CROSS-BORDER TOURISM ROUTES

Johan Hattingh
Lecturer: Tourism Management

Department of Tourism & Event Management
Faculty of Management Sciences
Central University of Technology, Bloemfontein

INTRODUCTION

- What is Route Tourism
- Objectives of a Tourism Route
- Guidelines to Successful Route Development
- Positioning of a Tourism Route
- Successful Cross-Border Tourism
- The Karoo

What is route tourism?

- The concept of a 'tourism route' refers to an initiative designed to bring together a group of activities and attractions under a unified theme and to stimulate the entrepreneurial opportunities in the form of ancillary products and services (Lourens 2007:7)

- Route tourism is a market-driven approach for tourism destination development (Rogerson 2007:50).

- Route tourism is the linking together of a series of tourism attractions to promote local tourism by encouraging visitors to travel from one point to another (Rogerson).

Routes are initiated with one or more of the following objectives in mind

- To diffuse visitors and disperse income from tourism
- To bring lesser-known attractions and features into the tourism business/products
- To increase the overall appeal of a destination;
- To increase the length of stay and spending by tourists
- To attract new tourists or repeat visitors
- To increase the sustainability of the tourism product

Guidelines to successful Route Development

- Market research

- Audit of Tourism Products

- Identifying membership base

- Product diversification (Innovative products…)

- Finances

- Infrastructure

- Cooperation structures

- Community buy-in

- Effective marketing

ESTABLISHMENT PHASE: POSITIONING OF A TOURISM ROUTE

1. Research and conceptualisation

2. Audit of tourism products and services

3. Identify unique features, experiences that can be offered in the region

4. Develop a strategic plan combining markets & offering

5. Determine potential size of membership, investigate legal structure suitable for management organisation of the route

milestone
Legal formation of the Route

6. Develop a clear branding identity for the region

7. Develop an operations plan to take care of day to day functions

8. Plan the finances of the management organisation

9. Think long term - identify and draw upon resourceful people in region to assist with strategy

Route Establishment phase completed

Period: year 1-5

DESTINATION GROWTH PHASE

Period: year 5-20

MATURE DESTINATION

Period: year 20+

RE-EVALUATION

Successful Cross-Border Tourism

- Geographical distance. Long distance between regions can have a negative effect on the success of a region whereas shorter distances are more beneficial to successful cross border tourism development.

- Political environment. Political will must exist to create an effective cross border region.

- Economic environment. Positive economic environment must exist to create the necessary wealth.

- Socio-cultural cohesion. Similar social cultural cohesion amongst regions needs to exist to be effective in creating a successful cross border region

The Karoo

- Fragmented Karoo Routes – linkages?

- Too many?

- Karoo Highways/Open Africa etc.

- Entry/exit points

- No cooperation in routes!

- Government buy-in for cross-border initiatives?

- Local support

- MDTP example

Thank you

Contact details

Johan Hattingh
Lecturer
Tel.: 051 507 3288
E-mail: jhatting@cut.ac.za