A SURVIVAL STRATEGY FOR AN EXISTING MUNICIPAL CARAVAN PARK IN GORDON’S BAY, CAPE TOWN

By

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DECLARATION

I declare that this thesis, which I hereby submit in partial fulfilment of the requirements for the degree Magister in Business Administration to the Nelson Mandela Metropolitan University, is, apart from the recognised assistance, my own work and has not previously been submitted to any other institution to obtain a research diploma or degree.

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Signature

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Abstract

Camping and caravanning is practiced by a segment of the population in South Africa. Various articles in the caravan and outdoor life magazine published in South Africa have indicated that municipal caravan parks are not providing the same facilities and service as was provided in the past. With this background the hypothesis was established as being, the facilities at municipal caravan parks such as Hendon Park are deteriorating due to lack of government commitment and funds.

The objectives of this research was determined as being whether (1) it is economically viable for the municipality to continue to utilise the existing land as a caravan park or, (2) it is more beneficial to the taxpayer for the municipality to sell the prime land to a developer or, (3) it is in the best interest of the municipality and/or the community to sell the property to a private company for upgrading the facilities to meet campers requirements.

The scope of the investigation was determined and includes questionnaires to campers, as well as interview’s with various stakeholders. The researcher also considered various management strategies suggested by strategist David, Fry, Lambert and Stock and Massey that could be used by Hendon Park management to enhance the operation of the Caravan Park under their control and thus a suggested management strategy was compiled.

A specific window period to gather the information was decided as being the Easter Holiday period as this was the period that all caravan parks in Cape Town are at full capacity and thus this was the best opportunity to gather the information as the target (campers) would be camping in great numbers. Finally the results was analysed and a conclusion was drawn. Specific recommendations were then proposed by the researcher to be implemented by the staff of Hendon caravan park.
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