineraries for tourists, and it is a high priority for local communities to benefit directly from this niche form of tourism. There are no rigid policies regarding slow tourism except for those of Cittaslow which is an international organisation. Cittaslow, which is membership-based, produced a policy which is referred to as the Cittaslow Charter to which member cities/towns need to comply to officially be named Cittaslow (Cittaslow Charter, n.d.). It should be noted that other than the Cittaslow Charter, no other slow tourism policy or policies directly linked to slow tourism were discovered during the literature search for this study, however responsible tourism policies could apply.

Cittaslow is an international non-profit association with headquarters in Italy. The aims of this association are to market and advertise philosophies of good, healthy living through research, analysis and presentation of working solutions towards slow tourism for their members. Apart from promoting the member-city or member-town, Cittaslow pledges to promote the ideals and contents of slow food (of the member city/town) through their international and affiliated networks (Cittaslow Charter, n.d.). For a member city/town to

receive official Cittaslow status, the admission requirement is to commit and agree to the Cittaslow policy or charter. The Cittaslow Charter is summarised as follows:

- To abide by the Cittaslow environmental policy which aims to uphold the features of the member city/town and implement recycling practices. Such examples include certification of the air, water and soil quality, banning the use of genetically modified organisms in agricultural produce, promoting separation of various refuse types for appropriate disposal, implementing energy-saving initiatives, and reducing all types of pollution.
- Acceptance of the infrastructure policy which is based on managing the assets of the member city/town. This refers to the development or renovation of assets that are of cultural and historical importance, improving traffic safety, implementation of cycling tracks to educational centres and public buildings, Also, development of quality green areas, for example parks and gardens, creating areas that support use of low-carbon travel modes, and the promotion of initiatives that aid family life and local activities.
- To utilise technology that supports environmental and urban quality. This involves the use of fibre-optic cables, wireless systems and telecommunication services. Provision of refuse bins and implemented scheduled times for removal of waste, planting both private and public areas with local flora that will be suitable within the prescribed environment, and implementing noise control schemes in areas that could become noisy.
- Source and produce foods that are natural and consistent with the environment such as organic farming, preserving local traditional foods, and the establishment of school gardens.
- Develop training for staff in the hospitality sector and at tourism information points. Devise slow tourism itineraries for visitors and keeping prices as transparent as possible.
- Promote and educate citizens and visitors of Cittaslow with specific focus on youth, at schools and educational centres.
- Support products produced locally and local businesses (Cittaslow Charter, n.d.).

The Cittaslow Charter was created to develop local communities and their cultures which can be shared with visitors who have a specific interest in experiencing the distinctive characteristics of a destination. It also permits the member city or town to retain its identity and develop a form of tourism that is based on health, exceptional experience and mutual goodwill. According to the Cittaslow Charter (n.d.), Cittaslow highlights the spreading of this new concept to tourism and events, generating knowledge, and that the slow ideals for cities and towns is not an elitist philosophy.

## **6.7 KNBG visitor policy and guidelines**

Each organisation or destination is required to have a policy or guideline which is a framework upon which a business will manage its operations successfully and for its clients

or visitors to abide by an experience to be enjoyed in a sustainable manner. KNBG is a protected area and marketed as a UNESCO Heritage Site, therefore, all activities in the Gardens must be managed sustainably and environmental considerations should be at the forefront of all practices. The garden does not have a slow tourism policy. There is however a visitor policy which guides the visitor as to the 'dos and don'ts' when visiting the Gardens. These guidelines are displayed at entrances to KNBG and can be found on the SANBI/KNBG website.

KNBG guidelines are concise and to the point, and the visitor can be assured that their experience will be enjoyable and relaxing in this pristine area. The visitor policy for KNBG is summarised as follows:

- Picnics are encouraged, but braais/barbeques are not permitted.
- KNBG is virtually a bin-free garden. Visitors are required to take their refuse with them on departure and dispose of rubbish appropriately.
- No pets are allowed, and dogs are not permitted in the cultivated garden. A demarcated route for dog walkers is available.
- Visitors are prohibited from damaging and walking in the flowerbeds. No plants and flowers may be removed or damaged.
- Wildlife should not be touched, fed, disturbed or be removed under any circumstances.
- All ball games, kite-flying, bicycles and roller skating is disallowed in the Gardens.
- Climbing trees and sculptures is forbidden.
- No garden furniture is permitted to be brought into the Gardens.
- No musical equipment, in the form of radios or instruments, which will cause a disturbance, is allowed.
- Under no circumstances is swimming permitted in the dams on the KNBG estate.
- Lighting and setting off fireworks is strictly prohibited.
- No dropping and trampling of cigarettes is allowed (SANBI, 2014).

Adherence to the visitor guidelines ensures that a visit to KNBG is a rejuvenating, relaxing and serene experience. The natural environment is protected by these guidelines, so that the integrity of the landscape and scenic floristic beauty is retained for exploration by future generations who are interested in connecting with nature.

## 6.8 Summary

The literature study and information gathered in this chapter focuses on existing international, national and local tourism policies. Other policies and guiding documents on slow tourism and the policies at KNBG were also explored. In this chapter, the following was learnt:

- The White Paper of 1996 on the Development and Promotion of Tourism in South Africa is the guiding document on which the basis of responsible tourism is developed on a national level.
- The principles of responsible tourism and ecotourism mentioned in the White Paper of 1996, are similar to those of slow tourism. However, there is no mention made of using low-carbon travel modes, or that tourism should be considered as an activity to be enjoyed at a slower and more relaxed pace, to fully value the experience of the environment and the local people.
- The White Paper of 1996 and 2001 Draft White Paper on Sustainable Tourism Development and Promotion in the Western Cape, do not strongly warn that mass tourism development can have a negative impact on a destination, such as degradation of the natural environment and decline stage of the tourism destination life cycle.
- The Responsible Tourism Policy for the City of Cape Town 2009 is more aligned with the slow tourism policy and Cittaslow Charter than the two White Papers mentioned above.
- The key focus of the Cittaslow Charter is on developing local communities and culture which can be shared with visitors who are interested in the distinctive characteristics of a destination.
- This Charter is significant in that tourism is grown based on health, valuable experience and mutual goodwill, and generating new knowledge of slow ideals and the environment without portraying slow tourism as an elite form of tourism.
- KNBG policy and guidelines emphasise that the area is a UNESCO World Heritage Site and protected area and that management, custodians and visitors consider the environment foremost when engaging in leisure activities or events at the Gardens.
- KNBG does not have a slow tourism policy but the visitor guidelines expect visitors to protect and conserve the flora, fauna and the landscapes for future generations to benefit from the floristic kingdom.

In Chapter Seven, the research methodology employed in this study for the collection of both primary and secondary data, is discussed in detail.

## **CHAPTER SEVEN**

### **RESEARCH METHODOLOGY**

#### **7.1 Introduction**

This chapter describes the research methodology and the detailed plan used for data collection during the research. The research methodology includes both primary and secondary research techniques. To understand how slow tourism and slow tourism activities are perceived in general, the aim of the study was to discover visitors' and KNBG management's knowledge on the subject of slow tourism, what motivates people to visit KNBG, the type of activities in which they engage once they are at the Gardens, and the potential benefits of the slow tourism concept.

An interview survey was conducted during March and April 2014 in KNBG for visitors, while different interview questions were asked of KNBG management. The reason for conducting the visitor interviews during this period was to correspond with the Kirstenbosch Visitor Surveys, conducted by Boekstein and Uken over the same period in 1992. Observation studies on visitors to KNBG were conducted prior to the interviews, to facilitate in compiling relevant interview questions which were then posed to the visitors (participants). The interview questions are aligned with the problem statement, research objectives and the research questions.

This chapter also provides information on the ethical behaviour and ethical considerations during the research process, details of the type of research selected for the study, and a description of the survey population. Methods and tools for data collection are discussed. The sample size of the study and sampling procedures are also explained.

#### **7.2 Ethical considerations**

Ethical considerations in any form of research involving human activity, collection and presentation of accurate information are vital (Welman, Kruger & Mitchell, 2005:181). According to Bless and Higson-Smith (2000:11) scientific research is the translation of facts and theory, and creating a link with these facts and theories (that was revealed in this study) to obtain specific information outcomes. During both the research process phase and the results achievement phase, a researcher should make strict ethical choices to protect the study and the participants, and this was observed throughout the study. Welman *et al.* (2005:181) state that even though some researchers abide by the required ethical conduct, research can still be conducted in an offensive manner. Welman *et al.* (2005:201) further note that the researcher should be mindful and attentive to the following four ethical considerations when conducting a research interview:

- The researcher should obtain consent from the participants, to agree to participate in the study, and be informed about the nature of the investigation.
- The respondents should be assured that their rights to confidentiality, privacy and anonymity are respected (Appendix D).
- The researcher should assure the respondents of indemnity against any form of harm.
- The respondents should not be treated as objects during the interviews and the researcher should refrain from manipulating them. Dishonorable interviewing techniques and methods must be avoided.

In all the interviews that were conducted at KNBG (visitors and management) during this study, the researcher applied the four ethical considerations as suggested by Welman *et al.* (2005:201). Consent was granted by the participants who agreed to be interviewed. All the questions posed to the participants were done in a professional and polite manner. Social research can be intrusive and could disturb a person's privacy. Some participants might find it difficult to divulge personal and private information (Bless & Higson-Smith, 2000:100). It was therefore important that the researcher inform the participants that they have the right to abandon the interview at any time, and do not have to answer any questions with which they might be uncomfortable during the interview stage. This was communicated to the participants when they were interviewed.

All participants were clearly informed of their right to refuse to be interviewed, that all information would be treated as private and confidential, and that prior consent from participants was given before interviews were conducted. Post-interview, all participants were thanked for their participation in the study. Management of the KNBG Visitor Centre provided the researcher with a permission letter (Appendix A) to conduct observation studies and interviews with visitors to the Gardens for one week during March and April 2014.

### **7.3 Types of research**

Two approaches can be used when conducting research. Firstly, a qualitative approach may be selected, or secondly, a quantitative approach. In some studies a mixed methods approach, both qualitative and quantitative, may be used.

The quantitative research method collects some type of numerical data to answer a given research question. This is used to score the interpretation of the research data and what it represents in numbers. Coding and numbers has an advantage in that it is accurate and precise. However, the disadvantage of quantitative data is that certain possibly important information might not be sufficiently documented. Only in describing and understanding

people's behaviour or meanings, and during further probing (which is usually best described in words and language rather than in numbers), can certain research have a basis to argue a point and record information more accurately as to why respondents feel a certain way about an issue (Bless & Higson-Smith, 2000:38).

In this study, a qualitative research method was predominantly used to explore visitor's behaviour, experiences and feelings about a newer form of tourism called slow tourism, slow tourism activities, and 'slow' experiences when visiting KNBG. The same qualitative approach was used to establish the opinions of KNBG management, understanding and attitudes on the relatively new slow tourism concept in South Africa, and specifically to KNBG. The qualitative research method, which was mainly used for this study will be discussed further in this chapter. Despite the fact that observations and interviews were used to obtain the data, some quantitative information is provided in the findings.

#### **7.4 Reliability**

The reliability of a study refers to the results of the research and the credibility of these results (Welman *et al.*, 2005:145). According to Bless and Higson-Smith (2000:126) they describe reliability as "...measuring the degree to which that instrument produces equivalent results for repeated trials." If a study can produce consistent results after testing is repeated using a specified measuring instrument, the study is considered reliable.

To ensure the reliability of this study, the researcher repeated the test (interview/gather data) over a period of seven consecutive days. Visitor interviews conducted on the weekdays took place between 12h00 and 14h00, and from 16h00 to 16h30 daily. On the Saturday and Sunday interviews were conducted from 10h00 to 16h00. The researcher is employed full-time at KNBG and had limited hours during the week to conduct interviews. To allow for possible inclement weather, and to ensure that the largest possible sample size was collected, on each of the weekdays an extra 30 minute period, 16h00 to 16h30, was scheduled.

On the last day (day 7) of the interview and data collection, heavy rainfall was experienced in the area and this deterred visitors from visiting and exploring the Gardens. Hardly any visitors were visible in the Gardens and no interviews and data collection took place on this day. The interviews/data collection therefore only took place on six consecutive days.

#### **7.5 Validity**

Welman *et al.* (2005:142) describe validity as "...the extent to which the research findings accurately represent what is really happening in the situation". These authors mention that a



study or test can only be considered authentic if a demonstration or measurement of the study can claim validity. Bless and Higson-Smith (2000:130) suggests that validity in particular asks, "...what does this instrument actually measure and what do the results actually mean?"

According to Bless and Higson-Smith (2000:133) the most significant and frequently used validity style in social research is construct validity. The principle of construct validity must ensure that the measurement system forms a tight connection with the understood problem statement of the study area, and with other closely linked theories. In the case where these close connections are proved the measuring instrument is considered to have high construct validity. In the reverse case, the instrument will have low construct validity. These authors further note that in creating a useful instrument when drafting an interview survey/schedule the researcher should firstly compile a list of the various samples of information that the instrument is required to reveal, and then draft questions in a way to obtain that particular information. In this study, the construct validity type was selected firstly through the process where most literature findings pointed in the direction that if people spent more time in a nature setting, and engage in slow tourism activities, generally they felt less stressed.

The researcher then moved to the next step, as suggested by Bless and Higson-Smith (2000:133), to gather samples of information on the possibly linked theory. This was conducted through observations of visitors to KNBG where the required information was gathered to support the research theory. For the final step of using the information that was gathered through observations, an interview schedule was compiled (the results of the observations and the interview schedules for KNBG visitors and management are found in Appendices C, D and E). Close links can be demonstrated between the literature that was reviewed, the observations conducted, the questions in the interview schedules that were posed to all participants, and the actual outcomes of the study. The questions compiled for the interview schedule as an instrument ensured that indeed there was high construct validity.

## **7.6 Secondary data collection**

Using secondary data in a study will assist the research to uncover work that has already been conducted, and the specific areas of work that were researched. Secondary data should be examined before primary data collection takes place (Finn, Elliot-White & Walton, 2000:13). This will assist a researcher when embarking on a study, by collecting information that already exists on the particular topic. The secondary sources of information used in this study are discussed in Section 7.6.1, namely journal articles, academic books and the Internet. The review process revealed that a 'problem' in a study needs further investigation

and that previous research relevant to the study was considered to solve the stated problem and define the methodology necessary to conduct the research (Thomas & Nelson, 1990:48).

### **7.6.1 Secondary sources**

Data were collected from various sources, mostly from university libraries, specifically the libraries of CPUT, UCT and UWC in Cape Town. Most of the information gathered in the literature review was from the CPUT Library Catalogue (online), which provided a useful start, gave direction to, and focused on the research problem.

Professional journal articles and academic books published by tourism and social science experts were sourced, to gather information on the concepts and philosophies of slow tourism and botanical gardens. According to Finn *et al.* (2000:5) and Bless and Higson-Smith (2000:21), journals are a powerful source of topical information regarding a study. An article from a local magazine (South African Country Life) was also used in the study, which provided the researcher with recent information on a Slow Tourism Festival and the Slow Foods Movement in South Africa. The Internet provided reports, policies, conference proceedings, academic studies and online news articles by government, tourism organisations and educational institutes (Bless & Higson-Smith, 2000:21). According to Welman *et al.* (2005:39) the Internet could be a very reliable source because web pages are updated frequently.

## **7.7 Primary data collection**

Primary data are the original data collected or generated through new research, using techniques such as surveys, interviews or observations (Finn *et al.*, 2000:4). Non-participant observations were recorded to gather information from visitors in the Gardens to compile interview questions. A mix of non-scheduled structured interviews and scheduled structured interviews were conducted with willing visitors at KNBG.

### **7.7.1 Qualitative research**

The primary aim of this study was to determine the reasons why visitors visit KNBG, how they feel when they visit the Gardens, their opinions on slow tourism, and in which slow tourism activities they participated. The same principles were applied when KNBG management was interviewed, where the aim was to determine how management feel about slow tourism, slow tourism activities in KNBG, their opinions on slow tourism, and if it could be a successful, sustainable approach for future activities at the Gardens. Because of this the qualitative methodology was used, although some quantitative information was obtained

during the observation period and interview sessions. As explained earlier in this study, participant responses are better described and analysed in words rather than in a number format, therefore the qualitative data method was used in this study. The characteristics of this methodology provided the results that the researcher envisaged obtaining from the interviews.

According to Leedy and Ormrod (2005:134) if little information is available or exists on a particular topic, when variables are unknown, when a relevant theory base is insufficient or missing, a qualitative study could assist to design what is important.

This research study took the form of a grounded theory approach, given that no previous literature was available about slow tourism and slow tourism activities at KNBG or on slow tourism at other botanical gardens in South Africa. There was also no literature available on the use of economic resources of KNBG to develop slow tourism, and none of the literature and existing theories about this topic appear to be of help to explore slow tourism in the context of KNBG,

The grounded theory method is a qualitative research approach, which was developed, by Glaser and Strauss in the 1960s (Research Methods Knowledge Base, 2006). This grounded theory method of research originated through sociology which is a systematic methodology relating to the discovery of a hypothesis or problem statement through the analysis of data (Martin & Turner, 1986:141-142). Data analysis using this method could prove significant to this study as it should provide the researcher with the opportunity to investigate whether visitors to the Gardens are interested in the slow tourism phenomenon. Leedy and Ormrod (2005:134-136) note that this type of research is not only used in sociology, but also anthropology, nursing, education, psychology and social work sciences. It is therefore appropriate for this study.

Welman *et al.* (2005:34) suggest that the researcher should firstly observe the phenomenon that is being examined, and then try to work out the relationship and prototype which will lead to the formulation of a theory. In such an instance, the researcher proceeds in an inductive study which stems from a theory being developed through the observations of first-hand experiences. Suggestions and variables used in the grounded theory approach are only those that transpire from the (observational) data (Bailey, 1987:52-54). In this study the variables and premise emerged from observing the visitors at KNBG. The variables considered for this study included a fair representation of visitors of both male and female gender, various age groupings, various nationalities, single visitors, coupled visitors, family/friend units, visitors who were actively exploring the Gardens and those who were just relaxing. Visitors were observed on an ad hoc basis, and the information is contained and

discussed in Chapter 8, Section 8.3. According to Leedy and Ormrod (2005:138) the data collection process is flexible and is expected to vary during the time of the study. Bailey (1987:54) notes that the study is developed in the following manner:

- Entering the field work phase without a hypothesis (or problem statement in the case of this study);
- Describing what happens; and
- Formulating explanations as to why it happens, based on the observation.

Maree (2011:77) suggests that when a grounded theory approach is used, the theory is discovered, built up and tentatively verified during the course of a systematic data collection process, then analysing the data connected to that specific phenomenon. There is a relationship between the theory, the data collection, the data analysis, and the conclusions. This theory is grounded and set in the data collected and data that is analysed. Furthermore, during qualitative methodology the theory is stated, the data are then collected to either prove or disprove the theory.

## **7.8 Tools and techniques**

The use of specific tools and techniques describes how the data were gathered, assimilated and recorded. Data for this study was gathered from secondary sources (academic books, professional journals and the Internet), and primary data collection was done through surveys in the form of observations and interviews. The primary data collection methods are discussed hereunder.

### **7.8.1 Observations**

The observation technique is usually employed as a data-gathering method when a grounded theory approach is used in a study (Bailey, 1987:63). If the researcher uses the observation technique, it must be conducted in a methodical and technical fashion, following the necessary rules for the data to be useable and calculable (Bless & Higson-Smith, 2000:103). Three types of observation styles are noted by these authors.

Firstly, simple observation, which can also be referred to as non-participant observation. This type of observation is recorded by the observer who usually observes outside the event or scenario. As an example, the observer watches the participant from the outside, in a particular situation and records the events which take place. The weakness in this method of observation is that if participants feel that they are being observed, they can feel uncomfortable and sometimes change their behaviour. However, the advantage of this observation type is that observer does not interact with the participant, can gather the

information of the participant inconspicuously, and record the activity of the participant who acts in a more natural way.

The second method of observation is called participant observation, where the observer participates in the activity or investigation and does not divulge the reason for their participation. In this way, the observer receives first-hand experiences, shares in the activity without distracting the 'real' participants, and records the information for the study. The flaw in this type of observation is that the observer is immediately involved with the participants, has to record information simultaneously, could risk becoming partial, could perhaps also become emotionally engrossed in the events, and ultimately record biased results.

The third observation method is one that could be conducted in a laboratory setting. This style of observation is primarily used in psychology where the participants are watched through one-way windows. This method was not deemed appropriate for this study.

Other general limitations noted in observation studies are that it could become an expensive and time-consuming exercise. Furthermore, rules to consider while conducting observation studies have been expressed by Bless & Higson-Smith (2000:104), as follows:

- Observations must be arranged methodically according to the specified purpose. For example, the observer must know what to observe and how to observe.
- Recording of observations should be compiled systematically with set objectives which must be standardised.
- Observations must be skillfully controlled to gather information objectively. This means that other observers should be able to record the same occurrences in the same way, and receive the same results (Bless & Higson-Smith, 2000:104).

In this study, the researcher chose to conduct non-participant observations. The reason for this choice is that the observer needed to gain an understanding of the visitors to KNBG, and observe their behaviour and experiences and the type of activities in which visitors engaged in a natural way, from an outsider's perspective. This gave the researcher an idea of how visitors behaved naturally at KNBG, when not being interviewed. The information gathered was used to draft a questionnaire, and finally, compared to the findings from visitors who were actually interviewed for the study. Visitor observations were conducted one week prior to the visitor interviews for seven consecutive days. Observations took place from 12h00 until 14h00 on weekdays and on the weekend. After each observation session, the researcher wrote notes on the observed visitor activity, and looked for possible patterns from which to formulate questions for the interviews. The results of the observations appear in Appendix C.

## 7.8.2 Interviews

Another direct method in collecting information from participants, if not through observations, is through interviews. According to Bless and Higson-Smith (2000:104), an interview can be described as "...direct personal contact with the participant who is asked to answer questions relating to the research problem". Three types of interviews are identified which could potentially be used in a study. These interviews are listed and explained below:

- Non-scheduled interview. This involves asking participants to give comments or suggestions on general and widely related issues. The interviewee is not necessarily limited to time and can discuss and elaborate, taking their own experiences into account and express themselves freely. The interviewer could ask for clarification, and concentrate on a particular answer provided by the interviewee, but not instruct the interviewee with probing questions. Due to the nature of this type of interview, the participant speaks freely, with confidence and thus no comparisons can be made between the various participants. The result can be very rewarding in exploratory research.
- Non-scheduled structured interview. This type of interview is structured to some degree, in that the questions are compiled prior to the interviews and address some of the relevant issues pertaining to the study. Some of the questions would be directly linked and some of the questions would have sub-questions which would refer to the main research problem or question. During this style of interview the interviewee is not provided with possible explanations, definitions or answers. The interviewee has the liberty to give their own definitions, express their personal views and situations, and give their own answers to the questions. The advantage of this type of interview is that it is useful in pilot studies as it assists the researcher with compiling accurate questions which could also be succeeded by typical answers from multiple-choice questions.
- Scheduled structured interview. This is considered the best 'structured' interview option for obtaining direct information from interviewees. The questions asked in this style of interview have set and precise wording, orderly presentation and an approximate suggestion as to how the question could be answered. The same questions must be asked of all the participants in precisely the same manner. This will ensure that errors are minimised and that the interviewer receives a sound and impartial outcome (Bless & Higson-Smith, 2000:104).

Visitor interviews conducted on the weekdays took place between 12h00 and 14h00 and from 16h00 to 16h30 daily. On the Saturday and Sunday interviews were conducted from 10h00 until 16h00. The variables considered for interviewing visitors at KNBG included a fair representation of both male and female gender, various age groupings, various nationalities, single visitors, coupled visitors, family/friend units, visitors who were actively exploring the Gardens and those who were just relaxing. The researcher selected two interview styles for the interviews from the three explained. The non-scheduled structured interview style was selected for 50% of the questions posed to the visitors. The interviewer's intention was to gain insight into what visitors' perceptions, explanations and understandings were on slow

tourism. Some questions in this interview style also gave the interviewee an option to select from a set of possible answers to the questions asked. The second questioning style included in the study was the scheduled structured interview which comprised the remainder of the questions. The reason for this style of questioning was to direct the interviewee to the specifics of the topic being researched, to receive precise answers to the questions. All interviews were recorded on a voice recorder to ensure accuracy when the participant responses were replayed during the data capturing and analysis stage.

## **7.9 Sampling**

Bless and Higson-Smith (2000:83) describe sampling as:

A technical accounting device to rationalise the collection of information, to choose in an appropriate way the restricted set of objects, persons, events and so forth from which the actual information will be drawn'.

Two types of sampling are used in this study namely, observations and interviews.

### **7.9.1 Probability sampling**

According to Welman *et al.* (2005:57) during probability sampling there is a strong probability that any unit of the population can be included in the sample. Bless and Higson-Smith (2000:86) note that through this type of sampling the researcher can assess the accuracy of the typical sample representative of the population that is being studied. Bless and Higson-Smith also mention that probability sampling is not often used in social science studies due to the unwieldy process involving for large population sizes.

### **7.9.2 Non-probability sampling**

During non-probability sampling the sample drawn might not be wholly representative of the population, but would have more practical and realistic advantages in social science studies (Bless & Higson-Smith, 2000:86). There is a chance that during this type of sampling a unit might not have a chance of being represented in the population, but the chance that a unit is included, however, has a probability which would exceed zero (Welman *et al.*, 2005:56). A further advantage of this form of sampling is that it is a relatively cheap and fast option and fairly adequate for populations that have similar characteristics.

To mitigate the disadvantage (unit might not have a chance of being included in the sample), Bless and Higson-Smith (2000:86) suggest that the researcher increase the sample size. Bless and Higson-Smith (2000:92) identified three non-probability sampling methods, which are explained as:

- Accidental or convenience sampling – this is a very basic sampling method concentrating on convenience and availability of the members within a population. This method is repeatedly employed until the sample size is sufficient to conduct the research. When using this method the interviewer selects a convenient location, which guarantees the presence of a large number of participants who can be approached. This method attracts a high risk of bias when the data are collected, even though this method is convenient in terms of time and money.
- Quota sampling – during this method a sample with similar proportions of characteristics is drawn (for example, gender and age) which are representative of the population size. The sampling process which follows depends on accidental choice as opposed to random selection. It should be noted that this method is less accurate than stratified sampling, but is cheaper and is considered highly convenient.
- Purposive sampling – the researcher will evaluate and assess the necessary characteristics that should be representative of the sample. The researcher must select typical units that are most commonly found in the population. As an advantage, if an expert knows the population well the study could prove to be very valuable (Bless & Higson-Smith, 2000:92). According to Welman *et al.* (2005:69), the researcher's experience and expert skill is relied upon to obtain the units of analysis for the sample required which best would represent the population being studied. A disadvantage of this kind of method is that different researchers would approach sample collection differently.

For this study, the researcher selected the purposive sampling method. This method was deemed most suited to the study because visitors to KNBG have certain behavioural characteristics and traits, which are obvious (walk around, look/touch plants, take photographs, and picnic). A visitor in KNBG was easily identifiable. The researcher assumed that if a visitor/tourist was paying an entrance fee of R45.00 to tour the Gardens or use the facilities, there should be some kind of benefit that visitors receive in return. The research objectives were to interview visitors and to establish exactly what that benefit was. A second reason for selecting the purposive sampling method was that the researcher is a practitioner in the leisure industry and a professional events manager with over ten years' events management experience, and has been employed by SANBI/KNBG for seven years as an events manager. On a daily basis, the researcher organises corporate events such as conferences, workshops, exhibitions, team-building exercises and meetings at KNBG. Other events include weddings, special birthday events and garden picnics for family and friends who prefer to host their event at KNBG. Having knowledge of KNBG, and the facilities which it has to offer, the researcher has first-hand experience in identifying the needs of visitors and the profile of KNBG visitor.



All the observation studies were conducted by the researcher, who analysed the observational data to use in the interview schedule. The researcher conducted 70% of the face-to-face interviews with the visitors and the management at KNBG, while second and third interviewers assisted with the remaining 30% of the visitor interviews. Due to the expanse of KNBG (36 hectare of cultivated gardens and over 500 hectare of natural uncultivated vegetation) assistance was required to cover as much of the area as possible, and obtain as many participants as possible who were willing to be interviewed. One person who assisted with the visitor interviews was a KNBG employee and a PhD graduate in genetic studies, with extensive interviewing experience. The other person who assisted with the interviews is a registered MTech: Tourism Management student at CPUT who has extensive interview experience and knowledge.

### **7.10 Survey population and sample size**

A population in a study can be described as a set of elements that a study concentrates on where the results that are gained are generalised through the analysis of the sample. By clearly stating the units/elements that will be included or excluded in a study, a description of the population must be outlined (Bless and Higson-Smith, 2000:85). The population at KNBG exceeded 690 000 visitors in the 2013 calendar year, and is impossible to establish on any one day (Pekeur, 2014).

The area identified for the visitor sample was just inside KNBG, after passing through the ticket gates and turnstiles. The interviews were conducted at KNBG, at all three visitor entrance gates and the Gardens were walked extensively to locate and select suitable participants (visitors) to be interviewed. In this study, a 'visitor' can be identified as any person who paid an entrance fee to enter the Gardens, or had a Botanical Society of South Africa annual membership card. The visitor sample excluded all tour guides and visitors in KNBG retail stores and those seated in the restaurants. Only visitors exploring or relaxing in the gardens were approached. The sample size (visitor interviews) included a fair representation of the male and female gender, various age groupings, various nationalities, single visitors, coupled visitors, family/friend units, visitors who were actively exploring the Gardens, including those visitors who were just relaxing.

The second population which was interviewed comprised senior management at KNBG. The management population consisted of three senior managers. Only management members who are empowered to make both strategic and operational decisions regarding visitors, and the facilities on offer at the Gardens, were interviewed. A sample of one senior manager was selected for this interview, namely the Visitors Centre Events Manager. Management at KNBG comprises three senior staff, of which two are responsible for conservation of flora

and managing the Garden operations (the curator and estate manager respectively). The researcher interviewed the KNBG events manager, the senior staff member directly involved with the decision-making of KNBG marketing, business, visitor facilities and tourism functions of the Gardens. The events manager, who is based at the Gardens, is responsible for the marketing of all events and facilities at KNBG, including the popular KNBG Summer Sunset Concerts.

Sampling is a process of identifying and selecting participants for a study to obtain a representative division of the population. The main objective in sampling is to obtain a selection of units which represent the population in the study (Bless & Higson-Smith, 2000:86; Finn *et al.*, 2000:116-118; Welman *et al.*, 2005:56). Sampling units not only refer to participants and respondents, but also could be a business or an organisation. In this study, the sample consisted of visitors to the Gardens, and management of the Gardens. During non-probability sampling, there is a chance that not all people stand an equal chance to be interviewed, which is often the case at leisure destinations such as botanical gardens, wildlife parks and seaside resorts. The non-probability purposive sampling method was selected, which Finn *et al.* (2000:119) acknowledge can ensure 'proportionate heterogeneity' of the sample. The researcher estimated that a minimum sample size of 50 participants (interviews) was sufficient if one refers to the nature of the interview and the information that was needed for the study. The final total of samples collected (participant interviews) was 69 over a period of six days. The visitor population at KNBG was 696 780 for 2013. It should be noted that during 2013 KNBG celebrated the Gardens Centenary.

More visitors were expected to visit the Gardens due to special centenary events and projects that were hosted. The visitor numbers increased by 9.3% compared to the previous year (Pekeur, 2014). Visitor numbers at KNBG cannot be determined on any particular day as this depends on the time of year, time of day, weather conditions, and that on Tuesdays KNBG offers free entry to senior citizens. The researcher sampled 256 visitors of which 187 visitors were observed and 69 visitors were interviewed. In addition to this, an interview with one senior management staff member was also included in the study. Bailey (1987:96-97) suggests that approximately 30 samples is the minimum sample number for research studies and for statistical data to be analysed. Other researchers indicate that a sample size of 100 is required as a minimum, but depends entirely on the size of the population (Bailey, 1987:96-97).

According to Finn *et al.* (2000:118-120) if the purpose of the survey is to collect descriptive information about specific attitudes of visitors in general, a small sample is sufficient. The principle aim of the research was to determine what benefits visitors receive from visiting KNBG, if they understand and can relate to the slow tourism concept, if they feel less

stressed when they are out in nature, and not being rushed through itineraries. With this in mind, the researcher formulated the interview questions which were posed to the visitor and management sample.

## **7.11 Limitations of the research**

Due to limited information on the topic of slow tourism and slow tourism activities in relation to botanical gardens, this study took the form of a grounded theory approach. With this in mind, the findings of this study could perhaps form the basis for further studies on the subject of slow tourism, or niche tourism, in South Africa.

### **7.11.1 Limitation of secondary data collection**

Collecting secondary data on a relatively new topic such as slow tourism is time-consuming. This proved to be more so when the relevant data were limited to researching international literature. This concept is virtually non-existent in South Africa, with only one example, being the town Sedgfield on the Garden Route. The concept of slow tourism was relatively well documented overseas, but beyond that finding information on slow tourism activities in relation to botanical gardens as a whole, was difficult and time-consuming.

### **7.11.2 Limitation of primary data collection**

Observation studies are usually limited to describing small groups or individuals. These findings can ordinarily not be generalised (Research Methods Knowledge Base, 2006), and observations during this study were limiting as the observer could only study one individual or group at a time in the Gardens. The researcher was not able, for example, to control if the tour guide leading a particular tour group drew the visitor's attention to another attraction, or guided the group in a different direction to explain a particular object of interest. The subjectivity of the observer must be considered and cannot be eliminated. According to Bailey (1987:240-241) observations do not form a full picture of what is happening, but only a partial picture of what the observer expects to see.

Observations are nonetheless valuable since the data collected are of human actions, as opposed to information about what people say or how they behave. The visitors who were observed were unaware of the observer, and this does add value and quality to the data that were collected. Interviews are generally time-consuming and therefore sample sizes are significantly smaller than in quantitative studies. Some challenges were encountered when some visitors refused to respond, or were just not interested in participating in the study. The interviewer then thanked that visitor, apologised for the interruption, and proceeded to the next potential participant. A large number of the overseas visitors who were interviewed did

not speak English as their first language, and interviews took much longer than the amount of time allocated, as the interviewee had to speak very slowly and explain in very simple terms the question that was asked. Some visitors were not keen to be interviewed, as their aim of visiting the Gardens was to relax, and be in a quiet, undisturbed, natural environment. People engaging in leisure activities do not necessarily want to be disturbed as they perceive leisure as an escape from "...boredom and routine everyday existence..." explains Shaw and Williams (2002:82).

## **7.12 Summary**

This chapter discussed the research methodology and techniques used in this study. The use of secondary data informed the researcher about the topic of slow tourism, the appreciation of botanical gardens and the benefits of slow tourism activities. This permitted the researcher to define and link the study aim and objectives to the collection of the primary data. Original data were generated through new research in the form of observations and interviews which the researcher conducted at KNBG. The observation and interview stages were conducted during March and April 2014, just before the Easter holidays, with warm to hot weather conditions. This coincided with the last weeks of the Summer Sunset Concert period, when visitor activity was still considered very high in KNBG. Visitor numbers at KNBG cannot be determined on any particular day as this depends on the conditions explained in Section 7.10. According to Bailey (1987:96-97) a minimum sample of 30 to 100 is adequate, depending on the opinions of different researchers. The researcher in this study collected 256 visitor samples, of which 187 visitors were observed, and 69 visitors were interviewed. Added to this sample size, the researcher also interviewed one senior manager at SANBI/KNBG.

In Chapter Eight, the data collected is analysed and the results and findings of the data are presented.

## **CHAPTER EIGHT**

### **RESEARCH FINDINGS AND DATA ANALYSIS**

#### **8.1 Introduction**

This chapter presents the research findings and data analysis of data that were gathered from visitor observations, visitor interviews and management interviews at KNBG. The researcher observed 187 and interviewed 69 visitors. After interviewing the visitors to the Gardens, management was also interviewed. The aim of this chapter is to assess, through analysis of the results, the development and growth of a softer tourism activity labelled 'slow tourism', and how KNBG can benefit from this concept. There is an increase in the growth of slow tourism internationally, which also coincided with the first endorsed South African Slow Town, Sedgefield, in 2010 (see Appendix F, photographs of signage).

This chapter thematically analyses the observations and interview data. Post-data analysis is discussed pertaining to visitor movements towards slow tourism, slow tourism activities and the potential benefits of slow tourism for both visitors and KNBG. Because of this, the qualitative methodology was used, although some quantitative information was obtained during the observation period and interview sessions. The potential benefits for visitors could be in the form of relaxation while exploring the fauna and flora, the feeling of being less stressed when spending time in a natural setting and in green spaces, and the therapeutic appreciation of slowing down at a recreational level. The possible benefits for KNBG could be in the form of securing the KNBG brand, a growing awareness of the slow tourism segment (which can benefit both the visitor experience and growing popularity of the Gardens) and the increase in potential revenue and improved facilities.

The data for this research were obtained from three sources:

- Observations of visitor activities
- Interviews of visitors
- Interview with KNBG management

#### **8.2 Research process for observations**

The first step in the data collection, findings and results occurred over a period of seven days while observing visitors to KNBG (14 hours of observational studies). The researcher made written notes of the observed visitor-activities and behaviour. At the end of each day the notes were typed into a spreadsheet. The results of the observation data collected are presented in Appendix C. As explained in the previous chapter in Section 7.7.1, the researcher considered the three primary variables of age, nationality and activities in which visitors engaged in KNBG, which would fully represent the sample population. The reason for

selecting these as primary variables is that Conway and Timms (2010:335) refer to market segments, such as the transnational family market and retirees, as strong potential consumers for the slow tourism market.

The researcher also included secondary supporting variables for consideration, such as equal gender representation, single/coupled visitors and friend/family groups, for the sample population to be fairly and accurately represented. It should be noted that these supporting variables extend beyond the scope of this study, but were included solely to represent all groups of visitors who potentially visit the Gardens.

### **8.3 Findings from the visitor observations**

Observations of tourist activities in KNBG formed the basis for the subsequent interviews. Data gathered from these interviews were analysed, from which the findings were formed and conclusions made. During the week of the observations the weather was moderately warm to hot, with no rain. The researcher was able to observe 187 visitors from the unknown total population visiting the Gardens. This sample population exceeded 100 units: what Bailey (1987:96-97) suggests is an adequate sample size for a qualitative research. Despite the study being predominantly qualitative in nature, some quantitative data were obtained during the observation period and interview sessions. Visitor activity levels in KNBG were moderately busy to very busy, and varied according to the day of the week. With the three main variables considered (age, nationality and activities) the researcher highlighted and noted the following during the observation study:

- Visitors at KNBG consisted of all age groups, ranging from parents and day-carers with infants, to senior citizens. On each of the seven days all age groups were present in the Gardens.
- The Gardens were visited by various foreign nationals and locals, for example, Capetonians and visitors from other towns/provinces within South Africa on each day.
- Not all visitors engaged in the same activities, or visited KNBG for the same reasons.
- There were also various visitor-groups exploring the Gardens, namely educational/school groups, fitness groups, groups interested in nature-based activities (for example, nature/landscape photography, hiking, walking, botanising and bird watching), and local and foreign tour groups.
- Due to the various facilities and activities on offer at the Gardens, different visitors engaged in different activities at different times and for varying periods of time.
- Some visitors seemed hurried and rushed in their activities. However, the majority of visitors took their time and leisurely enjoyed the tranquillity of the Gardens. This latter

group was perceived by the researcher as visitors seeking relaxation, taking time out to rejuvenate (alone or with friends/family) and enjoy the open green spaces, listening to the sounds of the natural elements in the Gardens, connecting with nature, and appreciating the fresh air.

- The researcher observed on three occasions that the same visitors returned to the Gardens more than once or twice during the week.
- It was noted that a number of visitors were engaging in slow tourism and slow nature-based activities, without realising that they could be classified as slow tourists, potential slow tourists, or fall within the slow tourism market segment.

Based on the observations, certain questions surfaced. On particular days certain patterns in visitor behaviour were prevalent, and themes were evident—some of which are listed below in section 8.3.1. The questions which resulted from the observation studies were noted and considered for inclusion in the visitor interview schedule.

### **8.3.1 Observing a theme**

During the observation process patterns or themes were observed over the seven days. These themes are discussed in more detail in this chapter. As KNBG is labelled one of the top six tourist destinations in Cape Town, and a partner of the Cape Town Big6, the researcher expected a higher number of foreign visitors during the observation studies. However, during the observation period there seemed to be an equal representation of local (Cape Town/South African) and foreign visitors to the Gardens.

With reference to the survey of Boekstein and Uken (1992:47), it was noted that one of the aims of their study was to establish why Cape Town residents did not often visit KNBG, and did not make use of the facilities on offer at the Gardens. With this in mind, there was clearly a concern that locals were not as motivated to visit the Gardens as other groups, and that the current visitor numbers (the 1992 study) did not meet KNBG management's expectations at that time. The current research intended to establish if this was still the case 12 years later and also if local visitor numbers and the activities in which they engaged (which could be labelled as slow tourism activities), had indeed increased over the years. If KNBG is recognised as a destination offering slow tourism activities, and local visitor numbers have increased, the researcher could assume an increase in interest by local and other South Africans, in slow tourism destinations and activities. The City of Cape Town and the Western Cape is renowned for its natural beauty. Many visitors have an interest in visiting this destination to explore the facilities, and engaging in what the researcher perceives as slow tourism activities—identified from the secondary data collection as hiking, walking, viewing flora and fauna, landscape photography and cycling in a natural setting.

To process and logically analyse the observational data, the researcher highlighted and grouped the key observation activities into various themes for the results to be meaningfully discussed. This led to questions which arose from these particular themes after the observational data were captured on a spreadsheet (Appendix C). The following key themes and questions were considered:

#### **8.3.1.1 Theme 1: Motivation to visit KNBG**

During the seven-day observation period, the researcher noticed that visitors of all age groups and various nationalities, including international, Capetonian and other South African visitors, explored the Gardens on all seven days. The intention was to observe in which activities visitors were interested. The questions that arose and which formed part of the subsequent interview schedule were:

##### Basis for interview questions:

- a) What motivates a foreign and local visitor to pay R40.00 entrance fee or pay a membership fee to visit KNBG? The price factor is beyond the scope of this study but the researcher was interested in what value the visitor receives from the Gardens for the entrance fee paid.
- b) Do any of these visitor-activities include some form of slow tourism activities?

##### Data results from observations:

Just less than 49% (48.66%) of the observed visitors (on each of the seven days) engaged in some form of slow tourism activity in the Gardens. This did not include visitors enjoying picnics, just relaxing on benches, reading, sitting and idly lying on the grassy areas. A further 20% (19.78%) of the total of 187 visitors were picnicking in the Gardens. The slow tourism activities in which the 48.66% of visitors engaged included one or more of the following:

- Botanising (studying and identifying plants)
- Flower-viewing excursions
- Birdwatching
- Walking (visitors walk on smooth, paved, flat or levelled paths)
- Hiking (visitors walk from a lower elevation to a higher elevation or vice-versa, on a natural rough path, or forest-like area with a greater degree of difficulty/effort than casual level-surface walking)
- Nature and landscape photography
- Garden tours and guided walks (KNBG tourist-guide staff and independent tour operator guides)
- Leisure reading – on local environment (flora/fauna) while walking



- Relaxing and connecting with nature
- Enjoying a picnic (37 units[19.78%] of the 187 units observed)

The researcher was mindful that the observed activities might not be the main motivation for visitors visiting the Gardens; these slow tourism activities could be a secondary reason for visiting. For example, the visitor was perhaps meeting a friend or family member at the restaurant or attending a concert, and while waiting decided to take a walk through the Gardens. A visitor who seemed to be idle, could have engaged in slow tourism activities earlier, and be resting on a nearby bench when observed. The intention of the researcher during the observations of visitors engaging in these slow tourism activities (perceived as the main activity) could only be answered once the visitors were indeed interviewed, and then confirmed the main reason for the visit. From the observations, the researcher decided that the following question should be included in the visitor interview schedule to provide a more conclusive result.

Interview Question 2.1 - Definitive Question:

- What is the main reason that visitors visit KNBG?

**8.3.1.2 Theme 2: Slow tourism activities linked to a specific age group**

Earlier, in section 8.3.1.1, it was mentioned that the researcher observed various visitor age groups present in the Gardens. The suggestion of Conway and Timms (2010:335), who refer to the transnational family group and retirees as strong potential consumers and possibly a potential market segment for slow tourism, was therefore kept in mind. Before the observation studies were conducted and any observations noted, the observer assumed that approximately 50% of visitors to the Gardens enjoying slow tourism activities, were from the mature age group (minimum age 40+). This was not conclusive at all, but an assumption. This assumption by the researcher that visitors fell within a particular age bracket could misrepresent the sample population, and could not be determined with any certainty at this stage. In the observation data noted, where the researcher classified visitors as senior or mature- age citizens, the observer was largely objective in the estimate that the visitor could not be younger than 40 years of age (as a guideline). The researcher questioned whether slow tourism destinations and activities were likely to attract only a particular visitor age group (mature age/senior citizens), which could be perceived as an age group inclined more towards relaxation, peaceful environments, moving unhurriedly within a nature setting.

Basis for interview question:

- a) Is there a specific visitor age group who enjoy slow tourism activities in the Gardens?

Data results from observations:

During the seven-day observation period it was noted that on each of the days there were mature aged/senior citizens exploring the Gardens. The number of mature age group/senior citizen visitors in the Gardens numbered 35 visitors (units) including one senior citizen church group (noted as one unit) and a foreign senior citizen tour group in a golf cart (noted as one unit). The percentage of the mature age group/senior citizen visitors observed over seven days was 18.71%. The researcher questioned the age profile of visitors to KNBG. As mentioned earlier, various age groups explored the Gardens, and during the collection of observation data no conclusive results were found that visitors to KNBG comprised a particular age group. Only on day 2 (senior citizens are allowed free entry into the Gardens on Tuesdays) were more senior citizens observed than on any other day, and KNBG was also much busier on day 2 than on any other weekday. On day 2, ten senior citizens, one senior citizen church group, and one foreign senior citizen tour group in a golf cart (a total of 12 units) were included in the 42 units observed. The percentage of senior citizens observed on day 2 was 28.57% but this still did not give a conclusive indication whether this could be the predominant visitor age group to the Gardens to engage in slow tourism activities. KNBG comprises 36 hectares of cultivated garden and the research was unable to cover this whole area during the 14 hours of observation. No precise conclusion could therefore be drawn as to which specific visitor age group preferred visiting the Gardens, and which was the predominant visitor age group. This determined the next question for the visitor interview schedule:

Interview Question 1.1 - Definitive Question:

- What is the age group of visitors who visit KNBG and might be interested in slow tourism activities at the Gardens?

**8.3.1.3 Theme 3: Motivation for similar visits and time dedicated to visits**

During the observation stage it was unclear whether visitors at KNBG were only visiting the destination because they primarily have an interest in botanical gardens. The researcher had to determine whether visitors had a general interest in visiting places with a similar natural setting—mountainous backdrop, including natural water and sound elements. Perhaps visitors found KNBG to be a convenient location to exercise, to have lunch, purchase a gift or just meet people, and had no real interest in the Gardens, nature, or slow tourism activities. According to Fallon (2012:146),

green spaces and water features add appeal to a destination, attracting people who bond with nature. This is a valid consideration but might not be the main motive for people to visit the Gardens. KNBG has many other facilities such as concerts, open-air cinema, art exhibitions, coffee shops and art shops, and the visitor might not be interested at all in bonding with nature or taking time out to engage in slow tourism activities. It was also noted during the two-hour observation period on days 3 and 4 that some visitors were again in the Gardens.

Moreover, Matos (2004:102) advocates that mountain regions should promote slowness and consider slow tourism alternatives which can serve a dual purpose through education and tourism. Perhaps education was the key motivating factor for visitors at KNBG? During the observation period it was noted that visitors were in close contact with nature. Activities observed were visitors relaxing on the grassy areas, enjoying a picnic, watching over the ponds in which there is much wildlife activity, taking photographs of the landscapes, water features, flora and fauna, touching and smelling the flora, walking, and hiking in the thick forest areas of the Gardens. From these observations the following questions were formulated:

Basis for interview questions:

- a) Do the visitors to KNBG visit other botanical gardens, or similar places?
- b) Are these visitors primarily interested in the education or retail facilities at KNBG?

Data results from observations:

Over the seven days it was clearly noted that the majority of visitors to the Gardens were in close contact with nature, which they seemed to enjoy and find relaxing. Not all the visitors seemed to be relaxed while exploring the Gardens, as on days 2, 5 and 6 certain tour groups, identified as foreign visitors, seemed hurried in their activities. The researcher noted that on day 1 the foreign tour group observed did not seem to be rushed when compared to the tour groups observed on days 2, 5 and 6. Another key observation made was that of repeat visitors. A mature-age couple who visited the Gardens on day 1 was again noted on day 4. A young couple who visited the Gardens on day 1 was seen visiting the Gardens again on day 5. A third repeat visit was by a mature-age couple who visited the Gardens on day 2 and visited again on day 5. Only the mature-age couple seen on day 1, who revisited the Gardens on day 4, was noted engaging in a similar activity on both days, for example taking photographs (plants, birds, mountains and landscape). The other two repeat-visit couples were seen engaging in different activities. The young couple on day 1 was walking to the restaurant and discussing ordering lunch and on day 5 the same

couple was observed sitting on a bench reading and watching over the pond. The other mature-age couple on day 2 was watching birds, a mountain view through binoculars and taking photographs, and on day 5 they were spotted walking a dog at the Rycroft Gate number 3. The researcher was of the opinion that perhaps, after noticing repeat visitors to the Gardens during one week of observations, there was indeed a possibility that visitors did enjoy visiting similar destinations or attractions such as KNBG. Three important questions arose, to explore further in the visitor interview survey:

Interview Questions 2.2, 2.3 and 3.1 - Definitive Questions:

- Are visitors encouraged to visit similar places to KNBG?
- How much time do visitors actually spend in KNBG when they visit?
- Do visitors find it hard to take time out (from today's fast-paced lifestyle) to connect with nature?

The second question above (time spent at KNBG) was considered important to the research as slow tourism places emphasis on time and value of the experience, while another motive for the inclusion of this question is that there are very few studies or research conducted on tourism at KNBG. Boekstein and Uken (1992:47) mention in their research that prior to 1992 visitors spent less than an hour in the Gardens. The findings of the surveys conducted by these authors confirm that visitors were spending two to three hours in the Gardens, which was more than double the expected time. These authors also mentioned that KNBG was not easily accessible when using public transport, hence the reason for many people not visiting the Gardens—people do not have the time to commute or drive far distances to visit KNBG (a change in public transport has been made with the Cape Town City Sightseeing Bus and UBER). Other literature confirms that slow tourism encourages people to stay in a place longer, as it gives more meaning to their experience. According to Dorobanțu *et al.* (2012:1) and Moskwa and Crilley (2012:408), people generally gain many benefits from visiting botanical gardens, such as lush vegetation and grassy areas. The data gathered from the visitor interviews could elaborate on these questions, hence the inclusion of these questions in the interview schedule.

#### **8.3.1.4 Theme 4: Motivation to engage in slow tourism activities and the understanding of slow tourism**

Slow tourism is a fairly new concept globally and in South Africa. There is limited literature available on this topic, and it is even more limited (unknown) in the South African context. The earliest academic writing on slow tourism emerged from the

publication of Matos (2004) a decade ago. Only recently, since 2010, has there been more research conducted on slow travel and tourism. Journal articles and academic books on this topic have been published since 2010 by slow tourism professionals and academics, such as Conway and Timms (2010), Dickinson and Lumsdon (2010), Dickinson *et al.* (2011), Fullagar (2012) and Dorobanțu *et al.* (2012). The slow tourism movement started in Europe and is a rapidly-growing, eclectic, niche tourism sector, which is still rigorously being researched due to a growing interest in the subject, as mentioned in the earlier literature review chapters of this study. The subject of slow tourism, which some authors confirm, is not yet popular (compared to ecotourism for example) because of a lack of awareness. Admittedly, slow tourism at times is viewed in a negative context as 'backward'. During the observation period at KNBG the researcher was interested in and questioned whether the visitor sample population were aware that they were engaging in slow tourism activities at the Gardens, without actually realising it. In addition to this thought, would visitors also classify themselves as slow tourists? With limited literature available on this topic in the South African context, the researcher was keen to investigate if visitors would engage in slow tourism at other destinations; if they indeed had the correct understanding of slow tourism; if people would find value in slow tourism activities at KNBG; and if in reality this concept (if practised) could possibly improve their overall well-being (more relaxed, rejuvenated, less stressed, taking time out and participating in a more sustainable tourism lifestyle). If the majority of visitors to KNBG were perceived as engaging in slow tourism activities, the researcher was keen to establish the following:

Basis for interview questions:

- a) What do visitors know about this topic and can they relate to it?
- b) Is their motive to visit the Gardens linked to them enjoying such slow tourism activities? For example, flower-viewing, birdwatching, hiking, walking, photography and picnicking.
- c) Does visiting KNBG and engaging in slow tourism activities rejuvenate and relax visitors? For example, listening to the sounds of nature while walking, touching the water in the streams after a hike, smelling the flora while connecting with nature and taking photographs.
- d) If indeed they do feel more relaxed and rejuvenated, what particular features in the Gardens contribute to them feeling less stressed, more invigorated, and relaxed when visiting the Gardens?

Data results from observations:

It was noted earlier in section 8.3.1.1, that more than 68% (68.44%) of visitors engaged in slow tourism activities in the Gardens, including those enjoying a picnic. This observation was significant and needed to be explored further to determine visitors' primary motives for visiting the Gardens. The majority of visitors over the seven days were engaging in what the researcher labelled as 'slow tourism activities' on each day of the week. Some repeat visitors on days 1 and 4 engaged in very similar activities on both days (taking photographs of flora, fauna and landscape). The researcher suspects that visitors would perceive slow tourism as tourism targeted at the mature age, or senior citizen age group if they were interviewed. The word 'slow' is very misleading. It was vital in the interview stage that the researcher first questioned visitors and then informed them of what slow tourism is and what it represented. During the entire observation period visitors seemed relaxed, enjoying themselves, taking time out, finding a quiet area in the Gardens to sit, walk, read, botanise, or photograph a particular attraction. However, this was the observer's opinion and could not be deemed conclusive. Some visitors were alone, while some were part of an outdoor club, exercise group, church group, and a member of a tour group.

The research topic of this dissertation centres on the newness of the slow tourism concept, and if it could be applied to, or if it already exists at KNBG. Visitors might have a completely different view of slow tourism and might not consider themselves as slow tourists, or know anything about this subject. KNBG might be perceived as only a sanctuary for retired people. Only once visitors were interviewed could these or similar questions be posed, and the responses explained. Visitors could be given an opportunity to explain their understanding of slow tourism, their interest or disinterest in it, and if slow tourism and visiting similar places to KNBG, contributed to their well-being and the value they placed on this experience. The following questions, therefore, arose for inclusion in the visitor interview survey.

Interview Questions 2.5, 4.1, 4.2 and 4.3 - Definitive Questions:

- What features at KNBG motivate visitors to feel more relaxed and rejuvenated?
- What do visitors understand by the term slow tourism?
- Can slow tourism activities/concepts offer visitors a truly valued experience if they knew what it encompassed?
- If visitors had more time at their disposal to engage in slow tourism at KNBG or similar places, would they feel less stressed?

The questions raised in the theme discussions (labelled Interview Questions-Definitive Question/s) were considered final key questions for inclusion in the interview survey to be

posed to visitors. These questions were developed from other questions (labelled Basis for interview question/s) which arose during the observations of visitors. These questions were refined, and were the foundation questions which set the tone for the thematic analysis, and which were eventually included in the final visitor interview schedule. The researcher had to bear in mind that observations did not offer a clear picture of the activity that was being observed (Bailey, 1987:240-241). Another important factor that needed consideration was that people engaging in leisure activities are not happy when disturbed by researchers conducting surveys, because leisure time is considered a form of escapism from daily routine existence and is private time (Shaw & Williams, 2002:82). The researcher had to carefully plan and deliberate, construct short, concise qualitative interview questions, and link other interview questions, for the visitor to be encouraged to answer all the questions. The questions were formulated in a way that the visitor would not feel frustrated in answering lengthy questions on the topic of slow tourism, which they might not yet understand and is an unfamiliar concept. The interview questions were carefully worded and sought to gain accurate, honest answers and opinions, proving or disproving the validity of the literature review, study objectives, and research questions on this particular research topic.

#### **8.4 Potential definitive questions from observations for inclusion in the interview schedule**

After the observation data were captured and examined the researcher compiled a list of possible questions, described as 'Interview Questions - Definitive Questions', for inclusion in the visitor interview survey/schedule. These definitive questions were grouped under specific themes as presented in Sections 8.3.1.1 to 8.3.1.4. These possible visitor interview questions had to align with the research problem, study aim, objectives, and research questions. It must be noted that not all the questions posed to visitors could be linked to the study aim, objectives, research problems and research questions, as some of the questions needed to be answered by the staff of KNBG. This section of the study (KNBG management interview) is explained later in this chapter in Section 8.7, after the findings from the visitor interviews.

The problem statement of this study suggests that little knowledge is available on the topic of the growing slow tourism market segment globally. The researcher needed to enquire from visitors what their understanding of slow tourism was and if it was a philosophy that would be of interest to visitors. Another part of the problem statement required determination of the potential benefits to visitors when they engaged in slow tourism activities. After observing visitor activities using the KNBG facilities, the researcher is of the opinion that slow tourism activities are available at KNBG. The aim of the study was to determine if visitors are leaning towards decelerated lifestyles, enjoying slower-paced recreational destinations, and are

motivated by and appreciate engaging in slower-paced activities at KNBG. Arising from the observation data, observation thematic analysis, and taking into account the problem statement and aim of the study, a final draft of the visitor interview schedule was compiled. The researcher was positive that the questions posed to the visitors would result in findings that would answer the problem statement, aim and objectives of the study. The refined final version of the visitor interview schedule, which emanated from the observation data and findings, is found in Appendix C.

## **8.5 Research process for visitor interviews**

Once the observation stage was complete, the interview stage commenced (Appendix D). Visitor interviews took place over a period of one week, from Thursday 27<sup>th</sup> March to Wednesday 2<sup>nd</sup> April 2014. Due to heavy rainfall on day 7, no interviews took place on this day, thus interview data were collected only over six days. The interviews were conducted by three interviewers, including the researcher, daily between 12h00 and 14h00, and 16h00 and 16h30. To allow for possible inclement weather, and to ensure that the largest possible sample size was collected, on each of the weekdays an extra 30 minute period, 16h00 to 16h30, was scheduled. Visitor interviews on the Saturday and Sunday were conducted by the researcher and the two assistant interviewers, from 10h00 to 16h00.

## **8.6 Findings based on visitor interviews**

During the visitor interview period 69 visitors to KNBG were interviewed. The same primary and secondary variables mentioned in section 8.2, and considered during the observation process, were applied during the visitor interview process. Building on the four themes and interview questions identified during the observation period, the data collected during the visitor interview sessions are discussed under the following themes:

### **Theme 1:**

Slow tourism at KNBG linked to a specific age group and nationality - visitor demographics.

### **Theme 2:**

Slow tourism at KNBG linked to a specific age group and main reason for visiting the Gardens.

### **Theme 3:**

Motivation to visit similar places.

### **Theme 4:**

Time spent in the Gardens.

### **Theme 5:**

Slow tourism at KNBG linked to feeling relaxed and rejuvenated.

### **Theme 6:**

Finding it hard to connect with nature in today's fast-paced life.



**Theme 7:**

Regular engagement by visitors in nature-based activities.

**Theme 8:**

Visitor understanding and interpretation of slow tourism.

**Theme 9:**

Slow tourism as an all-encompassing experience, using all five senses to achieve a truly valued tourism experience.

**Theme 10:**

More time spent on engaging in slow tourism activities could contribute to a less-stressed lifestyle.

**Theme 11:**

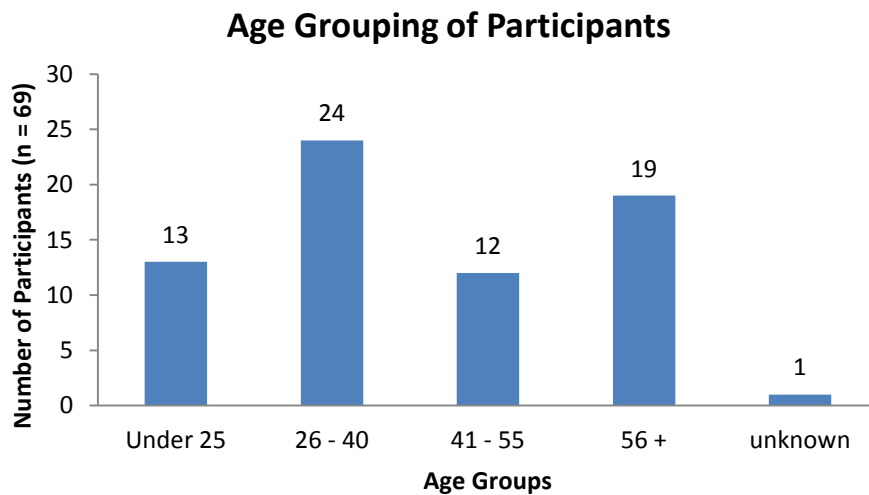
Motivation to make greener recreational choices, and consideration of visitor carbon footprint.

**8.6.1 Theme 1: Slow tourism at KNBG linked to a specific age group and nationality - visitor demographics (questions 1.1 and 1.2)**

Visitors from various age groups and nationalities explored the Gardens during the six-day interview period. Conway and Timms (2010:335) refer to the transnational family group, returning migrants/nationals and retirees as strong prospective consumers and potential market segments for slow tourism. The researcher therefore investigated age groups and nationalities of visitors. These authors state that slow tourism is tourism directed at tourists who are also interested in visiting remote locations and finding value in reliving their childhood as visitors when reminiscing on their earlier years.

**a) Visitor demographics - age group**

Figure 8.1 illustrates the age groupings of visitors who were interviewed. The data collected from the interviews indicated that 24 of the 69 visitor-units were within the 26-40 year age group. This younger age group (34.78%) was the predominant group exploring the Gardens during the survey. The 26-40 year age group could be classified as the young family group with children, possibly stay-at-home mothers, interested in spending time in the Gardens with their child or children. This included mothers meeting with friends and relatives who also have children, spending play-time together.



**Figure 8.1: Age grouping of visitors**

The second largest age group present in the Gardens was the 56+ age group which comprised 19 of the 69 visitors interviewed (27.53%). It should be noted that one female participant was reluctant to divulge her age, hence the inclusion of the 'unknown' category in Figure 8.1. The perception prior to the data collection process was that the Gardens generally attracted the 56+ age group as these visitors, possible retirees (with reference to Conway & Timms, 2010:335), are perceived as having more leisure time at their disposal. Visitors from this age group are usually inclined to engage in more relaxing and unhurried activities in quiet, peaceful, nature-based surroundings. These visitors could be classified as being at the 'empty nest' stage of their lives, meaning that their children have left home, affording the parents more time to themselves, free from having to care for young children.

The under-25 age group comprised 13 participants who were interviewed (18.84%). The data revealed an interesting fact—only one was from Cape Town. This is discussed in more detail in Section 8.6.1(c), 'Linking visitor age groups and nationalities'.

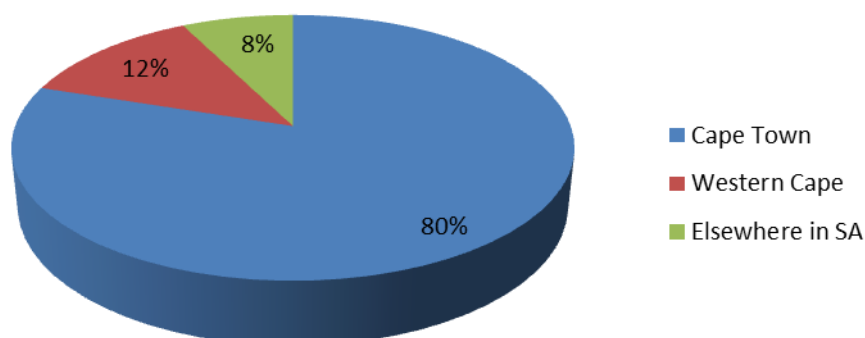
The age group 41-55 years represented the minority grouping that participated in the interviews, with only 12 of the 69 visitor-units being in this age bracket (17.39%). The 41-55 age group also revealed an unusual result when comparing their nationalities. This was deemed questionable, considering the close margin (approximately 1.5% difference) between the under-25 and the 41-55 age groups. This is explained under Section 8.6.1(c), 'Linking visitor age group and nationalities'.

#### **b) Visitor Demographics - nationality**

Each participant was asked what their nationality was and all 69 participants responded to this question. The number of South Africans interviewed was 40 of the 69 visitor-units

(57:97%), where 32 were from Cape Town, representing 80%. This is illustrated in Figure 8.2.

### Percentages of South African Participants



**Figure 8.2: Percentage of South African participants**

The researcher sought to identify the number of local and international visitors visiting the Gardens to highlight a possible profile of slow tourists, as suggested by Conway and Timms (2010:335). Of the 69 participants interviewed, 29 were overseas visitors (42.03%), from the USA (8), Great Britain (4), Netherlands (4), Germany (3), Canada (2), France (1), Belgium (1), Italy (1), Austria (1), Japan (1), Singapore (1), Venezuela (1) and the Cape Verde Islands (1). It is therefore safe to conclude that the majority of visitors to KNBG are Capetonians.

#### **c) Linking visitor age groups and nationalities**

The interview data obtained for the 26-40 year age group (24 visitors), being the majority grouping, revealed that 15 were from Cape Town (62.50%). Of these eight were accompanied by children (53.33%), suggesting a potential new market segment who might be interested in regularly visiting the Gardens, and possibly interested in slow tourism activities at KNBG. This segment can be classified as the 'Capetonian Young Families with Children' market. Three participants in the 26-40 age group identified themselves as being from the Western Cape, and the other six were international visitors from Singapore (1), Venezuela (1), Great Britain (1), Austria (1), Japan (1), and the Cape Verde Islands (1).

Of the 56+ year group, 10 of the 19 participants were international visitors (52.63%), eight were from Cape Town (42.11%), and one was from 'Elsewhere in South Africa' (5.26%). The international visitors were from the USA (4), Canada (2), Netherlands (1), Germany (1), France (1), and Italy (1), confirming that KNBG attracts international visitors in the 56+ age group. This is interesting as South African senior citizens have free entry to the Gardens on

Tuesdays, but only nine South Africans interviewed fell into this age group (47.37%). The researcher expected to find more South Africans in the 56+ age group in the Gardens. Of the visitors who were interviewed on the Tuesday (day 6) only two from Cape Town were in the 56+ age category. Perhaps local visitors in this age group chose to go to the KNBG bookshop, Botanical Society of South Africa Gift Shop, or any of the three KNBG restaurants, or the art exhibitions at the Sanlam Hall, rather than relax in the Gardens.

Thirteen of the 69 visitors interviewed fell into the under-25 age group. Nine of the 13 were international visitors (69.23%), from the Netherlands (3), the USA (3), Great Britain (2), and Germany (1). Two were from the Western Cape, one from the Eastern Cape, (grouped under 'Elsewhere in South Africa'), but only one visitor in this age group was from Cape Town. In essence 92.31% of the youngest age group, the under-25 group, were not from Cape Town. This raised the question whether people in this age group were not interested in visiting KNBG, or were possibly at work.

The minority participation group, the 41-55 age group, totalled 12 visitors, with six being from Cape Town (50%). The balance of this group were from the Western Cape (1), Belgium (1), the USA (1), Germany (1), France (1), and Great Britain (1). This contrasted with the under-25 group of which only 7.70% were Capetonians.

Slow tourism as an activity, and botanical gardens as an attraction, is generally perceived as a mature-age group activity. The data as discussed above appears to disprove this.

### **8.6.2 Theme 2: Slow tourism at KNBG linked to a specific age group, and main reason for visiting the Gardens (questions 1.1 and 2.1)**

Participants were asked to explain the main reason for their visit to KNBG.

#### **a) Age group 26-40 years**

There were 24 participants in this age group, nine accompanied by children. Three of these parents disclosed that they were part of an educare group on a field trip to KNBG. Three parents brought their children to meet and play with other children. Two parents visited the Gardens to explore the scenery and enjoy the natural beauty with their children, while one parent came to walk with the children.

Two visitors in this age group came to the Gardens for their birthdays, (one noted that this was the first time at the Gardens), while two participants mentioned their main reason for visiting KNBG was for the Summer Sunset Concert. One visitor came to picnic in the Gardens, while another was part of a tour group. One participant said she was a tourist, visiting the Gardens with a South African friend. The remaining eight visitors had various motivations for visiting KNBG, including to see unique flora and the view, the natural beauty,

see the mountain, for the fresh air and perfect weather, the peaceful surroundings, recreation, enjoy the green natural spaces, and be in awe of God's handiwork.

**b) Age group 56+ years**

There were 19 visitors in the 56+ age group. Four noted how passionate they felt about the Gardens and the flora and fauna. Four were visiting the Gardens on the recommendation of friends and reading about KNBG on the Internet, while two visitors were part of a tour group. Two participants stated that their main reason for visiting KNBG was to spend time with their grandchildren, and one visitor responded that it was to spend recreational time with family. Six respondents identified activities in which they were interested, including photography and botany. Participants in this age group emphasised that their passion for the Gardens stemmed from a desire to establish a connection with nature, taking time out for themselves and spending leisure time with family, instead of spending time to meet with friends.

**c) Age group under -25 years**

In this category 13 visitors were interviewed, with just under 70% being international visitors. When each was asked about their main reason for visiting KNBG, their responses were similar in comparison to the other age groups.

Three visitors came to relax; two persons visited the Gardens for the natural beauty. Two visitors mentioned that KNBG was a popular attraction, while six answered that the Gardens were beautiful and when the weather was pleasant, they could picnic with friends, attend a concert, explore nature and see sites in the Gardens.

**d) Age group 41-55 years**

Twelve participants were interviewed in this age group. Two answered that they were attending a concert, while another two responded that their reason for visiting the Gardens was for the natural beauty. One visitor was in the Gardens to celebrate an anniversary in the natural beauty, while another visitor was experiencing the different ways of thinking about the value of nature and peace. A third visitor came to see the Boomslang (tree canopy walkway) and the remaining five visitors wanted to see the plants, trees and natural settings.

From the data collected and the visitor responses when linking specific age groups and the reasons for visiting KNBG, the researcher gained the impression that the majority of the visitors were just happy to visit the Gardens. KNBG being a popular attraction with open green spaces meant that they could spend time with family and friends, or in solitude irrespective of their age, engaging in activities within a natural, peaceful environment. The researcher identified that the Gardens was a popular attraction in Cape Town and a must-see for visitors who had the opportunity to visit KNBG.

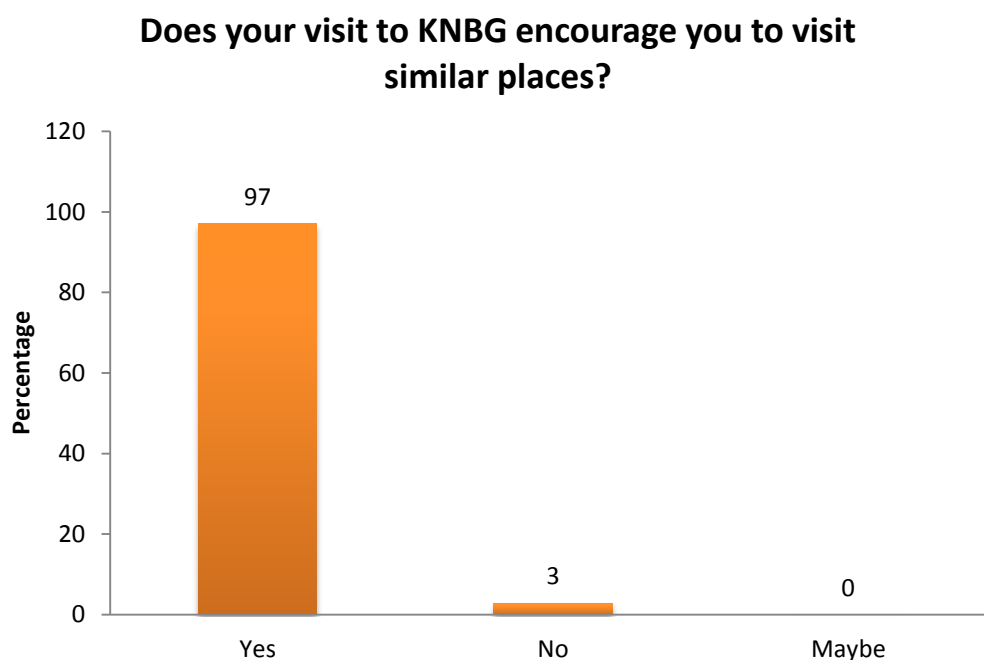
Part of the survey sought to establish whether visitors at KNBG were encouraged to visit similar places. In the next theme these data and findings are explained.

### 8.6.3 Theme 3: Motivation to visit similar places (question 2.2)

In this theme the researcher asked participants the question 'Does your visit to KNBG encourage you to visit similar places?'

The reason for this question was to establish if visitors to the Gardens generally enjoyed relaxing in natural, peaceful, open spaces, and to determine if similar natural green spaces and gardens would be considered valuable to visitors. Ward *et al.* (2010:49) suggest that green spaces and gardens provided a sense of peace and tranquillity, and contributed to visitor health improvement, well-being and revitalisation.

An overwhelming majority (97%) agreed that having visited KNBG, encouraged them to visit similar places, as illustrated in Figure 8.3.



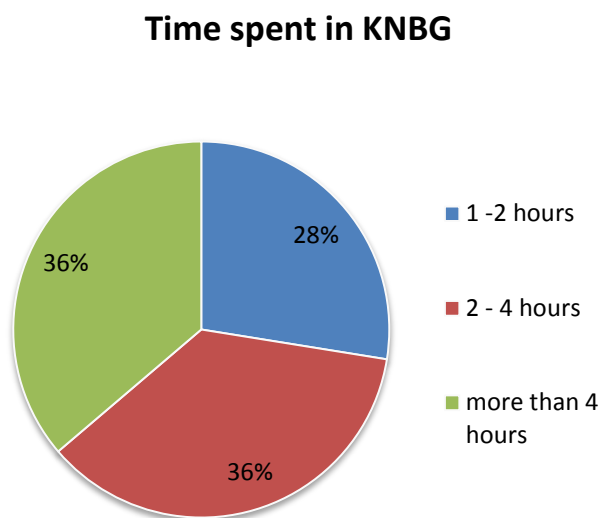
**Figure 8.3: Does your visit to KNBG encourage you to visit similar places?**

The participants who answered positively briefly explained that they were interested in visiting similar places because of an interest in landscape photography and enjoyed spending time in natural open spaces. Some respondents told how they loved flowers, enjoyed taking children to gardens, nature parks and the beach for regular walks. Some had a KNBG national membership card, had visited European and British gardens, including Kew Gardens, and generally enjoy the flora in botanical gardens. The 3% who answered no to this question stated they would not go out of their way to visit similar places. They were in the

under-25 age group, suggesting a target market of persons to be persuaded of the benefits of slow activities in natural settings. The data suggested that if people enjoyed visiting KNBG, most would benefit from visiting similar places. Fallon (2012:146) notes that green spaces and water features added appeal to a destination, attracting people who bond with nature.

#### 8.6.4 Theme 4: Time spent in the Gardens (question 2.3)

Slow tourism principles emphasise taking time out, enjoying a valued experience, and attaching/connecting to a particular place (Matos, 2004:100; Fullagar *et al.*, 2012:16). According to the study of Boekstein and Uken (1992:47), people at KNBG were spending more than two to three hours in the Gardens and if the amount of time spent in the Gardens had since increased, it can be assumed that people find value in visiting KNBG. Participants were asked how much time they spent in the Gardens (see Figure 8.4) and what they wished to do in the Gardens.



**Figure 8.4: Time spent in the Gardens?**

Figure 8.4 above reveals the amount of time visitors spent in the Gardens. There was an even split (36%) between visitors spending two to four hours, and visitors spending more than four hours at KNBG, while 28% of visitors indicated they spent only one to two hours in the Gardens. The data in this study revealed that 72% of visitors spent more than two hours in the Gardens. When compared to the Kirstenbosch Survey of 1992, it can be assumed that visitors are taking more time out and spending longer periods in the Gardens to enjoy recreational activities for example, walking, flower-viewing and enjoying picnics.

Visitors were also asked what they intended to do in the Gardens. The majority responded by listing two, three or more activities in which they engaged at the Gardens, including those who mentioned going to the Summer Sunset Concerts as a second activity. More than 60% of the visitors noted 'walking' as one of the activities, and exploring the flora in the Gardens simultaneously, leading the researcher to conclude that the majority of visitors do participate in slow tourism activities at the Gardens.

Three visitors responded that they were walking around before attending a concert, while one other concert-goer replied that they were going to the restaurant for a meal. Of the 69 visitors who were interviewed, 13 stated picnicking was their activity in the Gardens and a further two respondents mentioned botanising and photography. Two visitors indicated that they were exploring the Gardens on a golf cart tour, two other participants mentioned they were visiting the Gardens with friends, and one participant interviewed Rycroft Gate 3 entrance, answered that he was hiking. One further respondent indicated that they were going to the restaurant for a meal.

Participants who did not include the word 'walking' as part of their answer, stated that they had come to explore flowers and sculptures, to see flora and open spaces, and to take photos of the ducks. The data revealed that most participants (72%) spend at least two hours in the Gardens, and more than 60% of visitors included the word 'walk/walking' in their response.

#### **8.6.5 Theme 5: Slow tourism at KNBG linked to feeling relaxed and rejuvenated (questions 2.4 and 2.5)**

To determine how visitors felt after visiting KNBG, they were asked 'After your visit to the Gardens did you feel more relaxed and rejuvenated?'

Ward *et al.* (2010:49) suggest that green spaces and gardens provide a sense of peace and tranquillity and that it contributes to health improvement, well-being and revitalisation of a visitor. The researcher wanted to establish whether visitors experienced this after visiting KNBG, and that perhaps indulging in slow tourism activities in a natural setting (KNBG) could provide visitors with this sense of well-being and relaxation. Ninety nine percent (99%) of visitors answered in the affirmative, that they felt more relaxed and rejuvenated. Only one visitor answered 'Maybe - because one is still faced with the same personal issues after leaving the Gardens'.

Participants were then asked what in particular made them feel more relaxed and rejuvenated. The majority of visitors repeated what they had said in Themes 2 and 3, namely the greenery and freedom of open spaces, fresh air, water elements, the sound of the birds, relaxing and enjoyable scenery, natural beauty, and that the children could run around and



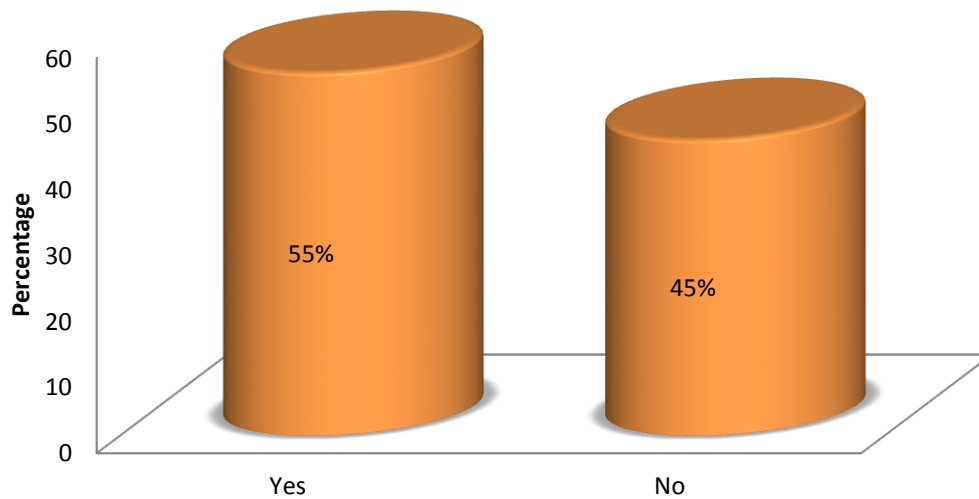
explore. The responses to the two questions posed in this theme are taken as an indication that KNBG is undoubtedly a place that can provide the visitor with a sense of relaxation and rejuvenation.

#### **8.6.6 Theme 6: Finding it hard to connect with nature in today's fast-paced life (question 3.1)**

Weiermair and Mathies (2004:67) suggest that the consequences of speed could have an adverse effect on people's private and professional lives, and displayed in the form of health issues, possible violence and aggression. As a society preoccupied by speed, economic growth and consumerism, the connection with oneself, one's culture, people and the world in which we live appears to be lost, as pace dominates people's daily lives. 'Connectedness' is ideally what people gravitate towards, advocates Dorobanțu *et al.* (2012:1), and with time considered a scarcity on a day-to-day basis and also during vacations, Fullagar *et al.* (2012:16) recommend that discovering the sensations of tranquillity and harmony, when people are strolling and connecting with nature, is one of the great pleasures of experiencing time out. To determine if this is the case, the researcher asked respondents if they find it hard to connect with nature in today's fast paced life. Slow tourism activities in a nature-based setting such as KNBG, could perhaps be the antidote for people to feel better, slow down and take time out.

Figure 8.5 shows that 55% of the visitors agreed that they found it hard to connect with nature. The participants were asked to elaborate why they felt this way. The reasons provided by three international visitors were that Holland is too densely populated, two American visitors said that life in New York was very rushed, while the third respondent answered that being out in nature was a radical deviation from the fast-paced life in New Jersey. Six visitors agreed that they found it hard to connect with nature, but did not explain why they felt this way. The majority of the respondent's reasons were that they were always in the city, lived far from natural areas, had too little time available, they had children, lived busy lives, forgot that nature offered relaxation, and lacked time due to family and work demands. Other responses by visitors were that with age it became easier to take time out and connect with nature and a further visitor explained that people seemed to be removed from nature, hence the higher stress levels, and that nature is no longer valued.

## Do you find it hard to connect with nature in today's fast-paced life?



**Figure 8.5: Do you find it hard to connect with nature in today's fast-paced life?**

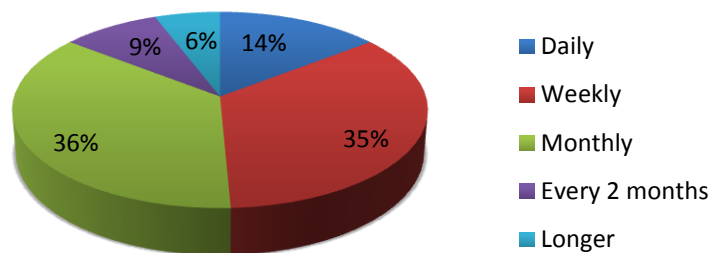
Forty five percent (45%) of the respondents answered 'no' to this question. In this group, two visitors did not give a reason when responding 'no'. Many of the respondents answered 'yes' but they found the time, set time aside, and actively sought out nature. Some of the visitors responded that it was essential to stay connected to nature, that they needed nature after a busy day in the city, and that they lived close to nature. Two respondents in this group mentioned that, considering their age, they did have the time available. One said he was retired so he set his own pace and it was not difficult to find the time to connect with nature in today's fast-paced life.

The responses of the visitors indicated that depending on their geographical location (live or work close to natural spaces), their age, and the amount of free time available to them, were the factors which dictated whether they could go out and relax in nature, rejuvenate, and take time out to slow down. The researcher gained the impression from the responses that the overwhelming majority of visitors preferred connecting with nature, such as in a botanical garden setting. This form of natural setting was nurturing for them, and added some value (in time not necessary in money) to their lives, but due to their individual circumstances it was not always possible to prioritise making time to connect with nature, and slowing down.

### 8.6.7 Theme 7: Regular engagement by visitors in nature-based activities (question 3.2)

Slow tourism activities generally occur in a nature-based setting. Weiermair and Mathies (2004:67) mention that much pressure is placed on individuals to fill free time with as many activities as possible, and suggest that a resolution can be found in slow destinations for individuals who have lost the power to organise their own free time. The practice of slow movement is seen as a kind of relief on the newly-emerging time-space burdens which surface in today's emerging capitalistic and profit-driven world (Dorobanțu *et al.*, 2012:1). Considering these authors teachings on slow tourism, and the amount of leisure time people have available to spend on nature-based activities, there is a possibility that people might enjoy slow tourism activities in this setting. The information gathered from this data set could indicate the potential to develop slow tourism activities in KNBG and other natural areas, depending on how often people engaged in nature-based activities. The question that was asked of visitors was how often they engage in nature-based activities. Figure 8.6 illustrates that 36% of visitors engaged in some form of nature-based activity monthly, 35% responded weekly, 14% answered daily, 9% of the visitors mentioned that they only engaged in nature-based activities every two months, and the remaining 6% responded 'longer than two months'.

**How often do you engage in nature-based activities?**



**Figure 8.6: How often do you engage in nature-based activities?**

### 8.6.8 Theme 8: Visitor understanding and interpretation of slow tourism (question 4.1)

Slow tourism is a fairly new concept globally, and in South Africa. There is limited literature available on this topic, and it is virtually unknown in the South African context. Only recently,

since 2010, has there been an increase in research conducted on slow travel and tourism by professionals and academics, such as Conway and Timms (2010), Dickinson and Lumsdon (2010), Dickinson *et al.* (2011), Fullagar *et al.* (2012) and Dorobanțu *et al.* (2012), which is applicable here and in Section 8.3.1.4. The slow tourism movement started in Europe and is a rapidly growing, niche tourism sector. The lack of awareness and understanding of slow tourism in South Africa remains a limiting factor to the growth of its popularity in this country.

Slow tourism at times is viewed in a negative context as 'backward', but the 'newly' discovered benefits and values of slow tourism for visitors and tourism destinations has started changing the negative perceptions of this form of tourism (Wales Online, 2009). The researcher intended to establish whether visitors to the Gardens were aware of the term slow tourism, and if they understood what the term meant. This could confirm the newness of this term in South Africa, and internationally, and to determine if people responded positively to the principles of slow tourism and slow tourism activities once explained to them at the end of the interview. Visitors were asked what they understood by the term slow tourism.

Thirty two (32) of the 69 visitors (46.37%) responded that they had no idea but attempted to explain what they thought the term meant. Four visitors in this group thought that it is tourism for old people, while a few answered that it was tourism that had not fully developed (referring to slow tourism growth). Further versions of what slow tourism is included taking tourists to quieter places or it possibly meant tourists no longer coming to Cape Town. One respondent thought that it could be tourism that took a while to 'take-off' in being marketed.

The remaining visitors responded fairly accurately (53.63%), giving explanations such as:

- taking time to explore things peacefully;
- the visitor determines the time and itinerary for tourism;
- relaxing itineraries; gentle activities; staying longer at destinations;
- opposite of mass tourism;
- not being influenced by a frenetic itinerary;
- tourism not in groups but an elite back-to-nature tourism;
- a non-aggressive form of tourism;
- reflected on specific spaces;
- culture and history; tourism in natural surroundings;
- not just jumping on/off a bus taking photos;
- not being rushed by tour guides;
- going into the countryside and not only to tourism hubs; and
- having a qualitative over a quantitative visitor experience.

One respondent from Cape Town, a mother with children, answered that slow tourism meant taking one's time to slowly explore things like the Slow Food Movement. Most of the respondents in this group had the right idea of what the term slow tourism meant, however, awareness of slow tourism as a niche market segment is still misunderstood and new. Even

though visitors were engaging in slow tourism activities, or enjoying these activities at KNBG, they might not describe themselves as slow tourists or seeking out slow tourism experiences elsewhere.

#### **8.6.9 Theme 9: Slow tourism as an all-encompassing experience, using all five senses to achieve a truly valued tourism experience (question 4.2)**

In this theme, the interviewer enquired from visitors how they felt about slow tourism, suggesting that not only the sense of sight should be used, but also enough time should be made to use all five senses to achieve a truly valued tourism experience (Weiermair & Mathies, 2004:100). Visiting KNBG or other gardens did stimulate the senses, because of the sights, sounds, smell and touching of flora and experiencing water features. Ninety nine percent (99%) of visitors fully agreed with this statement, then gave their interpretations of their senses being stimulated when visiting KNBG as follows:

- it created a full holistic experience;
- time did not always allow one but when it is possible, it is great;
- it does enhance the experience;
- must be present in the moment;
- touching and smelling the flowers;
- important to engage all the five senses;
- the senses must be explored to enjoy activities more;
- other senses are also important to the tourism activity like feeling water and smelling the plants;
- spending time in nature by its very nature is an all-encompassing experience;
- when all the senses are used one can truly engage with the space on numerous levels; and
- taking the shoes off and walking barefoot in the Gardens and feeling the water; feeling the fresh air and listening to the sounds of nature, and sound, sight and smell all go together, which is therapeutic.

One respondent mentioned that even blind people could still experience nature-based slow tourism through smell, hearing animal sounds, touching, and still experience it fully (referring to the Gardens). One international visitor did not entirely agree or disagree with this. He mentioned that sight was a primary sense to him, and it is essential to see something so magnificent like a botanical garden set on the slopes of Table Mountain. For this respondent the sense of sight was essential to see something this exceptional, and the other senses were secondary factors.

Almost all the participants agreed with this statement, and using all five senses to achieve a truly valued experience is one of the principles of slow tourism. This confirms the researcher's opinions that slow tourism is a form of niche tourism in which visitors or tourists can find value, where they can take time to engage all the senses and find the experience worthy of their time and money spent.

### 8.6.10 Theme 10: More time spent on engaging in slow tourism activities could contribute to a less-stressed lifestyle (question 4.3)

Visitors were asked whether, if they had more time to engage in slow tourism activities at KNBG (a few examples were given), it would contribute to a less stressed lifestyle for them. Participants were requested to answer this question from three possible answers: 'Yes', 'No', or 'Maybe'. The reason for this question was to establish if visitors found that spending more time at the Gardens and in other natural open green spaces engaging in slow tourism activities, could provide them with tranquillity, health improvement, a sense of revitalisation and well-being (Ward *et al.*, 2010:49). Figure 8.7 illustrates visitors' responses to this question.

#### If you had more time to engage in slow tourism activities, would this contribute to a less stressed lifestyle?

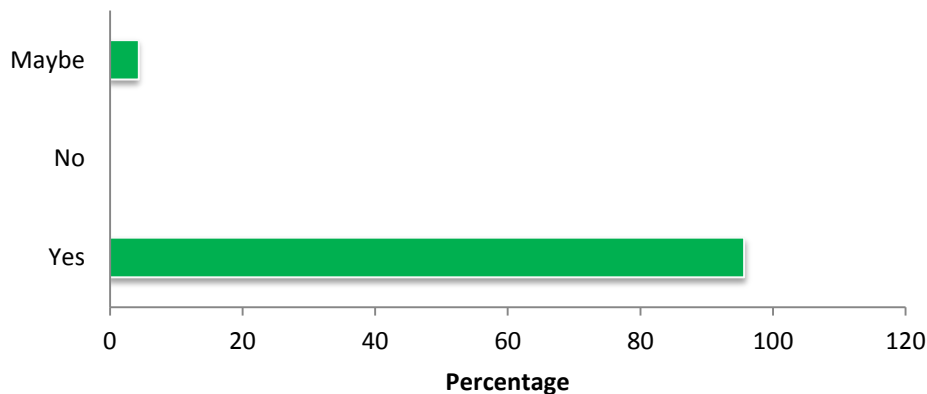


Figure 8.7: If more time were spent in engaging in slow tourism activities, would this contribute to a less-stressed lifestyle?

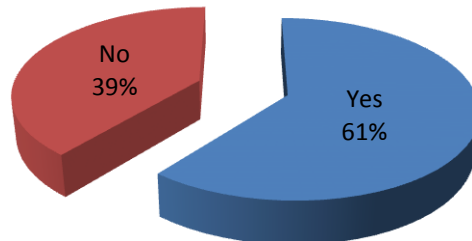
Sixty six (66) of the 69 respondents (96%) responded positively to this question, while three respondents answered maybe (4%).

### 8.6.11 Theme 11: Motivation to make greener recreational choices, and consideration of visitor carbon footprint (question 5)

Visitors were asked if they considered their carbon footprint when making recreational and leisure choices. By including this question the researcher wanted to determine how green-conscious visitors to KNBG were, considering that they were visiting an environmental and conservation-driven protected area and a UNESCO World Heritage Site. One of the characteristics of slow travel and tourism is to be in some sense green and ecological (Sugiyama & Nobuoka, 2007:3). If visitors to KNBG are not environmentally conscious at all and not interested in their carbon footprint, then promoting slow tourism, slow tourism

principles and slow tourism activities might not be feasible. Percentage split of visitor responses are illustrated in Figure 8.8.

**Do you consider your carbon footprint when making recreational and leisure choices?**



**Figure 8.8: Do you consider your carbon footprint when making recreational choices?**

Sixty one percent (61%) of respondents answered that they did consider their carbon footprint when making leisure or recreational choices, or at least that they tried their best to do so. A few of these visitors commented that they would try and walk or jog to places instead of using their motor vehicles, while some respondents mentioned that they recycle regularly and try to educate their children about protecting the environment. The participants who responded 'No' to this question (39%) did not attempt to elaborate on their answer.

The data in this figure illustrates that visitors to KNBG are generally concerned about protecting the environment and contributing toward lowering their carbon footprint. Included in the survey, visitors were asked to offer suggestions (question 2.6) on what they recommended should be introduced at KNBG to enhance their visit. These suggestions could assist the KNBG management team to improve facilities, or introduce new facilities to enhance the visitor experience. Sixty eight percent (67.70%) of the participants responded very positively and mentioned that they loved the Gardens as they are, and that it was beautiful.

The remaining visitors who provided suggestions were also happy with the facilities and the well-kept state of the Garden, but would like KNBG management to consider the following:

- a dedicated play area for children;
- more water points;
- the use of umbrella's or chairs for rental at KNBG (but environmentally 'friendly' ones which do not damage grass areas);
- a study area for students conducting research on nature;
- a KNBG I-phone application;
- to expand the boundaries of the Gardens;

- to market walk routes and picnic baskets for purchase; a green and sustainable educational jungle gym;
- to bar-code trees and plants;
- install microphones at the back of the golf carts;
- invest in larger golf carts for large groups otherwise these groups have to be split;
- for South African pensioners to enter free at KNBG on the last Sunday of every month (children who have aged and frail parents cannot always take time off work on Tuesdays to bring their parents to the Gardens);
- a 'Have-to-see this' display board for visitors who do not know the Garden and who do not have enough time to search;
- a snack bar with affordable meals especially for children;
- more children activities;
- a historical museum;
- more water elements with rocks;
- more signs not to pick plants;
- better public transport for international visitors in the Cape Town central business district area to be transported to KNBG (the Red and Blue transport systems are not well known); and
- a large map orientation of the Gardens at the entrances.

At the end of each interview the interviewer explained to participants the definition and principles of slow tourism. All the participants responded positively and were in support of slow tourism when it was explained to them. The purpose of the interviews was to gain insight into visitors' perspectives, whether they were inclined towards decelerated lifestyles, enjoy slower-paced recreational destinations, and are motivated by and appreciate slower-paced activities at KNBG, which was the aim of the study. In addition, the researcher also sought to determine if the observation data correlated with the visitor responses from the interviews. The data collected from the interviews partially addressed the problem statement of this study, which is that there might be potential benefits to be derived from introducing the slow tourism concept at KNBG. The visitors' interview responses contributed towards meeting one of the sub-objectives of the study, which was to provide working recommendations that could assist KNBG to use their current tourism resources and products to develop activities in the Gardens under the slow tourism banner.

Following the findings from the visitor interviews and data analysis process, the data collected from the KNBG management interview are presented and analysed.

## **8.7 Findings based on KNBG management interview**

Management at KNBG comprises three senior staff, of which two are directly responsible for conservation of flora and managing the Garden operations. The researcher interviewed one of the three senior staff members at KNBG, the event manager, S Struys. She is based at KNBG and manages all the marketing for KNBG, all events at the Visitors Centre (Summer Sunset Concerts, weddings, exhibitions), all visitor facilities, the Annual London Chelsea Flower Show, and the income from the retail businesses (restaurants, bookshop and gift



shop) at the Gardens. The interview was conducted on Wednesday 9 April 2014 at 11h00 in the Videorama venue at the Gardens. KNBG management interview questions were compiled from the problem statement, aim, and objectives of this study and were questions which could not be answered by KNBG visitors. Some of the interview questions arose from the literature reviewed in this dissertation.

The problem statement of the study was that little is known about the slow tourism philosophy in South Africa, and whether this philosophy could have potential benefits for KNBG if it was formalised. The aim of the study was to develop a slow tourism model for KNBG as visitors are perceived to be gravitating towards a slower-paced travel lifestyle and appreciating this slower pace at a recreational level at the Gardens. The main objective of the study was to focus on the available economic resources (that is facilities which could generate income) at KNBG for developing a slow tourism model. One of the sub-objectives was to gain an overview of the Gardens tourism resources for potential slow tourism activities. A few research questions arose from the study aim and objectives, which the researcher intended to clarify by conducting an interview with a KNBG senior management staff member. The researcher needed to establish if the existing resources at KNBG supported the development of slow tourism activities; could a slow tourism model/strategy be applied at KNBG, and what would the impacts and benefits be for the Gardens. The interview schedule for Struys is found in Appendix E, and her responses are discussed in sections 8.7.1 to 8.7.23 hereunder.

Interview questions 1.1 to 1.5 sought to establish what existing resources and facilities were available at KNBG.

#### **8.7.1 Which facilities at KNBG can be used for economic development?**

Struys, the KNBG events manager, responded that all the buildings which she manages, including the Gardens gate entry fees and the annual Summer Sunset Concerts, are aimed at generating much-needed funding for KNBG. Additional income is generated by hiring out venues such as the Old Mutual Conference Centre (wedding and corporate events), the Sanlam Lecture Hall (art exhibitions), and the Marquee Lawn which is not hired often as it is expensive at R35 000 per day. However, this facility is used by a company named Galileo as an open-air cinema. Galileo hires this space at a reduced fee as it provides a constant monthly income and is a popular attraction (good exposure for KNBG, without having to invest money for marketing) for visitors to experience a new event. KNBG receives additional income from tenants on the estate, such as the Kirstenbosch Tea Room Restaurant, Vida-e Café coffee shop, Moyo Restaurant, the Gift Shop, Zimbabwean Sculptures, the small satellite gift shop at Gate 2, and the Botanical Society of South Africa Bookshop. These tenants pay a percentage of their turnover to KNBG, providing additional income for the

Gardens. These retail facilities and services at KNBG are there to attract regular visitors to the Gardens.

### **8.7.2 How can these facilities be optimally utilised at KNBG for economic development?**

There are limitations to finding a balance between running events, managing a botanical garden and having to consider the location of KNBG in a residential area. KNBG has pushed the envelope in the number of concerts that are allowed to avoid a negative impact on the Gardens; the right balance has been found in limiting concerts/events, maximising profits, and not just turning KNBG into a complete event venue, but maximising the opportunity for hiring out conference venues at the Gardens.

### **8.7.3 What would KNBG management prescribe to ensure full economic use of KNBG?**

A mix of marketing tools is used, such that KNBG is active on social media platforms Twitter and Facebook, and that relationships built with clients who have used the venues over the years, are further developed. It is acknowledged that KNBG is very active in the local, national and international tourism industry and affiliated to the Big6. The Big6 is a collaborative destination-marketing group that markets the top six tourist attractions in Cape Town. These six attractions are the Table Mountain Cable Way, Victoria and Alfred Waterfront, Constantia Vineyards, Robben Island, Cape Point and KNBG. Target markets and audiences are different, therefore customising marketing according to these different target markets, is necessary. For example with the Jeremy Loops concert most of the audience interest in the concert was active on Twitter and Facebook. The same marketing tool does not work for every event, and in the long term KNBG recognises that the weddings and local functions market secures repeat visits over the years, due to word-of-mouth marketing. If the South African Rand exchange rate becomes stronger in the future, and KNBG does not grow the international visitor market, the wedding market always provides a constant and regular income. It is important to prioritise carefully when making decisions between a concert with a famous, popular artist performing, which can be a once-off event, or hiring out the venue already booked for a wedding on the same day.

### **8.7.4 What can be done in the Gardens to ensure tourism quality for visitors?**

During the past 12 years, KNBG facilities have all been improved and upgraded, and some newly renovated. Training KNBG frontline staff is an ongoing challenge, and having tenants means that KNBG has no control over their frontline staff. KNBG management tries to encourage tenants as much as possible to offer quality service in line with KNBG management standards, as all the facilities and services available at the Gardens contribute to the KNBG experience. Parking attendants and security is outsourced and the visitor

experience usually starts at the entrance gates and with outsourced service providers, it is difficult to manage. During the 2014 winter period a KNBG frontline staff training programme was conducted, for staff to acquire more knowledge about KNBG and the facilities that are available. This training programme included the tenants' frontline staff (managers, waiters, the ticket office frontline staff) and outsourced staff.

#### **8.7.5 What vision or action for leisure requirements of visitors to KNBG was planned?**

Visitor information and attention remains an ongoing process.

In the second section of the interview (questions 2.1 to 2.3) the interviewer was interested in finding out KNBG management's understanding and opinions on slow tourism and slow tourism activities.

#### **8.7.6 How and what is slow tourism?**

It could be doing a few things, for example, visiting one city instead of rushing around trying to see everything; rather to take ones time, sit and enjoy the full experience.

#### **8.7.7 The researcher quoted an extract from a study in the Caribbean...**

"...that slow tourism emphasised quality for the tourist, relaxation and taking time when enjoying recreational activities during leisure time, and not being rushed". The researcher asked the interviewee for her understanding on this matter and whether she could relate to this concept.

A positive response was obtained: rather to do one enjoyable activity a day, for example, having drinks somewhere beautiful, enjoying the sunset, and staying longer, instead of rushing to the next destination, and that with age one's priorities change and slow down. From this response, the researcher got the impression that with age people tend to rush less and enjoy taking time out for longer periods.

#### **8.7.8 What do you think the difference is between slow tourism, nature-based tourism and ecotourism?**

The interviewee responded that nature-based tourism and ecotourism is part of slow tourism but could be more. For instance, if a person visiting the Bo-Kaap could spend a day in the area and include a cooking course too, this would be slow tourism, but not necessarily nature-based. Nature-based tourism could however be slow tourism, where nature-based tourism could be anything that happens out in nature but does not have to be slow tourism. Ecotourism had to do with nature, for example, where many people in Europe are more conscious about how they travel and might enquire from hotels where they are staying how

green-sustainable they are, how they use water responsibly, and how 'green conscious' these hotels are; that ecotourism might just attract an environmentally-conscious traveller.

The third section of the interview (questions 3.1 to 3.8) wished to establish what the potential was to introduce slow tourism and slow activities at KNBG.

#### **8.7.9 Would KNBG support the inclusion of a slow tourism policy?**

KNBG already lends itself to slow tourism, with activities which already exist, such as the daily guided walks, picnic concerts, and hikes up the mountain. While the large tour bus groups put KNBG on their itinerary, catering to what tourists want, KNBG cannot prescribe activities. However, people who are into slow tourism and slow tourism activities, are more likely to come and visit the Gardens.

#### **8.7.10 Who would be responsible for formulating and implementing a slow tourism strategy for KNBG and why?**

The management (comprising the curator, estate manager, and events manager) noted it would depend on the environmental impacts on the Gardens, and she would deal with tourism and all visitor facilities.

#### **8.7.11 What funding challenges do you believe will be faced?**

There would be no funding challenges at all, as there were already so many slow tourism activities happening in the Garden, for example the yoga group and the adventure boot camp, and they often generated an income for KNBG. People interested to come to the Gardens and have a good time inform other people of these activities, to the benefit of KNBG. Income is generated, and in the long term, visitor loyalty too, which encouraged people to come more often to the Gardens.

#### **8.7.12 What training and skills development are needed to effectively implement a slow tourism strategy in KNBG?**

Slow tourism activities were already taking place in KNBG, and the guided golf car tours took six people per hour around the Gardens. All these staff were already trained and are registered tour guides. In addition, there were the Botanical Society of South Africa tour guides who volunteered their services and underwent rigorous selection and training, most of them were former biology teachers, and botanists. There was also a bird club, stargazing club, and fire fly walks available at KNBG, and all the information staff were trained, and the tour guides registered to conduct tours throughout the Western Cape.

#### **8.7.13 Who do you suggest should manage this process?**

The office of the events manager would manage this, as well as staff who reported to KNBG's curator.

#### **8.7.14 What do you think the outcome of slow tourism development will be on KNBG?**

The slow tourism activities were successful projects already, such as the adventure boot camp, stargazing, open-air cinema and other activities, with statistics recorded of people passing through the gates for particular events. The tour guides report statistics and give feedback and in that way KNBG can determine whether the slow tourism events, facilities, and services are worthwhile. Furthermore, for example, the organisation running the adventure boot camp (outsourced service provider) approach KNBG, and the risk lies with them to make it work for them, and grow their client base to be successful. There is a demand for such activities and it must be profitable for them as groups are seeking similar experiences.

#### **8.7.15 Are there are any slow tourism activities which could be introduced at KNBG?**

There was one event introduced in the past which was enjoyable, open-air theatre performances, but only a small market was interested, and event performances for the masses were usually more financially viable. Events were usually only viable if enough tickets were sold, and with the open-air theatre performance, while there were sponsors, the event was extremely resource-intensive, therefore funding was difficult and profits were small. The open air theatre event was costly, and had to pay for rehearsals and live performances, and sold approximately 300 tickets, whereas the Summer Sunset Concerts sold 6 000 tickets, and was commercially viable. For most of the slow tourism entertainment activities [researcher's interpretation, such as niche events], the income is minimal and tended to only attract small groups.

#### **8.7.16 Could a slow tourism model or strategy be applied at KNBG?**

KNBG was working very well as there was a variety and mix of guided tours, plant-viewing excursions, and the opportunity for a lovely afternoon in a nice setting enjoying a concert. KNBG management had incorporated different things to attract a very broad market. The Gardens could become a gym (exercise in the Gardens), awareness was created about nature conservation, family picnics on the lawn were offered, so that visitors could enjoy and love nature and become more conscious of conserving it. The gate entry was KNBG's biggest source of income, while a third of the income was derived from concerts.

The questions in the following section (questions 4.1 to 4.6) were asked to ascertain what the impacts would be of slow tourism at KNBG.

**8.7.17 If the implementation of the slow tourism concept and slow tourism activities in KNBG become successful, and a demand was apparent, would this impact negatively on the Gardens?**

There are some activities that could be introduced but these need to be evaluated, and if KNBG management felt that these requests were inappropriate, for example parties, and umbrellas and garden furniture set up on the lawns, it might become a circus. The Garden has to look like a botanical garden within the beautiful settings but fun runs in the Gardens were carefully considered, and had taken place. If it were co-ordinated very well (no running on the developed grass areas) so that the impact on the Gardens was assessed, the number of people participating, and the people visiting the Gardens, could be allowed. These fun runs usually took place in the early mornings when very few visitors were in the Gardens. Each request was assessed individually, and the noise levels considered.

**8.7.18 Would pricing need to be adjusted to accommodate slow tourism activities and resources if they are introduced at KNBG?**

Generally, the Gardens fee increases slightly every year.

**8.7.19 What does KNBG management think of mass tourism in KNBG?**

During the festive season, or on public holidays, there were easily 6 000 people in the Gardens on any one day, and on concert performance-day numbers could increase to 10 000 people. People do not visit the Gardens all at the same time, and because the Gardens are so large, it did not actually appear very busy, but parking was definitely a challenge. Queues could also be long at the ticket offices, and a few visitors had complained, but it had not negatively affected the Gardens, as people had learnt to come at a time that best suited them.

**8.7.20 Do you think that slow tourism can assist in creating a more 'green conscious' visitor?**

The Gardens are a source of education for visitors.

**8.7.21 What impacts were foreseen on the visiting times to KNBG should slow tourism activities be implemented?**

The usual times are 08h00 to 19h00 in the summer and 08h00 to 18h00 in winter. For special request activities (Adventure Boot Camp and Open Air Cinema) KNBG management tried to start outside the usual KNBG opening times so that visitors and special event attendees did not clash with each other. The times could be adjusted, and the operating times had been successfully extended.

### **8.7.22 If a slow tourism concept could be implemented at KNBG, would it add any 'value' for visitors to the Gardens, and 'value' to the staff working at KNBG?**

It would definitely add value for visitors to the Gardens, otherwise these activities would not happen and nobody would visit. The organisations, for example running the boot camp and the open-air cinema, would not operate if there was no value for visitors and no activity demand. People love that they can engage in slow tourism activities and it definitely seems to be working, from the feedback received. As for the staff, they did benefit as well. For instance the staff were all trained tour guides and this added value to their development when they learnt new skills and got to know other people in the tourism industry, offering other benefits. In addition, staff were engaged to assist with the Summer Sunset Concerts, worked as ushers in the concert area, and worked as ticket clearers, or as hosts (where a staff member was trained in-house to stay after hours during a function) which earned them extra money and new skills.

### **8.7.23 Did slow tourism warrant inclusion in a national tourism policy?**

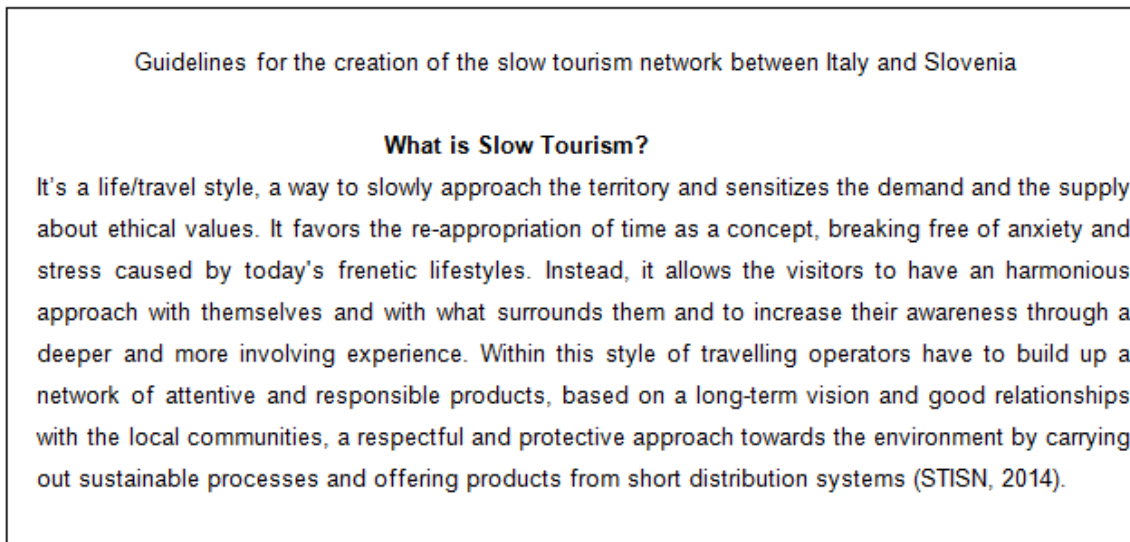
At KNBG service providers would not run a business if it was not worth it, and driven by the visitor. There is definitely a future for slow tourism in South Africa because the country lends itself to this kind of tourism, where locals enjoy meeting international visitors. Cape Town is known to be slow-paced and laid back, and does not need to enforce the activities as people do them automatically.

The data collected from the KNBG management interview and the visitor interviews to some extent resolved the problem statement of this study. Most of KNBG management responses confirmed the visitor observations and visitor interviews. From KNBG management's perspective, the researcher was able to gain information on the operational aspect of the Gardens. In addition, information was obtained on the growth and development of new facilities, improved customer service, KNBG staff skills development, and slow tourism activities which had been implemented to grow visitor numbers, and add more value to the visitor experience. KNBG management confirmed that slow tourism activities were actually taking place at the Gardens, even though they were not called 'slow tourism' activities.

## **8.8 A proposed model for slow tourism development and promotion**

To create a slow tourism model, the term 'slow tourism' needs to be clearly understood. From the secondary data that was collected a few definitions of slow tourism were discovered, which attempt to define and describe slow tourism (Sugiyama & Nobuoka, 2007:3; Dickinson *et al.*, 2011:282). The definition which best describes slow tourism is found on the STISN website and is illustrated in Figure 8.9. This definition describes the travel and lifestyle of the slow tourist and the elements of the demand and supply link which is based on ethical

practices. The concept of slow tourism is directed at easing anxiety and stress caused by accelerated and frenzied lifestyles. It further explains that slow tourism relationships are built on a more harmonious style where the visitor enjoys a deeper and more fulfilling personal experience, consuming responsible tourism products which benefit both the environment and the local community.



**Figure 8.9: What is slow tourism? (Source: STISN, 2014)**

A slow tourism model was developed using the key elements of the STISN's definition of slow tourism as a guide. Other core elements such as slow tourism facilities available at a destination, examples of slow tourism activities, and the benefits which can be derived from slow tourism were also incorporated into the proposed model.

### **8.8.1 Need for a slow tourism model or framework**

Slow tourism is an emerging niche form of tourism, which is growing at a rapid pace globally, and a number of successful projects have been launched in the Caribbean, Romania, Wales, and New Zealand. The largest slow tourism project which was identified was the STISN, which involved two countries (Italy and Slovenia) where a partnership and network to promote slow tourism activities in specific areas within these respective countries was formed. The slow tourism philosophy has a unique set of harmonious values, which contribute collectively to all the actors involved in the tourism activity. The visitor receives an unhurried, valued tourism experience focused on quality engagements with the local community and the environment in a relaxed natural setting. The values of preserving heritage and culture and conserving the environment and consuming responsibility-sourced local food, are at the forefront of slow tourism principles. For the slow tourism visitor the feeling of relaxation, rejuvenation and fulfilment are the end products of the visitor

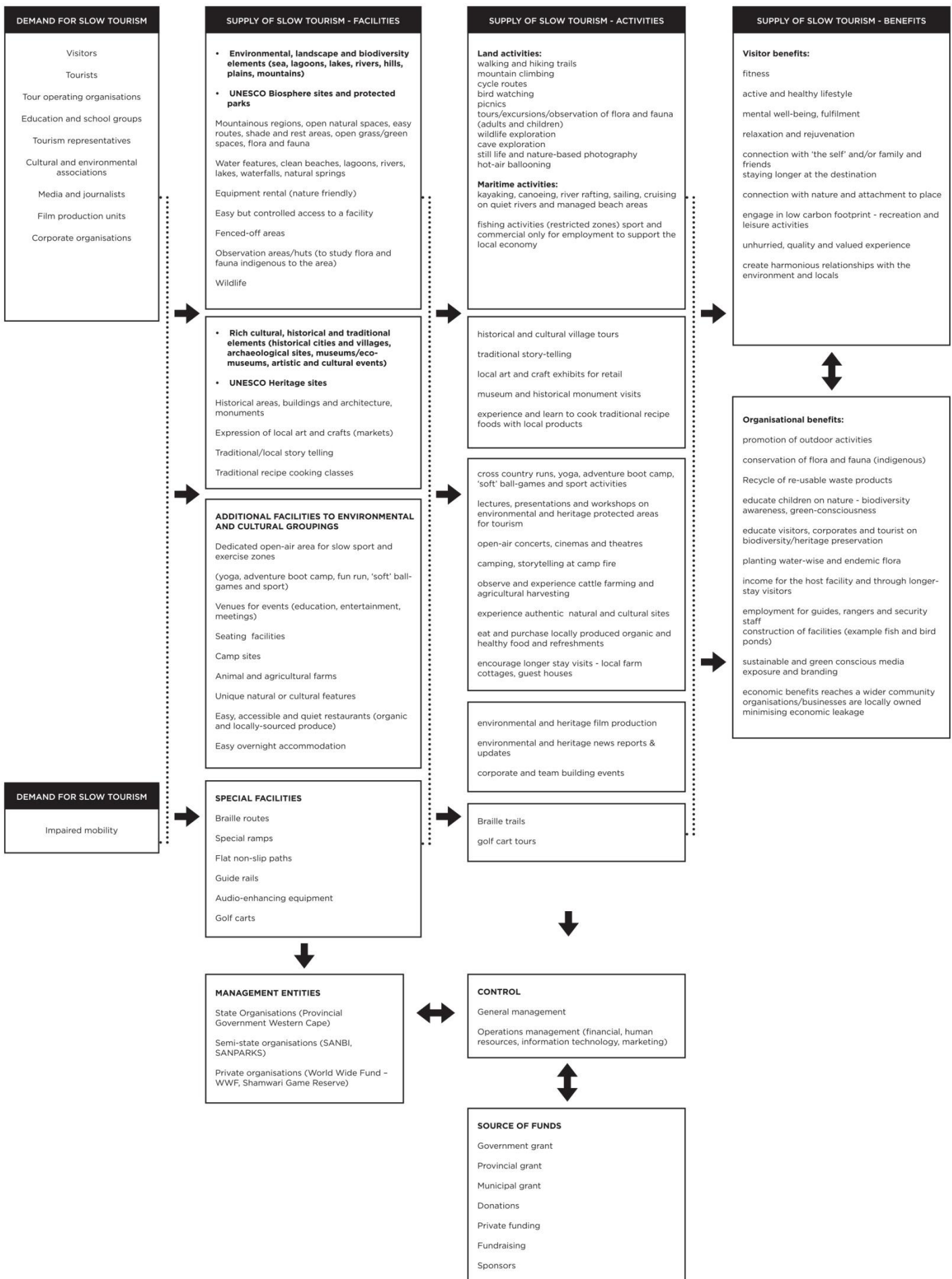


experience. With regard to the organisations offering these slow tourism facilities, larger profits could be generated from visitors staying longer at a destination and taking their time to explore the slow tourism facilities on offer, thus creating relaxed, satisfied and happy visitors. These organisations are also able to promote a more sustainable form of tourism, which benefits a wider community in the form of environmental conservation and heritage preservation through education. The promotion of slow tourism can encourage visitors to become healthier and more green-conscious.

In developing a slow tourism model, organisations that have the necessary resources and facilities at their disposal could potentially increase the popularity of their destinations. By introducing this alternative 'softer' form of tourism activity to a new market segment, organisations could perform positively in keeping abreast of the growing tourism trend to satisfy visitors who are in search of an intensified authentic experience. For the future of tourism in South Africa, a slow tourism model could assist organisations to grow in the new direction which '21<sup>st</sup> century' tourists seek, considering that mass tourism has been described as a tourism of yesteryear. The town of Sedgefield, being at the forefront of the Slow Movement and Slow Cities within South Africa, is perhaps the beginning of the growth of a new tourism practice to implement slower rhythms in life and travel styles.

### **8.8.2 The proposed model**

Considering the definition and criteria developed by the researcher and explained at the end of Section 4.7, the proposed model for the development and promotion of slow tourism is illustrated in Figure 8.10. In the model, the demand for a slow tourism product refers to the desire and need for consumers to purchase this product. This model demonstrates that the slow tourism offering is driven by the demand aspect for the slow tourism product, which the slow tourism producers with the necessary and available resources are willing to supply to meet consumer demands, such as at KNBG. In the proposed model the demand for slow tourism is represented by the various consumers of the slow tourism products, for example visitors, various organisational groups, including visitors with impaired mobility. For the demand to be satisfied, the management entity needs to supply the necessary facilities to the slow tourism consumers.



**Figure 8.10: A model for the development and promotion of slow tourism (Source: Researcher's own construct)**

For this model to be implemented effectively, certain slow tourism facilities need to be available for the visitors or various groups. From the five international slow tourism case studies identified in Chapter Four, the supply of slow tourism facilities were in areas that have environmental, landscape and biodiversity elements. These are usually protected areas and at UNESCO Biosphere sites. The supply of slow tourism facilities are also consumed in areas that have a rich a cultural and historical background. Traditional elements found in these areas such as historical villages, cultural regions, archaeological locations which fall under the UNESCO Heritage sites. Areas that are considered non-protected areas, for example animal and agricultural farms, can have slow tourism facilities available, which are illustrated in the model as 'Additional facilities to environmental and cultural groupings'. The necessary resources for slow tourism activities in such areas could be in the form of a dedicated open-air area for slow tourism sport/exercise zones, campsites, venues to host slow tourism events, easy overnight accommodation and quiet restaurants with unique natural or cultural features. Slow tourism facilities for challenged visitors (impaired mobility), for example a Braille route at KNBG, would provide special facilities to accommodate all visitor groups. These special facilities to aid challenged visitors whilst exploring slow tourism activities, could be in the form of flat non-slip paths, ramps, guide rails, golf carts and the availability of audio-enhancing equipment.

The supply of slow tourism facilities at a destination enables visitors to engage in slow tourism activities. When slow tourism facilities are supplied to visitors, these persons are able to engage in the desired slow tourism activities. Areas such as UNESCO Biosphere sites and protected parks could have both land and marine slow activities available. In the model, a few examples are provided to indicate possible slow tourism activities in this category. Even though the activities in which visitors or various organisational groups engage, are at protected areas, both the consumer and producer of the slow tourism product should be consistently mindful of environmental impact. UNESCO Heritage sites can also provide activities of rich cultural and historical value to visitors, for example, cultural village tours, museum visits, and the experience of local traditional cooking lessons. Consideration and respect for the local community and cultural traditions at these destinations should be borne in mind. Locations which are considered non-protected areas could still include slow tourism activities in which visitors engage at protected sites and other slow visitor activities, for example camping, storytelling around a campfire, reside at a local farm cottage, participate in slow tourism sport, attend an educational workshop or enjoy open air performances and entertainment. Media and film production units can make good use of these destinations by broadcasting updates at slow destinations, the positive contribution of visitors on the local destination and the environment, and nature and heritage documentaries and films can be produced in a unique natural setting. The impaired mobility visitor group is able to enjoy, for

example, a nature walk along the 'Braille Trail' or the use of golf cart tours such as those available at KNBG. The slow tourism experience is an 'all-encompassing' experience and uses all the senses to intensify the experience. Even visitors with impaired mobility are able to value the experience of having natural surroundings to connect with nature and the local culture.

Visiting groups who engage in slow tourism activities derive certain benefits from these activities. Moreover, the organisations supplying these facilities can gain, which results in a mutually beneficial tourism transaction. People engaging in slow tourism activities at destinations can experience benefits such as improved fitness, relaxation and rejuvenation, relationship connection with nature, 'the self' and others in an unhurried, quality tourism practice. These groups are encouraged to stay longer at the destination, taking time out and exploring nature tourism at a slower rhythm in harmony with the environment and local people. Slow tourism organisations are able to benefit through the conservation of indigenous flora and fauna, promote recycling initiatives and providing conservation and biodiversity education. Additional economic rewards for slow tourism organisations are received through visitors staying longer at the destinations and spending more money, which can minimise economic leakage and reach a wider community.

For the model to work effectively and generate the desired outcome for all the role-players involved, the management entity is required to control the facilities and activities by putting in place certain organisational and management infrastructure departments. General management will oversee and administer the slow tourism facilities, while other supporting operation departments will handle the recruitment and training of human resources needed to run the slow tourism facility. Other support is required to manage financial matters, information technology systems—for example bookings and reservations, and branding the slow tourism offering through an innovative and creative marketing team. Slow tourism organisations are able to gain funding from various sectors such as government grants, sponsorships, private funding and donations. The source of funding feeds back into having better controls and assists management entities to grow the business portfolio of the slow tourism organisations.

## **8.9 Summary**

The observation data revealed that visitors to KNBG were engaging in slow tourism activities at the Gardens. Visitors of all ages, genders and all nationalities were present in both small and large groups and seemed to be relaxed, enjoying the slow tourism facilities in the pristine natural setting of the Gardens.

The findings from the visitor interviews established that the majority of visitors to KNBG came to walk and explore the flora and fauna. The findings also confirmed that the greenery and open spaces, fresh air, the water elements, sounds of the birds, and the natural beauty made visitors feel relaxed and rejuvenated, and were main reasons for visiting the Gardens. The study sought to determine if visitors were drawn towards living a less-stressed and slower-paced lifestyle, and appreciating this at a recreational level or at botanical gardens.

The majority of the visitors agreed that they found it hard to connect with nature in today's fast-paced life due to lack of time, family and work demands, and that they lived far from natural spaces. Forty five percent of visitors said that they found the time in their busy schedules to connect with nature, while 96% agreed that if they had more time to engage in slow tourism activities, such as those at KNBG, it would contribute to a less stressed lifestyle for them. The visitor interview data revealed that the visitors to KNBG gravitated towards slower-paced lifestyles on a recreational level, such as the visitors at KNBG. There was an assumption in some literature studies that the market segment interested in slow tourism activities was the mature-age and retired visitor. This was confirmed by some visitors who responded that slow tourism activities were for senior-aged visitors, and that most people who took an interest in visiting botanical gardens were the mature age and senior citizen groups. However, the interview data collected suggested that the 26-40 year age group was the majority group visiting KNBG, and this group could be classified as the young family group with children. Most participants in the visitor interviews (72%) confirmed that they spent at least two hours in the Gardens, implying that visitors were staying for longer periods in the Gardens, and taking more time out than previous years (Boekstein & Uken, 1992:47).

The objectives of the study were to identify the economic resources available at KNBG that could be used to promote slow tourism. During the visitor interview period the researcher could already identify that visitors were engaging in slow tourism activities and using the available KNBG resources and facilities to engage in these activities. The sub-objective of this study was to provide a background to KNBG and the tourism resources that could be used for potential slow tourism activities. During the KNBG management interview, the Events Manager identified the economic resources at KNBG, and tourism resources that were already available for visitors who come to KNBG to engage in slow tourism activities. With the gate-takings as the biggest income generator for KNBG, the researcher could assume that if most people were visiting KNBG for walking, picnics and to explore the flora and fauna in the Gardens, most of the income generated by KNBG was income from visitors engaging in slow tourism activities. Ms Struys also confirmed that the Gardens had recorded a record number of visitors at KNBG in the 2013/2014 financial year, which totalled over 800 000 visitor-entries at the gates. Furthermore, the slow tourism activities were already working very well for KNBG and not much more could be done to increase slow tourism

activities at the Gardens except perhaps to re-attempt the hosting of the open air theatre, if there was enough demand for it and it became financially viable for KNBG.

The main objective of the study was to develop a slow tourism model by reviewing the economic resources that are available at KNBG. Due to the global emergence and rapid growth of this alternative form of tourism, the demand for a new tourism market segment was identified. Keeping abreast of global tourism trends and supplying slow tourism products and services could assist tourism organisations in South Africa to satisfy this new but growing market. Visitor life and travel styles are changing at personal, professional and recreational levels. A slow tourism model in the context of South Africa, could assist organisations to grow and cater for the '21<sup>st</sup> century slow tourist', and can provide a valuable and quality experience with exceptional wellness benefits to the visitor groups. A model for the development and promotion of slow tourism was proposed, and explained.

## CHAPTER NINE

### CONCLUSIONS AND RECOMMENDATIONS

#### 9.1 Introduction

This dissertation presented five chapters of literature reviews consisting of the concept of slow tourism, alternative niche tourism types, slow tourism international case studies, Kirstenbosch National Botanical Gardens, and selected international and national tourism policies which affect slow tourism.

Slow tourism is a fairly new niche form of alternative tourism. This concept has only recent literature written on the potential benefits of slow tourism. The explorations of this slow tourism phenomena have only been published in the last 13 years. The slow tourism movement started in Europe and is a rapidly-growing, eclectic, niche tourism sector, which is still rigorously being researched, due to a growing interest in the subject on a global level. Very little is known about slow tourism internationally and in South Africa, which endorsed Sedgefield as its first Slow Town as recently as 2010, there seems to be a growing interest in slow tourism, and the Sedgefield Slow Tourism Festival which is hosted annually.

Both host and visitor can benefit from slow travel and tourism practices and experiences, as this philosophy promotes a more holistic form of tourism and travel quality. Slow tourism is a form of tourism which allows the tourist to embark on a journey by staying for a longer period in one place, where visitors are able to experience fascinations in the area that are meaningful to them. In today's fast-paced life, people seem to have lost the connection with nature and with the 'self'. Deceleration in the form of slow tourism and slow tourism activities, such as taking time out when visiting botanical gardens, can have a therapeutic and rejuvenating effect on visitors. Researchers confirm that people gain a wide range of benefits from visiting botanic gardens, and that a particular form of pleasure is derived from being in an outdoor recreational space of lush vegetation, landscapes, lawns, and flowering gardens. Slow tourism products are about quality advancement, and less influenced by growing the visitor numbers or consumers of the tourism product (Woehler, 2004:83-92; Conway & Timms, 2010:330; Dorobanțu *et al.*, 2012:1; Moskwa & Crilley, 2012:408)

The problem statement for this dissertation was to identify slow tourism and slow tourism activities that are taking place at KNBG, and whether this philosophy could have potential benefits by introducing this concept at KNBG, if it does not already exist. The aim of the study was to determine if visitors to KNBG were gravitating toward a less-stressed, slower-paced lifestyle and appreciating this slower pace at a recreational level, such as visiting KNBG. The main objective was to establish whether a slow tourism model could be

established at KNBG, and identify the resources that are available at KNBG that could grow and develop slow tourism through the possible model or framework.

## **9.2 Summary of the study**

In the first chapter, an overview of the study was introduced and explained. The researcher discussed the economic growth of tourism in South Africa and the most popular tourism attractions in Cape Town. The study site, Kirstenbosch National Botanical Gardens, was introduced and the link between slow tourism activities and taking time out in natural spaces such as botanic gardens, was considered. The organisation of the study was discussed, as well as the methods employed for data collection.

To achieve the study aim and objectives, a literature review was undertaken. In Chapter Two the growth and the 'newness' of slow tourism was explored and the concept of slow travel and tourism was defined and explained. Because slow tourism is considered an antithesis to mass tourism, the researcher explained and discussed how the different market segments for slow tourism and mass tourism compared. Furthermore, different slow tourism activities were identified, and the multi-faceted slow tourism sectors were highlighted, such as Slowtels/Slow Timeless Accommodation, the Slow Food Movement, and the establishment of Slow Cities or Slow Towns.

In Chapter Three, the researcher sought to define and distinguish between alternative niche tourism types. To gain a clear understanding of the slow tourism concept, it was necessary to identify the similarities and differences between slow tourism, nature-based tourism and ecotourism, and how niche tourism types can easily move towards mass tourism.

To demonstrate the successes of the slow tourism concept internationally, in Chapter Four the researcher investigated five areas or destinations which were identified as slow tourism case studies. These destinations were all considered protected natural areas and parks located in Italy and Slovenia, the Caribbean, New Zealand, Wales, and Romania. At the end of this chapter, the only available slow tourism case study in the context of South Africa, was investigated—the official slow tourism town of Sedgefield in the Western Cape. The management of this town and the slow tourism itineraries and activities available to visitors was explicated.

In Chapter Five, the history and background of KNBG was discussed. The economic resources that are available at the Gardens were identified, and three studies on KNBG relating to visitor trends and behaviour were explained. Slow tourism activities that are available to visitors at KNBG were identified and discussed.



The literature study in Chapter Six focused on selected international and national tourism policies affecting slow tourism. Sustainable policy development in general was explained to indicate the importance of policy development and policy implementation in controlling sustainable tourism and tourism activity. The Cittaslow international policy (Cittaslow Charter), South African national policies, provincial policies, and local policies which were aligned to responsible tourism and alternative niche tourism, were investigated and discussed. They were scrutinised to identify the importance of existing policies for responsible tourism, alternative tourism or slow tourism development and practices. The KNBG visitor policy was also examined to ascertain which policies were available that could assist in developing a slow tourism policy, model or framework.

In Chapter Seven, Research Methodology, the data collection processes were explained, and the use of both primary and secondary data was discussed. Primary data were collected employing largely a qualitative research approach. The data collection tools which were used were visitor observations, visitor interviews and an interview with a KNBG management staff member. The interview questions were compiled from the secondary data and notes on the visitor observations, with the aim to address the problem statement, aim and the study objectives.

Chapter Eight contains the research findings and data analysis. Visitor observations and visitor interview answers were presented and thematically analysed to establish and/or confirm visitor trends, visitor opinions on slow tourism, and the benefits of engaging in slow tourism activities at the Gardens. The interview with KNBG management sought to establish the potential of slow tourism activities in KNBG and to determine if the existing economic resources at the Gardens could be further developed in the future for KNBG. A need for a slow tourism model was explained, and a slow tourism model was developed based on the STISN definition of slow tourism, literature studies of slow tourism and the findings based on the primary research of the study.

### **9.3 Conclusion and study outcomes**

The literature review in Chapter Three yielded information which was compiled to demonstrate the differences between similar alternative niche tourism types such as nature-based tourism and ecotourism, and how these concepts differ from slow tourism. Nature-based tourism was identified as being predominantly travel and tourism to natural places. Ecotourism is a type of nature-based tourism which provides benefits to local communities, and the ecotourism destination contributes to the environment, the culture and the local economy. Ecotourism also adds value to people's lives on an individual level, and through learning about the natural world. Slow tourism generally takes place in a natural protected

environment, but also at heritage and culturally-protected zones. The significant difference is that visitors are able to take their time exploring these destinations through an unhurried itinerary. It should be noted that with both nature-based tourism and ecotourism there is no emphasis placed on unhurried, leisurely tourism activities where the visitor receives value from a longer time spent at the destination. This can result in visitors being rushed through their itineraries, the destination becomes increasingly focused on growing visitor numbers, and eventually the destination becomes mass-tourism focused. This satisfies sub-objective number 1.

In Chapter Four, the researcher investigated international slow tourism case studies at five slow tourism destinations where slow tourism has proved to be very successful. With the growth in slow tourism destinations globally, this form of tourism is deemed to be sustainable in the longer term. The visitors receive greater benefits, such as taking their time to fully engage at the destination, and also creating a more 'green-conscious' visitor. Many slow tourism activities were identified at these various destinations. This satisfies sub-objective number 2.

In the literature study in Chapter Six, the researcher investigated selected international and national tourism policies which affect slow tourism. South African policies, such as the 1996 White Paper on the Development and Promotion of Tourism in South Africa, the 2001 White Paper on Sustainable Tourism Development and Promotion in the Western Cape, and the 2009 Responsible Tourism Policy for the City of Cape Town, were examined. The principles of responsible tourism and ecotourism contained in the 1996 White Paper are closely aligned to those of slow tourism but do not emphasise using low-carbon travel modes, and that tourism should be considered as an activity to be enjoyed at a slow and relaxed pace to fully value the experience of the environment and the local people. The 1996 White Paper and the 2001 Draft White Paper both omit to emphasise that the mass tourism development factor should be considered. The possible negative effects of mass tourism on a destination, such as the degradation of the natural environment and the decline stage of the tourism destination life cycle, were not strongly considered. None of these policies refers to slow tourism at all. Only the 2009 Responsible Tourism Policy for the City of Cape Town, provides a strong link to slow tourism principles and the international Cittaslow Charter. The international Cittaslow Charter advances that tourism is grown based on health, valuable experience and mutual goodwill. This Charter aims to generate new tourism knowledge of slow ideals and value for the environment without depicting slow tourism as an elitist form of tourism. KNBG policy and guidelines emphasise that the area is a UNESCO World Heritage Site, and that KNBG management and visitors must give foremost consideration (protect and conserve) to the environment when hosting events, and when visitors engage in leisure and

recreational activities at the Gardens. KNBG does not have a specific slow tourism policy. This satisfies sub-objective number 3.

The secondary data collected revealed that KNBG does have facilities and resources available for visitors to engage in slow tourism activities, such as walking routes, hiking trails, a birdwatching club, and flower-viewing excursions. This information was discussed and highlighted in the literature review in Chapter Five, where a background to KNBG was provided and previous studies conducted at KNBG were investigated. Even though KNBG does not have a slow tourism policy, it is clear from the secondary data that slow tourism facilities are available at the Gardens and slow activities are taking place at KNBG. This satisfies sub-objective number 4.

From the above, which summarises the conclusions and study outcomes of Chapters Three to Six, the researcher was able to meet four sub-objectives of the study. Due to the 'newness', growth and misconceptions about slow tourism, one of the sub-objectives was to provide insight into the subject of slow tourism. This, combined with the aim of the study, was to establish if visitors are gravitating towards the same ideals of living a less stressed, slower-paced travel lifestyle at a recreational area such as KNBG.

Various authors and researchers have different opinions on the definition and interpretation of slow tourism. Some believe that carbon-counting and modal choice contribute to the environmental consciousness of the traveller and are core elements of slow travel and tourism (Warren, 2011:916). Other authors such as Sugiyama and Nobuoka (2007:3) suggest that limited use of cars and other more carbon-conscious motor transport be considered as one of the characteristics of slow travel or tourism. Dickinson *et al.* (2011:281) advocate that slow travel and tourism should exclude air and car travel as these carbon emissions are higher per passenger-kilometre when compared to bus/coach and rail travel.

Due to economic growth, globalisation and accelerated lifestyles (including travel and tourism lifestyles) within society, the consequences of speed have adverse effects on people's private and professional lives (Weiermair & Mathies, 2004:67). The research investigated whether this was the perception of visitors to KNBG, hence their engagement in slow tourism activities at the Gardens. Conway and Timms (2010:335) propose that the potential slow tourism market segment could perhaps be the trans-national family market, retirees, and returning migrants, due to them having more time available to engage in slow tourism activities, and these visitors were seen as giving something back to locals and their homeland. By interviewing visitors at KNBG, the researcher was able to establish what market segment was interested in slow tourism activities and what benefits they received from visiting KNBG and areas of natural landscapes, flora and fauna, and open green

spaces. Matos (2004:102) suggests that mountainous regions should consider the slow tourism alternative for the shorter-stay holiday market and promote the concept of 'slowness'. From the visitor responses it was determined that the majority of visitors to KNBG were from the young family market, the 26-40 year age group from Cape Town.

Slow tourism is representative of old-fashioned pleasures, such as walking and flower-viewing excursions, taking time out, and attachment to a particular place using all five senses in the overall tourism experience (Weiermair & Mathies, 2004:100). In this study, visitors were interviewed to establish their opinions and to confirm whether this was one of the main reasons for their visit to KNBG; spending longer times and connecting to particular places to enjoy a more valued experience is supposed to provide the visitor with a qualitative more than a quantitative experience.

The amount of time spent in the Gardens by visitors is one of the indicators that can confirm whether people are gravitating towards spending longer hours in natural settings such as botanical gardens and taking time out to enjoy a valued leisure experience. Results revealed that 36% of visitors spent from two to four hours in the Gardens and 36% spent more than four hours in the Gardens. This was an increase from the previous visitor studies conducted at KNBG by Boekstein and Uken (1992:47).

It was significant to this study to compare other authors and researchers' findings to that of the findings in the primary research in this study. The research intended to establish why people were motivated to visit the Gardens, the main reason for their visit, and the activities in which they engaged once they were at the Gardens. More than 60% of visitors confirmed their main reason for visiting the Gardens was to walk and explore the flora, confirming that slow tourism in the form of 'old-fashioned' walking, flower-viewing, exercising and relaxing, takes place at KNBG, as suggested by Weiermair and Mathies (2004:100), and Moskwa and Crilley (2012:405). Ninety nine percent (99%) of the visitors at KNBG confirmed that they felt more relaxed and rejuvenated after spending time in the Gardens, which echoes the opinions of Moskwa and Crilley (2012:405), confirming that visitors at botanical facilities felt a sense of well-being, and relaxation when spending time in botanical gardens with family and friends. The Gardens are perhaps considered a sanctuary for people to either take time out for themselves or with their family and relatives. In determining what benefits people receive from visiting KNBG, the majority of visitors (96%) confirmed that if they had more time to engage in slow tourism activities, for example walking in the Gardens, it would surely contribute to a less-stressed lifestyle.

The main study objective was to develop a slow tourism model based on previous literature findings from secondary data and the primary data findings from Chapter Eight. No slow

tourism model was found in the literature reviewed. A model was developed and proposed by incorporating these sources and using the STISN slow tourism definition as a base.

The researcher is satisfied that the body of knowledge of slow tourism, specifically for botanical gardens in South Africa, has been built on and expanded through this study. The objectives listed in Section 1.4 of Chapter One have to a large extent been met, but some recommendations to expand on the slow tourism concept follow in Section 9.4.

#### **9.4 Recommendations for KNBG**

The final sub-objective of this study was to provide recommendations to KNBG on using their current tourism resources and products to develop activities in the Gardens under the slow tourism banner. It was established in Chapter Five and Chapter Eight that slow tourism facilities are available at KNBG, and that visitors are engaging in slow tourism activities. Even though these slow tourism facilities and activities are not labelled as such, KNBG management acknowledged that the Gardens automatically lends itself to slow tourism and slow tourism activities.

From the assessment and outcome of the primary and secondary data collected in this study the following recommendations were made:

- A large visibly-marked map orientation of KNBG should be erected at all entrance gates, which indicate the 'must see' attractions in the Gardens. This will be helpful for first-time visitors to the Gardens, especially those who have limited time to spend in the large grounds of the Gardens, for example international visitors who arrive on tour buses and have a fixed schedule. This could encourage visitors to return as they might have seen something interesting that they would like to further explore on their next visit.
- When tickets are purchased at the ticket office, provide visitors with a KNBG leaflet that shows the Gardens facilities, attractions and the various walking routes. This leaflet should inform the visitor of the length of the walking routes and estimated time taken to traverse the routes. The leaflet should indicate for instance that if a visitor has one hour to spare, which of the attractions or walking routes the visitor can explore within that hour, or what activities may be undertaken in a two-hour period, and so forth. This would enhance the experience of visitors by allowing them to select exactly what they would like to see in the time they have available, without wasting time getting lost in the Gardens.

- Introduce a green, sustainable, educational jungle gym for children in a dedicated play zone. Taking into consideration that the largest number of visitors interviewed in this study fell within the 26-40 years age group (young Capetonian family market with children) this would serve a dual purpose in introducing environmental education to children at a young age, and parents feeling more encouraged to bring their children to the Gardens if a dedicated educational play area for children was available. This would add more value to the visitors' experience and could generate additional profits for KNBG.
- To encourage a longer stay for visitors with children, a snack bar offering more affordable healthy meals and refreshments sourced from local products for children, should be considered. Local visitors who were interviewed mentioned that they found the restaurants at KNBG to be too expensive and they do not offer snacks for children at a reasonable price.
- Introduce an educational programme for children, adults and students to interact with the local fauna and wildlife in the Gardens, such as investigating frogs, birds, bugs and snakes. The programme would be led and managed by a trained instructor who would explain the importance of biodiversity conservation. This could be a seasonal programme introduced during the school holidays or on the last weekend of a month, if it is too resource-intensive to manage throughout the year.
- Introduction of a study area in the Gardens for university students or school students doing research on biodiversity, environmental studies, linking learning with nature.
- Establish a historical museum of KNBG for visitors to understand the history of the Gardens, display historical artefacts pertaining to the establishment of Gardens, and showcase significant events that have taken place over the last century. This would add to a richer more valuable experience for visitors. History and culture plays a significant role in slow tourism activities and this would encourage visitors to stay longer, adding more value, quality and education to their experience.
- Water features and waterways are key elements that encourage people to visit slow tourism destinations. The slow tourism experience is an all-encompassing experience which includes all the senses. Some visitors who were interviewed explained that the sound of the water, touching the water from the streams and at the Colonel Bird Bath was therapeutic and refreshing. Visitors suggested that more water-ways and water features with rocks be introduced at the Gardens. The construction of additional water features with rocks, bird and fish ponds will create additional employment at the

Gardens, and will add to the quality of the visitors' slow tourism experience and slow tourism activity.

- Encouraging the frail and aged-visitor groups, for example senior citizens, to visit the Gardens more often. Some of these visitors require extra assistance from a family member to bring them to KNBG. Usually these family members work during the week and cannot take a day off from work to bring their aged parents to KNBG, as the Gardens offer free entry to senior citizen on Tuesdays only. KNBG management could perhaps consider free entry for South African senior citizens to the Gardens on the last Saturday or Sunday of every month. This would encourage more local families to visit KNBG, relaxing in the Gardens and connecting with nature accompanied by friends and relatives.
- Upgrade the existing tour golf carts to seat larger groups. This will prevent larger tour groups from being split up, especially those visitors who book the gold cart tours because of their limited walking ability (impaired mobility/challenged visitors). Install audio-enhancing equipment at the back of the golf cart (microphone/speakers) for those visitors with impaired hearing. Improving these facilities will enhance the overall tourism experience for all visitors and those requiring special facilities and assistance.

A further recommendation to KNBG management or to similar establishments is to consider the growth of slow tourism globally, and the changes in visitor leisure behaviours and trends in the tourism industry. With the growth of slow tourism at protected areas, and the growing need for visitors to take time out, connect with nature, and to feel relaxed and rejuvenated after their visit to the Gardens, KNBG management might want to consider marketing and promoting the Gardens as a slow tourism facility. If KNBG management is not interested in rebranding the Gardens as a slow tourism destination or facility, perhaps just to consider marketing the Gardens as a destination that offers slow tourism products, to keep abreast of growing international trends at similar protected places. A model for the development and promotion of slow tourism was developed and proposed to assist management of entities such as KNBG or similar organisations to potentially grow and promote the concept of slow tourism.

## **9.5 Recommendations for future research**

In offering a new tourism product focused on visitor quality, and behavioural trends in leisure and recreational tourism it is vital to place emphasis on research based on a qualitative methodology. Although qualitative research is time-consuming and labour-intensive, future researchers need to conduct further qualitative studies in the area of slow tourism within the South African context. It is important to understand what visitors' expectations are and how to

satisfy these expectations and demands, in the ever-evolving tourism industry. By conducting qualitative research, the data obtained is based on human experience and is often more compelling than quantitative data.

Niche and alternative tourism products are constantly emerging in the form of a more sustainable and creating a more green-conscious visitor. This study indicates a growing trend for people to move at slower rhythms in their personal and professional lives, and travel styles, and to connect with their 'inner-tortoise'.

The researcher suggests that the findings of this 'new tourism' focus will form a basis for future responsible tourism studies on the subject of slow tourism and contribute to the knowledge-base of the tourism industry in Cape Town and within South Africa.



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## **APPENDICES**

**APPENDIX A: KNBG (SANBI ) PERMISSION LETTER**

**APPENDIX B: CPUT ETHICS COMMITTEE APPROVAL LETTER**

**APPENDIX C: VISITOR OBSERVATION RESULTS (DATA)**

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## APPENDIX A: KNBG (SANBI ) PERMISSION LETTER



17 February 2014

Dear Nawaal Titus / Cape Peninsula University of Technology

Re: Nawaal Titus (CPUT Student no: 194054993 MTech: Tourism & Hospitality Management thesis) – Permission letter to conduct interviews at Kirstenbosch Gardens with Visitors and Management

Herewith permission has been granted to Ms N Titus to conduct interviews with management and visitors at Kirstenbosch National Botanical Gardens during the period March & April 2014 in her fulfilment of the requirements for the Degree of Master of Technologiae (M Tech - Tourism & Hospitality Management).

Permission has been granted to:

1. Conduct interview surveys at Kirstenbosch National Botanical Gardens (KNBG)
2. Interview management of KNBG
3. Observe visitors at KNBG; and
4. Interview visitors, if the visitor gives his/her permission

Interviews will be conducted in an ethical and professional manner, which complies with SANBI and KNBG policy and in accordance to regulation. Visitors have the right to decline interviews at any time. Staff and visitor identification, permission letter will be produced to the visitor when the visitor is approached for an interview.

Yours Sincerely

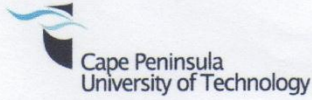


Sarah Struys  
**SANBI – Events Manager, Kirstenbosch**

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Kirstenbosch National Botanical Garden  
Private Bag X7, Claremont, 7735, South Africa  
Rhodes Avenue, Newlands, Cape Town  
Tel 021 799-8775 • Fax 021 761-5626 • s.struys@sanbi.org.za

**APPENDIX B: CPUT ETHICS COMMITTEE APPROVAL LETTER**



P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 4603239 • Email: zouityf@cput.ac.za  
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	Faculty: <b>BUSINESS</b>
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At a meeting of the Research Ethics Committee on 4 March 2014, **Ethics Approval**

was granted to NAWAAL TITUS (194054993) for research activities

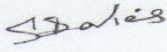
Related to the MTech/DTech: MTech: TOURISM & HOSPITALITY MANAGEMENT

at the Cape Peninsula University of Technology

Title of dissertation/thesis:	A model for the development of slow tourism in South Africa using the economic resources of the Kirstenbosch Botanical Gardens  Supervisor: Prof John Spencer & Ms Esti Venske
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Comments:

Decision: APPROVED

	04 MARCH 2014
Signed: Chairperson: Research Ethics Committee	Date

Signed: Chairperson: Faculty Research Committee	Date

Clearance Certificate No | 2014FBREC157

## APPENDIX C: VISITOR OBSERVATION RESULTS (DATA)

			<b>Observational Data - Day 1 (Monday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>	<b>Units observed</b>	<b>Activities observed</b>
More open spaces	1 x mature age couple (2 pax)	2	taking photographs of plants & landscapes, one of them pointing to specific plant
Few visitors exploring	1 x parent with 2 kids	1	parent (mom) pushing stroller with infant , other toddler interested in following the tractor
Less activity	2 x parent groups with kids (2 pax)	2	parent (moms) sitting on picnic blanket on grass area, kids playing with toys and running around
All age groups present	1 x mature age couple (2 pax)	2	reading plant labels, discussing the plant type
Different nationalities present	1 x single visitor	1	walking alone leisurely through the garden area with camera
Visitors exploring the Gardens	1 x young couple (2 pax)	2	touching the plants, smelling the plant leaves at the fragrant garden
Visitors spending their time leisurely in the Gardens	2 x school groups (2 groups)	2	educators showing learners different plants, pond area and variety birds. Learners taking notes
Group visitors	1 x mature age couple (2 pax)	2	sitting on bench speaking to each other
Tour group present	1 x single visitor	1	sitting on bench reading book
	1 x single visitor	1	standing at pond watching birds and Guinea Fowl and Egyptian Geese
	2 x visitors (2 pax)	2	sitting on picnic blanket, laughing and chatting. Eating sandwiches and snacks
	1 x young couple (2 pax)	2	sitting on picnic blanket away from the public cuddling each other with picnic basket and cushions
	1 x large foreign tour group	1	group of 12 visitors walking slowly, led by a tour guide. Visitors taking photos and speaking to each other (Asian group)
	1 x single visitor	1	asking the garden staff member for directions (walking route)
	1 x mature age couple (2 pax)	2	watching birds, and listening to bird sounds
	1 couple (2 pax)	2	walked to Colonel Birds Bath, then stood still, spoke to another person, touched the water. Then filled empty bottle with water
	1 x small young foreign tour group	1	group of 4 visitors walking together slowly on brick paving through the Gardens speaking and taking photos

			- (British group)
	1 young couple (2 pax)	2	walking through the Gardens in the direction of the Tea room Restaurant, discussing lunch and deciding what to order
	1 x parent (mom) with 2 kids	1	met up at entrance area with another mom with toddler walking towards the tree area for shade with stroller and picnic bag
	<b>Total - 30 visitors observed (units) for Day 1</b>	<b>30</b>	
			<b>Observational Data - Day 2 (Tuesday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>		<b>Activities observed</b>
Open spaces - less open spaces than day before	1 x single visitor	1	sitting on bench watching other visitors walking by
More visitors than the day before	1 x couple (2 pax)	2	both sharing bench. One reading a map, the other person smoking
More activity in gardens - Senior citizens - free entry	1 x mature age couple (2 pax)	2	sitting on bench speaking to each other - close to main pond
All age groups present - more senior age group visitors present - free entry	1 x mature age couple (2 pax)	2	watching birds with binoculars and mountain view - taking photos
Different nationalities present	2 x mature age couples (4 pax)	4	walking slowly towards Colonel Birds Bath chatting about their families and laughing
More South African local visitors	1 x large foreign tour group	1	group of 8 visitors, led by a tour guide informing them of history of gardens pointing at oldest chestnut tree in garden visitors taking photos (European group), seemed hurried
Visitors exploring the gardens	1 x foreign tour group (senior citizens)	1	group of 6 visitors, led by tour guide in golf cart (senior age) taking photos of birds and plant listening to guide
Visitors taking their time, walking leisurely, sitting on benches & grass	1 x couple (2 pax)	2	one sitting on grass reading book, other listening on earphones connected to phone/ipod
Group visitors - seem hurried a few more groups than day before	1 x couple (2 pax) with 2 children	2	man laying on picnic blanket playing with one child, woman playing with other child on grass with toys
Local church group present - (senior visitors) speaking	1 x single visitor	1	walking leisurely with map in hand, then standing still to figure out directions of some route/path

about their church group			
More visitors walking in direction of restaurants - senior citizens (gate 2)	1 x single visitor	1	relaxing alone on grass reading book and typing on ipad or tablet device
More visitors in retail shop and book stores - senior citizens (gate 2)	1 x single visitor	1	walking up camphor avenue, close to concert area with rucksack and food in hands
Senior citizens walking dogs (dog walking route at gate 3)	1 x couple (2 pax)	2	walking hand in hand up camphor avenue, close to concert area very affectionate
Young group (4 pax) walkers and hikers on hiking path (gate 3)	1 x couple (2 pax)	2	laying on picnic blanket with picnic basket in each other's arms speaking
Day care groups - pre-school	church group - senior citizen	1	walking towards restaurant - senior citizens, speaking about church events
Tour group present	2 x single parent groups with kids (2 pax)	2	parent (moms) sitting on picnic blanket on grass area, kids playing with toys and running around & getting kids ready to eat lunch
	2 x young females (2 pax)	2	sitting on bench chatting seriously, then giving each other a hug
	1 x single visitor	1	male sitting on bench alone smoking, admiring the mountain
	1 x small pre-school groups (divided in 3 groups)	1	each group included 4 children in each group seem from same pre-school or day care, day carers helping with drawing pictures, reading and taking photos of kids playing and having fun with other children
	1 x couple (2 pax)	2	laying on grass under a tree - sleeping/meditating ???
	1 x single visitor	1	at Colonel Birds Bath collecting water, and touching water
	3 x young visitors (3 pax)	3	taking photos of each other with their phones - chatting, laughing and posing next to statues and next to trees
	1 x visitor	1	waiting to meet with someone at Mandela Gold statue
	2 x visitors (2 pax)	2	waiting opposite Mandela Gold statue in camphor street for other people - speaking about other running late in joining them for picnic lunch
	1 x couple grandparents and grandchildren (2 pax)	2	walking along the path and stopping at the different plants. Showing and explaining plant to children, mentioned that they had one at home
	<b>Total - 42 visitors observed (units) for Day 2</b>	<b>42</b>	



			<b>Observational Data - Day 3 (Wednesday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>		<b>Activities observed</b>
Open spaces - more than the day before	1 x single visitor	1	walking leisurely towards main pond watching birds, and taking photos
Fewer visitors exploring than the day before	1 x couple (2 pax)	2	sitting on picnic blanket eating snacks/lunch
Less activity - more quiet	1 x parent with 2 kids	1	walking through gardens and playing with kids as they are walking
All age groups present	2 x young females (2 pax)	2	looking for tree canopy walkway, asking the Gardens staff where it was located- staff explained it is still under construction
Few South African visitors present	1 x couple grandparents and grandchildren (2 pax)	2	playing with grandchildren on the grass in the Gardens, and reading stories to kids
Different nationalities present	1 x large foreign tour group	1	group of 7 visitors being led by tour guide explaining to the visitors about the Gardens
Visitors exploring the Gardens walking, stopping then sitting	1 x foreign tour group	1	group of 4 visitors led by tour guide towards the Colonel Birds Bath, explaining the history of the Bath. Some visitors taking photos
Visitors spending their time leisurely in gardens	2 x foreign visitors (2 pax)	2	taking photos of the mountain, landscapes close to the Van Riebeeck's Hedge area
Group visitors - seem hurried in their activity	2 x parent groups with kids (2 pax)	2	parent (moms) sitting on picnic blanket feeding children lunch and one child running around playing in the stream
School group present	1 x parent with 1 kid	1	parent pushing kid around in stroller through the Gardens, exploring the plants
Tour groups present	2 x young females (2 pax)	2	walking towards Protea Plantation reading the plant labels admiring the King Proteas, taking photos
	2 x males visitors (2 pax)	2	walking through the Gardens, then sat on bench chatting and laughing by the Peninsula Garden area
	1 x male visitor	1	walking and reading books on birds
	1 x tour group	1	group on golf cart listening to tour guide. Golf cart stopping at Mandela Gold section , visitors taking photos
	1 x school group	1	walking around the Sculpture Gardens area, exploring the sculptures and taking photos

	<b>Total - 22 visitors observed (units) for Day 3</b>	<b>22</b>	
			<b>Observational Data - Day 4 (Thursday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>		<b>Activities observed</b>
Open spaces - similar to the previous day	1 x couple (2 pax)	2	sitting on picnic blanket speaking to each other.
slightly less visitors exploring the Gardens than the day before	1 x female visitor	1	sitting on bench observing other people in the garden, walking pass
Less activity - more quiet	1 x tour group	1	group on golf cart listening to tour guide, some visitors asked tour guide some question when the golf cart stopped
All age groups present	1 x parent with 1 kid	1	parent playing with child on the grass chasing the child and playing catch with him
Few South African visitors present	1 x walker, runner	1	Walking dog, running with dog on dog path
Different nationalities present	2 x foreign hikers (2 pax)	2	hiking Cecelia forest route at Rycroft Gate 3
Noticed 1 or 2 of the same (repeat visitors) in the Gardens - Monday/Tuesday	1 x mature age couple (2 pax)	2	watching birds with binoculars and mountain view - taking photos - same couple spotted on Day 1
Au pair/day care mothers playing with kids	2 x parent groups with kids (2 pax)	2	parent (moms) sitting on picnic blanket on grass area, kids playing with toys and running around & getting kids ready to eat lunch
School group present	2 x (day care mothers) with 3 kids (2 pax)	2	day care mothers chatting and watching over kids, playing in the stream, and playing with toys & kicking soft toy ball
	1 x school group	1	learners walking through the Gardens being led by their educators
	1 x male visitor	1	taking photos of the sculptures in the Gardens, and taking photos of the mountain
	1 x couple (2 pax)	2	sitting on bench eating some snacks, the female lying across bench with head on male's lap
	<b>Total - 18 visitors observed (units) for Day 4</b>	<b>18</b>	

			<b>Observational Data - Day 5 (Friday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>		<b>Activities observed</b>
Less open spaces - more people in the Garden	1 x young couple (2 pax)	2	sitting on bench, one of them reading the other watching over the main pond - same couple spotted on Day 1
More visitors exploring than the day before	2 x coupled parents with 6 kids (4 pax)	4	Having birthday celebration for one of the children - singing Happy Birthday and eating birthday snacks
More people engaging in activities - more busy	1 x tour group	1	group of 4 visitors on golf cart - visitors snapping photos
All age groups present	1 x walking tour group	1	foreign group of 4 males - seem like Middle Eastern nationality (no tour guide present) walking through the Gardens looking at plants, seemed hurried
South African visitors present	1 x tour group	1	group of 7 visitors on golf cart - visitors listening to tour guide, some taking photos, others admiring the flora and pointing to mountain
Different nationalities present	4 x foreign walkers (4 pax)	4	walking into the Gardens from ticket office walking towards Restio plantation area exploring the flora from Rycroft gate 3
Visitors exploring statues, the garden, plants and water features	1 x mature age couple (2 pax)	2	walking dog - same couple who was spotted on Day 2 - Rycroft Gate 3
More visitors walking towards restaurants	1 x single visitor	1	walking leisurely with book on South African flora towards the Protea plantation area
Visitors spending their time leisurely in gardens	1 x single visitor	1	standing at the viewing deck area watching the landscape and other visitors through binoculars and also taking some photos
Group visitors present	1 x single visitor	1	sitting and relaxing on bench close to the Vygies area
Some group visitors - seem hurried in their activity	3 x (day care mothers) with 6 kids (3 pax)	3	day care mothers enjoying picnic speaking to kids, playing treasure hunt with children
School group present	1 x single visitor	1	sitting on wall close to Mandela Gold statue reading a map of the Gardens
Tour groups present	1 x young parent with 1 kid	1	walking in the garden and child running freely on the grass towards the stream
Bird watching group present	1 x bird watching group	1	group of 3 being led by bird watching guide. Watching or trying to identify a bird, 2 visitors had bird book with them and binoculars
Fitness group present	1 x fitness group	1	group of 4 visitors doing



			stretches/yoga/meditation on a exercise mat at remote and quite spot in the garden
Observed repeat visitors	1 x school group	1	group of 18 - learners had uniforms on lad by 2 educators walking through the Gardens on the various paths towards Garden of Extinction
	<b>Total - 26 visitors observed (units) for Day 5</b>	<b>26</b>	
			<b>Observational Data - Day 6 (Saturday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>		<b>Activities observed</b>
Less open spaces - more people in the Garden than the previous day	1 x mid-age couple (2 pax)	2	walking towards the restaurant, and speaking about going to the art and book shop afterwards
More visitors exploring than the day before	1 x young couple (2 pax)	2	laying on a blanket reading poetry with picnic basket - close to the Cycad plantation
All age groups present	1 x mature age couple (2 pax)	2	reading plant labels and taking photographs of the Fynbos plants & landscapes
South African visitors present	1 x couple (2 pax) with 2 children	2	sitting on picnic blanket. Children playing close to sculpture area, parents taking photos with the children at statue
Different nationalities present	1 x young couple (2 pax) with 1 child	2	parents sitting on picnic blanket, and completing a puzzle with the child on picnic blanket in a very quiet and undisturbed area in the garden
Visitors exploring statues, the garden, plants and water features	1 x tour group	1	group of 3 visitors on golf cart - listening to tour guide and some taking photos of the flora and landscape
More visitors walking towards restaurants	1 x foreign tour group	1	group of 5 (various foreign) visitors walking together slowly led by tour guide, listening to information on the Gardens & taking photos
More visitors spending their enjoying picnics, in secluded remote areas in the garden	1 x young couple (2 pax)	2	laying on a blanket in the shade against a tree watching other visitors and relaxing eating snacks
Young couples seemed to be removed from the crowded noisy area	1 x large foreign tour group	1	group of under 20 foreign Asian visitors dispersed in smaller groups exploring Gardens. Entered turnstile gates as a group, but walked around in smaller groups at a faster pace

Small families with kids seemed more dispersed to the more quiet/outer areas of the garden	1 x bird watching group	1	group of 6 being led by bird watching guide. The visitors moving in various directions (coupled) spotting birds through binoculars and by the bird chirping
Group visitors present	1 x large wedding delegation	1	walking towards the Moyo restaurant coupled and taking photographs posing in the Gardens before entering the restaurant reception area
Some group visitors - seem hurried in their activity	1 x single visitor	1	sitting on the bench opposite the Annuals plantation watching other visitors passing by
Large tour groups present	1 x couple grandparents and grandchildren (2 pax)	2	walking in the Gardens (each holding hand of a child) , asking the garden staff directions to the peninsula plantation area and the toilets
Bird watching group present	2 x single visitors (2 pax)	2	standing close to the concert stage area, close to toilets smoking a cigarette
Wedding delegation walking towards Moyo Restaurant	1 x single visitor	1	walking close to the Otter Pond looking into the pond touching the water, then walked further towards Colonel Birds Bath
Queue are longer at ticket office, more visitors waiting on others to meet with them	1 x young couple (2 pax)	2	walked and stopped at Colonel Birds Bath touching the water and inhaling fresh smell of the nearby flora and collected some water in a bottle from the Bath
Gardens much more noisier than the previous five days			
	<b>Total - 25 visitors observed (units) for Day 6</b>	<b>25</b>	
			<b>Observational Data - Day 7 (Sunday 12h00 to 14h00)</b>
<b>Garden Atmosphere</b>	<b>Number of visitors sampled</b>		<b>Activities observed</b>
Less open spaces - more people in the Garden than the previous day, very busy	2 x young coupled parents (5 kids) and 2 senior citizens (6 pax)	6	Enjoying a picnic birthday party for one of the children. Adults and children singing Happy birthday. Two senior citizens sitting and relaxing. One senior citizen playing with children playing with birthday balloons, toys and opening birthday gifts. Parents getting some birthday snack boxes ready for the children to eat birthday snacks and cake
More visitors exploring than the day before	1 x tour group	1	group of 3 visitors on golf cart - listening to tour guide and one of visitors asking tour guide a question the flora in the Gardens
All age groups present	1 x small foreign tour	1	group of 4 (European) visitors walking

	group		together on their own exploring the Garden walking on the path area towards Colonel Birds Bath
South African visitors present	1 x young couple with infant (2 pax)	2	sitting on blanket having a picnic - with toys scattered on blanket playing with infant in secluded area close to the Arboretum
Different nationalities present	2 x visitors (1 x mature age) mother and 1 x young daughter (2 pax)	2	walking towards restaurant for lunch speaking about work and family life
Visitors exploring sculptures, the garden, plants and water features	2 x young visitors (2 pax)	2	walking up Camphor Avenue toward concert area, to establish where it was
More visitors walking towards restaurants	1 x single visitor	1	walking up Camphor Avenue toward concert area, on the phone to explain to friends the location where to meet up for the concert
More visitors spending their enjoying picnics, in secluded remote areas in the garden	1 x single hiker	1	hiking up the path towards Cecelia forest from the Rycroft Gate 3
Young couples seemed to be removed from the crowded noisy area	1 x young couple with (3 kids), (2 pax)	2	One parent sitting on the grass with one child, and other parent helping/watching kids playing in the stream
Small families with kids seemed more dispersed to the more quiet/outer areas of the garden	1 x mature age couple (2 pax)	2	sitting on the bench close to main pond, speaking and laughing, snacking on some food
Group visitors present	1 x single visitor	1	sitting close to the Colonel Birds Bath, watching the Flora, taking photos, then go up touched the water and sprayed some water on him
Fewer large tour groups present than the day before	1 x young couple (2 pax)	2	walking in the Fragrance Garden, feeling and touching the leaves of the plants and smelling them
Queue are longer at ticket office, more visitors waiting on others to meet with them	1 x single visitor	1	taking photos of the sculptures, mountain and flora in the Gardens
Concert goers present			
	<b>Total - 24 visitors observed (units) for Day 7</b>	<b>24</b>	
	<b>Total - 187 visitors observed (units) for seven days</b>		

Repeat Visitors		
Visitors longer than 2 hours in the Gardens		
Medium to large size foreign tour group seemed hurried		
Medium to large size foreign tour group seemed unhurried		
Mature age / senior age citizens 40+ age group (35 units)		
Visitors engaging in slow tourism activities at KNBG (91 units)- include all golf cart tours but excludes all picnic visitors, those sitting on benches, school educationals and inactive visitors those that were just relaxing in gardens and on the grass		
Visitors enjoying a picnic at KNBG (37 units)		

## APPENDIX D: INTERVIEW SCHEDULE FOR KNBG VISITORS

### Interview schedule for KNBG visitors

A model for the development of slow tourism in South Africa using the economic resources of the Kirstenbosch Botanical Gardens

My name is Nawaal Titus and I am a student at the Cape Peninsula University of Technology (CPUT), studying for an M Tech degree in Tourism and Hospitality Management. I earnestly request your help in gathering information on the above topic.

Please note that your participation in the study is voluntary and you may refuse to participate or withdraw at any time. Completion of this questionnaire will be accepted as an expression of consent. CPUT conducts research in accordance with an Ethics Code to ensure the protection of the welfare and rights of persons and animals, and to protect the environment in the course of any research.

As a participant in this research, should you have any complaint concerning this study, please do not hesitate to contact my supervisor, Professor J Spencer at [ipsafron@mweb.co.za](mailto:ipsafron@mweb.co.za).

All the information you provide will be treated with STRICT CONFIDENTIALITY. Once all data has been collected and analysed the results will be presented in aggregate format (ensuring anonymity) in an academic report. You may request a copy by indicating thus to the researcher. **THANK YOU**

*Slow tourism is defined as an emerging conceptual framework which offers an alternative to air and road travel where people travel to destinations more slowly overland, stay longer and travel less (Dickinson et al., 2011:282).*

#### 1. Demographic information about participant?

1.1 What age bracket do you fall under?

- Under 25       26-40 years       41-55 years       56+

1.2 What is your nationality? (If **not** South African)

If a South African, where do you live?

- Cape Town       Western Cape       Elsewhere in South Africa

#### 2. Why do visitors visit KNBG?

2.1 What is your main reason for visiting KNBG?

2.2 Does your visit to KNBG encourage you to visit similar places? (please explain)

- Yes                       No                       Maybe

2.3 How much time do you intend on spending in the Gardens OR did you spend in the Gardens and what did you do?

- 1-2 hours                       2-4 hours                       more than 4

2.4 After your visit in the Gardens would you feel more relaxed and rejuvenated?

- Yes                       No                       Maybe

2.5 What in particular would make you feel relaxed and rejuvenated?

2.6 What would you suggest be introduced at KNBG for you to enjoy it more?

Please offer **TWO** suggestions...

**Suggestion: 1**

**Suggestion: 2**

**3. How do visitors feel about 'speed' and connecting with nature?**

3.1 Do you find it hard to connect with nature in today's fast-paced life? Briefly explain

3.2 How often do you engage in nature-based activities

- weekly                       monthly                       every 2 months                       longer

**4. What is understood by slow tourism and how does it affect the visitor?**

4.1 What do you understand by the term 'slow tourism'?

4.2 Slow tourism research suggests that not only the sense of sight should be used, but enough time should be made to use all five our senses to achieve a truly valued tourism experience. How do you feel about this?

4.3 If you had more time to engage in slow tourism activities at KNBG such as **leisure reading, cycling, guided walks, hiking, flower viewing excursions, bird watching, landscape photography** would this contribute to a less stressed lifestyle?

- Yes                       No                       Maybe

**5. Do visitors make green recreational choices?**

Do you consider your carbon footprint when making recreational and leisure choices?

**Thank you for spending your time with me and offering your ideas on my study !**

## **APPENDIX E: INTERVIEW SCHEDULE FOR KNBG MANAGEMENT**

### **A model for the development of slow tourism in South Africa using the economic resources of the Kirstenbosch Botanical Gardens**

My name is Nawaal Titus and I am a student at the Cape Peninsula University of Technology (CPUT), studying for an M Tech degree in Tourism and Hospitality Management. Your assistance is required for me to gather information on the above topic. This information could have a valuable contribution to Kirstenbosch Botanical Gardens in establishing new tourism markets and enhancing facilities, assist tourism students and the tourism sector.

Please note that your participation in the study is voluntary and you may refuse to participate or withdraw at any time. Completion of this questionnaire will be accepted as an expression of consent. CPUT conducts research in accordance with an Ethics Code to ensure the protection of the welfare and rights of persons and animals, and to protect the environment in the course of any research.

As a participant in this research, should you have any complaint concerning this study, please do not hesitate to contact my supervisor, Professor J Spencer at [jpsafron@mweb.co.za](mailto:jpsafron@mweb.co.za).

All the information you provide will be treated with STRICT CONFIDENTIALITY. Once all data has been collected and analysed the results will be presented in aggregate format (ensuring anonymity) in an academic report. You may request a copy by indicating this to the researcher.

#### **Interview schedule for KNBG management**

##### **1. What existing economic resources and facilities are available at KNBG?**

1.1 Which facilities at Kirstenbosch Gardens can be used for economic development?

1.2 How can these facilities be optimally utilised for economic development?

1.3 What would management prescribe to ensure full economic use?

1.4 What can be done in the Gardens and at the restaurants to ensure tourism quality for visitors?

1.5 What action for leisure requirements of visitors to KNBG is planned?

##### **2. What is slow tourism?**

2.1 How or what do you interpret as slow tourism?

2.2 A study, done in the Caribbean, noted that slow tourism emphasised quality for the tourist, relaxation and taking time when enjoying recreational activities during their leisure time, and not being rushed. What is your understanding on this matter?

2.3 What do you think is the difference between slow tourism, nature based tourism and ecotourism?

**3. What is the potential for the introduction of slow tourism/slow tourism activities at KNBG?**

3.1 Would you support the inclusion of a slow tourism policy for KNBG?  
Motivate your response...

3.2 Who will be responsible for formulating and implementing a slow tourism strategy for KNBG? Why?

3.3 What funding challenges do you believe this will face?

3.4 What training and skills development will be needed to effectively implement a slow tourism strategy in KNBG?

3.5 Who do you suggest should manage this process?

3.6 What do you think the outcomes of slow tourism development will be on KNBG? How will they be measured?

3.7 Are there any slow tourism activities that you might have in mind which could be introduced at KNBG?

3.8 In your opinion, can a slow tourism model or strategy be applied at KNBG?

**4. What will be the impacts of slow tourism at KNBG?**

4.1 Do you think if the implementation of the slow tourism concept and slow tourism activities at KNBG is to become successful and a demand for it is apparent, will this negatively impact the Gardens?

4.2 Would pricing need to be adjusted to accommodate slow tourism activities and resources are introduced at KNBG?

4.3 How do you feel about mass tourism in KNBG?

4.4 Do you think that slow tourism can assist in creating a more 'green-conscious' leisure visitor?

4.5 What impacts do you foresee on the visiting times to KNBG should slow tourism activities be implemented?

4.6 If a slow tourism concept can be implemented at KNBG, do you think that it will add any 'value' for visitors to the Gardens and 'value' to the staff working at KNBG?

**Closing question:**

5. Do you believe slow tourism warrants inclusion in a national tourism policy?



## APPENDIX F: SLOW TOURISM AT KNBG

### Slow tourism at the KNBG

All photographs taken at KNBG by the researcher except where otherwise indicated



Signage board to slow down at KNBG.



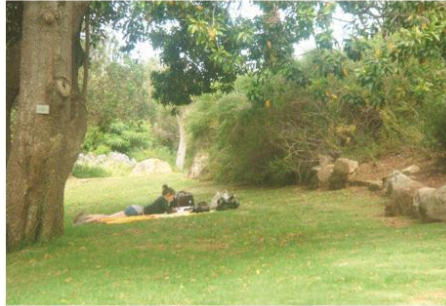
An example of an impaired mobility visitor at KNBG.



A junior school group on an excursion.

Visitors napping on the lawns.





A relaxed visitor reading a book.

Visitors exploring the Tree Canopy Walkway.



Visitors filming and taking photographs.

Family outing and kids playing in the stream.



Visitors smelling flora and botanising.

## **APPENDIX G: LETTER FROM GRAMMARIAN**

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape

March 2015

### **EDITING & PROOFREADING**

Cheryl M. Thomson

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### **TO WHOM IT MAY CONCERN**

This is to confirm that the Master's dissertation of **NAWAAL TITUS**, student number **194054993**, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, was proof-read and edited by Cheryl Thomson in preparation for submission of dissertation for assessment.

Yours faithfully

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