An investigation into the coverage of diverse forms of tourism in South African travel magazines

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Recognition

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Chapter 1: Contextualization of the study

The world is a book and those who do not travel read only a page.¹

– St. Augustine

South Africa is an important chapter of this “book” that St. Augustine talks about. Yet, this country only effectively joined the tourism world in the mid-nineties. Many tourists had been cautious to come here, because of various reasons. The root cause was the system of apartheid. However, since 1994, with the advent of democracy, that obstacle was removed, and in 2004 democratic South Africa celebrates her first decennium.

The value of tourism for any country is clear from the following passage taken from the Open Africa Initiative Director’s Report to the Trustees² (August 1995):

Tourism is a remarkable industry, unlike any other form of economic enterprise. Instead of exporting the product, you import the customer, who pays for his or her own fare. Resources are not consumed, they are merely experienced and then left behind for resale over and over again. Tourism favours remote areas, where job creation is needed most, and creates jobs, more quickly, across a broader front, and at lower cost than any other industry. It supports infrastructural installation where this would not be justified elsewhere. It encourages entrepreneurship and spawns businesses that keep family units together. It connects people with the world, promotes peace, and builds bridges across cultural barriers. Tourism is a civilising process, for without recreation there can be no civilisation. In short, it is the business of making people happy.

² Page numbers not available, communication with Peter Myles (UPE).
1.1 Background to topic

Tourism in South Africa has grown fundamentally since 1994, to such an extent that the country has become “the world’s fastest growing tourist destination, (with) about 6.4 million tourists visit(ing) last year (i.e. 2002), 11,1% more than the 2001 figure”, according to SA’s Environmental Affairs and Tourism Minister, Mohammed Valli Moosa³ (2003).

This is despite the fact that before 1994 the state of tourism in South Africa was, for a long time, not healthy. In *Competitiveness of South Africa as a Tourist Destination* (Du Plessis, 2002:8) this state of affairs is explained:

>(T)ourism development (in looking at the history of South Africa) has been largely a missed opportunity. The potential of the tourism industry to support and encourage entrepreneurship, to create new services and tourism products, to generate foreign exchange and to create work opportunities, has not been fully realised in the past. The situation in South Africa has protected the industry from foreign competition by limited international investments, from itself by catering for a largely homogeneous and predictable clientele, and from long staying tourists by limiting the flow of international visitors (2002:8).

However, as mentioned, tourism in South Africa is continuously growing. Evidence of this growth can be found in one of the many forms of tourism available in the country – MICE tourism (Meetings, Incentives, Conferences and Exhibitions tourism), which is a type of business tourism. In an interview by the Editor of *Sawubona*, Bridget Hilton-Barber, with President Thabo Mbeki, the President made the statement that South Africa had become a popular conference destination. The country has some 2 000 conference venues and the MICE industry contributes an estimated R20 billion to its GDP. Mbeki also added that international MICE visitors had doubled since 1994, and that at the time,

³ Quote from [www.businessday.co.za](http://www.businessday.co.za), 6 June 2003.
South Africa was ranked as one of the world’s top 50 destinations for international conferences (Sawubona, October 2003, p. 38).

There have been several changes in tourism in South Africa since 1994. During apartheid, black people were not allowed to become involved in important aspects of tourism, particularly at management level. However, this situation is changing and all cultures are gradually becoming engaged in the tourism industry. The economic progress of the black community has resulted in the materialization of cultural villages, tourism projects to give rural people jobs, and an increase in township tourist attractions, heritage tours, etc. These initiatives have led to the establishment of certain types of tourism such as cultural tourism, urban tourism and community-based tourism. It could be said without hesitation, at the prescientific level, that the diversity in cultures, for one, is a major attraction of this country.

Another change has been the increase in tourism from countries which have been excluded from South Africa in the past. Examples of these are African countries such as Kenya and Nigeria, as well as countries on other continents, including India, Bangladesh and the East-European bloc.

Up to 2003, South Africa experienced the longest uninterrupted period of economic growth in its history. This resulted in people being able to afford a higher standard of living and therefore having more money to spend on travelling. as the economic growth stimulated the growth of tourism, both local and foreign, in the country.

Seen from the perspective of the tourism industry, it is important to keep the public informed and up to date about what a country has to offer in order to maintain the increase in tourism. The media assist in this process. The travelling public is informed by word of mouth, but also through newspapers, magazines, television and radio. Information about the different attractions, whether cultures, wildlife or sport, et cetera,

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4 Radio (Radiosondergrense) interview on 1 January 2004 with South African political commentator Harald Pakendorf.
would not always be easy to find, were it not for the media. As tourism grows, more tourist attractions will develop, with a bigger need for tourists to be informed as an immediate result. The role of the media in this information giving is therefore constantly on the increase.

1.2 Research question

What is the relationship between tourism and the media, and what changes in tourism have occurred over the past ten years in South Africa?

In the light of the tourism situation in South Africa as outlined above, the following question arises:

Did South African travel magazines keep track of and reflect socio-political changes and the concomitant transformation of the tourism market during the first ten years of democracy in South Africa?

Obviously, the answer to this question also covers various implications of changes in tourism in this country, such as the development of new forms of tourism and the shift in interest to forms of tourism not previously supported to the same extent.

The key terms ("media" and "tourism") will be clarified below. This is done because the terms are used in different contexts with varying meanings. The following definitions of these terms reflect the appropriate interpretation for the purpose of the analysis performed in the treatise.

*Media*, as a first term, according to Nel (1998:13) is “the plural of medium; channels used for communication”.

...
According to Branston & Stafford (2003), “the media⁵ are not so much ‘things’ as places which most of us inhabit. Their pleasures and messages seem to flow around and through us most of our waking lives, and there’s little problem with understanding or enjoying them” (p. 9). The media are therefore not difficult or inaccessible tools, but rather ways of making our everyday lives a little easier. We see what happens in the world, hear of interesting places to visit, get to know about the world’s hidden secrets, et cetera.

Secondly, the term *tourism* has many definitions, but those selected here encapsulate it best in view of the topic of the treatise. The official definition of the World Tourism Organisation (WTO) for *tourism⁶* describes it as the temporary movement of people to destinations outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of the tourist. Tourism arises out of a movement of people to, and their stay in, various destinations. There are two elements in tourism – the journey to the destination and the stay at the destination (including activities undertaken there). The part of the definition on which the research will focus is the activities people undertake at their stay, in other words, the forms of tourism offered to the tourist. Accommodation and transport will not form part of the focus of this treatise.

Another definition of the term “tourism” is given by Luger (2002): “Fremdenverkehr oder Tourismus ist die Gesamtheit der Beziehungen und Erscheinungen, die sich aus der Reise und dem Aufenthalt von Personen ergeben, für die der Aufenthaltsort weder hauptsächlicher noch dauernder Wohn- noch Arbeitsort ist” (Foreign travel or tourism is the totality of the relations which result from the travel and sojourn of persons, to whom the place of sojourn is neither primarily nor permanently their home or workplace).

The growth in tourism resulted from changes, both political and social, during the past ten years in South Africa. Underpinning this observation is the fact that one of the reasons tourists come to visit the country, as South African President Thabo Mbeki points

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⁵ The word ‘media’ comes from the Latin word medium meaning ‘middle’ (Branston & Stafford 2003:9).
⁶ Personal communication from P. Myles, Director of Tourism Studies, UPE.
out in an interview with *Sawubona* magazine, is that they “remain fascinated with the South African miracle”. The country’s past was turned into a tourist attraction, with “Robben Island, for example, get(ting) about 1 500 visitors a day, and tourists are increasingly interested in places like the Apartheid Museum near Gold Reef City” (October 2003, p. 38).

As tourism expands and the categories of tourism increase, it is to be expected that the media will be compelled to stay ahead and keep track of the changes. When tourist attractions change, or the profile of tourists visiting the attractions changes, the media are required to adapt to the changes. Such changes in tourism were highlighted at the Gate 7 Tourism Business Conference held in Port Elizabeth from 18 – 20 August 2003. The underlying causes of the changes as explained by Aluliana Poon will be discussed in the literature review in the following chapter.

At this stage, however, a first observation by Poon (1993:145) should be noted, namely that the above-mentioned changes in tourism occur as a result of changes in the tourist’s motivations, attitudes and interests. After 1980, tourism moved away from mass tourism and has changed considerably since then. Because of the changes in the tourist profile, there was a concomitant diversification of types of tourism and of the relevant importance of various forms of tourism.

Some examples of the various forms of tourism which emerged as a corollary of the emergence of the “new” tourist are mentioned by Heath (2003) – examples such as beach tourism, urban tourism and golf tourism. Incidentally, eight South African beaches were recently (in 2003) awarded Blue Flag status. The new forms of tourism have added to the already large diversity found in South Africa, such as the country’s wildlife, scenic beauty, cultural heritage, sport, adventurous activities (e.g. the world’s highest bungee jump), et cetera.

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7 Presenter at Gate 7 Tourism Business Conference on Global Destination Marketing.
8 Blue Flag is an international annual award given to beaches that meet prescribed standards of excellence in the areas of safety, amenities, cleanliness and environmental care.
The media, and travel magazines in particular, inform people about a country’s tourist attractions. The relationship between the travel publication and tourism will be explained in detail in the next chapter. Of relevance at this stage is that, since changes in tourism occur on an ongoing basis, it is necessary for the media to keep track of such changes to keep the tourist interested.

In light of the factors outlined above, it is desirable to investigate the travel magazine industry with a view to establishing in which ways and to what extent the industry has been able to reflect and keep up with changes in South African tourism. In this treatise, five South African travel publications will be investigated to determine what they offer the new tourist as reader and which categories of tourism they cover. An overview of the five travel magazines will be given in the form of an analysis of their profiles and structures. In this way, it should be possible to arrive at an understanding of how the changed realities of tourism in South Africa are represented in the local travel media.

After this overview, the focus will be concentrated on Getaway magazine, the country’s leading travel publication in terms of circulation figures. A content analysis will be done to see how content has adapted to the changes mentioned in chapter two. In addition, a content analysis of a new travel magazine will be done to determine whether such a magazine, which starts with a clean slate, so to speak, is cognisant of the new tourism environment as described above.

There are a few reasons for the choice of topic. Firstly, according to Luger (2002), although global tourism and its local manifestations are often reflected in the media and the whole world is propagated as travel destination, the communication science has not been actively engaged in the reporting of tourism and the role of travel journalism. The lack of ample analyses of the media discourse surrounding tourism has to be seen as a considerable shortcoming, and a public debate about a central theme such as this consequently cannot result in a logical conclusion. The facts relating to tourism are not being investigated and introduced adequately to an audience in order to provide solutions to pressing problems.
Secondly, through the observation of subjects evident from an examination of the travel magazines mentioned above, certain shifts of emphasis can be identified if one compares recent issues with earlier ones. For example, ecotourism is represented more today than ten years ago. Furthermore, the format of magazines inevitably changes as new technology becomes available. In South Africa, for instance, the themes of articles, their emphases and the format in which they are presented could be expected to correlate with the social and political changes over the past ten years. These expectations can be put in the form of hypotheses, which will then be tested by an empirical study of the available material.

1.3 Research methods

Several methods were used to obtain the data for the research. The main method utilised in the treatise is content analysis, which will be explained and applied in chapter four.

At this point, it has to be said that the topic is relatively new and that there is a dearth of reported studies in South Africa. The only published title the researcher could find on the relationship between the media and tourism is an Australian one, Tourism and the Media, by C. Nielsen, and even this was out of stock worldwide at the time of investigation. An extended search through available printed databases locally to trace previous research done on the topic yielded no results. However, some useful information resulted from Internet searches. Some German sources covering the relationship between tourism and the media were identified and will be explored in chapter two.

As far as information about travel magazines is concerned, in-depth interviews were conducted with the editors of the five magazines that were analysed. The interviews were conducted telephonically and by e-mail. Several role-players in the tourism industry, including Adèle Mackenzie (deputy editor of Southern African Tourism Update), Greta Wilson (Strategic Tourism Communication Specialist) and Peter Myles (tourism consultant at the Centre for Tourism Studies,
University of Port Elizabeth) were interviewed in addition, both by the means mentioned above and in person.

The Internet research covered several South African tourism websites, including www.southafrica.net, www.lonelyplanet.com and www.safrika.info. Research was also done by investigating newspaper articles on the Net, for example www.businessday.co.za.

Valuable information on the changes in world tourism was found in Poon (1993:145). This will also be discussed in the following chapter.

Content analysis was done by analysing the structure of the five travel magazines, but specifically to investigate the changes in tourism and how these are reflected in Getaway and Veld Toe.

Regarding the choice of data, representative samples for the analysis of the five travel magazines were chosen at random. Publications over the past three years were included. However, for analysing the changes in tourism, selective sampling was used. Two Getaway magazines per year from 1994 to 2003 were identified and analysed (i.e. June and November). The issues used are not thematic in nature and are representative of the magazine’s overall content. (Some issues did have themes – for example, December 2003 focused on South African beaches.

1.4 Format of treatise

Chapter 1 is an introduction to the treatise. It provides the reader with an overview of the topic, an explanation of the key terminology, the research question and reasons for choosing the research topic. It also looks at the methods used to obtain the information in the treatise, as well as giving an indication of the format in which the treatise is presented.
Chapter 2 is the literature review and will provide the theory for the topic. Two issues will be addressed in this chapter. The first addresses the relationship between the media and tourism and the second the changes in tourism, from the ‘old’ tourist to the ‘new’ tourist.

Chapter 3 covers the first part of the research question. It gives an overview of the profiles and structures of five South African travel magazines. Their content, readership and the categories of tourism they cover will be set out.

Chapter 4 addresses the second part of the research question. It takes the form of a content analysis of both Getaway and Veld Toe magazines and explains the changes in tourism and how these publications reflect said changes. Content analysis of ten years (1994–2003) of Getaway will be done, while the five issues of Veld Toe that have thus far been published, will be examined. Also, in analysing Veld Toe, the position of Afrikaans in South Africa and the need for an Afrikaans travel publication will be discussed.

Chapter 5 takes the form of an overview of conclusions arrived at in the previous chapters, as well as recommendations for further possible research in this field of study.
Chapter 2: Literature review

2.1 The relationship between the media and tourism

Through the media a picture of South Africa is painted – sometimes a positive picture and sometimes a rather bleak one. Nonetheless, the media are a crucial tool in promoting all the forms of tourism that a country has to offer. With so many countries competing to attract the largest number of tourists, this is even more important in South Africa today. Various types of media are used to make people aware of what the country offers. For this study, only one medium was investigated, namely magazines – and travel magazines in particular.

As mentioned in par. 1.2, there is precious little scientific material available on the relationship between tourism and the media. However, some work has been done by Luger, Gyr, Adcock and others, and this will be reported below.

According to Luger (2002), the system of global tourism is held together by the potential for communication, through both media and non-media directed forms of intervention. Particular representations of foreign cultures already characterised the early writings of travellers, and anthropologists gave scientific representations of their experiences in foreign lands. It seems to be a plausible supposition that the various forms of “Sehnsuchtsliteratur” (literally ‘yearning literature’) led to pipedreams and induced images or strange notions, and created the desire to get to know some destination or other through one’s own eyes.

Today, the media play a central role as managers of illusions in this business with its great freedom, which has divided the globe into boxoffice halls and landing strips. The various forms of intended or unintentional publicity from the “warm water catalogue” of southern travel destinations to television broadcasts; an increasingly expanding magazine market; the travel pages and appendices of newspapers; posters and travel guides with huge circulation figures; travel and tourism agency officials – all produce images and expectations with the travellers, the fulfilment of which, or lack thereof, is communicated
upon their arrival back home. Holiday experiences, photos, souvenirs, gifts and objects from abroad all become part of their world. The tourist himself almost becomes a curiosity on arriving back home – he gains prestige and conveys his experiences to the audience in recorded format (for example, by means of a slide show), anecdotes and personal descriptions in the form of judgements and preconceptions (cf. Gyr 1992:34).

Up to now, research has yielded few answers to the question of what the tourist has in fact experienced, and what has only been assimilated and then transmitted. Nevertheless, this publicity by word of mouth (as part of the multi-phase stream of communication) could also have significance for the professional marketing of tourism.

The focus of this treatise, however, is only on the magazine (travel magazine) and its relationship with tourism. The value of the magazine as tourism marketing tool will now be expounded.

According to Adcock et al “… magazines offer a…selective audience and there is an obvious link between the magazine and the lifestyle of its reader. It is much easier for organisations to segment and target their audience via magazines. For example, someone buying Prima magazine is likely to be interested in fashion, craft, knitting and beauty, and have far different interests from someone buying the computer magazine PC Plus, unless of course they have an interest in both subjects. (…) (M)agazines do not suffer from the advantage of being discarded on the day they are published, many are saved for several years by the people who buy them and used as a source of reference. They are passed from friend to friend until the copy is battered and torn, or they may be stacked in doctors’ or dentists’ waiting rooms. They are normally read and digested at a more leisurely pace than newspapers. Vogue claims that every copy is read by an average of eight people so a circulation of 200 000 means a readership of almost 2 million. Compare this to the Sun newspaper with a 4 million sale and an 11 million readership” (1993:245).

From this perspective it is clear that magazines as such can be an excellent communication tool and travel magazines, in particular, an ideal vehicle for promoting
tourism. Not only are people buying travel magazines to read about tourist attractions, but many also use them to plan their holidays, and share the magazines with others to share great holiday ideas.

In addressing the relationship between the media (specifically the travel magazine) and tourism, the researcher will be referring to personal interviews with Adèle Mackenzie, deputy editor of *Southern African Tourism Update*, during the course of 2003.

According to Mackenzie, the South African government identified tourism as one of the sectors that can stimulate the economy and create much needed jobs. In the *Sawubona* interview with President Mbeki alluded to above, he said that “for every eight tourists that visit South Africa, one permanent job is created. It is projected that in 2010, the South African tourism industry will employ more than 1.2 million people directly and indirectly” (*Sawubona* October 2003:38).

Mackenzie says that in order to achieve job creation, the tourism industry has to work together to increase the volume of tourists travelling to and around South Africa, to increase international and domestic visitors’ total spend, to increase tourists’ length of holiday stay, to improve South Africa’s seasonality issues and the geographic spread of tourism (i.e. ensure that tourists visit the currently less popular provinces), and to ensure the transformation of the industry and a wider distribution of wealth.

Mackenzie states that travel magazines are crucial to the achievement of the above-mentioned goals, and defines the value of travel publications as follows:

They serve to promote tourism to specific regions by highlighting the attractions (and) informing the public about rates (and) facilities, give travel tips, and can even encourage travel by promoting special reader offers. They are used as a medium in which to advertise special offers and specific packages during off-peak seasons. When there are concerns about travelling to specific regions (e.g. political instability in Zimbabwe, (the) SARS outbreak, health issues such as
cholera/malaria), they are the best medium in which to correctly inform potential travellers about the risks and advise them (based on interviews with experts) on the precautions they should take. As opposed to newspapers, they have the space for product/service analysis and comparisons to allow the reader to make a more informed decision regarding his/her travel plans (2003).

Magazines can also, according to Mackenzie, be used to educate the public, and create awareness of the need to conserve the country’s natural and cultural heritage for future generations by highlighting the benefits of tourism.

From the above it is evident that the effective transmission of information is a prerequisite for tourism to be successful. The media play an important role in transmitting such information. An example of this role, as explained by Mackenzie, is the fact that travel magazines raise important environmental issues and help to create an awareness of the country’s cultural heritage.

### 2.2 The changes in tourism in South Africa

It is, however, not only necessary to inform the readers, the travelling public and other potential visitors about tourism in a country, but also vital for travel magazines to stay ahead of changes that may occur in the tourism world.

According to Poon (1993:145), tourism around the world has changed quite dramatically over the years. The ‘old’ tourists were homogeneous and predictable and found security in numbers. For them, everything was prepaid and pre-arranged. Today’s ‘new’ tourists are spontaneous, unpredictable and hybrid. They want to be different from the crowd and be in control.

For the ‘old’ tourists travel was a novelty and destination did not matter. Quality of service was not important. They searched for the sun; they wanted to escape from home and work. They went away just to show that they had been there. For the ‘new’ tourists, however, travel is a chore. Destination is travel’s raison d’être. For them, quality and
value for money is a premium. They want to experience something different and see a vacation as an extension of life. They do it “just for the fun of it”.

The two kinds of tourists also differ in attitude. For the ‘old’ tourists it was here today, gone tomorrow. They had a mentality of ‘West is best’ and imposed western values on their hosts. ‘New’ tourists see and enjoy everything, but know not to destroy anything. They are aware of the environment they find themselves in. They appreciate that which is different; they are more understanding and better informed, and they know how to behave.

There is also a difference in interests. ‘Old’ tourists went on holiday to lie in the sun and were likely to get sunburnt. They liked attractions and had no special interests. They ate in the hotel dining room. ‘New’ tourists, on the other hand, are a lot more active. They protect themselves from the sun. They like sports and have special interests. Unlike the ‘old’ tourists, they also try out the local fare.

‘New’ tourists are, to refer to what was said at the Gate 7 Tourism Business Conference, more travel experienced, environmentally aware and physically and mentally active than ‘old’ tourists. They appreciate other cultures, and are independent and respectful of the places they go to.

This would imply that tourists today would be more interested in adventure tourism (where they can try out adventurous activities of their choice) and ecotourism (where they can learn about conservation issues while enjoying the natural beauty of the place being visited).

‘New’ tourists have an interest in rural as well as cultural and heritage tourism, in which the communities themselves are involved. Rural tourism, according to Davidson (1992:140), is a concept which covers tourist activity devised and managed by local people, and based on the strengths of the natural and human environment. Cultural and heritage tourism, according to Faulkner (2001:4), is a
form of tourism in which participants seek to learn about and experience their
own and others’ past and present cultures.

Tourists want to learn about the culture of the place they visit. Proof of this, in
South Africa, can be seen in the Annual Tourism Report of 2002. According to
the report, the human and cultural diversity, as well as the heritage of South
Africa were the main highlights of tourists to South Africa in 2002. Tourists also
loved the warmth and hospitality of the people of this country
(www.southafrica.net  April 2003).
Chapter 3: Overview of five travel magazines in South Africa

Considering the relationship between tourism and the media and the above-mentioned changes in tourism, five of South Africa’s most popular travel magazines will now be studied, namely Getaway, South African Country Life, Veld Toe, Africa Geographic and Sawubona. The profiles\(^9\) and structures of the publications will be analysed respectively.

An analysis of the magazines under scrutiny raises questions relating to the main theme of this treatise. These questions regarding the profiles, structures and contents of the respective magazines will be given under their respective headings.

3.1 Profile of magazines

In order to be able to formally characterise each magazine, its profile was extracted from an investigation of the thematics, readership and success of the publication. The question about the profiles, regarding the main theme of the treatise, is as follows: Does the type of magazine and its readership reflect the socio-political changes in South Africa over the past ten years?

3.1.1 Getaway

(1) Thematics of magazine

According to its marketing and advertising executive in Johannesburg, Helen Philippou, Getaway is Africa’s leading travel and outdoor magazine, read in 122 countries around the world, with over 94 500 monthly sales\(^{10}\) (2003). The magazine is a monthly consumer journal about holidays, adventure travel and ecotourism in Africa and its islands.

The content of the magazine includes four reader interactive parts as well as articles on family holiday travel, weekend travel, adventure travel, adventure sports, articles on African wildlife and the ecology, and articles on South African culture and history.

\(^9\) The profiles of the publications were made available to the researcher via e-mail to the researcher, by the marketing managers or editors of the respective magazines, via e-mail.

\(^{10}\) Statistics from the All Media Products Survey, January to June 2003.
The magazine also owns and runs three annual consumer outdoor adventure shows in each of the major centres. These are the Kfm Getaway Show in Cape Town, the East Coast Radio Getaway Show in Durban and the Star Getaway Show in Gauteng.

It is interesting to note that Getaway, as is clear from the information above, caters very much for the ‘new’ tourist defined in chapter two. It gives the reader the choice of reading up about the various South African destinations, as well as all the adventurous activities one can embark on. It also gives in-depth coverage of conservation stories and issues around the country and the continent – all of which are interests characteristic of the ‘new’ tourist of today – and includes stories about people, cultures and communities, focusing on changes taking place in South Africa.

(2) Market of magazine

According to Philippou (2003), Getaway is read by 589 000 outdoor-leisure enthusiasts, reaching a substantial market of targeted consumers. Both men and women read the magazine, although there is a slightly higher percentage of male readers. The majority of readers are between 35 and 49 years old. Almost 60% (56.2%) of Getaway readers are English-speaking, and 44.8% are Afrikaans-speaking. Just over 49% are employed full-time and just over 40% have a tertiary education. The market therefore comprises mainly young and middle aged adults, who are mostly employed and educated.

According to Philippou, most Getaway readers are achievers, who are proud of their personal achievements and hold modern values. Leisure time plays an important part in their lives, be it sports such as diving, scuba-diving, mountain climbing and canoeing, or live entertainment, club memberships or investing in the stock market. They are active, status driven, informed and dynamic innovators, ready to absorb new marketing messages.
The readers of *Getaway* are people who love the outdoors and are willing to spend a lot of time travelling and visiting interesting and exciting places. They are independent people, eager to explore various tourist attractions

### (3) Success of magazine

*Getaway* has, according to Philippou, won numerous awards and has a reputation for editorial integrity and credibility in the market place. It has received the following Advantage Magazine Awards: Best Travel Magazine Award (1998 and 1999), Best Leisure and Outdoor Magazine (2001) and the 2002 Advantage Admag Award of Best Leisure Title.

Most *Getaway* readers (85.8%) keep their copies of the magazine and actively use them to plan their holidays and source leisure products.

*Getaway* is distributed through supermarkets, bookstores, stationery shops and cafés. Apart from South Africa, the magazine is also sold in Zimbabwe, Namibia, Kenya, Tanzania, Lesotho, Swaziland, Botswana, Zambia and Malawi.

The magazine keeps track of the growth of technology in South Africa. Its interactive website registers approximately 140,588 page impressions monthly. There is also a full page in the publication about the website.

### (4) Conclusion

All the awards it has received and the vast numbers of readers on the Internet and all over the world speak of a magazine that is doing very well. People are reading the *Getaway* in the comfort of their homes, on the stoep in the sun, in the doctor’s waiting room, on the Internet, and everywhere they can.
The profile of this magazine is that of a publication that keeps track of trends in tourism and technology and uses them to its advantage – a magazine that is more than just a good read, which provides valuable information to the traveller and serves as a guidebook when planning holidays.

3.1.2 South African Country Life

(1) Thematics of magazine

According to its editor, Margaret Wasserfall, the South African Country Life magazine is about traditional South Africa and all of the communities that form part of the South African tapestry.

The magazine is a guide to local tourism, covering Southern Africa from Cape Agulhas to the Limpopo, and focusing – in line with its name – on South African country life. They do have articles about Botswana, Namibia and Mozambique, but never anything further north of the Tropic of Capricorn.

In its editorial brief readers are told about the infinite variety of things to do and places to stay right here on our doorstep. SA Country Life is about being South African; it is about where you can go and whom you can meet. The magazine tells the stories of people who are doing amazing things to boost the rural economy. It is this aspect that has made the magazine extremely popular with the entrepreneurial segment of the community.

Where Getaway is a magazine with a focus on destinations, activities and the environment, South African Country Life is somewhat different. Here the focus is more on the people of the country. It does, however, also include places to visit and stories about the environment (including the wildlife and bird life and other nature-related issues). One of the new, emerging forms of tourism in South Africa can be found in this
publication, namely cultural tourism\(^\text{11}\). This aspect will be dealt with in the analysis of the structure of the magazine later on.

\section*{(2) Market of magazine}

According to Wasserfall, \textit{SA Country Life} readers share a common love of the countryside. They enjoy a spirit of adventure and look forward to discovering new places on the South African map. They are keen ecologists who take an active interest in nature and know how to enjoy the great outdoors.

The readers of the magazine, says Wasserfall\(^\text{12}\), are young 30-something families with children of 2-7 years old; established 40-something families with children of 8-15 years old; mature couples in their late 40s, emancipated from child care and eager to explore the world around them; early 55-year-old retirees with plenty of disposable income and time to enjoy the satisfying ability to lock-up and go; grandparents who enjoy a good read and the pleasure of armchair travel; and people of all ages who have opted to leave the city to look for a new life in the countryside.

\textit{SA Country Life} uncovers the lifestyle of people who live in the country. That, Wasserfall says, is the reason for its growing appeal among city-dwelling readers, who are interested in the country life, away from the hustle and bustle of the city. The magazine does not ignore city life completely, but focuses on the beauty of the countryside and the hospitality and creativity of the people who live there.

\section*{(3) Success of magazine}

Based on its July-December 2002 ABC certificate, \textit{South African Country Life} has a circulation of 33 563. In April 2003, it received the Lifestyle of the Year Magazine Award from AdVantage Magazine.

\(^{11}\) Refer to chapter one\(^1\) for definition of “cultural tourism”.

\(^{12}\) Statistics appeared in the 2003 \textit{SA Country Life} branding session.
The magazine is clearly successful. The fact that the publication aims to highlight all South Africans everywhere, indicates that democracy is beginning to reap the rewards. There are many cultures in South Africa, every one of them unique, and this is part of what SA Country Life is about.

(4) Conclusion

From the profile of the magazine, it can be seen that the focus is different from that of Getaway magazine. Adventure tourism does not play an important part, but community-based tourism and cultural tourism do. It also has a wildlife section, which will be explained in the analysis of the structure of the publication. The readership of the magazine varies, but all of its readers love the countryside and those who live there.

3.1.3 Veld Toe

Veld Toe is a travel publication that was established in 2002. As a result, there isn’t as much information available on the magazine as yet. The researcher has therefore combined the information on thematics, market and success of the publication. Statistics and information about Veld Toe were given to the researcher by Jaco Scholtz, Marketing Manager of Veld Toe, via e-mail.

Veld Toe is an outdoor magazine and the only Afrikaans publication of its kind in South Africa. According to Scholtz, they have sold about 13 000 copies in total thus far, and their readership is on the increase. In 2002 they had two issues, which doubled in 2003, so that Veld Toe is now a quarterly magazine. The first issue appeared in June 2002 and was nearly sold out. The latest issue appeared in November 2003.

According to Scholtz, Veld Toe readers are 60% male, 35-59 years of age, predominantly in the LSM-9-10 lifestyle-income category, and of course Afrikaans-speaking. The readers live for the outdoors, travel regularly, ideally with a 4x4-vehicle. They often embark on weekend excursions and go on family holidays at least once a year.
In 2004, *Veld Toe* will be issued bi-monthly and will be called *Wegbreek*. According to Bun Booyens, the editor of *Wegbreek*, the publication will be both a magazine and a guide. It will be pleasant to read, but will at the same time give valuable information to readers for planning their life outdoors.

The focus of the new magazine will change somewhat. According to Booyens, *Veld Toe* was associated with 4x4ing, camping and other bush-related activities. *Wegbreek* will focus especially on affordable and accessible relaxation activities and places across South- and Southern Africa (sometimes even wider). Food, camping, photography, wheels, adventure sports, hiking trails and fishing will remain part of the magazine’s winning formula. It will cater for those who want to break away, as the new name suggests.

As indicated above, *Veld Toe* is a magazine for those who love the outdoors. Like *Getaway*, it tells of the adventures and destinations offered by South Africa, and the South African environment. It differs from *Getaway* in that its readers are Afrikaners. The 1996 census showed that there are two million more Afrikaans-speaking South Africans than English-speaking South Africans (5 511 547 as opposed to 3 457 467 – Mesthrie, 2002:13). More will be said on this issue in chapter four, when a content analysis of the publication is done.

3.1.4 *Africa Geographic*

(1) Thematics of magazine

According to its Marketing Manager, Terry-Anne Crafford, *Africa Geographic* (formerly known as *Africa – Environment & Wildlife*) was launched in 1993. Their mission states that it is an independent magazine, reporting on and about the African continent. *Africa Geographic* strives to offer balanced and comprehensive coverage of the environmental challenges facing Africa (including South Africa), so that its readers may thoughtfully and actively respond. The standing objective of the magazine is to entertain, inform and generally to foster an awareness of important issues, consistently advocating the need for
the wisest use of natural resources in a manner which involves and is of real benefit to the
people of Africa.

(2) Market of magazine

According to Crafford, *Africa Geographic* enjoys a loyal readership drawn from a wide
socio-economic spectrum but predominantly upper-income groups in urban areas. Professionals and executives, according to the ABC circulation figures for June 2003, feature highly in the readership profile, with 40% of the readers in the age range of 30-50. Over 80% read more than half of the magazine’s content and 85% keep the magazine. Readers demonstrate a high interest in travel – more than 90% travel in the RSA and more than 50% take holidays in Africa, and many of those visit national parks or stay in hotels/safari lodges.

The readers of the magazine are therefore active travellers, who visit a variety of places in South Africa and some in Africa as well. A substantial number of people keep the magazine and use it to plan their holidays. *Africa Geographic* readers are also environmentally aware and want to know about issues that affect the environment.

(3) Success of magazine

The magazine has won numerous awards and citations for its excellence, including the coveted Rossi Trophy (twice) awarded at the annual SPA Pica Awards to the best South African consumer magazine, as well as the Advantage Ad Mag award for Best Consumer Magazine.

The December 2002 ABC of *Africa Geographic* is 21 602. The magazine is also esteemed by non-government organisations involved in conservation and the environment. In particular, it enjoys the support and endorsement of WWF SA and the Peace Parks Foundation.
The fact that it is supported by WWF SA and the Peace Parks Foundation adds to the environmental value of the magazine and emphasises *Africa Geographic*’s focus on ecotourism.

(4) **Conclusion**

The profile of the publication indicates that it is more of an environmental magazine, with a strong focus on ecotourism. It does cover other nature-related issues and other forms of tourism as well. The researcher will look at this later on in this chapter.

3.1.5 **Sawubona**

(1) **Thematics of magazine**

*Sawubona* is the official monthly magazine of South African Airways, and a business travel publication. The form of distribution, however, differs from the aforementioned magazines in the sense that it is available, free of charge, to passengers on SAA flights.

It covers a wide variety of stories on travel, food, wine, motoring, adventure, destinations, people, et cetera. The magazine therefore makes provision for an assortment of tourists.

(2) **Market of magazine**

According to information compiled by Markinor in November 1998\(^{13}\), the readers of this magazine are at the peak of production and activity. Most of them (70%) are 18-49 years old, while 30% are 50-64 years old.

Eighty five percent (85%) of *Sawubona* readers, i.e. SAA passengers, fly for business and leisure purposes and as such many are decision-makers.

\(^{13}\) These is statistics are from their latest survey, which was in November 1998.
Each monthly issue reaches a new audience in a relaxed environment where the reader has between one and thirteen hours to peruse the magazine in peace and quiet.

According to Markinor’s 1998 statistics, the language groups flying on SAA are 78% English, 15% Afrikaans and 7% other. As far as country of residence goes, Sawubona readers are 85% South African and 15% international.

More updated figures were also released to the researcher by Bert Carroll, Advertising Manager of Sawubona. According to these figures, Sawubona has 450 000 readers. Of these, 75% are interested in reading about travel, 64% about sport, 55% about movies, 53% about music, 44% about food and 36% about wine. The majority of Sawubona readers have a monthly household income of R12 000 or more.

Sawubona’s circulation is 96 212, with 56% of the passengers using South African Airways for business purposes.

Most Sawubona readers are South African and they have a wide range of interests, as mentioned above. The magazine therefore contains something for everyone.

(3) Success of magazine

Sawubona won the Advantage AdMag Award\(^{14}\) for best in-flight magazine for 2001 and 2002; a regional award in the 2002 Reuters IUCN Media Award for the best Summit story in English-speaking Africa; the 2002 Mondi Award for the best story in the leisure category; and the 2002 Mondi award for best photography.

Sawubona is a magazine that informs passengers about everything South Africa has to offer. It does not, however, limit its market as much as the other travel publications. Because it is an in-flight magazine, it reaches many business travellers.

\(^{14}\) Communication with Bert Carroll, Advertising Manager, Sawubona,’s Advertising Manager on 8 January 2004.
(4) Conclusion

*Sawubona* magazine differs from other travel publications in that it is distributed to and read by airline passengers, more of whom travel for business purposes than for leisure. The magazine reaches a different market, but nevertheless promotes tourism in the country.

### 3.1.6 Profile conclusion on five magazines

A study of the profiles of the five magazines in question has lead the researcher to conclude that all five publications contribute, although in different ways, to portraying the changes in South Africa since the end of apartheid. *Getaway* and *Africa Geographic* keep track of all the latest conservation issues in South Africa and Africa. *South African Country Life* has its focus on the people of South Africa and what they do to boost the country’s rural economy. *Sawubona* has a different method of distribution than the other magazines and covers forms of tourism not mentioned by the other publications. It also features stories on South Africa’s people – of all races. *Veld Toe* is a relatively new publication, aimed at Afrikaans readers. This is, in the researcher’s opinion, the first step to having travel magazines in the languages of all South Africans, as opposed to having them only in English. Afrikaans mother tongue and non-mother tongue speakers form the third largest language group in South Africa and having a publication in this language is therefore beneficial to domestic tourism.

### 3.2 Structure of magazines

An analysis of the contents of the five travel publications will follow. The analysis was based on a study of the types of articles appearing in the magazines. The researcher examined the features, columns and departments of each magazine to determine which forms of tourism are covered and to what extent. The question regarding the theme of the treatise, concerning the magazines’ structures, is as follows: Do the various types of articles in the magazines truly reflect the changes in South Africa over the past ten years?
According to Nel, (1998:35), the feature is “a name for a human interest, non-timely article (in contrast to hard or breaking news)”. A column is “an opinion, analysis, or entertaining piece of writing, usually of predetermined length with by-line” (Nel 1998:62). Departments or regulars are short articles typical of a particular magazine. They differ from publication to publication, but are stories found in every issue of a particular magazine.

Publications of the past three years were used as reference. However, due to lack of availability, only publications of 2003 were used in SA Country Life and Africa Geographic’s case.

3.2.1 Getaway

The magazine has the following sections:

(a) Main story and features

A part of Getaway’s contents includes its cover story and main features, which encompass a substantial variety of tourism categories (to be discussed later on). The main articles cover topics not only on South Africa, but also the whole of Africa and its surrounding islands, as stated in the profile.

(b) Columns

Getaway has a few regular columns. They include:

(1) Don Pinnock’s Natural Selections

This is a regular column about nature and its many mysteries, including its wildlife, bird life, bugs, other natural wonders and people involved in nature. Examples include “Wild orchestras of the night” about the wonders of the frog (September 2002:46), “I look your mouth and it be sweet” about the brilliant, female travel-writer, Mary Kingsley
(December 2001:47), and “Why zebras never went to war and sheep ended up dead stupid” about Africa, the cradle of humankind (June 2003:134).

(2) **Jerk @ both ends**

This is a section by Ari Bert on fishing. Examples include “Tigers on the run” about the Okavango Delta’s annual catfish migration (May 2003:86), “Much ado about nothing” about Africa’s largest freshwater fish, the Nile perch in Lake Victoria (October 2003:130), and “Reflections on the water” about various fishy issues (November 2003:113). However, this particular column is not currently running any more.

(3) **Tale Piece**

This is a travel tale with a comic and often insightful twist to it. Examples are “A coffee-addict’s quest” about the Ethiopian origins of the world’s favourite drink (December 2001:180), “Surviving Magoebaskloof” about the difficulties of eco-challenge (July 2002:143), and “Trans-Karoo? No thank you!” about riding the Trans-Karoo train (May 2003:150).

(4) **Weekend Getaways**

Getaway visits one destination per month which is in close proximity to city centres and which offers great hospitality, excellent surroundings and outdoor activities. The readers can enter a competition at the end of the article to stand a chance to win a getaway at the destination featured.

Examples include “I have a lodge in Africa…” about the Pakamisa Private Game Reserve in the Pongola Valley in KwaZulu-Natal (September 2003:92); “Limpopo idyll” about the Zongoene Lodge at the mouth of the Limpopo River in Mozambique; and “The singing hotelier” about the Fern Hill hotel on the outskirts of Howick on the KwaZulu-Natal Midlands Meander (June 2003:104).
(5) Out of Africa

The May 2003 issue of Getaway introduced readers to overseas destinations in the new Out of Africa section. So far, Peru, Sweden, Disney World, Dubai, England’s Cornish Cape, Ireland and Greece have featured.

(c) Departments:

There are also certain articles appearing in every issue. These include:

(1) Indaba

The Indaba column of Getaway is a forum where readers can give feedback on the magazine, as well as air their opinions on issues.

(2) Overlander’s Forum

This is a column for readers to tell other readers about their overland trips and to give tips and warnings, et cetera.

(3) BushNotes

These cover anything conservation or bush-related. Examples are “A big birthday bash for a little island” about St Helena which was discovered around 500 years ago (December 2001:35); “No more foreign fishers” about cutting back on permits for Japanese and Taiwanese fishers to catch tuna in South African waters (October 2002:35); and “Around the world in 80 000 kays” about the centenary of motorised flight, which was celebrated on 17 December 2003 (December 2003:37).
(4) Getaway Gallery

These are photos by the readers of the magazine and range from wildlife, bird life, sea life and plant life to scenery, places, people and cultures.

(5) Heading Out

This section of Getaway deals with shorter articles on destinations, adventure activities, and so on. It also features a diary with the month’s ongoing festivals and events in the country.

(6) Gearing Up

This part of the magazine is about things that lovers of the outdoors can buy.

(7) Off the Shelf

Another addition to the magazine is a section reviewing books that may interest travellers.

(d) Conclusion

The various articles appearing in Getaway are diverse in content. Analyses of the contents of Getaway magazines of 2001, 2002 and 2003 have revealed that various tourism categories are covered:

1. Nature-based and ecotourism

The abundant wildlife, bird life and sea life as well as the environmental issues in South Africa are some of the country’s foremost attractions and are well-covered by Getaway
through its main features. Examples of these are “The private lives of lions” that appeared in the July 2002 issue (p. 94) and “The conservation icon of South Africa’s coast” that was published in January 2003 (p. 82).

There is, however, also a regular column (Don Pinnock’s Natural Selections), which covers nature in every issue of the magazine. The topics covered in this column range from bugs such as earthworms and the cave cricket, to birds such as the albatross, to plant life, for instance the article “The death-defying survival strategy of resurrection plants” (January 2003:46).

Another section of the magazine that deals with nature is Bush Notes, which also appears in every issue. It covers topics such as the highest peak in the Drakensberg (January 2003:29), the Gaza-Kruger-Gonarezhou Transfrontier Park (December 2001:35) or the controversial hunting of lions in camps (September 2002:33), which was more conservation-related.

2. Destination tourism

Another form of tourism that is dealt with quite comprehensively in Getaway is destination tourism. Most issues of the magazine have articles on destinations in South Africa and Africa. Examples include “Slow road through the Kalahari” (about the roads in the Southern Kalahari) and “A sense of snow” (about the Drakensberg), both in the November 2003 issue (pp. 10 and 98 respectively). Also, “48 Hours in Johannesburg” (September 2002:106) and “Counting sheep in Loxton” (about the town of Loxton in the Karoo) (May 2001:114).

3. Adventure tourism

The magazine also focuses on adventure tourism. Examples include “The struggle against a big, blank wall”, which is about climbing Milner Peak (May 2001:50), “At play in a sea of plenty” about diving at the Querimba Archipelago in Northern Mozambique (July
2002:62), and “Contemplating yellowfish beneath the Tree of Idleness”, which is about kayaking on the Tugela River (September 2003:84).

These three forms of tourism have the strongest focus in the magazine and correspond with its profile. There are, however, many other categories of tourism also covered by Getaway.

4. Other forms of tourism

The other categories of tourism found in the magazine include heritage tourism (“How Paternoster got its name and other tall stories”, December 2002:110); palaeontourism, i.e. the tourism of fossils and ancient creatures (“The language of rocks”, about fossil finds in the Drakensberg – May 2003:92); cultural tourism (“The making of men” about the rituals of the amaKhwetha in the Transkei – September 2002:70); rail tourism (“Africa’s 10 best train journeys” – October 2003:76); beach tourism (the December 2003 issue is devoted to the beaches of South Africa); safari tourism (“Deep poling” about the Great Okavango Expedition – November 2003:46); events tourism (the diary of each month’s issue in the Heading Out section covers events all around South Africa), and cruise tourism (“Doubling the wintry capes”, about going on one of Safmarine’s container ships from Durban to Cape Town – August 2002:74).

Not only are the above forms of tourism represented in Getaway, but readers of the magazine are also given the chance to comment on the articles and to participate by sending in their photographs. This strategy makes the reading experience interactive and a very good tool for the tourist to use in learning about South Africa. Getaway’s contents are rich, as can be seen from its structure, and every issue has something different to offer the reader.

3.2.2 South African Country Life

As has been mentioned, South African Country Life focuses on those who have a love of the countryside. Because of limited availability, the analysis covered issues appearing in
2003. The forms of tourism reflected in the magazine can be seen in the types of articles appearing in it:

(a) Country lifestyle articles

These are articles about the lifestyles of people living in the country. According to Wasserfall, the magazine covers articles on “homes, country lunches and dinners, folk living a creative lifestyle”.

Examples of these include “Time and space for everything” about artist Gerrit Burger of Lambert’s Bay (community-based tourism – July 2003:56); “Winds of Change” about the township of Lelekani where the Dzaka Tourism project is beginning to make a difference in a poverty-stricken community (rural tourism – May 2003:92); “Farm Life without the hassles” about the Delta Crest Estate at Franschhoek in the Western Cape (agritourism – December 2003:26); “Conversations with wine in the North Paarl” about Boland Kelder in the Cape (wine tourism – December 2003:24) and “Stormsvlei” about the historic village, Stormsvlei, in the Western Cape (January 2004:38 – heritage tourism).

(b) Travel lifestyle articles

These are articles dealing with places to go and see in South Africa, including topics such as “Breakfast in the Barn” about Suzanne Venter’s restaurant with a difference on her family farm near Montagu (community-based tourism – December 2003:68); “The Succulent Desert” about the biological hotspot of Namaqualand (destination tourism – July 2003:74); “Trout lodge” about an Mpumalanga destination near Dullstroom (agritourism – May 2003:88); and “Making Sense of Mapungubwe” about archaeological findings at Mapungubwe near the borders of South Africa, Botswana and Zimbabwe (palaeontourism – May 2003:52).
(c) *Wild Earth* articles

A relatively new section in *SA Country Life* is *Wild Earth*. The articles in this section deal with reserves, nature, ecology, et cetera.

Examples include “Twinspotting in KZN” about the Twinspots, a bird species in KwaZulu-Natal (avi-tourism, i.e. about bird life – May 2003:104); “Sardine Fever” about the migration of sardines from the Cape to KwaZulu-Natal in June and July (nature-based tourism/events tourism – July 2003:90); “Tracking Aardwolf” about the very rare Aardwolf (wildlife tourism – December 2003:90); “Where Have all the Cranes Gone?” about South Africa’s three crane species which are under threat (ecotourism – July 2003:84); and “Ratho” about a Limpopo farm, where relics of an ancient civilisation have been found and where progressive farming and dedicated conservation are making for a tourist attraction that is well worth visiting (ecotourism/agritourism/heritage tourism – January 2004:90).

(d) *Arts and crafts* articles

Another section in the magazine deals with arts and crafts in South Africa. Examples include “Material Possessions” about women making quilts and soft furnishings from waste material in the KwaZulu-Natal Midlands (July 2003:128); “Doing it for Themselves” about the African Dream Doll project in Montagu (December 2003:140); and “African brew” about a creative couple in the village of Faure in the Western Cape who are shedding new light on African art (May 2003:46). All three of these are examples of community-based tourism.

(e) ‘*Country Pantry*’ – *culinary* articles

This section of *SA Country Life* deals with recipes for the countryside. Examples include “Pots of Gold” about various honey recipes (May 2003:78); “Dried Fruit” about various dried fruit dishes, such as steamed dates, banana pudding and spotted dog (July
“Christmas Treats” about a variety of treats for the Christmas season, such as Christmas cakes, chocolate shortbread and spiced nuts (December 2003:142); and “Braaivleis, Rugby, Sunny Skies and Sugar Bay” about braai recipes (January 2004:42).

These articles are also all examples of culinary tourism, of which South Africa, because of all the cultures, has a huge variety.

(f) Regular articles

There are also certain short articles appearing in every issue of the magazine. The Readers’ Forum is a space where the readers of SA Country Life can air their opinions on issues about life in the countryside. These may be issues on which they disagree with some articles or issues mentioned in Country Life, or comments on stories that have appeared in the magazine.

Then there is the Image Club. This is a selection of photographs taken by SA Country Life readers. The magazine gives its readers the opportunity to enter photos and stand the chance of winning prizes. This and Readers’ Forum allow readers to actively participate in the magazine.

The Country Digest is a section of SA Country Life which covers all the festivals and events to take place during that particular month. These can include events such as the Richard Hocking exhibition in the Knysna Art Gallery (November 2003) or the Festival of Lights in Paarl in December 2003, both of which are examples of events tourism.

SA Country Life also gives readers the chance to participate in workshops on various country life topics. The December 2003 issue of the magazine, for example, offers readers a chance to go on a weekend at Zingela Indlela to improve their photographic skills.
There is also the *Compendium*, which contains short articles on various topics including towns, hiking, fishing, and so on.

Another article appearing in the magazine is Tom Hood’s property page called *View from the Top*, which involves various issues regarding property, property rights, and so on.

There is also a page on marketing, which is a column for country entrepreneurs by Lesley Schroeder and Russel Wasserfall. The December 2003 issue, for example, had an article on destination marketing.

*Gone Fishing* is a regular article in the magazine, with extracts from fishing books. The December 2003 issue, for example, had an extract from Julian Roup’s *A Fisherman in the Saddle*.

*Wherezit?* is a section of *SA Country Life* that contains a summary of the main articles in the magazine and directions to locations in South Africa.

**(g) Conclusion**

As with *Getaway* magazine, the focus is still on destinations (places) and nature (including wildlife tourism, ecotourism and avi-tourism (birds)). However, there is another very important addition to these two forms of tourism that differentiates it from *Getaway*, *Veld Toe* and *Africa Geographic*, namely the occurrence of community-based tourism. The magazine puts a very strong emphasis on the value of the communities in the South African countryside. The focus is on the people, their doings, and the impact they have on the country and on the economy.

As seen in the analysis, there are also other forms of tourism found in this magazine, namely palaeontourism, agritourism, events tourism, culinary tourism and wine tourism.
The structure of the magazine therefore matches the profile of the publication. The focus is indeed on the people. The emphasis is on the value of South African destinations and the environment. However, other forms of tourism (see above) are also covered, showing how diverse South African tourism can be.

3.2.3 Veld Toe

Veld Toe magazine features various types of articles and stories for the outdoor lover:

(a) Destination articles

These stories are about places outdoor lovers want to see. Examples include “Bekoorlike Stanford” about the small, picturesque town of Stanford, 20 kilometres from Hermanus (Summer 2003/2004:40); “? Stuk ou Afrika leef weer” about Shakaland in KwaZulu-Natal (Autumn 2003:32); and “Plek van die Berg” about the Waterberg plateau in the Limpopo, a place seen as the last, undiscovered eco-destination in South Africa (Winter 2002:56).

(b) Adventure articles

Another type of story is the adventure article. Readers are introduced to the great selection of outdoor activities offered in South Africa. Examples include “Avontuur bereik nuwe hoogtes” about rock-climbing in South Africa (Winter 2002:14); “As die vis jou byt” about hiking the Fish River Canyon Route in the south of Namibia (July/August/September 2003:48); and “Branderry – van 6 tot 60!” about the joys of surfing (Summer 2002/2003:37).

(c) Articles on the latest and best outdoor equipment

Veld Toe magazine also gives readers the chance to explore the market for outdoor equipment, including caravans, 4x4 vehicles, tents and lots more.
(d) Articles on nature people

The magazine also features profiles of nature lovers – South African people who love the outdoors. Examples include “Ontmoet die leeuman” about lion researcher Werner Eiselen (Summer 2003/2004:66); “Redder soos Henk Henn” about the NSRI’s station commander in Hermanus (Summer 2002/2003:52); and “Rof, rowwer, Roberts” about South African actor and nature-lover Ian Roberts (Winter 2002:32).

(e) Conservation articles

There are also articles on conservation in South Africa, i.e. ecotourism. Stories of this nature include “Addo word groot” about the development of the Addo Elephant Park in the Eastern Cape (Autumn 2003:54); “Gee pad voor, hier kom ek!” about the Western Cape turtle (July/August/September 2003:54); and “Wilde perde in die Kaap” about the moor near Cape Town where wild horses still roam freely (Summer 2003/2004:60).

(f) Friendly advice for the traveller

Each issue of *Veld Toe* magazine also includes an article offering practical advice for the traveller, covering things to know and remember. Examples include how to fix a leak on your rubber boat; advice on driving great distances; what to do when you are lost in cold weather; and the dos and don’ts of off-road game viewing.

(g) Bird watching stories

*Veld Toe* also boasts articles on birds in each issue, i.e. avi-tourism. Examples include “Gesoek: Die Weskus se Groot Vyf” about the rich diversity of bird life on South Africa’s West Coast (Summer 2002/2003:78); “Gevreesde heersers van die horisonne” about South Africa’s birds of prey (Autumn 2003:82); and “Onder die invloed van uile” about the wonders of SA’s owl species (Summer 2003/2004:90).
(h) Photography

Also featured in every *Veld Toe* is its photography article. These are stories on, for example, how to take that perfect photo, the good and bad things about digital photography and how to take close-ups.

(i) Reading material

Another section in the magazine reviews books for the outdoor person. There are both English and Afrikaans books, including books such as *Africa Uncorked: Travels in extreme wine territory* by John and Erica Platter; *The Nedbank Guide to Flyfishing in Southern Africa* by Louis Wolhuter; *South African Game Cookbook* by Rina Pont; *Suid-Afrika: Raar maar Waar* by Rob Marsh; and many others.

(j) Recipes

Then there are lovely outdoor recipes to tickle your taste buds, i.e. culinary tourism. These include ‘potjiekos’ recipes, seafood dishes, ‘braaivleis’ stories and much more.

(k) 4x4 guide

The magazine also gives the reader a list of 4x4 vehicles or motorcycles to take on the off road. Important information about each vehicle is listed, covering aspects such as top qualities, design and price.

(l) Travelling tale

The magazine ends each issue with a comic and thought-provoking travelling tale by people who have experienced the challenging journey firsthand. For example, stories on the effect music can have when travelling great distances, and the importance of “padkos” (food for the journey).
(m) Conclusion

In summary, Veld Toe covers a diversity of South African tourism categories. There is destination tourism, where the tourist reading the magazine will be introduced to various destinations in South Africa. Another form is adventure tourism, where various adventurous activities are covered. Ecotourism is dealt with in the conservation articles and wild-life tourism is also discussed. The bird watching section allows for avi-tourism to be explored, while safari tourism features in articles such as “Die donkie is wonnerlike ding” about donkey safaris on the West Coast.

The emphasis of the publication is on the outdoors, including places to go, things to do and interesting people – people who are eager to travel around, visit places and do exciting things, be that diving in KwaZulu-Natal, hiking in the Drakensberg mountains or 4x4-ing through the Karoo.

3.2.4 Africa Geographic

As with South African Country Life, the case study analysis was limited to issues appearing in 2003 due to a lack of availability. This magazine, like Getaway, does not only cover South Africa, but the whole of Africa and the forms of tourism reflect this fact:

(1) Features

The articles in Africa Geographic are mostly eco- and nature-based. South African examples include the article entitled “Great Game Parks of Africa: Greater St Lucia Wetland Park” – a park which is one of the world heritage sites and the third largest national park in South Africa (December 2003/January 2004:60). (Because the Greater St Lucia Wetland park is a World Heritage Site, this article can also fall under heritage tourism.) Two more examples are “Work in Progress: Table Mountain” about how Table Mountain management has changed over the past few years (December 2003/January

There are also wildlife articles, such as “Africa’s cryptic cats” about the lesser-known wildcat species in Africa (August 2003:46) and “Flexible feline” about cheetahs (December 2003/January 2004: 70).

There are also examples of community-based tourism, such as “Poverty in Paradise – bringing hope to Cabo Delgado” about a new tourism project that will help the people of Cabo Delgado in Mozambique (December 2003/January 2004: 30) and of cultural tourism – for example “The three stages of man” about the Masai in Tanzania and Kenya (August 2003:64).

(2) Regulars

These are articles appearing in every issue of Africa Geographic:

(a) Viewpoint

These are letters, both positive and negative, by readers on articles and issues raised in Africa Geographic.

(b) Around Africa

These are short stories on various nature-based and ecotourism around Africa. There are stories on African trees (examples include the Lala Palm, found from Zululand northwards into tropical Africa, and the Marula tree, which plays an important role in rural beliefs and traditional medicine).

There are also stories on conservation news – such as South Africa and Denmark joining forces to fight global warming; and buffalo being re-introduced into the Western Cape
after a 200-year absence (both December 2003/January 2004: 13) – and stories on animal behaviour. Examples of the latter are “Goodbye to a fallen friend” about an elephant whose actions seemed to indicate that the animal was grieving for a dead friend; and “Encounters with African wildlife” – eye-witness accounts by naturalist-guides, including incidents such as a leopard cub suckling from an impala ewe, and wild dogs forcing an impala to drown (December 2003/January 2004:18 and 22 respectively).

Also included in Around Africa, is Ian Michler’s diary, about ecotourism issues. Examples are “Crazy demands” about the attitudes of consumers (December 2003/January 2004:20) and “Cattle vs tourism for the Okavango” about the cattle industry in the Okavango (August 2003:15).

(c) Our Living World

There are also articles on ecotourism issues. The December 2003/January 2004 issue had an article on a joint project by South Africa and New Zealand to save the albatross from getting caught in long-line fishing. The August 2003 issue had an article on abalone in South Africa and the fact that it is facing extinction.

(d) Getting it right

This section of the magazine deals with photographic issues and is written by Daryl Balfour. Examples include photographing flowers and how to choose camera equipment.

(e) Africa Geographic Expedition

The magazine offers tourists regular chances to visit Africa. The August 2003 issue offered a 16-night tour for 16 people to Madagascar, and various expeditions are planned for 2004 (Kafue National Park, Zambia in July; Kwando, Botswana in June, August and October; and Luangwa, Zambia in July, August and September).
(3) *Into Africa*

These are articles on destinations and adventures in Africa. There are also a number of stories under *Into Africa*:

(a) *Then…and Now*

These articles feature African adventures from 1976 and reflects on present-day realities. Examples include “Mulanje magic” about the Mulanje Mountains in Malawi, back in the old days and today (August 2003:81). Also, “Careless talk” about Hilary Brandt’s unfortunate experience in a small village in the Bale mountains in Marxist Ethiopia and how life and politics there have changed since (December 2003/January 2004:83).

(b) *Focus On*

These are articles on a specific destination. Examples include “Rivers in a time of dryness” about the Chobe National Park in Botswana (December 2003/January 2004:84) and “Again a pearl Uganda” about Uganda, which “has transformed itself into a quietly successful travel destination” (August 2003:82).

(c) *Travel Roundup*

This section of *Africa Geographic* deals with short pieces on travel-related activities happening around Africa. Examples include “A dog’s life” about three female and two male African wild dogs that were re-introduced into South Africa’s Shamwari Game Reserve on 18 June 2003 (August 2003:85) and “Open for business” about the opening of Dassen Island, 55 kilometres north of Cape Town, to tourists for the first time (December 2003/January 2004:87).
(d) Off Road and On

These are articles on 4x4 adventures to embark on in Africa, i.e. adventure tourism. Examples include “Untamed trails” about a guided 4x4 trail in the Kruger Park (December 2003/January 2004:88); and “It’s a wild, wild world” about driving through South Luangwa National Park in Zambia (August 2003:88).

(e) Special Places

This part of Africa Geographic focuses on destinations in Africa to visit. Examples include “Castaway” about the Benguela Lodge on Benguerra Island, the second largest of the four islands in the Bazaruto Archipelago near Mozambique (December 2003/January 2004:90) and “Room to breathe” about two destinations in South Africa’s south-western Cape (August 2003:90).

(f) Favourite Hideaway

These are stories on famous people’s best experiences of Africa. Examples are “Free spirit” about Virginia McKenna, star of the film adaptation of Born Free about Elsa the lioness, and her love of Kenya (August 2003:84); and “A very super model” about Rachel Hunter (supermodel, actress and now conservationist) and her visit to the Bwindi Impenetrable National Reserve in Uganda (December 2003/January 2004:93).

(g) Conclusion

Africa Geographic features a number of issues and articles. Because it covers the entire continent of Africa, the main focus remains the scenic beauty of Africa. This is covered by nature-based tourism including wildlife tourism (about Africa’s diverse wildlife), avitourism (about Africa’s bird life) and tourism featuring the vast plant life of the continent, as well as ecotourism (about conservation issues), safari tourism (for example “Joy rides”
about going on safari in the Okavango Delta) and cultural tourism (about, for example, the Masai in Kenya and Tanzania).

*Africa Geographic* differs from *Veld Toe* and *Getaway* in the sense that the focus is on the environment rather than on adventure. The environment (wildlife, bird life, plant life, conservation issues and natural events) forms the core of this publication. Like *Veld Toe*, it also tells about people, but focusing on those who are involved in the environment.

3.2.5 *Sawubona*

*Sawubona* is an in-flight publication read on SAA flights. This way of distribution is, as explained before, different, and makes for an alternative way of marketing South Africa. The structure is as follows:

(1) Features

The magazine covers a variety of features about various forms of tourism including articles such as “Total eclipse” about the solar eclipse in South Africa on 4 December 2002 (November 2002:41 – nature-based tourism/events tourism); “Moving to the beat” about township tourism in South Africa (October 2002:54); “Durban cool” about the city of Durban in KwaZulu-Natal (October 2003:89 – destination tourism); and “Top Gun” about Cape Town, where civilians can fly in a fighter jet (October 2003:83 – adventure tourism).

Other examples include “A soul safari – the great outdoors meets inner peace” about the Garonga Safari Camp in South Africa’s Limpopo Province (July 2002:50 – safari tourism); “It’s a wild life” about Karen Trendler, who has been caring for injured and orphaned wild animals for nearly 20 years, with the aim of returning the recovered animals back to the wild, where they belong (July 2003:48 – ecotourism); and “Behind the green and gold” about what makes the Springboks tick (July 2002:96 – sport tourism).
(2) Travel

The travel articles in *Sawubona* are not just limited to South Africa. It covers destination stories from all over the world, because SAA flies not only to South Africa, but to many other countries as well. Examples of articles include “Perpetual Motion”, which is about Dakar (October 2003:58); “The Great South African Safari” about South Africa (July 2003:60); “Paradise Rocks” about the Seychelles (January 2003:76); and many others.

There are two regular sections under *Travel* apart from the various travel articles:

(a) *Weekender*

One section is called *Weekender* and is about places to stay and visit over a weekend. Examples include “Waterberg whistlestop” about the Shibula Lodge, close to Johannesburg and Pretoria (October 2001:24); “Venda village” about the Venda Village at Lesheba Wilderness (July 2002:24); and “Safari suite” about the Londolozi Safari Lodge, five hours away from Johannesburg (July 2003:28).

(b) *Hotspot*

The other regular section in *Sawubona* is called *Hotspot* and is about exciting destinations in African countries other than South Africa. Examples include “Unmistakably Malay” about the Tanjong Jara Resort on the east coast of peninsular Malaysia (October 2001:28); “Big -horn country” about Mkhaya Game Reserve in Swaziland (July 2002:28); and “Exotic Zanzibar” about Stone Town in Zanzibar (October 2003:32).
(3) Columns

There are various columns in each *Sawubona*:

(a) *Travel News*

This section includes *travel news*, about important travel-related things happening around South Africa. Examples include “Simply the best” about the MalaMala Private Game Reserve in Mpumalanga that has been ranked No 1 in Africa and the Middle East and No 2 worldwide in the prestigious Travel & Leisure magazine’s ‘World’s Best Readers’ Poll (July 2003:8) and “Cruising the Cape” about the Esperance yacht, which sails from the Waterfront in Cape Town into Table Bay throughout the day (October 2003:8).

(b) *City Scene*

Another section is called *City Scene* and deals with urban and events tourism—specifically what is happening in Johannesburg, Cape Town and Durban. Examples include “Food for thought” about the Windermere International Food Festival held in Durban in October 2001 (October 2001:8); “Whirlwind travel” about the International Travel & Holiday Faire from 26-28 July at Gallagher Estate, Midrand (July 2002:10); and “Hear the night music” about music events at Stellenbosch in January 2003 (January 2003:10).

(c) *Humour*

This is a regular humorous section in *Sawubona*. Examples include “Wagging the dog” about the view that highly competitive people (‘Type A’) are more likely to have pets than more laid-back people (‘Type B’). According to the article “Type A people don’t like to admit weaknesses and so offload their problem by talking to a pet, which they know isn’t going to judge them, leave them, or tell them to pull themselves together”
(January 2003:16). Another example is “Table for one, please” about eating alone (July 2002:16).

(d) Food

This section deals with culinary tourism and covers restaurants in cities. Examples include the Three Ships Restaurant in central Johannesburg and Cape Town’s Ararat featuring dishes for Spring time (October 2001:16), or Chuckleberry’s in Johannesburg and Ginja in Cape Town (July 2002:18).

(e) Wild Things

These are conservation articles, i.e. ecotourism. Examples include “Solarbrate the Eclipse” about the Limpopo province, where a partnership was forged between the Pretoria-based publishing house WildNet and the community of the Mutale Valley in Venda (Limpopo Province) and Isaac Rambauli, local tour operator based in Thohoyandou (July 2002:22). Another example is “Counting birds” about the Avian Demography Unit at the University of Cape Town, which received the Gilchrist Memorial Medal for Coastal and Oceanic Research. This article “blends dry statistical studies with the fascinating world of bird habits and populations” (January 2003:22).

(f) Books

There is also a section about books. Examples of the books discussed include “People Risks” by Andrew Pike, which is an informative guide on the role people play in the success of a business and how human resources can best be managed (October 2001:18), and “The Hotazel Years” by Obie Oberholzer which is a photographic book about the quintessential South African (January 2003:20).
(g) Technofile

This section includes articles on various technological issue and topics. Examples include “The future of voice technology” about the wonders of voice recognition technology (October 2001:118); “Look, ma, no wires” about the importance of wireless technology in communication (July 2002:112); and “Need a tablet?” about a new type of lightweight tablet PC (January 2003:100).

(h) Motoring

The magazine also features articles about motoring in Africa, including South Africa. Examples include “Driving home” about driving delights for the South African motorist (July 2002:120) and “Call of the wild” about 4x4ing in Africa (October 2003:132).

(4) SAA Info

The rest of Sawubona covers information about South African Airways, seeing that it is an in-flight magazine for SAA. These include news about the airline, information on other international airports worldwide, airplane safety guides, and so on.

(5) Conclusion

Sawubona covers a wide variety of tourism-related topics. It covers not only the main forms of tourism found in all the other magazines, namely nature-based and ecotourism, destination tourism and adventure tourism, but like SA Country Life, also features cultural tourism (rural and urban tourism). It also includes a form of tourism not found in the four other magazines that were analysed, namely sport tourism, which is becoming quite important for tourism in South Africa, particularly golf tourism. The magazine also keeps up with the latest technological advances in the country.
3.2.6 Conclusion on five publications

An analysis of the structure of each of the five travel magazines revealed that the emphasis is mostly on the environment (including wildlife, bird life, sea life and conservation issues), destinations and adventure activities in South Africa.

However, where Getaway and Veld Toe focus on the outdoors, Africa Geographic looks more specifically at African scenery and wildlife, as well as conservation issues.

South African Country Life and Sawubona add another important form of tourism to this list, namely cultural tourism, which is an important new category of tourism that emerged after the end of apartheid. It is important to note that in 2002, cultural tourism (cultures, heritage and people) was, according to the South African Tourism Strategic Research Unit in their annual tourism report in 2002 (www.southafrica.net April 2003), the main drawing card for which tourists visited South Africa.

Yet another form of tourism that perhaps does not receive enough coverage is sport tourism, which is one of the forms of tourism that has grown fundamentally since apartheid ended. When South Africa became a democracy, it established ties with countries that were once excluded, such as India and Bangladesh, South Africa’s formidable cricket competitors. However, of the five magazines analysed, only Sawubona includes sport tourism. As stated at the beginning of this treatise, golf tourism is one of the emerging forms of tourism in South Africa, and this and other sports could be covered more intensively.

The researcher is also of the opinion that palaeontourism, which deals with archaeological findings in the country, can be given more attention, as South Africa is part of the “Cradle of Humankind”.
It is interesting to note that four\textsuperscript{15} of the five magazines cover culinary tourism. Although this is not a main form of tourism, this fact indicates that in terms of food, South Africa offers a great diversity, from outdoor recipes to country fare to seafood to traditional African dishes. This is also a reflection of the changes in modern day South Africa – a multicultural country makes for a feast of culinary dishes.

The analysis of the publications revealed that the five magazines promote tourism in South Africa very well. This can be seen from the vast diversity of articles and columns found in the various magazines. Each magazine caters for a different audience and the forms of tourism covered in the magazines are evidence of this. South Africa’s vast diversity in tourism is certainly not neglected. However, some forms of tourism could be covered more intensely.

\textsuperscript{15} An example of culinary tourism in \textit{Getaway} will be given in chapter four.
Chapter 4: Content analysis of Getaway and Veld Toe

Two publications will now be analysed in terms of the changes in tourism that have taken place over the past ten years. The information dealt with in chapter two will be used for this purpose. This chapter will look at a number of forms of tourism that have been affected by the changes in tourism. These would include adventure tourism, ecotourism, cultural tourism, culinary tourism and heritage tourism. There are two questions relating to the theme of this treatise, regarding the content of Getaway and Veld Toe. They are as follows: Firstly, does the content of Getaway reflect the changes in South Africa over the past ten years, and if so in which ways? Secondly, does Veld Toe, as a new South African travel magazine, give a good representation of tourism in the country today?

The researcher made use of content analysis as his tourism and leisure research method (Tourism & Leisure Research Methods– Data collection, analysis and interpretation, Finn et al 2000:134-136, and Intellectual Tools (Rossouw 2003). Content analysis is “a quantitative means of analysing qualitative data” and “refers in particular to the interpretation or analysis of products of communication” (Finn 2000:134-135). According to Rossouw (2003:161), “(c)ontent analysis techniques can be applied to the content of any book, magazine, newspaper, story or article, film or television programme, photo, cartoon, news broadcast or any series or combination of the above-mentioned sources”.

The researcher will look at both the editorials of the selected issues and the features included in the magazines. First, the content of the various editorials will be analysed to determine whether there have been any changes over the years. Then, the number of features per category of tourism will be counted for each issue and these figures compared to see if there are any trends over time.

The following steps of content analysis will be followed. Firstly, in accordance with Finn (2000:135-136), the “aims and objectives of the project” are given and the “research
questions (hypotheses) that are to be addressed by the research” are developed. Then the “sample to be utilised in the research” is selected, whereafter “a content analysis grid” is developed. The data is then analysed and a research report written in conclusion.

4.1 Getaway

The first publication to be analysed is Getaway. The researcher has done selective sampling of the magazine from 1994 to 2003. Twenty issues will be studied. Two issues per year were analysed, namely June and November. Because some of the issues during the course of a year are thematic in nature (for example, December 2003 was about South African beaches), the researcher chose two issues per year that were not thematic. The issues chosen are, according to the editorial staff, representative of Getaway as a whole.

4.1.1 The editorial

An editorial, according to Nel (1998:13), is “an article written to express the opinion of the publication or editor”. First of all, the researcher will be investigating Getaway editorials from 1994-2003.

(1) 1994

(a) June

This editorial was written during South Africa’s first democratic elections. According to the publisher and editor in chief of Getaway, it was noticeable that many important people – including former enemies of South Africa – visited the country at the time and took home a positive message. This, as stated in the editorial, was “like manna from heaven for our (South Africa’s) beleaguered tourism industry” (1994:1).

From this editorial, it can be concluded that at that stage the tourism industry was still struggling. However, the elections and newly formed democracy had been a boost for tourism. Especially important was the fact that formerly excluded countries, as stated in chapter one, were now getting involved in South Africa.
(b) November

The magazine of November 1994 was the biggest issue up to that stage. The focus of this editorial was an increase in the cost of magazines. It was highlighted that *Getaway’s* price increase did not affect its quality.

(2) 1995

(a) June

This editorial emphasised the new forum in the magazine, where readers could give their views on issues, including holidaying, adventure travel and ecotourism. To quote: “If *Getaway* has one golden rule it is that the interests of our readers come first” (1995:1).

The importance of the public’s involvement with the publication was highlighted and it was stated readers’ views are important in debating certain matters.

(b) November

The first television programme dedicated to *Getaway, The Getaway Explorer*, was the focus of this editorial. Its connection to the medium of television has enabled the publication to broaden its audience and give people the chance to see some of the magazine’s content live on screen. This relationship to television was the first sign of how different media could work together to cover the same topics.
(3) **1996**

(a) **June**

Southern Mozambique was the focus of this issue. (The editor in chief had been one of a few people who were injured while visiting this country.) The editorial referred to the ecotourism and adventure-travel potential in the country, but also pointed out the unhealthy situation in Third-World countries with regard to medical assistance and safety.

(b) **November**

Contents of the November editorial included the *Getaway Show*, which was (and is) one of the publication’s many projects, along with its television programme, *The Getaway Explorer*. This editorial noted (for the first time in the researcher’s analysis) the value of the Internet and its possible use in the very near future. A new column, *Tale Piece*, was also introduced in this issue.

(4) **1997**

(a) **June**

Winter attractions were the focus of the June 1997 *Getaway* editorial. The Indian Ocean islands, the Lowveld and Kruger Park were cited as examples. Adventure activities were also suggested, i.e. 4x4 adventures in the Namib and Kalahari deserts, and invigorating walks in the Drakensberg.

The editorial also made mention of the introduction of the new AdMag awards, in which *Getaway* won the travel category in the same year.
(b) November

The November 1997 editorial was about air safety. It stated that the South African aviation market had been one of the fastest growing in the world. However, in September 1997 two airforce aircraft – one flying from Germany to South Africa and the other from Namibia to Ascension Island – were thought to have collided head on off the coast of Namibia.

(5) 1998

(a) June

The editorial of this issue was about the centenary of the Kruger National Park. The issues surrounding the park and photographic memories of its wildlife would be looked at in the magazine. The problem with it being a “park for the people” (1998:1), yet too expensive for the people, was listed as a future topic.

(b) November

Tourism, in 1998, as this editorial indicated, was the most viable growth industry at the time, and it has only grown since\textsuperscript{16}. The editorial was about a new tourism initiative being planned at that stage. The importance of developing tourism in rural areas was noted. The issue stated that tourists wanted wilderness, wild animals and First World infrastructure and service, as well as safety. And, as Getaway’s theory goes, when this is achieved, rural tourism will develop automatically.

Another issue addressed the question of beaches, highlighting how important beaches are as a tourist attraction, but also how property development often damages them. This problem, an ecotourism issue, was discussed in the publication itself.

\textsuperscript{16} See chapter one for tourism statistics of 2003.
(6) 1999

(a) June

The importance of rural areas and *platteland dorps* was emphasised in this editorial, which also promised more country-related articles in future. The editorial also mentioned the use of technology as it progresses. This issue of *Getaway* introduced a new mapping technique whereby three-dimensional landscapes are created from 1:50 000 maps.

(b) November

The improvement of the Kruger National Park was mentioned in this editorial, mentioning aspects such as guided walks and wilderness trails, gates opening earlier, guided night and day game drives, archaeological tours – even 4x4 ‘eco’-trails and better equipped camps – all of which pointed to an ever-improving tourism industry. Also discussed in the editorial was the litter situation in South Africa, an issue raised by Mohammed Valli Moosa\(^\text{17}\).

(7) 2000

(a) June

This editorial discussed the age of the earth and related issues, and gave a selection of readers’ comments on these matters. A black-water tubing accident in Tsitsikamma was reported, mentioning probable causes.

\(^{17}\) The then newly appointed (at the time) Minister of Environment Affairs and Tourism in South Africa.
(b) November

This editorial was about the Wild Coast and how community-supported tourism projects and luxury resort developments were bound to change this resource in the near future. The focus was on *Getaway*’s environmental concerns about the looming changes.

(8) 2001

(a) June

Spear-fishing was one of the issues that came under the spotlight in this editorial. The publication shared its concerns about the sport getting out of hand and, in fact, causing certain species to become extinct and jeopardizing whole ecosystems.

Another issue was the illegal exploitation of South Africa’s floral resources, threatening their continued existence.

(b) November

Zimbabwe’s situation was the focus of this editorial. At the time, *Getaway* still saw Zimbabwe as a great holiday destination despite its political problems, and some *Getaway* staff members had gone to see for themselves whether the country could still compete as a tourist destination.

(9) 2002

(a) June

This editorial raised the problem of 4x4s on South African beaches and related court cases. All the sides of the story were given, as well as various concerns regarding the resultant court rulings. It was a very sensitive but also a very important issue at the time.
(b) November

This editorial featured readers’ comments – and *Getaway*’s replies to readers’ letters – about 4x4s on beaches. *Getaway*’s replies air editorial views on the pros and cons, and gives reasons.

(10) 2003

(a) June

This editorial focused on dam construction issues, discussing related problems and the responsibility of, not only engineers, but every citizen in the country to conserve our water in a number of ways.

(b) November

In this issue of Getaway, the magazine began focusing on non-African countries as well, starting with Ireland, in an article entitled “The great Irish pub brawl”. The editorial gave a summary of this article. Another article mentioned in the editorial described the Cape Epic mountain bike route from Knysna to Cape Town. A preview was given of what could be expected of the route, with a promise of more information in future *Getaways*.

(11) Conclusion

A number of issues were addressed in the editorials analysed. In 1994, the then still struggling tourism industry was beginning to change, with formerly excluded countries getting involved with South Africa again. In 1995, readers’ were given a way to interact with the publication. The relationship between the magazine and television was emphasised in a television programme about the magazine. In 1996, concerns about the safety and medical situation in Third-World countries were discussed. The two 1997 issues referred to winter attractions and air safety in Africa.
The year after (1998) saw the start of a number of ecotourism related editorials. The first was about the Kruger National Park, followed by the development of tourism in rural areas and the influence of property development on beaches. In 1999, the importance of the countryside (i.e. rural areas and “platteland dorps” was discussed, and new mapping technology introduced. Editorials about ecotourism continued in 2000 with the issue of risky forestation developments in the Tsitsikamma, as well as concerns about development on the Wild Coast. More ecotourism editorials followed in 2001, about spear-fishing and the exploitation of floral resources in South Africa. The following year covered the issue of 4x4s on South African beaches, after which (in 2003), the problems of dam construction were tackled. Also mentioned, in that same year, was Ireland, heralding *Getaway’s* new wider focus on countries beyond Africa’s borders.

4.1.2 The feature

According to Nel (1998:35), the word “feature” refers to “a human interest, non-timely article, in contrast to hard or breaking news”. The features in every issue (June and November every year) will be investigated to see if there were any changes in emphasis over the ten years. The content analysis will be a study of four tourism categories, namely ecotourism, adventure tourism, destination tourism and heritage/cultural tourism. The researcher will first give the editorial policy, which has not changed since the magazine was launched.

4.1.2.1 The editorial policy

*Getaway’s* mission statement\(^{18}\) is:

> To produce a magazine of outstanding quality in which holiday, adventure travel and ecotourism opportunities in Africa and its associated islands are identified and accurately reported on for the benefits and entertainment of our readers.

The editorial policy reads as follows:

\(^{18}\) Editorial policy received via e-mail from sub-editor of *Getaway* in December 2003.
Getaway is aware of the strong support and enthusiasm of its readers (nearly 50\% of them are subscribers) and strives to give them more than is expected in every issue. Cementing that relationship, about 10 pages in every issue are dedicated to various types of reader feedback (letters, ombudsman, personal travel essays). What sets the magazine apart from its local competitors– and even some of the world’s leading travel magazines– is its combination of armchair travel, authoritative detail, comprehensive travel advisers and outstanding photography. The layout is unfussy and consciously kept conservative to best showcase the photographs.

In April 2003 a subtle new design was implemented to give the magazine a refreshing modern new look, but really calculated to visually separate and distinguish editorial from advertising content. Devices such as the African logo, departmental straps and generous and calculated use of white space are just some of the techniques used to earmark the editorial content. The response has been overwhelmingly positive.

Each issue has a carefully planned combination of features and regular columns, since it is Getaway’s firm belief that its readers come first. This policy has provided Getaway with an enviable integrity for both editorial and advertising content. The adverts are almost all of a specialist travel nature and are probably the most read of any print medium of similar size in South Africa. Of particular note are the Shop Window and Destinations advertising sections which respectively offer the most comprehensive travel accessory and travel destination directory in Southern Africa. Reader surveys are done every three years which tell us that these two sections are amongst the most popular and well used in a magazine that is otherwise known for its highly reputable and practical travel advice.
4.1.2.2 Content analysis grids

(1) 1994

<table>
<thead>
<tr>
<th>Issue</th>
<th>Type of tourism category</th>
<th>Number of features</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 1994</td>
<td>Ecotourism</td>
<td>One</td>
</tr>
<tr>
<td>June 1994</td>
<td>Adventure tourism</td>
<td>One</td>
</tr>
<tr>
<td>June 1994</td>
<td>Destination tourism</td>
<td>One</td>
</tr>
<tr>
<td>June 1994</td>
<td>Heritage/Cultural tourism</td>
<td>None</td>
</tr>
</tbody>
</table>

Although there isn’t a specific feature on wildlife or heritage, these tourism categories do form part of some of the destination features. For example, “Barrier of Spears” (June 1994:24) about the Central Berg between Giant’s Castle and Cathedral Peak, is about this area, but still informs the reader about the history of the place and people, i.e. heritage tourism. In “The Pearl of Africa” (June 1994:39), although the destination is Uganda, the wildlife there forms a big part of the feature. The one adventure article is about hiking the Yellowwood Trail in the Blyde River Canyon (June 1994:76). The ecotourism article is “Injasuti” (June 1994:72) and is about the Injasuti resort in the Central Drakensberg.

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<td>November 1994</td>
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<tr>
<td>November 1994</td>
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This issue contains an article on paragliding (November 1994:88), as well as a heritage feature on the history of Swellendam, South Africa’s third oldest town (November 1994:105). There is also an ecotourism article on the Hluhluwe-Umfolozi Park and Mkuzi Game Reserve in KwaZulu-Natal called “Game walks in Zululand (November 1994:44). This is combined with hiking, as the feature is about the game walks there. The
other ecotourism article is “Rest camps of the Kruger Park: Mopani” (November 1994:68). The two destination articles feature Zanzibar and Tanzania.

(2) 1995

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<td>June 1995</td>
<td>Heritage/Cultural tourism</td>
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</table>

The feature “Sail safari on Lake Kariba” (June 1995:62) is a combination of safari and adventure tourism, but also includes wildlife tourism. “The Secret Southern Berg” is a destination feature about the Drakensberg south of Giant’s Castle to Bushman’s Nek (June 1995:33). “Mayotte” (June 1995:46) is a destination article about the French isle of Mayotte. “Ndumo – the ‘little Okavango’” (June 1995:82) is about the Ndumo Game Reserve and an example of ecotourism. “Rest camps of the Kruger Park: Shingwedzi” (June 1995:104) is also an ecotourism feature. Another feature of note in the magazine is “View from above – remote sensing with satellites” (June 1995:73). Although it does not fall under any of the above categories, it does reflect the changes in technology that took place at that time.

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</table>

“Sure-footed into Lesotho” (November 1995:44) is a destination article about Lesotho, but includes everything from its wildlife and scenic beauty, to its people, cultures and
adventure activities such as pony trekking and hiking. “The calm before the Falls” (November 1995:58) is a destination article about the Victoria Falls. There is an article about the Cango Caves near Oudtshoorn (November 1995:32), which is apparently one of South Africa’s top five tourist attractions. This is an example of ecotourism. Another such feature is “All about fynbos” (November 1995:76), which is about the unique flora of the South-western Cape. There is also an ecotourism feature about the Shimuwini Bushveld Camp called “Rest camps of the Kruger Park: Shimuwini Bushveld Camp” (November 1995:97). The adventure tourism article is “The Bokpoort Trail” (November 1995:113) about walking and horse riding in the mountain area between Clarens and the Golden Gate Highlands National Park in the Free State.

### 1996

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<td>June 1996</td>
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In the ecotourism feature, “A wild new story in Bosman’s bushveld” (June 1996:51), the focus is on the Madikwe Game Reserve, the fourth largest in South Africa. However, this feature also includes literature tourism, since the area in which the game park is situated, is associated with Herman Charles Bosman, creator of the character “Oom Schalk Lourens” whose adventures in the Groot Marico in South Africa make for highly entertaining reading. Another ecotourism feature is “Touching the wilds in the Waterberg” (June 1996:82) about the Touchstone Game Ranch. The third ecotourism article is “Rest camps of the Kruger Park – Crocodile Bridge” (June 1996:97). The adventure tourism article is “Daring the deep – Southern Mozambique” (June 1996:28) about diving with sharks in Mozambique. Another adventure article is “Cave hopping the Injasuti trail” (June 1996:54). There is a destination article about the Wild Coast called “Just like in the old days – remember?” (June 1996:90).
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<td>Heritage/Cultural tourism</td>
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Examples of ecotourism features are “Gentle souls of Africa” about the legalisation of elephant hunting in Botswana (November 1996:62); “Superparks – the impossible dream?” about the ecotourism plan of creating a superpark in Southern Africa (November 1996:88); “Nesting birds” (November 1996:70); “Rest camps of the Kruger Park: Tamboti” (November 1996:108); and “Floating into paradise” (November 1996:80) about the Matusadona Water Lodge. The adventure tourism feature is “Kalahari 4x4 trail” (November 1996:34), and the destination article is called “The wild road to Kariba” (November 1996:50).

(4) 1997

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<tr>
<td>June 1997</td>
<td>Heritage/Cultural tourism</td>
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</table>

There are a couple of adventure tourism features in the magazine, including one on diving techniques, “Extending the limits” (June 1997:94) and one on driving an off-road vehicle in the sand lands of Namibia, called “Desert dwellers” (June 1997:52). The article “Rest camps of the Natal Parks Board: Sodwana Bay” (June 1997:82) is an ecotourism article. Another ecotourism feature is “The art of deception” (June 1997:88) about war and camouflage among the insects. Interesting to note is the article “Warm, wet and wonderful” (June 1997:100) about The Baths, a Victorian spa near Citrusdal, which is an
example of spa tourism, something that is a relatively new category of tourism in South Africa. The destination article is called “Ndoki – the enchanted forest” (June 1997:36) and is about this forest in the Likouala Swamp region of the Congo Basin.

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The ecotourism features are “Lords of the desert” (November 1997:40) about desert elephants in Namibia; “Rest camps of the Natal Parks Board: Giant’s Castle” (November 1997:116), “The braai, the bush and the Big Five” (November 1997:127) about Dyason’s Camp in Thornybush; “A good place to wallow” (November 1997:135) about family resorts in Hazyview; and “Camping at the Heads” (November 1997:149) about the Woodbourne Resort at Knysna. The adventure article, “On foot along the N’waswitsontso” (November 1997:83), is about hiking. The heritage tourism article is “A murder tale over scones and tea” (November 1997:108) about the Bartholomeus Klip Farmhouse among the wheat lands of the Swartland. Another interesting form of tourism covered in this issue of the magazine is aviation tourism, in the article “Birds of the Empire” about the history of civil aviation south of the Sahara. (Of course this article could also fall under heritage tourism.) The destination article is “Drifting in dreamland” (November 1997:62) about Bassas da India, an atoll in the Moçambique Channel.

(5) 1998

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<tr>
<td>June 1998</td>
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</table>
An example of ecotourism in this issue of *Getaway* is “Stairway to the stars” (June 1998:78) about Kompasberg in the Karoo. This article actually also covers adventure tourism (the hiking trails) and heritage tourism (the history of the area). Other examples of ecotourism are “Kruger’s Delicate Dancers” about the butterflies in the Kruger National Park (June 1998:96); “Kosi down” (June 1998:104) about the Kosi Forest Camp; and “Rest camps of KwaZulu-Natal – Midmar” (June 1998:114). An example of an adventure tourism feature is “On all fours through the Water Mountains” (June 1998:58) about the 4x4 trails at Waterberg.

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<tr>
<td>November 1998</td>
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“Sensational Réunion” (November 1998:42), is a destination feature about the island of Réunion. The feature called “Cape to Cairo: Part three” (November 1998:128) is a destination article about the *Getaway* team on a quest to Cairo reaching southern Tanzania. “Kalahari Dreaming” (November 1998:86) is an ecotourism article about the Makgadikgadi Pans in Botswana. Two other ecotourism stories are “Waiting for the water” (November 1998:100) about the Okavango Delta and “Rest camps of KwaZulu-Natal – Royal Natal Park” (November 1998:118). The adventure tourism feature is called “Breaking surface tension” (November 1998:60) and is about sea kayaking.

(6) 1999

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<th>Issue</th>
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<td>Ecotourism</td>
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</table>
The adventure tourism feature, “Hiking above the vale of grace” (June 1999:72) is about the Genadendal hiking trail near Cape Town. There is also a destination article about Lesotho, called “Highland roaming” (June 1999:44) and another about Barkley East in South Africa, called “Reversing railways and obliging trout”. “Space to spare in the desert” (June 1999:78) is an ecotourism article about Namib Rand in Namibia. The other ecotourism article in the magazine is “A lodge in the country” (June 1999:107) about The Country Lodge near Southbroom. The heritage tourism article, “The Anglo-Boer War Part 2: Gunfire on the Western Front” (June 1999:84) is the second of a number of features about the Anglo-Boer War.

This issue contains an example of archaeotourism, “Caves of antiquity” (November 1999:118), about the caves at Makapansgat, where among others some 400 000 year old artefacts were discovered. The heritage tourism article is the seventh feature about the Anglo-Boer War, called “The Anglo-Boer War: The aftermath” (November 1999:106). There is an ecotourism feature called “The end of an elephant” about the ecological benefits of the meat of a dead elephant, i.e. who eats it and why. “When the waters come to Chitabe” (November 1999:94) is an ecotourism feature about a new Okavango hideaway. The other ecotourism article is “Time out beneath cow-mottled mountain” (November 1999:146). The destination articles are “Dropping in on Lohifushi” (November 1999:50) about the island of Lohifushi; “Mozambique overland: The road to
Cabo Delgado” (November 1999:66) about the northern region of Mozambique; and “Of mountains and muses” (November 1999:134) about the Baviaanskloof in South Africa.

(7) 2000

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The adventure tourism article is “With light heart on a dark river” (June 2000:58) about paddling the Luangwa river and hiking at Tafika in north-eastern Zambia. The article also includes wildlife tourism by giving a description of the wildlife found there. The ecotourism article “A beach pad fit for a goddess” (June 2000:74) is about the Shandrani beach resort on Mauritius. “On the trail of a sitatunga” (June 2000:90) is a destination article about Jao Concession, a destination in the Okavango. “Elephants never forget” (June 2000:102) is an ecotourism article about the Pongola Game Reserve. An example of cultural tourism is “The myth of Nyaminyami” (June 2000:113) about a legend from the Victoria Falls about the river-serpent god, Nyaminyami.

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The article “Catting round the nossies” (November 2000:70) is an adventure feature about northwestern Madagascar and the adventure activities one can embark on there, which include sailing and diving. Another adventure article is “Hoof beats to the howling
moon” (November 2000:84), which is about the Limpopo Valley Horse Trail between South Africa and Botswana. There is also “Biking Africa – Nairobi to Cairo” (November 2000:146) about motor cycling between Nairobi and Cairo. Three destination articles are “Legends in stone” about Libya; “Rock bottom Zimbabwe” (November 2000:116) about tourism in Zimbabwe, despite the political instability in the country at the time; and “Djibouti – too hot to handle” (November 2000:155) about the small African country of Djibouti. “Flying pigs and purple porcupines” (November 2000:128) is an ecotourism article about the Goukamma Nature and Marine Reserve. The other feature in the same category is “No buffaloes will disturb you in this valley” (November 2000:131) about the Goukamma River Valley. The article “Musing over the mountain that murmurs” (November 2000:134) is a cultural tourism feature about Isandlwana Lodge in Zululand and its battle history.

(8) 2001

<table>
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The article “From here to Timbuktu” (June 2001:52) is destination feature about Timbuktu. It tells about the place itself, but also about the people living there. Another destination article is “From three-deckers to sweepers” about Simon’s Town. “Wilderness reclaimed” (June 2001:98) is an ecotourism feature about Wilderness, a national park in the Garden Route. An ecotourism article is “Naturally Nyalaland” (June 2001:66) about nature trailing in the Kruger Park. The last one in this tourism category is “The amazing flying great whites of False Bay” (June 2001:91) about the great white sharks at Seal Island. An example of nature-based tourism is “The ring around the moon” about this phenomenon that was seen in 2001 and 2002. A form of cultural tourism can be found in the article “Incidental warriors” (June 2001: 112), which is about the Rolling
M Ranch in KwaZulu-Natal. The story combines adventure (horseback riding) with history (about the Anglo-Boer War). Interesting to note is the inclusion of culinary tourism, which had not at that point featured in previous magazines. The example is “The greed factor” (June 2001: 119) and is about puddings one can make when hiking or camping.

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“Welcome to the land of milk & honey” (November 2001:56) is a destination feature about the Transkei coastline, while “Take a trip out to Garcia’s pass” (November 2001:136), in the same category, is about Riversdale. The feature “Robberg – the timeless way” (November 2001:123) is an ecotourism article, but also includes the history of the place, the people who lived there and adventure activities found there. Two more articles in the ecotourism category are “Magic in a topsy-turvy world” (November 2001:85) about the Gonarezhou National Park in Zimbabwe and “Love in the land of the Candelabra” (November 2001:116) about the Makweti Safari Lodge in South Africa. The last example of ecotourism is “Born and living free” (November 2001:130) about Elsa’s Kopje in Kenya’s Meru National Park. “The slow march of desert time” (November 2001:97) is a combination of geo-tourism (the mysterious monoliths of Namibia) and cultural tourism (the history of the Bushmen). “Walking wild and well-heeled” (November 2001:106) is an example of adventure tourism and is about hiking in the South Luangwa National Park in Zambia. It also includes a discussion of the wildlife there.

(9) 2002
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<td>Heritage/Cultural tourism</td>
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“Bargain-basement Big Five” (June 2002:58) is an ecotourism article about the last remaining rand-friendly reserves in the Lowveld. “Champagne with your elephant, Sir?” (June 2002:74) is another ecotourism article about the Gorah Elephant Camp in the Addo National Park. Two destination articles are “The road to Bagamoyo” (June 2002:90), and “One night in Soweto” (June 2002:121) – although the latter also informs the reader about the cultural aspects of the place. “Getting sea legs on lake & land” (June 2002:102), an adventure article, is about the Lake Malawi International Yachting Marathon. Another feature in the same category is “Where the wild things are” (June 2002:106) about hiking in Pondololand.

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“In the tracks of ivory” (November 2002:62) is an ecotourism article, but covers much more than that. It includes information about the culture of the place, the adventure activities and the wildlife. “A place of epics and legends” (November 2002:106), also an ecotourism article, is about Bushman’s Nek in the Drakensberg Mountains. The last example of ecotourism is “The secret life of the Nile crocodile” (November 2002:116). An example of an adventure article is “Matroosberg Survivor” (November 2002:80), which is about hiking, pool jumps and waterfall abseiling in the Groothoek Kloof in the Hex River Mountains. “Tracking salt islands among the Delta’s living lace” (November
2002:98) is a destination article about the salt islands in the Okavango Delta. An example of heritage tourism is “Back when the earth was a pear” (November 2002:124) about the history of astronomy in South Africa.

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An example of ecotourism tourism is “Little Dragons of the Namib” (June 2003:60) about the chameleons of Namibia. “Walking with demons” (June 2003:44) about hiking the Drakensberg and “Putting a new spin on road trips” (June 2003:72) are two examples of adventure tourism. There is also a destination/heritage tourism feature called “Place of the Tall One” (June 2003:84), which is about Howick in KwaZulu-Natal. An example of heritage tourism is “Simple, beautiful…barbaric if you like” (June 2003:90) about South Africa’s most famous architect, Herbert Baker.

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<td>November 2003</td>
<td>Ecotourism</td>
<td>One</td>
</tr>
<tr>
<td>November 2003</td>
<td>Adventure tourism</td>
<td>One</td>
</tr>
<tr>
<td>November 2003</td>
<td>Destination tourism</td>
<td>Two</td>
</tr>
<tr>
<td>November 2003</td>
<td>Heritage/Cultural tourism</td>
<td>None</td>
</tr>
</tbody>
</table>

“Deep poling” (November 2003:46) is a destination article about the Great Okavango. Another destination article is “Slow road through the Kalahari” (November 2003:64) about travelling through the southern Kalahari. There is also “The great Irish pub crawl” (November 2003: 23), which is a destination feature about Ireland. The adventure article is “A sense of snow” (November 2003:98), which is about hiking in the Drakensberg in
winter. The ecotourism article in the magazine is “Limpopo idyll” (November 2003:104), about Zongoene Lodge in Mozambique.

### 4.1.2.3 Conclusion

There are in total 53 ecotourism features, 31 destination articles, 24 adventure features and 10 heritage articles. The features were spread quite evenly over the ten year period. As stated in the editorial policy of *Getaway*, its mission is to produce a magazine of outstanding quality in which holiday, adventure travel and ecotourism opportunities in Africa and its associated islands are identified and accurately reported on for the benefit and entertainment of their readers. This is evident from the result of the content analysis. There has not been too much change from 1994 to 2003. It is also clear from the analysis that the magazine keeps track of happenings in South Africa and in Africa, as can be seen in the features about Zimbabwe, as well as the Kruger National Park, where things change all the time. Also, despite the fact that there were only 10 cultural/heritage tourism features, this category of tourism did occur in many of the destination, as well as some of the ecotourism articles. There were only two heritage articles between 1994 and 1997. Between 1998 and 2003 there were eight such features, four times as many. This indicates an improvement in the portrayal of (and the value attached to) cultural tourism in South Africa.

### 4.2 Veld Toe

Unlike *Getaway*, *Veld Toe* is a newer publication that was launched in 2002. The thematics of the magazine is given in chapter three. The researcher will analyse the editorials and features of *Veld Toe* starting with its launch (Winter 2002) up to its latest issue (Summer 2003/2004). There have been five issues thus far (December 2003) and the researcher will investigate whether the content of the publication has changed since its first issue.

To indicate the need for an Afrikaans travel magazine in South Africa, a few statistics will be provided. A noticeable statistic is the number of Afrikaans speakers who travel in
the country. Amps 2002 figures, according to Botha and Tait (2003: 34), show that 1 245 000 Afrikaans-speaking South Africans took between one and three holidays in SA in 2002, while 291 000 Afrikaans-speaking South Africans went on a weekend trip and stayed in a hotel over that period. Some 624 000 Afrikaans-speaking South Africans went on holiday and stayed in a guest house, B&B, timeshare unit or hotel in South Africa over those 12 months, while 123 000 Afrikaans-speaking South Africans went to a game park in SA for their holiday. Also, 709 000 Afrikaans-speaking South Africans vacationed on the South African coast.

According to figures released by Webb (1995:16), Afrikaans speakers are the third largest mother tongue language group of the 11 official languages in South Africa (see figure 1 below). Of particular interest is the observation by Webb that Afrikaans speakers form the second largest language group of both mother tongue and non-mother tongue speakers in the country.

<table>
<thead>
<tr>
<th>LANGUAGES</th>
<th>NUMBER OF MOTHER-TONGUE SPEAKERS</th>
<th>% OF TOTAL</th>
<th>Estimated number of non-mother-tongue speakers (millions)</th>
<th>Total (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germanic languages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afrikaans</td>
<td>6188981</td>
<td>15.8</td>
<td>16.5</td>
<td>22.7</td>
</tr>
<tr>
<td>English</td>
<td>3432042</td>
<td>8.9</td>
<td>18.5</td>
<td>21.9</td>
</tr>
<tr>
<td>Nguni-languages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ndebele</td>
<td>799216</td>
<td>1.5</td>
<td>1.4</td>
<td>2.2</td>
</tr>
<tr>
<td>Swazi</td>
<td>926094</td>
<td>2.6</td>
<td>2.4</td>
<td>3.4</td>
</tr>
<tr>
<td>Xhosa</td>
<td>6891358</td>
<td>17.4</td>
<td>11.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Zulu</td>
<td>8541173</td>
<td>22.3</td>
<td>15.7</td>
<td>24.2</td>
</tr>
<tr>
<td>Sotho-languages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sepedi (also called Northern Sotho)</td>
<td>3437971</td>
<td>9.8</td>
<td>9.1</td>
<td>12.6</td>
</tr>
<tr>
<td>Sesotho (also called Southern Sotho)</td>
<td>2652590</td>
<td>6.7</td>
<td>7.9</td>
<td>10.5</td>
</tr>
<tr>
<td>Tswana</td>
<td>3601609</td>
<td>9.0</td>
<td>7.7</td>
<td>11.3</td>
</tr>
</tbody>
</table>
4.2.1 The editorial

As indicated at the beginning of this section, the focus will now fall on the editorials of *Veld Toe* since its launch issue at the end of 2002, up to its latest issue (Summer 2003/2004). The contents and their implications with regard to the changes in tourism will be looked at.

**a. Winter 2002**

The publication’s first editorial gave an introduction to the purpose of the magazine, the crux of which was that South Africa abounds with many things to see and do, no matter where in the country one is. *Veld Toe*’s purpose is to inform and advise its readers on these activities and destinations. It is a magazine aimed at South Africans who travel in their own country. The magazine is not about expensive trips or remote destinations. It provides information about places ordinary people can afford to go to. *Veld Toe* tells one about what to do, where to go, what to pack, what to photograph, what to eat, what vehicles to use and how to make the best of one’s immediate environment.

**b. Summer 2002/2003**

This editorial stated that the magazine was already a great success. That particular issue was, as indicated, about activities and destinations ideal for summer, despite the fact that many of the activities were timeless. The editorial covered the solar eclipse to be seen on the 4th of December 2002 in Southern Africa, the hiking trails on the Diamond Coast, and seafood recipes.

**c. Autumn 2003**

In this editorial it was mentioned that the magazine’s readers, advertisers and media people had given very good feedback about the publication, and that there would be four
instead of two issues in 2003, one for each season. The emphasis on people in this
editorial was on people (Valiant Swart and Kingsley Holgate). (Every issue has at least
one article about a person.) This issue of *Veld Toe* had articles about planning a hike,
keeping children busy when camping, fishing, bird watching, books, ecotourism,
shopping and food.

d. *July/August/September 2003*

This editorial was about things to do in winter. The issue was filled with winter
destinations, how to set up camp and finding the right sleeping bag. There was an article
about Namibia, as well as one on the Baviaanskloof in South Africa. Again, an article
about a person was highlighted in the editorial (Johan Botha of the TV show on nature
conservation and the environment, 50/50). This, together with an article about turtles,
were the magazine’s first explorations of environmental issues.

e. *Summer 2003/2004*

In this editorial, summer activities were again explored, from braaivleis, outdoor
activities and donkey safaris to the Jikeleza in the Eastern Cape. There was some
emphasis on the fact that *Veld Toe* was changing its name, from 2004 onwards, to
*Wegbreek*. The new publication would be bi-monthly and would also be a guide for
outdoor planning. The emphasis would be on affordable, accessible relaxation activities
and destinations across South Africa and Southern Africa (sometimes even wider).
However, the articles on food, camping, photography, vehicles, adventure sports, hiking
trails and fishing would remain.

f. *Conclusion*

Looking at these five editorials, it can be concluded that travelling in South Africa does
offer a huge variety of activities and destinations to be explored. *Veld Toe* gives its
readers the chance to get to know what these activities and destinations are and advises
readers on various travel-related issues. It emphasises how popular travelling in South
Africa is among South Africans and how much of the world out there can be found here in this very country. The magazine explores the outdoors and all its facets.

As far as the changes in tourism are concerned, *Veld Toe* is very much aware of them. Conservation issues as well as adventure activities are explored, while every issue has at least one article on people. Although cultural tourism and community-based tourism are not emphasised, they are nevertheless found in *Veld Toe*. The researcher will look at this in the analysis of the features. Another form of tourism, that may have been neglected in other publications focused on mass tourism is culinary tourism. With mass tourism, tourists eat wherever they stay. In contrast, the ‘new’ tourist is independent and is willing to try out local dishes. Every issue of *Veld Toe* has an article on South African food, from “braaivleis” to seafood to “potjiekos”. Also, changing the name of the magazine to *Wegbreek* reflects the change in the interests of its readers since its launch in 2002 (see p. 79).

### 4.2.2 The feature

The features in *Veld Toe* are diverse in nature. Forms of tourism affected by the ‘new’ tourist include ecotourism, adventure tourism, culinary tourism and heritage tourism.

It has to be mentioned, as will be explained in the analysis, that some articles are multifaceted in nature and include more than one form of tourism. The researcher will categorise these as examples of ‘package’ tourism. These stories are usually presented under the umbrella of a specific destination, yet the information given is about much more than the destination itself. The types of tourism included in these features will be explained after each grid.

#### 4.2.2.1 Content analysis grids

<table>
<thead>
<tr>
<th>(A) Winter 2002</th>
<th>Type of tourism category</th>
<th>Number of features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2002</td>
<td>Ecotourism</td>
<td>None</td>
</tr>
</tbody>
</table>
This issue of *Veld Toe* does not have any specific ecotourism-related articles. It has an almost equal number of adventure tourism and culinary tourism articles, while there is a heritage tourism feature as well. More important, it contains three stories containing multiple tourism categories, i.e. “package” tourism articles. The first one of these, “Kronkelend deur die Hoogland” is about the Mpumalanga Province, but the focus is on everything one can do in this province, from bird watching and game viewing, to mountain biking and hot air ballooning – a combination of wildlife, adventure, avi- and destination tourism.

**(B) Summer 2002/2003**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Type of tourism category</th>
<th>Number of features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2002/2003</td>
<td>Ecotourism</td>
<td>None</td>
</tr>
<tr>
<td>Summer 2002/2003</td>
<td>Adventure tourism</td>
<td>Three</td>
</tr>
<tr>
<td>Summer 2002/2003</td>
<td>Culinary tourism</td>
<td>Five</td>
</tr>
<tr>
<td>Summer 2002/2003</td>
<td>Heritage tourism</td>
<td>None</td>
</tr>
<tr>
<td>Summer 2002/2003</td>
<td>“Package” tourism</td>
<td>Three</td>
</tr>
</tbody>
</table>

Again the emphasis is on adventure and culinary tourism, and again there are three “package” tourism articles. The article “Die Limpopo se 2 somers” covers heritage tourism, nature-based tourism, palaeontourism, adventure tourism and cultural tourism. The second article “‘n Fortuin deur jou vingers” include archaeo-tourism (about archaeological sites), nature-based tourism and geo-tourism (with all the geographical features of the places concerned). A huge diversity of tourism forms is therefore found in these articles.
(C) Autumn 2003

<table>
<thead>
<tr>
<th>Issue</th>
<th>Type of tourism category</th>
<th>Number of features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autumn 2003</td>
<td>Ecotourism</td>
<td>Three</td>
</tr>
<tr>
<td>Autumn 2003</td>
<td>Adventure tourism</td>
<td>Three</td>
</tr>
<tr>
<td>Autumn 2003</td>
<td>Culinary tourism</td>
<td>One</td>
</tr>
<tr>
<td>Autumn 2003</td>
<td>Heritage (cultural) tourism</td>
<td>One</td>
</tr>
<tr>
<td>Autumn 2003</td>
<td>“Package” tourism</td>
<td>One</td>
</tr>
</tbody>
</table>

It was interesting to note the inclusion of ecotourism articles in the magazine. Where the first and second issues did not have any ecotourism-related stories, this issue carried three such articles. There were still adventure tourism and culinary tourism articles, but also a cultural tourism article, “‘n Stuk ou Afrika leef weer”, about the Zulu culture in KwaZulu-Natal, and a “package” tourism article about Clarens in the Free State, which covered not only the destination itself but also adventure tourism, cultural tourism, nature-based tourism, and others.

(D) Jul/Aug/Sep 2003

<table>
<thead>
<tr>
<th>Issue</th>
<th>Type of tourism category</th>
<th>Number of features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul/Aug/Sep 2003</td>
<td>Ecotourism</td>
<td>One</td>
</tr>
<tr>
<td>Jul/Aug/Sep 2003</td>
<td>Adventure tourism</td>
<td>Five</td>
</tr>
<tr>
<td>Jul/Aug/Sep 2003</td>
<td>Culinary tourism</td>
<td>One</td>
</tr>
<tr>
<td>Jul/Aug/Sep 2003</td>
<td>Heritage (cultural) tourism</td>
<td>None</td>
</tr>
<tr>
<td>Jul/Aug/Sep 2003</td>
<td>“Package” tourism</td>
<td>Three</td>
</tr>
</tbody>
</table>

This issue included another ecotourism article, as well as the usual adventure tourism ones. There was one story on culinary tourism, but this time none on heritage or cultural tourism. There were, however, again a few “package” tourism articles. One even went further than South Africa and was about Namibia and its wildlife, adventure activities, leisure activities, et cetera. The other two were about destinations in South Africa and everything one could do at such destinations.
### (E) Summer 2003/2004

<table>
<thead>
<tr>
<th>Issue</th>
<th>Type of tourism category</th>
<th>Number of features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2003/2004</td>
<td>Ecotourism</td>
<td>Two</td>
</tr>
<tr>
<td>Summer 2003/2004</td>
<td>Adventure tourism</td>
<td>Four</td>
</tr>
<tr>
<td>Summer 2003/2004</td>
<td>Culinary tourism</td>
<td>One</td>
</tr>
<tr>
<td>Summer 2003/2004</td>
<td>Heritage (cultural) tourism</td>
<td>None</td>
</tr>
<tr>
<td>Summer 2003/2004</td>
<td>“Package” tourism</td>
<td>Four</td>
</tr>
</tbody>
</table>

This issue featured more ecotourism articles, as well as the usual adventure and culinary stories. Again there was no heritage feature, but there were four “package” tourism articles about various destinations, including a number of tourism categories, ranging from adventure and wildlife to leisure, cultural and golf-tourism.

#### 4.2.2.2 Conclusion of analysis of features

From this content analysis of the various features, a number of conclusions can be drawn. There were six ecotourism articles, 20 adventure tourism features, 12 culinary tourism articles, two heritage tourism features and 14 “package” tourism articles. The number of adventure tourism features did not vary too much from one issue to the next, but was focused on throughout. Ecotourism did not feature in the first two issues, but has been brought into the picture since then. The number of culinary tourism articles has decreased since the first issue, but this aspect still plays an important role in the publication. Heritage tourism was found in the first few issues, but was absent from the last two.

There are, however, more forms of tourism covered by *Veld Toe* than meets the eye. A number of tourism categories are found in the “package” tourism articles expounding a specific destination, since the article is always about much more than the actual destination. Examples include wildlife, adventure activities, cultural areas, archaeological sites, et cetera. Although there aren’t articles for every type of tourism, there aren’t many categories not being covered at all.
The majority of articles are about adventure activities, which is a characteristic of the ‘new’ tourist (see chapter two). There are also quite a number of culinary articles, indicating the need of the tourist to explore the variety of South African food. The heritage and cultural forms of tourism are included in the “package” features mentioned above and are indicative of the fact that the people and history of this country are increasingly important to tourists and local holiday-makers alike.
Chapter 5: Conclusion and recommendations

5.1 Introduction

The ten years following the 1994 elections in South Africa have seen several political and social changes, changes which have also impacted on tourism in and to this country. The cultures, history and people of South Africa have become more topical and important to tourists during the past ten years. It could be said that, together with a new political and social dispensation, a new culture of travel has taken shape. This new culture, under rubrics like rural, community-based and urban tourism, has become increasingly diversified, and new patterns, destinations and motivations for travel have taken root. Environmental issues, sport affairs, culinary tourism, et cetera are but some of the new ingredients of the new South African tourism cake.

The changes mentioned were analysed by researching the relationship between the media and tourism. The treatise focused on the ways in which the travel magazines of the country have kept up with said changes and how they cover the resulting forms of tourism.

As stated in chapter two, it is evident that effective transmission of information is a prerequisite for tourism to be successful. Apart from word of mouth, the media play an important role in achieving this goal. An example of this role, as set out by Mackenzie, is the fact that travel magazines raise important environmental issues and help to create an awareness of the country’s cultural heritage. The changes in tourism, involving a transformation of the ‘old’ tourist into the ‘new’ (see par. 2.2), were also described, among others that tourists have become more independent and adventurous. The next two chapters put these theories into practice through an overview of five South African travel magazines (chapter three) and a content analysis (chapter four) of a travel magazine (Getaway) that existed before apartheid, as well as a new travel publication (Veld Toe) which was launched in 2002, eight years after the end of apartheid.
In chapter three it was found that the five publications represented various aspects of the changes in tourism over the past ten years. Evidence of the importance of current ecological issues and a growing need for adventure activities were found in *Getaway* and *Veld Toe*. An analysis of *Africa Geographic* proved this magazine to be an up-to-date example of the importance of ecotourism and wildlife in South Africa and the African continent. The study of *Sawubona* and *South African Country Life* revealed a growing interest in the lives of people and cultures. Chapter four included a content analysis of both *Getaway* and *Veld Toe* magazine. The conclusion was drawn that the publications mentioned did in fact reflect the socio-political changes in South Africa over the past ten years (the conclusions of these chapters are discussed in par. 5.5).

5.2 Relevance of the research

This research is relevant and necessary, because there is a shortage of this kind of study in South Africa.

While globalisation brought the world population in contact with all cultures, the parallel trend of localisation has led to an increasing interest in local cultures, history, and even language. It was to be expected that, as a natural corollary, the media would take note of changing needs and react to the development of different tastes for tourism among the reading and travelling public. The question whether this was indeed the case, and, if so, to what extent, could be answered by means of a careful analysis of travel magazines published in South Africa over the relevant period. This was one motivation for the study which led to this treatise.

Furthermore, attempts to integrate South Africa with the rest of the continent in the political sphere after the changeover, were bound to have an influence on patterns of tourism. The “Africanization” of the tourism industry was another hypothesized change which could be monitored by means of the analysis mentioned above.
The relevance of the research as a barometer reading of the relevance of the tourism media in this country, both globally and locally, stands to reason.

5.3 Scope of the research

Although the media include many categories, the focus of this treatise was on the magazine, and in particular the travel magazine. This form of media, as was shown in chapter one, is very useful in covering tourism. The magazines chosen were *Getaway*, *South African Country Life*, *African Geographic*, *Veld Toe* and *Sawubona*. These magazines were chosen because they cover a wide variety of tourism and are some of the most popular and well read publications in the country. *Getaway* is the country’s leading travel magazine (see chapter four) and that is why it was chosen for content analysis. It was also analysed as it has been around for more than ten years. *Veld Toe* was selected because it is a new publication and an example of a magazine in an official language other than English (Afrikaans). The *Getaway* magazines for content analysis were of June and November 1994 to 2003. These issues were selected because they are representative of the changes the magazine went through over the past ten years. The magazines for the overview in chapter three were publications the researcher could get hold of. Some issues were not available (see chapter three).

Various forms of tourism were studied. Due to the exploratative nature of the study and the inherent limitations of a treatise, not all forms of tourism could be emphasised. The forms of tourism studied were chosen because of the following reasons. The socio-political changes in South Africa over the past ten years have resulted in a number of new forms of tourism that were included in this treatise. They are urban tourism, community-based tourism, rural tourism, heritage tourism and culinary tourism. The focus on some categories of tourism such as ecotourism and adventure tourism has become stronger and has therefore become more important in the tourism industry. Some forms of tourism, as the research has shown, are not covered to their fullest potential. These include paleotourism and archeotourism, literary tourism, sport tourism and wine tourism.
5.4 Research problems experienced

The topic of this treatise is comparatively new. There has not been much research on the relationship between tourism and the media in South Africa up to now, partly because South Africa is still a relative newcomer to the world-wide tourism industry, as indicated above. However, even internationally, it was difficult to find authoritative information and publications containing a theoretical orientation regarding this field. The only title directly relevant to the topic of the investigation, *Tourism & the Media* (Nielsen: 2001), was out of print and not available at the time of writing.

The data for the research question was not of such a nature that it could be easily found in tertiary libraries. Also, tourism magazines are hardly ever stored in bound volumes and the researcher therefore had to rely on copies borrowed from the publishers.

Although many current academics may be sceptical towards web articles and their validity, the researcher found the Internet to be of great value. Through research done on the Internet, articles on similar topics were discovered in other languages across the world. That is how the German sources were found. It was also through the Internet that the book, *Tourism & the Media* (2001) by Christian Nielsen, was found – even though it was unfortunately out of stock at the time. The researcher also identified a Cape Town-based specialist in the field of tourism through the Internet, who gave him very useful sources.

5.5 Summary of outcomes

5.5.1 General conclusions

The research question analysed in the treatise is as follows:

Did South African travel magazines keep track of and reflect socio-political changes and the concomitant transformation of the tourism market during the first ten years of democracy in South Africa?
As stated in the first chapter, the answer to this question also covers various implications of changes in tourism in this country, such as the development of new forms of tourism and the shift in interest to forms of tourism not previously supported to the same extent.

The analysis of the five travel magazines, as well as the content analysis of *Getaway* and *Veld Toe*, has revealed that South African travel magazines do in fact keep track of the socio-political changes in the country. New forms of tourism and the shift in interest to include other forms of tourism, have resulted because of said changes, and are reflected in all the magazines. Examples include heritage tourism, community-based tourism, rural tourism and others. Tourists’ behaviour changes have caused other forms of tourism, such as culinary tourism, adventure tourism and ecotourism, to be regarded as more important than before. The analysis of the magazines further showed that some forms of tourism have not yet been represented to their rightful capacity. Examples of these include sport tourism, palaeotourism and literary tourism.

### 5.5.2 Specific conclusions

By examining the profiles and published feature articles of five South African travel magazines, as well as a content analysis of *Getaway* and *Veld Toe*, several conclusions could be drawn. It was established that both *Getaway* and *Africa Geographic* have kept track of environmental issues, not only in South Africa, but also across the African continent. *South African Country Life* and *Sawubona* both represented the people and cultures of the country by covering forms of tourism such as community-based tourism, rural tourism and urban tourism. *Sawubona* also covered other forms of tourism not mentioned by the other magazines, such as wine tourism and sport tourism.

When one focuses on the *Getaway* magazine, a content analysis of this publication provides ample evidence of the changes in South Africa. In the editorials of the past ten years, comments were made about the political situation here and in Zimbabwe, environmental issues were addressed and technological advances worldwide were utilized in South Africa as well.
The features published in *Getaway* likewise provide a fair representation of the magazine’s editorial policy as established beforehand. There are a number of ecotourism articles, which include wildlife, bird life, ecological issues, et cetera, as well as features about the adventure activities one can embark on in and around South Africa. Lastly, destinations are discussed—localities in South Africa, Africa and the surrounding islands. In addition, cultural tourism has featured more over the past five years than ever before. As rural communities, which form part of cultural tourism, start to play a bigger role in tourism, this change is reflected in *Getaway*.

The other travel publication investigated was *Veld Toe*, which is an outdoor magazine and published entirely in Afrikaans. This, as shown in chapter four, is a positive move in tourism in South Africa, as it shows that there is a need for travel magazines in other official South African languages besides English. The value of an Afrikaans publication is evident from research statistics indicating that there are more mother tongue and non-mother tongue speakers of Afrikaans than of English in the country (see par. 4.2), of whom a considerable proportion are known to travel. As mentioned in chapter four, this magazine, too, reflected the changes in South Africa over the past ten years. This was done through the inclusion of cultural and heritage tourism in the many “package” features (explained in chapter four). The articles on adventure and food are, however, also indicative of a focus on more independent tourists.

It became clear that the magazines contained indications of new, emerging forms of tourism in the country, besides heritage and cultural tourism. One of these is beach tourism. The December 2003 issue of *Getaway*, is devoted in toto to this category of tourism. As mentioned in chapter one, eight of South Africa’s beaches have received Blue Flag status. However, apart from the one *Getaway* edition, no other publication had any articles on beaches. This is one form of tourism that could, in the researcher’s view, do with more emphasis by South Africa’s travel magazines.

An interesting observation is the occurrence of culinary tourism in four of the five travel magazines. Whereas with mass tourism people used to dine where they stayed, today
tourists are eager to explore the culinary delights of the countries they visit. The articles on South African food are quite diverse and range from braai recipes to seafood, puddings and other local dishes.

Another interesting observation is the inclusion of literary tourism – which involves, for example, tracing the steps of South African authors (such as Herman Charles Bosman or C.J. Langenhoven) and visiting the localities where they lived and worked. This is a form of tourism that, in my opinion, could be included more often in travel magazines – literary tours do occur in South Africa from time to time, and newspapers cover them occasionally.

Sport tourism, as mentioned, is only covered in Sawubona. With the growth of golf, cricket, soccer, rugby and other sports, it could be a healthy (and lucrative) move to place more emphasis on this form of tourism.

Then there is the occurrence of paleo- and archaeotourism, focusing on fossils, artefacts and archaeological sites in South Africa, such as the Sterkfontein Caves and the Cango Caves. Very little coverage of this form of tourism could be found. The country is part of the African continent, which is the so-called “Cradle of Humankind”, and is therefore an important destination for this particular form of tourism.

5.5.3 Concluding remarks

In consolidating the general and specific conclusions, it is clear that the complexity of the overall problem is highlighted by analysing each individual magazine’s share in reflecting the full spectrum of the tourism industry. It is only when a detailed analysis of the contribution of all role-players is undertaken that one can reach a satisfactory appreciation of what the research problem entails.
5.6 Recommendations for further research

This treatise only covers a very small portion of potential research into the relationship between tourism and the media. There are a number of similar studies that could be undertaken in this field, two of which will be mentioned here.

- The relative importance of the various forms of tourism in terms of their share of the overall market (cf Luger 2002).
- The economic effect of publicising cultural industrial tourism, for example, the manufacturing and sale of ethnic artefacts.

The latter topic can be motivated by Luger’s observation that facts regarding tourism are not adequately studied and divulged to the reading public for the purpose of finding solutions to pertinent problems in this country. Such investigation and analysis should, according to Luger, be more than just the announcements of statistics regarding items such as bed-nights.

5.7 Final remark

South Africa is regarded worldwide as a political miracle, and a considerable number of political scientists have already contributed to the growing body of research on this aspect of this country’s development. However, the equally amazing developments in the field of tourism and the role of the media in this process have received scant attention from serious researchers up to now. It is hoped that the findings reported in this study will contribute to renewed scientific interest in the partnership between the media and one of the globally most important industries contributing to national economic growth.
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