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# Resilience and Adaptation Strategies for the Franschoek Rond and Bont Community-based Tourism Route during the COVID-19 Pandemic

**Abstract.** Drawing on the resilience theory, this qualitative study analyses adaptation strategies for the Franschoek Rond and Bont community-based tourism (CBT) route in South Africa using face-to-face interviews with thirteen route stakeholders in the Franschoek Valley. The empirical findings highlight the severity of the effects of the pandemic-induced regulations on businesses along the route. Insights from the study could facilitate recovery efforts by the route's stakeholders, but underlying pre-pandemic challenges exacerbated the adverse effects of the pandemic, which hindered the successful implementation of proposed recovery strategies. The study reveals post-pandemic resilience and adaptation strategies for the future-proof sustainability of the CBT sector and provides fresh insights into proposed innovative planning and strategy implications for stakeholders.

**Keywords:** adaptive capacity, COVID-19 pandemic, resilience, Rond and Bont CBT route, stakeholders

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## 1. Introduction

The COVID-19 pandemic impacted lives and livelihoods on a global scale in different industries since the World Health Organisation (WHO) assessed that the outbreak had become a pandemic in March 2020 (Bama & Abrahams, 2023). The pandemic's catastrophic effects highlighted the tourism sector's vulnerabilities (Noorashid & Chin, 2021; Rogerson & Rogerson, 2021). Given that such pandemics could happen again, the tourism sector needs to consider new approaches to dealing with such economic disruptions and widespread uncertainty (Ntounis et

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al., 2022; Prayag, 2020). These new approaches involve adaptation, resilience and adaptive capacity and constitute the pillars that can enable the sector's recovery in the case of future crises. Given the unpredictability and volatility of pandemics, future-ready and pandemic-proof approaches have been the focus of much of the scholarly discourse on the responses of the tourism sector.

Taking into account the impacts and implications of the COVID-19 pandemic for the tourism industry and the scarcity of studies on the effects of the pandemic on the community-based tourism (CBT) sector, this study analyses adaptation strategies developed from the Franschoek Rond and Bont CBT route in South Africa (Supriatna, 2020). CBT is one of the key developing sectors of tourism that was severely impacted by the pandemic. It has been regarded as one of the fastest-growing areas within the tourism sector and a panacea for community-based development and inclusion (Hajilo et al., 2024). With the spread of the pandemic in South Africa, tourism was classified as one of the non-essential sectors and was subject to stringent lockdown restrictions under the government's five-stage risk-adjusted strategy (Bama & Nyikana, 2021; Nyikana & Bama, 2023; Rogerson, 2021).

Many studies of the impacts of the pandemic also emphasised the need to consider recovery, resilience and adaptation strategies in related or similar fields globally and in the context of South African tourism (Bama et al., 2022; Dewi, 2020; Kristiana et al., 2021; Lekgau & Tichaawa, 2021; Rogerson & Rogerson, 2021). Mtapuri et al. (2021) underscore the need for diversification within the CBT sector, given the unpredictability of global economic trends, often punctuated by crises similar to COVID-19. Given South Africa's reliance on tourism as a key growth and development sector, the effects of the pandemic have revealed the need for a novel approach to crisis management (Abrahams et al., 2023; Mtapuri et al., 2021). The following sections contain a discussion of the theoretical basis of the study, a review of the relevant literature, a presentation of the research context and the study methodology and the discussion of the main findings are discussed, followed by conclusions.

## 2. Theoretical Basis of the Study

Resilience and adaptive capacity are regarded as key elements of the new approach enabling the recovery of the CBT sector. Resilience is the ability to recover from any event or occurrence of an uncertain and debilitating nature by taking advantage of the adaptive capacity developed prior to the crisis event (Gallopín, 2006; Holling, 1973). Daniels and Tichaawa (2024) note that in the case of COVID-19, this means

identifying critical elements to ensure recovery and the investment of all required efforts towards achieving them.

CBT is often focused on community participation, community control and empowerment, conservation, and its contribution to the well-being and development of the community (Noorashid & Chin, 2021). All of these aspects were affected by the disruption of global flows and mobility during the pandemic, causing economic losses to the tourism industry, challenging public services, and generally having a negative impact on emotional health and well-being (Noorashid & Chin, 2021). It is important to note that, according to the literature and from the perspective of tourism policy, CBT differs from other forms of tourism flows (Rogerson, 2021). During the pandemic efforts were made all over the world to curb the negative effects and deal with the devastating impacts of the mobility restrictions and their accompanying socio-economic effects (Bama et al., 2022; Nyikana & Bama, 2023). Countries began to explore strategies that could help to resume social and economic activity and, consequently, lead to the recovery of socio-economic growth. Similar efforts to adapt to the 'new normal' were undertaken in the CBT sector (Abrahams et al., 2023; Hajilo et al., 2024; Roy et al., 2023). The present study is based on Sharma et al. (2021), who developed a resilience-based framework for the tourism industry post-COVID-19, which is shown in Figure 1.



Figure 1. Resilience and transformation-based framework for CBT in the COVID-19 context  
Source: Adapted from Sharma et al. (2021)

This study is set in the context of the challenges faced by the CBT sector as a result of the pandemic. Specifically, it focuses on how the deployment of resilience and adaptive capabilities on the Rond and Bont route could transform it into a more sustainable industry. The resilience and transformation-based framework is based on the assumption that focusing on sustainable change facilitates the development

of resilience and adaptive capabilities, which can improve the industry's survival chances (Ndou et al., 2022; Rogerson & Rogerson, 2022; Sharma et al., 2021). In this regard, Bama et al. (2022) argue that resilience and transformation-based strategies can only be developed in a collaboration between governments, market players and local communities, especially by taking advantage of technological innovation and exploring different ways to strengthen the uptake and promotion in the marketing and operationalization efforts of CBT ventures. There are numerous studies that analyze examples of successful initiatives showing how the industry has been able to bounce back from shocks caused by pandemics (Bama et al., 2022; Dewi, 2020; Hemmonsby et al., 2024; Kristiana et al., 2021; Prasetyani et al., 2022).

Sharma et al. (2021) further note that the development and implementation of resilience strategies at all stages of the value chain could help to bring about a new global economic order with sustainable tourism, societal well-being, climate action and involved local communities not only in the immediate future but also in the long term. As pointed out in the literature, one key requirement for this change to happen is good and transparent governance, which involves effective and efficient policy implementation, accountability in resource utilisation, and elimination of corruption (Bama et al., 2022; Prasetyani et al., 2022). There are studies describing the adoption of CBT projects by governments across Southern Africa as an effective tool supporting development efforts and the COVID-19 pandemic was an opportunity to investigate to what extent the same tool could be used as a strategy to withstand global shocks (Musavengane & Kloppers, 2020; Stone et al., 2021).

### 3. Study Area and Research Method

This following analysis is based on a case study of the Ront and Bont route in Franschhoek (one of the oldest towns established by French Huguenot refugees in 1688) in the Cape Winelands District Municipality of the Western Cape province of South Africa (Booyesen & du Rand, 2019). The town is situated about 75 kilometers from Cape Town and offers award-winning culinary experiences (Cape Town Travel, 2024). Franschhoek includes surrounding areas such as small townships and valleys of Groendal, Mooi Water, Dwarsrivier, Wemmershoek, Ematyo-tyombeni and Bosbou areas (Franschhoek Valley, 2022). Famous for hosting prestigious events, including the annual Bastille Festival and the Franschhoek Literacy Festival, the town was criticised for not adequately leveraging its tourism potential to benefit the local communities and their various small businesses. Consequently, Franschhoek Valley Tourism established the Rond and Bont Route as an alterna-

tive tourism offering to empower and develop less privileged communities and community-based tourism enterprises (Franschhoek Valley, 2022).

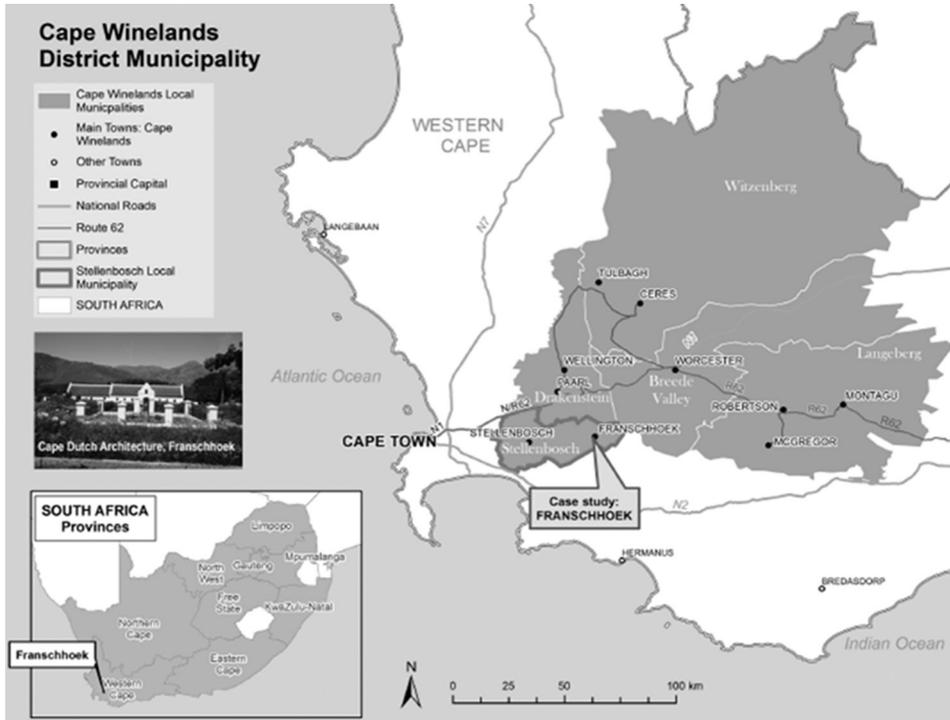


Figure 2. Map of the Cape Winelands District Municipality, illustrating the location of Franschhoek  
Source: Booysen & du Rand (2019)

This qualitative study relies on the constructivist paradigm in order to derive insights revealing perspectives of participants involved in social phenomena. Data used in the analysis were collected during semi-structured interviews with respondents from CBT businesses operating along the R&B route, which were selected using snowball sampling (Clarke et al., 2015; Joffe, 2012). Contact details of some respondents were provided by the Franschhoek Tourism Bureau. However, some of these businesses and establishments shut down their operations as a result of the pandemic. After the first interview was conducted, the respondents were asked to provide referrals to other businesses that were familiar with the issues addressed during the interview and could participate. The interviews were scheduled during periods when the country was under 'Alert Level 1' of the national risk-adjusted strategy, which permitted limited contact but with strict adherence to all safety protocols. The sample was limited to operators who had been members of the Ront

and Bont route for at least one year prior to the outbreak of the pandemic. Representatives of 13 businesses which met this criterion were interviewed between July 2021 and March 2022. The interviews were recorded with the permission of the respondents and later transcribed to facilitate coding and analysis (Alhojailan, 2012).

The transcribed data were analysed to identify salient themes (Noorashid & Chin, 2021). To ensure anonymity, respondents are identified with number codes (see Table 1). Direct quotations are provided from as many interviews as possible, but in many instances, only one response that best captures the participants' sentiments regarding a particular phenomenon is included.

## 4. Results and Discussion

### 4.1. Profiles of Respondents

The respondents' demographic characteristics and business profiles are presented in Table 1.

Table 1. Profiles of respondents/businesses on the Rond and Bont CBT route

Respondent	Type of establishment	Respondent's role	Respondent's sex	Highest qualification	Membership in the R&B CBT (in yrs.)	Number of employees
R01	Tourist guiding	Independent tourist guide	Male	Grade 11	5	0
R02	Khoisan cultural village	Senior leader	Female	Grade 10	3	0
R03	Arts and Entertainment	Group leader	Male	Grade 11	3	0
R04	Entertainment (Music)	Group leader	Male	Bus. Admin Diploma	2	0
R05	Creative arts (music, dance, drumming and drama)	Founder	Female	Grade 12	2	0
R06	Organic herbal garden (human senses experiences)	Leader	Female	Grade 9	7	0
R07	Local traditional beer experience	Owner	Female	Grade 7	5	0
R08	Chocolates and gift packs	Supervisor	Female	Grade 12	4	2
R09	Tourist guiding	Independent tourist guide	Male	Grade 12	3	0
R10	Internet café, and fast food (chicken and chips)	Owner	Male	Certificate in Film making	8	3
R11	Township grey water systems (township tours)	Program Coordinator	Male	Diploma in Bus. Studies	4	7

Respondent	Type of establishment	Respondent's role	Respondent's sex	Highest qualification	Membership in the R&B CBT (in yrs.)	Number of employees
R12	Arts, crafts and ceramics	Owner	Female	Grade 12	3	3
R13	Beaded work crafts	Owner	Female	Grade 9	4	0

## 4.2. Perceptions of the Impacts of COVID-19 on the Rond and Bont Route

Three kinds of impacts of the COVID-19 pandemic were considered in the analysis: socio-economic, psycho-social and socio-political.

From the socio-economic perspective, the growing literature on the impacts of COVID-19 on CBT shows that CBT establishments are struggling with various issues (Stone et al., 2021). The socio-economic impacts include reduced revenue to support social development projects and ensure financial sustainability, reduced possibilities for diversified income generation based on natural products, including the sale of crafts and indigenous plant products (Bama et al., 2022; Lendelvo et al., 2020). During the interviews the respondents unanimously agreed that the COVID-19 pandemic had had negative effects on the R&B CBT route. The fact that most businesses were forced to close and suspend their business operations resulted in the loss of income, unemployment, inequality and hunger. One of the respondents (R03) said the following:

[...] nothing was happening, especially during [the] lockdown; we could not even come here to sell anything. It impacted my business very badly because I work a lot with overseas people, especially students; they could not come at all, and even those who had bookings had to cancel.

Another respondent (R13) said:

It was very bad, [as] there was no tourist(s) at all, we could not set up our stall to sell; things were very bad, we lost money and had to apply for a TERS grant provided by the government.

Some participants had to rely on their personal savings to keep their businesses afloat, as in the case of this respondent (R01), who reported:

To be honest, things went very badly; we had to use funds that we saved in our personal bank accounts, we were not making any profits, and we had employees to pay and other expenses. So, it was very tough, and it is still very tough; there is totally no business.

What can I say? We just decided [at some point] that the business has to stop because of COVID-19.

Another respondent added that the pandemic forced them to shut down operations and apply for the Temporal Employer/Employee Relief Scheme (TERS) benefits offered by the South African government to the unemployed and destitute during the pandemic.

In addition to the loss of income and having to use personal savings to survive the crisis, some business owners had to sell personal assets like vehicles and other property, as exemplified by respondent R09:

I have personally lost income because there were no tourists to take around. I had to find alternative ways to live; it was very bad. I also had to sell my car because I could not maintain it anymore and needed the money.

Globally, domestic community-based tourism is reported to be a good way of coping with the loss of mass tourism caused by COVID-19, with reports also suggesting that small-scale industries were more resilient and better at coping with the effects of the pandemic thanks to their high degree of adaptability (Noorashid & Chin, 2021). However, the data from this study suggests the contrary, as indicated by the dire socio-economic situation of the businesses around the R&B CBT route. Experiences reported by the respondents are consistent with the view expressed by Supriatna (2020) that the COVID-19 pandemic was not merely a medical problem but a crisis that pushed many people all over the world into poverty.

Another major consequence of the pandemic were layoffs, as mentioned by respondent R10:

I have had to cut down on my staff; I had five staff members before and had to cut down to the current three. I have also lost greatly in terms of income.

Faced with uncertain future, some of the CBT owners and managers decided to change the employment status of their staff to temporal employment.

As pointed out by Roy (2020), some countries grappled with socio-economic problems even before the COVID-19 pandemic, which only made things worse. According to respondent R08, this is exactly what happened in South Africa, and specifically in the case of the Ront and Bont Route:

domestic tourism market was [already] on a steady decline before the COVID-19 pandemic struck. More than COVID-19, what killed our business was the rent. Franschoek

town is very expensive to rent. COVID-19 just made it worse for us because there was no chance that we would bounce back.

This is why the process of developing adaptation strategies for the Ront and Bont CBT Route has to take into account these pre-COVID-19 challenges that threatened the resilience and adaptive capacity of some of the businesses in the Ront and Bont route.

Interestingly, there were also some comments about positive socio-economic effects of the pandemic on the Ront and Bont CBT route. While the impact of travel restrictions on the tourism industry was mostly negative, one respondent who was involved in the retail sale of traditional beer reported that their business had witnessed a rise in sales thanks to a higher number of customers from the local communities, which compensated for the loss of revenue from tourists. According to respondent R07, the increased demand for traditional African-brewed alcoholic beverages was a response to the ban on the sale of alcoholic beverages, which the government introduced at the initial stage of the pandemic (Bama & Nyikana, 2021; Hemmonsbey et al., 2024). As some local news outlets reported, many local residents turned to home-brewed beverages and other counterfeit goods during this period (City Press, 2020). The City Press (2020) reported that Google searches for “home-made brew” soared by 500% the day following the announcement of the alcohol ban. In response, many businesses seized the opportunity to earn additional income. However, such opportunities tend to be short-lived, and there is a need for a more sustained approach to CBT resilience and adaptation.

As regards psycho-social impacts of the pandemic on the CBT sector, Oyenubi and Kollamparambi (2020) argue that the fact of losing a source of income as a result of the forced detachment from labour or trade generates massive stress, anxiety and depression, as evidenced by respondent R09, who said:

I had to find alternative ways to live; it was very bad. I also had to sell my car because I could not maintain it anymore, and I needed the money.

According to Bakar et al. (2020), psychological and social impacts are often aggravated by the sudden closure of businesses, which ultimately leads to job losses, leaving many with little or no economic means for survival. Respondent R04 reported:

Actually, there was a huge impact in terms of the entertainment side because we could not manage to get a gig, like we depended on gigs at the very same time we depend on

fundraising in town so it comes to a point that the law enforcement and the municipality, did not allow us to come and do the fundraising due to the COVID-19 levels, so it impacted the group in a way that we could not do anything at all.

Studies also suggest that the perceived risk of infection and death, as well as panic, loneliness and isolation resulting from the lockdowns frequently intensified feelings of anxiety, stress and depression (Commodari & La Rosa, 2020; Kim et al., 2020; Rogerson & Rogerson, 2022; Yildirim & Güler, 2021).

As a result of COVID-19, the accumulated economic and social capital of the CBT sector was dissipated over time (Mtapuri et al., 2021), which triggered a number of socio-political problems. As in the case of socio-economic difficulties, some of these problems pre-dated the pandemic, which only aggravated them. In particular, there were more cases of violations of citizens' rights and discrimination in connection with the vaccination programme. Respondent R05 said:

We had lots of diseases around like HIV/AIDS and Ebola, we had few viruses around and we were not forced or being told to vaccinate, so now I'm wondering why we should now vaccinate because we have this virus. With other viruses like HIV, we were not told that we won't get work if we don't vaccinate, but with this one, we are told that we cannot work if we are not vaccinated, so for me, it does not sound right. It just feels like our wings are being clipped, and we are forced to receive vaccinations.

Respondent R06 noted that she had agreed to receive two rounds of vaccination shots because she was scared of being blocked from business and other activities:

I have been vaccinated twice; I have to do it because I do not want to be blocked everywhere in this country. Yet another key informant (P10) was more forthright in their opposition to mandatory vaccination by stating that: I do not intend on getting vaccinated due to that I believe that this whole process of vaccination, we are being made guinea pigs and we are not given enough right and freedom to either consent or decline the vaccination, and for me personally, anything that is dictated to me is a problem, I would rather be advised than dictated.

Such views are a testimony to the conspiracy theories regarding COVID-19 vaccinations suggesting that their true purpose was to mark individuals or insert microchips to control the population (Bama et al., 2022). Furthermore, in certain quarters the obligatory vaccination programme was perceived be against local beliefs and violated cultural practices and norms. Respondent R06 said:

In my culture and tradition, I believe in natural healing, like the space we are in now; we are in the veld in nature, and every plant and tree and water running through is close by, and the mountains surrounding that give some sort of natural energy and that is clutching with unnatural energies like the radiation.

Devakumar et al. (2020) observe that people from lower socioeconomic strata often have limited access to healthcare, and the pandemic exposed disparities in this respect. Respondent R11 stated that:

I do not know anybody who is being ignored in our society like the ones in informal settlements. We are unemployed, we are underrated, we are just a poor society which does not get what needs to get to them.

Dionne and Turkmen (2020) point out that people who constantly feel ignored and discriminated against tend to ignore the first symptoms of a virus and potentially delay seeking medical care to avoid discrimination from the authorities. Such behaviour could potentially pose a threat to adaptation strategies, as any perceived threat is likely to make people unwilling to participate in any adaptation effort which they perceive as violating or discriminatory.

### 4.3. Adaptation strategies for the Rond and Bont CBT route

Given the factors identified above, various tourism stakeholders try to build resilience and make CBT operations sustainable even in the case of health-crises such as the COVID-19 pandemic (Noorashid & Chin, 2021). The authorities introduced a number of measures to mitigate the impacts of COVID-19 on the R&B CBT route. In the opinion of the respondents, the key measures included efforts to limit the spread of infections, the diversification of products and services in the domestic market, and the use of technology and government support.

The rate of transmissions was limited by the introduction of social distancing, mask-wearing, sanitising and limiting numbers of people at certain events such as funerals. Respondent R13 said:

I will mention measures like social distancing, secondly wearing a mask, and sanitising. yes, so far, that is some of the stuff I can mention. Not to have lots of people in your premises, less than 50 people for funerals, and all those kinds of things.

Respondent R07 added:

Since I am working with young people, it has come to a start that we need to strategise doing social distancing while wearing masks. I know to us it has been very difficult to wear a mask because we are singers, so wearing a mask at same time you have to take your voice out it became a challenge to us, but therefore, we managed to ensure that the mask that we are wearing we must make sure that the social distance is 1.5 but to us, we come to a point that we have to make it 2m because of we are not able to wear a mask while we are performing. So, there was an extension of social distance when we were performing.

The South African government quickly responded to the pandemic by introducing restrictions and other non-pharmaceutical measures. It is worth noting that it was generally easier for small businesses within the CBT sector to remain resilient and restart operations sooner once regulations were lifted. The apparent risks, however, are related to the overdependence on very few product variations, thereby limiting the scope of the business for diversifying and adapting its operations, and there is a suggestion for reconsideration.

As regards diversification of products, the measure would largely depend upon available resources and the capacity of those involved. In the case of business in the R&B CBT route, there is a lack of adequate capacity or resources, which is why the respondents consistently stressed the need for financial and infrastructural support from the government. Respondent R 09 indicated that:

I think they should give us funding, at least forty [40%] per cent of what we were getting before. Here in Franschoek, we depend on tourism, so we were left with nothing when the government started lockdown.

Respondent R02 mentioned the need for government investments to develop the capacity of local communities:

The government would be more compliant in supporting the local small businesses, not mostly giving money but giving training to the people and, with the training, providing the necessary means. They do not have to give money to the people but to people who can handle the training and send them in, and that can boost the people in getting on the ground and keeping them in the flow of creating money for themselves because it is best to create money for yourself than to receive money all the time.

Other respondents highlighted the need for investments in infrastructure, transportation, and facilities. Respondent R06 said:

The government must support more businesses; they must stop talking and do the real thing. We are living in reality [poverty], and the government must come on board. We need transportation for our people coming from outside to experience herbal healing.

Respondent R04 added:

There is [are] only two things which I will request from the government is the transport first of all I am working with young people which are coming from very disadvantaged families which is sometimes we need to go and perform somewhere in Cape Town whereas we need to pay so they don't have money so transport would be very helpful and on the other side the place where we are rehearsing it is not in a very good standard. So, if we can have a rehearsing space and transport. I think the two things would be very much appreciated by the choir.

According to some respondents, resilience and adaptability of businesses in the R&B CBT route could be strengthened by better marketing and the use of technology, as noted respondents R13:

For me, it's marketing and technology. We do not have that. People only know about us when they get here. We are asking for any support we can get to help our businesses grow.

These opinions are consistent with the conclusions from other studies (Lendelvo et al., 2020; Mtapuri et al., 2021; Sithole et al., 2021). In the global context, research has indicated that product and service diversification can serve as a way of adapting to shocks like that caused by the pandemic (Lendelvo et al., 2020; Noorashid & Chin, 2021; Rogerson & Rogerson, 2022; Sharma et al., 2021). By extending the range of products on offer, creating a sense of belonging, and benefiting from the support of local and national authorities the R&B CBT route would be able to recover and adapt to new conditions much faster.

One of the problems that appear to have aggravated and prolonged some of the socio-economic impacts of the pandemic on the R&B CBT route (though the respondents did not mention it), was due to the fact that most businesses associated with the route were informal, i.e. not registered with the Companies and Intellectual Property Commission (CIPC) and did not pay tax. As a result, they were not eligible for support from the COVID-19 TERS and the COVID-19 tourism fund

made available by the South African Government to assist struggling businesses during the lockdown period. Therefore, future adaptation of the Ront and Bont route should involve the registration of participating businesses to enable funding applications and sponsorship opportunities. Furthermore, registration could open up opportunities for mentorship and training through government-funded institutions like the Small Enterprise Development Agency (SEDA).

## 5. Conclusion

Based on the findings of the study, the authors conclude that government support, community mobilisation, diversification of product and service offerings, combined with the introduction of marketing and technological advancements would help to build the resilience of the CBT sector against future crises like the COVID-19 pandemic. In addition, with a willing and committed participation of stakeholders the process of enforcing and implementing government protocols and regulations would be more effective. The interviews conducted with representative of businesses along the R&B CBT route and relevant stakeholder organisations and institutional organs such as the Franschhoek Tourism Bureau indicate the need to undertake coordinated efforts to resolve the long-standing problems that are likely to impede the effectiveness of proposed adaptation strategies. Increased stakeholder collaboration in developing risk mitigation and management strategies is particularly relevant given the fact that most of the literature on this topic tends to focus on the Global North with little attention paid to the Global South context.

While there are studies on the impact of the pandemic on the CBT sector, more research is required in order to understand the development of resilience and adaptive capacity strategies in the sector, especially considering the vulnerability of the tourism industry in general, and the CBT sector in particular. In addition, given that the COVID-19 regulations were lifted in South Africa in June 2022, it would be useful to investigate the present situation of the CBT route and assess its post-COVID growth or decline.

The main limitation of this qualitative study is that the whole analysis is based on a very small, non-random sample that was not representative. In order to enable generalisation, it would be necessary to conduct a quantitative study involving a broader representation of stakeholder groups such as tourists, investors, shareholders, business owners, tourism scholars, and policymakers.

## CRediT Authorship Contribution Statement

**Athi Ndita:** conceptualization, data curation, formal analysis, funding acquisition, investigation, methodology, project administration, resources, software, supervision, validation, visualization, writing — original draft, writing — review & editing. **Hilary Kennedy Nji Bama:** conceptualization, data curation, formal analysis, funding acquisition, investigation, methodology, project administration, resources, software, supervision, validation, visualization, writing — original draft, writing — review & editing.

## Declaration of Competing Interest

None.

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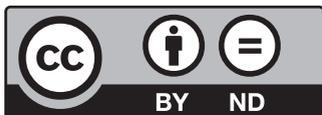
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## Rozwijanie odporności i zdolności adaptacji podmiotów turystycznych na szlaku Franschhoek Rond i Bont w okresie pandemii COVID-19

**Streszczenie.** Celem artykułu jest analiza potencjalnych strategii adaptacyjnych dla podmiotów turystycznych działających na szlaku Rond i Bont wokół miasteczka Franschhoek w prowincji Western Cape w RPA, które umożliwiłyby zwiększenie ich odporności na przyszłe kryzysy, takie jak pandemia COVID-19. Analiza opiera się na danych zebranych podczas wywiadów bezpośrednich przeprowadzonych z udziałem 13 przedstawicieli firm działających na szlaku Rond i Bont. Informacje uzyskane od respondentów ukazują negatywne skutki ograniczeń w działalności turystycznej wprowadzonych podczas pandemii oraz wyzwania istniejące już wcześniej, które zaostrzyły kryzys lokalnej branży turystycznej wywołany przez pandemię i utrudniły proces powrotu do normalności. Na tej podstawie autorzy proponują szereg działań, które mogą pomóc w ożywieniu aktywności turystycznej na szlaku i wzmocnić odporność lokalnej branży turystycznej na przyszłe kryzysy.

**Słowa kluczowe:** zdolność adaptacji, pandemia COVID-19, odporność, trasa turystyczna Rond and Bont, interesariusze



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