



Cape Peninsula
University of Technology

**POLICY RESPONSES TO THE COVID-19 PANDEMIC AND GOVERNANCE
IMPLICATIONS ON THE DOMESTIC TOURISM SECTOR IN SOUTH AFRICA**

by

CHANTÈ WILLIAMS

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Supervisor: Mrs Althea Whitaker

Co-supervisor: Dr Hilary Kennedy Nji Bama

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Williams

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ABSTRACT

The outbreak of COVID-19 in South Africa significantly affected the domestic tourism sector. Considering the limited research that has been undertaken in assessing the policy responses to the COVID-19 pandemic, this study aimed at exploring the policy responses implemented by the South African government in efforts at containing the spread of the virus and at flattening the curve of infections, and the governance implications thereto in the context of the domestic tourism sector. Certain scholars posit that limited research has been carried out to assess the policy responses to the COVID-19 pandemic, considering its governance implications for the tourism sector in the South African context, thereby necessitating this empirical engagement.

Adopting a mixed-methods approach, the study attracted 123 respondents via a web-based questionnaire for the quantitative leg of the data collection process and 13 key informant personnel using interviews for the qualitative data collection process respectively. The quantitative data was analysed by using the Statistical Package for Social Sciences version 28 in order to obtain both the descriptive and inferential outcomes of the study while for the qualitative element, ATLAS.ti was relied upon for thematic analysis.

The findings of the study highlighted the crippling effects of the pandemic on the domestic tourism sector, resulting from the pandemic-related mobility restrictions and regulations. Additionally, the outcomes highlighted a mixed reaction to government policy responses in the early stages of the pandemic in terms of the swift action in containing the initial spread while noting the sometimes-non-consideration of pandemic-ready safety regulation in relation to easing strict regulatory measures. Given the novelty of the pandemic during the early periods of the outbreak, the study notes the need for government and private sector-led collaborations to be established in the areas of disaster risk management within the domestic tourism sector in order to maintain a currency with readiness approaches in the context of COVID-19 and future pandemics of this nature. The study proposes the need for greater collaboration and stakeholder engagement in order to leverage existing resources while building more resilient recovery frameworks. Furthermore, the study contributes to the ever-growing body of extant knowledge in the area of disaster management within the tourism research nexus.

Keywords: COVID-19, policy responses, domestic tourism sector, governance implications

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DEDICATION

This thesis is dedicated to my family and fiancé for supporting me throughout this journey

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GLOSSARY

Acronym/Abbreviation	Definition/Explanation
CPUT	Cape Peninsula University of Technology
COCT	City of Cape Town
COVID-19	Coronavirus 2019
DT	Domestic Tourism
GDP	Gross Domestic Product
NTSS	National Tourism Strategy Sector
OECD	Organisation for Economic Co-operation and Development
WC	Western Cape
UNWTO	United Nations World Tourism Organisation

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

The tourism sector in South Africa remains devastated by the experience of the ongoing effects of the COVID-19 pandemic. COVID-19 continues to change the tourism sector through a significant transformation within the tourism sector's functions (Rogerson & Rogerson, 2020a, 2020b; Rogerson & Rogerson, 2021). From a government policy perspective, tourism was identified as the key sector that would drive the South African economic growth (NDT, 2017:1-76). The domestic tourism growth statistics for 2018/2019 show that 18,7 million domestic travels were undertaken in South Africa, representing an increase of 12,7% from 2017/18 to 2018/2019 (South African Tourism, 2019:1-34). According to the World Travel and Tourism Council (WTTC, 2018), tourism accounted for a 2.8% contribution to the real gross domestic product (GDP) contribution of South Africa in 2018, amounting to R19 billion and was expected to grow to R145.3 billion in 2019 (Stoltz, 2021; South African Tourism, 2019). In 2018, 4.2% of the overall employment in South Africa's economy was contributed directly by the tourism sector, which was to increase to 709,000 jobs in 2019 (Ntshona, 2020). However, with the advent of the COVID-19 pandemic in late 2019 and its unfolding realities and effects, most of these projections were bound to be reversed in all likelihood (StatsSA, 2021).

Tourism comprises movement, people travelling, local and international travel, bed and breakfast, events, leisure attractions and accommodation (OECD, 2020b). In March 2020, South Africa declared a state of disaster due to the arrival of COVID-19, considering the changes the pandemic created, attacking the very lifeblood of the tourism sector (Joffe, 2020). The Disaster Management Act 57 of 2020 (Department of Co-Operative Governance and Traditional Affairs, 2020:39) introduced measures to coordinate and manage the disaster and transmission of infections, particularly reducing the number of infections. Still, this policy is only as effective as South African citizens adhered to it.

The South African government's policy response to COVID-19 is intended to grow the trajectory toward improving the economy (Republic of South Africa, 2020b). However, policy implications disallowed many opportunities to strengthen the tourism sector by initiating mobility restrictions and other regulations (OECD, 2020b, 2020c), such as social distancing, prohibition of gatherings, and venues that could operate only at 50% capacity. It also included restrictions on travelling internationally, site visits were not allowed, and booking of accommodation was prohibited (Department of Co-Operative Governance and Traditional Affairs, 2020). This resulted in the South African tourism industry collapsing amid the pandemic

(StatsSA, 2021), while the pandemic also had a significant impact on the tourism industry around the world.

1.2 Problem statement

The South African domestic tourism sector has been significantly affected by COVID-19, which was declared a pandemic by the World Health Organisation (WHO) on the 12th of March 2020, causing a ripple effect on health, economic and socio-cultural approaches worldwide. As previously noted, government established and implemented policy responses to contain the spread of the virus, such as travel restrictions, social distancing, and isolation, which included quarantine and bans on mobility (Matei et al., 2021). Consequently, the domestic tourism sector was brought to a standstill as one of the non-essential sectors during this time. In addition, COVID-19 drastically intensified the multiple challenges already faced by the domestic tourism sector, with efforts from the government considering implementing policy responses to support in the revival and recovery of the tourism sector.

Rogerson and Rogerson (2021) outline that the domestic tourism sector is a beacon of hope and a catalyst for the recovery of the tourism sector in South Africa. While there is a growing body of empirical enquiry into the effects of the pandemic from a South African perspective, Bama and Nyikana (2021) and Rogerson and Rogerson (2020a, 2020b) note the glaring absence of empirical studies in the South African context. Considering government's policy responses and subsequent governance implications to the evolving pandemic, specifically how it has impacted on the domestic tourism landscape, necessitated the pursuance of the current study.

1.3 Significance of the study

Set within the context of the initial policy regulations related to the mobility restrictions induced by the COVID-19 pandemic, this study was buoyed by the fact that tourism is a valuable and key driver of South Africa's economy (Republic of South Africa, 2017). Domestic tourism in South Africa is imperative to revive the industry, and this would be achieved through constructing proper interventions for recovery (South African Tourism, 2020). Despite the quick responses and approach to implementing policy to recover and revive the tourism industry, it is still unclear to what extent the policy responses hindered the tourism sector considering its governance implications. Authors such as Rogerson and Rogerson (2020a), Bama and Nyikana (2021), and Rogerson and Rogerson (2021) opine that limited research has been undertaken assessing the policy responses to the COVID-19 pandemic and their governance implications towards the domestic tourism sector in South Africa. Therefore, this study endeavoured to assist in providing a greater understanding of what the actual impact of the pandemic was on the South African domestic tourism sector and proposing guidelines for the

implementation of the government's policy responses towards recovery and resilience for the domestic tourism sector in South Africa.

1.4 Research aim, objectives and questions

1.4.1 Research aim

The aim of this study was to explore the South African government's policy responses to the COVID-19 pandemic and the governance implications thereof, with specific focus on the South African tourism sector.

1.4.2 Research objectives

To achieve this, the following objectives guided the study:

- To explore the state of the South African domestic tourism sector in the context of the COVID-19 pandemic.
- To explore government's COVID-19 policy responses in support of the domestic tourism sector in South Africa in the context of the COVID-19 pandemic.
- To determine stakeholders' views on the governance implications of policy responses to the domestic tourism sector in South Africa in the context of the COVID-19 pandemic.
- To propose guidelines for the implementation of the government's policy responses towards recovery and resilience of the domestic tourism sector in South Africa in the context of the COVID-19 pandemic.

1.4.3 Research questions

- What was the state of South Africa's domestic tourism sector in the context of the COVID-19 pandemic?
- What are the COVID-19 policy responses in support of domestic tourism in South Africa?
- What are stakeholders' views of governance implications to policy responses on domestic tourism in South Africa in the context of the COVID-19 pandemic?
- What recovery strategies have the South African government implemented for the recovery of the domestic tourism sector in the context of the COVID-19 pandemic?

1.5 Literature review

1.5.1 Background

Studies such as Rogerson and Rogerson (2021:14) express how the policy responses put forward to restructure the tourism sector may have an impact on the future of this industry. The Department of Tourism (2021:1-9) discusses the effects of COVID-19 and the enacting of policy interventions to reshape the industry. Rogerson and Rogerson (2020a:1089) explains the weaknesses of government's support mechanisms and how this cripples the tourism industry. These studies have been conducted on the effects of COVID-19 and the policy

responses to the tourism sector. However, while significant research has been conducted on the recovery of the tourism sector post-COVID-19, only a few researchers considered the impact of policies on the tourism sector.

1.5.2 COVID-19 pandemic in South Africa

The coronavirus (COVID-19) pandemic triggered a global crisis. South Africa's National Institute for Communicable Diseases (NICD) suspected its first case on the 5th of March 2020, which then had to be announced to the citizens of the country (Le Roux, 2020). Between then and the 15th of March 2020, infections started rising due to unforeseen negligence of the health sector and individuals travelling back to South Africa (Bama & Nyikana, 2021:180). COVID-19 infections continued increasing, which urged the country's President, Cyril Ramaphosa, as Head of the National Command Council (NCC), to declare a state of disaster (Wendell, 2020). The COVID-19 pandemic forced the South African government to implement policy responses to reduce the number of infections. The government was (and still is) faced with unprecedented governance challenges to restore the economy. Tourism is one of the most affected industries in terms of both offer and demand, as restaurants, accommodation, travel and leisure, among others, are under strict measures to perform services as usual. Therefore, many individuals across different industries need to follow the alert levels specified and set out by President Cyril Ramaphosa in accordance with the risk-adjusted strategy.

1.5.3 Domestic tourism

According to StatsSA (2007), domestic tourism is the activity of residents' and visitors within the economic terrain of the country. Domestic tourism is an imperative supporter of the development of the tourism movement and excludes crossing international borders at entry points. Thus, tourism is known for temporary movement, comprising individuals travelling outside of their normal routine of work and activities, which is why a number of services is created and provided to cater for their needs (Collins-Kreiner & Wall, 2015). Tourism is known for its movement to and stay in destinations outside the normal place of residence.

Since the coronavirus outbreak in 2019, international travel has been prohibited to decrease the number of infections in South Africa. Several national governments and international organisations, particularly the United Nations World Tourism Organisation (UNWTO, 2020a, 2020b, 2020c), are now conducting research on best practices for reviving the tourism industry, focusing on domestic tourism as a basis for recovery (Rogerson & Rogerson, 2021:2). This includes rebuilding the South African tourism sector through improving South Africa's policy recommendations to support the resilience of domestic tourism post-COVID-19 and increase the performance of the national economy (Woyo, 2021), bearing in mind the COVID-19 pandemic effects on the domestic tourism sector.

1.5.3.1 Domestic tourism and its significance

The South African domestic tourism sector represents a significant element of the country's tourism economy. In 2011, South African tourism was confidently placed by the National Tourism Sector (NTSS) on a new ambitious growth trajectory for the future. The Domestic Tourism Strategy (NDT, 2012:11) has been developed to help strengthen the industry by setting practical measures towards greater productivity for travel and tourism in South Africa through unlocking the previously neglected growth points. Kwa-Zulu Natal (KZN), Gauteng and the Western Cape are the most visited destinations, with restaurants, conferencing events, leisure activities and accommodation, increasingly growing domestic tourism and providing job opportunities in the tourism industry. However, due to COVID-19, there were severe job losses and a halt to economic activities, especially within travelling, transport, conference centres, attractions, restaurants and other services (IOL, 2020).

1.5.3.2 The effect of the COVID-19 pandemic on the domestic tourism sector

The Coronavirus pandemic has been a shock for tourism globally, which is evident from governments around the world introducing measures to contain the virus (OECD, 2020a). South Africa's domestic tourism sector comprises a significant part of the national economy and is therefore perceived as a beacon of hope that may re-ignite the economy. However, the effects of the pandemic caused uncertainty on whether domestic tourism can be revived, during and post-COVID-19, which is apparent from the Department of Tourism, Tourism Business Council of South Africa (TBCSA) and International Finance Corporation (IFC) (2020a, 2020b) piloted surveys based on the tourism industry. As a result, South Africa started implementing drastic measures, including limited movement within certain time frames, banning of alcohol, restaurant curfews, physical and social distancing regulations, wearing of masks, hygiene conditions, and international travel being banned (Bama & Nyikana, 2021). These drastic measures have led to a major shut down of economies across the globe and in South Africa to support 'flattening the curve' of infections (Mahlati, 2020). Because tourism is not regarded as an essential service in South Africa, it remained under the category of services that had to be closed during extended lockdown.

The adjusted risk strategy for the re-opening of national economic activity contains different alert levels, which can be either eased or tightened in accordance with the lockdown regulations (Cilliers, 2020). Therefore, tourism was only permitted to reopen its operations under alert level 2 (Cilliers, 2020). With the advent of the pandemic and subsequent lockdown levels, the tourism minister of South Africa revealed that domestic tourism was expected to only return around December 2020–January 2021 (Smith, 2020a, 2020b). Since then, a risk-adjusted strategy has been implemented, leading to economic activity and tourism being gradually opened in South Africa (Rogerson & Rogerson, 2020a, 2020b). However, immense

loss during lockdown is still being felt – tourism revenue is forever lost as the effects have already been felt, with employment taking the biggest knock (Joubert, 2020; Smith, 2020a, 2020b). The tourism growth trajectory of the country is an opportunity to strengthen domestic tourism given the COVID-19 effects on the domestic tourism sector and should therefore be explored.

1.5.4 COVID-19 policy responses in the context of domestic tourism in South Africa

1.5.4.1 The purpose of policy responses

Policy responses refer to bringing about change in a government's response to an economic crisis (Curran & Piron, 2005:3). Policy responses produce measures to detain any form of inconsistencies in the country and to introduce vital information useful in decision-making processes with the potential to grow over time. The goal of COVID-19 policy responses to the South African tourism sector is to improve the likelihood of its recovery by focusing on re-branding local attractions, the speediness of vaccine rollout, and movement in terms of accommodation and restaurants, among others, according to the alert level measures (Tralac, 2020). Further policy responses include allowing local travel to take place under strict measures when visiting friends and relatives (VFR) to build traffic following lockdowns (Gössling et al., 2020). Through policy responses, residents can be encouraged to visit local attractions, book accommodation, sit down at restaurants and slowly introduce events and conferencing considering their awareness of the local epidemic situation. In addition to this, small-, micro- and medium-sized enterprises (SMMEs) benefit from the Tourism Relief Fund that was made available from 7 April 2020.

1.5.4.2 Policy responses to COVID-19 in South Africa

Governments globally reacted and implemented policy responses towards the COVID-19 pandemic. Askitas et al. (2020) posit that policies vary based on the extent of the outbreak around the world. The preparedness of the government and the scope of the pandemic amounted to implementing practices to improve the quality of regulations which the tourism sector can follow (OECD, 2020a). This entails risk-adjusted strategies outlining activities that may take place at various alert levels depending on the infection rates. These strategies pushed public actors to seek solutions to revive the tourism sector as the responses have impacted on the tourism industry negatively.

The different alert levels comprise alert level 1, where most activities may resume with precaution; alert level 2, with required physical distance on leisure and social activities; alert level 3, with restrictions on many activities including workplaces; and alert level 4, where extreme precaution must be taken. For alert level 5, urgent and drastic measures were required to contain the spread of the coronavirus, resulting in the closure of international borders, restaurants and other businesses only operating at certain times, venues only allowed 50%

capacity, and the banning of alcohol to decrease the number of infections. Implementing level 5 resulted in even more hostility among many South African businesses in and around South Africa (News24, 2020).

The policy responses consisted of the South African Economic Reconstruction and Recovery Plan (Republic of South Africa, 2020b), Tourism Sector Recovery Plan (NDT, 2021), Disaster Management Act 57 of 2020 (Department of Co-Operative Governance and Traditional Affairs, 2020), and Inclusive Economic Growth Strategy (City of Cape Town, 2021) to relieve the impact of COVID-19 on South Africa. According to Gössling et al. (2020), non-pharmaceutical interventions (NPI) are the key approach to restrain the widespread pandemic in the privation of a vaccine, and with limited mobility and social distancing, tourism (domestic tourism) has become significantly inclined towards measures effected to contain the pandemic (Gössling et al., 2020). Therefore, it is of the utmost importance for South Africa to abide by all measures and governance implications in hopes that the country will progressively alter its lockdown levels based on the COVID-19 infection rate.

1.5.5 Governance implications towards the domestic tourism sector

Governance is considered to run in parallel with public sector reforms (Bevir, 2009) and is a key concept across social sciences (Albareda et al., 2014). The term *governance* is an imitation of the Latin word “*gubernare*”, which means to direct, rule and guide (Nagrika, 2021). The understanding of governance is the interaction between governments, non-profit organisations, and business stakeholders through the development of policy decisions and their execution (Albareda et al., 2014:8; Koop & Lodge, 2017), particularly to analyse the policy structures and processes. Thus, governance encompasses the role of transnational and sub-national authorities as well as private organisations (businesses and non-profit organisations).

Therefore, to protect the public, the South African government adopted a proactive approach to establishing protocols to reduce transmission risk within the travel and tourism sector, which is aligned with the World Health Organisation (WHO) guidelines (South African Tourism, 2020). These public policies, guidelines and protocols allowed for a phased reopening of certain activities in terms of the tourism sector value chain, which was considered between September 2020 and October 2020, and then eventually allowing domestic business travel operations to occur for further activities within the sector.

Several trends and events have made tourism a phenomenon of society, with an expanding international presence. Domestic tourism is recognised as hope for many countries, especially for South Africa (NDT, 2019). However, due to the pandemic, many businesses in South Africa face multiple challenges. The tourism, aviation (flights) and hospitality industries have faced constant challenges since the start of the pandemic. It is most challenging for SMMEs to

sustain themselves at present without assistance (Deb & Nafi, 2020:1486). In South Africa, the Tourism Sector Recovery Plan (NDT, 2021) recognises the harshness of the COVID-19 pandemic on the sector, allowing for businesses and activities to shut down their operations because of no assistance, or the policy responses are too difficult to maintain within the sector. Reflecting on South Africa's policy responses, stakeholders in the tourism sector are the ones who initiate new sustainable regulations and responses, which can however implicate the operation of tourism businesses as the responses are meant to rebuild the industry to fulfil the much-needed revenue that the industry has lost, particularly to uncover the suggested needs of domestic tourism post-COVID-19.

1.6 Research methodology

1.6.1 Research Design

For this study, the survey strategy was adopted, which, according to Saunders et al., (2015), include interviews, questionnaires, observations, and focus groups. The data collection techniques for this study included questionnaires and interviews.

Part of the research design comprised triangulation (Mertens & Hesse-Biber, 2012:75), which is a measurement technique often used by trusting two known points to "triangulate" an unknown fixed point in the same context. This method is used for credibility and validity (Cohen et al., 2000). Triangulation is an effort to explore and explain complex human behaviour using a considerable number of methods to offer readers a sensible explanation (Joppe, 2000). The technique allows for the validation of data and can be used in both quantitative and qualitative research (Nieuwenhuis, 2007:70). In this case, for quantitative design, the researcher collected information using an online questionnaire in the form of a Google link for domestic tourism businesses. For the qualitative design, the researcher collected information through interviews conducted with government stakeholders considered to be local, provincial and national experts, and tourism experts from institutions of higher education (universities), community-based organisations, and non-governmental organisations (NGOs).

1.6.1.1 Research paradigm

In support of this study, the positivist paradigm was adopted for the collection of quantitative data by means of a questionnaire. Positivism related to the philosophical stand of the natural scientist and consist of working with an observable social reality to deliver law-like generalisations (Saunders et.al., 2015). Interpretivism was adopted with the use of qualitative data to create a new, richer understanding of social worlds and perspectives (Saunders et al., 2015:140). This allowed the researcher to gain an understanding of the governance implications of the COVID-19-related policies through comprehending how tourism businesses deal with the impact of COVID-19 and grasping the effects of COVID-19 on their businesses (INtgrty, 2016).

1.6.1.2 Research approach

The methodological choice (Saunders et al., 2015) for this study was mixed methods, as both quantitative and qualitative data were collected. The study adopted an inductive approach for the qualitative data, by gathering the data to explore a phenomenon (Saunders et al., 2015). The qualitative approach is commonly associated with the interpretivist paradigm, which viewed the study along with the experiences and perceptions of the participants (Kivunja & Kivunja, 2017:34). It was defined as a procedure for gathering, analysing, and merging (or mixing) both quantitative and qualitative data (Creswell, 2003:15). Furthermore, a phenomenological approach to qualitative research was used to gather information through interviews, as qualitative methods of analysis are efficient when trying to comprehend a phenomenon (Creswell, 2015). This approach's focal point is distinctively around the cohesion of lived experiences in a particular group, with the primary goal of arriving at a description of the nature of the phenomenon (Creswell, 2013b). Qualitative research consists of a complex, complete picture, which analyses words, provides detailed reports based on the participants' views, and controls the study in a natural setting (Creswell, 2015).

Quantitative research, which is associated with the positivist paradigm, depends on numerical data to evaluate the variables (Mertler & Charles, 2002). The quantitative data collected from the questionnaire comprised inter alia the number of government officials, businesses, and local tourists partaking in the study as well as their demographics. The quantitative approach allowed the study to validate factual knowledge through scientific methods to understand individual interaction and participation (Williams, 2007).

1.6.1.3 Research strategy

For this study, the survey strategy was adopted, which, according to (Saunders et al., 2015), can be interviews, questionnaires, observations, and focus groups.

1.6.2 Data collection

Data collection is defined as the gathering of information from all relevant sources to find answers to the research problem. Two types of data can be collected, namely primary and secondary data (Kabir, 2016:202).

For qualitative data collection, the study conducted face-to-face structured interviews. Considering that COVID-19 protocols could inhibit the possibility of in-person interviews, the researcher had the option of conducting the interviews virtually through platforms such as Zoom, Skype, or Microsoft Teams (MS Teams). In addition to this, the qualitative data were recorded for later transcription.

Quantitative data for this study were collected through a mathematical approach, which is objective and reliable. The quantitative data entailed information on businesses in the Western Cape, such as restaurants, Airbnb, leisure attractions, recreational facilities, hotels, and wine farms. The type of information collected included demographics, characteristics or opinions. The survey questions included open-ended and close-ended responses in the form of a Google link that was sent to local tourists/residents and businesses, where they could express the way forward for domestic tourism considering its policies and implications.

1.6.2.1 Research target population

The research population comprises a combined and large compilation of individuals or objects of importance to the study, conforming to a set of specifications (Creswell, 2013a:142; Saunders et al., 2015). Within a given population, the respondents usually have common characteristics or traits. This study adopted a mixed methods approach. The target population for the quantitative data comprised domestic tourism businesses in the Western Cape. For the qualitative study, government stakeholders in the Western Cape formed the research population. Prospective government stakeholders were identified from institutions and organisations such as the City of Cape Town (CoCT), the National, Tourism Business Council of South Africa (TBCSA, 2020) and the Provincial Department of Tourism as well as tourism experts from institutions of higher education (universities), community-based organisations, and non-governmental organisations (NGOs).

1.6.2.2 Sample method

Sampling involves selecting units from the identified population that the researcher will target (Zikmund et al., 2013:387; Saunders et al., 2009:212). Two broad types of sampling methods were applicable to this study, namely probability sampling and non-probability sampling (Leedy & Ormrod, 2005:199; Walliman, 2006:76). With probability sampling, the researcher randomly selects cases from a population, and the probability of selecting cases for inclusion in the sample can be determined (Leedy & Ormrod, 2005:199). With non-probability sampling, the researcher deliberately (non-randomly) selects specific cases to solve a study's research questions (Teddlie & Yu, 2007:77).

For this study, the sampling method for the quantitative data was the probability (random) sampling method, consisting of the randomisation of the sample selection, whereby a simple random sampling approach was adopted (Taherdoost, 2016). Using this sampling allows the opportunity for establishing internal and external validity of the data collected. Therefore, the sample size (n) set for tourism businesses in the Western Cape was a minimum of 250 survey questionnaires, which was purely selected by chance as this is best to use when population is highly homogenous (Bhardwaj, 2019).

The sampling method for the qualitative data was non-probability, purposive sampling (Taherdoost, 2016), which required identifying and selecting individuals or groups of people who are primarily knowledgeable about or experienced with a phenomenon of interest (Cresswell & Plano Clark, 2011). Ritchie (2003:107) refers to purposive sampling as criterion-based sampling, while Marshall (1996:523) calls it judgment sampling. This assisted the researcher to obtain distinct knowledge about a precise phenomenon making statistical inferences or where the population is small and specific (Lobiondo-Wood & Haber, 1998:249). The suggested minimum sample size (n) for the non-probability sampling technique is 15-25 participants, according to Malhotra and Birks (2007:409) which is guided with a specific purpose in mind and used in special situations. However, a further feature for the study was data saturation, which is achieved when there is sufficient information available to replicate the study until new additional information is obtained and no further coding is available (Fusch & Ness, 2015). For this study, data saturation was determined.

1.6.2.3 Data collection instruments

Data collecting allows us to gather specific information about study objects. Systematic and accurate data collection is important when managing scientific research (Abawi, 2014). Various tools are used by researchers to collect data, including interviews, questionnaires, documentary analysis and observation (Kabir, 2016).

Based on the literature review and other studies on quantitative data collection instruments, this study adopted a questionnaire in a form of a Google link as the primary collection instrument. This instrument ensures quick responses and is widely used for quantitative data collection to provide the study with constructive data (FutureLearn, 2021).

The qualitative collection instrument for this study was detailed interviews, which were conducted with stakeholders selected based on their consideration their expertise, experience, and contribution to South Africa's domestic tourism.

1.6.3 Data analysis

Data analysis is the process of interpreting, ordering and structuring of data collected (Marshall & Rossman, 1999:150; Polit & Hungler, 2004:716). It comprises cleaning, analysing, interpreting, and visualising data to discover valuable insight that drives the study. It can sometimes be confusing, ambiguous and time-consuming, but it is considered a creative and interesting process (Marshall & Rossman, 1999:150). In this study, the qualitative and quantitative research data captured were systematically presented, analysed, described, and interpreted to present data in an understandable and interpretable manner in order to identify trends in relation to the research objectives.

The coding and analysis of the quantitative data was conducted using Microsoft Excel. The quantitative data were presented in the form of pie charts, graphs and tables. For the qualitative data, the recorded interviews were transcribed and the ATLAS.ti package was utilised for the coding and analysis of the data. Reporting was done using descriptive words, thereby enabling the researcher to categorise the data to identify themes interlinking with the research questions and objectives.

1.7 Delimitation of the study

Study limitations are set by researchers to achieve the aims and objectives of the study (Fountouki & Theofanidis, 2018:157). The tourism sector plays a significant role in South Africa, thus, the focus of this research was delimited to the domestic tourism business sector and government tourism stakeholders who form part of the decision-making within the Western Cape (Rogerson & Rogerson, 2021:1).

1.8 Ethical considerations

The basis of ethical consideration forms the idea of piloting suitable studies and focusing on the manner in which the researcher conducts the study given the 'rights' and 'wrongs' (Mouton, 2001:238). The important factors of research ethics are the right to anonymity, informed consent, confidentiality, and voluntary participation (Heffernan, 2005:89). Hammersley and Traianou (2012:16) point out that before data are gathered, it is important to establish which facets that are ethical, and which are unethical.

The following ethical considerations applied to this study:

- To guarantee participant confidentiality, all information provided by respondents remains confidential.
- Ethical clearance was obtained from the Cape Peninsula University of Technology (CPUT) before any data were collected.
- The involvement of the respondents in completing the questionnaire was entirely optional and at the participants' own discretion as no one was obliged to participate.
- The introduction contained the researcher's name and university, as well as relevant information that affirmed the validity of the study.
- Affirmation information received was considered confidential and would only be used for academic purposes; this meant the questionnaires given to respondents did not require respondents' personal details such as names and contact details.
- No minors (under 18-year-olds) were able to partake in this study and no harm were done to the respondents.

- To uphold the integrity of this study, respondents were informed of all the above-mentioned rights and that the research conducted complied with CPUT's ethical standards.

1.9 Outline of thesis

The theoretical synopsis of literature in the study reflects the practical development of the research, which is presented in five chapters summarised as follows:

Chapter One outlines the research and identifies the research problem, research aim, objectives, and research questions. The chapter further provides an introductory to the research methodology employed and defines the significance of the research.

Chapter Two introduces the relevant literature on this subject, which includes important theories underpinning the study. It further highlights the outbreak of COVID-19 on the tourism industry and whether South Africa's government policy will be able to revive the tourism industry safely. The chapter further indicates whether hotspots in Cape Town are surviving through its visitors and guests and whether tourists are ready to travel to South Africa as a destination.

Chapter Three examines the methodology of the research and the procedures followed to collect the data from relevant tourists and business owners in terms of visited attractions, restaurants, and hotels, as well as from tourism officials and other considerable establishments. The research instruments are described, the data analysis is explained, and the research ethics are addressed.

Chapter Four presents and interprets the results of the data collected using questionnaires and interviews.

Chapter Five concludes the study, explains the limitations of the study, and indicates further research and recommendations.

1.12 Chapter summary

The current chapter provided an introduction and background to the study and highlighted the research problem. The aim and objectives of the study were stated and the significance of the research was explained.

In addition, the context has been provided in relation to current scholarly engagements, the research study and methodology as well as the ethical considerations of the study. An outline of the chapters of the study was provided.

Chapter Two discusses relevant extant studies and the theoretical tenets that relate to the scope of the study.

CHAPTER TWO

COVID-19 TOURISM IMPACT, POLICY CONSIDERATIONS AND GOVERNANCE ISSUES IN THE SOUTH AFRICAN CONTEXT

2.1 Introduction

Globally, disaster management plays an essential role in government planning and response to unprecedented disasters. This chapter reviews the way in which government deals with disaster management (risk) and its vulnerabilities in South Africa. Van Niekerk (2006) concludes that disaster management transcends the line of business responsibilities, and all levels of government are involved in disaster management through an integrated, multisectoral, multidisciplinary approach aimed at reducing risks associated with hazards and vulnerabilities. Several factors contributed to the increased disaster risk in South Africa as stated in the South African National Disaster Management Framework (Republic of South Africa, 2005), which includes droughts, cyclones, and severe storms. The effects of these hazards can be devastating and widespread to parts of South Africa. Nothing could prepare the world, especially South Africa, for what was coming and the emergency preparedness and response to the COVID-19 pandemic brought about numerous challenges that resulted in the adoption of hard lockdown measures to prevent the spread of the virus.

Studies such as Rogerson and Rogerson (2021:14) theorise that policy responses do have an impact on the tourism sector, but no detail is provided on how these responses may affect the future of the industry. OECD (2020b) discusses the effects of COVID-19 and the enactment of policy interventions to reshape the industry. Rogerson and Rogerson (2020a:1089) posit that government support mechanisms are weak, thereby crippling the tourism industry. These studies have been conducted on the effects of COVID-19, considering policy responses toward the tourism sector. However, existing research focuses primarily on the recovery and post-COVID-19 impact on the tourism sector, while only a few researchers consider how policies have impacted the tourism sector.

2.2 Domestic tourism in South Africa

Domestic tourism is viewed and defined as the activities of residents or visitors within the country of residence, either as part of a domestic tourism trip or an outbound tourism trip (UNWTO, 2008). Domestic tourism has been around for years and connects concepts such as motivations, attitudes, economic vulnerability, advertising, motivation and travel (Bayih & Singh, 2020). As a result, tourism is known for temporary movement, comprising travelling outside of routine work and activities, staying at places away from travellers' residences, which is why several services are created and provided to cater to these travellers' needs (Collins-Kreiner & Wall, 2015). Tourism Satellite Accounts (TSAs) are standard statistical frameworks used to measure tourism's economic impact.

2.2.1 The notion of domestic tourism

Since discretionary travel did not have formal borders like modern states, domestic tourism is relatively recent in origin (Cohen & Cohen, 2015). As Cohen and Cohen (2015) point out, domestic tourism only became a phenomenon in a modern world with formally established borders to differentiate locals from foreigners. The term *domestic tourism* encompasses a diverse mix of discretionary travel although it is a slippery concept. Leisure activities are associated with some forms of domestic tourism, while work activities are more closely associated with other terms of travel. An early study by Archer (1978:127) on domestic tourism indicates the positive effects of a domestic tourism policy and highlights the mixing of people from different social and cultural backgrounds. According to table 2.1, it is clear that domestic tourism definitions have evolved over time based on previous scholars' contributions.

Table 3.1: Definition of domestic tourism
(Source: Adapted from Mkwizu, 2021)

Year	Concept	Source	Definition
1986	Domestic Tourism	Jafari	Tourism activities practiced by the residents of a particular country within their own country.
1997	Domestic Tourism	Doswell	An activity that involves residents visiting destinations within their own country, but not staying for more than six months in the place visited.
2001 2006	Domestic Tourism	OECD WTTC	All personal spending by an economy's residents on travel and tourism services (lodging, transport, entertainment, meals, financial services, etc.).
2008	Domestic Tourism	UNWTO	Activities of a resident visitor within the country of residence, either as part of a domestic tourism trip or part of an outbound tourism trip.
2012	Domestic Tourism	Caletrío	Tourism within one's country.
2015	Domestic Tourism	Choo	Tourism involving residents of one country travelling within their own country.
2018	Domestic Tourism	Mkwizu	Tourist visitation to attractions within a country.
2019	Domestic Tourism	Mapingure et al.	Activities undertaken by resident visitors touring places within a country of origin.
2021	Domestic Tourism	Walton	Less glamorous and dramatic than international traffic flows.

Domestic tourism has grown significantly in South Africa in recent years. South African tourism shows that the amount of direct tourism spending in South Africa increased from 26.5 billion rand in 2016 to 43.9 billion rand in 2019. As a result of promotional efforts, more inhabitants

take advantage of the domestic tourism market (Goliath-Ludic & Yekela, 2020). Many countries considered resorting to local domestic tourism markets as a lifeline due to the devastation caused by COVID-19. More so, since the COVID-19 outbreak in 2019, international travel was prohibited based on the government's desire to limit the number of infections in South Africa. ERIA (2021) mentions that in addition to travel restrictions experienced during the COVID-19 pandemic, quarantines were considered key barriers to encouraging domestic tourism.

2.2.2 Domestic tourism in South Africa

The South African domestic tourism sector represents a significant category of the country's tourism industry. In 2011, South African tourism has been confidently placed by the National Tourism Sector (NTSS) on a new ambitious growth trajectory for the future. Accordingly, a domestic tourism strategy has been developed to help strengthen the industry by setting practical measures toward greater travel and tourism productivity and unlocking previously neglected growth points (NDT, 2012:11). Kwa-Zulu Natal (KZN), Gauteng and the Western Cape are the most visited destinations, with restaurants, conferencing events, leisure activities, and accommodation increasingly growing domestic tourism, especially when it provides job opportunities in the tourism industry. However, due to COVID-19, there have been severe job losses and a halt to economic activities, in particular travel, transport, conference centres, attractions, restaurants, and other services (IOL, 2020).

The mandate of the Department of Tourism (DT), as defined in Tourism Act 3 of 2014 (South Africa, 2014), is to promote the development, growth and expansion of the tourism sector to ensure the promotion of quality services and products, which, in turn, promotes responsible tourism to benefit South Africa (South Africa, 2021). The recognition of tourism as a national priority to contribute significantly to economic development (South Africa, 2021) should consider building tourism confidence and enabling safe travel.

As mentioned in the tourism official guide (South Africa, 2021), the DT intends to rejuvenate the industry as part of the National Recovery Plan to ensure positive outcomes for the South African economy. As stated in the Domestic Tourism Strategy Review (Department of Tourism, 2020b), it is required to increase the share of VFR, contributing to domestic tourism growth and unlocking the value of VFR. Tourism remains a vital key component of the South African economy, providing thousands of people with a means to their livelihoods (StatsSA, 2021).

Reliance on domestic tourism is the main driving force of travel and tourism in a significant economy. The Western Cape is one of the domestic travel destinations in South Africa considered for tourists because it increases the growth of international arrivals as they visit to see the Western Cape's local attractions and venues. However, the crippling effect of COVID-19 has caused major uncertainty due to an increased risk for the future of hospitality, travel

and tourism (Biwota, 2020). COVID-19 has negatively affected the tourism sector globally and has left South African domestic tourism under major stress as no visits were envisaged from April 2020 to September 2020 during the hard lockdown. As time went by, the series of COVID-19 cases started decreasing. The easing of COVID-19 mobility restrictions meant domestic tourism in South Africa could launch campaigns and encourage domestic tourists to experience its local activities and leisure spaces (South African News, 2022). Domestic travel contributed positively towards the domestic market in this regard.

The World Travel & Tourism Council (WTTC, 2018) states that in most countries, domestic tourism is driven by a significant growing middle-class population, which means increased spending for domestic consumers. Until the advent of the COVID-19 pandemic, tourism was the fastest growing industry in the world, benefiting the economies of different countries. South Africa's tourism is working hard to improve tourist confidence and trust in the implementation of the recovery of the tourism industry by allowing international travel.

2.2.3 Domestic tourism and its current state

Prosser (1998:374) indicates that the moving, staying for a short period of time, doing activities and interacting with people during the stay require resources and facilities and have a measurable impact. Travel and tourism are intricately linked – tourism exists for travel. On the other hand, not all travel is associated with tourism and travel (Awang et al., 2009). Tourists are crucial to the tourism industry as this requires destinations to fulfil tourists' needs, whether they travel for business or leisure (OECD, 2020b; Mejia et al., 2021). However, due to COVID-19, it became difficult for tourists to travel in and around the world, which meant that South African tourism needed to shift their focus towards domestic tourism (Bieger & Laesser, 2020). Figure 2.1 illustrates the two types of tourism significant to the tourism industry and contributing towards the economy.

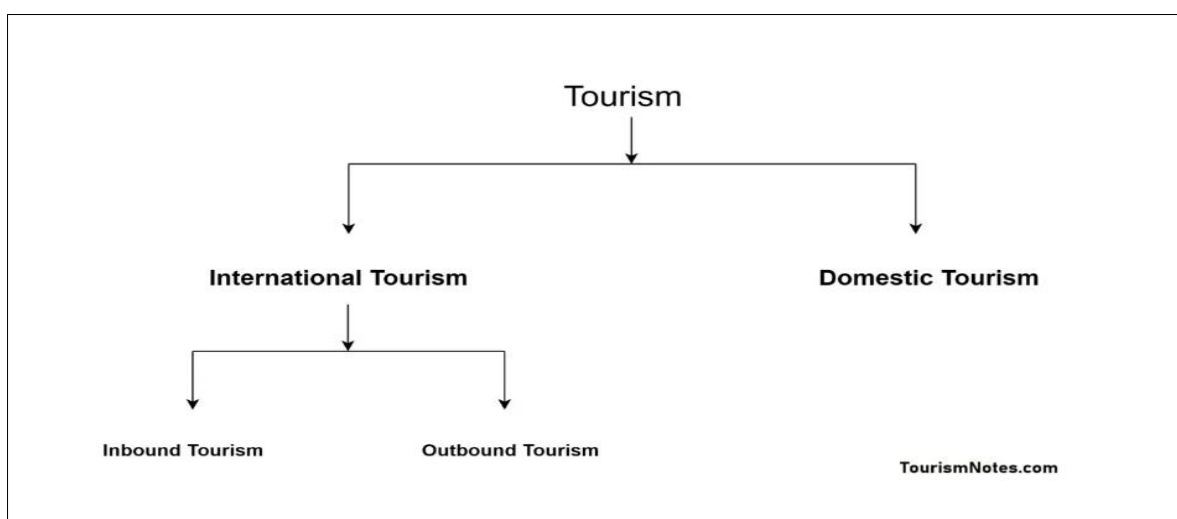


Figure 3.1: Two types of tourism
Source: (Tourism Notes, 2020)

The United Nations World Tourism Organisation (UNWTO, 2020a, 2020b) conducted research on best practices for reviving the tourism industry, focusing on domestic tourism as a basis for recovery (Rogerson & Rogerson, 2021:2). This includes improving South Africa's policy recommendations to support the resilience of domestic tourism post-COVID-19, and to increase the performance of the national economy (Woyo, 2021), bearing in mind the effects of COVID-19 on the domestic tourism sector. As stated in the WESGRO (2021) IQ Domestic Tourism Performance in the Western Cape, 13.1% of all South Africa's domestic trips in 2020 in the Western Cape reached a total of 2.6 million in 2020, which decreased by 40.4% year-on-year. Tourism domestically generated R6.9 billion for the Western Cape economy, a decline of 11.2% from R7.7 billion in 2019 (WESGRO 2021). In addition, the tourism industry is considered one of the most significant sectors of the twentieth and early twenty-first centuries, attributed to its considerable growth over the years and its contribution to the world's economy (Everingham & Chassagne, 2020; Mofokeng & Matima, 2018). Furthermore, the tourism industry plays a major role in the global economy and the social and environmental spheres.

Among its many benefits, it contributes to job creation, cultural preservation, conservation of the natural environment, and economic development in host communities. Globally, the tourism sector experienced several years of consecutive growth prior to the COVID-19 pandemic. As a result, many countries located within the global south fostered tourism as a strategic national priority to catalyse socio-economic growth and development (Sigala, 2020; Siakwah et al., 2019).



Figure 3.2: Aerial view of Cape Town
(Source: Alamy, 2022)

People took a large proportion of all domestic trips in 2020 to the Western Cape to visit friends and relatives (VFR). Another 0.9 million travelled on holiday, while over 40,000 went on business trips (WESGRO, 2021). The Western Cape is a world in one province, known for its four coastal provinces coastline, which stretches over 1000 km and includes sandy beaches with rocky to steep and mountainous features. With that said, the Western Cape has achieved the highest number of blue flag sites in 2017; 28 of the 44 beaches in South Africa have received this international accreditation (Western Cape Government, 2019). The Western Cape government and WESGRO launched the domestic tourism campaign, 'We are open', in 2020. This initiative is to encourage South Africans to enjoy and discover the beauty and diversity of many affordable, world-class attractions available in Cape Town and the surrounding region. The citizens from South Africa get to see the beautiful regions known as Western Cape, Cape West Coast, Cape Overberg, Cape Town, Cape Winelands, Garden Route, Klein Karoo, and Cape Karoo, which are open to safe exploration.

2.2.3.1 Preparedness during and post-recovery of domestic tourism

To boost tourism is to ensure that government develops a recovery plan with three phases that will be focused on over time: protect and rejuvenate supply; re-ignite demand; and strengthen the enabling capacity. Figure 2.3 presents Interventions indicated per area of focus over time.

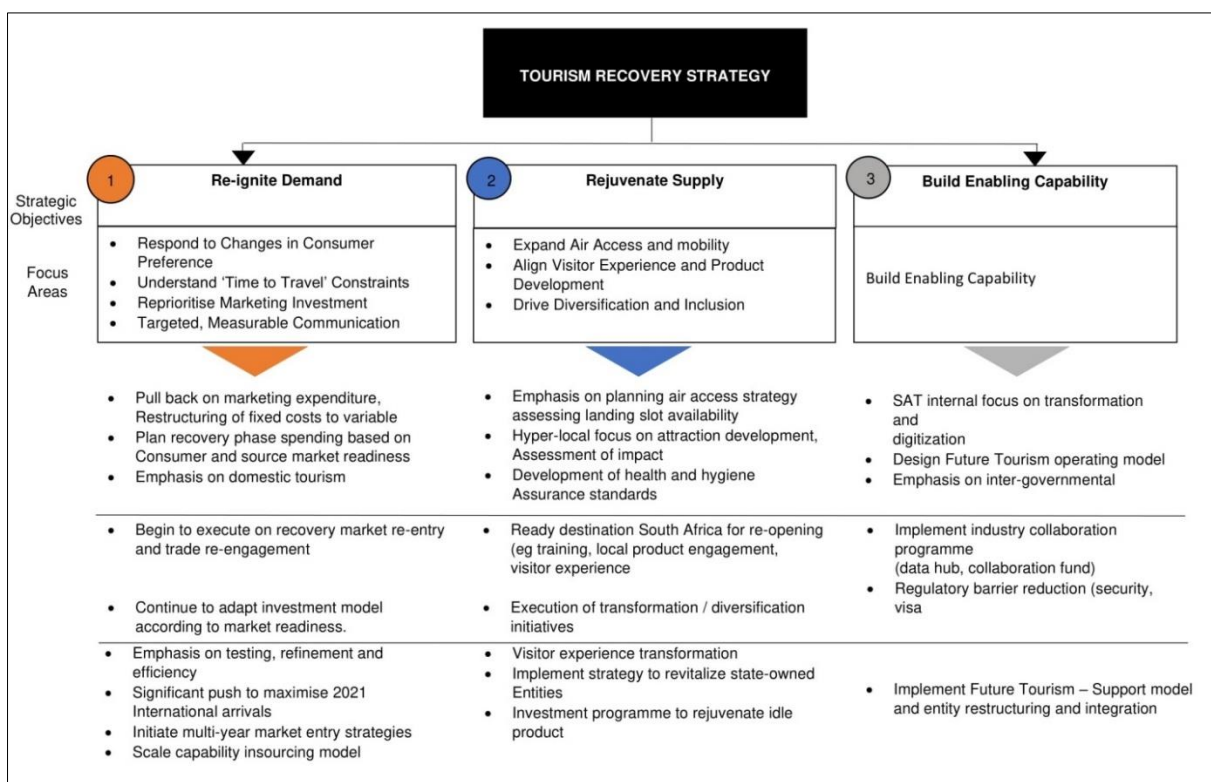


Figure 3.3: Interventions that indicate per area of focus over time (Source: Republic of South Africa, 2020b)

Various skills are acquired through employment in the tourism industry, which is a growth focal point contributing to South Africa's economy. It is known, however, that the fall in demand for related sectors such as agriculture, transport, and the petroleum industry has started filtering through the economy (Republic of South Africa, 2020b). Tourism is a summation of the phenomena following travel or movement away from a regular place of residence and economic activity. Tourism represents a major part of export revenues for many countries and an important role of their Gross Domestic Product (GDP). TBCSA mentions that the sector supports millions of indirect and direct jobs all over the world. However, due to COVID-19, there were major disruptions (TBCSA, 2022). The tourism industry is seen to have changed significantly over a period of time. It is urging for change through developing a 'creative' tourism, merging the tourism industry into something greater and better (Booyens, 2020). Therefore, with natural disasters, unattainable control over social issues and a pandemic, it is important to rebuild the industry that has suffered the most during COVID-19. Furthermore, domestic tourism performance is influenced by health and safety issues, disposable available income, and travel restrictions (Woyo, 2021). Tourism in South Africa is well on the way to recovery from the catastrophic impact of Covid-19 on the domestic tourism sector. The industry has seen more than 100% growth in trips thus far in 2022, in comparison to the same period in 2021 (News24, 2022). According to Woyo and Nyamandi (2022), most tourism organisations have neglected the domestic market through high pricing structures, thus limiting the choice of tourism products available. Therefore, is still the beginning for the tourism sector as the recovery strategies will differ from one country to another for example the economic, social and environmental recovery (OECD, 2020b).

2.3 COVID-19 and its impact on domestic tourism in South Africa

COVID-19 in South Africa was not the first disaster that occurred, leaving South Africa feeling terrified about the future. The world watched how rapidly the South African government acted, compared to many other disasters such as the influenza, HIV and Aids, and cholera. The government ensured not to repeat the mistake (Butler, 2005; Chigwedere et al., 2008). Despite fighting a pandemic, long-term economic reforms became a reality for South Africa. The coronavirus (COVID-19) pandemic triggered a global crisis. South Africa's National Institute for Communicable Disease (NICD) suspected its first case on 5 March 2020, which was announced to the country (Le Roux, 2020). Between then and 15 March 2020, infections started rising due to unforeseen circumstances, the health sector, and individuals travelling back to South Africa (Bama & Nyikana, 2021:180). COVID-19 infections continued increasing, urging the country's President, Cyril Ramaphosa, Head of the National Command Council (NCC), to declare a state of disaster (Wendell, 2020). The COVID-19 pandemic forced the South African government to implement policy responses to reduce the number of infections. Government was (and still is) faced with unprecedented governance challenges to restore the

economy. Key results pertain to the period February to April 2020, which was a particularly difficult period in terms of the lockdown regime in South Africa. Sekyere et al. (2020) add that the South African economy was technically already in a recession prior to the lockdown. Therefore, many sectors were under tremendous pressure from the measures that came into effect. COVID-19 pandemic has placed a major strain on the country's ability to perform and recover. Travel restrictions impacted the tourism sector most severely during 2020, but gradually eased during 2021 as travel restrictions gradually lifted. This meant that measures to address the pandemic's impact on reduced tourist flows were enacted by tourism businesses. A response to shifting consumer preferences and the imperative for tourism businesses are pivotal to domestic tourism (Giddy et al., 2022; Giddy & Rogerson, 2021; Rogerson & Rogerson, 2021). Additionally, the National State of Disaster in South Africa remained in effect for more than two years before being lifted on 5 April 2022.

2.3.1 Measures impacting the tourism sector

The tourism sector, being one of the most affected industries in terms of both offer and demand, as restaurants, accommodation, travel and leisure, among others, was under strict measures to perform services as usual. Therefore, many individuals across different industries had to follow the alert levels as specified and set out by President Cyril Ramaphosa, in accordance with the risk-adjusted strategy. Government announced lockdown level 4 from 1 June 2020 and level 2 from 18 August 2020. South African citizens were allowed to move around with caution and wearing masks in public was compulsory. Within the tourism and event services, this implied that events were not allowed to be performed, hotels needed to wash sheets almost every day and venues were not allowed to reach capacity, due to this many jobs were lost (South African Tourism, 2020) as stipulated in the Tourism Sector Recovery Plan (NDT, 2021). Limited capacity for monitoring implied that it was primarily left to the individuals to comply with the regulation and other precautionary measures to prevent COVID-19 infection. Thus, the responsibility of managing the pandemic was done through controlled behaviour (Kollamparambil & Oyenubi, 2021). Therefore, with no immediate prospects of eradicating COVID-19, non-pharmaceutical interventions remained the most effective defence against the pandemic (Chowdhury et al., 2020).

In July 2021, more than 64 000 South Africans had already lost their lives. Considering the increase in infections in 2021, there seemed to be little hope for South Africa (Fengler et al., 2021). Furthermore, government encouraged citizens of South Africa to get vaccinated in order to contain the spread of the virus. However, the economy and the labour market in South Africa had to be re-energised and reconsidered (Fengler et al., 2021). The regulations caused major disruptions in many sectors, especially tourism. In addition, the impact of COVID-19 on Gross Domestic Profit (GDP) growth is primarily a function of both the severity of the regulations and

their length. The virus continued to emerge with different variants, and the occurrence of new waves is almost distinguished by their seasonality. The advances around the implementation of COVID-19 vaccines are likely to boost tourism consumers and business confidence (Department of Tourism, 2021). However, not many individuals were keen to be vaccinated due to personal reservations, and it takes time to achieve population immunity in many parts of the world. Vaccine availability, improved therapies, testing, and tracking of local virus transmission worldwide are anticipated to decline by the end of 2022, according to the International Monetary Fund (IMF, 2021).

Furthermore, government health measures were introduced to slow viral transmission due to the state of disaster. In addition, it gave the government access to resources for economic assistance. Government also provided financial support to workers and businesses during the lockdown, including boosting medical preparation and hospital capacity (OECD, 2021). A further feature is that the government gradually adjusted lockdown restrictions because of a decline in COVID-19-related mortality, morbidity numbers, and sufficient health system capacity. The country has been at its lowest level of lockdown for the past six months. When high COVID-19 transmission rates were observed with the omicron version, the Disaster Management Act 57 of 2020 (Department of Co-Operative Governance and Traditional Affairs, 2020) no longer applied (Somaroo, 2022). There was a noticeable decline in international tourist arrivals and the demand for domestic tourism services as a result of these measures (Arbulú et al., 2021; Bartis et al., 2021; Newsome, 2020; Rogerson & Rogerson, 2020a, 2020b; Sharma et al., 2021; Sucheran, 2021a, 2021b, 2022). As a result, domestic tourism has been slow to recover, and strict regulations have forced people to remain at home, resulting in domestic tourism questioning its recovery potential. There has been some discussion about recovery measures for the hospitality sectors that generally include economic financial initiatives and sanitary protection measures and protocols (Alonso et al., 2020; Rodríguez-Antón & Alonso-Almeida, 2020; Rogerson & Rogerson, 2020a, 2020b, 2020c; Gerwe, 2021). The strategic recovery measures proposed by Garrido-Moreno et al. (2021) are largely related to technology and collaboration, organisational and human resources, marketing, service provision, and cancellation management.

2.3.2 Incidence on domestic tourism

The COVID-19 pandemic presented South Africa and the global community with new challenges. The early announcement of the declaration of the national state of disaster allowed for the country to be prepared and the ability to understand the COVID-19 pandemic, which assisted in slowing down the viral transmission. It prepared the health system and allowed for rapid responses because it was impossible under the existing legislation at the time (OECD, 2020d). Government had also established a National Command Council composed of experts

to monitor the rapidly evolving pandemic and advise on the best evidence-based strategies when they were determined. The incredible social solidarity that emerged from the beginning was another major factor in the country's ability to navigate the COVID-19 waves by following this trajectory. COVID-19 has been one of the most impactful and tragic pandemics of all time, especially on the tourism sector (Assaf & Scuderi, 2020:731). It is estimated that 75 million jobs in the global tourism industry are at immediate risk due to the Coronavirus, which destroyed national and local economies, causing the worst economic and humanitarian crisis since the Second World War. Zenker and Kock (2020:1) consider the COVID-19 pandemic as "one of the most significant events of the 21st century". The OECD (2020a) predicts that tourism-dominated countries in Africa will be the hardest hit by the socioeconomic impacts of COVID-19. A significant expansion has occurred in South Africa's tourism sector since 1994, when it was reintegrated into the global economy. By 2018, it had welcomed 10 million international tourists, ranking it among Africa's leading tourism destinations (Rogerson & Rogerson, 2018). However, it still meant that international arrivals were collapsing, and the occupancies declined significantly. Yang et al. (2021) state that for the past two years, tourism researchers have sought to capture 'change' as it happens, reflect on the significance of the pandemic, and engage in forecasting the future of tourism. Undoubtedly, the pandemic has been a trigger for an "explosion" of research (Zopiatis et al., 2021:278) and a massive outpouring of writings from tourism scholars about COVID-19 impacts on the tourism and hospitality sectors (Kwok & Koh, 2021). Therefore, the revival of the tourism was encouraged, but the only way this would happen is through the support of government. As a result, there was an increase of 100% in the first six months of 2022, compared to same period last year.

2.4 The effects of the COVID-19 pandemic on the domestic tourism sector

The Coronavirus pandemic has been a shock for tourism globally, which is evident from governments around the world introducing measures to contain the virus (OECD, 2020c). South Africa's domestic tourism sector comprises a significant part of the national economy and is perceived as a beacon of hope that may re-ignite the economy. However, the effects of the pandemic caused uncertainty on whether domestic tourism can be revived during and post COVID-19. The Department of Tourism, TBCSA and IFC (2020a, 2020b), International Finance Corporation, and Tourism Business Council of South Africa piloted surveys based on the industry. As a result, South Africa started implementing drastic measures, including movement allowed within specific time frames, banning alcohol, restaurant curfews, physical and social distancing regulations, masks, hygiene conditions, and international travel restrictions (Bama & Nyikana, 2021). These drastic measures have led to a major shut down of economies across the globe and in South Africa to support 'flattening the curve' of infections (Mahlali, 2020). However, because tourism is not regarded as an essential service in South Africa, it remains under the category of services that had to stay closed during the extended

lockdown. More so, the impact of COVID-19 on tourism threatens to increase poverty globally also inequality given its reverse nature and cultural conservation efforts. Because of the pandemic, the world's economy closed down almost overnight, resulting in unprecedented challenges for tourism and hospitality enterprises (Dube et al., 2020; Gursoy & Chi, 2020).

COVID-19 is unlike any other past disasters and crises that impacted the tourism industry (Hall et al., 2020; Sigala, 2020). Similar to the rest of the world, South Africa has experienced radical adverse effects from COVID-19. The pandemic could become a crisis event that potentially transforms the size and complexion of South Africa's tourism sector and the environment in which it operates; the magnitude of the pandemic will undoubtedly change South Africa's tourism, accommodation, and aviation markets. This Rapid Response Critical Assessment provides an overview of how the government and the tourism industry responded to the pandemic in South Africa from March to August 2020. During the lockdown period, several conflicts have occurred between critical stakeholders, with a particular emphasis on the frustrations of the tourism industry due to the erratic and changing regulations and the lack of government support. As of 2020, the sector is expected to have hollowed out at an accelerating rate, with small and micro-enterprises most severely impacted. The national government displays a seemingly indifferent and uncaring attitude toward the crippling effects of its interventions (or inaction) on the majority of the country's tourism enterprises, their tourism workforce, and their livelihoods as tourism-dependent communities (Rogerson & Rogerson, 2020a). Soon after the effects of COVID-19 was short lived at the end of 2021 into 2022.

2.4.1 Risk adjusted levels in South Africa

The adjusted risk strategy for re-opening national economic activity contains different alert levels, which can either be eased or tightened following the lockdown regulations (Cilliers, 2020). Furthermore, tourism will only be permitted to re-open its operations under alert level 2 (Cilliers, 2020). With the advent of the pandemic, the tourism minister of South Africa revealed that domestic tourism was expected to return around December 2020–January 2021 (Smith, 2020a). Since then, a risk-adjusted strategy has been implemented, leading to economic activity and tourism opening in South Africa (Rogerson & Rogerson, 2020a, 2020b). However, immense loss during lockdown is still being felt – tourism revenue is forever lost as the effects have already been felt, with employment taking the most significant knock (Joubert, 2020; Smith, 2020b). According to Kock et al. (2020:2), the pandemic represents “a paradigm shift in research on tourists' behaviour and decision-making” because “what was previously taken for granted may not hold in the COVID-19 era” (Kock et al., 2020:2). However, during alert level 2, South African residents could still consider enjoying the products and destinations of the province, which is why the government's Tourism Recovery Plan has been used to focus on domestic tourism. The draft Tourism Recovery Plan views domestic tourism as a means of

revitalising the sector. Using this tool correctly is vital for reviving domestic tourism in South Africa (South African Government, 2021). It was aimed at giving the tourism sector an opportunity to showcase the economic and social benefits of tourism for the whole month of July (Department of Tourism, 2020a) and market domestic tourism locally, and to reflect upon how tourism has created jobs for not just the sector, but also for the entire value chain, which has provided a tremendous economic contribution (Department of Tourism, TBCSA & IFC, 2020a).

The tourism growth trajectory of the country is an opportunity to strengthen domestic tourism given the COVID-19 effects on the domestic tourism sector and should therefore be explored. In saying that, towards the end of 2021, local tourism was hit by another wave known as the omicron wave, which was identified as the new COVID-19 variant that made other countries such as Europe, and the UK react and consider travel bans on South Africa. The industry was given a lifeline when the government decided against forcing stricter lockdown regulations during the fourth pandemic wave. The government eventually lifted the midnight curfew and restrictions on alcohol sales. However, the initiation of travel bans placed the tourism industry under distress, leaving a lot of cancelled bookings – the industry lost 900 million rand, which set the industry back by a billion rand. This meant the recovery would be relatively slow (Mail & Guardian, 2022). FEDHASA's Anderson stipulates that previous wave restrictions caused many hospitality businesses to become financially unviable. It led to the unnecessary closure of many companies and the loss of tens of thousands of jobs (FEDHASA, 2021). Nevertheless, it was believed that the tourism industry has a fighting chance in 2022 to face all obstacles to ensure its successful growth (OECD, 2020b). In the latter half of January 2020, many organisations started taking preventative measures for their employees and delayed or cancelled events, affecting both inbound and domestic tourism. In addition, domestic transportation and tourism demand for Easter has been significantly curtailed by extensive social distancing and travel restrictions (Arndt et al., 2020).

In general, tourism consists of a variety of different economic activities, all of which were affected by the lockdown. There would be no effective way of preventing and treating COVID-19 until we have learned how to prevent and treat it, this led to a decrease in tourism activity. (Arndt et al., 2020:14). As a result of the country's state of emergency, all business activities halted as President Cyril Ramaphosa declared a national state of emergency. Tourism was especially affected, leading the ministry to set up the Tourism Relief Fund. Most businesses faced difficulties, including job losses, and had to deal with the possibility of closure. The impact on the tourism industry led to Tourism Month being celebrated as many livelihoods were destroyed. Through World Tourism Day (WTD), tourism can renew lost hope and show how communities can thrive through a collaborative effort.

2.4.2 Businesses within domestic tourism

Furthermore, Assaf and Scuderi (2020:731) observe that for tourism, COVID-19 “has been one of the most impactful and tragic pandemics of modern times”. Within only a few months, “the framing of the global tourism system moved from over-tourism to ‘non-tourism’ (Corbisiero & La Rocca, 2020:5) The era of major change we are experiencing is comparable to war or depression. (Higgins-Desbiolles, 2020:620). In the tourism industry, mobility and sociability are vital attributes. Due to restrictions, the tourism industry limited patrons and attendees to restaurants, events, conferences, activities, and other leisure-related businesses. While businesses and stakeholders agree that the tourism industry was among the hardest hit by COVID-19, they are optimistic that the government will be innovative in managing future outbreaks (Mail & Guardian, 2022). Tshifihwa Tshivhengwa, chief executive of the Tourism Business Council of South Africa, said that if “all goes well, the industry is forecast to reach 60% of its pre-pandemic revenue levels”. COVID-19 pandemic had a detrimental impact on the tourism industry in general, such as accommodation, conference events, and touring (Gössling et al., 2020; Hoefler et al., 2020; Booyens et al., 2022). The National Department of Tourism confirmed that the tourism industry businesses were affected by the pandemic within South Africa, considering small and medium enterprises being slightly more affected in terms of loss of revenue (NDT, 2020). The overall tourism industry became vulnerable to the pandemic; it became the most devastating and disparaging impact on the South African tourism economy.

As a result, businesses have been forced to reposition themselves to keep their doors open while using masks, social distancing, and sanitation techniques to combat the new normal (Mensah, 2020). The Tourism Relief Fund (TRF) has been developed to address the devastation the industry endured, including the risk-adjusted measures that the government had implemented to mitigate the spread of the COVID-19 pandemic. According to United Nations World Tourism Organisation (UNWTO, 2022), promoting domestic tourism is often the first step in reviving the economy of tourism. As a potential indicator for the health and security of travel destinations, domestic tourism is particularly useful. However, a weak economy negatively impacts the domestic travel market because it places pressure on disposable incomes. The COVID-19 crisis provides an opportunity to promote sustainability in the tourism industry, structural transformation, and technology adoption. All of these factors contribute to a more resilient, sustainable, inclusive, and sustainable sector. In addition, the opportunities presented still limit the tourism sector, which required recovery strategies and an increased focus on domestic tourism. COVID-19 was considered an uncertain event as no one knew the extent of the pandemic. According to the Mail & Guardian (2020), domestic tourism will revolve primarily around local experiences, day trips, weekend retreats, and business travel to customers and suppliers. Although a significant portion of the population has been affected by

retrenchment and downsizing, people forced to stay at home is one factor expected to increase local tourism over the long and short term. Business entities and others in the sector had to consider ways to rebuild their industry and encourage the industry and citizens to travel domestically.

Lekgau et al. (2021) add that countries in the global South are reliant on the tourism sector, bore the brunt of this degrowth, and continue to do so as the pandemic is still in existence. Movement restrictions, travel bans, vaccine-related issues, and tourist motivation have severely impacted sectors (Helble et al., 2021; Wang et al., 2021; Kaewkitipong et al., 2021; Bama & Nyikana, 2021). Furthermore, due to the pandemic and its implications for international travel, the survival and recovery of South African tourism were dependent on domestic tourism. Therefore, domestic tourism is an opportunity to reimagine ways that domestic tourism contributes to our economy. To build resilience in the sector by encouraging digital transformation, discounts on leisure facilities and activities, and human capital development to (re)develop in the face of the changes in South Africa in response to the pandemic (Sigala, 2020). Additionally, by doing so, the South African tourism sector will be better prepared to handle future crises and disasters, ensuring tourism businesses, people working in the industry, and tourists will be able to bounce back from these crises (Lekgau et al., 2021). In South Africa, Lekgau et al. (2021) found that it became imperative to examine the nature of domestic travel in the country during COVID-19, showing that domestic tourism has been postulated to restart the recovery of the tourism industry (National Department of Tourism, 2021).

In recent studies, it was found that most participants (67.3%) had only travelled within the country at least twice since the pandemic, while 24.5% of the respondents had travelled between three or four times a year. Just over a sixth of the respondents (6.4%) engaged in domestic travel five to seven times, and very few (1.8%) have travelled frequently (Bama & Nyikana, 2021; Rogerson & Rogerson, 2021). The frequency with which respondents engaged in domestic travel indicates their willingness to travel domestically during the pandemic. As stated in the United Nations Policy Brief (UNWTO, 2020a), tourism is directly referenced in three goals decent work and economic growth. It was unclear how the pandemic would evolve and how consumer confidence would rebound. According to the International Monetary Fund (2020), the global economy is forecasted to contract considerably by 4.9% in 2020. However, the outlook is expected to brighten in 2021. COVID-19 has been causing a severe socio-economic impact on countries and international organisations, but the magnitude of the crisis requires more effort and continuing support (UNWTO, 2020b). At its core, the tourism sector relies on mobility and sociability, the two things COVID-19 has undermined. Indeed, as Butcher (2020:27) observes, "social distancing diminishes the pleasure of a holiday to the extent that

many may choose to stay home”. Accordingly, the tourism sector, including commercial aviation, has experienced the worst socio-economic ramifications of the pandemic (Butcher, 2020; Dube et al., 2020; Gursoy & Chi, 2020; ILO, 2020; OECD, 2020a; UNCTAD, 2020). While the international aviation industry experienced an imaginable downturn, Abdelhady et al. (2022) assert that the aviation industry provided 55.3 million indirect jobs, induced jobs, and tourism jobs related to tourism. By promoting tourism, the sector contributes to economic development and poverty alleviation, which is why tourism is heavily dependent on the aviation industry. However, considering the COVID-19 pandemic, three major airlines collapsed, namely, South African airways, Kulula and Comair. As from March 2020 to March 2021, the decrease in commercial flights worsened the airlines’ fortune.

2.4.3 Implementation of strategies towards domestic tourism

Promoting domestic tourism activity in South Africa has been a priority in the last five years (2018-2022). Efforts have been made to strengthen this sector to ensure that it can also generate economic growth during traditional off-peak seasons in international tourism (Adinolfi et al., 2021; Dlomo & Ezeuduji, 2020; Ezeuduji & Dlomo, 2020; Kruger & Douglas, 2015; NDT, 2017; Nyikana et al., 2017). You can find promotional strategies such as “We are here to help you find what you are looking for” and “Sho’t Left” (Adinolfi et al., 2021; Mutizira, 2021; Tralac, 2020). As part of South African Tourism’s Sho’t Left campaign, South Africans are encouraged to travel more within their country to increase domestic tourism (Adinolfi et al., 2021; Aina & Ezeuduji, 2021; Dlomo & Ezeuduji, 2020; NDT, 2017). The campaign was also designed to promote domestic tourism packages that were affordable, taking into consideration the challenges the domestic market has faced, such as unemployment, poverty, and inequality (Arbulú et al., 2021; Lekgau et al., 2021; Henama & Sifolo, 2018; Rogerson, 2015). “Buy now – travel later” is a campaign designed to provide domestic tourists with an opportunity to purchase holiday packages that they can use at a later date when they have time and are also financially capable of participating in domestic tourism activities (NDT, 2022; Tralac, 2020). However, collectively these campaigns have played a major role in improving the consumption of domestic tourism services, considering that South African tourism relies heavily on international tourism (Mzobe et al., 2022).

2.5 Policy considerations as a response to the impact of COVID-19 on SA tourism

Policy responses refer to changing a government’s response to an economic crisis (Curran & Piron, 2005:3). Therefore, bringing solutions to detain any inconsistencies and introduce vital, valuable information in decision-making processes have the potential to grow over time. The established COVID-19 policy responses to the South African tourism sector improved the likelihood of its recovery by re-branding local attractions, the speediness of vaccine rollout, and movement in terms of accommodation and restaurants, among others, according to the alert

level measures (Tralac, 2020). Different policy responses include allowing local travel under strict criteria when visiting friends and relatives (VFR) to build traffic following lockdowns (Gössling et al., 2020). Through policy responses, residents can be encouraged to visit local attractions, book accommodation, sit down at restaurants and slowly introduce events and conferencing, considering their awareness of the local epidemic situation. In addition, small- and micro and medium-sized enterprises (SMMEs) could benefit from the Tourism Relief Fund that was available from 7 April 2020. Furthermore, as the Minister of Health announced, different levels of alert might be introduced and applied on a district-based approach and the level assigned depends on the infection rates, which includes areas with high cases of COVID-19 that was under a higher level of restrictions than areas with smaller numbers of patients (Karrim, 2020). The Trade and Industry Policy Secretariat (TIPS) (2020) states that a “sharp re-adjustment was taking place” to deal with the initial outbreak (TIPS, 2020:7). The proposed policy approach of district level restrictions on hotspots was discarded after it became clear that “governments and especially scientists” do not want to resort to new restrictions on economic activities, regardless of their risks (TIPS, 2020).

The policy responses assisted with the closures of specific activities within and in many other countries, where the government took additional measures to stop the spread of COVID-19. Rogerson and Rogerson (2021) mention that there needs to be an understanding of appropriate designing of policy interventions. There needs to be a rethink of policy directions to reshape the tourism sector’s supply and demand in the continuing COVID-19 environment. Jeon and Yang (2021) mention the important need for ‘flexible’ tourism demand management. The responses thought the risk adjusted levels, which considered the closures of restaurants and entertainment spots, cancellation of schools returning, and when schools returned, it was every alternative day (IMF, 2020). It allows the government to be creative and innovative, which helps contribute to the economy. However, the collapse of small South African tourism businesses changed their stable operations into potentially bankrupt ones with retrenchments and negotiations for lower wages (Joubert, 2020). South Africa’s National Parks Service (SANParks), which manages its most iconic attractions, such as Kruger National Park, has shut down its facilities. Several private game lodges in South Africa closed due to the COVID-19 lockdown, causing catastrophic effects on bookings and profits (Smith, 2020a). In addition to a single national alert level, the risk-adjusted strategy offered the option of adopting a regional approach for each of the country’s nine provinces (The Presidency, 2020). It was considered for the highest rate of COVID infections occurring in the metropolitan areas (provincial premiers) determined an alert level for specific communities within each province that allowed the districts with lower levels to open more economic activities.

Furthermore, risk management cycle is categorised into several phases, as outlined in the OCED recommendation of the Council on the Governance of Critical risks (OECD, 2020a). It considers government to adopt strategies that could develop policies as each phase of this cycle boosts their resilience to threats. Immediately following the National State of Disaster declaration, various responses occurred from some of the country's most iconic attractions. The Table Mountain Cableway, Two Oceans Aquarium, and the Zeitz Mocca Art Gallery in Cape Town instituted a complete closure until after Easter. Other attractions such as Kirstenbosch Gardens (Cape Town) and Pretoria Zoo decided to stay open with extra hygiene measures in place. In addition to the announcement of a national lockdown, beginning on 26 March 2020, another radical change changed the tourism business outlook (Joubert, 2020). In response to the lockdown, South African Tourism, the country's tourism promotion agency, released an emotional video with the message, "Don't Travel Now, Travel Later"; this made tourism a non-essential service which had to adhere to strict national lockdown regulations (Rogan & Skinner, 2020; NDT, 2022). Finally, the "whatever you are looking for, it is here" campaign was implemented by the NDT's Domestic Tourism Branch as part of the Domestic Tourism Growth, this ensured focus on domestic tourism (Arbulú et al., 2021; Bama & Nyikana, 2021; Rogerson & Rogerson, 2018).

In South Africa, the government addressed the COVID-19 crisis in the same way to governments in many other countries (Laesser, 2020). The tobacco sale ban continued as the alcohol ban was re-imposed on 12 July 2020. The initial ban was relaxed on 1 June 2020 as part of the level 3 regulation. The South African government considered launching a 200-million-Rand Tourism Relief Fund, aligned with the vision for a policy of sustainable and inclusive growth (Department of Tourism, TBCSA and IFC, 2020a, 2020d; Republic of South Africa, 2020a) in assisting businesses within the tourism sector. It is evident that in South Africa, the risk-adjusted strategy considers the tourism sector to be the last sector to re-open fully as the sector was assessed under each level by slowly introducing the level to reach level 1. Rogerson and Rogerson (2020a) state that the timing and process were everything for re-opening the South African tourism economy as this was an issue between the government and the industry. Once government realised the new policy and government regulations were introduced to assist in the recovery of the domestic tourism industry.

In concluding the return of tourism, COVID-19 infection rates started decreasing after the shock of the omicron variant discovered in 2021. Although the pandemic was current, given the situation from October 2021, COVID-19 no longer affected the ability of governments to deal with it through ordinary means, which meant the state of disaster could have ended in October 2021. The end of the national state of disaster has allowed individuals to roam freely and which allowed government to improve responsiveness and preparation to improve national capacity

during the novel of pandemic, highlighting the distinctive realisation on the importance of the vaccination. The state of disaster in South Africa eventually ended on the 5 April 2022 as South Africa was exiting the fourth wave and it was unable to challenge the health system to the same extent as the previous waves.

2.5.1 Policy responses to COVID-19 in South Africa

Governments globally reacted and implemented policy responses to the COVID-19 pandemic. Askitas et al. (2020) posit that policies vary based on the extent of the outbreak around the world. The preparedness of government and the scope of the pandemic amounted to implementing practices to improve the quality of regulations which the tourism sector can follow (OECD, 2020c). It entails risk-adjusted strategies outlining activities that can take place at various alert levels depending on the infection rates. These strategies pushed public actors to seek solutions to revive the tourism sector as the responses negatively impacted the tourism industry. The levels of alert resulted in the closure of international borders, restaurants, and other businesses only operating at certain times, and venues were only allowed 50% capacity.

The levels were set out as follows: (i) level 1, most activities may resume with precaution; (ii) level 2, physical distance on leisure and social activities; (iii) level 3, restrictions on many activities, including workplaces; (iv) level 4, extreme precaution; (v) level 5, drastic measures to contain the spread., which meant the alert levels.

Table 3.2: Alert levels summary

Alert level 5	Alert Level 4	Alert Level 3	Alert Level 2	Alert Level 1
Objective				
Drastic measures to contain the spread of the virus and save lives	Extreme precautions to limit community transmissions and outbreaks while allowing some activity to resume	Restrictions on many activities including at workplaces and socially address a high risk of transmission	Physical distancing and restrictions on leisure and social activities to prevent a resurgence of the virus	Most normal activity can resume with precautions and health guidelines followed at all times Population prepared for an increase in alert levels if necessary.

The alert system was to introduce and manage the gradual easing of the lockdown as for the risk-adjusted approach is guided by several criteria, including the level of infections and rate of transmissions. Public health interventions and their economic and social impact continued

to be limited by the capacity of health facilities under the useful restrictions (Department of Co-Operative Governance and Traditional Affairs, 2020).

The banning of alcohol decreased the number of infections, which resulted in even more hostility among many South African businesses in and around South Africa (News24, 2020). The policy responses consist of the South African Economic Reconstruction and Recovery Plan (Republic of South Africa, 2020b), Tourism Sector Recovery Plan (NDT, 2021), Disaster Management Act 57 of 2020 (Department of Co-Operative Governance and Traditional Affairs, 2020), and Inclusive Economic Growth Strategy (City of Cape Town, 2021) to relieve the impact of COVID-19 on South Africa. According to Gössling et al. (2020), non-pharmaceutical interventions (NPI) are the critical approach to restrain the widespread pandemic in the deprivation of a vaccine. With limited mobility and social distancing, tourism (domestic tourism) has become inclined toward measures to contain the pandemic (Gössling et al., 2020). Therefore, it is of utmost importance for South Africa to abide by all measures and governance implications in the hope that the country will progressively alter its lockdown levels based on the COVID-19 infection rate. It is essential to channel domestic demand to re-ignite demand for domestic tourism by re-opening the economy in phases and preparing informative and inspirational messaging that supports safe tourism to revitalise domestic demand under the risk-adjusted strategy.

In addition, the government attempted to follow a consensus-based approach when it began tackling the virus and referred to it as the 'social impact'. The pandemic has driven the government to innovate, lateral thinking, and agile learning with multiple stakeholders to evaluate the benefits of the policy responses to South African businesses, particularly domestic tourism. Many businesses, such as various hospitality businesses, acknowledged that the enforcement of government measures resulted in a severe business interruption, causing them to become imperative (Alonso et al., 2020; Hall et al., 2020), leaving them concerned for the future. A significant aspect of the research process is understanding the impact of the pandemic on the tourism economy in South Africa, which can be detrimental. However, changes and adjustments will be made in terms of containment measures to assist the sector. There is still a lack of clarity about the impact of the pandemic on the tourism sector, which means that policy responses need to enable continuous adaptation to change circumstances and produce results. The tourism industry is still facing challenges as it is still finding ways to coexist with the virus while returning to normal.

There were three phases to South Africa's economic response, beginning in mid-March 2020 when the coronavirus was declared a national disaster. Businesses, communities, and individuals were subjected to a range of measures to mitigate the pandemic's worst effects. As a result, tax relief, disaster assistance, emergency money, and wages were supported

through UIF (Tralac, 2020). Phase two considered stabilising the economy to address the extreme decline in supply and demand, given jobs had been protected. On 21 April 2020, it was announced that a social and economic support package of 500 billion rand had been finalised, amounting roughly to 10% of Gross Domestic Product (GDP). The focus has been on (1) diverting resources to fight the coronavirus, (2) providing immediate and direct food aid to individuals and households, and (3) directly supporting businesses in need to save their jobs and wages. Therefore, the third phase emphasises the need for an economic strategy after this pandemic to allow the economy to recover. As part of its economic recovery strategy, the government plans to boost supply and demand through initiatives such as a comprehensive infrastructure expansion plan, rapid economic reforms, and other measures to promote inclusive economic growth (Tralac, 2020). In addition, the government's goal is to consider increasing economic activity while taking steps to reduce the transmission of the virus and provide adequate care to those who become infected and need treatment, which is why the risk-adjusted strategy aims to reduce the infection rate to flatten the curve. It means that President Ramaphosa is learning best practices from past responses to health emergencies in South Africa. They are mobilising the public and private sectors and reaching out to religious leaders and political opponents, as guided by the scientific community. The government determines whether the citizens of South Africa comply with the COVID-19 health policy. Only 33% said they trust their legislator much or somewhat. At the onset of policy development, an assessment was made of the transmission risk and potential for mitigation across all sectors of the South African economy.

2.5.2 Governance implications and its evolving measures

Governance is considered parallel with public sector reforms (Bevir, 2009) and has created a key concept across social sciences (Albareda et al., 2014). Governance imitates the Latin word "*gubernare*," which means to direct, rule, and guide (Nagrika, 2021). The understanding of governance is the interaction between governments, non-profit organisations, and business stakeholders through the development of policy decisions and their execution (Albareda et al., 2014:8), mainly to analyse the policy structures and processes. Thus, governance encompasses the role of trans-national and sub-national authorities and private organisations (businesses and non-profit organisations).

Therefore, to protect the public, the South African government has adopted a proactive approach to establishing protocols to reduce transmission risk within the tourism sector, which is aligned with WHO guidelines (Department of Tourism, TBCSA & IFC, 2020b). These public policies and protocols allow for a phased re-opening of specific activities in the tourism sector value chain, considered between September and October 2020, and then eventually allowing domestic business travel operations to occur for further activities within the sector. Several

trends and events have made tourism a social phenomenon by expanding international presence. Unfortunately, international travel was still not considered in South Africa. Its focus was mainly on domestic tourism, which was recognised as hope for many countries, especially South Africa (NDT, 2019).

Many businesses in South Africa are faced with multiple challenges. The tourism, aviation (flights), and hospitality industries have faced constant challenges since the pandemic. It was most challenging for SMMEs to sustain themselves at present without assistance (Deb & Nafi, 2020:1486). In South Africa, the Tourism Recovery Action Plan recognises the harshness of the COVID-19 pandemic on the sector, allowing businesses and activities to shut down their operations because of no assistance or the policy responses are too hard to maintain within the industry (South African Tourism, 2020). This reflected on South Africa's policy responses, as stakeholders in the tourism sector are the ones who initiate new sustainable regulations and responses, which can, however, implicate the operation of tourism businesses. The reactions are meant to rebuild the industry to fulfil the much-needed revenue that the industry has lost, particularly to uncover the suggested needs of domestic tourism post-COVID-19. It was recommended that government officials should be transparent with the public about the development of the COVID-19 pandemic to facilitate the safe resumption of tourism and economic activity.

2.6 Governance considerations

According to Laesser (2020), South Africa introduced a set of relief measures to cushion the worst effects of the COVID-19 crisis, similar to those taken by governments in many other countries. The South African government launched one specific support intervention for tourism in the form of a controversial R200 million Tourism Relief Fund that was declared to align with its vision of ensuring "sustainable" and "inclusive" development (Department of Tourism, TBCSA & IFC, 2020a, 2020b; Republic of South Africa 2020a). According to the Department of Tourism, TBCSA and IFC (2020a, 2020b), the pandemic negatively affects the tourism industry. President Ramaphosa mentioned that government would end the National State of Disaster once measures under the National Health Act and other legislation to contain the pandemic have been finalised. It is essential that the Department lobby for the removal of the National State of Disaster to expedite sector recovery. Therefore, the government must create the right conditions for private businesses to grow. The minister must engage cabinet colleagues in an all-government effort to unlock tourism opportunities.

The Tourism Business Council of South Africa encouraged the department to work with them to facilitate market access for emerging tourism enterprises (Parliamentary Monitoring Group, 2022a, 2022b). The role of government is to support local economies on how governance regulations prevent the spread of COVID-19. As a result, for the tourism industry to be

confident and reduce the threat of this virus, the government needs to offer credible measures (Assaf & Scuderi, 2020). During this crisis, the government needed to evolve its roles over time. Rather than subsidising for liquidity, they should make room for incentivising a sustainable recovery and innovation. According to Assaf and Scuderi (2020), the government should consider providing funding to promote tourism destinations and lift or ease visa regulations for countries as they recover from the outbreak to boost international tourism flow. Government should incentivise tourism businesses to create a demand for domestic products (Bama & Nyikana, 2021; Rogerson & Rogerson, 2021), which is public awareness of what domestic tourism offers. As a result, it is of great importance to assist government with the implementation of governance responses (measures) that will assist South Africa in recuperating from the external shocks, effective vaccination rollouts, collaboration among tourism authorities, and the use of digital technology to assist in regaining its footing (Ekwebelem et al., 2021; Leshem & Lopman, 2021; Calderón et al., 2022; Nhamo et al., 2020; Oosthuizen & Ferreira, 2019; Rogerson & Rogerson, 2021). There is a major lack in government's social policy and responses in many countries in the South (Cheng et al., 2020; Daly et al., 2020).

2.7 Theoretical framework

A research study requires a theoretical framework. It is the central structure of ideas and concepts that underpin a study. Through a conceptual framework, the researcher can combine relevant conceptual arguments and examine them in a more critical way. Lester (2005:460) defines a conceptual framework as "the skeleton of justification" of a research study. According to Kivunja (2018), a conceptual framework involves concepts used in a study and examines their relationships. In this way, it identifies the study variables that are essential to the research investigation and steers the whole study's understanding of how the variables relate to one another (Regoniel, 2015:1). In addition, a conceptual framework represents the researcher's combination of literature on how the phenomenon under study is explained (Regoniel, 2015). By presenting existing knowledge from other researchers' viewpoints and one's observations on the research topic, the report maps the activities and actions needed to complete the study. This facilitates the researcher's ability to answer the research questions.

In this study, there is clearly a need to raise awareness about tourism, to which government should put a higher priority on marketing local destinations, especially because traditional tourist destinations are too expensive for most residents. Mzobe et al. (2022) proposed that further strengthening of domestic tourism in South Africa is required which is evident in marketing campaigns. However, there is a need to raise awareness about tourism in South Africa because a lot of people are not aware of the part they play within the tourism value-chain; although visits are being done as part of the religious practices (Acha-Anyi, 2018;

Barnes & Rogerson, 2021; Dube-Xaba, 2021; Musavengane et al., 2022; Proos & Hattingh, 2022; Rogerson & Rogerson, 2022).

2.8 Chapter summary

In the current chapter, an extensive amount of literature on the impact of COVID-19 on the domestic tourism still remains critical as the South Africa tourism industry is still reliant on international tourism. However, local (domestic) tourism should be considered to contribute to South Africa's economy as it is important for the growth of the domestic tourism and overall tourism industry. Through interventions and considerations aimed at getting government support by assisting business to reduce their rates, promoting the tourism industry, ensure sustainability, infrastructure and the preparedness should COVID-19 return. This would enable tourism businesses, tourists and government stakeholders to foresee major recovery and resilience for the future of tourism.

Chapter Three describes and explains the methods and procedures to complete this study.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter discusses the research design and methodology that was adopted for the current study. It starts with a discussion of the philosophy associated with the research design and explains why this study employed mixed methods research. Additionally, this chapter covers a detailed description of the methods and instruments selected for collecting data, as well as a discussion of the data analysis.

3.2 Research questions

The aim of this study was to explore the South African government's policy responses to the COVID-19 pandemic and the governance implications thereof, with specific focus on the tourism sector. To achieve this, the following research questions were selected to guide the study:

- What was the state of South Africa's domestic tourism sector in the context of the COVID-19 pandemic?
- What are the COVID-19 policy responses in support of domestic tourism in South Africa?
- What are stakeholders' views of governance implications to policy responses on domestic tourism in South Africa?
- What recovery strategies have the South African government implemented for the recovery of the domestic tourism sector in the context of the COVID-19 pandemic?

3.3 Research philosophy

Research philosophy signifies the system of beliefs and assumptions about the development of knowledge in a particular field considering a specific problem. It allows the researcher to make assumptions based on the research, which inevitably shapes the researcher's understanding of the research questions and methods on how to use and interpret the findings. The philosophy adopted for the study is interpretivism for the qualitative data and positivism for the quantitative data (Saunders et al., 2015).

3.3.1 Research paradigm

Kuhn (1962) indicates that a paradigm is a philosophical way of thinking. Mackenzie and Knipe (2006) add that in educational exploration, the paradigm describes the 'worldview' of a researcher. Hence, research paradigms are based on the researcher's understanding of the world. According to Lather (1986), they reflect assumptions about reality. Considering an individual's worldview, interpretations and actions in the world are shaped by abstract beliefs

and principles. When we say that it defines the researcher's worldview, we mean that a paradigm constitutes the abstract beliefs and principles that shape how a researcher sees the world, and how s/he interprets and acts within that world. According to Lincoln and Guba (1985), a paradigm involves four elements, namely, epistemology, ontology, methodology and axiology. It is crucial to have a strong sense of these elements encompassing the basic assumptions, beliefs, norms and values that each paradigm holds.

Furthermore, it is important to locate the research proposal in a particular research paradigm to maintain and be directed by the assumptions, beliefs, norms and values of the chosen paradigm. It is therefore important to know what each of these elements means. In addition, the research process has three major dimensions: ontology, epistemology and methodology. According to Terre Blanche and Durrheim (1999), a research paradigm is an all-extensive system of consistent practice which defines the overall inquest, considering all three dimensions. In saying this, Kuhn (1962) was the first to use the paradigm. A conceptual framework shared by a group of scientists provides them with a convenient model for probing problems and finding solutions. A paradigm suggests a structure, pattern and framework or system of scientific and academic ideas, values, and assumptions (Olsen et al., 1992:16).

In support of this study, figure 3.1 embodies the interpretive paradigm. Interpretivism, the main focus of the research within this paradigm, is the way in which individuals endeavour to form a sense of the world around us (Saunders et al., 2015). For this study, qualitative data were collected through interviews. Positivism is associated with the philosophical stance of the natural scientist and consists of working with an observable social reality to emit law-like generalisation (Saunders et.al., 2015) that is allied with quantitative research.

In this study, an interpretivist stance was adopted, as it is concerned with the use of qualitative methodologies in an in-depth manner to create a new, richer understanding of social worlds and perspectives (Saunders et al., 2015:140). This allowed the researcher to gain an understanding of the governance implications of the COVID-19-related policies by comprehending how tourism businesses deal with the impact of COVID-19 and understanding the effects of COVID-19 on their businesses (INtgrty, 2016). As the researcher also considered quantitative methodology, a positivist stance was adopted to understand the individual interaction of government officials, businesses and local tourists towards the COVID-19 policy response and government implications on the domestic tourism sector.

Quantitative data were collected through questionnaires. For this, the functionalist paradigm was adopted as the data collected were objective to measure effectiveness and to make suggestions for improvement. Furthermore, the functionalist paradigm is most likely to be

supported by the positivist research philosophy, and is often signified as positivist–functionalist.

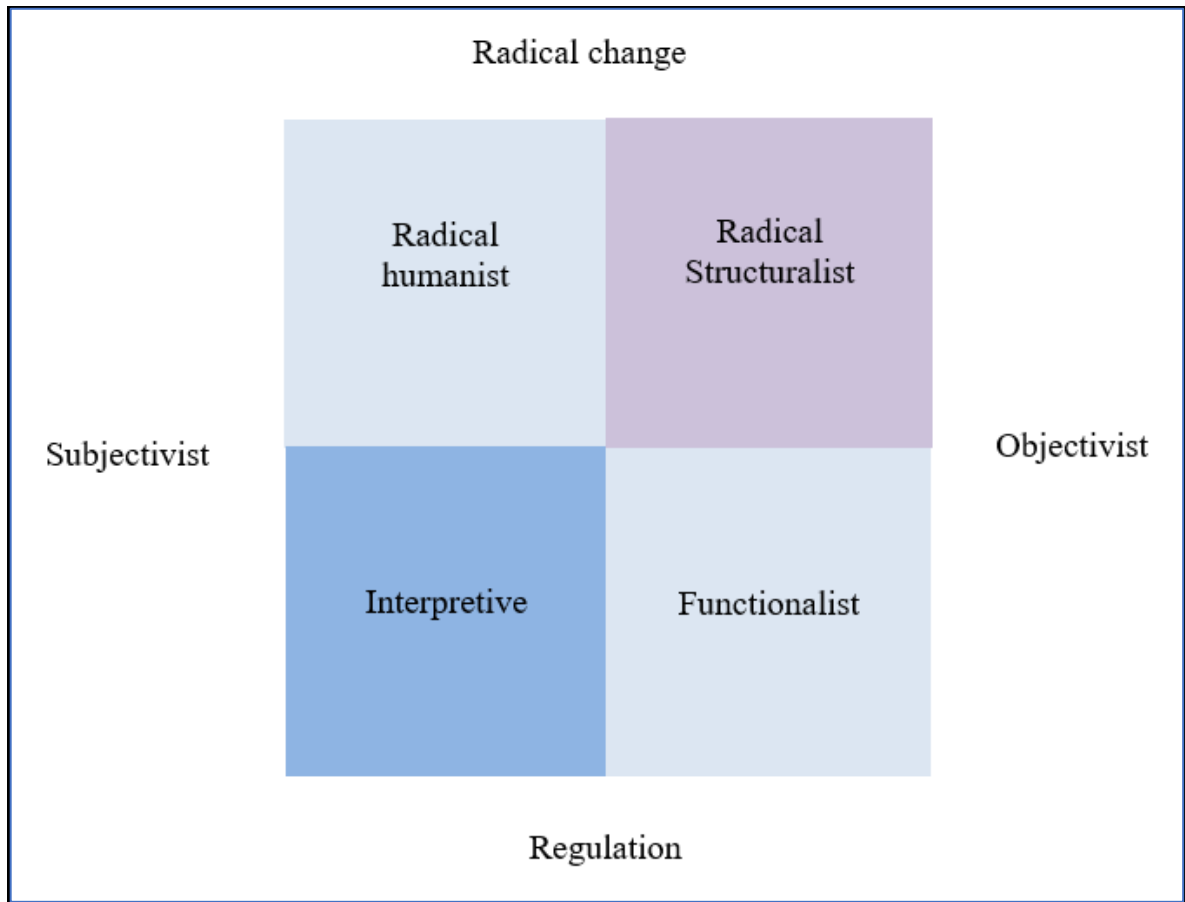


Figure 5.1: Four paradigms for organisational analysis
(Source: Adapted from Burrell & Morgan, 1982)

3.4 Research design

The research design refers to the overall strategy one chooses to integrate the different components of the study in a coherent and logical manner by providing the framework for collecting data. For this study, it formed a strategic framework for action that served as a connection between the research questions and the implementation of the research strategy, which was followed through using design. This specific design effectively adopts the research problem and composes the blueprint for the measurement and analysis of data (De Vaus, 2001).

In support of this study, figure 3.2 represents the research onion. The onion guides the researcher on the data (and data type(s)) needed, and on the techniques required to collect the data. The way to adopt this design is to work from the outer layer to the inner layer of the onion, selecting the appropriate element in each layer in accordance with the research.

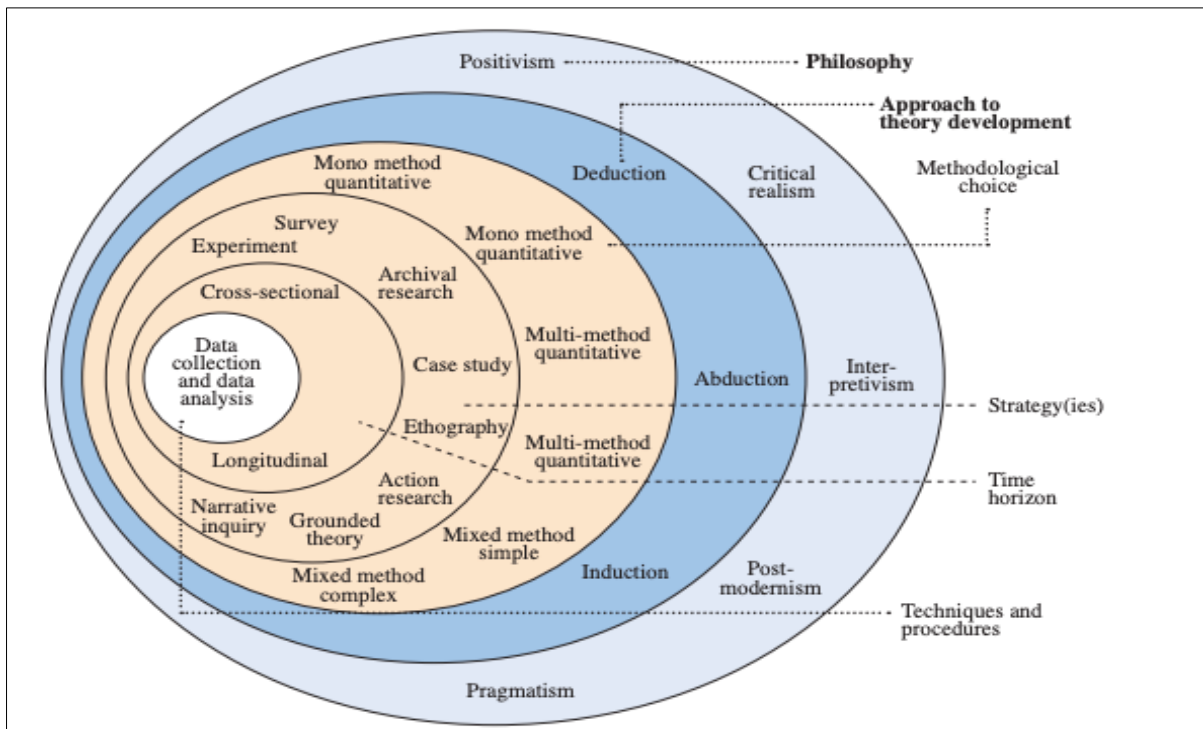


Figure 5.2: The research 'onion'
 (Source: Adapted from Saunders et al., 2015)

3.4.1 Research approach

According to Grover (2015), research approaches are considered plans and procedures for research. It aims to traverse the steps from a broad assumption to detailed methods of data collection, analysis, and interpretation. Furthermore, this plan considers several decisions that need to be considered and understood by the researcher. Moreover, it considers three research approaches that look at the philosophical worldview, research design and methods of research. It is important to know that the approaches 'understand' the importance of the philosophical worldview that stems from epistemology and determines a paradigm as per the philosophical orientation of the approach. In saying this, research design provides an overall strategy that one chooses to address a problem that requires integration of the different components of study in a coherent and logical way so that the problem is solved in the most efficient manner.

This study adopted an inductive research approach for the qualitative data to explore the phenomenon being studied (Saunders et al., 2015). The methodological choice (Saunders et al., 2015) for this study was mixed methods, as both quantitative and qualitative data were collected.

The qualitative approach is commonly associated with the interpretivist paradigm, which allows the researcher to view the world along with the experiences and perceptions of the participants (Kivunja & Kivunja, 2017:34). It is defined as a procedure for gathering, analysing, and merging

(or mixing) both quantitative and qualitative data (Creswell, 2003:15). Furthermore, a phenomenological approach to qualitative research was followed to gather information through interviews, as qualitative methods of analysis are efficient when attempting to comprehend a phenomenon (Creswell, 2015). This approach focuses distinctively on the cohesion of lived experiences in a particular group, with the primary goal to arrive at a description of the nature of the phenomenon (Creswell, 2013b). Qualitative research consists of a complex and complete picture, which analyses words, provides detailed reports based on the participants' views, and controls the study in a natural setting (Creswell, 2015).

Quantitative research, which is associated with the positivist paradigm, depends on numerical data to evaluate the variables (Mertler & Charles, 2002). The quantitative data collected from the questionnaire comprised, inter alia, the number of government officials, businesses and local tourists who partook in the study as well as their demographics. The quantitative approach allowed the study to validate factual knowledge through scientific methods to understand individual interaction and participation (Turner et al., 2021a).

3.4.2 Research strategy

The research strategy outlines the manner in which the research project is undertaken. Among many other factors, it allows for methods to be identified (Igwenagu, 2016). According to Oates (2006:156-299), one can use different research strategies linked to the philosophical paradigm. Research strategy focuses on employing more than one research method due it being a mixed methods approach. However, a research strategy is devised as best suited for a certain purpose rather than being merely tied to a philosophical position. It introduces the main components of a research study, including the topic and focus of a study to propose answers to the research questions, and to implement it into the methodology, as it adopts the research strategies appropriate for the study.

For this study, the survey strategy was adopted, which, according to (Saunders et al., 2015), can be interviews, questionnaires, observations, and focus groups. The data collection techniques for this study included questionnaires and interviews. The survey was developed through Google forms, which allowed the researcher to collect respondents' responses to their questions (Check & Schutt, 2021:160). This research allowed a variety of methods to engage with participants, collect specific data, and develop instruments. On that note, surveys could also be used in quantitative research by using open-ended questions, in mixed methods research, which this study adopted (Ponto, 2015). Part of the research design comprised triangulation (Mertens & Hesse-Biber, 2012:75), which is a measurement technique often used by trusting two known points to "triangulate" an unknown fixed point in the same context. This method is used for credibility and validity (Cohen et al., 2000). Triangulation is an effort to explore and explain complex human behaviour using a considerable number of methods to

offer readers a sensible explanation (Joppe, 2000). The technique allows for the validation of data and can be used in both quantitative and qualitative research (Nieuwenhuis, 2007:70). In this case, for quantitative research, the researcher collected data using an online questionnaire, sent in the form of a Google link to domestic tourism businesses. For the qualitative research, the researcher collected information through interviews, which were conducted with government stakeholders from various local, provincial and national government departments, as well as with tourism experts from institutions of higher education (universities), community-based organisations and non-governmental organisations (NGOs).

3.5 Research methods

Research methods are used to study human thought and behaviour; it refers to the tools used to conduct research. Qualitative, quantitative or mixed methods research can be applied. Statistical tools are often used to analyse quantitative data collected using quantitative methods. As a result, variables can be measured, and relationships can be established between them. Data can be represented using graphs and tables.

Qualitative data focus on establishing patterns. Mixed methods comprise both qualitative and quantitative research and enable the explanation of unexpected results. For this study, mixed methods research was adopted to guide the study in terms of philosophical assumptions as well as methods of inquiry. It provided the study with a better understanding of the research problems (Creswell & Plano Clark, 2007:5).

3.5.1 Qualitative methods

Qualitative research consists of a complex, complete picture that analyses words, provides detailed reports based on the participants' views, and controls the study in a natural setting (Creswell, 2015). This approach focuses distinctively on the cohesion of lived experiences in a particular group, with the primary goal of arriving at a description of the nature of the phenomenon (Creswell, 2013b). This study adopted an inductive approach for the qualitative data to explore a phenomenon (Saunders et al., 2015). The qualitative approach is commonly associated with the interpretivist paradigm, and this allowed the study to view the world along with the experiences and perceptions of the participants (Kivunja & Kivunja, 2017:34). It is defined as a procedure for gathering, analysing, and merging (or mixing) both quantitative and qualitative data (Creswell, 2003:15). Furthermore, a phenomenological approach to qualitative research was used to gather information through interviews, as qualitative methods of analysis are efficient when attempting to comprehend a phenomenon (Creswell, 2015).

3.5.2 Quantitative methods

Quantitative research, which is associated with the positivist paradigm, depends on numerical data to evaluate the variables (Mertler & Charles, 2002). Commonly associated with a

deductive approach, the quantitative data collected from the questionnaire comprised, inter alia, the number of government officials, businesses, and local tourists who partook in the study as well as their demographics. The quantitative approach allowed the study to validate factual knowledge through scientific methods to understand individual interaction and participation (Turner et al., 2001b).

3.5.3 Mixed methods

A mixed methods approach was developed in the mid-to-late 1900s by Tashakkori and Teddlie (2003). Johnson and Onwuegbuzie (2004:14) expressed the hope that mixing quantitative and qualitative methodologies would provide researchers with an alternative to believing that these approaches were incompatible.

Research using mixed methods involves combining quantitative and qualitative methods in one study to collect or analyse data (Creswell, 2003; Johnson & Onwuegbuzie, 2004, Tashakkori & Teddlie, 2008). Typically, researchers collect both numerical data, typical of quantitative research, and narrative data, typical of qualitative research, to address a study's research question(s). The researchers can, for example, distribute a questionnaire containing close-ended questions to collect numerical data and conduct an interview with open-ended questions to collect narrative data.

Researchers use mixed methods as a method of inquiry to approach philosophical assumptions. This methodology combines qualitative and quantitative data into a single study, so that philosophical assumptions guide data collection and analysis. Combining quantitative and qualitative approaches leads to a more comprehensive understanding of research problems than either approach alone could provide. The mixed methods approach was used for this study to enable the collection of both quantitative and qualitative data. However, the largest part of the data was qualitative to understand the phenomenon being studied.

3.6 Study area

This study was driven by the fact that tourism is one of the valuable key drivers of South Africa's economy (Republic of South Africa, 2017). Domestic tourism in South Africa is imperative to revive the industry, and this is done through constructing proper interventions for recovery (South African Tourism, 2020). However, despite the fast approach to implementing policy responses to support the domestic tourism industry, it is still unclear whether the policy responses have contributed to the recovery of domestic tourism in South Africa. Certain authors, including Rogerson and Rogerson (2020a); Bama and Nyikana (2021:189-190) and Rogerson and Rogerson (2021), propose that limited research has been carried out to assess the government's policy responses to the COVID-19 pandemic.

3.6.1 Justification of the study area

This study assisted in providing a greater understanding of what the South African tourism sector is currently facing, and proposing a domestic tourism sector framework for its long-haul recovery, specifically to its stakeholders. Considering how policy has impacted on the South African tourism sector, this research focused on government's policy responses towards recovery and resilience of the domestic tourism sector.

3.7 Sampling procedures

Samples are the techniques and processes are used to select subgroups of a population to take part in a study. A sample is a fixed number of people selected for a study in such a way that the chosen individuals are representative the group they were selected from (Ogula, 2005). In saying this, probability sampling and non-probability sampling are two major sampling procedures. In addition, the probability sampling method gives everyone the same chance of being selected. There is a chance (greater than zero) that each unit in the population will be selected in the sample. Probability samples can be categorised into four basic types, namely, simple random, systematic, stratified, and cluster sampling. Furthermore, non-probability sampling is used in situations where the population may not be well defined. In other situations, there may not be great interest in drawing inferences from the sample to the population.

The most common reason for using the non-probability sampling procedure is that it can often be implemented fast (Battaglia, 2008). It includes purposive, convenience and quota sampling.

3.7.1 Target population

A research population comprises a combined and large compilation of individuals or objects of importance to the study, conforming to a set of specifications (Creswell, 2013a:142; Saunders et al., 2015). It is also defined as individuals and objects having similar or common characteristics or traits. The goal of sampling strategies in survey research is to obtain a sufficient sample representative of the population of interest. It is often not feasible to collect data from an entire population due to the size of the population.

The target population for the quantitative part of study comprised domestic tourism businesses in the Western Cape. For the qualitative study, government stakeholders in the Western Cape formed the research population. Prospective government stakeholders were identified from institutions and organisations such as the City of Cape Town (CoCT), the National Tourism Business Council of South Africa (TBCSA, 2020) and the Provincial Department of Tourism, as well as tourism experts from institutions of higher education (universities), community-based organisations, and non-governmental organisations (NGOs).

3.7.2 Sampling methods

Sampling is the process of selecting samples from individuals or from a large population for a certain type of research. There are different advantages and disadvantages of sampling. Therefore, in research terms, a sample is a group of people, objects or items taken from a large population for measurement to attain accurate results in (Bhardwaj, 2019). There are two broad types sampling, namely probability and non-probability sampling. In probability sampling, each member of the population has a known (random) probability of being selected for the sample, i.e., each member has an equal chance to be selected. In non-probability sampling, no member of the population has a known probability of being selected for the sample.

For this study, probability sampling was used for the quantitative data. The sampling comprised the randomisation of the sample selection, whereby a simple random sampling approach was adopted (Taherdoost, 2016). Using this sampling allowed the researcher the opportunity to establish internal and external validity of the data collected.

Non-probability, purposive sampling was used for the qualitative data (Taherdoost, 2016), which required identifying and selecting individuals or groups of people who were primarily knowledgeable about or experienced in the phenomenon of interest (Creswell & Plano Clark, 2011). Ritchie (2003:107) refers to purposive sampling as criterion-based sampling, while (Marshall, 1996:523) calls it judgment sampling. This helps the researcher obtain distinct knowledge about a precise phenomenon making statistical inferences or where the population is small and specific (Lobiondo-Wood & Haber, 1998:249). The suggested minimum sample size (n) for the non-probability sampling technique is 15-25 participants (Malhotra & Birks, 2007:409) which is guided with a specific purpose in mind and used in special situations. However, for this study, only 13 participants were available to be interviewed. A further feature of the study was data saturation, which is achieved when there are data to replicate the study until new additional data are obtained and no further coding is available (Fusch & Ness, 2015). For this study data saturation could not forthright be determined.

3.7.3 Sample size

The sample size was influenced by several factors, including the purpose of the study. The sample size refers to the number of respondents included in a study. It is said that the number is often subdivided into subgroups by demographics such as age, gender, and location so that the overall total is being achieved and representative of the entire population.

For this study, the probability sampling (random sampling) for the quantitative data included the sample size (n=250) set for tourism businesses in the Western Cape, i.e., a minimum of 250 survey respondents selected by chance as this is best to use when the population is highly

homogenous (Bhardwaj, 2019). However, only 123 participants agreed to participate in the study. The suggested minimum sample size (n) for the non-probability sampling technique was 15-25 participants (Malhotra & Birks, 2007:409).

3.8 Data collection

Data collection is defined as the gathering of information from all relevant sources to find answers to the research problem. Two types of data can be collected, namely primary and secondary data (Kabir, 2016:202). For qualitative data collection, the study conducted structured face-to-face interviews. Considering that COVID-19 protocols could inhibit in-person interviews, the researcher had the option of conducting the interviews virtually through platforms such as Zoom, Skype, or Microsoft Teams (MS Teams). In addition to this, qualitative data were recorded for later transcription.

Quantitative data for this study was collected using a mathematical approach, which was objective and reliable. Quantitative data included information on businesses in the Western Cape, such as restaurants, Airbnb, leisure attractions, recreational facilities, hotels, event venues and wine farms. The type of information collected included demographics, characteristics and opinions, as the survey questions gather open-ended and close-ended responses in the form of a Google link that was sent to local tourists/residents and businesses, where they were able to express the way forward for domestic tourism considering its policies and implications.

3.8.1 Interview schedule (instruments)

Interview designs and question phrasing influence the depth and freedom with which respondents can respond. Interviews encourage lengthy detailed replies, whereas questionnaires are structured to elicit short and specific answers (Fox et al., 2000). In conclusion, there are many ways to conduct interviews in accordance with the study, including structured, semi-structured and unstructured interviews. For this study, a structured interview has been developed, whereas the survey questionnaire was semi-structured.

3.8.2 Field study course of action

Data collection enables the researcher to gather specific information about study objects. Systematic and accurate data collection is important when conducting scientific research (Abawi, 2014). Various tools are used by researchers to collect data, including interviews, questionnaires, documentary analysis and observation (Kabir, 2016).

Based on the literature review and other studies on quantitative data collection instruments, this study adopted a questionnaire in a form of a Google link as the primary collection instrument. This instrument ensured quick responses that are widely used in quantitative

research to provide the study with constructive data (FutureLearn, 2021). For the qualitative data collection instrument, detailed interviews were carried out with stakeholders who were selected by taking into consideration their expertise, experience and contribution to South Africa's domestic tourism.

3.9 Data coding and analysis

Data analysis is the process of interpreting, ordering, and structuring the data collected (Marshall & Rossman, 1999:150; Polit & Hungler, 2004:716). It comprises cleaning, analysing, interpreting, and visualising data to discover valuable insight that drives the study. It can sometimes be confusing, ambiguous, and time-consuming, but is considered a creative and interesting process (Marshall & Rossman, 1999:150).

3.9.1 Qualitative and quantitative data analysis

In this study, the qualitative and quantitative research data captured were systematically presented, analysed, described, and interpreted to present data understandably to identify trends in relation to the research objectives. The coding and analysis of the quantitative data was conducted using Microsoft Excel. The quantitative data were presented in the form of pie charts, graphs and tables. For the qualitative data, the recorded interviews were transcribed and analysed using the constant comparative method. Reporting was done using descriptive words, which enabling the researcher to categorise the data and identify themes that interlink with the research questions and objectives.

3.10 Ethical considerations

Ethical consideration is founded on the notion of piloting suitable studies and focuses on the manner in which researcher conducts the study, given the 'rights' and 'wrongs' (Mouton, 2001:238). The important factors of research ethics include the right to anonymity, informed consent, confidentiality, and voluntary participation (Heffernan, 2005:89). Hammersley and Traianou (2012:16) point out that before data are gathered, it is important to establish the ethical and unethical facets or activities. The following ethical considerations applied to this study:

- To guarantee participant confidentiality, all information provided by the respondents remained confidential.
- Ethical clearance was obtained from CPUT before any data were collected.
- The involvement of the respondents in completing the questionnaire was entirely optional and at the participants own discretion, as no one was obliged to participate.
- The introduction contained the researcher's name and university, as well as relevant information that affirmed the validity of the study.

- Affirmation information received was considered confidential and would only be used for academic purposes; this meant the questionnaires given to respondents did not require respondents' personal details such as names and contact details.
- No minors (under 18-year-olds) were able to partake in this study and no harm were done to the respondents.
- To uphold the integrity of this study, respondents were informed of all the above-mentioned rights and that the research conducted complied with CPUT's ethical standards.

3.11 Limitations

Limitations in a study are defined as weaknesses out of the researcher control (Fountouki & Theofanidis, 2018). The following limitations were applicable to the current research:

- Considering the participants (businesses) feedback to a survey, the researcher was limited to access only a small geographical area that may not produce an overall scope of responses. However, the researcher had to consider appropriate businesses that were willing to participate.
- Survey questions might not be fully answered, thus resulting in room for error and/or invalid information; therefore the questions were both open-ended and close-ended.
- It can sometimes be challenging to get in touch with some of the stakeholders, particularly those working in government, considering how COVID-19 infected several people. The researcher therefore conducted some of the interviews remotely using an online platform.

3.12 Chapter summary

This chapter explained the methodology of the study and the procedures that were followed to collect the data from relevant tourists and business owners, as well tourism officials and other considered establishments. The population and sample size were discussed, the research instruments were described, and ethical issues were addressed.

In Chapter Four, the data analysis and findings are presented and discussed.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1 Introduction

Chapter Three discussed the research design and methodology. The aim of the study was to assess the effectiveness of governance responses towards COVID-19. The study adopted mixed methods for collecting data, using instruments such as online questionnaire surveys and interviews. The analysed findings are based on 13 in-depth interviews and 123 online surveys used to collect data from tourism businesses and government stakeholders.

This chapter presents the results of both the qualitative and quantitative analysis. The researcher used content analysis and statistical analysis to present the findings from the interviews and questionnaires. The researcher used theoretical aspects and discourses which informed the study to summarise and interpret the findings. The effectiveness of government policy responses towards the recovery and resilience of the domestic tourism sector were analysed and discussed.

4.2 Tourists and tourism business data

A total of 123 respondents participated in the survey. However, a minimum of 250 survey responses were considered to be valid for participation. Although the number of responses did not meet the minimum (n) of 250, Delice (2010) agrees that the minimum sample size to get any kind of meaningful result can be more than 100. Questionnaires with missing data were excluded, leaving only the fully completed and usable surveys to ensure that the correct data were gathered and the eligibility of the potential study respondents.

4.3 Demographics characteristics of the study sample

The first part of the questionnaire involved seven (7) demographics, namely, gender, age, education, ethnicity, location, service and employment status, classified under section A as the demographic profile. These variables are discussed in the next sub-sections. Table 4.1 illustrates the demographic characteristics of the study respondents.

Table 7.1: Respondents' demographics profile
(Source: Researcher)

Gender	Row Labels	Count	% Count
	Female	76	62%
	Male	44	36%
	Prefer not to say	3	2%
	Grand Total	123	100%

Age	Row Labels	Count	% Count
	18-20	5	4%
	21-30	44	36%
	31-40	42	34%
	41-50	12	10%
	51	20	16%
	Grand Total	123	100%
Ethnic Groups	Row Labels	Count	% Count
	Black	29	24%
	White	35	28%
	Coloured	50	41%
	Prefer not to say	7	6%
	Asian	2	2%
	Grand Total	123	100%
Location	Row Labels	Count	% Count
	Cape Town	82	67%
	Cape Winelands	24	20%
	West Coast	3	2%
	Garden Route	10	8%
	Overberg	2	2%
	Other	2	2%
	Grand Total	123	100%
Education	Row Labels	Count	% Count
	High School	22	18%
	Certificate	3	2%
	Diploma	36	29%
	Bachelor's Degree	49	40%
	Honours Degree	3	2%
	Master's Degree	2	2%
	PhD or Higher	2	2%
	Prefer not to say	6	5%
	Grand Total	123	100%
Service	Row Labels	Count	% Count
	Wholesale & Retail Trade	9	7%
	Financial Services	6	5%
	Mining	1	1%
	Events, Tourism, Hospitality	69	56%
	Education	8	7%

	Health & Safety	4	3%
	Information Technology (IT)	2	2%
	Government	2	2%
	Creative, Design, Architect	11	9%
	Customer Service	2	2%
	Prefer not to say	9	7%
	Grand Total	123	100%
Employment Status	Row Labels	Count	% Count
	Employed	105	85%
	Unemployed	5	4%
	Student	7	6%
	Other	6	5%
	Grand Total	123	100%

4.3.1 Gender of respondents

The majority of respondents (62%) were female, 36% were male, and 2% preferred not to say. Earlier studies indicate that the majority of people employed in tourism worldwide are women both in formal and informal jobs, which allows for income generation and entrepreneurship (Kimbu & Ngoasong, 2016). The aim of this quantitative research was to gain a representation of the population of tourists and local businesses, and it is evident that men, women and others are categorised as tourists and businesses.

4.3.2 Age of respondents

Respondents aged between 21-30 years (36%) had the highest presence, followed by the 31-40 years category (34%). The age category for 41-50 years of age constituted a reasonable participation (10%). The oldest category of the study respondents included those above the age of 51 and over, which comprised 16%. The average age of the respondents was 21-30 years. Table 4.1 shows the age group category of the study respondents for the current study.

4.3.3 Ethnicity of respondents

The majority of individuals who participated were coloured (41%), followed by white (28%) and black (24%). A further 6% preferred not to say, leaving only a few (2%) Asian respondents.

4.3.4 Location of respondents

The majority of respondents (67%) were from Cape Town as illustrated in table 4.1, followed by the Cape Winelands (20%). Two percent cent (2%) of the respondents lived on the West Coast, 8% in Garden Route, 2% from the Overberg, and 2% indicated other.

4.3.5 Education of respondents

The majority of the respondents are well educated. Most respondents (40%) said they hold a bachelor's degree, 29% a diploma, and 18% a high school certificate. A significantly lower percentage of respondents (2%) completed their certificate, 2% a Master's degree, and 2% a PhD or higher.

4.3.6 Service of respondents

The majority (56%) of respondents indicated their employment in the events, tourism and hospitality industry, followed by 9% in creative, design and architect services. Seven per cent (7%) indicated wholesale & retail, 7% indicated education, and 3% stated health and safety. Only 2% of the respondents said they are employed in customer services, 2% in information technology and 2% in government. The other respondents preferred not to say.

4.3.7 Employment/occupation status

Table 4.1 illustrates the employment status of the study respondents. More than half of the respondents (85% combined full-time and part-time employment) were employed at the time of the data collection. Six per cent (6%) indicated that they were a student, 5% indicated their employment status as other (i.e., self-employed), while 4% said they were unemployed.

4.4 COVID-19 pandemic the South African tourism sector

Using a 5-point Likert scale, the study respondents were requested to indicate the level of agreement or disagreement to predetermined statements. These statements were in relation to the policy responses and governance implications about the COVID-19 pandemic on the domestic tourism industry in South Africa. The response options and codes were as follows: SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree and SA=Strongly Agree. Throughout the explanations, the responses are explained to aid in understanding the results. The description concluded with three levels of agreement, namely: agreement, neutrality, and disagreement. The findings are discussed in relation to the how government responses impacted South African tourism (reflected in table 4.2).

Respondents were to assess themselves as well as take into account whether they gave honest answers or not. To counteract this, the questions were designed to motivate respondents to be honest. All responses to the survey were treated as confidential. Participation in the survey was voluntary and anonymous. The decision to participate was made freely and willingly. It is guaranteed that if the survey is administered again, the same or similar results will be obtained. Due to this, I say the data from this survey is valid and can be relied upon.

Data collected were checked before analysis. Sorting was done to eliminate incomplete online survey forms. Coding was done for individual forms to avoid double entry and tracking. Data entry into Excel was done manually according to the design of the data structure. After the entry, cleaning was done to eliminate missing data, and data entered incorrectly were corrected to ensure reliability and consistency. A valid interpretation of a test score is supported by empirical evidence as well as theoretical rationales (Messick, 1990). Each construct was measured using various indicators, making it imperative to ensure that the indicators behaved as intended since each construct was assessed using different indicators. Cronbach and Meehl (1955) interpreted this test as measuring the quality of an attribute.

i) Reliability

The researcher used the Cronbach alpha tests to see if multiple question Likert scale surveys are reliable. Cronbach alpha's reliability co-efficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach alpha is to 1.0, the greater the internal consistency of the items in the scale.

Table 7.2: Government responses have an impact on South African tourism in %, n=123)
(Source: Researcher)

		<i>n</i>	SD	D	N	A	SA	Mean	Std. Dev
1	Is the tourism sector important to the South African economy?	123	2.4	-	0.8	71.5	25.2	4.17	.674
2	Do you think COVID-19 impacted you as a local tourist?	123	3.3	0.8	0.8	52.0	36.6	4.18	.859
3	In Western Cape, South Africa, has COVID-19 impacted your business?	123	3.3	2.4	10.6	49.6	34.1	4.09	.914
4	Did you agree with the policy responses and governance implications to domestic tourism?	123	13.8	18.7	36.6	5.7	25.2	3.10	1.345
5	Do you think domestic tourism is a beacon of hope for South Africa?	123	0.8	3.3	5.7	40.7	49.6	4.35	.799
6	Did it make sense to implement a strict risk-adjusted strategy to contain the increase in infections?	123	5.7	17.1	24.4	24.4	28.4	3.53	1.230
7	As a local tourist or business owner did you benefit from the policy responses and governance implications provided?	123	18.7	35.8	26.0	3.3	16.3	2.63	1.289
8	Do you think government has resolved the recovery of domestic tourism?	123	21.1	42.3	28.5	-	8.1	2.32	1.066
9	Did government offer their support in terms of rebuilding domestic tourism?	123	13.8	33.3	30.9	0.8	21.1	2.82	1.312
10	As a local tourist or business owner did you benefit from the policy responses and governance implications provided?	123	24.4	36.6	30.1	0.8	8.1	2.32	1.104
11	Do you agree with the tourism development strategy, that focus should be on domestic tourism?	123	3.3	16.3	19.5	17.9	43.1	3.81	1.244

		<i>n</i>	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>	<i>Mean</i>	<i>Std. Dev</i>
12	Did you seek government support to help mitigate the potential loss of your business? Or as local tourist did you think businesses received enough support?	123	18.7	36.6	22.0	4.9	17.9	2.67	1.335
13	Do you think businesses have benefited from the Tourism Relief Fund (TRF)?	122	18.0	39.3	33.6	4.9	22.1	2.92	1.370
14	Do you think government has made significant changes to the support of the domestic tourism sector from the time the pandemic had begun?	123	15.4	46.3	22.0	13.8	2.4	2.41	.991
15	Is it possible that government can find balance between performance of policy responses and governance implications considering COVID-19?	123	11.4	8.1	38.2	38.2	4.1	3.15	1.033
16	Do you think government implications and policy responses impacted on the tourism sector in a negative way?	123	2.4	13.8	22.0	35.8	26.0	3.69	1.080
17	Do you think South Africa can improve the reputation and image of recovery towards the economy?	123	0.8	8.9	18.7	43.9	27.6	3.89	.943
18	Is the vaccination the best solution to the recovery of the tourism industry?	123	13.0	19.5	32.5	23.6	11.4	3.01	1.191
19	Do you think government is considering local tourists and domestic tourism businesses' frustrations towards its policy responses and governance implications?	123	10.6	33.3	37.4	14.6	4.1	2.68	.986
20	Do you think there are other ways to support the rebuild of domestic tourism?	123	0.8	1.6	7.3	65.0	25.2	4.12	.672
21	Do you think government is aware of how domestic tourism is suffering from its changes such as alcohol ban, curfew, and its venue capacity, etc.?	123	20.3	23.6	8.9	35.0	12.2	2.95	1.378
		<i>Reliability statistics towards government response to COVID-19 and the tourism sector, Cronbach's Alpha = .765, N of items = 21</i>							
		<i>Note: 5-point Likert-type scale was used (1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree)</i>							

Table 4.2 illustrates the answers of the respondents to determine whether government's policy responses have an impact on South African tourism, particularly domestic tourism. The higher mean values (especially those above 4.3) show a strong agreement with the statements while the lower mean values (below 3.2) denote strong disagreement. Some of the respondents were, however, undecided in their ratings and thus assumed a neutral position.

4.4.1 Impacts of COVID-19 on the tourism sector

Respondents were asked whether they feel tourism sector is important to the South African economy. The majority (71.5%) of the respondents agreed that the tourism sector is important to the economy whereas 25.2% strongly agreed that the tourism sector is extremely important for the country's economy, while 2.4% strongly disagreed that it is not important to the economy, 0.8% constituted as neutral, and no disagreed response was made about the

importance of the tourism sector in the South African economy. Tourism remains the key driver of the South African economy (South African Tourism, 2020), playing significant role in responding to the country's socioeconomic challenges (Rogerson & Rogerson, 2021). This always depends on the resilience of the South African economy. The above responses concluded that the majority of respondents agreed the tourism sector is important to the South African economy.

Respondents were asked (in question 2 of table 4.2) if they think COVID-19 impacted on them as local tourists (question 2). The majority agreed that COVID-19 impacted on them as tourists, and 36.6% strongly agreed that COVID-19 impacted on the respondents significantly, while 3.3% strongly disagreed, leaving 0.8% who disagreed and 0.8% took a neutral stance. Tourists believed to have suffered during the impact, not being able to attend restaurants, visit leisure spaces and not being able to do normal things due to social distancing and the alcohol ban due to lockdown regulations (Dube, 2021). This enables government to see how COVID-19 has impacted tourists, prohibited them from exploring domestic tourism.

Table 4.2 (question 3) shows whether COVID-19 affected businesses. The majority of respondents (49.6%) agreed that businesses were impacted by COVID-19; 34.1% strongly agreed with this statement; 10.6% remained neutral; 3.3% strongly agreed that businesses were impacted by COVID-19; and 2.4% disagreed with the fact businesses were impacted by COVID-19. Globally, businesses were affected significantly by COVID-19 due to changes caused by the pandemic (Verma & Gustafsson, 2020:253). It became more challenging for businesses around the world to keep the financial balls rolling, given the reduced revenues and the high uncertainty attributed to the pandemic (Rogerson & Rogerson, 2021). From the data it is evident that the majority of business owners and tourists agreed that the impact of COVID-19 affected business within the Western Cape, South Africa.

Question 4 was designed to determine whether the policy responses were beneficial towards domestic tourism. In total, 36.6% of the respondents remained neutral to the question, 25.2% strongly agreed, 18.7% disagreed, 13.8% strongly disagreed, and 5.7% agreed that the policy responses were beneficial for domestic tourism. From the data it is evident that the majority of the respondents preferred to remain neutral.

In the above table (question 5), 49.6% of the respondents strongly agreed and 40.7% agreed to thinking that the tourism is a beacon of hope for South Africa; 5.7% remained neutral, 3.3% strongly disagreed, and 0.8% disagreed. The domestic tourism sector in South Africa is recognised as a beacon of hope in South Africa. It is evident that the majority of the respondents strongly agreed that the tourism is a beacon of hope and a catalyst for the recovery of the tourism sector in South Africa.

Respondents were asked whether it makes sense to implement a strict risk-adjusted strategy to contain the infections (question 6). The majority (28.4%) of the respondents strongly agreed, 24.4% agreed, and 24.4% chose neutrality. However, 17.1% disagreed that strict risk adjustment could contain the spread, while 5.7% strongly disagreed.

Respondents were asked if local tourists or business owners benefited from the policy responses and governance implication (question 7 in table 4.2). The majority (35.8%) disagreed that local tourism or businesses received any form of benefit; 26.0% of the respondents selected neutral; 18.7% strongly disagreed; 16.3% strongly agreed; and 3.3% agreed to the statement. It is evident that respondents disagreed that local tourists or business owners benefited from the policy responses and governance implications.

For question 8, majority of respondents (42.3%) disagreed that government resolved the recovery of domestic tourism; 28.5% selected neutral; 21.1% strongly disagreed; while 8.1% strongly agreed that government resolved the recovery of domestic tourism.

In table 4.2, question 9, the majority (33.3%) of respondents disagreed that government offered their support in terms of rebuilding of domestic tourism; 30.9% selected neutral; 21.1% strongly agreed; and 0.8% agreed that government-initiated support in rebuilding domestic tourism.

Respondents were asked if they, as business owners or local tourists, benefited from the policy response (question 10). The majority (36.6%) of the respondents disagreed; 30.1% chosen neutral; and 24.4% strongly disagreed. However, 8.1% strongly agreed and 0.8% agreed that they benefited from the policy responses and governance implications.

Respondents were asked if they agree with the tourism development strategy, namely that focus should be on domestic tourism (question 11). The majority (43.1%) of respondents strongly agreed; 19.5% remained neutral; and 17.9% agreed. However, 16.3% disagreed and 3.3% strongly disagreed that focus should be on domestic tourism.

In table 4.2, question 12, the majority (36.6%) of the respondents disagreed and 18.7% strongly disagreed that government support assisted them to mitigate the potential loss of the business; 22.0% remained neutral; 17.9% strongly agree and 4.9% agreed that businesses and tourists received enough support from government. It is evident that respondents felt that government did not provide enough support towards tourists and businesses.

In question 13, respondents were asked did they think businesses have benefited from the Tourism Relief Fund (TRF). The majority (39.3%) of the respondents disagreed; 33.6% chose to remain neutral; 22.1% strongly agreed; 18.0% strongly disagreed; and 4.9% agreed that businesses have benefited from the Tourism Relief Fund (TRF).

For question 14, the majority (46.3%) of respondents disagreed to thinking government made significant changes to support the domestic tourism sector from the time the pandemic began; 22.0% remained neutral; 15.4% strongly disagreed; 13.8% agreed and 2.4% strongly agreed. It is evident that the majority of the respondents disagreed that government made significant changes to support the domestic tourism sector from the time the pandemic began.

In table 4.2, for question 15, the majority (38.2%) of respondents agreed to saying that government can find balance between performance of policy responses and governance implications considering COVID-19; 38.2% selected neutral; 11.4% strongly disagreed; 8.1% disagreed; 4.1% strongly agreed. It is evident that majority of the respondents agreed that government can find balance between performance of policy responses and governance implications considering COVID-19.

For question 16, the majority (35.8%) of respondents agreed and 26.0% strongly agreed that government implications and policy responses impacted on the tourism sector in a negative way; 22.0% chose to respond by selecting neutral; while 13.8% disagreed and 2.4% strongly disagreed. It is evident that the majority of the respondents agreed that government implications and policy responses impacted negatively on the tourism sector.

In the above table (question 17), the majority (43.9%) of respondents agreed and 27.6% strongly agreed to saying that South Africa can improve the reputation and image of recovery towards the economy; 18.7% of the respondents chose neutral; while 8.9% disagreed and 0.8 % strongly disagreed. It is evident that majority of the respondents agreed to the question that reputation and image can be improved by South Africa towards the recovery of the economy.

Respondents were asked in question 18 if vaccination is the best solution to the recovery of the tourism industry. The majority (32.5%) of the respondents remained neutral; 23.6% agreed and 11.4% strongly agreed to the vaccination being the best solution to recovery. However, 19.5% of the respondents disagreed and 13.0% strongly disagreed to the vaccination being the best solution towards the recovery. It is evident that majority of respondents chose to remain neutral with answering this question.

For question 19, respondents were asked if government considered local tourists and domestic tourism businesses' frustrations towards its policy responses and governance implications. The majority (37.4%) of the respondents chose to remain neutral; 33.3% disagreed and 10.6% strongly disagreed; while 14.6% agreed and 4.1% strongly agreed that government is considering local tourists and domestic tourism businesses' frustrations towards policy responses and governance implications. It is evident that the majority of respondents remained neutral to this question.

Respondents were asked if they thought there are other ways to support the rebuild of domestic tourism (question 20). The majority (65.4%) of respondents agreed and 25.2% strongly agreed, while 7.3% chose to remain neutral. However, 1.6% of the respondents disagreed and 0.8% strongly disagreed. It is evident that the majority of respondents agreed that there are other ways to support the rebuild of domestic tourism.

For the final question, respondents were asked whether government is aware of how domestic tourism is suffering from changes such as the alcohol ban, curfew, and venue capacity. The majority (35.0%) of respondents agreed and 12.2% strongly agreed that government is aware of domestic tourism's suffering, while 8.9% remained neutral. However, 20.3% of the respondents strongly disagreed and 23.6% agreed that government is aware of the suffering. It is evident that respondents agreed that government is aware of the way in which the tourism sector is suffering due to the changes.

In addition, respondents were asked if they would like to add any additional information towards the recovery of domestic tourism and most of the respondents mentioned that strategies should be unique and attainable in order to truly assist the economy and the tourism sector. It is evident that respondents feel government needs to pay more attention to domestic tourism and recognise the significance of the tourism industry. Respondents recommended that during the industry's recovery stages, leisure activities, restaurants, nature reserves and other businesses should accommodate their prices to make it more affordable in order to allow movement to reignite the tourism sector. Respondents believed that it would take time before the tourism sector is fully recovered, however, government needs to play their part to increase the survival of the industry should another disaster or pandemic occur.

4.5 Exploratory factor analysis

Data collected were analysed using Microsoft Excel. Factor analysis was conducted to ensure construct validity, while the Kaiser Meyer-Olkin (KMO) and Bartlett's test of sphericity was applied as means to measure the adequacy of the sample and its appropriateness (Verbeke & Viaene, 2000), based on the recommendations by Costello and Osborne (2005). In order to analyse the factor structure and correlation between items included in the scale, an exploratory factor analysis was conducted using the maximum likelihood method with Varimax rotation.

As a result of rotating the factor matrix, the tables below are provided. Some of the items in the research were loaded on other factors, which led to unsatisfactory results at first. We removed these items incrementally (11, 16, 18, 19, 20, 21). The Bartlett's statistical significance ($p \leq 0.05$) supports the factor analysis test (Pallant, 2013), therefore the Bartlett's test achieved statistical significance at $p = <.001$ ($190=533.598$), supporting factorability. The KMO value over 0.5 and a significance level for Bartlett's test below 0.05 suggest there is some

form of correlation in the data. For this study, the 0.707 value exceeded the recommended value of .6 (Kaiser, 1974) and our p-value is lower than the level of significance, therefore we continued with factor analysis.

Table 7.3: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin measure of sampling adequacy		0.707
Bartlett’s test and sphericity	Approx.	533.598
	df	190
	P-value	<.001

4.5.1 Results of the factor analysis

The factor analysis revealed 'common factors,' which were considered to account for the majority of the variance in the observed variables. The factors were rotated and interpreted using the Varimax rotation method to determine the items that make them 'common'. Only factors with eigenvalues >1 were used, and these comprised factors that appeared above elbow or break of the scree plot. The study measures emerged as three factor solution (see table 4.3) and the resultant factors were named and discussed in relation to the relevant literature. There were three factors that accounted for 60% of the variance.

Cho (2016), Hoekstra et al. (2019) and Taber (2018) reported that Factor 1 had a relatively high reliability coefficient of .839, which is acceptable. Based on the reliability test results for Factor 2, Taber (2018) considered it to be 'satisfactory' because it falls within the range 0.58–0.97. Despite the low reliability score on Factor 3, the results were still considered acceptable since they are within the range of 0.45–0.98 (Cho, 2016; Cho & Kim, 2015; Taber, 2018).

Factor scores were calculated as means of all items that contributed to a specific factor to enable interpretation of the original 5-point Likert scale measurement. As shown in table 4.4, the factors were identified.

Table 7.4: Policy responses and governance implication towards the recovery of domestic tourism (tourism sector) (Source: Survey data)

	FL	M	RC	MIC	Std.D
Factor 1: Government support due to COVID-19 towards the tourism sector		2.618	0.828	0.357	7.222
10.Business and local tourist benefit from the policy responses	0.759				
9.Government offer the support for the rebuild of domestic tourism	0.713				
14.Significant changes to support domestic tourism	0.698				
13.Benefited from the TRF	0.696				
19.Frustrations towards Government implications and policy responses	0.591				
8.Government resolve the recovery of domestic tourism	0.693				
4.Agreement with policy responses and governance implications	0.619				
12.Support of government being enough	0.539				
6.Risk-adjusted strategy retained the infections	0.442				
Factor 2: Impact of COVID-19 on South Africa (Tourism)		3.192	0.598	0.406	2.200
2.Covid-19 impact on local tourists	0.791				
3.Covid-19 impact on business	0.781				
1.Tourism sector important for South African economy	0.563				
5.Beacon of hope for domestic tourism	0.472				
Factor 3: Resilience towards domestic tourism		3.520	0.575	0.269	1.657
15.Balance between performance of policy and governance implications	0.815				
17.Improvement on recovery towards the economy	0.781				
Total Variance	50%				

Principal Component Analysis with Varimax Rotation Method, Factor Loading (FL); Mean (M); Reliability Coefficient (RC); Mean-Inter item Correlation (MIC); Standard Deviation (Std.D)

4.5.1.1 Government support towards the tourism sector due to COVID-19

Factor 1 was described and labelled as requirements for the impact of COVID-19 and government support, which received the highest mean value of 2.618, with an MIC value of 0.357 and standard deviation of 7.222. This factor was considered the most important for government and tourism in the Western Cape, South Africa. Government support towards the tourism sector is essential (NDT, 2017). Several parts were considered important, given the role government plays within the tourism industry. This factor considered the ‘agreement government should have with businesses’ and shows that the tourism sector is important to the economy. In addition, government needs to consider providing more support within the

tourism sector given domestic tourism. It is evident that government responses (support) require proper implementation towards the tourism sector; however, it is important that strategies are considered that will improve the effects of COVID-19 (Tourism Recovery Plan). Mzobe et al. (2022) mention that government should focus on marketing the local destinations as this supports businesses and tourist(s).

4.5.1.2 Factor 2: The effects of COVID-19 on South African tourism

COVID-19 effects on South African tourism were indicated by a mean of 0.574, with a MIC score of 0.406 and a standard deviation of 2.200 for Factor 2. Given the way in which businesses and tourists were impacted by COVID-19, respondents highlighted that domestic tourism is a beacon of hope to the industry, as posited by Rogerson and Rogerson (2020c). In South Africa overall, the tourism industry is significant (Fcontributor (FL=0.563). g). Looking at how respondents answered, COVID-19 affected tourism businesses (FL=0.791) and tourists (0.781). Tourism is undoubtedly a beacon of hope with a factor loading of 0.472. A number of studies have revealed that domestic tourism in South Africa is critical as a way to mitigate the effects (Mzobe et al., 2022).

4.5.1.3 Factor 3: Resilience towards domestic tourism

Factor 3 points to the significance of resilience towards domestic tourism to rejuvenate the tourism sector. The mean value is 3.520 for the recovery and resilience of domestic tourism in South Africa. The MIC was 0.269, with a standard deviation of 1.657, followed by the balance between performance of policy and governance implications, projecting (FL=0.815). In addition, the respondents indicated that the 'improvement of the recovery of domestic tourism' is 0.781, which points to the recovery of domestic tourism (Dube, 2021).

4.7 Data analysis – qualitative research

For the qualitative part of the study, respondents were selected carefully based on their extensive knowledge and experience of COVID-19 and how the pandemic was handled in the Western Cape, South Africa, both domestically and internationally. Fifteen (15) people were targeted, however, only 13 participated from all departments. Structured interviews were the most suitable method, as this allowed for two-way communication. Due to the prevalence of COVID-19, interviews were conducted online. Face-to-face interviews would have been ideal, but COVID-19 prevented this method from working because interviewees still had concerns. The structured interview, according to Ehigie and Ehigie (2005), is an in-depth interview that consists of questions and answers. The interview questions were developed with the intent to achieve the aim and objectives of the study. The interviews took place between 1 December 2021 and 29 August 2022. Interviewees included tourism information officers from the governmental services departments of various offices, CEOs, the researcher, and the environmental department. Each interview lasted between 30 and 60 minutes, depending on

the pace of the respondents and their level of knowledge and exposure. In terms of the knowledge and experience of respondents concerning the impact of COVID-19 and the challenges that were faced in the implementation of policy responses towards the industries, they took about an hour to respond to the questions.

All of the interviews were recorded and later transcribed to enable the researcher to analyse the data. The researcher considered all the ethical measures that needed to be taken and requested respondents to complete an informed consent form. The study commenced only after ethical clearance, and a gatekeeper's letter had been obtained. The data were analysed using thematic analysis after it had been transcribed from the audio into themes, which corresponded to repeated concepts. However, a constant comparative approach was employed when analysing the data. The concepts were either similarities or differences obtained from the data collected (Ryan & Bernard, 2003). The themes are presented below in the results section, and quotations from respondents are included. In the current study, the demographic profiles of the participants are presented (see table 4.4), followed by an analysis of emerging themes derived from 13 structured interviews.

Table 7.5: Profile of the participants (stakeholders) in the study
(Source: Author)

Participant ID	Gender	Occupation	Nationality	Location/region
P1	Male	Researcher	South African	Western Cape
P2	Male	Head of Planning and Economic	South African	Garden Route
P3	Female	Senior Coordinator	South African	Garden Route
P4	Male	Director (Hospitality)	South African	Western Cape
P5	Female	Chief Operations Officer	South African	Western Cape
P6	Female	Lecturer	South African	Western Cape
P7	Male	Tourism Manager	South African	West Coast
P8	Male	CEO (Medical)	South African	Western Cape
P9	Female	Head of Travel Programs & Partnerships	South African	Western Cape
P10	Male	CEO	South African	Western Cape
P11	Male	Manager: Strategic Policy	South African	Western Cape
P12	Male	Manager of Destination Development	South African	Western Cape
P13	Male	Director: Enterprise and Investment	South African	Western Cape

Table 4.4 shows the profile of the study participants. The participants did not disclose their age; however, the participants were actively involved in their business to support the effects of COVID-19 on domestic tourism. One (1) participant is from the United Kingdom; the participant

opened a business pertaining to events and education and is currently located in Somerset West, Cape Town. As for the rest of the participants, they all form part of government and municipal organisations. The stakeholders were all affected by the COVID-19 pandemic. Considering the stakeholders' occupation, they all played a role in the decision making for government, municipal organisations and other businesses.

4.8 Theme 1: Businesses' responses to changes within their roles

COVID-19 has affected all of the tourism establishments within the Western Cape, South Africa.

4.8.1 Impact of COVID-19 on the tourism sector

The stakeholders were asked to indicate how COVID-19 impacted on the domestic tourism sector within the Western Cape Province. Several themes emerged from the interviews, namely: travel restrictions, lockdown, closure of businesses and cancellations on events, risk-adjusted strategies (measures), government, resilience, and post-COVID. These themes are further discussed in detail in the next sections.

The impact on COVID-19 was profound. It caused a significant change to be travelling and the implementation of travel restrictions was considered (Zhang et al., 2021). As tourism played a significant role in the economy of South Africa, COVID-19 intensified. In March 2020, the tourism industry was severely affected by COVID-19 due to a number of factors that were initiated to control the spread of the virus. This made it extremely difficult for domestic tourism to function (Rogerson & Rogerson, 2021; Dube, 2021). As a result of 'no movement', people were unable to participate in activities because of social distancing, the wearing of masks, an alcohol ban, and a strict curfew.

The data collected from the interviews confirmed that the tourism sector has been impacted severely due to sudden closures of businesses, which massively affected livelihoods. Furthermore, travel restrictions were imposed, and airline services were shut down, which included docking ports and events that were unable to proceed. The interviews were conducted with various stakeholders. One participant of a business (P12) highlighted that within the domestic market, the industry was significantly affected by the measures that took place. The national lockdown and travel restrictions resulted in a major loss within the tourism sector as individuals were saving their monies rather than traveling, as evidenced by the following excerpt: "Domestic market lose appetite to travel..." (P1). This confirms that individuals did not want to travel due to COVID-19. At the time, it was not easy to determine when the measures would be lifted, and how long it would last, and whether the tourism sector would be able to build confidence post the impact of COVID-19 in the Western Cape.

One municipal coordinator of tourism who is part of the government expressed how the COVID-19 impacted on the tourism sector in the Western Cape, South Africa:

The Tourism sector in South Africa and in the Western Cape was severely affected by the COVID-19 pandemic. Mainly due to the lockdown and travel restrictions that were imposed. The domestic tourism sector came to a complete standstill as in the 1st wave of the pandemic all provincial borders were closed for travel as COVID-19 positive cases increased. The Lockdown regulations also made it impossible for restaurants to operate. Many tourism businesses had to temporarily be closed, and others had to permanently close their doors due to the pandemic and the loss of staff and revenue (P7 is a part of the municipal and implementation of Garden Route tourism).

For the tourism sector, COVID-19 had a “devastating impact on tourism in the Western Cape” (P4). Many businesses did not think the pandemic would affect businesses and individuals’ livelihoods to such an extent that it would result in many individuals losing their jobs and businesses closing their doors. One participant, who is a Chief Operations officer, expressed that the hospitality industry would experience a skills shortage, as staff who have been working in the hospitality industry for many years lost their jobs; subsequently, these staff would be lost if they found other jobs, leaving businesses to cope with untrained staff and the loss of good workers (P5).

Domestic tourism is the key component for tourism. One participant noted that although the pandemic was ‘still around’, slight movement could be seen in the tourism industry. This is expressed in the following quote stating that movement actively occurred during the COVID-19 pandemic, which enabled South Africa and the world to focus on domestic tourism.

Covid-19 has impacted the domestic tourism sector in the Western Cape through the loss of jobs, cancellation of events and closure of many businesses in both the tourism and events sector. However, one can note that in terms of travel within the Western Cape and interest in tourism related activities in the Western Cape, there has been much movement which shows that as much as there have been low numbers in international tourists, domestic travel has increased because of the COVID-19 travel restrictions (P6).

As indicated earlier, the tourism sector has been one of the biggest sectors to be affected. Participant P13 mentioned that “they couldn’t attract tourism as they tried pushing and marketing a lot of domestic tourism as hotels became vacant, Federated Hospitality Association of South Africa (FEDHASA) had to step in”. However, in the past the tourism sector was reliant on international tourism, meaning the South African economy generated income via international tourists. One participant expressed that his business relied on international clients, as indicated in the following quote:

The film industry generates quite a bit of revenue for the Western Cape, and with COVID-19 taking place the industry took a devastating hit which means not as much revenue being generated and that hammered the industry. We attract local tourists as well as international tourists as we have a lot of international clients who love coming to the country to do business, and because of travel restrictions and regulations etc. we lost or delayed a lot of those international clients and business or had to somehow spend more money for them to do things virtually while we still tried to do whatever we can. It was a huge loss for the sector in the Western Cape as it is a very attractive destination and COVID stripped away the urge for tourism (P8).

4.8.2 Policy responses towards the domestic tourism sector

Due to COVID-19, domestic tourism had to implement policy interventions for recovery (South African Tourism, 2020) as COVID-19 had a major impact on travel and the environment. Policy choices had to be made in order to manage the COVID-19 emergency (Willy et al., 2020). The policy responses were aimed at stopping the spread of the virus and included a risk-adjusted strategy, travel restrictions, national curfew legislation, alcohol ban, avoiding the gathering of people, and physical distancing (Haider et al., 2020).

The tourism sector was severely bruised by the pandemic. In March 2020, when hard lockdown restrictions were introduced (Magongo, 2020), it was uncertain how long the pandemic would continue, so it became more challenging to formulate viable solutions based on temporary circumstances as new disruptive variants such as Delta and omicron emerged. Most of the participants mentioned the “Tourism Recovery Plan” as a policy response to the pandemic. For example, P1 believed that there has been “no coordinated effort from the government to grow the industry”. This highlights the importance of managing responses to COVID-19, but also the way in which these responses were communicated to all citizens and businesses.

P5 mentioned the following:

...the problem wasn't so much the policy but the communication of the policy itself, because there was no 'heads-up' or communication in advance with the closure of businesses such as restaurants etc., to give places a chance to adjust to the policy and possibly remain open to operate as a business under adjustments e.g., a smaller menu rather than shutting down a kitchen in a restaurant completely)

Implementation of policy responses is meant to rebuild sustainable tourism in order to improve local and international tourism; however, P13 believed that there were not many policy responses specifically focusing on domestic tourism:

There were big grant funds offered to the industry, but we had to help in facilitating access to those funds. There was a rental relief fund for those renting properties from the City for a period of 6 months and charged as residential rates and not commercial rates for that period without any interest. This would then be paid back once income was being made within the business again.

Participant P10 expressed that “nothing was implemented towards protecting the tourism industry” besides the TRF and the Employment Relief Scheme, and this only assisted individuals for a few months. P10 further said that “government failed to understand that you can’t put your industry on and off”.

4.8.3 Policy responses proving to be effective

Pandemics are a difficult policy problem to conceptualise and structure. This is also true considering the case of the 2019-2020 outbreak of COVID-19 (WHO, 2020, 2021). The main consideration (strategy) for the domestic tourism sector was to build its products and partners with leading brands. This meant affordable packages and government interventions to ensure adequate infrastructure and safety, and maximising existing facilities (NDT, 2012). Engaging communities is essential, so efforts must be strengthened. This strategy highlights whether government’s responses proved to be effective or whether it required more to be done towards domestic tourism. Respondents highlighted the effectiveness of the Tourism Recovery Plan:

No, the Tourism Recovery Plan has not yielded any P-P partnerships that have helped the industry in any way. It was a plan that has not yielded any fruits for the tourism industry at any level.

The COVID-19 pandemic is one of many other crises such as floods or earthquakes, where the causes, solutions and emergency responses from a policy standpoint are clear (Boin et al., 2016). The policy responses to the coronavirus pandemic aimed to mitigate the spread of the virus, protecting residents and local communities, and recovering from the economic and social crisis. P3 highlighted that the “national lockdown and alert level regulations did provide the platform for the policy responses to be effectively implemented”. Businesses had to fight to keep their doors open, which is why for many the policy responses were beneficial. P6 mentioned the following:

Yes, it has kept local and domestic tourism alive, where domestic tourism was exercised, which resulted in driving the recovery of SA’s economy and reduce the transmission of the coronavirus throughout the country.

While many of the respondents felt the policy responses were not effective and sought effective measurements to decrease the spread of the virus, some of the participants (for example P6) agreed that the policy responses were considered effective and reasonable. This means the focus of respondents was on the success of domestic tourism before and after considering the implementation of measures such as vaccination and no more restrictions.

4.8.4 Implementation of policies to encourage resilience

According to OECD (2020a), the recovery of tourism is extremely important. The tourism industry should be resilient to restore traveller confidence. Therefore, the Tourism Sector

Recovery Plan (NDT, 2021; South African Tourism, 2020) encourages a focus on domestic tourism to enable continuous adaptations to changing circumstances, given the uncertainties of the pandemic. Respondent P12, who is the head of travel programs and partnerships, expressed the following:

Implementation needs to happen at a provincial level and filter down from national government into provincial and local government, local tourism organisations and local DMC'S or DMO'S. I think that would be a way to implement it instead of trying to implement it at a national level as that would be more effective and reach more people.

The implementation of policies is considered on a national basis. However, resilience post-COVID-19 needs to be effective for the domestic tourism sector. It has now become of great importance to focus efforts on enriching and building the industry's confidence, but this needed to be supported by government. P1 mentioned the following:

Domestically, to subsidise the industry would've allowed the businesses to survive and also look to cater for the domestic market in terms of pricing. The major issue for the domestic market is that tourism in our country is expensive because of the lack of support from the government. Industries that are subsidised like the manufacturing sectors can develop competitive pricing for their products, but the tourism industry cannot. The recovery of the industry largely depends on the government's ability to provide an enabling environment for the industry to thrive. The international market for example, a faster turnaround time in terms of approving remote Working visa for the industry to benefit on the Digital Nomad market. Moreover, the approval of United's Airline request for a direct route to Cape Town would benefit the sector because the US is one of the top three (3) source markets for international tourists in South Africa generally.

Implementation of policy responses is meant to stabilise the economy and sustain the tourism industry (Arbulú et al., 2021; Bama & Nyikana, 2021; Makhaola & Proches, 2017; Mutizira, 2021; Nyikana, et al., 2017), focusing on the importance of the recovery of domestic tourism. P2 conveyed that "national and state-owned attractions be offered at reduced rates for the domestic market". Campaigns were created to form part of the Domestic Tourism Growth, which improves the consumption of domestic tourism services (Lekgau et al., 2021; NDT, 2022; Rogerson, 2015; Tralac, 2020). This means mandatory vaccinations prioritised by the government to encourage local travel and enriching the culture among South Africans through stimulating group travel, even after the lifting of strict measures to work towards the recovery of tourism in South Africa.

4.8.5 Policy resolve towards domestic tourism concerns

As outlined in the Tourism Sector Recovery Plan (NDT, 2021), interventions are designed to not only return the tourism sector to its level prior to COVID-19, but also to establish a long-

term sustainable growth trajectory that fully exploits South Africa's immense tourism potential. However, most of the participants opined that policy responses have not resolved the recovery concerns for domestic tourism, and that it will take time to rebuild the tourism sector even though there is movement locally and internationally. The main focus still remains towards domestic tourism and rebuilding the tourism sector (South African Tourism, 2020). Furthermore, it has been explained that building a new economy, highlights that government plans to target the primary constraints on growth and employment.

4.8.6 Government assistance offered to tourism businesses

The South African government (2022) offered assistance in accordance to the pandemic by imposing a national lockdown which commenced on the 26th of March 2022 and was lifted on the 5th of April 2022. Many businesses suffered during COVID-19 and had to seek alternative support otherwise their doors would close; this was the reality during these trying times. However, government offered assistance by initiating the Tourism Relief Fund (TRF), capped at R50 000 per entity, to assist businesses with fixed and operational costs, supplies, and other cost items. Government also initiated risk measures, which meant businesses had to cut down on employment hours and consider staff rotation. Businesses opting to prepare for a "new regime" were able to seek government relief packages. P1 explained the ways in which assistance was offered to small- and medium-sized businesses that were self-reliant: "It was only TERS and the loan from the Department of Tourism which did little to deter businesses from closing down". P5 mentioned that support was available for training programmes on how to apply for additional funding and how it needed to be structured, but the biggest one was the Tourism Relief Fund. More so, participants believed that government could have provided more than mere financial assistance, and some respondents believed the TRF did not benefit all businesses. P8 expressed the following:

For domestic tourism businesses there was the TRF (Tourism Relief Fund), however the industry I am in as a health & safety officer and film-set medic, placed the film & television industry under arts & culture, and that wasn't entirely accurate in my opinion and although there was funding put aside for arts & culture as I believe, it did not help really, therefore SAFED (The South African Screen Federation) supported by the Independent Producers Organisation (IPO) announced a COVID-19 relief fund in collaboration with Netflix. Netflix donated over R8.3 million and the screening of applications or eligibility for the funds to be paid out to beneficiaries was done by Tshikululu Social Investment. Keeping in mind this fund was only provided to the hardest hit South African workers in the film & television industry and because my line of work is based in and around this industry I was hit hard I was eligible for the funding.

The question remains whether government assistance will prevail post-COVID-19, as the importance of the tourism sector is to remain resilient. Government needs to plan appropriate strategies to assist the tourism sector in terms of ensuring that struggling businesses get the

required assistance, and that communities and other rural areas be assisted to alleviate any form of loss as these businesses and individuals are part of the tourism industry. Government assistance should not stop, because the tourism sector is still in a recovery stage. Furthermore, should it happen that COVID-19 infections increase, government needs to be prepared.

4.9 Theme 2: Governance implications of government's policy responses to the COVID-19 pandemic

4.9.1 Strategies focusing on domestic tourism recovery

Before COVID-19, the tourism sector was the driving force for South Africa's economy. South African tourism played a significant role for international tourists to enjoy what the country has to offer (Mzobe et al., 2022). This meant that the industry encouraged the improvement of infrastructure, providing support to airlines and welcoming business to introduce its products and services and to drive the South African economy. Government has opted to remodel the local domestic tourism in South Africa, as it has been severely affected during and post-COVID-19. The Tourism Recovery Plan, developed by the South African government, focuses on both domestic and international tourism. Much emphasis is placed on the need to improve domestic demand to ensure the survival of the tourism industry. Therefore, participants' views on the tourism industry focused on domestic tourism in terms of recovery efforts, and many agreed that support should be directed towards the local market while still keeping international tourism as a back-up plan. P2 highlighted that, "Yes, I fully agree (strategies). More emphasis should be placed on the domestic spend value and how, looking back could possibly be dated to some positive contribution to the industry's survival". P1 mentioned the following:

Agreed, any successful tourism destination depends largely on domestic tourism. Domestic tourism should under normal circumstances make up more than 80% of a destination's tourism value. Focusing on domestic tourism has the potential to change the industry for the better. If any lesson has to be drawn from the pandemic times is that South Africa in general cannot keep being dependent on international tourists, it's time to shift the goal posts in terms of our strategic focus. This has the potential to help the industry recover faster and create opportunities for income retention, income security and stronger sense of belonging amongst people.

The question however remains whether government strategies will continue to be implemented to improve the tourism sector.

4.9.2 Tourism business receiving enough support

During COVID-19, government-initiated programmes and funding support for struggling businesses, however, most of the participants believed that support from government was inadequate. There has been an increasing demand to explore domestic tourism post-COVID-19. Tourism has restarted to mitigate the impact of the pandemic on jobs and businesses. Government has taken impressive action to minimise the losses and to work towards

recovering beyond 2021 (OECD, 2020c). Key priorities include supporting tourism businesses to adapt, survive and regain their confidence, and evolving response measures to maintain capacity in the sector and address gaps in support.

4.9.3 Tourism businesses benefitted from The Tourism Relief Fund

To ensure sustainability during and after the implementation of government measures in South Africa, the Tourism Relief Fund (TRF) provides a once-off capped amount to provide financial assistance to small, medium, and micro enterprises (SMMEs) in the tourism value chain (South African Government, 2022). However, P1 conveyed the following:

No, not enough. TERS and the loan from DT do not suffice as enough. Furthermore, the red tape in the process of applying for these interventions by the government is so much that a lot of businesses closed down without getting the help they deserve.

This leaves room for error towards government because participants questioned whether the financial assistance was sufficient for businesses. P2 mentioned that “tourism relief criteria some business did benefit from this, however it was surely not enough especially with the fluctuation of alert levels and inconsistency towards recovery”. Many participants felt that the TRF was needed; however, no one knows which businesses were assisted. Therefore, participants questioned government and disagreed to the TRD not being accessible.

4.9.4 Government and tourism sector balancing between the implementation of governments policy and promotion

The COVID-19 pandemic affected tourism severely. Many studies found that the importance of this pandemic is to propose a resilient strategy to ensure the continuous growth of the tourism industry based on government responses, confidence in technology, and a sense local belonging (Sharma et al., 2021). The South African government established interventions in the working during the COVID-19 pandemic (Higgins-Desbiolles, 2020). Government and tourism need to transition and form a relationship to build the economy so as to create job opportunities, host events, and rebuild tourism confidence, which is why the risk-adjusted levels had to be discarded. Participants found it difficult to answer this question as can be seen in P11’s response:

So that’s a tough one. I think the you know we look at when you said during COVID-19, the implementation of the government policies was essentially to the detriment of those establishments, because it meant that they either had to shut down or they had to incur extra costs to operate, but with the long range, given the objective and of getting through the pandemic and surviving rather than, you know, the country being decimated by the pandemic, which was the real risk then. So. you know, I think that there was a lot of sacrifice all around... maybe there is some to an extent. Some need to acknowledge the pain that was gone through and ... I don’t know if it exists as a

sort of compensation type package or if it is just a doubling down to work with the industry to do better or help with recovery, promotion, activity etc.

According to the South African Government (2022), the social treaty on economic recovery, agreed to by social partners at the National Economic Development and Labour Council (NEDLAC), represents a common basis for South Africa's economic recovery and is a starting point for this strategy. It is believed that there is significant convergence among social partners on what needs to be done to set the economy on a new accelerated, inclusive and transformative growth trajectory. The government is committed to fulfilling its part of the social treaty. As the tourism industry and government find the balance, they will need to consider "focusing on a bottom-up consultative approach as the ground staff have more insight knowledge and experience than policymakers, especially in the tourism industry which is ever-evolving and SA needs to keep up to the times" (P2). P3 added that "stimulating domestic demand will entail the roll out of domestic deal-driven campaigns coinciding with the various tourism peak periods. A domestic business events campaign will also be launched and implemented. Measures will be put in place to support villages, townships and small towns in hosting national events as Part of ensuring an inclusive recovery". The focus of the South African Economic Reconstruction and Recovery Plan (Republic of South Africa, 2020b) is on high-impact interventions and ensuring that these are executed swiftly and effectively in South Africa (South African Government, 2022).

Many of the participants agreed that the tourism sector and government can find a balance; however, it cannot be a one-way street as "policies do not work if they are only structured based on 'perceived' government plans/strategies as opposed to 'real-time' situations" (P6). The resolve is that it is important for the government to work with the tourism industry.

4.9.5 Government response impacted on the tourism sector

There has been a significant underestimation of COVID-19's impact on the travel and tourism industry from the start. Tourism practitioners and policymakers still do not fully understand the crisis effects. However, without the appropriate swift and directed managerial and economic policy response, the pandemic shock is large enough to drive any economy, even the most advanced, into a deep recession. There is also the reliance on policy because this is an important tool for fighting the pandemic (Škare et al., 2021). Many participants believed that government responses have impacted negatively on the tourism sector. P1 mentioned the following: "If implemented correctly they would have positive impacts on the industry, but the challenge is the implementation, it's not there. Government policy especially regarding the tourism industry are all but lip service". This ultimately means government could have done more to prevent the negative impact on the tourism sector. P2 expresses the following:

Definitely (COVID-19) impacted the tourism sector in a negative way, we still see this happening currently with the requirements for PCR testing, as many of the neighbouring countries have already removed this requirement for international travellers, thus resulting in continuous hesitation from inbound travel markets and the slowing down of the recovery trajectory. Visas is another issue that needs to be addressed. Again, SA (South Africa) needs to move with the times, the issuing of visas and shift to an effective electronic system would definitely assist.

This is aligned with all the red-tape government has initiated, because if the South African government does not keep up with technological trends, the tourism sector will continue to seek assistance that government is unable to provide. Measures, including policies, were temporary because the pandemic was viewed as temporary. Many businesses and hotels suffered from this perception, because they needed assistance from government. P9 expressed the following:

...there's a new policy that came out with regards to kitchen access at hotels, meaning big tourist groups would travel with their own chef but now no longer can do that as the chef is tied to the hotel and no outside chef is allowed, only the chef already based at the hotel so policy has and still has a negative impact on the tourism sector.

Many participants agreed that the policy responses impacted negatively on domestic tourism, as businesses needed to close their doors and local tourists could not discover or enjoy leisure activities due to pricing. Vaccinations were implemented at such a pace that it scared South African citizens, which resulted in a backlash. Thus, the government seemed not to be responsive towards the tourism sector.

4.9.6 Viability towards COVID-19 (Vaccination)

The discovery of vaccines was likely to provide much-needed relief and offered an impetus for recovery. When well adopted, vaccines, coupled with health and safety protocols, provide the opportunity to operate optimally and reduce the losses experienced in 2020/2021. The gazetting of the draft National Norms and Standards for the Safe Operations of the Tourism Sector (NDT, 2021) in the context of the coronavirus and beyond is a step in the right direction for the sector as it battles reopening (Dube, 2021). Many of the participants believed that the rollout of the vaccines has been viable and assisted their businesses to operate as normal again even though restrictions were still present. It allowed tourism to rebuild its confidence globally as some countries returned back to normal (South African Government, 2022).

4.9.7 Engagement between tourism sector and government

According to Department of Tourism (2021), the collaboration between the tourism sector and government is to attract new investments into the sector, to provide support to tourism businesses, and to strengthen the sustainability and resilience of the sector. P9 expressed that

“there was a lot of collaboration in terms of online meetings happening with business council as well as government having open discussions as to what recovery programs were needed”. To assist the tourism sector, conferences were reintroduced, but then loadshedding started affecting hotels, restaurants and tourists’ safety, and this still needs to be mitigated.

4.9.8 Recovery actions towards the domestic tourism sector

The tourism sector planned to enhance its business retention efforts, making it easier for expansion and for investment to resume. Businesses would be equipped for new ways of working, utilising the City of Cape Town’s (CoCT) sectoral support approach to identify new opportunities. For this tourism ‘bounce-back plan’, CoCT planned to use the following methods: containment, communication, and involving the community in the tourism industry (Parliamentary Monitoring Group, 2022b). This is an ongoing process for the recovery of domestic tourism.

P9 expressed that “more discounts and free entry into national parks would be beneficial for the towards the tourism sector”. This does not only mean that government should improve domestic tourism, but also that borders are open for international travel. Many participants agreed that government needs to put effort into the recovery measures to ensure that local tourists enjoy what the industry is offering.

4.9.9 Attention towards the domestic tourism government

Domestic tourism, which accounts for 75% of the tourism economy in OCED countries, was expected to recover more quickly. It is essential for driving recovery, particular in countries, regions and cities (OECD, 2020a). It is evident that domestic tourism is critical to driving the economy and for compensating the loss of international tourism flow, which means an increase in participation is required. The tourism recovery plan and rebuilding the economy is the government’s assistance to the tourism sector.

P6 stipulated the following:

Yes, government is paying enough attention through the efforts that are being put in place in current policies. However, can be improved through Conversations on the ground need to happen regularly and openly with businesses directly involved in domestic tourism and increased collaboration with informal SMME’s within the sector as they are the ones with more rapid losses than formal corporates/ organisations.

Government celebrated the month of tourism, which heightened tourism awareness and encouraged job sustainability, and which consisted of interventions to protect and rejuvenate, to reignite demand, and to enhance the recovery of the tourism sector. P3 mentioned the following:

The tourism sector is a very fast paced, fast changing sector and therefore plans that are developed should be developed in such a way that it addresses a broad spectrum of needs. It should be flexible, adaptable to whatever situation the sector faces. The COVID-19 pandemic has shown/highlighted the resilience the domestic tourism sector has. The domestic tourism sector was and continue to play an instrumental role in terms of tourism's overall recovery in South Africa. More plans, investment and focus should be directed towards the domestic sector.

P4 however disagreed that government pays sufficient attention, stating the following: "Better budget allocations, marketing and campaigns can be implemented".

4.10 Chapter summary

This chapter presented, analysed and interpreted the findings of the survey questionnaire and interviews conducted. The results were presented in four sections, covering demographical information, questions on how COVID-19 has affected businesses and tourists, and a discussion of the interviews with stakeholders who are knowledgeable about the tourism sector.

The next and final chapter offers conclusions to the study and makes recommendations for the tourism sector in South Africa.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides an overview of the research problem and objectives. It summarises the findings based on the impact on COVID-19 and the implications of policy responses towards the domestic tourism. Conclusions are drawn, recommendations are made, and areas for future research are identified.

5.2 Overview of the research problem and objectives

The South African tourism sector has been significantly influenced by the COVID-19 outbreak, which was declared a pandemic by the World Health Organisation on the 12th of March 2020, causing a ripple effect on health, economic and socio-cultural approaches worldwide. As previously noted, policy responses were established to contain the spread of the virus, in particular travel restrictions, social distancing, and isolation, which included quarantine and bans on mobility (Matei et al., 2021). As for South Africa's domestic tourism sector, COVID-19 has drastically intensified the multiple challenges already faced by the domestic tourism sector, with efforts from the government currently considering the implementation of policy responses to support in the recovery of the tourism sector.

According to Rogerson and Rogerson (2021), the domestic tourism sector is a beacon of hope and a catalyst for the recovery of the tourism sector in South Africa. While there is a growing body of empirical enquiry into the effects of the pandemic from a South African perspective, this notion is supported by research scholars (Bama & Nyikana, 2021; Rogerson & Rogerson, 2020a, 2020b), that there is a glaring absence of empirical studies in the South African context considering government's policy responses and their governance implications to the evolving pandemic, and specifically how it impacted on the domestic tourism landscape, thereby necessitating the pursuance of the current study.

5.3 Conclusions based on the research objectives

5.3.1 To explore the state of the South African domestic tourism sector in the context of the COVID-19 pandemic

This objective tested the support of government responses and how the government responded to the pandemic. The survey revealed the majority of the respondents' consensus that the COVID-19 pandemic had a significant impact on the tourism sector. Although the majority of the feedback can be seen as positive, there is still room for improvement. This objective is clearly linked to the responses obtained from the in-depth interviews held with the participants. It was significant for these participants to discuss the importance of domestic

tourism and whether the measures taken by government were effective for the tourism sector. It was important for domestic tourism to know that support from the government was being acknowledged. If the support, measures and other government implications were effective, there would have been fewer respondents who disagreed or remained neutral to certain statements in the survey. However, most respondents agreed that the pandemic affected the tourism sector, which means a slow approach was taken in the recovery of domestic tourism.

5.3.2 To explore government's COVID-19 policy responses in support of the domestic tourism sector in South Africa in the context of the COVID-19 pandemic

The finding pertaining to the second research objective indicated that clients were relatively neutral about the support towards domestic tourism, while many either agreed or disagreed to whether assistance to domestic tourism sector was sufficient. Many of the participants agreed that the policy responses contributed significantly to the decrease in infection rates, however, most businesses and tourists believed that the implementation of the policy responses were prematurely developed without consideration of businesses in South Africa. Many respondents agreed that no support was provided.

The tourism policy focuses on providing support for the growth and development of the sector, which enables partnerships between government and the tourism industry. Government's responses aimed to facilitate travel through e-visas and airlift capacity, among others, and to stimulate safe travel. It is important for government departments to work closely with the Department of Tourism and other sector partners. Most participants agreed that the policy responses can be improved so that industries (tourism) can recover effectively. In saying this, participants disagreed that policy responses are the solution to rebuilding the tourism sector, as government still has not assisted many businesses, which means businesses had to seek financial assistance through banks and other financial facilities. The question therefore remains, and the answer is believed to be that the policy responses were not effective.

5.3.3 To determine stakeholders' views on the governance implications of policy responses to the domestic tourism sector in South Africa in the context of the COVID-19 pandemic

Key findings of this study as presented in chapter Four have led the researcher to conclude that domestic tourism was not the primary target of government's recovery measures. The primary aim was the safety of South African citizens. The majority of participants believed that the policy responses could have been managed differently and implemented to allow the tourism sector to operate; however, this was not the case. The policy responses to COVID-19 caused disruption in the operation of many businesses and people's daily lives. Should policy responses be reconsidered, government would be enabled to rethink the implementation of

these responses. Many participants expressed that government and businesses should work together to ensure that policy responses do not affect the domestic tourism sector negatively.

5.3.4 To propose guidelines for the implementation of the government's policy responses towards recovery and resilience of the domestic tourism sector in South Africa in the context of the COVID-19 pandemic

The rebuilding of businesses that require government support is guided by strategies and recovery plans. As part of government policy implementation and responses to recovery and resilience, the supply side can be strengthened to attract new investment internationally. This allows for travel to contribute towards the economy. However, as government provides support for the rebuilding of businesses, it considers strategies and recovery plans that will facilitate resilience by strengthening the supply-side, and by including and attracting significance business to the tourism sector and the economy. Businesses require government support that needs to be guided by strategies and recovery plans. As part of government policy implementation and responses to recovery and for the policy framework to become resilient, the supply side can be strengthened through trial and error but with the assistance of government.

Participants suggested that government and businesses within South Africa should collaborate to growing the industry by receiving the support it needs. Additionally, recovery and resilience policies should be fluid and able to adapt to changing circumstances in a way that can lead to a substantial growth trajectory. In light of COVID-19 still being prevalent, the sector will have to operate in a 'new normal' environment that enables government and tourism businesses to coexist. This will increase consumers and businesses' confidence in the sector (South African Tourism, 2020).

Strategies implemented by government can assist in economic recovery. The approach is to strengthen and enable the tourism sector by stimulating key factors of rejuvenation and re-igniting supply and demand, targeting both the tourism industry and government. Government needs to engage with the tourism sector (stakeholders) to enable a sufficient understanding of businesses and their requirements. With its low economic growth, government engagement is important. Economic growth and transformation can take place through a policy framework that focuses on the recovery of adequate investment protection, while promoting transformation and considering aviation, hospitality, events, infrastructure, safety and protection of tourism businesses. The restoration of growth and development, which often introduces conflicting policy and regulatory regimes inclusive of state-owned enterprises, can be introduced.

Furthermore, the growth of technological applications can be considered to assist in the improvement of domestic tourism. However, the tourism policy framework should also consider previous strategies to increase job opportunities, rejuvenate its infrastructure, and find solutions to power outages so that businesses can operate and proceed as normal given the circumstances around COVID-19. The tourism policy can be reviewed to address the feasibility of implementing tourism development zones and other developments which can mitigate unwanted measures. The tourism policy framework should be assessed and implemented by government, but the focus should be on the key importance of tourism development post-covid-19.

5.4 Conclusion

The following section offers a brief account of the issues explored in the study, chapter by chapter.

Chapter One provided a general introduction of the study and presented the background of the research problem, the problem statement, research objectives, research methodology, data collection tools, preliminary literature review, ethics statement and structure of the thesis.

The second chapter reviewed COVID-19's impact on tourism as well as policy considerations and governance issues in the South African context, underpinned sources. This was followed by a discussion of the way COVID-19 impacted on businesses and the livelihoods of citizens. The dire situation became particularly evident when the inflow of international tourists were limited/complete restricted. It was clear that the domestic tourism market could offset some of the losses incurred as a result of this decline in international tourists. It is evident that businesses and tourists within the tourism sector are reliant on the partnership between government and sector partners to alleviate the governance issues concerning the impact of COVID-19 on the tourism sector.

Chapter Three described the research methodology selected for the research, the instruments used to collect the data, the selected population as well as the data analysis techniques required to make sense of the results obtained. For this research, mixed methods research was adopted. Data were collected by means of an online survey questionnaire which targeted businesses and tourists in the Western Cape, South Africa, followed by interviews with stakeholders who are well experienced within the public sector.

Chapter Four presented the research data obtained and discussed the findings that emerged from the data analysis. It was found that the majority of respondents who completed the research survey agreed that COVID-19 did have an impact on the tourism sector, and the implementation of government responses affected both the country and its tourism sector. The

main area of concern was the recovery of the tourism sector, especially domestic tourism, and how involved government was in the recovery of sector. The interviews held with the stakeholders revealed that individuals do recognise the importance of the recovery of tourism (domestic tourism), and that the tourism sector is to improve the image of South Africa in relation to the recovery of the domestic tourism sector. The importance of the implementation of the policy and how it was posed to assist the tourism sector was revealed. Participants agreed to disagree about the way in which government handled the impact of COVID-19. Government implemented measures and strategies for the tourism industry and many other sectors to recover during and post-COVID-19, and to address all the shortcomings, specifically the impact of COVID-19 on the tourism sector.

5.4 Recommendations

The following recommendations are made with the aim of improving the quality of the implementation of policy responses to the domestic tourism sector, which is able to restore, rejuvenate and recover the industry with the assistance of government:

- It is imperative that government continues to assist domestic tourism in improving South Africa's local domestic market to make up for lost time and to enable the economy to recover, which shows the need for an innovative solution to refine tourism offerings, prices, and leisure spaces locally, considering the COVID-19 environment.
- Using new and innovative models for the recovery of the tourism sector reveals particularly relevant lessons for the domestic market, but the most important aspect is an understanding of the market. Using these approaches, industry stakeholders can test how to help businesses and leisure spaces recover post-COVID.
- Identify risks that may potentially hinder the tourism sector, given the pandemic and the assumption that domestic travel would become increasingly more active in the short and medium term. Furthermore, the question, "What are the chances that the reoccurrence of another wave could potentially risk the recovery of the tourism sector?" needs to be asked. Government needs to be prepared and considerate of the 'what ifs' to enable the fast and realistic implementation of measures to assist businesses (tourism industry) and other industries.
- Tourism needs to be considered the beacon of hope for the economy. Government and businesses need to work together to effectively raise awareness about tourism in South Africa, as many individuals are not aware of the role they perform in the tourism value chain. Most people believe that frequent travellers are not tourists; however, these individuals play a significant role in domestic tourism and need to be reminded, through awareness, of the role they play.
- It is important for businesses and governments to consider resilience strategies, which require coordination, the use of various crisis management techniques, and good

relationships among all stakeholders. New partnerships should also be considered so that both parties feel the support that allows them to recover and contributes to economic development.

- To significantly boost the economy, government policies should assist the sustainable development of tourism and technological innovation, especially since the aftermath of COVID-19 needs to be considered, reorganised, and planned in order to enhance government intervention and operation of the tourism industry while COVID-19 is still in effect. The government's response to tourism will have a long-term effect, but it needs to involve stakeholders and businesses to show that both parties are working together.

5.5 Limitations of the study

During the course of the research, numerous obstacles were encountered that delayed the completion of the study. The researcher presents these impediments and an explanation of the mitigating actions that were taken to assist future researchers who may want to undertake similar studies.

One of the challenges faced by the researchers in this study was the reluctance of most of the respondents to complete the online Google survey, as many assumed it would take long to complete. Respondents questioned or simply ignored the survey. The researcher overcame this challenge through phone calls to respondents, explaining the significance of completing the online survey. Although the researcher did not achieve the targeted sample of 250 respondents, a total of 123 completed surveys were returned, and adequate results were provided in Chapter Four.

For the interviews, the researcher found that not many participants wanted to partake face-to-face as COVID-19 was still prevalent. They opted to rather make use of the Microsoft Teams online platform. Some of the interviewees decided to answer the questions in their own free time and then arranged to return the answers to the researcher, which resulted in a tedious process, but with time, 13 interviews were recorded.

Despite the abovementioned limitations, the data were sufficient to draw conclusions and provide recommendations.

5.6 Suggested future research

Study results revealed the importance of understanding how businesses and tourists felt during and after COVID-19, given how stakeholders motivated the purpose of the implementation of policy responses and whether it affected stakeholders. The current study identified ways in which recovery strategies have been implemented to alleviate frustrations and build confidence

within the tourism industry. The government-imposed restrictions on several aspects of the pandemic, and this resulted in changes within the industry. Future research can be conducted to determine the effectiveness of the policy responses.

The current study revealed that responses from the stakeholders varied between being negative and positive towards domestic tourism, but it still demonstrated the sector's endurance and resiliency. Government and businesses must work together to form guidelines to strengthen the domestic tourism industry through the implementation of tourism policy frameworks, which are long-term solutions, not temporary fixes. Further studies could be done on the implementation of policy responses (framework) towards domestic tourism and whether the responses assist the industry with the help of government.

5.7 Concluding remarks

In 2022, when the country returned to normal on the 5th of April 2022, recommendations were made to government that tourism businesses should work together to grow the sector. Several respondents mentioned that the tourism sector's recovery will pick up slowly, and that the government needs to concentrate on the domestic tourism sector even though international tourists to South Africa will increase. Furthermore, government needs to renovate domestic businesses so that international and local tourists can benefit from the services offered. It is prevalent that government and tourism businesses (stakeholders) need to work together to develop an improved and upgraded framework and strategies that will benefit the tourism sector, given that the government already initiated responses during and post-COVID-19. To regain the tourism industry and enhance the economy of South Africa, government and industry need to collaborate to revitalise the tourism sector.

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APPENDICES

APPENDIX A: CPUT ETHICAL CLEARANCE



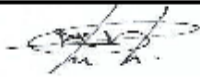
P.O. Box 1906 | Bellville 7535
Symphony Road Bellville 7535
South Africa
Tel: +27 21 4603291
Email: fbmsethics@cput.ac.za

Office of the Chairperson Research Ethics Committee	FACULTY: BUSINESS AND MANAGEMENT SCIENCES
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The Faculty's Research Ethics Committee (FREC) on 16 November 2021, ethics APPROVAL was granted to Chantè Williams (213210053) for a research activity for Master of Public Administration and Governance at the Cape Peninsula University of Technology.

Title of project:	Policy responses to the COVID-19 pandemic and governance implications on the domestic tourism sector in South Africa Researcher (s): Mrs A Whitaker / Dr H K N Bama
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Decision: **APPROVED**

 Signed: Chairperson: Research Ethics Committee	23 November 2021 Date
---	--------------------------

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the CPUT Policy on Research Ethics.
2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study requires that the researcher stops the study and immediately informs the chairperson of the relevant Faculty Ethics Committee.
3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.
4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made with regards to the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing accompanied by a progress report.
5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines, and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, notably compliance with the Bill of Rights as provided for in the Constitution of the Republic of South Africa, 1996 (the Constitution) and where applicable: Protection of Personal Information Act, no 4 of 2013; Children's act no 38 of 2005 and the National Health Act, no 61 of 2003 and/or other legislations that is relevant.
6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are similar to those of the original research. Secondary use of identifiable human research data requires additional ethics clearance.
7. No field work activities may continue after two (2) years for Masters and Doctorate research project from the date of issue of the Ethics Certificate. Submission of a completed research ethics progress report (REC 6) will constitute an application for renewal of Ethics Research Committee approval.

Clearance Certificate No | 2021 FBMSREC 090

APPENDIX B: SURVEY INSTRUMENT – QUANTITATIVE QUESTIONNAIRE

Western Cape domestic tourism businesses and local tourists online survey questionnaire

This questionnaire forms part of the data collection instrument as partial requirement for a Masters' degree at the Department of Public Administration and Governance, Faculty of Business & Management Sciences at the Cape Peninsula University of Technology. The purpose of this study is to determine the policy responses and governance implications on the domestic tourism sector in the context of the COVID-19 pandemic, focussing on tourism businesses and local tourists within the Western Cape province; the online survey questions will take approximately 15 minutes to complete. All information received will be treated confidentially in accordance with the ethical standards of CPUT. Please answer all questions clearly and thank you for your participation in the study.

You are kindly asked to participate in the study. The information you provide is strictly confidential and your personal details will remain anonymous and protected.

Domestic Tourism Businesses and local tourists in the Western Cape questionnaire which contains section A demographic profiles and section B impacts of COVID-19 pandemic on the tourism industry in South Africa regarding policy responses and governance implications.

Highlight the numbers you wish to choose

Section A: Demographic Profiles

1. What gender do you identify as?

Male	1
Female	2
Other	3
Prefer not to say	4

2. What is your age?

18-20	1
21-30	2
31-40	3
41-50	4
51 +	5
Prefer not to say	6

3. What ethnic group do you belong to?

Black	1
White	2
Coloured	3
Asian	4
Prefer not to say	5

4. If you in the tourism sector where is your business located?

Cape Town	1
Cape Winelands	2
West Coast	3
Garden Route	4
Overberg	5
Other	6
If other, please indicate:	

5. What is the highest degree or level of education you have completed?

High School	1
Bachelor's Degree	2
Master's Degree	3
Ph.D. or Higher	4
Other	5
Prefer not to say	6

If other, please indicate:

Diploma	7
Hons	8
Certificate	9

6. What is your current work status?

Employed	1
Unemployed	2
Student	3
Other	4

7. What type of service do you offer within the Western Cape?

Wholesale & Retail Trade	1
Financial services	2
Mining	3
Agriculture	4
Manufacturing	5
Events, Tourism, Hospitality	6
Other	7
Prefer not to say	8

Education	9
Health & Safety	10
Information Technology (IT)	11
Government	12
Creative Arts	13
Self employed	14

If other, please indicate:

Section B:

Policy responses and governance implications on South Africa domestic tourism sector in relation to the impact of COVID-19

Add the codes to the table that you wish to select

CODES:	1 = Strongly Disagree (SD)	2= Disagree (D)	3 = Neutral (N)	4 = Agree (A)	5 = Strongly Agree (SA).
---------------	----------------------------	-----------------	-----------------	---------------	--------------------------

Q		SD	D	N	A	SA
		1	2	3	4	5
1	Is the tourism sector important for South African economy?					
2	Do you think COVID-19 impacted you as a local tourist?					
3	In Western Cape, South Africa, has COVID-19 impacted your business?					
4	Did you agree with the policy responses and governance implications to domestic tourism?					
5	Do you think domestic tourism is a beacon of hope for South Africa?					
6	Did it make sense to implement a strict risk-adjusted strategy to contain the increase in infections?					
7	As a local tourist or business owner did you benefit from the policy responses and governance implications provided?					
8	Do you think government has resolved the recovery of domestic tourism?					
9	Did government offer their support in terms of rebuilding domestic tourism?					
10	As a local tourist or business owner did you benefit from the policy responses and governance implications provided?					
11	Do you agree with the tourism development strategy, that focus should be on domestic tourism?					
12	Did you seek government support to help mitigate the potential loss your business? Or as a local tourist did you think businesses received enough support?					
13	Do you think businesses have benefited from the Tourism Relief Fund (TRF)?					
14	Do you think government has made significant changes to the support of the domestic tourism sector from the time the pandemic had begun?					

15	Is it possible that government can find balance between performance of policy responses and governance implications considering COVID-19?					
16	Do you think government implications and policy responses impacted on the tourism sector in a negative way?					
17	Do you think South Africa can improve the reputation and image of recovery towards the economy?					
18	Is the vaccination the best solution to the recovery of the tourism industry?					
19	Do you think government is considering local tourists and domestic tourism businesses' frustrations towards its policy responses and governance implications?					
20	Do you think there are other ways to support the rebuild of domestic tourism?					
21	Do you think government is aware of how domestic tourism is suffering from its changes such as alcohol ban, curfew, and its venue capacity etc.?					

If you have any relevant information you might want to add, please share by adding it into the textbox below:

1	
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APPENDIX C: SURVEY INSTRUMENT – QUALITATIVE INTERVIEW SCHEDULE

Title of the study: Policy responses to the COVID-19 pandemic and governance implications on the domestic tourism sector in South Africa

Structured Interview schedule for tourism sector stakeholders

This questionnaire forms part of the data collection instrument as partial requirement for a Masters' degree at the Department of Public Administration and Governance, Faculty of Business & Management Sciences at the Cape Peninsula University of Technology. The purpose of this study is to determine the policy responses and governance implications on the domestic tourism sector in the context of the COVID-19 pandemic, focussing on tourism stakeholders from the government and other institutions within the Western Cape province; the interviews will take approximately 15 – 20 minutes to complete. All information will be treated confidentially in accordance with the ethical standards of CPUT.

You are kindly asked to participate in the study. The information you provide is strictly confidential and your personal details will remain anonymous and protected.

If you have any questions around the interview schedule, you may contact me on williamscha694@gmail.com

Organisation details

Name of organisation:	
Position of stakeholder:	
Contact details:	

Section B: The effects of COVID-19 towards domestic tourism considering its policy response and governance implications

THEME 1	GOVERNMENTS POLICY RESPONSES TO THE COVID-19 PANDEMIC
1	<p>What is your role in the decision-making process within your institution/organisation in relation to the COVID-19 pandemic?</p> <p>Answer:</p>
2	<p>How has COVID-19 impacted the domestic tourism sector within the Western Cape province, South Africa?</p> <p>Answer:</p>
3	<p>What policy responses do you think government has provided in relation to the COVID-19 pandemic with specific focus on the domestic tourism sector?</p> <p>Answer:</p>
4	<p>In your opinion, did the policy responses prove to be effective for the domestic tourism sector before? If not, why? If yes, how?</p> <p>Answer:</p>
5	<p>As part of government how would you suggest these policy responses be implemented in order to encourage resilience within the domestic tourism sector and to promote recovery?</p> <p>Answer:</p>
6	<p>In your opinion do you think the policy responses have resolved the recovery concerns for the domestic tourism sector?</p> <p>Answer:</p>

7	<p>What kind of assistance has government offered domestic tourism businesses during the pandemic?</p> <p>Answer:</p>
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THEME 2	GOVERNANCE IMPLICATIONS OF GOVERNMENTS POLICY RESPONSES TO THE COVID-19 PANDEMIC
1	<p>Do you agree with the strategy that the industry should focus on domestic tourism, and, how will this help recovery efforts within the tourism sector?</p> <p>Answer:</p>
2	<p>Do you think domestic tourism businesses are receiving enough support to mitigate the potential loss of their businesses? If so, what type of support are they receiving?</p> <p>Answer:</p>
3	<p>In what ways have domestic tourism businesses benefited from Tourism Relief Fund?</p> <p>Answer:</p>
4	<p>How do you propose government and the sector finds a balance between implementation of government's policy and promotion of domestic tourism given the COVID-19 evolving situation?</p> <p>Answer:</p>
5	<p>In your opinion, do you think government policy responses have impacted the tourism sector in a negative way?</p> <p>Answer:</p>

<p>6</p>	<p>Do you think the vaccination rollout is a viable solution to reboot domestic tourism businesses in the Western Cape so that businesses are able to operate and provide their services to local tourists? Please explain why? (Probing will be done).</p> <p>Answer:</p>
<p>7</p>	<p>What collaboration strategies have been adopted by government to engage with the tourism sector in designing recovery scenarios for the domestic tourism sector?</p> <p>Answer:</p>
<p>8</p>	<p>What other actions can be put in place for the domestic tourism sector to recover from the COVID-19 pandemic?</p> <p>Answer:</p>
<p>9</p>	<p>Do you think government is paying enough attention to the domestic tourism sector? If yes, how, and if no, how could this be improved?</p> <p>Answer:</p>

APPENDIX D: PERMISSION LETTER FROM CHEF DADDY



18 August 2021

To whom it may concern,

I hereby give consent to Chante Williams to conduct a study of how Covid-19 has impacted our business and what the future holds for us as a role player in the hospitality and tourism sector.

Regards,

Durell Platt
Director

A handwritten signature in cursive script that reads "Dplatt".

t: 021 444 0218
c: 072 008 8842
e: durell@chefdaddy.co.za



APPENDIX E: PERMISSION LETTER FROM CAPE TOWN TOURISM



7 October 2020

Dear Chante Williams

I hereby provide consent to participate in your research study.

Kind regards

Roxanne Lombard

Roxanne Lombard

Research Manager

APPENDIX F: PERMISSION LETTER FROM CITY OF CAPE TOWN



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Date : 11 August 2022
TO : Policy & Strategy
Ref. : PSRR-0445

Research Approval Request

In terms of the City of Cape Town System of Delegations (March 2022) - Part 13, No 3a Subsection 4, 5 and 6

"Research:

- (4) To consider any request for the commissioning of an organisational wide research report in the City and approve or refuse such a request
- (5) To grant authority to external parties that wish to conduct research within the City of Cape Town and/or publish the results thereof
- (6) To after consultation with the relevant Executive Director: grant permission to employees of the City of Cape Town to conduct research, surveys etc. related to their studies, within the relevant directorate.

The Director: Policy & Strategy is hereby requested, in terms of subsection 6, to consider the request received from

Name	: Chante Williams
Designation	: Masters student
Affiliation	: Cape Peninsula University of Technology
Title	: "Policy responses to the COVID-19 pandemic and governance implications on the domestic tourism sector in South Africa"

Taking into account the recommendations below (see Annexure for detailed review):

Recommendations

That the CCT via the Director: Policy & Strategy grants permission to Chante Williams, in her capacity as a Master of Science candidate from Cape Peninsula University of Technology, to conduct research subject to the following conditions:

- Adherence to the scope and scale of the research;
- CCT officials to participate in the research, in a voluntary capacity;
- A maximum of five (5) CCT officials to participate in research interviews only, and the number of available officials to be confirmed by each identified department;
- Each interview length is to be capped at 20 minutes;
- City officials to serve as contact persons for CCT interviews are as follows:
 - Nonceba George Nonceba.George@capetown.gov.za – to serve as the contact person for the Enterprise and Investment Department, and
 - Daniel Sullivan DanielLawrence.Sullivan@capetown.gov.za – to serve as the contact person for Policy and Strategy Department;
- The E&I Department to advise on Cape Town Tourism officials to approach for interviews – and to help facilitate as possible;
- All City information and data used should be referenced correctly, and the City acknowledged as the source the data;
- All contributions from officials should be acknowledged and inputs to be anonymised and referenced by functional role in CCT;
- CCT officials not being quoted directly without prior and written approval, as well as review of the relevant quotation text before finalisation, for purposes for verification of accuracy;
- Conditions of anonymity to be adhered to in the research report;
- Clear acknowledgment in the report that the analyses derived from the interviews are not regarded as official CCT policy;
- The City branding and logo not being used in the research report;
- The data, research and outcomes of the research findings to be shared with the Enterprise and Investment department and the Policy and Strategy department;

CIVIC CENTRE IZIKO LEENKONZO ZOLUNTU BURGERSENTRUM
12 HERTZOG BOULEVARD CAPE TOWN 8001 PRIVATE BAG X9181 CAPE TOWN 8000
www.capetown.gov.za

Making progress possible. Together.

<ul style="list-style-type: none"> Submission of the completed research report to the Director: Enterprise and Investment Department; Director: Policy & Strategy Department and the Manager: Research Branch, Policy & Strategy Department, within 3 months of completion of the research report. 	
<p style="text-align: center;">Delegated authority:</p> <p>Approved <input checked="" type="checkbox"/> Comment: _____</p> <p>Not Approved <input type="checkbox"/> Comment: _____</p> <p>Hugh Cole: Dir: Policy & Strategy: Hugh Cole</p> <p>Date: _____</p> <p style="text-align: right; font-size: small;">Digitally signed by Hugh Cole Date: 2022.08.12 16:35:53 +02'00'</p>	<p style="text-align: center;">Applicant:</p> <p>I, <u>Chante Williams</u> confirm that I agree to abide by the conditions as stipulated above.</p> <p>Applicant: </p> <p>Date: 15.08.2022</p>
<p>CCT departments: No interviews or data to be provided unless recommendations are accepted and returned by applicant.</p> <p style="text-align: right;">Kindly return signed copy sivuyile.rilityana@capetown.gov.za</p>	

APPENDIX G: PROOFREADING CERTIFICATE

23 November 2022

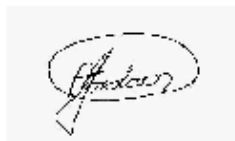
CHANTÈ WILLIAMS
Faculty of Business and Management Sciences
Cape Peninsula University of Technology
Cape Town

CONFIRMATION OF PROOFREADING OF MASTER'S THESIS

I, the undersigned, herewith confirm that the proofreading of the Master's thesis of Chantè Williams, *"POLICY RESPONSES TO THE COVID-19 PANDEMIC AND GOVERNANCE IMPLICATIONS ON THE DOMESTIC TOURISM SECTOR IN SOUTH AFRICA"*, has been conducted and concluded.

The finalised thesis was submitted to Dr Bama and cc'd to Chantè Williams on 23 November 2022.

Sincerely



Professor Annelie Jordaan
DTech: Information Technology
Pfi: 065 990 3713

Member: SATI 1003347



South African Translators' Institute (SATI)

