

Inbound tourism of south africa

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Inbound Tourism of South Africa There are two main factors in recent history that contributed to the increased number of Inbound Tourists to South Africa.

The First would be because of the political history of South Africa. After the Second World war there were serious segregation laws implemented.

Separating blacks from whites - they named it Apartheid. Play clip:

http://www.youtube.com/watch?v=Rz4F_InsBeo If you were a tourist in South Africa and you weren't white you would have to make use of the non-whites facilities - which were usually of poor standards.

In an attempt to put an end to Apartheid, South Africa was sanctioned by the UN and naturally this put South Africa on the global stage. Shortly After , the UK and USA boycotted South Africa with: * Economic sanctions * Military sanctions * Cultural boycotts * Sporting boycotts Later 23 countries joined in these boycotts. This meant that none of those countries traveled to South Africa . Musicians, actors, writers or other artists did not publish any of their material of South African nature.

South Africa was isolated from the world, in the sense that foreigners did no longer invest or visit South Africa but South Africa was still getting a lot of attention internationally. The protests against the Apartheid movement became more violent and the political unrest even worse. Of course this made tourists skeptical of travelling to South Africa. 1990 marked the end of Apartheid; in 1994 South Africa had their first democratic elections. Nelson Mandela was voted the first black President of South Africa.

Since 1994 South African Tourism growth has been exceptional Million people Year Only 16 years after being a democratic and free country , South Africa had the opportunity to host the 2010 Soccer World Cup . This event <https://assignbuster.com/inbound-tourism-of-south-africa/>

made the world even more aware of South Africa, everyone was talking about the Soccer World Cup and therefore South Africa as a country received even more publicity. Even without the number of tourists that visited South Africa for the Soccer , the number of tourists still increased. <http://www.youtube.com/watch?v=SPEG8Gn6Qxk&feature=related>

South Africa can cater for almost every type of tourist: * Business tourism * Cultural Tourism * Eco-tourism * Paleo-tourism * Adventure tourism * Sports tourism Today Tourism is one of the biggest industries in South Africa it even surpassed the Gold exports as the earner of foreign currency. Germany , the UK and North American countries used to make up most of the inbound tourist , but over the past year India and China have increasingly visited South Africa. The department of tourism is investing more into marketing in India and China.

There are also a couple of strategies put into place to improve the Tourism market in South Africa as a whole. OUTBOUND TOURISM Since the end of apartheid the majority of the population is no longer oppressed. The people of South Africa no matter what race can get better education and as a result they can also pursue better careers. Since more and more South Africans earned decent salaries they could put more money aside for travelling. Although domestic travel is higher than Outbound Tourism , the number of residents Traveling out of South Africa do increase every year.

Another factor contributing to outbound travel is globalization, people are getting more curious about the world and they want to experience different destinations first hand. There are also of course business trips as South African companies grow. Sources <http://www.youtube.com/watch?v=https://assignbuster.com/inbound-tourism-of-south-africa/>

WTiml3HNftY (UNTWO) * <http://www.youtube.com/watch?v=SPEG8Gn6Qxk&feature=related> * <http://www.statssa.gov.za/publications/Report-03-51-02/Report-03-51-022011.pdf> * <http://www.southafrica.info/travel/tourism-030912.tm#ixzz27Yai8HuF> * <http://www.southafrica.info/travel/tourism-030912.htm#ixzz27YaTs4rg> * http://www.sagoodnews.co.za/tourism/tourist_arrivals_up_3_3_.html * <http://www.info.gov.za/speech/DynamicAction?pageid=461&sid=30329&tid=82144> * http://www.youtube.com/watch?v=Rz4F_InsBeo * http://en.wikipedia.org/wiki/Foreign_relations_of_South_Africa_during_apartheidhttp://www.mongabay.com/reference/country_studies/south-africa/ECONOMY.html * <http://www.euromonitor.com/travel-and-tourism-in-south-africa/report>