

## TOURISM IN SOUTH AFRICA

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*У доповіді розкриваються особливості Південної Африки як визнаного об'єкта туристичного паломництва. Автор звертає увагу на різноманіття національних надбань у цій галузі. Підкреслюється важливість тематичних парків, сафарі та спортивних подій світового масштабу.*

Situated at the southern tip of Africa, South Africa has been declared one of the 18 mega diverse destinations in the world. As a pioneer and leader in responsible tourism, South Africa has numerous conservation projects to protect its natural heritage - travellers can support and take part in many of these projects. The country is home to the famous Big Five (rhino, elephant, lion, leopard and buffalo). Over and above its history, the fauna and flora of South Africa are extremely interesting.

South Africa's Blue Flag Beaches are on par with the best-managed beaches in the world. They're operated in an environmentally responsible manner and conform to stringent criteria on water quality, amenities, security and environmental protection programmes.

The best place for all-year-round family activities and fun or thrill rides is at one of the many South Africa theme parks. Set in unique locations and combining the country's rich heritage and beautiful nature the theme parks in South Africa are popular tourist destinations.

Art galleries, antique stores, an African-inspired shopping mall and the surrounding tourism routes are all popular. There are countless ways to explore the country, including hikes, walks, forest and dune trails, boat cruises, canoeing and scuba diving the spectacular coral reefs.

Travelling to South Africa is easy and convenient. Numerous international carriers service the country, flying direct to its 3 international airports. Self-drive visitors on overland safaris in neighbouring countries can access South Africa through its many border posts, some of which are open 24 hours a day.

Since the demise of apartheid, international tourist arrivals have surged, making tourism one of the fastest growing sectors. The tourism industry is well-established with an exciting sector of emerging entrepreneurs. The country is strong on adventure, sport, nature and wildlife travel and is a pioneer and global leader in responsible tourism.