

**RURAL TOURISM AS A MECHANISM FOR POVERTY
ALLEVIATION IN KWAZULU-NATAL:
THE CASE OF BERGVILLE**

BY

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I declare that this research study entitled: *Rural Tourism as a Mechanism for Poverty Alleviation in KwaZulu-Natal: the Case of Bergville*, except where it is specifically indicated to the contrary in the text, is my own work both in conception and execution. All theoretical sources that have been used or quoted have been duly acknowledged by means of complete references. In addition, all generic internet and electronic sources have been duly acknowledged. It is further declared that this thesis has not previously been submitted to any institution for degree purposes.

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ABSTRACT

Large numbers of rural people in South Africa are stuck in a poverty trap that is characterised by extreme poverty to an extent that it is difficult to meet the evergreen challenges of the lack of infrastructure, the prevalence of diseases and the problem of hunger. These challenges, in turn, hamper economic growth and sometimes promote rural depopulation (Sachs, McAuthur, Schmidt-Traub, Kruk, Bahadur, Faye & McCord 2004:3). The irony of the whole situation is that the countryside still remains a tourism paradise which offers a variety of attractions including scenic beauty, diverse wildlife, a kaleidoscope of traditions, cultures, and an array of opportunities to explore the outdoors through sporting and adventure activities.

As a result of this situation, concerned academics such as Bennet & George (2004:4) contend that there is inadequate information about the contribution of the rural tourism assets to the socio-economic conditions of the local people especially the alleviation of poverty. Similarly, scholars like Brown (2000) and Meyer (2006) insist that tourism development planners must change their focus from the enclave development of resorts which is characterised by exclusion of linkages to the local poor rural areas. The danger of such approaches to tourism development is that they undermine the role that the tourism industry can play in poverty alleviation.

On basis of this background, this study was undertaken with an aim to analyse the direct and indirect livelihood impacts of tourism and their implications on poverty alleviation in Bergville. The analysis focused on tourism resources, contribution to job opportunities, entrepreneurial skills development, increased income generation and livelihood impacts. These focus areas were informed by a five-fold general research objectives which are:

- To identify the resources that can be used for rural tourism development in Bergville.

- To establish the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in Bergville.
- To find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in their area.
- To identify the existing management practices or strategies perceived as contributing to the improvement of the quality of livelihoods in the study area.
- To propose an integrated development model that would contribute to job creation and thus result in poverty alleviation in Bergville.

The survey approach was used to address the research question. A particular research methodology was used to capture the complexity of local perceptions towards tourism development. To cover a broader spectrum of the local community of the study area, three questionnaires were designed for the general public, the local business people as well as the local municipality employees. Triangulation of sources of data and methods blending the qualitative and quantitative methods enabled the study to have the broad understanding of the role that tourism development can play to alleviate poverty.

Because of time limitations, the study used the convenience sampling method where the respondents who happen to be available at prominent points such as farm stalls, shopping areas, and public places were targeted for the survey. The sample size which was based on the estimated number of the population of the study area was deemed to be adequate for the purpose of collecting information required to answer the research questions and to achieve the objectives of the study.

Questionnaires were used to collect data from the respondents. The administration of the questionnaires took into consideration the objectives of the study, the sequence of questions, question structure as well as ethical considerations. The analysis of the data provided insight into various issues that relate to the objectives of the study. The researcher converted the raw data into a form that is suitable for analysis before it was subjected to statistical analysis. A

series of univariate data presented in percentages, frequencies, tables and graphs gave an understanding of the data that is purely descriptive. The interpretation of the data concentrated on tourism resources, contribution to job opportunities, entrepreneurial skills development and generation of income, economic growth, perceptions on tourism development and management practices that contribute to the improvement of the livelihoods of the people of Bergville.

The study concludes that the people are convinced that the resourcefulness and accessibility of Bergville can support tourism development. Similarly, the findings imply that rural tourism is seen as a very important and probably the most important factor for economic development. The largest percentages of people agree that tourism development can contribute positively to the creation of job opportunities, development of entrepreneurial skills and the generation of increased income. The study found that the people have both advocacy and cautionary views about tourism development in Bergville. Furthermore, the findings imply that people have mixed feelings about the contribution of existing management practices in improving the livelihoods of local people.

ACRONYMS AND ABBREVIATIONS

TERM	DEFINITION
ASGISA	Accelerated and Shared Growth Initiative of South Africa
BEE	Black Economic Empowerment
CDIC	Central Drakensberg Information Centre
CSIR	Council for Scientific and Industrial Research
DEAT	Department of Environmental Affairs and Tourism
DFID	Department for International Development
DoT	Department of Tourism [National]
DTI	Department of Trade and Industry
DWAF	Department of Water Affairs and Forestry
EIA	Environmental Impact Assessment
EKZNW	Ezemvelo KwaZulu-Natal Wildlife
EMS	Environmental Management System
HSRC	Human Sciences Research Council.
IDP	Integrated Development Plan
IFAD	International Fund for Agricultural Development
IMP	Integrated Management Plan
IWPA	iSimangaliso Wetland Park Authority
KZN	KwaZulu-Natal
KZN-NCS	KwaZulu-Natal Nature Conservation Services
LUMS	Land-Use Management System
MDG	Millennium Development Goals
NDEA	National Department of Environmental Affairs
NEMA	National Environmental Management Act
NPC	National Planning Commission
OECD	Organisation of Economic Co-operation and Development
PAC	Previously Advantaged Community
PDC	Previously Disadvantaged Community
SEA	Strategic Environmental Assessment
SDF	Spatial Development Framework
SME	Small and Medium Enterprises
SMME	Small, Medium and Micro Enterprises
SPII	Studies in Poverty and Inequality Institute
SPSS	Statistical Package for the Social Sciences
SSCM	Sustainable Supply Chain Management
TDM	Tourism Development Model
TRPAP	Tourism for Rural Poverty Alleviation Programme
UNWTO	United Nations World Tourism Organisation

TABLE OF CONTENTS

CONTENT	PAGE
Approval	II
Declaration	III
Acknowledgements	IV
Dedication	V
Abstract	VI
Acronyms and Abbreviations	IX
Table of Contents	X
CHAPTER 1: ORIENTATION OF THE STUDY	1
1.1 Introduction	1
1.2 Background	2
1.3 Statement of the problem	7
1.4 The research question	9
1.5 Delimitation of the study area	10
1.6 Definition of concepts	11
1.6.1 Tourism	11
1.6.2 Rural	12
1.6.3 Rural tourism	13
1.6.4 Poverty	14
1.6.5 Poverty alleviation	15
1.6.6 Model	15
1.6.7 Mechanism	16
1.7 Aims and objectives of the study	16
1.8 Hypothesis	17
1.9 Significance of the study	18
1.10 Limitations of the study	18
1.11 Ethical considerations of the study	19
1.12 Structure of the research study	21
1.13 Conclusion	23
CHAPTER 2: LITERATURE REVIEW	24
2.1 Introduction	24
2.2 Historical development of rural tourism	27

2.3	The countryside as a resource for tourism.	32
2.4	The relationship between rural tourism and agriculture	39
2.5	The context and scope of rural tourism	42
	2.5.1 Impacts of rural tourism	53
	2.5.2 Impacts of rural tourism on physical capital	54
	2.5.2.1 Positive impacts	55
	2.5.2.2 Negative impacts	56
	2.5.3 Impacts of rural tourism on financial capital	57
	2.5.3.1 Positive impacts	57
	2.5.3.2 Negative impacts	62
	2.5.4 Impacts of rural tourism on social capital	66
	2.5.4.1 Positive impacts	66
	2.5.4.2 Negative impacts	68
	2.5.5 Impacts of rural tourism on natural capital	71
	2.5.5.1 Positive impacts	71
	2.5.5.2 Negative impacts	74
	2.5.6 Impacts of rural tourism on human capital	75
	2.5.6.1 Positive impacts	76
	2.5.6.2 Negative impacts	77
2.6	Barriers to rural tourism	78
	2.6.1 Lack of support from other sectors	79
	2.6.2 Lack of qualification and training	80
	2.6.3 Lack of social capital	80
	2.6.4 Lack of financial capital	80
	2.6.5 Lack of human capital	81
	2.6.6 Lack of physical capital	81
	2.6.7 Low capacity to meet the tourist's expectations	82
	2.6.8 Location	83
2.7	Demand and supply of rural tourism	84
	2.7.1 The demand for rural tourism	86
	2.7.1.1 Growth in Demand for rural tourism	87
	2.7.1.2 The psychographics of a rural tourist	88
	2.7.1.3 The life cycle of a tourist destination	89
	2.7.1.4 Factors sustaining demand for rural tourism	90
	2.7.2 The supply of rural tourism	93
	2.7.3 Linking demand and supply to image congruence	95

2. 8. Conclusion	102

CHAPTER 3: THE POTENTIAL ROLE OF TOURISM IN POVERTY ALLEVIATION	103
3.1 Introduction	103
3.2 Dimensions of poverty	105
3.3 Causes of poverty: a theoretical perspective	108
3.3.1 McCaston's Theory	108
3.3.2 The individual deficiency theory	110
3.3.3 The culture of poverty theory	113
3.3.4 Economic, political and social discrimination theory	114
3.3.5 Cumulative and Cyclical Interdependence theory	116
3.3.6 Geographical disparities theory	118
3.4 Poverty as a rural phenomenon	121
3.5 Rural-urban migration as a coping strategy	124
3.6 Relationship between tourism and poverty alleviation	127
3.6.1 Tourism and poverty relief	129
3.6.2 Tourism and poverty reduction	129
3.6.3 Tourism and poverty alleviation	130
3.6.4 Tourism as an export for developing countries	135
3.7 Conclusion	139
CHAPTER 4: DEVELOPMENT MODELS AND PROGRAMMES	140
4.1 Introduction	140
4.2 Rural development theory	141
4.3 Community development theory	146
4.3.1 The systems theory and community development	151
4.3.2 The participatory approach to community development	159
4.4 Development models	164
4.4.1 Needs-based model	169
4.4.2 Asset-based model	170
4.5 Community development case studies	173
4.5.1 The Jagna Community Partnership Project in Philippines	173
4.5.1.1 Objectives of the Jagna community partnership project	174
4.5.1.2 Project methodology	175

4.5.1.3	Implementation methods	178
4.5.1.4	Performance of the enterprise groups	179
4.5.1.5	Evaluation of the Jagna Community Partnership Project	183
4.5.2	The Chinese Rural Development Project	184
4.5.2.1	Objective of the Programme	185
4.5.2.2	The Poverty Alleviation Programme	185
4.5.2.3	The Grain for Green programme	186
4.5.2.4	Expansion of transportation Infrastructure	188
4.5.2.5	Evaluation of the project	189
4.5.3	The Sustainable Rural Tourism Programme in Nepal	190
4.5.3.1	Objectives of the programme	191
4.5.3.2	Implementation of the programme	191
4.5.3.3	Evaluation of the programme	196
4.6	Relevance of development models for Bergville	198
4.7	Conclusion	201
CHAPTER 5: SPATIAL SETTING OF THE STUDY AREA		202
5.1	Introduction	202
5.2	Historical background of Bergville	203
5.3	Spatial and physical attributes of Bergville	205
5.3.1	Climatic conditions	205
5.3.2	Geomorphology of Bergville	207
5.3.3	Fauna and flora	208
5.4	Socio-economic attributes of Bergville	209
5.4.1	Demographic profile	209
5.4.2	Socio-economic profile	212
5.5	Environmental management of Bergville	216
5.6	The Bergville approach to development	217
5.6.1	Objectives of the Bergville development programme	218
5.6.2	Programme approach	219
5.6.3	Local Economic Indaba	220
5.7	Integrated development plan of Bergville	221
5.7.1	Developmental challenges of Bergville	222
5.7.2	Role player expectations	223
5.8	Governance and poverty alleviation	224
5.9	Tourism management	228

5.10	Conclusion	230
CHAPTER 6: RESEARCH METHODOLOGY		232
6.1	Introduction	232
6.2	Research methods	230
6.2.1	The quantitative and qualitative methods	234
6.2.1.1	The qualitative method	234
6.2.1.2	The quantitative method	234
6.2.2	The triangulation method	235
6.2.2.1	Theoretical triangulation	235
6.2.2.2	Methodological triangulation	235
6.2.2.3	Data triangulation	236
6.3	Research design	236
6.4	Data collection	238
6.5	Target population	245
6.5.1	Sample size	245
6.5.2	Sampling method	246
6.5.3	The pilot study	247
6.5.4	The main study	249
6.6	Validity and reliability	250
6.6.1	Validity	250
6.6.2	Reliability	253
6.7	Data analysis	254
6.8	Interpretation of the data	256
6.9	Conclusion	257
CHAPTER 7: ANALYSIS AND INTERPRETATION OF DATA		259
7.1	Introduction	259
7.2	Restatement of the Objectives and Hypothesis	259
7.3	Analysis and exposition of data	261
7.3.1	Personal demographic data analysis	262
7.3.2	Socio-economic data analysis	264
7.4	Analysis and interpretation of the Objective One	269
7.4.1	Data analysis of Objective One	269
7.4.2	Factor analysis theory for Objective One	274
7.4.2.1	Some factor analysis for Objective One	281

7.4.3	Testing of the statistical hypothesis for Objective One	282
7.5	Analysis and interpretation of Objective Two	283
7.5.1	Data analysis for Objective Two	286
7.5.2	Factor analysis theory for Objective Two	294
7.5.3	Hypothesis testing for Objective Two	296
7.6	Analysis and exposition of Objective Three	297
7.6.1	Data analysis for Objective Three	298
7.6.2	Factor analysis for Objective Three	307
7.6.3	Hypothesis testing for Objective Three	312
7.7	Analysis and interpretation of Objective Four	315
7.7.1	Data analysis for Objective Four	315
7.7.2	Factor analysis for Objective Four	323
7.7.3	Hypothesis testing for Objective Four	324
7.8	Conclusion	325
CHAPTER 8: PROPOSED DEVELOPMENT MANAGEMENT MODEL		327
8.1	Introduction	327
8.2	Viability of tourism development	327
8.3	The proposed local development model for Bergville	330
8.3.1	Possible community benefits of the IPAB Model	333
8.3.2	Objectives of the IPAB Model	334
8.3.3	Potential implications of the IPAB Model	335
8.4	The Integrated Participative Asset-based (IPAB) Model	335
8.5	Methodology of the IPAB Model	341
8.6	Conclusion	337
CHAPTER 9: SUMMARY, GENERAL CONCLUSIONS AND RECOMMENDATIONS		343
9.1	Introduction	343
9.2	Limitations of the study	344
9.3	Summary	344
9.4	General conclusions	347
9.4.1	Conclusions from the research	347
9.4.2	Conclusions from the primary research	349
9.5	The research hypotheses	353
9.6	Recommendations	358

9.6.1 Recommendations on tourism resources	358
9.7 Contribution to the body of knowledge	360
9.8 Conclusion	360
Bibliography	364
APPENDICES	397
Appendix 1: Letter to the Local Municipal Manager	398
Appendix 2: Letter to the respondents	399
Appendix 3: Survey 1 Questionnaire [Bergville residents]	400
Appendix 4: Survey 2 Questionnaire [Business sector]	406
Appendix 5: Survey 3 Questionnaire [Municipal employees]	409
Appendix 6: Accessibility	411
Appendix 7: Recreation Facilities	412
Appendix 8: Accommodation	413

LIST OF FIGURES	PAGE
Figure 1.1 Geographical position of Bergville	10
Figure 2.1 Conceptual framework process	25
Figure 2.2 Typical components of a rural tourism	46
Figure 2.3 The rural tourism product	48
Figure 2.4 The interrelated demand and supply model	85
Figure 2.5 The psychographics of a rural tourist	88
Figure 2.6 The life cycle of a tourism destination demand	89
Figure:2.7 The role of image in supporting the rural tourism product	100
Figure 3.1 The Relationship between tourism and poverty alleviation	128
Figure 4.1 Three dimensions of inclusive rural development	142
Figure 4.2 Sustainable livelihoods framework	144
Figure 4.3 First and second curve of economy	145
Figure 4.4 Systems, subsystems and boundaries	152
Figure 4.5 Leakages of foreign exchange earnings	156
Figure 4.6 Skills knowledge and tourism development	166
Figure 4.7 Rural infrastructure: Inclusive development nexus	167
Figure 4.8 The need map of Jagna	176
Figure 4.9 Asset map of Jagna	177
Figure 5.1 Rock paintings	203
Figure 5.2 Average annual rainfall of Bergville	206
Figure 5.3 Average monthly temperature	207
Figure 5.4 The bearded vulture	208
Figure 5.5 Estimated population numbers	210
Figure 5.6 Distribution of types of dwellings	212
Figure 5.7 Distribution of education levels	215
Figure 5.8 The integrated development process	223
Figure 5.9 Bergville and the World Heritage Site in KwaZulu-Natal	229
Figure 7.1 The preferred economic activities	299
Figure 7.2 Perceived promotion of rural tourism	301
Figure 7.3 Perception of statements relating to tourism development	302
Figure 7.4 Negative perceptions relating to tourism development	304
Figure 8.1 Perception towards tourism development	328
Figure 8.2 Entrepreneurship in the study area	329
Figure 8.3 Economic development expectations	330
Figure 8.4 Arnstein's ladder of participation	332
Figure 8.5 Integrated Participative Asset Management-based Model	336
Figure 8.6 The five-levels IPAM development model	338

LIST OF TABLES		
		PAGE
Table 4.1	The needs-based development model	170
Table 4.2	The asset-based development model	171
Table 5.1	Bergville population distribution	210
Table 5.2	Existing households – Population numbers	214
Table 5.3	Some key performance areas:elements of the IDPs in rural areas	225
Table 6.1	Response formats per research objective	242
Table 7.1	Personal demographic attributes of respondents	262
Table 7.2	Socio-economic attributes of respondents	266
Table 7.3	Responses on the infrastructure	267
Table 7.4	Statements on tourism attractions	276
Table 7.5	Intangible tourism attractions	279
Table 7.6	Factor analysis of tourism components	282
Table 7.7	Chi-square testing of Bergville statements by demographics	284
Table 7.8	Job creation and related opportunities	287
Table 7.9	Entrepreneurial skills development	290
Table 7.10	Perception of income generation	292
Table 7.11	Factor analysis of tourism development statements by six Components	293
Table 7.12	Chi-square test for demographic variables and statements on Tourism development	296
Table 7.13	Factor analysis of tourism development statements by three Components	308
Table 7.14	Factor analysis of tourism business development statements by four components	311
Table 7.15	Chi-square test for business type and statements on business Tourism development	314
Table 7.16	Perceived existing management practices and strategies	316
Table 7.17	Factor analysis of tourism management practices	323
Table 7.18	Chi-square test results for management practices	324

CHAPTER 1

ORIENTATION OF THE STUDY

1.1 INTRODUCTION

Large parts of South Africa are stuck in a poverty trap in which poverty is so extreme that it is difficult to solve the crippling problems of hunger, diseases and lack of infrastructure. These crises in turn hamper economic growth and promote rural depopulation (Sachs, McAuthur, Schmidt-Traub, Kruk, Bahadur, Faye & McCord, 2004:3). Ironically, South Africa is a tourism paradise which offers a variety of attractions including scenic beauty, diverse wildlife, a kaleidoscope of cultures, traditions and opportunities to explore the outdoors through sporting and adventure activities. Little is known, however, about its socio-economic impact on livelihoods of the poor in rural areas (Bennet & George 2004:4).

Isaac & Van der Sterren (2004:2) argue that tourism is a possible strategy of growth for developing economies and an agent of development because of its potential to be a source of income for local economies. However Meyer (2000) Mbaiwa (2005) and Brown (2006) warn that if tourism development planners can stop focussing on the enclave development of resorts characterised by exclusion of linkages to the local economies, especially in poor rural areas, tourism can be a true vehicle for the development of local communities. The main point here is that tourism planners must avoid a situation where exclusion undermines the role of tourism in poverty alleviation especially in rural communities like Bergville.

Tourism is seen as a possible strategy of growth for developing economies and an agent of development because of its potential to be a source of income for local economies (Isaac & Van der Sterren 2004:2). One cannot ignore the necessity of development and innovation in the agricultural sector. Tourism development planners focus on the enclave development of resorts characterised by exclusion of linkages to the local economies, especially in poor rural areas (Brown 2000, Meyer 2006). Where this exclusion occurs, the role of tourism in poverty alleviation is undermined, especially in rural communities like Bergville.

Currently, poverty alleviation is a major concern for many developing countries, including South Africa. Unfortunately; efforts by professionals to save the rural poor through approaches to soil fertility improvement, land reform and advanced agricultural technology have not achieved what might have been hoped for (Shen, Hughey & Simmons 2008:1). More economic involvement of the poor is a prerequisite for the process of poverty alleviation in South Africa. With its possible socio-economic advantages, such as the creation of employment, tourism is indicated by development policies as an important industry for poverty alleviation. It can create jobs, develop skills and grow the economy by boosting the sales of various goods and services such as agricultural products and handicrafts (Fayissa, Nsiah & Tadasse 2007:2).

This chapter sketches the background and scope of the study. It details the background to the research problem and also outlines the objectives of the study, describing the problem statement, research questions and assumptions. It then concludes by outlining the format of the study, focusing on the introduction, literature survey, research methodology, statement of findings, discussion of findings, conclusions and recommendations.

1.2 BACKGROUND

According to Nwanze (2011:42) the starting point for understanding rural poverty is having an understanding that the population of the developing countries remains mainly rural in spite of the fact that urbanisation is unfolding rapidly in these countries. Nwanze (2011) goes further to mention that today a little less than 35% of the total rural population of the developing countries is classified as poor. In South Africa and other developing countries poverty is a two-sided issue. There is rural poverty and urban poverty. Unlike hunger, which is absolute, poverty is a relative concept. Most people, when they think about poverty in Third World countries like South Africa, have a picture of overcrowded cities surrounded by shanty towns. This picture only reflects urban poverty. Urban poverty, unlike rural poverty, poses problems of housing, shelter, water, sanitation, health, education and social security (Vashsishta 2009:875). Rural poverty is another

side of the phenomenon. It is evident where people cannot fulfil their most basic needs and cannot attain their dreams and desires (Noble, Ratcliffe & Wright 2004:6). Further, it is characterised by the absence of resources whereas urban poverty is characterised by the presence of resources and an intense competition and scramble to obtain them. Poverty, whether rural or urban, is equally unacceptable. One of the mechanisms that can be used to alleviate poverty in rural areas is to take advantage of their rich natural heritage and develop a tourism industry that can benefit the poor.

The trend and the pace of urbanisation in South Africa is a result of a combination of the push and pull forces. Rural urban migration, infrastructure development, national policies, private sector forces, and other aggressive socio-economic and political processes, including globalisation, drive urbanisation across the developing world (United Nations 2007:7). The main push factor in the process of rural urban migration is the lack of employment opportunities and the main pull factor to urban areas is anticipated job availability. Tourism development has the potential of creating employment in rural areas and bringing about population stability.

Holland, Burian & Dixey (2003:3) argue that as many as 75% of the world's poor people live in rural areas. Various models have been used to alleviate poverty in rural areas, such as Nepal's Rural Tourism Development Model (Dhakal, Khadka, Sharma, & Choegyal 2007:3) and the Malaysian Development Model (Shamsudin 1997). Most of the top tourism destinations in developing countries, such as the national parks, the wilderness areas, the mountains, the lakes and the cultural sites, are rural. This means that tourism is an important feature of the rural economy. Its development can contribute to job creation, skills development, entrepreneurial development and economic growth.

Mader (2003:1) argues that tourism is a major service. Rural areas and cities alike can depend heavily on tourism to fuel the economy and generate employment. Most of the travellers who are interested in visiting rural villages contribute indirectly to the growth of the economy. The same view about the importance of tourism in rural areas is echoed by Viljoen & Tlabela (2006:1) in their argument

that rural tourism consists of leisure activities which are carried out in rural areas. This includes various types of tourism such as community based tourism, ecotourism, cultural tourism, adventure tourism, guest farms, backpacking, riding and agritourism.

Poverty is a multidimensional problem and there is more than one approach in dealing with it. McCaston & Rewald (2005:10) argue that the causes of poverty fall into three categories: immediate causes, intermediate causes and underlying causes. Turner (2005:3) shares the same view in his argument that the immediate causes of poverty are factors which are directly related to life and death situations: urgent crises in livelihoods, the shocks which affect the poor more than they afflict the affluent.

The intermediate causes of poverty are those factors which the poor commonly lack, their basic needs: absence of basic services, lack of skills, lack of employment opportunities and low productivity, *et cetera*. People who lack employment opportunities then decide to migrate from their countries or regions of origin to areas of perceived opportunities. Tourism development in rural areas can play a pivotal role in minimising the impact of poverty through job creation, skills development and economic growth.

McCaston & Reward's (2005) last category of the causes of poverty is the underlying causes of poverty. Under this category they consider why people end up being victims of immediate and intermediate forces of poverty. They claim that the underlying causes of poverty relate to issues of rights, empowerment and identified status. The underlying causes can be indirectly addressed through community participation in rural economic activities such as tourism.

In South Africa, identifying mechanisms for dealing with rural poverty is not a straightforward task and should be informed by a comprehensive understanding of the dynamics that have shaped and are shaping the South African rural areas (Delius & Schirmer 2001:3). Turner (2005:3) makes a distinction between interventions of poverty reduction and poverty alleviation. Poverty reduction aims at the ending of the existence of poverty for a certain percentage of people and

has been the goal of many development objectives around the world. It employs strategies and policies that reduce the number or percentage of people living in poverty.

Poverty alleviation aims at reducing the negative impact of poverty on the lives of the poor people but in a more sustained and permanent way than poverty reduction interventions. Rural areas need tourism development because it is a suitable mechanism for poor rural communities to achieve a sustainable reduction of the impact of poverty through entrepreneurial development, creation of employment and income generation. Mader (2010:1) maintains that poverty alleviation begins with the creation of employment. Tourism can be a useful tool to provide a major source of foreign exchange thereby contributing to the improvement of the livelihoods of poor people by fostering entrepreneurial activity in the informal sector especially in rural areas (Brown 2000:57).

A link between tourism and poverty alleviation has been emphasised in contemporary tourism and poverty alleviation literature. Notably, some of the authors that emphasise this contention are Ashley (2002), Chachage (2003), Luvanga & Shitundu (2003), Roe, Ashley, Page & Meyer (2004), Udovc & Perpar (2007) and Bowel & Weinz (2008). This emphasis is also presented in various forms. Some of the above cited scholars use the term 'pro poor' tourism to mean tourism that supports poverty alleviation initiatives, targeting the poor. Mader (2010:1) argues that the term 'pro poor' tourism is problematic because it is unclear whether it refers to the tourism that exploits the poor or tourism that works towards the alleviation of poverty. She prefers the term 'poverty alleviation tourism' over 'pro poor' tourism. Kendle (2008:1) uses the term 'poverty tourism' or 'poorism' to mean the small tours taken when tourists arrive in a city and walk or drive through areas of extreme poverty (Townships tours in South Africa, Dharavi tours in India and Favela tours in Brazil). The significance of this interchange of terms is that they all confirm that there is a relationship between tourism development and poverty alleviation.

The critical question is what more can be done to develop tourism in rural areas as a way of dispersing its benefits and discouraging rural exodus triggered by

poverty? To this effect Brown (2000:57) argues that tourism development in declining rural areas may halt a drift to the cities and provide new growth innovations in these areas. Rural producers must reduce their overreliance on agriculture and engage in new economic opportunities such as those that are more competitive in more globalised markets. Nevertheless, the positive impacts of tourism can reduce rural poverty and socio-economic problems associated with urbanisation. Van Veuren cited in Rogerson & Visser (2004:138) share this view by arguing that rural tourism has the potential to contribute significantly towards the goals of sustainable development in the poorest regions. There is no 'one size fits all' when it comes to dealing with poverty but tourism can contribute to poverty alleviation and population stability through the creation of employment, economic growth and skills development.

The role of rural tourism in poverty alleviation can be more meaningful if the local communities participate in its development and management. Communities in rural areas like Bergville should be given the opportunity to participate and decide what kind of development they want. Where tourism development depends upon the involvement of the local people as part of the tourism product, it can be a real tool to solve major problems in rural areas. Specifically, through participation in the tourism industry, the rural communities can improve their livelihoods by sharing the benefits from the tourism industry. This, in turn, can discourage rural depopulation and encourage people to capitalise on rural assets for livelihoods (Isaac & van der Sterren 2004:2).

Richards (2005:10) declares that cultural tourism is growing fast all over the world and tourists are beginning to forsake the vibrant holidays along the urban destination in search of knowledge about the diverse cultures in rural areas. This shift of focus provides an opportunity for rural communities to use their local assets to be involved in the industry. Community involvement would mean that the local people are part of the planning processes and beneficiaries when it comes to profits. Moreover, the involvement of local communities would make tourism an environmentally sustainable industry that involves people in conservation programmes. Community participation in rural tourism can work as a mechanism to help the rural people to cope with the impact of poverty.

1.3 STATEMENT OF THE PROBLEM

Shuttleworth (2008:1) claims that the definition of a research problem is the fuel that drives the scientific process and is the foundation of any research method and its formulation is the first step to a scientific investigation. This view is shared by Ellis (2008:2) who holds that answering the question 'why conduct the research?' with an effective and specific statement of the problem add meaningfulness to the study and also serves as the first step towards answering the research question. For this study to have a context and to generate research questions the researcher hopes to answer, the researcher presents the following research problem as a trigger issue to the investigation of tourism development as a mechanism for poverty alleviation with a special focus on Bergville.

Prior to the mechanisation of agriculture in South Africa and worldwide, farming manned by human beings was the main source of employment in most rural areas. The current impact of the mechanisation of agriculture in rural areas such as Bergville is that employment in the industry now requires certain skills which the majority of rural dwellers do not possess, and some rural workers are unable to find employment where they live. This situation pushes the majority of dwellers into the rural deprivation trap which triggers rural-urban migration, with movement of people from rural areas like Bergville to cities in search of a better livelihood. This does not change the situation in rural areas. It merely shifts part of poverty from rural areas to urban areas. The situation in rural areas can be changed through the development of sustainable rural economic activities whose benefits can be dispersed to local communities.

Rural areas in South Africa face the problem of underdevelopment, unemployment, low literacy rates and lack of basic infrastructure (Nzama 2008:1). The issue of the decline in agricultural productivity comes with other challenges. South Africa is facing a serious challenge in its interventions to roll out rural development programmes in extremely impoverished remote rural areas like the former homelands. In some areas the contrast between extreme poverty and the

natural beauty has led to the tourists attractions becoming the focal points for economic development efforts (Kepe, Ntsebeza & Pithers 2001:2).

Bergville has a problem of poverty. About 73% of the population has no formal income and a large percentage of the remainder earn low income. About 3.5% of those who have formal income earn between R100.00 and R400.00 per month, 8.7% earns between R401 and R800.00 per month, 1.8% earns between R801 and R1 600, 2.4% earns between R1601 and R12 800 and 0.6% earns R12 801 and more. This means that the other sources of income in the area support the non-income group (Okhahlamba Local Municipality 2010:18). The local people must find means and ways of participating in the economy of the area, and tourism development is one of the mechanisms that can be used. Poverty alleviation is at the heart of the tourism agenda to such an extent that tourism is already affecting the livelihoods of millions of poor people positively and negatively (Ashley, Dilys & Goodwin 2001: 4).

Unemployment is another problem experienced by Bergville, which threatens to destabilise the population through rural-urban migration. Employment statistics show that 8.7% is employed, 14.6% is unemployed, 12, 3% comprises learners and students, 3.1 % comprises housewives, 2.5% comprises pensioners, 1.7% is unable to work due to illness or disability, 0.5% comprises seasonal workers, 3.2% do not choose to work, 8.4% cannot find work and 44.5% is younger than 15 years and older than 65 years (Okhahlamba Local Municipality 2010:18). This high rate of unemployment requires a solution that can create job opportunities, provide skills development opportunities, grow the economy and provide extra income for the population of Bergville.

Although the problems faced by Bergville are multidimensional, poverty can be regarded as the source of every problem. Mishra & Dash (2003:2) claim that the problem of poverty translates into a psychological dimension of poverty whereby the poor feel discriminated against, insecure, politically repressed and victimised by public agencies. Poverty in rural areas further multiplies into other problems like depopulation from rural areas, socio - economic problems and environmental degradation.

Tourism is considered by many as a viable strategy to assuage poverty. It is a growing economic activity and its progress looks very impressive. Tourism is a unique industry because the tourist does not take away the service but leaves it at the point of consumption (Luvanga & Shitundu 2003:1). South Africa is rapidly becoming a major tourist destination and is getting ready for a quantum leap towards mass tourism. It is therefore worthwhile to examine the role that tourism can play in reducing poverty in rural areas. The researcher intends to establish the extent to which the rural poor in Bergville can benefit from the tourism industry and whether the benefits have anything to do with the alleviation of poverty or not. This calls for an investigation into the role of tourism as a mechanism for poverty alleviation in KwaZulu-Natal, with specific reference to Bergville.

1.4 THE RESEARCH QUESTION

Durbin (2004:1) holds that a questioning attitude is the first step in the research process because research starts with a question that leads to a hypothesis. The curiosity of the researcher was triggered by the desire to know and understand the role that rural tourism development can play in poverty alleviation. The study seeks to analyse the general economic effects of tourism in South Africa and to apply them in rural areas as part of poverty alleviation strategy. Specific research questions to be answered are the following:

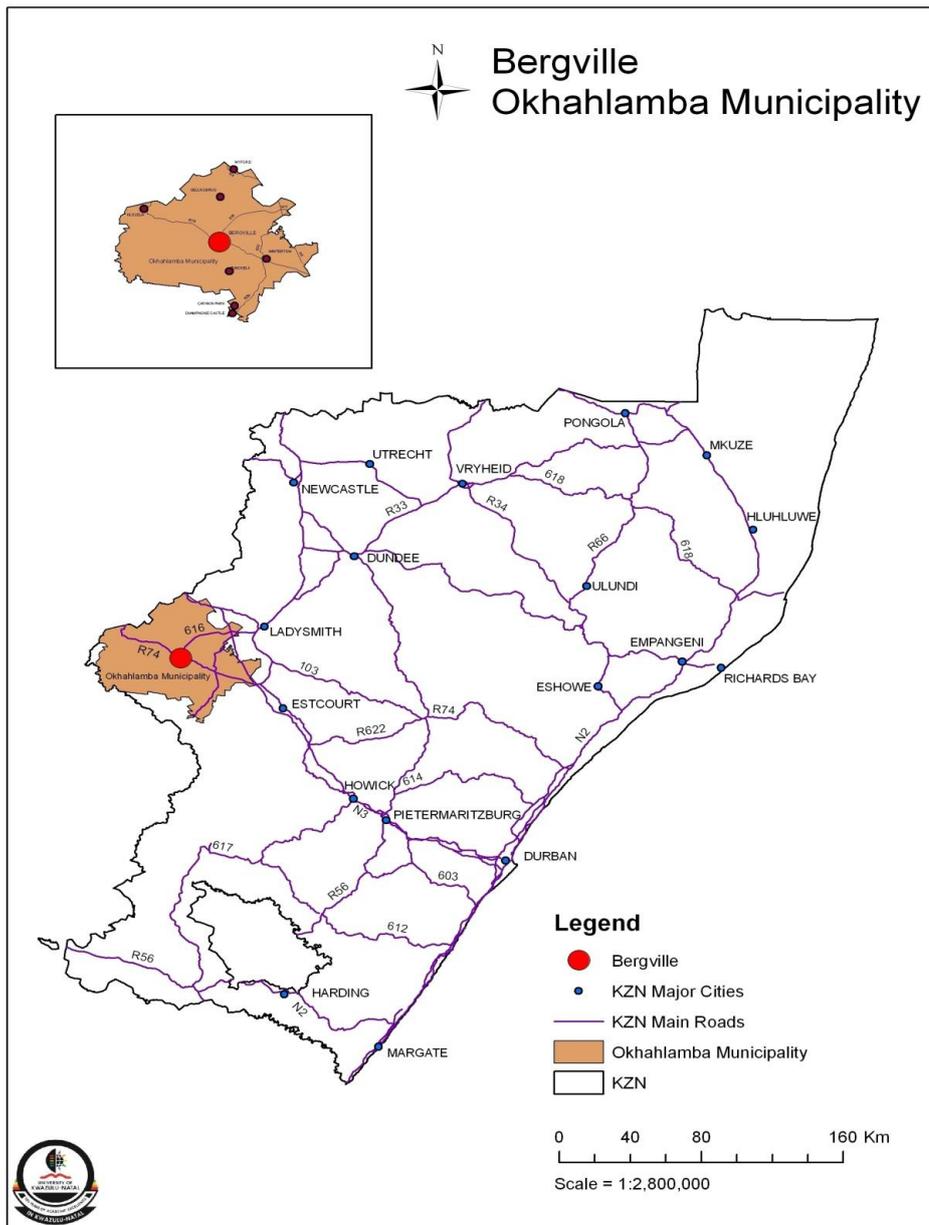
- What is the level to which rural tourism development can contribute to economic development, which can result in poverty alleviation in the Bergville area?
- Can rural tourism development in Bergville bring a halt to the continuous rural-urban migration which is triggered by poverty in the area?
- What are the perceptions of the Bergville residents towards rural tourism development as a mechanism that can minimise poverty?
- Will Bergville need a special tourism development model to alleviate poverty and to curb the on-going rural urban migration?

It was anticipated that this study would answer the abovementioned questions.

1.5 DELIMITATION OF THE STUDY AREA

Bergville Local Municipality consists of privately owned commercial farmland, two tribal authorities: Amazizi and Amangwane and privately owned smallholder settlements. The tribal areas occupy the western portion of Bergville situated on the edge of the interior basin and the foothills of the Drakensberg and extend up to the Drakensberg Mountains and Lesotho borders [Refer to Figure 1].

FIGURE 1.1: GEOGRAPHICAL POSITION OF BERGVILLE



[Source: Vivid Marketing & Communications, (2010)]

The eastern portion of Bergville includes some rugged terrain associated with the Thukela River where it cuts through the interior basin to provide an environment with a valley in which bushveld thrives (Okhahlamba Local Municipality 2006:17).

The study covers Bergville and the surroundings in the province of KwaZulu-Natal. Bergville is a small town in the foothills of the Drakensberg Mountains, KwaZulu-Natal. It was established as Bergville Mountain Village in 1897 and is now a commercial centre for 2,500 square kilometres of dairy and cattle ranching. Bergville is equidistant from Johannesburg and Durban. It is also known as the gateway to the Northern Drakensberg. It lies on Route 74 which is a more scenic alternative to the N3 Toll Road. The town lies on the banks of the Tugela River with dramatic peaks of the Drakensberg in the near distance (Batta & Pathak 2009:1). Worthy of mention is also that Bergville, owing to its location in the high grounds of the Okhahlamba environment, ought to be benefitting substantially from the extensively developed tourism landscape and activities in the area. According to Magi & Nzama (2008) the Okhahlamba-Drakensberg has been described as an important ecotourism resource, which is underpinned by two philosophies, that is, biocentric (promotes ecological process seeking to protect the integrity of the ecosystems) or anthropocentric (use, enjoy and maximise direct human use) of the natural environment.

1.6 DEFINITION OF CONCEPTS

There is an untold amount of information worldwide and by conducting this study, the researcher is adding to this plethora of information. In order to make this study worthwhile, the researcher deemed it imperative to define the key concepts used in the study. It is hoped that the definition of concepts will avoid intersubjectivity of meaning (Walliman 2005:93). The key concepts that are used in this study are briefly defined below.

1.6.1 Tourism

The UN World Tourism Organisation [UNWTO, 2001] defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and

other purposes (Delishe & Venne 2005:57). Similarly Richards (2005:21) defines tourism as temporary short term movement of people to destinations outside the places where they normally live and work. Activities during their stay include movements for all purposes as well as day visits and excursions.

Tourism is also seen as the activity of persons travelling and staying in places outside their usual environment for not more than one consecutive year for leisure not related to the exercise of an activity remunerated from within the place visited (Page 2003:7). According to Ashley (2002: 6) tourism refers to two things, namely, the activity to travel and the industry based on travel. Adopting an economic and financial approach, Luvanga & Shitundu (2003:8) define tourism as an economic activity which belongs to the invisible trade section of the balance of payment accounts. It is deemed to be an export of services to foreign countries from which visitors originate.

In general terms, Page & Connell (2006:11) have referred to tourism as relating to the broad national framework which identifies tourism's essential characteristics and distinguishing tourism as a similar and often different phenomenon. For the purposes of this study the concept tourism is therefore used to mean the relationships and benefits to local communities, arising from the travel and stay of non-residents in unfamiliar places.

1.6.2 Rural

The concept of 'rural' or at times 'rurality' has a long and extensive history. According to Ellison (2002:6) the notion 'rural' means a place that is outside the boundaries of a primary metropolitan statistical area with a population of 10 000 or more. Similarly, Frasier (2009:1) has suggested that rural places are those that are sparsely settled away from the influence of large cities and towns where people live in villages, on farms, in isolated places and are mainly characterised by primary economic activities.

Viljoen & Tlabela (2006:3) have identified five features of rural areas. Firstly, rural areas are spaces where there are human settlements which occupy only small patches of landscape. Most of these patches of landscape are dominated by fields

and pastures, woods and forest, water, mountain and desert. Secondly, rural areas are places where most of the people spend most of their time working on farms. Thirdly, rural areas are characterised by an abundance of relatively cheap lands. Fourthly, rural areas have high transaction costs, associated with long distance and poor infrastructure. Fifthly, rural areas have geographical destinations which increase the costs of political transactions and magnify the possibility of elite capture of urban bias.

In the context of this study, the term rural is used to refer to large isolated areas in the countryside characterised by low population densities and dominated by primary activities.

1.6.3 Rural tourism

The concept of rural tourism has been seen and defined by Gopal, Varma, & Gopinathan (2008:512) as visiting an area dominated by the natural and farming environments where specific natural, economic and socio-cultural features are harmoniously integrated so as to create unique tourist products. Rural tourism consists of leisure activities which are carried out in rural areas. It includes various forms of tourism such as community based tourism, ecotourism, cultural tourism, adventure tourism, guest farms, backpacking, riding and agri-tourism (Viljoen & Tlabela 2006:1).

The Organisation of Economic Co-Operation and Development [OECD] defines rural tourism as taking place in the countryside located in agricultural landscapes and is characterised by enjoyment of a tamed nature of highly modified landscapes (Aref & Gill 2009: 68). Rural Tourism is tourism in which rest or short leisure stay is organised in the countryside by a farming family on the premises of their own farm which is connected to the utilisation of rural attractions offered by the farm as well as the natural and geographic attractions of the region and cultural values (Ozdinski 2009:174).

In Hungary rural tourism means a kind of tourism activity which provides supplementary income for those who have other main occupations, for example, agriculture and industry, by taking their unused accommodation into the service of

tourism (Szabo 2005:180). On the other hand, according to Holland *et al.* (2003:8) rural tourism has come to mean agri-tourism or farm tourism. They define farm tourism as when accommodation for rural tourists is provided on farms and the core activity is in the wider rural area. In addition, they also define agri-tourism as when the purpose of the visit has a specific agricultural focus such as being with animals, *et cetera*. They finally define rural tourism as an activity that includes farm tourism and agri-tourism but also campsites, lodges, safari drives, craft markets, cultural displays, adventure sports, walking trails, heritage sites, musical events and any other tourist activity taking place in a rural area.

For purposes of this study, the concept rural tourism is used to mean tourism that showcases the rural way of life (heritage, culture, arts and crafts as well as natural heritage) at rural destinations thereby benefitting the local people socio-economically and encouraging interaction between the visitors and the locals for a more educational tourism experience.

1.6.4 Poverty

The Statistics South Africa (SSA, 2007: 47) has defined poverty as 'a state of economic, social and psychological deprivation occurring among people or countries lacking sufficient ownership, control or access to resources to maintain acceptable living standards'. Makoka & Kaplan (2005:6) also state that poverty can be conceived as absolute or relative, as lack of income or failure to attain capabilities. They further state that poverty can be chronic or temporary and can sometimes be associated with inequality.

The European Commission suggests that the definition of poverty should include the deprivation of basic capabilities and lack of access to education, health, natural resources, employment, land, credit, political services and infrastructure (Harris 2004:7). As such, poverty in its broadest sense is seen as the pronounced deprivation of wellbeing related to a lack of material income or consumption, low levels of education and health, poor nutrition and low food security, high levels of vulnerability and exposure to risk and a profound lack of opportunities to be heard (Shackleton; Shackleton; Gambiza, Nel & Rowntree 2008:3).

For the purposes of this study, poverty is therefore seen in the same manner as suggested by Shackleton; Shackleton; Gambiza, Nel & Rowntree (2008:3), that of the lack of resources upon which human health and well-being depend in order to meet the basic obligation and needs of daily existence.

1.6.5 Poverty alleviation

Poverty alleviation is a mechanism to get the poor to cross a given threshold of income or consumption. It is a sustained increase in productivity and an integration of the poor into the process of growth (Wilson, Kanji & Braathen 2001:22). The concept of poverty alleviation is therefore, a term associated with anti-poverty campaigns that are welfare focused and the term 'alleviation' means to make something less severe or more tolerable (McCaston & Rewald 2005:2). Poverty alleviation also means reducing the proportion of people living in extreme poverty or those living on less than US\$ 1 a day (Harris 2004:7).

It is therefore accepted, for purposes of this research study that poverty alleviation refers to the efforts aimed at reducing the impact of poverty on the livelihoods of local people in a more sustained manner, in both the rural, semi-rural and urban environments.

1.6.6 Model

Fundamentally, a model is defined by (Kuhne 2005: 2) as a representation of a system that allows for investigation of the properties of a system and in some cases prediction of future outcomes. It is also seen by Singh (2007:76) as a logical picture of a theory and a graphical representation for meaningfully fitting together all the available details into a comprehensive summary. In other words, a model can be seen as a representation of an object, concept or system and it can be physical or abstract, static or dynamic (Khambekar & Wilborn 2010: 3).

The notion of a model that is recommended for purposes of this study is that which relates to the logical picture of a theory and/or conceptual and graphical representation for meaningfully fitting together all the available details into a comprehensive summary. In other words, it is a representation that is intended to

serve as a pattern for something that can be replicated to bring about a positive change in the livelihoods of people residing in Bergville.

1.6.7 Mechanism

Roberts (2009:6) defines a mechanism as a system of two or more related parts that function together to perform a single and unified task. On the other hand, the same concept is defined by Woodward (2002:1) as entities and activities organised so that they produce regular changes from start to finish. Both these definitions highlight the notion integrative performance of a set of entities to produce uniformity of work. For purposes of this research study, the term mechanism refers to the means by which a set of activities is designed to bring about a desired outcome. The study views rural tourism development, inter alia, as a mechanism by which poverty alleviation can be achieved in the study area.

1.7 AIMS AND OBJECTIVES OF THE STUDY

The aim of the study was to analyse the direct and indirect livelihood impacts of tourism and their implications on poverty alleviation in Bergville. Since tourism is one of the largest sectors in the economy, the researcher was keen to know more about its benefits to rural societies at large and in particular the rural poor in Bergville.

Flowing from the research questions, the general objective of the study was to analyse the direct and indirect socio-economic impacts of rural tourism and their implications for poverty alleviation and rural-urban migration of the people living in Bergville. The fundamental objectives of the study were five-fold:

- (a) To identify the resources that can be used for rural tourism development in rural Bergville.
- (b) To establish the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area.

- (c) To find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in their area.
- (d) To identify the existing management practices or strategies which are perceived as contributing to the improvement of the quality of livelihood in the study area.
- (e) To propose a development management model, that would contribute to poverty alleviation in Bergville.

1.8 HYPOTHESES

Durbin (2004:1196) has argued that the hypothesis is the formal statement of the research question which should be stated such that a true or false answer from the investigation would support or refute it. Singh & Kumar (2003: 1) emphasise the importance of a hypothesis by stating that it is a 'basic plank' for social research which is essential to give a starting point and direction for the research project without which it would float like a rudderless ship. For this study to have relevance, the following hypotheses were advanced by the researcher, based on the research problem and the aims and objectives of this research study. The following hypotheses are therefore postulated:

- a)** That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development.
- b)** That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area.
- c)** That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development, are positive towards tourism as a human activity in the area.
- d)** That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area.

- e) That there is a possibility for establishing a viable development model which can be used for community development in the study area.

1.9 SIGNIFICANCE OF THE STUDY

This study is significant because it highlights the positive and negative impacts of tourism development on the livelihoods of people. The highlighted impacts of tourism can be used as guidelines for sustainable use of tourism as a mechanism for poverty alleviation. The study provides answers to and probes further into the role that tourism development can play in poverty alleviation. The implementation of findings and recommendations of this study can assist the local development planners in Bergville to take advantage of the positive impacts of rural tourism and to manage the negative impacts of rural tourism in future.

The results of the study can also provide a broad overview of how tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area. By focusing on the role of tourism development on poverty alleviation, the researcher has developed an Integrated Management Model for Bergville which can assist the municipality to efficiently manage the struggling economy and alleviate poverty. The Integrated Management Model can be used to promote economic sustainability by creating a balance between the social, economic and ecological pillars of sustainability and by co-coordinating programmes of the different sectors and spheres of the local municipality.

1.10 LIMITATIONS OF THE STUDY

The main limitation to this study was the timing of the administration of the local municipality employees' questionnaires. These questionnaires were administered four months before local government elections. This affected the response rate in two ways. Firstly 50% of the local municipality employees did not return their responses as expected. Secondly, the local municipality employees avoided the second part of the questionnaire which related to the role of the existing

management practices in improving the livelihoods of local people. The researcher concluded that the local municipality employees suspected that whole exercise is a political fact finding mission in spite of the explanation provided in the two letters (Appendix 1 and Appendix 2).

1.11 ETHICAL CONSIDERATIONS OF THE STUDY

The researcher took the ethics of undertaking research very seriously. One of the possible unethical behaviours on the part of the researcher is the provision of an inadequate search and review of literature and not giving a fair and balanced assessment of other scholar's ideas and arguments (Hart 2005:298). The following ethical principles were taken into consideration during the conduct of research.

(i) Plagiarism

Whilst the researcher ensured that adequate literature was employed in the study, he avoided plagiarism. Walliman (2005:336) argues that the worst offence against honesty in research is called plagiarism which refers to a situation where a person directly copies someone else's work into a thesis and deliberately fails to acknowledge the source. The researcher acknowledged the source of all thoughts, ideas and works of others even in cases where they were paraphrased in his own words.

(ii) Beneficence

Beneficence is the principle to do good during the conduct of research (Robinson 2010:2). In keeping with this principle, the researcher ensured three things. Firstly, the fieldworkers were instructed to avoid deception by telling the whole truth about purpose and benefits of the study (Hart 2005:299). Secondly, in the covering letter to the Local Municipality manager (Appendix 1) where the researcher asked for permission to conduct research in Bergville, he committed to make the findings and recommendations of the study available to the Local Municipality.

Thirdly, the researcher ensured the respondents that the study will benefit them through a proposed integrated tourism development model for the study area

whose implementation may lead to job creation, skills and economic development. A copy of the model will be submitted to the Okhahlamba Local Municipality for consideration in future development planning. The researcher did all this to avoid what Opie (2004: 29) refers to as 'rape research' meaning a situation where the researcher goes into the research setting and gets the required data and then leaves and never returns or gives nothing in return.

(iii) Non-maleficence

The researcher must ensure that no harm is done to the subjects during the conduct of research (Robinson 2010:2; Birnbaum 2005:1; Cooper & Schindler 2003:121). This means that the researcher is responsible for the ethical treatment of research subjects (Herbert, 1990:105). In keeping with this principle and the goal of ethics, the researcher explained the research procedure to the respondents. (Refer to Appendix 2). The letter indicated to the respondents that information collected during the survey will be treated with strictest confidence and will only be used to produce statistical data. The letter also ensured the subjects that their privacy would be protected at all times.

(iv) Autonomy

One of the four ethical principles is autonomy which refers to the right of the subjects to decide whether they wish to participate or not in the survey. In keeping with this principle, the researcher followed the guidelines as suggested by Cooper & Schindler (2003:121) by writing a covering letter to all the respondents (Appendix 2). In the letter the researcher explained the purpose of the study and its benefits. The fieldworkers were importuned to obtain the consent of the respondents to administer the questionnaire (Hart 2005:299). The covering letter also contained the contact details of the researcher should the subjects have any queries about the study.

(v) Justice

In terms of the principle of justice, the rights of respondents are of critical importance (Robinson 2010: 2). Besides instructing the fieldworkers not to force the subjects to take part in the study, the researcher ensured that fieldworkers

administered the questionnaire to males and females, the youth and the adults, employed and unemployed as well as educated and illiterate.

1.12 STRUCTURE OF THE RESEARCH STUDY

The study is divided into nine chapters. Each chapter has an introduction, a main body and a conclusion that prepares the reader for the next chapter. The chapters constituting the study are as follows:

Chapter 1: Orientation to the study

This opening chapter outlines the background and scope of the study. It details the background to the research problem and the significance of the study. It outlines the objectives of the study, describing the problem statement, research questions and assumptions. It concludes by outlining the format of the study, focusing on the introduction, literature survey, research methodology, and statement of the findings, discussion of findings, the conclusions and recommendations.

Chapter 2: Theoretical framework

This chapter outlines the subject of rural tourism and its impact on development in general. It gives a broad overview of the history of rural tourism development, its relationship with agriculture and the resourcefulness of the countryside for tourism development. It covers rural tourism as a dynamic concept, considering its definition, scope and context as explained by different scholars within and outside the field of tourism. The impact of rural tourism is covered from the perspective of livelihoods assets. The chapter concludes by focussing on two important aspects relating to rural tourism. The first aspect is on the barriers hindering the potential of rural tourism to benefit the poor. The second aspect is a discussion on the supply and demand of rural tourism including the relationship between image congruence and tourism supply and demand.

Chapter 3: Tourism and poverty alleviation

Chapter 3 looks at the link between tourism and poverty alleviation in the rural world in particular. Firstly it shows how poverty can be seen as a rural

phenomenon. Secondly it outlines how the dimensions of poverty are interpreted and understood by various academics. Thirdly it looks at the causes of poverty with a special focus on theories according to which these causes may be interpreted. Lastly it offers a critical perspective of the role that rural tourism can play in poverty alleviation.

Chapter 4: Rural tourism development models

This chapter covers four aspects of development. The first part discusses the concept of development and its dynamic nature. It considers the shift from the traditional paradigms of community development to the modern paradigms which are community centered. The second part of the chapter looks at the different approaches to rural development with special focus on needs-based and asset-based paradigms. The third part gives an analysis of case studies from three countries. The fourth part looks at relevancy of the case studies to the study area.

Chapter 5: Spatial setting of the study area

This chapter outlines the spatial setting of Bergville, paying special attention to its historical background, socio-economic attributes, environmental management, tourism sector, the development model used locally, and the current Integrated Development Plan.

Chapter 6: Research methodology

This chapter looks at the four broad elements of research methodology. Firstly, it pays attention to the research methods employed in order to understand how the people in the study area perceive tourism development as a mechanism for poverty alleviation. Secondly, it provides a detailed description of the research methods that were utilised in the study. Thirdly, it gives extracts from relevant literature that supports the use of these research methods in the study. Fourthly, it provides the knowledge and skills needed to answer the research question on the issue of poverty alleviation through tourism development.

Chapter 7: Exposition, analysis and interpretation of data

This chapter presents a report on the findings from the three research instruments. It outlines the rate of responses on the three questionnaires. As part

of the presentation of the findings, this chapter outlines the findings from the respondents on tourism resources, the contribution of rural tourism to entrepreneurial development (job opportunities, skills development and income generation) in Bergville and tourism management practices in Bergville that can contribute to the livelihoods of the people.

Chapter 8: Proposed Integrated Management Model

This chapter discusses a proposed or recommended management model, which can be used or contribute to the improvement of the quality of livelihood in the study area by way of introducing poverty alleviation systems in the Bergville area. This integrated management model can be regarded as a tool for promoting integrated development as well.

Chapter 9: Summary, conclusions and recommendations

This is a concluding chapter which gives a synthesis of the study. It is informed by the objectives of the study. It makes general comments and comprehensive recommendations that can be considered for future rural tourism development that is based on the needs the community in Bergville.

1.13 CONCLUSION

This chapter provides an overview of the initial stages of the research. The focus is on the general issues of the study which have been derived from the vision of the researcher and the relevant literature. It provides the reader with a roadmap of the study by outlining what the reader can expect in each of the chapters to follow. An orientation of the research study is important because to sets the objectives as well indicate how these are going to be met.

The next chapter of this research study addresses a synthesis of the arguments and ideas of various scholars who have written on the nature, scope and impacts of rural tourism. It also sets a conceptual framework which deals with the problem statements over three successive chapters (Chapter 2, 3 & 4), and a schematic diagram is provided to facilitate the outline this conceptual process.

CHAPTER 2

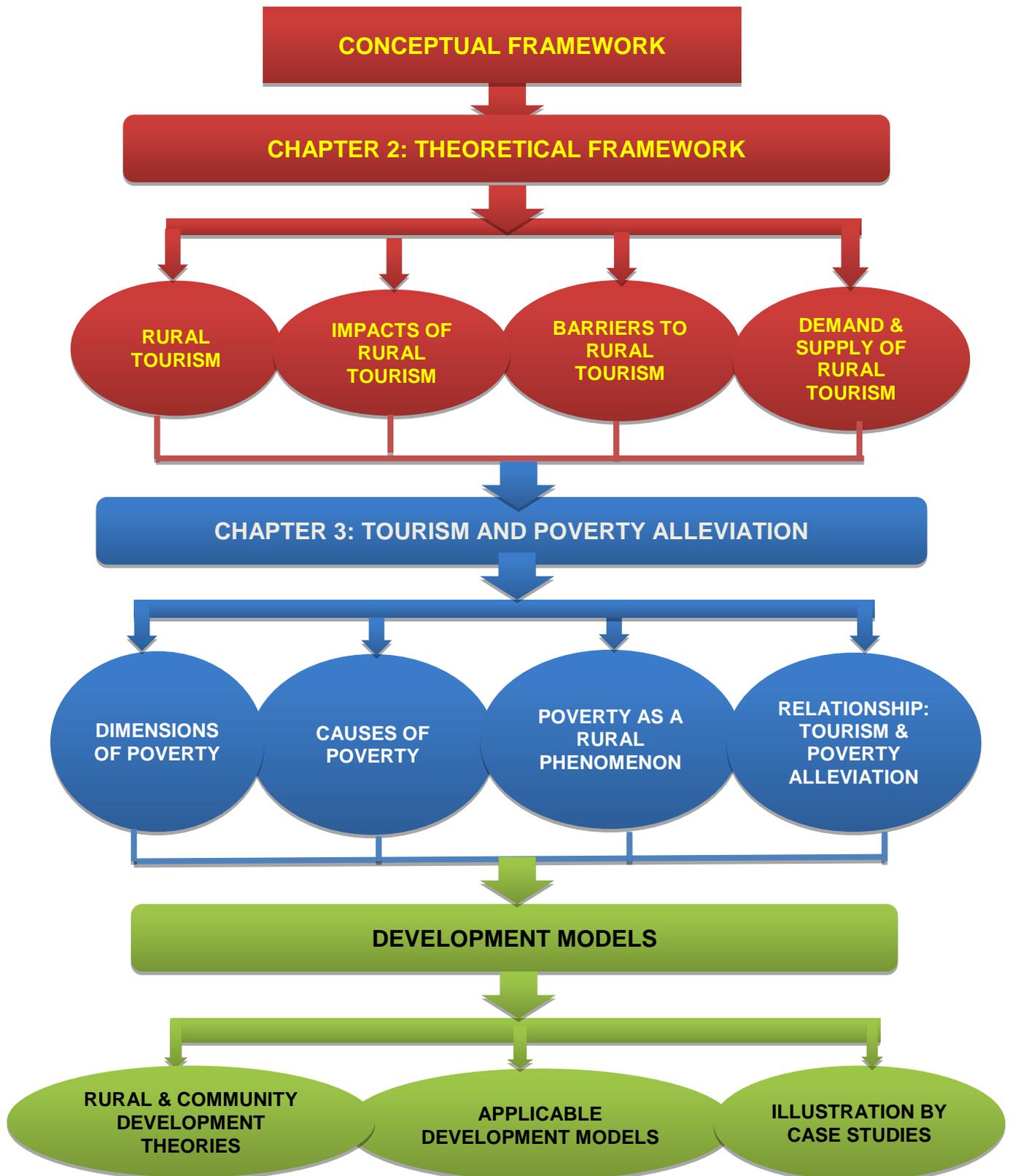
THEORETICAL FRAMEWORK

2.1 INTRODUCTION

It is important to bring into focus the idea that the theoretical framework forms a necessary background to understanding the narrative and literary sources associated with rural tourism development as a stimulant for job creation and poverty alleviation. In other words, the theoretical framework also provides an overview of rural tourism development history, tourism resources and the input of rural tourism on development. In this regard, the theoretical framework is a basis upon which a researcher introduces the theory and literature associated with the subject-matter or problem statement of the research study. For the purpose of this study, the concepts addressed include: the rural tourism and its related impacts; the supply and demand of rural tourism, the dimensions of poverty as a standard of living; the relationship between rural tourism and poverty alleviation; the policy, planning and management of strategies that seek to promote rural tourism development. As such, the aim of this chapter is to give a theoretical overview, information and background about the subject matter of this research inquiry. The people who work in the tourism industry and the stakeholders are crucial to the success of the industry in any part of the world. Tourism attractions will not succeed in attracting tourists and improve the economy of the industry, if the people working in the industry are not well educated and do not come up to tourists' expectations and give support to the small businesses in local communities (DEAT, 1996; Cooper *et al*, 2008).

In an effort to clarify the whole development of the conceptual framework given in the next three chapters (Chapter 2, 3 & 4), a schematic diagram (Figure 2.1) has been devised to outline the conceptual process vital for this research study. What is provided in Figure 2.1 is the conceptual framework describes what is contained in the next three chapters. The main headings of these chapters are: Theoretical framework; Tourism and poverty alleviation; and the nature of development models. Each of the chapters contains subheadings which are described below.

FIGURE 2.1: CONCEPTUAL FRAMEWORK PROCESS



In Figure 2.1 the theoretical framework chapter pays particular attention to four broad areas of the study which are rural tourism, its impacts, barriers to its development and its demand and supply. Then chapter 3 pays attention to the role of tourism in poverty alleviation. Since the study is about rural tourism as a mechanism for poverty alleviation, this connects with chapter 2 by extending the theoretical framework to the role of rural tourism development in poverty alleviation. Chapter 4 exposes the reader to applicable rural and community development theories and models which are relevant to this study and seek to establish the extent to which development and management models can be constructed to facilitate poverty alleviation for rural community in the study area. Finally, chapter 4 concludes by revealing how case studies from three countries, which are Philippines, China and Nepal can be used as an illustration for tourism development in the Bergville area.

This breakdown of the topics influenced the researcher to focus on a conceptual framework that covers the principle of rural tourism, the issue of poverty within the context of tourism and the development models that can be applicable to the study, is strategically sound. The conceptual framework in this study is therefore a system of concepts, assumptions, beliefs and theories that support and inform the study. The researcher, in this conceptual framework summarises the bodies of literature that has been developed by scholars over the years (Seng 2002:337).

It should be remembered that the aim of this chapter is to provide a theoretical foundation relating to the planning, development and management of rural tourism in terms of its development history, tourism resources and impacts, the input of rural tourism on development, challenges and barriers to rural tourism, and finally the demand and supply of rural tourism. In relation to these circumstances, it is not surprising that the idea of rural tourism has gathered impetus in most third-world countries, such that the Bergville case study has potential to benefit from the contributions of tourism. Previously agricultural and rural areas have sought new forms of income generation and tourism has been identified as the most popular option. It is therefore, anticipated that rural tourism will offer solutions to the diverse needs of rural people because of its potential to diversify and stabilise the local economy. It is also expected to create local jobs and business

opportunities, as well as enable rural people to sell local produce without having to change their lifestyle or move to cities. These ideals call for new participatory planning approaches where community development initiatives liaise with existing rural management institutions, government agencies, municipal and local authorities and entrepreneurs (Neba 2008:1). Tourism development in rural areas is important in order to increase participation of poor local communities in the industry and extend benefits to rural areas (Viljoen & Tlabela 2006:1).

According to Rattanasuwongchai (2004:5) there are predictions that tourism will grow by an average of 4.3% a year over the next two decades in the developing countries. Rattanasuwongchai (2004) further states that this growth of the tourism industry will have to take responsibility for its wide impact on the economy, the environment and the livelihoods of people. This anticipated growth comes with new paradigms in tourism. A slight shift has already occurred where previously unknown destinations began to be preferred by travellers. Roe, Ashley, Page & Meyer (2004:6) argue that tourism is growing faster in the developing world than elsewhere in the world. Among the newly-popular destinations are rural areas where continuous rural depopulation with increasing unemployment and poverty are major push factors.

2.2 HISTORICAL DEVELOPMENT OF RURAL TOURISM

Arahi & Kaikan (1998:3) claim that rural tourism originated either in the mountain regions of Germany or in the coastal areas of France. They concede that there is no precise record of the first farm inn, but it is generally believed that farm inns developed after the Second World War. During this time farmhouses were perceived as peaceful and healthy places where weary people could recuperate, and where the poor could relax and enjoy themselves.

Some of the earliest manifestations of what we now regard as tourism can be traced back to developments in Greece that began in the late 17th century, continuing to the mid-1800s (still well before distinctions might be made between rural and urban tourism), when it became fashionable for wealthy Europeans, especially intellectuals, to visit that part of the Mediterranean. This was given

further impetus during the Napoleonic wars when other parts of Europe were not accessible to visitors. This early tourism took the form of educational travel influenced by classical education based on the writings of ancient historians and philosophers. The places of interest included Athens, the Attica region, and other famous places in ancient history and mythology (Avdimiotis, Bonarou, Dermetzopoulos, Karamanidis & Mavrodontis 2009:18). This travel was more of a class activity than a business activity. It did not contribute much to economic growth in countries with poor economies through creation of employment opportunities (Luvanga & Shitundu 2003:1). It was not aimed at bringing in foreign currency into the host country to support community facilities and services for the sake of development.

The Industrial Revolution made the secondary sector more attractive in the economy of Europe. It created a great demand for factory workers which led to massive migration from rural towns to cities. At this period, rural tourism began to evolve with visits of friends and relatives to their homes. The tourists were city dwellers, originally from rural towns, periodically returning home for short periods to their communities of origin (Eruera 2008:24). This situation converted rural tourism into cheap tourism dedicated to the working class. The countryside itself was perceived as unfriendly, isolated and archaic (Saule 2004: 33). This was an era of nostalgic tourism which did not translate into business or the creation of employment in rural areas.

The Industrial Revolution also changed the characteristics of global travel. It introduced new modes of transportation with the advent of trains, passenger ships, motor vehicles and aeroplanes. The development of transportation was accompanied by huge developments of roads, railways and other fixed transport facilities. This new infrastructure enabled tourists to travel longer distances and reach faraway places. People from the west began to travel to countries which were lesser known to the majority of people. The growth of the travel industry after the industrial revolution was not at that time interpreted and analysed in terms of livelihood impacts and implications for poverty alleviation (Eruera 2008:24). It is the intention of this research inquiry to address the existing relationship between the countryside and the tourism industry.

Leisure time was further increased by the new developments in the labour laws in Europe (in Germany, for instance, rural tourism can be traced back to developments in labour laws between 1873 and 1914). The idea took hold that everyone who works should have a paid holiday, which increased opportunities for travel. People began to take holidays on farms and stayed in expensive accommodation.

After the Second World War there was a dramatic growth of rural tourism as a popular enterprise (Cole 2009:336). This growth was driven by transportation facilities improved to such an extent that remoteness, in time and cost, ceased to be a barrier for rural areas. As a result, rural tourism development projects could be carried out in remote rural areas. Other factors that can be linked to rural tourism development were higher incomes, smaller family sizes, changing demographics, lower transportation costs, improved standards of living, peace and tranquillity of rural areas, interest in healthy lifestyles, growing interest in heritage, development of infrastructure, more hospitable environments for tourists, and increase in leisure time (Cole 2009:335).

In the 1960s and 1970s the phenomenon of rural tourism was further aided by the rising standards of living and increase in ownership of motor vehicles. This phenomenon improved accessibility to tourism service with tourism being mainly demanded by the middle and higher classes in the United Kingdom (Eruera 2008: 42).

The first half of the twentieth century saw the dawn of modern tourism in Britain. This was also a period when rural tourism played a major role in nation-building processes in many countries and regions. In the course of time tourism became an integral part of the diverse rural economies, with the countryside and its natural capital constituting a significant economic resource. In this way, nature became a tourist product and rural tourism began to dominate the land uses and the appearance of many rural settings (Horakova 2010: 66). This development of tourism was an early indication that the replacement of labour by machines in

agriculture would eventually lead to a shift of labour from the agricultural sector to the tourism sector.

The second half of the twentieth century saw the beginning of rural tourism that directly created employment and contributed to economic growth. Scenic agricultural imagery drew thousands of summer visitors to First and Third World countries each year, contributing to their trade revenue. This period also saw the beginning of academic interest in rural tourism. Early academic work on tourism can be traced back to the late 1960s and early 1970s (Harrison 2003). At this stage most of the published work on tourism was supportive of the activity, often touting its beneficial economic impact. This period was called 'advocacy platform' and it was followed by two other platforms namely, the cautionary and adaption platforms (Harrison 2003:31).

In the 1970s rural tourism started to develop as an alternative to mass tourism (Edwards 1993:1). Tourists' priorities for their holidays switched from distances travelled to quality and specialisation. Rural tourism quickly responded to this demand with a better environmental quality in less congested places. According to Saule (2004: 20), rural tourism came with an advantage of flexible adaptability to shorter or longer breaks. In England, the number of trips made by tourists to the countryside in the period 1993–2000 grew by 50%, with a gradual trend towards shorter and more frequent trips. In 1998, all leisure day-visits were to the countryside and 15% of all tourists in England were hikers and ramblers (Parker 2004:8).

Changes in the attitudes of tourists also contributed to the development of quality-based rural tourism. Since the 1970s there has been a growing interest in an alternative to mass tourism (Redman 2009:10). The rise of rural tourism as an alternative tourism has happened for several reasons, including a concern about the environment, the failure of mass tourism to benefit local communities positively, and the shift of interest from overseas tourists taking photographs and watching flora and fauna to tourism as a learning experience.

The mid 1970s were characterised by a spate of studies which critiqued many of the favourable benefits of tourism. It was during this time that rural-based community studies began to assess some of the environmental and socio-cultural impacts resulting from poorly planned tourism development. This period was labelled the 'cautionary platform' (Gartner 2005:3). One of the major consequences of the 'cautionary platform' was criticism levelled against tourism which neglected community development models and environmental protection. Terms such as eco-tourism, cultural tourism, and green tourism began to appear in literature. This period was characterised by a perception of tourism as an activity with costs and benefits to the rural communities and the environment (Gartner 2005:2).

There was a shift of focus from just rural tourism to the main natural resources at risk from tourism development, such as land and marine and freshwater resources (Neto 2003:5). Careful land use planning, for instance, and rapid tourism development, were seen as a cause for competition for land resources with other uses, which led to rising land prices and increased pressure to build on agricultural land. Intensive tourism development was seen as a threat to natural landscapes, notably through deforestation, loss of wetlands and soil erosion. Rapid expansion of tourism was seen as a cause of adverse environmental degradation (Neto 2003).

Academics started to conduct studies proposing new models of tourism development (Gartner 2005:3). Most of the new models called for less intrusive types of development, more sensitive to local needs and greater reliance on local capital for development. All these developments were referred to as 'adaptancy platform'. The idea that tourism must cater for the needs of the local communities began to dominate the discourse. The attention of most of these new types of tourism development was centered on rural areas because the urban areas were already physically transformed (Gartner 2005:3).

It is important to appreciate the progress made between early developments in rural tourism and the modern achievements. Tourism with interest in the countryside first began to grow in the nineteenth century as a reaction to the

stress of increasing industrialisation and urbanisation. Modern rural tourism has undergone significant changes. The number of tourists has increased significantly and tourism has developed in various types of countryside environments instead of being limited to areas of exceptional scenic beauty. In most countries tourism has been widely promoted as a mechanism for addressing the socio-economic challenges faced by the rural poor, particularly those that are associated with the decline of traditional agrarian societies (Genzong, Penghua, Yongsheng, & Jiehua 2007: 405).

In South Africa tourism development started off as a domestic activity. The number of foreign visitors increased year by year. By 1961 South Africa had received about 31,000 foreign visitors; by the mid-1980s South Africa was receiving about 50,000 international tourists annually (SAT 2004). This progress was stalled by the global isolation of South Africa before 1992, which contributed to tourism being mostly domestic. This situation changed after South Africa's entry onto the global tourism stage in 1994. By 2004 South Africa's tourism had risen to an annual 5.9 million international visitors (Viljoen & Tlabela 2006:7).

The next section focuses on the importance of the countryside as a resource for rural tourism, paying special attention to the products offered by its natural settings. It answers the question of what makes the countryside a potential springboard for tourism development. In brief, the section looks at factors promoting the image of the countryside as a tourist destination.

2.3 THE COUNTRYSIDE AS A RESOURCE FOR TOURISM

The countryside has tourist attractions which are an essential pull-factor from which it derives the benefits of having a diversity of cultures, flora and fauna. These are such scenic attractions as natural and cultural landscapes with lakes, rivers, hills and mountains, supporting a diverse collection of flora and fauna. Since all these are found in the countryside, they give the rural communities an advantage in attracting and exploiting the growing tourism industry for the benefit of the poor (John, Sandar, Das, & Ravikrishnan 2008:436). In the same way, rural communities must foster the conservation and preservation of the natural and

cultural beauty to make the tourism business a sustainable activity with permanent benefits.

South Africa is in a good position to be competitive in tourism business because its countryside has a major contribution to the tourism resource base. South Africa's incredible tourism attractiveness lies in its wide diversity of tourism products. The country is often described as the 'world' in one country because it is one of the greatest tourist destinations. It has an excellent climate, natural beauty, first rate infrastructure and welcoming people. It boasts of the fastest growing ecotourism segment which includes nature photography, bird watching *et cetera* (SA Tourism 2010:1).

The countryside has become attractive to visitors with its combination of primary activities. Most tourists prefer tourism that affords them opportunities to enjoy the rural landscape and explore the local agricultural cultures. They are also interested in how agricultural products are produced and processed. Literature on tourism reveals that the countryside has for many years been romanticised and commodified to some extent in order to match the customers' own perceptions. Frochot (2005: 4) claims that visitors appear to view the countryside with nostalgia as a place that has escaped the urbanisation of society and where people can revert to old ways of life and authenticity.

The image of most urban destinations is perceived as negative in that it is associated with noise, congestion, pollution, overcrowding, prostitution and crime, while the countryside is associated with quietness, rich cultural heritage and natural resources, personal contact, authenticity, and individual resonance (Yasim, Alavi, Sobral & Lisboa 2003; Gartner 2004; Gartner 2005). If planners intend to maintain the wellbeing of rural communities through tourism, they need to develop models of how to blend rural tourism planning with the available resources of the countryside, and take advantage of its image (Robinson & Mazzoni 2004: 1). Planners must, therefore, take advantage of strong general image congruence between the tourists and the countryside and use it as a way of improving rural livelihood assets to achieve the most important livelihood outcome, which is poverty alleviation.

Tourism and the environment are intimately linked and interdependent. Tourism depends on an attractive environment to succeed and, the environment, built and natural, depends on the income generated by visitors for maintenance (Parker 2004: 9). The countryside has an environmental advantage in that it provides natural and cultural entertainments which are the most rewarding entertainment forms for tourists. In most countries the expressions of culture in music, dance, drama, ceremonies and festivals are stronger in the countryside than urban centres. This advantage gives rural communities an advantage, as urban dwellers visit to enjoy leisure activities and learning by experience, staying and resting in the countryside. Rural dwellers, on the other hand, can create employment opportunities and increase sales of products, thus reducing the impact of poverty (Seong-Woo & Sou-Yeon 2005:74). Rural areas in South Africa can use tourism development for poverty alleviation. Goodwin, Spencely & Maynard (2002:4) maintain that tourism is one of the best opportunities available for South Africa because it creates employment and livelihood for the rural poor.

Traditional cultures which are dominant in rural areas attract visitors. The historic agricultural buildings and traditional agricultural tools and methods are part of a cultural heritage which appeals to visitors, who would sometimes like to listen to old tales and understand the history of the village. During cultural festivals, visitors would demand a wonderful experience of participating in various activities (Arahi & Kaikan 1998:6). The participation of visitors in cultural activities makes rural tourism more community-based and gives locals supplementary income to offset the possibility of a desire to abandon farming and migrate to cities. We need to improve the geographical spread of tourism development to rural areas to ensure that the benefits from the industry are also enjoyed by the struggling local communities (Department of Environmental Affairs and Tourism [DEAT] 2007:7).

The development of rural tourism or leisure products relates to psychological attitudes to, and perceptions of, the countryside. There is a growing demand for recreation activities that help to establish spiritual relationships with landscape and nature. In particular, farm attractions now seek to establish their environmental credentials by encouraging local diversity of nature, landscape,

culture and tradition (Capriello & Rotherham 2008:63). Rural tourism development can act as an agent for the transformation of rural areas, allowing an inflow of resources and liquidity into host communities through the expenditure of tourists, and the creation of new small businesses and employment. In turn, this can assist the building of infrastructure and also the conservation of the natural environment, culture and identities of each tourist destination. Through its environmental resources, the countryside can be a source of tourism in the rural areas and of the provision of both economic and social benefits to the poor rural communities (Polo & Frias 2010: 28).

The countryside is a valuable resource for tourist attractions because rural tourism utilizes indigenous resources which increase its importance and uniqueness in the industry (Ohe 2008:1). Most rural areas attract tourists because of their inherent, exhibited cultural value, historical significance, and natural beauty or amusement opportunities. The rural areas have amenities and educational features in their heritage and environment which make them more attractive. Examples of these tourist attractions include historical places, monuments, and zoos. National parks, forests, ethnic enclave communities and cultural events still form part of tourist attractions which are in rural areas. Besides the non-human tourist attractions in rural areas, ethnic communities and their cultures may become tourist attractions. The development of tourism in rural areas can change unusable rural resources such as archaeological works, forests and mountains, and give them economic value that can create employment and reduce the impact of poverty (Gholami, Assayesh, & Alipour-Nakhi 2010: 341).

Rural tourism often focuses on the use of natural resources in an untouched state, including flora and fauna, water features and general scenery. Tourism in the countryside is mostly practiced by the people who prefer isolated areas where they can connect with the natural beauty (Tane & Theirheimer 2009:904). The past two decades have been characterised by the appearance of an entirely new generation of tourists who prefer to spend their spare time in more natural and rural environments. This is one of the reasons why rural tourism has shown a fascinating resilience in positive economic and social changes (Pardellas, Padin,

Vareiro, & Ribeiro, 2003:2). The countryside has characteristics that set it apart from general tourism because it offers a relaxing environment, open spaces and traditional village charm, marked by outdoor activities, wildlife and beautiful natural scenery. It further offers opportunities for direct participation in local economy such as eating at local outlets and picking fruit (Lee & Thomson 2006:30). The blending of the agrarian and forest-based economic activities with the natural landscape can also attract tourists, create local job opportunities that can curb rural depopulation and boost the economy in the destination (Brelík 2005: 19).

Tyran (2007: 125) holds the view that tourists consume landscape, rural atmosphere and a quiet environment. This consumption of landscape, atmosphere and quiet environment has economic spinoffs for the countryside. Yesid, Juliana & Alvaro (2009: 131) share the same sentiment as they argue that tourism has become a quality indicator, an important source of income and a regional growth propeller. The countryside has a wealth of natural resources, some of which are part of the stock. In this way the countryside is able to provide such activities as golf, riding, fishing, snow skiing, snow-mobiling, water sports and nature study. Some rural areas have a wider range of these resources throughout the year, which increases their likelihood of success. These perennial resources can help to reduce the volume of seasonal employment which creates seasonal maximisation of the impact of poverty in rural areas. Kharel (2005:6) shares the same position by stating that the countryside is characterised by attractive landscapes with flora and fauna, and if these are degraded, the rural tourism destination will lose its attraction for tourism business.

The countryside provides tourist attractions within the homes of the local people. In this way they do not need large sums of money all the time to develop new products. Another important resource in the countryside is the living landscape, which is very pleasing to urban dwellers who are always surrounded by concrete and artificial landscapes. In the countryside they enjoy woodlands and beautiful scenery which changes from one season to another (Arahi & Kaikan 1998:6). The White Paper on the Development and Promotion of Tourism in South Africa (1996:6) claims that many communities and previously neglected groups,

particularly those in rural areas that have actively participated in the tourism industry possess significant tourism resources. It was foreseen that these communities would play a pivotal role in developing rural tourism (Viljoen & Tlabela 2006:6).

Mishra & Dash (2003:2) argue that the rural tourism industry must be located in rural areas. This argument has relevance since the countryside has a location advantage, derived from its position away from the busy urban environments, which make it more attractive for people who want a tranquil environment for relaxing. There are several tourism options which relate to the strengths and resources of the countryside. These options are given special terms, such as recreation and natural attractions, which include lakes, forests, parks, beaches and other outdoor places. These options attract tourists who are searching for fun activities in warm and sunny climates. The countryside has much to offer in these areas. Yesid, Juliana, & Alvaro (2009: 133) postulate a link between the countryside and three elements: space, people and product. They argue that tourism in the countryside includes all activities which can be carried out in the rural spaces and which can lead to economic recovery, employment generation and creation of new markets.

Agriculture has played an effective role in the development of rural tourism up to the present time. Agriculture, forestry and fisheries contributed to the establishment of farm inns (Arahi & Kaikan 1998: 3). These inns were a part of the private farms or were built on farms which provide visitors with board and lodging, and give tourists the opportunity to participate in the day-to-day activities of running a farm. Popularity and prosperity of these inns grew in the 1950s. In the 1960s bed-and-breakfast style inns were introduced, and in 1970s rooms with a kitchen became popular. Finally, in the 1980s, rooms with special facilities were provided for handicapped people (Arahi & Kaikan 1998).

The second popular term in the countryside is cultural heritage tourism, which is about the marketing of cultural heritage. One of the assets for the poor is their cultural wildlife heritage, and tourism presents opportunities to capitalise on these assets. Tourists are often attracted to remote areas because of their high cultural

landscape values. Tourism development opportunities are abundant in the countryside, and they include highly diversified landscapes, and developed networks of protected areas. Tourists are eager to experience real cultural activities and to learn and enhance their awareness (Polucha & Zukovskis 2010:4). Therefore, the resourcefulness of the countryside lies in its ability to attract visitors. Jonsson & Devonish (2008:399) argue that the critical element of the tourism system is the destination together with its features and resources.

Finally, there is ecotourism, which focuses on wilderness adventures, local cultures and sustainable ways of living on our vulnerable planet. These are mainly found in the countryside, where land-use patterns are in harmony with the natural landscapes. The possibility of ecotourism supports the argument for the importance of the countryside as a resource for tourism because it involves travelling to destinations where flora and fauna, and cultural heritage are the main attractions. Ecotourism involves the understanding of the cultural and natural history of the environment and its stewardship, while producing economic opportunities that make the natural resources financially beneficial to the local communities (Neves 2003:14). The international definition of ecotourism goes beyond nature experience to include concepts such as planning before development, sustainability of resources, economic viability of a tourism product, no negative impacts on either the environment or local communities, environmentally friendly practices by all parties concerned and economic benefits flowing to local communities (Viljoen & Tlabela 2006:7).

Tane & Theirheimer (2009:903) assert that the countryside is isolated from the urban crowds and has silence instead of the noise of tourist resorts. It is directly connected to nature. Therefore outdoor tourism and recreation, cultural attractions, history and ecological sites in the countryside can attract nature lovers. In most cases these visitors turn into repeat events. The growing tourism benefits of the countryside are not only dedicated to the natural environment, but also to the people living there, to the know-how developed, to the buildings and to everything recalling the past. People are more nostalgic and more and more attracted by anything reminding them of the past. This is why the countryside is so

fashionable for holidays in spite of it being generally perceived as less modernised (Saule 2004:33).

The modernisation of agriculture and rural tourism are two very important issues in the current stage of tourism development in many countries (Tsai 2007:1). The countryside as a resource for tourism is one of the available alternatives that can benefit the rural communities who are no longer absorbed by the agricultural sector. The next section focuses on the relationship between the two processes and show how they relate to each other.

2.4 THE RELATIONSHIP BETWEEN RURAL TOURISM AND AGRICULTURE

In many countries the appreciation of the countryside and its physical resources grew in the nineteenth century. During this period, promoters constructed a popular image of the agricultural scenery of rural areas. The bulk of the new attractions were located in scenic representations of agricultural landscapes. As one promoter remarked on the view from the state of Vermont's highest mountain,

“There is spread out before you on the west, the level, fertile land of Western Vermont ... This view is singularly attractive. You see the farm houses clustering into villages; you can follow the courses of the winding trout-laden streams among the hills and forests; you can see the dark green of the waving grain, and can almost distinguish the farmers at their toil (Harrison 2003:31)”.

Most tourism in rural areas is practised by farmers on their working agricultural operations for the entertainment and education of visitors. Agriculture and nature tourism are very important in the struggle against rural poverty because they present the potential to generate increased on-farm revenues and might increase farm profitability (Jolly 2005:1). The potential of on-farm tourism to generate income can help farmers and rural dwellers to survive the challenges of the mechanisation of agriculture. This income can contribute to poverty alleviation and the curbing of rural depopulation.

Agricultural wage earners, small and marginal farmers, and workers engaged in non-agricultural activities, constitute the bulk of the rural poor. Small land holdings and their low productivity are the cause of rural poverty among rural households dependent on land-based activities for their livelihoods (Arahi & Kaikan 1998). Due to their poor physical and social capital base, a large proportion of the rural poor are forced to migrate to cities, where they seek employment in vocations with extremely low wages, probably because of their poor education and lack of vocational skills. Thus they are unable to sustain their families back home. The creation of employment for the unskilled rural poor is still a major challenge for development planners. If we intend to maintain the well-being of rural communities, we need to develop models of how to blend rural tourism planning with agricultural sector sustainability, because they share the same infrastructure, services, and natural and human capital (Robinson & Mazzoni 2004: 1).

Agriculture and rural tourism are tied together by destiny, facing the same challenges and with a potential for mutual benefit. From the agricultural perspective, the reasoning behind this argument is that agriculture is under heavy pressure. Farms are being closed down at a high rate per year, which results in fundamental changes in the agricultural landscape. Agriculture has been relying on extensive use of large tracts of forests and mountains for grazing and mowing. This leaves rural areas with large tracts of unused land and poverty. Recent studies have shown that the link between agriculture and tourism is generally positive (Daugstad 2005:1). This positive relationship must be translated into tourism industries in rural areas for positive benefits to the local poor people.

The fear of abandonment of agriculturally influenced land, leading to overgrowth and decay of built structures, such as houses and fences, is increasing among farmers, the agricultural authorities and the general public. The population, according to recent studies, is concerned about the depopulation of rural areas and the consequent abandonment and overgrowth of agricultural land. The concern of the tourist industry reveals a shared destiny between agriculture and tourism.

Tourism is a growing sector internationally. The images of many rural-based tourist destinations, with their landscapes, nature, mountains, hills, narrow fjords, meanders and lakes, are becoming more and more exciting, pleasant, arousing, relaxing and accessible (Yasim *et al.* 2003:222). Although these attractions are pure in nature in the eyes of the visitor, the heterogeneity of the rural landscape, with traces of agricultural activity, are seen as major qualities. The rural settlement patterns and infrastructure created to serve the agricultural sector in rural communities also provide infrastructure and services that tourism relies on (Daugstad 2005:1). The blending of agriculture and tourism has a great potential for absorbing the rural workers who have been frustrated by the abandonment of agricultural land before they decide to migrate to cities.

It is a fact that rural tourism takes place within a balanced environment with people, activities and natural resources. If agricultural activity ceases to exist, and rural areas are abandoned, the tourist industry is likely to suffer the landscape consequences. Genzong *et al.* (2007: 405) speak of a 'cultural motivation' for travel in which participation in tourism is motivated by a desire to mix with locals and learn the new culture. Presently, on the demand side of rural tourism, there is a growing niche market of tourists who want to participate in 'real lived lives', to hear the stories of the community they visit and to taste traditional food made by local people (Daugstad 2005:1). The creation of new opportunities through tourism can change the focus of the rural poor from migration to involvement in tourism. Tourism, together with attractive cultural landscapes and hundreds of villages, rivers and lakes can combine with the traditional hospitality and offer pleasant experiences to the kind of tourist who is looking for relaxation and recreation in a calm setting (Kulcsar 2009:1).

The shared destiny between agriculture and tourism leads to a focus on the multifunction of agriculture. This includes products like cultural landscapes, biodiversity, cultural heritage, living within rural communities and recreational possibilities, in addition to bulk food production. In this way the farmer becomes the provider of leisure goods and has to relate to 'consumers' as visiting tourists at the farm or as a guide through the village to give visitors a taste of everyday life there. The farmers are thus not only situated in the landscape as producers of

food but have also to relate to the outside gaze. On the other hand, the tourist wants to move away from the traditional outsider's perspective of someone just passing through a landscape and experiencing it by eye only. The tourist wants to taste, feel, and hear about the landscape and to get a glimpse of the inside perspective (Daugstad 2005:1). The diversifications of farm activities can expand the scope of the rural economy and motivate locals to participate in the industry and move from the state of absolute poverty to at least a state of relative poverty.

The next section discusses the nature and scope of rural tourism. The main focus is on its scope and the complexity as espoused by different theorists. The discussion is in the context of arguments by various scholars in the field.

2.5 THE CONTEXT AND SCOPE OF RURAL TOURISM

Geographers and rural sociologists have utilised much space in their texts trying to reach consensus on what constitutes the concept 'rural' (Page & Dowling 2002, Chanchani 2006). It is true that most people know a rural area when they see one, but the concept is notoriously difficult to define. In spite of this difficulty, a clear understanding of the term rural is critical because rural tourism takes place in a rural context. Most scholars agree that rural is associated with places which are outside the boundaries of major metropolitan areas. The issue of proximity is very critical in this understanding of the term 'rural' because it tempts one to believe that efforts to curb rural depopulation through rural development face a challenge. The combination of the young population and proximity to urban areas is likely to lead to rural-urban migration and frustrate the rural economic development and poverty alleviation mechanisms.

Understanding the concept 'rural' does not guarantee an easy definition of the concept 'rural tourism'. The concept 'rural tourism' has not been well defined. People interpret it differently, although they can give examples of rural tourism activities, which make the concept notoriously difficult to define. There are those (Hall, Kirkpatrick & Mitchell 2005), who associate it with a countryside vacation, where tourists spend much time engaging in recreational activities in a rural environment on the farm, ranch, country home or the surrounding areas. Some

scholars suggest that while rural tourism necessarily takes place in non-urban environments, not all non-urban tourism is rural tourism. There are people who conceive rural tourism as a tourism activity in a non-urban territory where human activity is going on, primarily agriculture (Hall, Kirkpatrick & Mitchell 2005:180). We must, however, guard against a misclassification of tourism into either rural or urban so as to avoid a displacement of poverty alleviation efforts derived from rural tourism.

What makes rural tourism more cumbersome to define are the different meanings applied to the concept by different countries. In Greece, the main provision of a rural tourism product is bed and breakfast, with accommodation in traditionally-furnished rooms and with a traditional breakfast, often based on home-made products. Its complementary activities include restaurants and refreshment facilities or the organisation of cultural and recreational activities. In Finland, it usually means renting out cottages to visitors or providing catering services in the countryside. In the Netherlands, the rural tourism product mainly means camping on the farm, with most farm services being linked to route-bound activities, such as cycling, walking and horse riding. In Hungary, rural tourism is called village tourism, which means tourism in villages presenting life in the country-traditions with the active participation of visitors (Kulcsar 2009:1). All these descriptive meanings of rural tourism are problematic because they diminish the importance of nature in rural tourism. Nature is a very important factor in attracting tourists into rural destinations because it has the capability to offer more benefits without huge amounts of financial inputs (Lebe 2006:3).

There is a general tendency among scholars to describe rural tourism from a local-community perspective. Scholars such as Ohe (2007:7) and Verbole (2000:482) describe rural tourism as any form of tourism that showcases rural life, art, culture and heritage, thereby benefiting the local community socio-economically and enabling interaction between tourists and the locals for a more enriching tourism experience (Aref & Gill 2009: 68). This perspective puts rural tourism at the centre of the poverty alleviation agenda. It portrays it as a segment of the total tourist industry which could be particularly important in destinations

with more spectacular natural attractions, seaside views, high mountain peaks and ranges, and forests.

Clarke (2005: 87) offers a three dimensional description of rural tourism. He describes it in terms of 'strands of thoughts' categorised into development, stakeholder and global development chains.

The development chain is characterised by beliefs that the responsibility of rural tourism is multilevel, from national to local, and it needs coherence in planning to fit with the overall sense of direction. The development chain can work best in an environment of strong national or international leadership. The development chain strand is appropriate because it focuses on the need for tourism development as part of poverty alleviation mechanisms. This strand of thought takes development as a process which is cascaded from national to local. It is useful in the sense that it recognises the role of the local communities but problematic in that it promotes the engineering of development programmes outside the local communities.

The stakeholder chain is based on the fact that there is a multiplicity of disparate stakeholders with varying degrees of interests in the rural tourism industry. This complicates the concept in that it promotes competition rather than cooperation in the rural tourism industry. Competition is dangerous because it has a potential of dividing the community and shifting people from the framework of community development to a notion of self-development that does not favour collective effort in poverty alleviation. The stakeholder strand is favourable if we want local people to be stakeholders in programmes of development.

The global chain is shaped by the thought that rural tourism competes within a global business environment and it is rooted in sub-systems of sustainability, such as clean air, and clean water, which lie at the heart of any rural offer. The notion of the global chain makes sense because any development, including tourism development, must have sustainability imbedded in it. The sustainability of any activity must include the sustainability of the livelihoods of the people which it purports to serve (Hall, Kirkpatrick & Mitchell 2005:178).

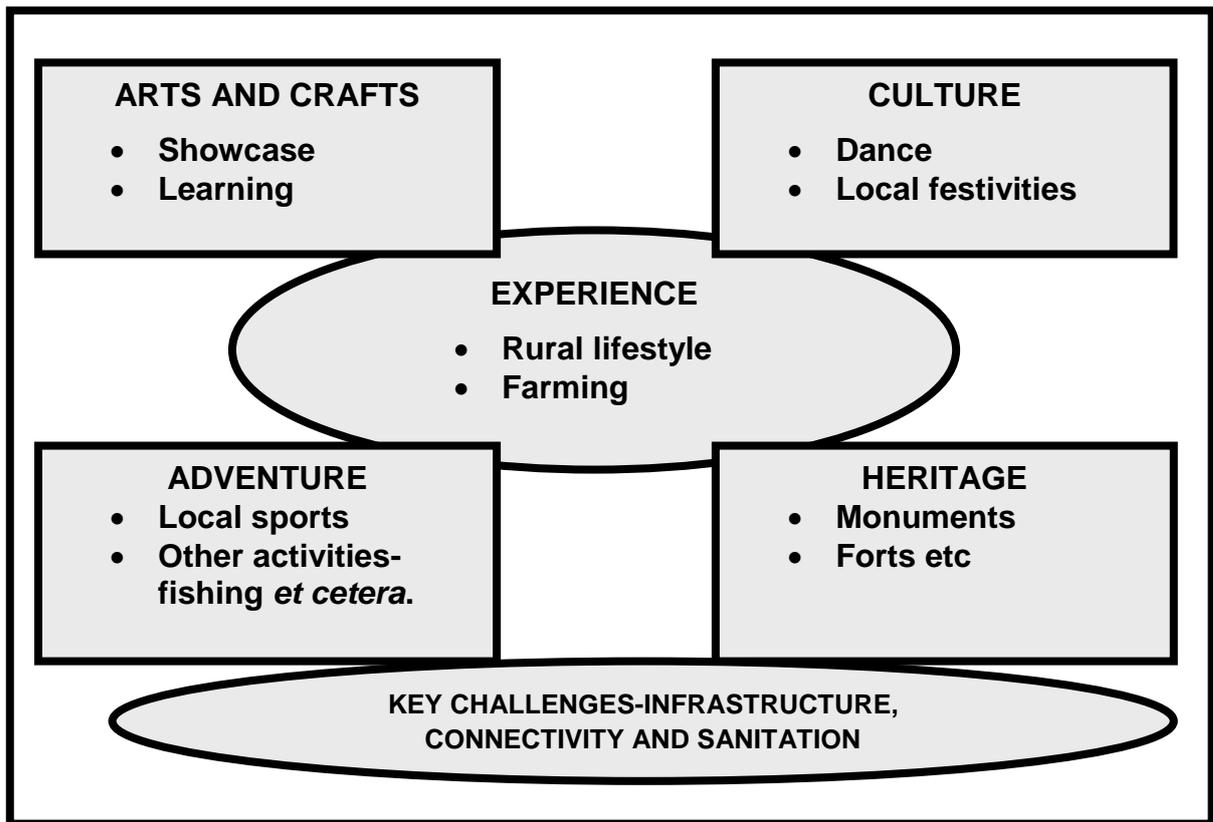
Sillignakis (2001: 6) suggests a tripartite definition of rural tourism – from a ‘geographic and demographic’ perspective, a ‘product’ perspective, and a ‘tourist experience’ perspective. The ‘geographic and demographic’ definition looks at rural tourism as a balanced activity which takes place in an environment outside the highly urbanised areas and which is characterised by small-scale tourism business set in areas where agricultural pursuits, forestry or natural areas dominate land use. The ‘geographic and demographic’ perspective seems to be biased towards a general concern with the environment and the scale of business. Although it mentions the demographic aspect, it does not specify the role of rural tourism in changing the livelihoods of people. It is more focused on the geographic rather than the demographic aspect. The ‘product’ related definition views rural tourism as an activity whose product can be segmented to include rural attractions, rural adventure tours, nature-based tours, ecotourism tours, country towns, rural resorts, and country-style accommodation, together with festivals, events and agricultural education. The starting point in this perspective is problematic in that it does not match the product with its costs and benefits. In this way it isolates the product from the people who should derive benefit from it. The use of the product for rural tourism development and improvements in rural livelihoods is not clear in this perspective (Sillignakis 2003:7).

From a ‘tourist experience’ perspective, rural tourism is an activity which offers a different range of experiences to those offered in large cities and whose emphasis is on the tourist’s experience of the products and activities of the area (Sillignakis 2003:10). This perspective adopts a ‘tourist-centred’ approach to rural tourism rather than a ‘provider-centred’ approach. An approach of this nature ignores some of the harsh realities of most of the rural areas, especially in the developing world, where tourism is seen as a panacea for job losses and rural depopulation.

Sarkar (2009:8) adopts a more specific perspective when he states that rural tourism is an activity that takes place in a rural village. It must conform to the needs of the tourist who wants to experience a rural lifestyle and farming in terms of both buildings and settlements. This experience includes arts and crafts, culture, adventure and heritage. Sarkar (2009) goes further to contend that rural tourism is dependent on infrastructure, connectivity and sanitation because it is a

business that relies heavily on the movement of the tourist to the destination. Sarkar (2009) has a problematic argument because it is 'tourist-centered'. It disregards the role of the local people as beneficiaries of the tourism development. This creates an unbalanced focus where the challenges of the local communities are ignored. Figure 2.2 illustrates how Sarkar (2009:8) views rural tourism.

FIGURE 2.2: TYPICAL COMPONENTS OF A RURAL TOURISM



[Source: Sarkar (2009: 8)].

The dependence of rural tourism on infrastructure, connectivity and sanitation is emphasised in this 'tourist centred' approach because infrastructure makes it possible for the tourists to reach their destinations. The provision of basic infrastructure is critical for poverty alleviation. The lack of basic infrastructure may frustrate development programmes and contribute to the persistence of poverty. It is a fact that poor people need better connections to schools, health care, markets, essential services and each other. A lack of basic infrastructure aggravates human poverty by directly limiting access to a number of services,

denying people their right to cleaner energy, and exposing them to natural disasters. It also cripples farm and non-farm productivity, employment and income opportunities (Ali & Pernia 2003:9).

Viljoen & Tlabela (2006:1) argue that one of the challenges in rural areas is that tourism depends on commercial, economic and logistical issues like the product quality, accessibility and infrastructure of the destination. The twentieth century growth of the tourism industry was due to development of transportation systems, because the tourism industry depends on bringing the consumer to the point of sale of the destination. Transport plays an important role in determining the success of tourism ventures. Kulcsar (2009: 121) agrees with this view when he states that rural tourism became more popular in Europe in the twentieth century because industrialisation came with more efficient transport networks which allowed city residents to travel to rural regions to escape their crowded, factory-filled cities and to enjoy the benefits of the fresh rural air.

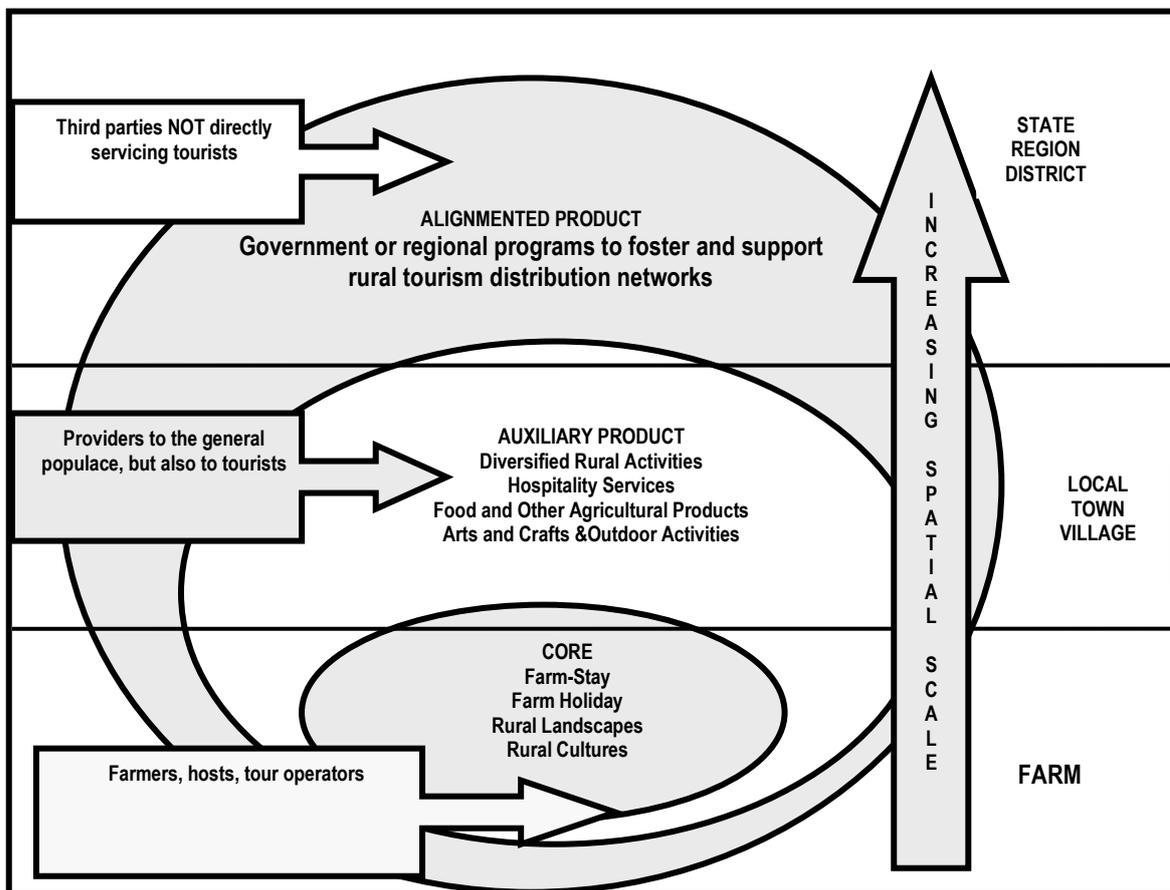
Knowd (2001:10) broadens the scope of rural tourism by taking various definitions used by different scholars to formulate what rural tourism is and what elements create the rural tourist experience. He organised definitions found in literature according to their degree of focus. The amalgamation of definitions of tourism by Knowd (2001) is an attempt to formulate a broad understanding of the meaning, context and scope of rural tourism. It mentions three encompassing areas of rural tourism: the core, the auxiliary product and the alignment product.

This way of unpacking the concept by Knowd (2001) shows that definitions of rural tourism either fall within the core or the auxiliary product or the alignment product. It also shows that rural tourism has more than one levels of role players, which include farmers, hosts and tour operators, the providers to the general populace, and those who are not directly servicing the tourists, like the government, which provides infrastructure. This adds more clarity to the process of defining rural tourism. There is a correlated increase in the spatial scale at which the parties operate as products offered move across the spectrum from core to auxiliary to augmented product. Figure 2.3 shows how Knowd (2001:10)

unpacks the concept of rural tourism, despite the fact that there is no single definition of rural tourism.

The core product domain is characterised by on-farm operations, which describes activities such as hosting and holidays. The most common terms used in figure 2.3 are agri-tourism and farm tourism. The key meaning relates to the use of tourism as a supplement to farm business. Tourism is operational on those farms which engage in activities of tourism to supplement their agriculture-based income. Farm hosting involves the visitor and host developing a close relationship through shared time, meals and accommodation space.

FIGURE 2.3: THE RURAL TOURISM PRODUCT



[Source: Knowd (2001: 10)]

Direct stakeholders in tourism constitute the auxiliary product domain. These stakeholders are concerned with local rather than on-farm, regional, state or national issues. They focus on a rural product that goes beyond a purely farm-

related experience. They define rural tourism in terms of the traditional elements that make up a package of experiences of a rural tourist. They include hospitality, food service, arts, crafts and any other direct providers of services to tourists. The functioning of the auxiliary product domains must involve the local community and must have an agenda that is directed to poverty alleviation at the local level. The rural poor must, in one way or the other, get involved in the hospitality, arts, crafts and any other services provided at this level.

The augmented product is most often the domain where governments or regional networks have influence over rural tourism. This influence is experience which does not directly service tourists. The definitions used by such bodies, reflect their broader concerns. This shows that the possibility of using rural tourism as a mechanism for poverty alleviation requires both the commitment of the targeted people and the political will to support the strategies. Sometimes it is necessary for governments to develop and promote rural tourism in order to showcase rural life, art, culture and heritage at rural locations in villages, to benefit the local communities socio-economically, and to enable interaction between tourists and the local populations for mutually enriching experiences.

Knowd (2001:7) argues that there are definitions of rural tourism which accommodate the augmented product. Firstly, rural tourism is defined as a multifaceted activity which takes place in an environment outside an urbanised area and presents the traveller with an essence of country life. Secondly, rural tourism is defined as anything which attracts tourists beyond major metropolitan areas. According to this definition, rural tourism spans both natural and built environments and everyday activities, as well as those purposely designed aspects of tourism. Most rural areas have built environment in the form of old farm buildings and roadside structures. These can be renovated and blended with the natural environment to attract visitors.

Rural tourism takes many shapes and forms. These different shapes and forms are an advantage in that they give rural tourism a potential of being more inclusive, and thus an activity of maximum community involvement and poverty alleviation. As a result of the different shapes and forms of rural tourism, a variety

of terms are used to describe the tourism activity in rural areas. These are terms such as agrotourism (Catalino & Lizardo 2004:88), ecotourism (Neves 2003:14), green adventure (Pivac & Kosic 2008:2) and farm tourism (Polo & Frias 2010:26). A diversity of cultures, traditions and natural heritage in various rural areas further compounds the context of rural tourism. One can argue that the versatile, diverse, multi-shape and multi-form nature of rural tourism can lead to confusion with several concepts used to define it. All these concepts are different forms of tourism taking place in the countryside. The possible confusion of concepts is not surprising, because the rural tourism industry can be associated with a variety of other activities (Frochot 2005: 3). This means that strategies for using rural tourism to alleviate poverty are more likely to be diverse and versatile. Such diversity and versatility can help to accommodate diverse needs of local communities in rural areas. However, poverty alleviation strategies must not allow this diversity to shift their focus from issues of poverty alleviation and rural development.

Yesid, Juliana, & Alvaro (2009:132) agree that rural tourism is diverse and versatile. They argue that rural tourism is practised not only by those staying on agricultural farms, but also by fishermen, hikers, scientists, students, passing tourists, and even businessmen participating in an event or retreat. Therefore, rural tourism combines three elements, namely space, people and product, and includes all activities that can be carried out in rural spaces, resulting in an integrated offer containing not only free time activities, but also other services. The advantage associated with the integrated nature of rural tourism is that it allows for an integrated approach to poverty alleviation.

The multifaceted nature of rural tourism renders its definition problematic. Frochot (2005:4) identifies four criteria for an activity to qualify as rural tourism:

- It must take place in rural areas
- It must be built upon the specificities of the rural world
- It must have a rural scale
- It must represent a complex pattern of the rural world

The fact that rural tourism is built upon the rural world suggests that its consumers can consume this world in many ways. This suggestion explains why many forms of rural recreation are unique and the great outdoors are experienced in areas occupied by nature and people. This means that poverty alleviation strategies must be based on how tourists perceive the destinations before they decide to consume the benefits of a rural world.

Polo & Frias (2010) argue that rural tourism occurs in the countryside and is heterogeneous in character. Sillignakis (2001:3) argues that since rural tourism occurs in the countryside or rural areas, it must be built upon the rural world's special features, which are small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices. It must have small scale operations by producing small and medium-sized tourism enterprises. It should have a traditional character, grow slowly and organically and connect itself with local families. To a large extent, it should be controlled locally and developed for the long term good of the rural community and advancement.

Strategies for using rural tourism as a mechanism for poverty alleviation must take advantage of the fact that rural tourism can be inclusive since it develops gradually on a small scale. In this way it can produce small-scale tourism enterprises, create job opportunities, and contribute to poverty alleviation in the countryside. Rural tourism development strategies must be informed by this sort of rural fashion, with an understanding that city people create demand as they feel the need to escape from their urban daily life, and that rural values are being highly vindicated in the cities (Yesid *et al.* 2009:132).

Using tourism for poverty alleviation cannot be a simple undertaking in these modern times. The tourists have changed their expectations during the visit. The new attitudes and motivation of the tourists have introduced a shift of preferences in favour of the rural areas. There is also a move from large scale urban tourism to small scale rural tourism which has a two-pronged focus: giving the tourist a valuable experience on the one hand and improvement of the livelihoods of local people on the other. Yesid *et al.* (2009:132) argue that the world is currently

witnessing a re-valuation of the rural world, not in the sense of going back to it, but in a vision change that appreciates the multifunctionality of agriculture and resulting non-agricultural employment and income generation.

Sillignakis (2001:2) introduces the notion of alternative tourism, which he sometimes calls 'special interest tourism' or 'responsible tourism'. By this he means alternative forms of tourism which put emphasis on the contact with and understanding of local inhabitants' way of living and their local environment. Under alternative tourism, Sillignakis (2001:3) includes education, scientific, adventure, cultural and agri-tourism. The notion of alternative tourism sends a message that those rural tourism strategies used as a mechanism for poverty alleviation must foster the understanding of the culture of the local community of the destination.

Some scholars (Yesid *et al.* 2009, Rattanasuwongchai 2004) adopt a thematic approach to rural tourism. One such scholar is Rattanasuwongchai (2004:6) who identifies four tourism themes which are beneficial to both tourists and local people. The first is 'natural tourism', which is for recreation, with little or no ecological impact on the local area. Secondly there is 'agritourism', in which tourists spend their time watching or taking part in traditional agricultural practices without disturbing the natural ecosystems of the local areas. The third theme is ecotourism, which is a responsible type of tourism where the preservation of natural resources and maintenance of the well being and social values of the local population is the main motives. The fourth theme is 'village-based tourism', in which tourists share the village life and gain economic and other benefits from the tourist activities. Rural tourism planners must consider these themes when developing their models for poverty alleviation, because one destination can be stronger in certain themes than others. The planners must take advantage of those themes to plan their utilisation of rural tourism for poverty alleviation.

In conclusion, we must clarify the nature and scope of rural tourism by presenting some contrasting features between rural and urban tourism. Ivona (2003:358) gives the following contrasting features between the two types of tourism. In terms of the scope of operation, urban tourism operates on a limited open space of a

densely populated settlement of over 10,000 people whilst rural tourism operates on a much more open space of a sparsely populated settlement of under 10,000 people. Urban tourism operates more in a built environment characterised mainly by indoor activities and is infrastructure-intensive, whilst rural tourism operates more on a natural environment characterised mainly by outdoor activities with weak infrastructure.

Regarding tourism destinations and products, urban tourism has a strong entertainment base within large establishments with nationally and internationally-owned firms which are mostly involved full-time in tourism, whilst rural tourism has a strong individual-activity base within locally owned business which are mostly involved part-time (Ivona 2003). Urban tourism has no farm or forestry involved and employees may live far from the workplace, and it is rarely influenced by seasonal factors – hence receiving many guests in a year. When it comes to the management of tourism in both settings, urban tourism management is professional, in modern buildings where there are broad marketing operations, whilst rural tourism management is more on the amateur side, in old buildings with special appeals. Rural tourism is farm or forestry-involved, and employees may live close to the workplace, and it is often influenced by seasonal factors - hence receiving few guests in a year.

This section has covered the nature and scope of rural tourism. The next section focuses on the impacts of rural tourism. Since the researcher views rural tourism development as a mechanism for poverty alleviation, the next section focuses on the positive and negative impacts of rural tourism. It discusses the positive and negative impacts of rural tourism on physical capital, financial capital, social capital, natural capital and human capital.

2.5.1 Impacts of Rural Tourism

Changes in agricultural practices and rural-urban migration contributed to a shift from a purely agricultural economy to a diversified one (Rayhan & Grote 2007:9). This resulted in the industrialisation of agriculture, which in turn led to a fall in farm income. This posed a serious threat to the survival of most farming families. The most significant impacts of the industrialisation of agriculture are poverty and its

resultant problems such as rural depopulation and rural decay, to mention a few. Rural tourism emerged as an activity that allows for facilitating the diversification of rural economy as a way of alleviating poverty (Chanchani 2006:2). Rural tourism does not develop in a vacuum and local communities are not passive recipients of the benefits of tourism; they struggle, negotiate and modify their environment to create opportunities so that they recover from key obstacles to their development. Their struggle is not an end in itself but a means to poverty alleviation and sustainable livelihoods (Verbole 2009:49).

The transformation of rural economies from purely agricultural to a diversified economic system comes with costs and benefits. Giaoutzi & Nijkamp (2006:2) argue that tourism can have positive impacts on the balance of payments, employment, gross income and production. It may work as a major instrument for regional development and a propeller of economic recovery which can stimulate new economic activities and opportunities. At the same time tourism development poses social, environmental, economic, physical and cultural problems in the countryside. The use of rural resources for tourism development has two important consequences for the countryside. Firstly the quality of available resources may diminish and limit further developments of the tourism industry in the countryside. Secondly the deterioration of the quality of resources can have a negative impact on the tourist product and reduce the profitability of destinations (Giaoutzi & Nijkamp 2006:2). In short, rural tourism has costs and benefits for physical, financial, social, natural and human capital. The most critical issue, however, is whether the benefits are equal to or outweigh or are less than the costs associated with it (Barker 2003:24).

Tourism has a great potential to offer a host of opportunities in South Africa because it is more labour intensive than manufacturing and non-agricultural production although it is less labour intensive than agriculture (Roe *et al.* 2004:12).

2.5.2 Impacts of rural tourism on physical capital

The costs and benefits of tourism for local livelihoods can be assessed in relation to the improvement of infrastructure in the rural areas. The existence of tourist

attractions cannot assist in poverty alleviation if there is no connectivity, sanitation and transportation facilities and other types of infrastructure to support it. Rural tourism in all its different shapes and forms can rely on the physical capital for survival because the consumer must reach the destination in order to enjoy the product. Tourism in rural areas induces changes in many aspects of life including the development of infrastructure (Giaoutzi & Nijkamp 2006:3). Although infrastructure remains the backbone of any economy and a pre-requisite towards socially inclusive development, it should be noted that it has its costs as well (Ali & Pernia 2003:3).

2.5.2.1 Positive impacts

Rural tourism can have an impact on the livelihoods of people. It can lead to a number of benefits such as infrastructure development and improvement of destination image.

(a) Accessibility to destinations

The development of infrastructure has a number of spin-offs for rural communities because it is one of the ways in which tourism can influence the livelihoods of the rural poor. Sarkar (2009:8) argues that the key challenges to rural tourism development are infrastructure, connectivity and sanitation. When infrastructure expands, the growing tourism industry gets support and grows further. Road networks change inaccessible rural destinations into busy tourist destinations, create jobs, and help to curb rural depopulation and reduce the impact of poverty. The provision of roads helps to link different tourist's destinations and make it easy for the tourists and local people to travel from one area to another (Mbaiwa 2003: 455).

(b) Improvement of destination image

The success of a destination depends mainly on its image. Remoteness of destinations makes them hard to reach and eventually gives them a negative image. Availability of both mobile and immobile transportation facilities improves the image of a destination, which in turn increases the number of visitors. As more visitors patronise the destination they create job opportunities which contribute to poverty alleviation. Therefore there is a relationship between the destination

image and its accessibility. Some visitors return to a destination if they can count on safe, reliable, convenient and efficient transportation systems.

When transportation develops, the local communities benefit by becoming users of the transportation system. As they use the transport service, they are able to save time and improve their safety. Transportation allows for the inflow of new ideas and the movement of goods between the local markets and outside markets. In this way the image of a destination improves further (Barker 2003:7).

2.5.2.2 *Negative impacts*

Besides the benefits mentioned above, rural tourism can have a negative impact in the livelihoods of people. It can cause traffic congestion and put pressure on the natural environment.

(a) Traffic Congestion

The development of transportation increases the volume of cars, thus causing traffic congestion. Usually overcrowded roads are not a familiar phenomenon in rural areas. Overcrowded roads cause complaints from the local residents. Lewis (1998:2) holds that it is usual for the rural community that features popular attractions to become unhappy when they find that during peak tourism times a simple five minutes trip to the post office becomes a two hour ordeal. The seasonality of the tourism activity makes matters worse. During the peak season the traffic problem escalates as the number of visitors flock to destinations. It is during these times that residents complain about traffic congestion caused by additional cars on the rural roads (Barker 2003: 26).

(b) Pressure on the natural resources

Sometimes development of infrastructure requires clearance of natural spaces, and most of these spaces contain natural flora and fauna which are used as tourist attractions. Development of roads, bridges, cable cars, railway lines and other forms of infrastructure may consume these spaces that are occupied by fragile natural ecosystems. Rapid development of infrastructure can cause adverse environmental degradation and natural resource depletion associated with other problems such as air pollution and noise pollution. Intensive tourism

development can threaten natural landscapes, notably through deforestation and soil loss through erosion. Litman (2011: 27) argues that road-kills in rural areas become a common occurrence as animals are directly killed on the roads which are developed for supporting rural tourism development. During the peak tourism seasons, more and more animals are killed because of increased traffic.

2.5.3 Impacts of rural tourism on financial capital

The tourism sector is the largest generator of foreign exchange in South Africa, lying third after manufacturing and mining and quarrying. In 2001, South Africa received 5.8 million visitors, of whom 2.48 million were from overseas. The average annual growth in foreign visitors to South Africa between 1994 and 2001 was 8%. The average annual growth in the same period was 16% (Goodwin *et al.* 2002:5). In 2000/2001, domestic tourism accounted for about 67% of the South African tourism receipts, contributing R19 billion of the R24 billion generated from combined domestic and foreign tourism spend. Between April 2000 and May 2001, an estimated 34 million domestic trips were taken, during which 10.9 million spent R4.5 billion (Goodwin *et al.* 2002:5). Burger (2005:1) reports that the number of South African adults who undertook domestic trips increased from 14 million in 2008 to about 15 million in 2009. By its very nature, tourism is a unique economic activity. Instead of the product being transported to the consumers, tourists are taken to the product; therefore the tourism industry has the potential to transform relatively useless circumstances into economic goods (Yesid *et al.* 2009:131). As these goods increase, there is a greater possibility for the tourism industry to contribute to poverty alleviation. Yesid *et al.* (2009:131) further argue that tourism is considered an 'invisible industry', characterised by seasonality, impossibility to be stored and close relation with vacations and free time. It has been classified as recreational, cultural, historical, religious, ethnic, environmental, health, adventure, sports and conference. All these characteristics increase its potential to change rural space into business activity space.

2.5.3.1 Positive impacts

Rural tourism can contribute to poverty alleviation in many ways. It can create jobs, propel economic growth, generate supplementary income for people and introduce new markets for rural products.

(a) *Creation of employment*

The development of rural tourism can create job opportunities through the establishment of tourist facilities such as camps, lodges and bed and breakfast accommodation (Mbaiwa 2003: 452). The labour-intensive nature of tourism facilitates the creation of employment in rural communities, particularly services and new product development. The creation of employment is critical to poverty alleviation and stabilisation of the rural population. The rural tourism sector demands inputs such as foodstuffs and supporting services from other sectors of the economy and in this way it can generate new employment opportunities, especially among the low-skilled rural poor. Its link with the agricultural sector is an advantage because this makes it a propeller of economic growth in rural development (McCarthy & Serju 2006: 3).

The other way in which rural tourism generates employment is through its ability to attract construction projects, strengthen the agricultural sector, and serve as a source of employment for unskilled rural poor. Investments in tourism tend to generate larger and more rapid increase in employment. Neto (2003:4) holds that rural tourism generates employment because its development is accompanied by considerable investments in superstructure such as parking areas and other public utilities. All these activities create more and more job opportunities and contribute to poverty alleviation.

The ownership of cultural villages can create jobs in the tourism sector. Viljoen & Tlabela (2006:14) distinguished between three main types of cultural village ownership. Firstly there are private sector owners who aim to make profit directly or indirectly by using cultural villages as a draw card for other businesses like hotels. In this type of ownership, local communities benefit from low-level employment and handicraft production. Secondly there are indigenous entrepreneurs who establish cultural villages based on their own culture. Although these entrepreneurs aim at making profits, many emphasise a strong commitment to the conservation of culture compared to job creation in their communities. Thirdly, there are state-owned cultural villages which intend to preserve various aspects of indigenous cultures. Since the new South African government came into power in 1994, state-owned cultural villages which were developed by

homeland governments are owned by the local and provincial governments, through which they can create employment for local people.

There is evidence that job creation is amongst the most important effects associated with rural tourism. A study on the perceptions of Haitians towards tourism development in rural Haiti showed that rural tourism gave residents a better chance to ameliorate their quality of life. The study revealed that the tourism industry accounted for 30% of the available jobs in the small Caribbean island and this was ten times more than the agricultural sector (Thermil & Sheaffer 2004: 200). As the largest and fastest growing industry in the world, tourism has been instrumental in providing direct and indirect employment for 212 million people, accounting for 10.7% of the global workforce (Panda, Mishra & Parida 2004:161).

(b) Economic growth

Rural tourism is seen as a very important and probably the most contributory factor for economic development in the third world (Udovc & Perpar 2007:226). It is a potential propeller of rural development and an engine that can drive the campaign against rural poverty. Many social scientists who have focused on the economic impact of rural tourism tend to emphasise the role of rural tourism as a solution to socio-economic ills of the rural world. Rural tourism has a great potential to stimulate demand in other economic sectors because tourists need more than visiting the destination and the local community (Ashe 2005:3). Tourism attracts a plethora of supporting services such as banking, post offices and telecommunications, to mention a few. All these supporting services contribute to the improvement of the rural economy. Further economic activities are created by the multiplier effect which allows rural people to earn wages, make savings, and become credit-worthy (Barker 2003: 18). Economic activism created by rural tourism is beneficial to the rural inhabitants and can shift their focus from urban job opportunities to rural business and employment opportunities (Ryglóva, 2007:422).

Rural tourism generates economic growth by acting as a kind of export industry, attracting money from the outside world to spend on goods and services produced

locally. In this way the local businesses do not close down, retrench employees, entrench poverty and contribute to rural depopulation. Tourism further stimulates the local economic activity through the development of infrastructure (airports, highways, waterways) which is sometimes upgraded to meet the needs of the tourists. Such improvements can help to foster growth of non-recreation industries in destinations by attracting entrepreneurs and labour and by providing direct inputs to those industries (Reeder & Brown 2005: 7). Benefits such as foreign exchange, employment opportunities, higher government revenues and transformation of rural economic activities can result from tourism.

Economic growth generated by tourism in the countryside leads to economic recovery in areas of economic decline. Schlimn (2005:12) argues that when the economy recovers it promotes positive changes in the society. One of the positive changes is the reduction of the impact of poverty in the society. Rural tourism has generated economic growth using mainly its own natural resources. Economic recovery has a potential of solving many rural problems, including rural depopulation and its socio-economic consequences (Schlimn 2005). Rural tourism makes a significant contribution to the local economy at the level of the region as a whole and at the level of an individual farmer. Visitors not only stay and dine in the rural accommodations but they also engage in recreational activities and shop in local stores. If we take the multiplier effect into consideration, the contribution of rural tourism to the local economy extends far beyond the rural household (Mc Bain 2007: 15).

(c) Generation of supplementary income

Due to low agricultural incomes, cuts in subsidies and depressed farm prices, the success of farmers no longer depends on one activity. It largely depends on their ability to diversify into tourism, recreation, environmental protection, generation of green energy and other sectors. This requires them to establish new enterprises on a farm in order to supplement their income and to save the population from job losses and poverty. Rural tourism is a way of supplementing income from the farming activities in rural areas (Lopez 2006:86). Diversification through rural tourism provides an attractive business supplement or alternative to rural-urban migration. According to (Knowd 2001:14), a study of Victorian farm tourism

showed that 78% of the farmers started tourism ventures for extra income. Half of those farms made close to 15% of their income from their tourism activities. Farms which had tourism as a companion industry had an average of 22% extra income. In a similar study in the north-west Sydney basin, 14% of farming businesses were involved in tourism and 72% of them were making close to 10% of their income from tourism (Knowd 2001:14).

Tourism in rural areas is used by people from occupations other than farming to generate supplementary income. An examination of the hosts in rural areas along the Hortobagy in Eastern Hungary showed that occupants are not only attached to agriculture. They are employed in industry, services, and education, and some are pensioners and unemployed (Szabo 2005:182). This protects the rural economy from the competitive job opportunities and higher salaries and wages provided by the urban areas. The direct and indirect effects of industrialisation and commercialisation of agriculture created a business risk for farmers. The advantage of business restructuring in favour of rural tourism is that farmers are not exposed to risk if the agricultural industry stagnates or becomes competitively unprofitable (Ashley 2000:19). The reduction of risk is a significant way of protecting rural jobs and alleviating poverty. Oredogbe & Fadeyibi (2009: 8) maintain that rural tourism constitutes non-agricultural practices on the farm which provide attractive business opportunities to augment farm income.

(d) Emergence of new markets

Dawar & Chandra (2010:5) argue that rural tourism creates rural markets which present opportunities for the profitability of small scale businesses. The recent surge in rural tourism and direct selling by farmers from stands has changed the market environment of rural areas. At local levels tourism has great potential for creating markets for local products. Travellers enjoy the pleasure of visiting rural craft markets and enjoy wandering. Some of the rural destinations have craft markets once or twice a week. In some areas these markets have developed to such an extent that they operate throughout the week during the peak times. In destinations where rural tourism is successful local people make profits by selling home-made goods and services produced in the household in the local craft markets (Ciolac, Csoz, Balan & Dincu 2011: 477).

The development of tourism in most rural areas is usually accompanied by the emergence of local markets occupied by small stalls which sell fruits, vegetables, crafts, work of art, and farm produce. In places where rural markets existed before tourism development, a new demand is created as a result of increasing tourist traffic creating markets for agricultural and non-agricultural products (Ciolac, *et. al.* 2011: 477). This flooding encourages the introduction of new products and an increase in the volume of goods sold. This, in turn, creates more income for rural small traders and changes their focus from urban opportunities to available rural possibilities. The provision of access to various farm products markets benefits not only the rural small traders but also the local communities.

2.5.3.2 Negative impacts

Cattarinich (2001:17) argues that rapid tourism development in rural areas and non-local investments tend to marginalise some segments of local communities by exacerbating inequalities between the poor and those who have more capital. The poor usually benefit from tourism by way of becoming street vendors or casual labourers.

(a) Poor quality of jobs

Conventional wisdom suggests that the main drawback of tourism is its ability to create many jobs in restaurants, motels and other businesses that offer low wages and few fringe benefits. The question is: does this mean that rural tourism offers low-paying jobs? Marcouiller (2007:280) does not agree with this contention and argues that tourism generates high levels of seasonal, part-time employment opportunities which are geared to first-time workers and young people with little work experience. These jobs, he suggests, are good as a supplementary income component for retired people and those experiencing work transitions. It is interesting to note that whilst most of the earnings from pro-poor tourism go to the skilled people, there is evidence of opportunities opening up for the unskilled and marginalised groups (Ashley & Roe 2002:63). One can argue that seasonal and part-time jobs are not a permanent solution to rural depopulation and poverty. The negative impact of such jobs can be that rural people get attracted by permanent jobs with higher wages in the cities, consequently aggravating rural depopulation and its socio-economic impacts.

Tourism development in the countryside is seen as a way of improving the lives of rural people. Jobs created must be decent and help people to change their lives for the better. Generally, however, the local people hold low-paying jobs which involve manual labour. Mbaiwa (2003:454) reports that in a study conducted in Botswana, there are reports that local people work as cleaners, kitchen hands, drivers, cooks, watchmen and grounds-men. Very few of the rural locals are employed in management and assistant manager's positions. Some locals involved in tourism employment work as manual labourers for tasks such as skinning wild animals during the hunting season and tent-keeping. The low-paying jobs in the rural tourism industry can act as a deterrent to potential employees in favour of urban employment (Mbaiwa 2003: 454). The low-wage part-time jobs created by rural tourism means that it fails to create jobs for sustainable livelihoods and poverty alleviation (Marcouiller 2007:29).

(b) Seasonality of tourism-related jobs

One of the unintended consequences of rural tourism development is the stress and uncertainty of employment in this sector of the rural economy caused by its seasonal character. There are seasonal fluctuations in the demand for services. During the peak times there is stress imposed by tourists flowing in large numbers. This stress is also felt by residents as they stand in long lines in banks, post offices and other service providers. The off-season times are also problematic because they reduce the size of the labour force, resulting in temporary unemployment for some of the local people (Baker 2009: 25). Seasonality makes rural tourism a temporary panacea for rural problems such as poverty and rural depopulation. It weakens the effectiveness of poverty alleviation strategies and reduces them to temporary solutions because people slide back to unemployment during the down season and back to employment during peak season. It is this fluctuating employment that attracts people to urban areas to seek permanent employment.

(c) Overreliance on tourism

Currently tourism has become a life-quality indicator and an important source of income as well as a regional growth propeller through the development of small

businesses. Rural tourism industries have very low entry requirements and this creates many new small and medium-sized businesses which rely heavily on tourism (Beaver 2002:4). This overreliance on tourism is dangerous because it creates tight competition among small businesses, resulting in very low profits which makes minimal difference between the employed and the unemployed (Komppula 2004: 115). The concentration of entrepreneurs in the tourism business in a region or locality competes with environmental conservation and natural resource management and a vision for sustainable development (Tchetchik *et al.* 2005:3). This may result in a negative image of the destination, which is not conducive to poverty alleviation (Yesid *et al.* 2009:131).

Rural tourism has long been considered as a means of accelerating economic and social development and has become a development tool for many rural areas (Parhad, De-gang, & Xiao-lei, 2007:1). If rural communities over-rely on tourism they are likely to face problems, because the industry responds quickly to negative influences like political disturbance and natural disasters (Visser 2004: 20). Rural tourism should not be treated as more than a complement to development itself because of a risk of turning the territory into a mono-functional unit. This brings forth high seasonality and external pressure and might therefore obstruct and eventually prevent development and frustrate poverty alleviation programmes. For this reason, rural tourism should be conceived as a dynamic factor for other rural activities (Yesid *et al.* 2009:132). The seasonal nature of rural tourism poses a serious risk to the rural community, especially where there is overreliance on it.

(d) Invasion by outsiders

Attractive tourism business opportunities in the countryside may tempt well-resourced and experienced outsiders to come to communities and compete with the growing tourism businesses. Some of these invaders can be satellite businesses of large urban tourism sectors which have access to public debt markets (Zimmer & Scarborough 2005:21). The small tourism businesses may eventually collapse, because it is very difficult for them to obtain finance – especially when they undertake new aspects of business. Furthermore, these outsiders have experience in tourism-business management, leadership,

organisation, control, marketing and location. In this way the diversifying small tourism businesses can drop out of the tourism sector at a time when there are slim chances of survival in the agricultural sector. Consequently more rural people can find themselves in a poverty trap and decide to migrate to cities.

The invasion by outsiders can bring in strong outside competitors to the rural tourism business, which may result in their being excluded in favour of the outsiders. One of the major problems with outside competitors is the development of 'enclave tourism'. Enclave tourism refers to tourism that is concentrated in remote areas where the types of facilities and their physical location fail to take account of the needs and wishes of the surrounding communities (Conway & Timmis (2010:329). Such tourist facilities are owned by outsiders and are designed to meet the needs of the foreign tourists. The domination of the tourism industry by the outsiders can reduce control over local resources, thus causing failure of development strategies to achieve livelihood outcomes such as more income and increased wellbeing (Mbaiwa 2003: 458). If tourism fails to take account of the local needs, it is unlikely to contribute towards poverty alleviation.

(e) Leakages

The hard-earned gains from tourism are frequently minimised by different kinds of leakages which Klytchnikova & Dorosh (2009:2) refer to leakages as the percentage of tourism income gained from tourists that leaves the destination or never reaches the destination. This comes in two major forms. There are internal leakages which result from the importation of labour and goods into the destination. These are worse in developing countries and occur when tourist expenditure flows out of the destination or never reaches it because of high levels of outside ownership of plant or services. The external leakages are a result of the involvement of intermediaries, where the generating countries gain more than the host countries. This happens through the sale of inclusive tours whereby a package that includes transport, accommodation, food and recreational activities is bought outside the destination, probably from a foreign tour operator (Meyer 2006:7). The leakage of benefits increases when outsiders have invaded the industry in a rural area to such an extent that many tourist establishments hire

non-local labour and use other inputs, including agricultural products, which originate from outside the region (Klytchnikova & Dorosh (2009:2).

2.5.4 Impacts of rural tourism on social capital

Wall & Mathieson (2006:227) warn that social impacts of tourism must not be confused with social tourism, which is characterised by the participation of people with modest incomes (World Tourism Organisation 2007:1). Social impacts are changes in the quality of lives of residents of a destination that are a consequence of tourism in a destination. Aref, Gill & Aref (2009:155) stress that local communities are very important in tourism development because they are crucial in providing a good environmental condition for tourists. They are a focal point for the supply of accommodation, catering, information, transport and other services. The participation of local people makes tourism a purely socio-economic activity which is adapted to the needs of tourists and responds to the needs of local communities.

2.5.4.1 Positive impacts

When tourists stay in a particular destination for a long time, they come into contact with the host people. This continuous contact may have positive impacts on both the host and the guests. Tourism is an industry that employs a multiplicity of skills and offers training opportunities and substantial entrepreneurial opportunities, particularly for small and medium enterprises. It is one of the few industries with the capability of significantly increasing employment especially during peak times (Nickerson & Christensen 1995:6).

(a) Improved standard of living

Rogerson & Visser (2004:463) contend that tourism in rural areas contributes to the improvement of living standards of populations. They further argue that rural tourism encourages citizens to participate in the local economy and take pride in their resources. Besides the pressing socio-economic needs of the local communities adjacent to the protected areas, the decision to invest in tourism reinforces the community's faith in tourism and recognition of the valuable contribution that tourism can play in community development and improvement of the lives of rural people (Rogerson & Visser 2004:463). As tourism generates

employment and additional income for rural families it results in social changes, associated social benefits, improvement of lives, alleviation of poverty, minimisation of rural depopulation, facilitation of the transfer of new ideas from other parts of the world to rural areas, and the strengthening of the rural identity (Polucha & Zukovskis 2010: 4).

Demand by tourists creates jobs and helps the host to get a regular income. The spiritual motivation, along with financial support, changes the standard of living of the rural folk (Mishra & Dash 2003:3). Economic opportunities from tourism development encourage natives to return to their homes and non-natives to seize the opportunity to establish themselves in local areas (Thermil & Sheaffer 2004: 201). A case study on rural tourism development in Uganda shows that rural tourism has resulted in the conservation of the natural and cultural assets and has added values such as the renovation of cultural structures (Holland *et al.* 2003:29). Improvement in the standards of living in rural families can change other support activities such as education and health.

In addition, rural tourism provides social and cultural benefits such as social contacts between local population and tourist, and an augmented perception of the importance of stronger communication among local people. Local communities begin to find ways to develop the economy of the area, improve living standards and preserve cultural heritage and social values (Ramanauskiene, Gargasas & Ramanauskas 2006: 38). Appreciation of the culture of local communities among visitors is one of the best benefits of tourism. Such appreciation and enhancement encourages local people to develop their cultural assets, such as customs, handicrafts, architecture, food, and local knowledge, for their own benefit (Mametja 2006:25).

(b) Transformation of rural communities

The type of tourism introduced can determine the extent to which tourism can promote the relationships and networks. Cultural tourism, for instance, focuses on daily local life, traditional celebrations, history, and archaeology of the community. This focus keeps people within the scope of their life patterns whilst it generates extra income for them. The same applies to village-based tourism, where tourists

share the local daily life experiences with the local people (Nusser 2005: 3). Since the daily life experiences help to empower the local people, their livelihoods may change during and even after the visit. The other major benefit is that the rural community derives income from the presence of tourists in the area since the tourists obtain most of the materials, equipment, energy and foodstuffs from the locality. The tourism industry is able to influence the establishment of social facilities such as banks, post offices and telecommunications, which in turn create more jobs for the rural people. This influence is a result of the fact that the tourists obtain their reinforcements from the locality, As rural people get jobs, they are able to reduce the impact of poverty (Mbaiwa 2003:457).

Polo & Frias (2010:26) contend that rural tourism can act as an agent of the transformation of rural areas by allowing an inflow of resources and liquidity into host communities through the expenditure of tourists and the creation of new small businesses and employment. This transformation in turn, can assist in building of infrastructure and in the conservation of the natural environment, culture and identities of each rural tourist destination. Rural tourism promotes social advancement as well as environmental conservation. Social advancement helps to change the mind-set of people to such an extent that they believe in their region as a source of employment and livelihood.

2.5.4.2 *Negative impacts*

People in rural areas may not have the same attitude towards tourism and tourists. The interaction between tourists and the local communities can bring about social problems and dissipation of community atmosphere.

(a) Social problems

Social problems result can stem from large numbers but they can also be triggered by a positive image of the destination which boosts its popularity and leads to overcrowding. As the tourism destination becomes popular, the culture of a rural community can also change rapidly because of the presence of large numbers of tourists. As a result of large numbers of visitors, a rural community may cease to be a place where children play on safe streets, where there is little or no crime, and where everyone welcomes you to their house. In many rural

communities where tourism has developed, people complain about the escalation of social problems. Tourism results in the importation of crime and other serious societal problems into rural communities and these can radically alter a community's culture and cause the escalation of social problems (Thermil (2004:201). This situation can leave potential employees with no option but to migrate to cities.

One of the social problems that result from large numbers of visitors in an area is crime. There are perceptions that tourism impacts on public safety in rural areas. The issue of the relationship between tourism and crime calls for debate to establish whether it is just a perception or a reality. There are perceptions that tourism contributes to crime. There is also a perception that tourism is a function of crime because crime chases away tourists. It is logical to assume that the tourist population may include people with criminal intentions. The more tourists there are the more criminals there might be in the area. Although the numbers may be small any criminal element among the tourist population can be active while in the locality. Another challenge is that during the tourist season the population density of the tourist-frequented area increase dramatically, creating 'opportunity' for criminal elements (Baker 2009:25). Crime may cause tourists to opt for alternative destinations where there are no incidents of crime reported.

Some scholars add the problem of prostitution as one of the negative impacts of tourism in rural areas. Prostitution is the most common negative social impact of tourism in rural and urban areas. Prostitution is likely to clash with the moral values of rural areas and can result in cultural conflicts. The Bahamas, Barbados and Jamaica have been cited as destinations which have shown high levels of prostitution in the Caribbean for the last 30 years (Thermil & Sheaffer 2004: 201). Prostitution affects morals and values of rural areas because exchanges between locals and visitors often lead to acculturation. Rural areas appear to be more sensitive to problems of acculturation than urban areas (Thermil & Sheaffer 2004).

(b) Dissipation of community atmosphere

The pressure placed upon small communities and rural areas by large numbers of tourists and increased traffic can have considerable negative impacts. One of the

widely recognized social impacts is a loss of small-town and rural atmosphere. This is a concern where shopping complexes and casinos are built in rural areas. Their existence and functioning make rural areas urban, thereby diminishing the very qualities being sought by rural visitors. When this happens there is a loss of congruence between the tourist's self-image and the destination image. This in turn results in loss of income and consequently failure of the tourism development programmes to create employment opportunities and to alleviate poverty. Other effects include traffic, greater demand on local services, and longer lines in grocery shops and other service providers (Hall *et al.* 2005:54).

Socially, the small rural community atmosphere dissipates quickly. Neighbors may not be able to stand at gates and fences and chat with one another because there is a crowd of tourists on the street. This leads to a negative attitude towards the tourists among local residents. As the number of visitors increases, residents who were first overwhelmingly positive in their attitudes to their guests develop increasing reservations about the long-term benefits of visitors (Liu 2005:1363). The invasion of villages by foreign visitors with different values may disrupt the rural culture if tourism is not well planned. This disruption of culture may lead to a decline in the rural traditional and cultural practices.

Cheuk, Liew-Tsinis, Phang-Ing & Awang-Razli (2010:433) argue that one of the socio-cultural impacts of tourism in rural areas is the 'demonstration effect', where tourists who are financially better off than the local residents cause resentment or envy among the locals. As locals try to acquire the lifestyle of the tourists, they may abandon their own traditional values and culture. Where tourists are from the big metropolitan areas, this may result in envy of urban life and rural depopulation. The length of stay in the destination may make matters worse, because it determines the socio-cultural impact of tourism (Kirkpatrick & Mitchell 2005:54). When tourists stay in a particular destination for a long time, they come into contact with the host people. This continuous interaction affects both host and guest, and the interaction between the two may lead to a composite culture. It has been argued, too, that tourism can create impacts upon the society such as cultural degradation, undue influence of foreign cultures, etc. (Mishra & Dash 2003:3).

Olorunfemi & Raheem (2008:211) assert that local communities are significantly vulnerable to the deleterious impacts of tourism development – particularly indigenous cultures, as they directly experience socio-cultural impacts of tourism. Disruption to established activity patterns, anti-social behavior, crime and overcrowding caused by tourism development can all have a negative impact on local lifestyles and the quality of life of both indigenous and non-indigenous communities. In this way, the attitudes of the local people to tourism and to tourists themselves can change. Consequently they may oppose any tourism development initiative in the area. As they oppose tourism development, the local poor are deprived of opportunities for earning income and minimising the impact of poverty.

2.5.5 Impacts of rural tourism on natural capital

Tourism in natural environments is mostly practiced by nature lovers who prefer isolation to urban crowds, and silence to the noise of tourist resorts. It offers tourists the opportunity to practice climbing, fishing, hunting or other nature-based sports (Tane & Theirheimer 2009: 903). The rapid growth of rural tourism is now recognised as having both positive and adverse effects on environmental quality. In the context of the worldwide debate on sustainable development, there is an increasing need for a thorough reflection on sustainable tourism, where the socio-economic interests of the sector are brought into harmony with environmental constraints. The quality of the rural environment conditions the sector and there must therefore be a carefully maintained relationship between rural tourism and the natural environment (Giaoutzi & Nijkamp 2006:2). The following discussion will examine the positive and negative impacts of rural tourism on natural capital.

2.5.5.1 Positive impacts

The presence of visitors in a destination can have a positive impact on the natural environment. The natural environment benefits from rural tourism through the creation of environmental awareness, as well as research and development.

(a) Environmental ethics

Tourism changes unused environmental objects into useful resources. When these resources begin to contribute to the rural economy, residents are encouraged to conserve them. In this way the natural environment benefits from

rural tourism in the sense that the community takes care of it once its resourcefulness is discovered. Eco-tourists prefer a destination that offers a wide range of flora and fauna. Once these have been identified as attractive to visitors, they become important resources. This identification of new resources encourages the community to save flora and fauna in order to sustain the productivity of a destination and its role in poverty alleviation. Along with flora and fauna, all other natural resources which form part of tourist attraction are maintained. Appreciation of diverse tourism resources can change the mind-set of tourists from a desire to exploit the natural environment to a desire to work with local people to conserve it (Goodman & Francis 2003:274).

The development of rural tourism can strengthen farmers' resource consciousness and make them receptive to protecting the resources and the environment and establishing a society with 'saving resources and friendly environment' attitudes – living up to 'clean village appearance' as a motto (Zhang, Yang & Gao 2009:32). Tourism is therefore an effective means not only of regenerating declining rural economies but also of promoting cultural values and satisfying more environmentally-friendly forms of business management. The current growth of rurally-oriented tourism is accompanied by an expansion of its definitions to incorporate ideas about ecotourists' responsibility, environmentally-friendly destination management, profit linkages to conservation efforts, and sustainable development of local people (Dineyurek 2005: 2).

Once people discover that they can earn a living from the natural environment they begin to exercise environmental stewardship. Part of environmental ethics is the conservation of freshwater and marine resources. Once these become tourist products, locals begin to plan carefully for their use and appreciate the need to exercise judicious control over them so that they derive maximum benefit and prolong their availability as part of their livelihood (Neto 2003:5). The development of tourism in rural areas can boost maintenance of habitat for wildlife and promote wildlife management and nature-based tourism as legitimate land uses (Libanda & Bignaut 2008:47). A major advantage of strong environmental ethics is that the tourism industry becomes more sustainable, thus creating sustainable jobs for poverty alleviation.

Tourism in the countryside is an effective means of achieving not only the regeneration of declining areas but also promoting cultural values and more environmentally-friendly practices in the industry (Thermil & Sheaffer 2004:201). The existing growth-oriented tourism in rural areas is accompanied by a number of benefits. Tourism fosters commitment of both the local community and tourists themselves to an environmentally-friendly destination management. Through tourism, conservation efforts can be linked to community development (Dineyurek 2005:2). Since rural tourism is largely based on attractive natural environment and landscape, it can build on and preserve the agricultural, cultural and natural heritage of the countryside. In this way rural tourism becomes a tool for poverty alleviation, conservation and sustainability.

(b) Research and development

Tourism in rural areas creates an ideal situation for tourists to socialise with local people and scientists to conduct research (Page & Dowling 2002, Ciolac *et.al.* 2011). There is a general hope that the results of scientific research would lead to a better understanding of the local community in general and of the natural environment in particular (Thermil & Sheaffer 2004: 201). In this way, the tourism industry can expand in the rural areas and provide more advancement opportunities for local people. The local communities could use the knowledge obtained from researchers to promote sustainable development programmes for the conservation of flora and fauna. They can use the income from tourism to conserve and protect nature reserves, historic towns, battlefields, river gorges, beaches and ocean reefs. Research can also help to develop new tourism products for the expansion and diversification of the sector in rural areas which may create new products and new employment opportunities (Mametja 2006: 23).

Research makes rural tourism a change agent as scientific findings inform new methods of nature conservation and environmental resource management. This can potentially promote the sustainability of the tourism industry. Research also helps the industry to identify which of its activities have controllable impacts and which are difficult to regulate. Rural tourism has strong dependence on the natural resources and it can be a renewable industry where the resource integrity can be

maintained. In this way it makes the countryside a reliable resource for tourism and an effective tool for poverty alleviation. Ballantyne, Parker & Axelson (2009:149) are convinced that tourism research helps the planners to track recent developments in the tourism industry and identify areas for closer consideration during the process of development.

2.5.5.2 Negative impacts

Harrison (2001:42) raises a concern about potentially increased risk to the natural environment from tourism. The argument is that tourism is unable to reduce the risk of exploitation of the natural environment, and can put pressure on the natural environment and reduce local residents' access to natural resources.

(a) Pressure on the natural environment

According to Neto (2003:4), uncontrolled tourism development can cause severe disruption of wildlife habitats and increased pressure on endangered species. Egbali, Nosrat & Ali (2010:68) shares the same sentiment arguing that the disruption of wildlife behaviour is often caused by tourists' vehicles in national parks as they approach wild animals and distract them from hunting and breeding. The fragile ecosystems of mountain regions can also be threatened by increase in popular tourist activities such as skiing, showboating and trekking. Mbaiwa (2003:460) concurs with these views, stating that tourism contains the seeds of its own destruction because it can kill itself by destroying the environmental attractions which pull visitors to rural destinations. There are emerging rural tourism development areas where the sector places additional pressure on the environmental resources upon which it is based. Ashley (2000:19) states that the pressure that the tourism industry can exert can compromise the future prospects of the local poor communities as well as the very expectations of the tourists. It makes tourism an unsustainable tool for poverty alleviation.

Rapid expansion of tourism can cause environmental degradation and adverse socio-cultural impact. Scholars like Polucha & Zukovskis (2010), Ciolac *et.al.* (2011), Ashley (2000) and Egbali *et. al.* (2011) agree that natural resource depletion and environmental degradation associated with tourism activities pose severe problems to many rural regions. The fact that most tourists choose to

maintain their high consumption levels and generation of waste when they reach the destination can cause serious problems for developing regions that lack the appropriate means for protecting natural resources. Neto (2005:5) warns that the main natural resources at risk from tourism development are land, freshwater and marine resources. In conforming to Neto (2005), Eagles, McCool & Haynes (2002:41) state that tourists facilities and programmes within certain areas should act as standard setters in environmentally sensitive design and operations. This suggests that careful land-use is necessary instead of rapid development planning because the latter can intensify competition with other users for land resources and lead to rising land prices and increased pressure to build on agricultural land.

(b) Reduced access to natural resources

Ashley (2000:15) argues that tourism development can affect local community's access to natural resources if it is not well planned. This means that tourism can change arable land, degrade nature, and complicates the harmony of rural landscapes and ecosystems (Ashley 2000). Where rural tourism development threatens the authenticity of local community traditions and excludes people from accessing key resources including grazing lands for livestock and plant resources for harvesting, tourism activity can perpetuate poverty and promote rural depopulation. Such a situation would be in contradiction of what Chachage (2003:10) meant by describing rural tourism as an activity in which local residents, often rural, often poor and marginalised are active participants as land managers, entrepreneurs, employees, decision makers and conservationists.

Besides the deliberate exclusion of local people from accessing natural resources, what Polucha & Zukovskis (2010:4).observes that unplanned tourism in rural areas can deny local people access to natural resources directly by damaging resources and indirectly by affecting the way resources are managed

2.5.6 Impacts of rural tourism on human capital

There is an argument that tourism in rural areas offers employment of a low quality to rural dwellers (Mbaiwa 2003, Reeder & Brown 2005, Marcouiller 2007). One of the major determinants of this type of employment is skills levels of the rural poor. There is a need for development of human capital in local

communities, because development of tourism in these areas may need various types of workers such as tour guides, catering assistants and receptionists, to mention a few. This need can result in very positive economic and social spinoffs for the whole rural community by creating a more employable workforce, thus making tourism a real mechanism for poverty alleviation (George 2007:298).

2.5.6.1 Positive impacts

Rural tourism can contribute to poverty alleviation in a number of ways. It can promote economic skills acquisition through training and development, and reduce the vulnerability of the poor.

(a) Training and development

In encouraging tourism development, Dhakal (2005:27) points out that human capital is very important in any economic activity, and rural tourism offers great potential for developing human capital. It is therefore not surprising that Dhakal (2005) partly attributes adult training and skills development in tourism-active rural areas to tourism development. The implementation of sustainable tourism in Nepal is a good example. The 'Tourism for Rural Poverty Alleviation Programme' (TRPAP) included training programmes which covered areas of gender awareness, English language and skills enhancement. The project contributed to the development of human capital by giving people choices and opportunities for improved lifestyles. Through conversation, skills were in turn passed on to other people in the community (Dhakal *et al.* 2007:27). Skills development and training can contribute to human capital development in local communities and help to avoid a situation where the tourism industry imports skills from the cities.

George (2007:297) supports Dhakal *et. al.* (2007) by arguing that rural tourism development can strengthen households' productive capacity by increasing skills and providing cash for investments as people take advantage of the employment opportunities it offers. Well planned rural tourism can provide local people with training for relevant skills so that the whole tourism industry can produce future entrepreneurs. Tureac, Turtureanu & Bordean (2008:2) agree with George (2007) and Dhakal (2005) in arguing that new skills gained from tourism by employees can be adapted to the human needs of the tourists, respond to the needs of the

local communities, and be socio-economically and culturally well relevant and environmentally sound.

Ferreira (2008:172) further clarify the importance of training and skills development by reminding us that the South African Department of Environmental Affairs and Tourism, after 1994, took up the challenge to provide training in tourism when the government realised that tourism is vital for the national economy. Ferreira (2008) further mentions that in 1996 the Department of Environmental Affairs and Tourism issued a White Paper on Tourism which emphasised the need for training in tourism.

(b) Reduction of vulnerability

Tourism is often referred to as the industry that can improve the livelihoods of local communities. Honeck (2008:9) mentions that tourism development in rural areas can bring about improvements in the rural community life and reduce the vulnerability of the poor by creating business opportunities, developing skills, providing market access and additional income. In supporting this view, Honeck (2008) elaborates by giving an example of Uganda where the vulnerability of the poor was reduced through tourism development which opened up new markets and new business opportunities thus improving community income and organisation especially for health education.

Ashley, Roe & Goodwin (2001:1), in supporting Honeck (2008) on the role of tourism development in reducing vulnerability, cite an example of Namibia where the creation jobs and market opportunities reduced hunger and vulnerability of the poor. What all the above examples suggest is that, if well planned, tourism development in rural areas can be a generator of employment and additional income for rural families. In this way the rural families can be less vulnerable through social changes associated with improvement of community life, economic benefits and facilitation of the inflow of new ideas from outside which may strengthen the local identity (Polucha & Zukovskis 2010:4).

2.5.6.2 Negative impacts

Besides contributing to poverty alleviation in different ways, tourism development can have unintended outcomes to the destination. It can create problems if it is

not managed in a sustainable manner. The following are some of the negative impacts of rural tourism, which may also be directly associated with the introduction of poverty in the study areas.

(a) Unfair competition

Zimmer & Scarborough (2005:21) argue that one of the risks that may face small tourism businesses is unfair competition where large businesses from outside can come and take advantage of their strong business backgrounds and skills thus creating unfair competition for them. Chachage (2003 10) in affirming that competition is one of the major risks of tourism development in rural areas points out that outsiders may also have an agenda of introducing rural tourism of a special kind where local poor residents become passive participants without being decision makers.

Mbaiwa (2003:458) adds the dimension of business mortality when arguing that one of the serious problems with the invasion of the business environment by larger outside operators with a more competitive edge is that it can reduce control over local resources thus leading small businesses to failure and development strategies to a frustration and failure to alleviate poverty.

The importance of the section on impacts of rural tourism is that an understanding the impacts of rural tourism development is critical for a community that is getting organised for involvement in the industry. This understanding can help individuals and organisations to ensure that the process of tourism development is effective and beneficial to the local communities (Aref & Gill 2009:10). Any development strategy that aims to use tourism as a mechanism for poverty alleviation must take into account the possible constraints that may frustrate the programme (Schellhorn 2007:1).

2.6 BARRIERS TO RURAL TOURISM

Whilst the perceptions by Viljoen & Tlabela (2006:1) are that rural tourism is important for increasing participation of the poor in the development process and in bringing wider benefits to rural areas may remain a true, it is important that local

communities do not lose sight of the fact that there may factors which can militate against the potential of rural tourism to benefit the local communities. This fact is confirmed by Kepe, Ntsebeza, & Pithers (2001:1) who maintain that poor rural communities in South Africa face numerous obstacles to their effective participation in tourism, and most tourism development programmes fail to address them.

Rural tourism is potentially an important contributor to value addition in a whole range of activities, economic, cultural or social, in a rural area where it is developed sustainably (Abdullaev 2007: 2). Whilst rural tourism offers an impressive list of benefits, we must not ignore the fact that it is not an automatic solution for struggling rural economies. It has many constraints which must be overcome for it to benefit the rural poor. Monakhisi (2008: 175) argues that the tourism industry is not yielding a meaningful benefit to the poor and perpetuates imbalances where the few continue to benefit from the booming tourism industry. Removal of barriers can change tourism in rural areas from being an ordinary economic system to a job creation and poverty alleviation mechanism. The following discussion seeks to expose the barriers which hinder tourism from benefiting the poor in rural areas.

2.6.1 Lack of support from other sectors

Lack of political will on the part of local authorities in many rural areas makes it difficult for the rural poor to initiate tourism development projects. The tourism business relies heavily on the support, cooperation and participation of other sectors through services, access to private land, and natural and cultural heritage. Cooperation between stakeholders is important for ensuring faster economic development of a tourist destination. Governments have a crucial role in creating and accomplishing strategies, policies, regulations and coordination between structures. The private sector is an essential player as a partner, facilitator, customer, marketing channel and advisor to tourism development (Dimsoka 2008: 177). Lack of support for rural tourism by various stakeholders in the development of rural tourism as a mechanism for poverty alleviation may frustrate the rural poor and encourage rural depopulation.

2.6.2 Lack of qualification and training

Employment of the poor in the tourism enterprises and the establishment and running of tourism enterprises by the poor are some of the mechanisms which will enable tourism to contribute to poverty alleviation. Unfortunately, regardless of its size and location, tourism is a complex and highly professional enterprise (Dimsoka 2008:176). A major issue in the development of rural tourism is the need for education and training. Tourism as an industry requires business management, marketing and customer-care know-how (George 2007:297). These are frequently overlooked because most of the rural poor, having been involved in other types of business, assume that little further knowledge and skills are required to enter into the tourism industry. Many poor people in rural areas are insufficiently trained to be able to respond to the challenges of tourism or to occupy the qualified jobs (George 2007:297). Tourism development should contribute to the skills development in order to prepare the rural communities to seize entrepreneurial and job opportunities that come with it.

2.6.3 Lack of social capital

Social capital is defined as a network of trust and reciprocity between community members who help to transform their social assets into economic, social and environmental action (Dhakal et.al 2007: 14). For rural tourism to succeed and be of benefit, the poor must be willing to invest their efforts in building local structures such as user groups to facilitate coordination, cooperation and troubleshooting for mutual benefit. The incompatibility of rural tourism with the existing livelihoods is a constraint. There is always a possibility that the seasonal rural subsistence activities coincide with the peak tourism periods thus causing cooperation and coordination to weaken (Bowel & Weinz 2008: 29).

2.6.4 Lack of financial capital

Davis (2003:13) argues that the most common obstacle to investment in rural tourism and entrepreneurship is inadequate access to capital. Limited finances can be a significant constraint for the rural poor as most of them are likely to have insufficient budgetary resources to enable them to prepare their communities for tourism ventures (Hall *et al.* 2005:54).

Typically, access to financial resources for small tourism businesses is much more limited than for larger mass tourism firms which are able to access public debt markets (Zhenyu, Hedges & Zhang 2005:3). Many small businesses find it very difficult to obtain finance, especially when they are relatively new in the business. Lenders require security for loans, and many of the unemployed rural poor are not creditworthy and lack adequate security for acceptance by lenders (Kumar 2007: 14).

2.6.5 Lack of human capital

Limited knowledge and education among rural residents regarding tourism is a major obstacle to the success of tourism. Often rural people do not understand the importance of service quality in a tourism setting and are unfamiliar with the behavior and expectations of urbanites. In addition, it is not uncommon to find rural tourism business failing to keep regular hours because the owner has other things to do (Hall *et al.* 2005:54). One of the problems faced by the rural poor in South Africa has been their historically motivated inequalities. Which have resulted from the poor education system.

Despite the reforms that have taken place in the education system since 1994, it is estimated that around 7.5 million people in South Africa are functionally illiterate, while 19.3% of the population have had no education at all (Spencely & Seif 2003:26). Historically speaking, tourism enterprises with philanthropic activities for the poor rural people in South Africa have traditionally tended to concentrate on core problems faced by the poor (Spencely & Seif 2003:26). In this regard, there is a need for tourism enterprises that focus on how tourism can contribute positively to the livelihoods of rural people in the study area.

2.6.6 Lack of physical capital

Infrastructure is an issue that must be addressed for rural tourism to be successful. It increases accessibility of the destination because the tourists must travel to the destination in order to consume the product, As an industry, tourism relies heavily on bringing the consumer to the point of sale. Remote geographical location and low population densities in many parts of the countryside means that

transport must play a critical role in determining the success of rural tourism ventures (Eruera 2008:18).

The investment in infrastructure stimulated by tourism in the locality is one of the mechanisms for enabling tourism to benefit the poor. The importance of infrastructure in the development of tourism cannot be overemphasised, but lack of public sector support for rural tourism makes it difficult to put infrastructure in place for the influx of tourists. Absence of good infrastructure also creates an unfavourable climate for encouragement of small enterprises (Dimsoka 2008:176). The lack of infrastructure can hinder the potential contribution of tourism towards job creation, entrepreneurial development and economic growth.

Spencely & Seif (2003:26) maintain that the absence of efficient public transport in certain rural areas can also be a barrier to tourism development. Sarkar (2009:8) warns that the lack of basic infrastructure may frustrate development programmes and contribute to the persistence of poverty. Similarly, Eruera (2008:18) acclaims tourist destinations are only accessible by means of private vehicles. This, according to Eruera (2008) still creates more accessibility problems because the type of roads may become a deterrent for travellers who use private cars as they find travelling in gravel too expensive for the maintenance of their cars.

2.6.7 Low capacities to meet the tourist's expectations

Meeting the expectations of tourists is very important for a destination to market itself and ensure the possibility of repeat visitors. Rukuiziene (2007:3) argues that there are tangible and intangible attributes which are basis from which the quality of rural tourism is evaluated. The tangible attributes are references, infrastructure, amount of services, service differentiation according to price and content, and applied technologies. Intangible attributes are security, convenience, ambience, respect, friendliness and competence. All these are very impressive for consumers and can impact on the business. If the rural participants fail to meet the tangible and intangible attributes of quality tourism, they are unlikely to reap the benefits of the tourism business.

The tourism industry, like other industries providing goods and services, is constrained by demand functioning of its consumers. Dimsoka (2008:176) maintains that the benefits of tourism can reach the poor if the sale of goods and services to tourists is made directly by the poor or by the enterprises employing the poor. One of the most important constraints faced by the industry as a whole is limited resources for tourists' enjoyment. This is particularly true when geographical distribution of these sites is considered. Some areas are better attractions than others. A lack of adequate financing makes it difficult to employ staff or pursue business development financially with an intention to improve customer care (Rukuiziene 2007; Dimsoka 2008; Eruera 2008).

Some destinations in poor communities possess good resources and products for tourism to flourish but lack destination-marketing skills. Mathew (2009:86) argues that marketing is the most important factor in destination competitiveness these days. Tourism destinations in poor rural communities lack skills for creating awareness, promoting products and services, communication, creation of brand image, and developing a network of channels through a variety of marketing tools.

2.6.8 Location

The geographical distribution of tourism amenities and activities is uneven and this translates to a serious barrier. Many poor people may be in remote areas far from the locations where tourism flourishes, which are usually related to a particular site or situation. In such situations, infrastructure is an issue (Bowel & Weinz 2008: 29).

Lack of accessibility is a serious disadvantage for the rural tourism business and the surrounding communities. Some rural tourism destinations are only accessible to tourists using four-wheel drive vehicles. A bus service may improve accessibility to certain remote destinations and attract tourists from other destinations by offering an alternative service. A challenge is that in geographically dispersed areas this service may only assist travelers to reach the destination but not to move from one product to another (Eruera 2008:19). Accessibility is one of the factors that make the potential of rural tourism to

alleviate poverty a reality because it makes it possible for the consumer to come to the destination.

2.7 DEMAND AND SUPPLY OF RURAL TOURISM

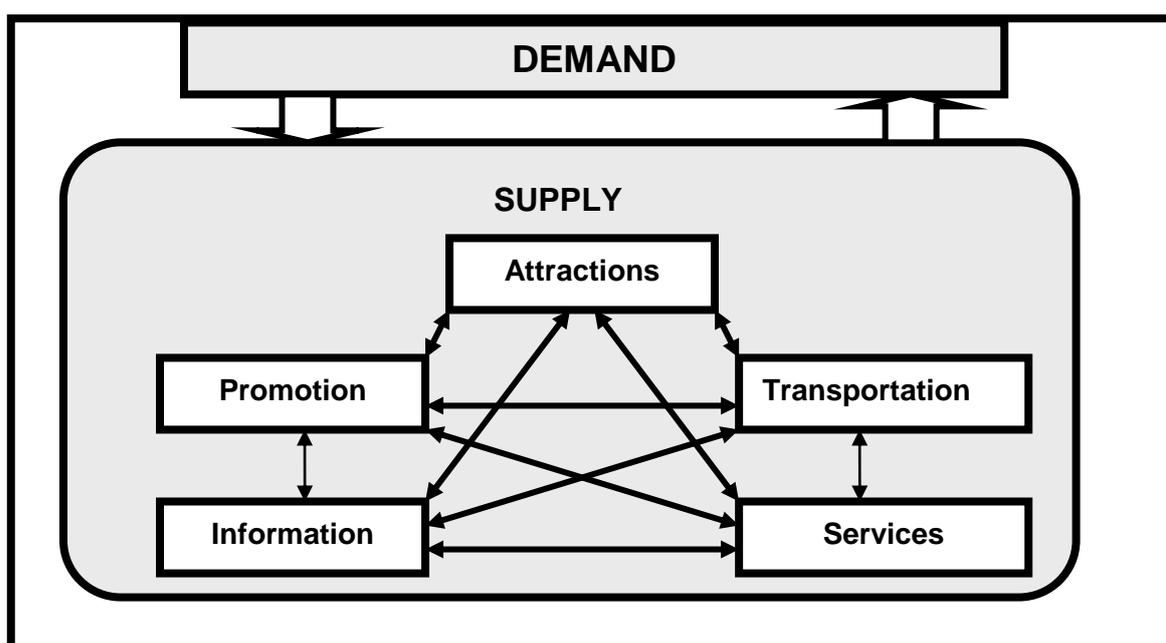
Supply and demand relationships are the cornerstone of rural tourism planning in any development project. These relationships are important because they determine the extent to which community projects like rural tourism are likely to succeed. A negative shift in demand can result in a negative shift in supply, and the destination may end up failing to alleviate and minimise the exodus of rural dwellers to cities. Literature on rural tourism reveals that in the past few decades demand and supply of rural tourism has increased because travelling to the developing countries has created a new domain of independent tourists (Sillignakis 2003:5).

Authors like Albalade & Bell (2009), Ramanauskiene *et al.* (2006), Gunn (2004), agree that rural tourism has recently attracted considerable interest in developing countries. According to the Department of Tourism [DOT] (2011: 34) tourism is the largest segment of the economy. Recent studies in Jamaica indicate that in 2009 there was direct employment in the tourism sector which was estimated to be at 75 000 persons while indirect employment generated by tourism in Jamaica is estimates at 200 000 jobs (DOT 2011).

Demand and supply for rural tourism depend on the competitiveness of a destination. According to Kulcsar (2009:123), competitiveness can be observed from two perspectives. From a macro perspective competitiveness is a national concern and its ultimate goal is to improve the real income of the community. Rural tourism destinations must be competitive in order attract visitors, create job opportunities and improve the livelihoods of people. From a micro perspective competitiveness is a destination-level phenomenon, having to provide products and services that can satisfy the never-ending desires of the modern consumer (Kulcsar 2009: 123).

Gunn (2002:34) models demand and supply in tourism as shown in Figure 2.4. There are many details within each of these two major drivers of tourism, and tourism development planners must consider how to deal with them if tourism in rural areas is to target poverty alleviation. What Gunn (2002) is trying to demonstrate is that the service industry can target the rural poor for employment in such areas as visitor information centres, guided walks, cultural villages, park and ride sites and tour operations to mention a few. The model created by Gunn (2002) as shown in Figure 2.4 can be further interpreted as indicating that local people with skills can be employed in the marketing and promotion of tourism products such as water sports, heritage sites, battlefields and others. The promotion of tourism products can lead to the establishment of tourists' information centres to support the supply of tourism.

FIGURE 2.4: THE INTERRELATED DEMAND AND SUPPLY MODEL



[Source: Gunn (2002: 34)]

The relationship between demand and supply in rural tourism and destination competitiveness has been emphasised by a number of scholars. Poon & Govers in Kulcsar (2009: 124) mention the attributes of a competitive destination and three critical principles which destinations must follow if they are to be competitive. The first principle is 'put the environment first'. Rural destinations

depend on the attractiveness of the natural environment and environmental protection must be a paramount goal for the destination. The second principle is 'make tourism a leading factor', pointing to the importance of outstanding tourism service and products for a rural tourism destination. In other words tourism and the tourists should be central in planning. The third principle is 'strengthen the distribution channels in the market place'. Marketing and distribution of tourism products and services is different from the marketing of general commodities. In tourism the product is consumed at the destination and therefore distribution channels must motivate the consumer to go to the destination. Tourism development efforts must embrace these three principles if its objective is poverty alleviation.

Lebe & Milfelner (2006:5) argue that demand and supply factors differ from one destination to another, according to facilities, accessibility, quality of service, overall affordability, location image, climate, and environmental attractiveness. Resorts which are purely rural are not visited as intensively as the mass tourism resorts. However, purely rural resorts are the aspect of tourism in which locals see an outstanding opportunity for faster and more sustainable economic development and a reliable provider of jobs for local people. In almost all rural areas around the world, the desire to develop tourism is evident, which means that rural tourism destinations are economic systems with increasing demand and supply sides (Lebe & Milfelner 2006:5).

2.7.1 The demand for rural tourism

Different scholars have defined tourism demand in various ways. Proenca & Soukiazis (2005:5) define tourism demand as the amount of tourist products that the consumers are willing to acquire during a specific period and under certain conditions which are controlled by the explanatory factors used in the demand equation.

Proenca & Soukiazis (2005:6) identify two major factors influenced the demand for rural tourism in the 19th century:

- Technological progress, with the development of railroad tracks in Europe which favoured the growth of the entire tourism industry.

- The development of cable cars and elevators which changed many regions into popular rural tourism destinations.

This corresponds with Sarkar's (2009:8) argument that infrastructure and connectivity are key factors for rural tourism development. The demand for rural tourism was further accelerated by increased income and leisure (Tchetchik et.al 2005:3).

Besides the development of transport, there are other factors which determine the increase in demand for rural tourism. Measurement of rural tourism demand is essential if people wish to estimate its development, growth and value and to improve its position. In most countries there has been a trend towards rising demand for rural tourism, rural amenities and educational function of the rural heritage and environment (Upadhayaya, Muller-Boeker & Sharma 2011:29). The demand for a destination also depends on a number of factors, some being natural, such as environmental attractiveness, climate, beautiful scenery, attractive beaches, wildlife *et cetera*, and some man-made, such as accessibility of the destination, tourism infrastructure, the quality of management and the skills of the workforce (Ohe 2008:2). The contribution of tourism towards poverty alleviation cannot be fulfilled by the availability of natural attractions of the destination alone. Infrastructure is very important as a demand factor.

2.7.1.1 Growth in Demand for rural tourism

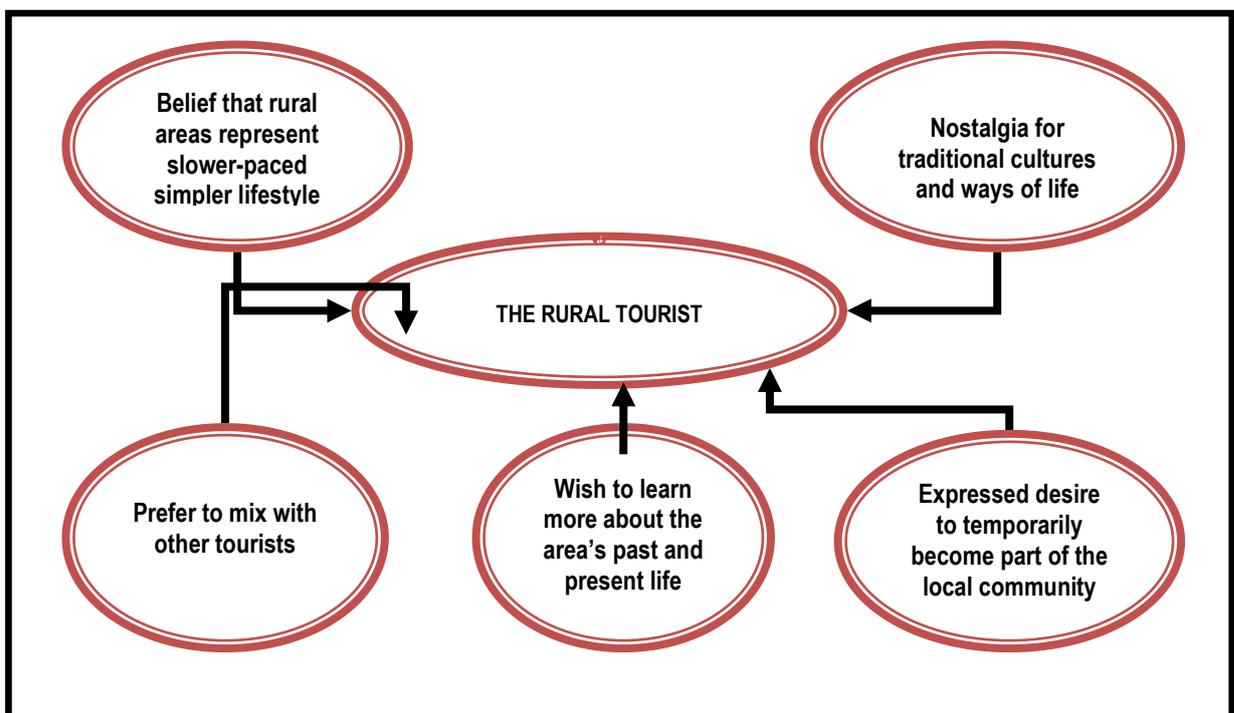
There is a link between the demand for rural tourism and the level of development. The demand for rural tourism is strongly affected by social class, and participation rates consistently show that the more affluent, better-educated and more mobile people visit the countryside (Upadhayaya, Muller-Boeker & Sharma 2011:29). This is a reason why demand for rural tourism is growing at different rates in different countries. In some of the developed countries it grew by 10% to 15% per annum between 1945 and 1973 (Sharma 2004:101). In rural areas, the growth of demand for tourism must not be a mere statistic but it should reflect itself in the improvement of the lives of people and poverty reduction.

It is in the interest of rural tourism to understand the ‘new tourist’ who has different desires and motives for travelling. The change in the desires of the tourists mean that improved products and services must be available in destinations. In return customers are willing to pay a fair price for quality products and services. The motivation for travel is no longer about appreciation of flora and fauna only. It includes the broadening of knowledge and experience about the culture which is different from their own (Nzama 2008:2). The improvement of tourism products must be taken as an advantage because it can increase the potential of a destination to create more job opportunities.

2.7.1.2 The psychographics of a rural tourist

Knowd (2001: 21) identified the salient elements of rural tourist psychographics which are summarised in Figure 2.5. This tourist wants to mix with other tourists and become part of the destination rather than an observer.

FIGURE 2.5: THE PSYCHOGRAPHICS OF A RURAL TOURIST



[Source: Knowd (2001: 21)]

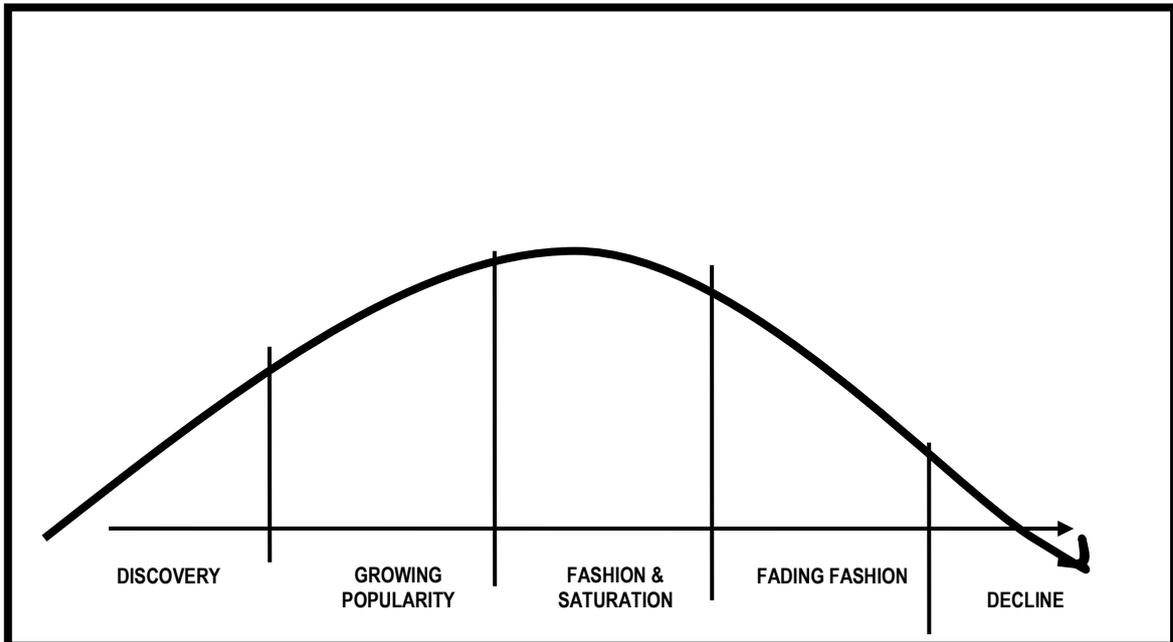
This tourist feels nostalgia for traditional cultures and ways of life – a desire, in other words, to be temporarily part of the local community and even share ideas about local challenges. When reaching home, the ‘new’ tourist wants to tell a story

of 'what I have done' rather than 'what I have seen'. Tiffin (2005:1) adds another characteristic of the 'new tourists', namely that they seek an experience, not a view, and they want to be involved in a range of activities, not just taking photographs.

2.7.1.3 *The life cycle of a tourist destination*

Prosser in Giaoutzi & Nijkamp (2006:1) declares that the dynamics in the demand of tourist destination is influenced by three factors: consumption patterns of an elite class, successive class copying (lower-income classes imitate the behavior of the elite), and expansion of the tourism frontier. As shown in Figure 2.6, illustrates the tourist life cycle, mapping out the various stages of tourist demand at a destination (Prosser 2006). The argument that social class and participation rates determine the demand for rural tourism is explained in terms of the cycle, starting from a discovery stage and ending at a decline stage.

FIGURE 2.6: THE LIFE CYCLE OF A TOURISM DESTINATION DEMAND



[Source: Giaoutzi & Nijkamp, (2008: 1)]

The latter means that demand for a destination does not remain stagnant but changes from one stage of the cycle to another. Poverty alleviation strategies that use rural tourism must consider the fact that maximum benefits will not come at

an initial stage but will gradually increase as the destination grows in popularity. From the cycle we can conclude that the contribution of rural tourism to poverty alleviation is not an event but it is a gradual process.

The destination is first discovered and patronised by a group of affluent people. This sets a new trend for the destination which in turn creates a new demand. The new demand makes the destination more popular, which further increases its popularity and demand (Giaoutzi & Nijkamp 2006:3). As the destination becomes more and more fashionable to visit its demand increases and the destination becomes more congested and more pressure is put on resources. The elite class begins to search for new, less congested destinations, which causes the fashion to fade. The final stage is the decline of demand as a result of declining popularity and disappearance of trend setters and followers. For purposes of poverty alleviation the local community must be creative enough to ensure that the destination does not reach total decline during the last stage (Giaoutzi & Nijkamp 2006:3).

There is a relationship between the creation of jobs and the demand for tourism in rural areas. In a study on tourism employment in rural Canada, Beshiri (2005:3) reports that the larger numbers of urban residents create powerful demands for tourism facilities in rural regions, despite the fact that rural dwellers often travel to cities for purchases, theatrical or sporting events, or other services. Most major conventions and conferences are held in cities with larger conference facilities. This in turn drives the creation of tourism-related employment in rural areas and repopulation of rural areas.

2.7.1.4 Factors sustaining demand for rural tourism

According to Beshiri (2005:3) larger numbers of urban residents create a powerful demand for rural tourism. The demand for rural tourism is a result of the following factors, as indicated by Tchetchik *et al.* (2005:4). The first is the move towards short holidays which most people prefer to take in the countryside. These short holidays tempt city dwellers to travel to surrounding rural areas for leisure instead of taking far away trips.

Tchetchik *et al.* (2005) mentions the evolution of the heritage industry, which saw rural settings as the natural representatives of national heritage as the second factor. The heritage industry, according to Tchetchik *et al.* (2005) is linked to rural areas because of the presence of heritage sites, battlefields and game reserves, to mention a few. The third factor is the notion of rural areas as beneficial to health, with fresh air, cleaner air, cleaner water and the opportunity for outdoor recreation. For this reason Tchetchik *et al.* (2005) regards the rural destinations as areas targeted by city dwellers to escape the congestion and pollution of urban spaces.

The fourth factor is the improvement in facilities aimed at recreation in natural surroundings, such as four-wheel drive vehicles and mountain bikes. These facilities attract sports lovers to rural areas, who in turn use other tourism products during their visit. This improvement creates more demand for rural tourism especially in KwaZulu-Natal which relies to a significant degree on its diverse and abundant wildlife resource base and the natural environment. The scenic quality, diversity of wildlife resources and cultural historical heritage of KwaZulu-Natal provides the province with an important comparative advantage (Foggin & Munster 2000:3).

Besides the abovementioned factors, there are several additional factors which have created a strong demand for rural tourism worldwide (England Research 2005:2). Firstly, there is increasing interest in and awareness of the countryside, environment and conservation which is evident in the increases in rural tourists in recent years as Eagles *et al.* (2002:13) affirms this increasing interest by stating that the growth of interest in sustainable tourism and ecotourism reflects a rising tide of social concern about the quality of the natural environment and the effects of tourism.

Secondly, people see the countryside as a valuable resource with a diversity of landscape, culture and facilities that contrasts with increasing standardisation of urban areas (Ohe 2008:1). The existence of this tourism demand factor is confirmed by John *et al.* (2008:436) who contends that the countryside creates demand for rural tourism because it has attractions such as natural and cultural

landscapes translating into scenic beauty due to the presence of lakes, rivers, hills and mountains that support the diversity of flora and Fauna. These features, according to John *et al.* (2008) are an essential pull factor from which the rural tourism industry derives benefit.

Thirdly, the countryside is perceived as presenting fewer risks from crime and pollution than other types of destinations. This attracts more and more city people to come and appreciate rural life. This demand for rural tourism stems from their desire to experience nature by living in the countryside (Arahi & Kaikan 1998:1). Rural authorities must take advantage of the demand factors and create an environment of job creation and entrepreneurial development. The demand side of rural tourism can be described by defining the needs of the main segments of potential consumer.

Lebe & Milfelner (2006:5) group these segments into four categories. The first categories, according to Lebe & Milfelner (2006) are 'families with children'. Analysis of offerings by tourism farms revealed that there are many activities for children but a very limited range that respond to the needs of parents which, according to Lebe & Milfelner (2006), creates an entertainment gap that has a negative effect on the demand for rural tourism. The second category is 'double income families' with no children which includes young couples who are searching for peace and tranquillity and intense relaxation after a stressful work period. Lebe & Milfelner (2006) describe this group as people who wish to be active, and prefer farms with a wider range of recreational possibilities. They prefer rooms where they can avoid contact with other visitors. Their demand for tourism includes a requirement for cosiness and privacy Lebe & Milfelner (2006).

The third segment is what Lebe & Milfelner (2006:5) call 'elderly people'. The emergence of ageing but active populations has become a norm in most countries. They possess effective occupational pensions which make it possible for them to travel. This segment of potential visitors chooses tourist farms because they are expecting to pay less for a room than in a hotel – although they expect the tourist farm to provide service similar to a hotel in standard. They have

very divergent wishes. They usually do not ask for additional programmes which have extras to be paid for.

Each of the segments mentioned above is characterised by certain preferences. Simpler preferences for no development are closely related with wilderness, therapeutic and intrinsic landscape values (Brown 2006:1).

2.7.2 The supply of rural tourism

The supply side of tourism is unique because it is not determined by the same kinds of factors as other industries. Its production and consumption appropriates space and transforms landscape and changes landscapes, waterscapes and cultures in a way that differentiates it from industrial and agrarian modes of accumulation (Proenca & Soukiazis (2005:1). Bianchi (2003:19). argues that to derive its end product tourism does not extract raw materials from the earth for processing and manufacturing, or invest labour and capital to cultivate agricultural produce on the land. Tourism actually extends production to areas with little or no production capacity and potential. It is an industry whose raw materials embody combinations of physical, natural and cultural features. Nelwamondo (2009:57) shares this view, stating that the underlying characteristic of tourism supply that distinguishes it from other services is the way in which the mobile population who visit the destination areas consume a tourism product, service or experience.

Zhou, Bonham & Gangnes (2007: 7) find it difficult to give a precise definition of tourism supply that takes into consideration the variety of products that tourists consume, which includes rural tourism products. Proenca & Soukiazis (2005:1) share this same concern, noting that, although most studies take into account the demand for tourism, little attention has been given to the supply factors which might influence sustainability of the tourism destination. The situation is worse with rural tourism, where such studies have even ignored infrastructure, connectivity, sanitation and accommodation capacity of rural destinations. Despite this research gap, Sillignakis (2003:6) tries to define supply as a point where demand has been fulfilled. Nelwamondo (2009:59) maintains that the supply of tourism has to do with the way different components of the tourist products are

made available to tourists in a destination. Without improvements in the supply of rural tourism, the industry cannot effectively contribute to poverty alleviation.

Tourism supply is anchored in two principles, according to Sillignakis (2003). The first is the principle of service to provide for demands of tourists. This can include holidays which are usually specifically rural, such as walking, climbing, wilderness holidays, canoeing, rafting, cross-country skiing, hunting, bird watching, camping, sightseeing, accommodation, food service provisioning, rural festivals, river and canal angling, horse riding, landscape appreciation, heritage holidays and conservation holidays (Organisation for Economic Co-operation and Development 1994:16).

The second principle is the site or location which attracts the tourist. By its very nature, rural tourism takes place in rural locations and involves a multitude of public and private organisations and businesses. Attractions are developed places which are planned and managed for enjoyment, activity and visitor interest. They include national parks, forests, theme parks, cultural events, *et cetera*. The attractions of a destination are a powerful component of the supply side of rural tourism. They are critical because they provide a 'pull' at times when the market forces provide a 'push' of visitors. Without attractions, nothing would entice, lure, stimulate and motivate the interest of visitors (Gunn 2002:41). This implies that natural and cultural attractions are an important factor in influencing the contribution of tourism towards poverty alleviation.

Lebe & Milfelner (2006:6) attempt to describe the supply side of a rural destination by dividing resources into two categories: hardware and software. In this regard, tourism supply includes attractions such as physical landscape, landforms, flora and fauna, waterscapes, the quality of air, and other natural phenomena like heritage sites and general infrastructure. The availability of such resources is paramount for the success of the tourism development and poverty alleviation strategies in rural areas. Besides natural environment, the supply of built-environment phenomena is also critical for the success of rural tourism. This includes infrastructure such as water supply systems, recreational facilities, commercial facilities, power sources and superstructure to support the visitation.

Transportation is one of the major drivers of tourism supply, because the interaction between the tourist and the service provider begins when the tourist reaches the destination. Davis (2003: 20) raises issues about remoteness and accessibility as factors determining the supply of tourism, especially in rural areas. Software resources, according to Lebe & Milfelner (2006:6), include services, skills and knowledge, customer service and general marketing expertise. Skills in how to prepare diversified products to suit the preferences of each segment of visitors and how to put together various packages in order to meet the needs of potential visitors, and knowledge about promotion requirements also fall under software resources. Management of the software resources is a critical determinant of supply in rural tourism (Nelwamondo 2009:59). On average, rural populations are less educated than urban populations, and a rural tourism development model must address the demand and supply gap between needed and available knowledge and skills.

This section has discussed the dynamics of demand and supply of rural tourism. Given the fact that supply and demand are complex drivers of tourism, the next section focuses on the role of image congruence in the supply and demand sides of rural tourism.

2.7.3 Linking demand and supply to image congruence

Demand-supply relationships in rural tourism are very complex. People hold different views and perceptions about the rural areas; these views and perceptions are called images (Upadhayaya, Muller-Boeker & Sharma 2011:29). For rural tourism destinations these images differ from those associated with urban destinations. The 21st century tourists are generally more independent, quality conscious, and harder to please. They are mostly attracted to intellectual discovery, contact with local people and increased options for touristic experiences (Nzama 2008:2). Image is a value factor in their selection of a destination brand. Theoretically speaking, the success of a strategy that uses rural tourism development to alleviate poverty is determined not just by the quantitative resourcefulness of the countryside but also by three categories of image: image of a destination, image of a service provider, and the self-image of the visitor (Power 2005:2).

In the global tourism market environment, a destination is often associated with a unique image. Image is defined on the basis of how tourists feel about the various destinations in terms of travel benefits they need (Molina, Gomez & Martin Consuegra 2010:722). Different tourist destinations have different images. Tourists destinations can be perceived as exciting and pleasant, unpleasant and distressing, arousing, sleepy and gloomy, relaxing, affordable, friendly and accessible (Yalain & Ali 1999: 10). The image of a destination determines demand and supply, and the popularity of a rural tourism destination is linked to its image. The image can determine the ability of the destination to create jobs, improve the lives of local people and contribute to poverty alleviation.

Murphy, Benckendorf & Moscardo (2007:420) define a destination brand as perceptions about the place as reflected by associations which the tourist memory holds. Therefore a tourism destination brand is nothing else but a combination of tourism products that are consumed under the brand name of the destination. The image of a destination brand is mainly based on three elements: people, place and pace (Molina, Gomez & Martin Consuegra 2010:723). There is a general agreement among scholars that tourists consume landscape, rural atmosphere and a quiet environment (Tyran 2007: 125). People in a destination can be portrayed as friendly, caring and welcoming. The place can be portrayed as tranquil and beautiful. The pace of life can be portrayed as fast or slow, hence, the notion that rural tourism is an escape from the busy city life. Portrayal of a destination brand has been alluded to by a number of authors on rural tourism. Some see the image of most urban destinations as negative, associated with noise, congestion, pollution, overcrowding, prostitution and crime, while the countryside is associated with quietness, rich cultural heritage and natural resources, personal contact, authenticity, and individual resonance (Gartner 2004; Gartner 2005). With the decline in the capacity of farming to absorb rural labour, rural areas must take advantage of their image factor to create jobs and contribute to poverty alleviation.

Yasim *et al.* (2003: 222) argue that a tourist destination is often associated with a unique product. In other words, the image of a rural destination determines

whether tourists would wish to visit it and what they want to see during their visit. A tourism development model for any rural area must take into consideration the issue of image congruence, which is the relationship between the self-image of a visitor, the rural destination image and the service provider visitor image. Congruence between these aspects can result in satisfaction with the rural destination and the service provider, which in turn creates demand (Power 2005:8). For rural tourism to be beneficial, some of the image of its destinations must be modified to ensure that their portrayed image is in line with what the visitors may demand.

The consumer's self-concept is very critical in influencing the consumer's attitude. Abdallat & Eman (2000:32) argue that a consumer's specific value-laden self-image is very important because it interacts with corresponding value laden destination image perception in terms of user image in a product purchase. Power (2005:5) defines self-concept as an individual person's perception of him/herself. In other words self-concept is an individual's set of ideas, thoughts and feeling about themselves in relation to other available objects within the framework of the environment (Power 2005). Consumer research has revealed that the expectation of the consumer from a brand is influenced by matching the consumer's self-concept with the brand user image (Lohmann 2004:7). Satisfaction of tourists with a destination is a function of evaluative congruity which is a cognitive matching process in which the visitor's perception influences the decision to travel to a particular destination (Abdallat & Eman 2000:32).

The first successful application of the self-concept congruity theory in tourism was in 1992 in a study of post-visit satisfaction. This study was conducted by Chon who applied self-congruity theories (Sohn & Yuan, 2010:2). The findings by Chon revealed that tourists who perceived a high difference between a destination's user image and their self-image were least satisfied with the destination brand and those who perceived a low difference were the most satisfied. Satisfaction with a destination brand is very important for the success of a rural tourism development strategy especially if it is designed as a poverty alleviation mechanism (Power 2005:5). The process of destination branding begins when the evaluation of the destination image includes a strong emotional attachment.

Therefore only branded destinations are purported to establish an emotional link with their potential customers (Murphy *et al.* 2007:420).

Although image congruence is a well-documented aspect in the marketing literature, it has received little attention in the tourism context. In simple terms, the image congruence hypothesis assumes that consumers have a favourable attitude towards destination brands which they perceive to be congruent with their self-image (Sohn & Yuan, 2010:4). They have a less favourable attitude towards brands which they perceive to be incongruent with their self-image. This means that visitors self-concept is based on the physical self, inclusive of the products consumed as well as the people with whom the visitor associates. Therefore the image of a destination brand is mainly based on people, place and pace (Power 2005:5). The image of the destination has a great influence on the ability of rural tourism to alleviate poverty.

Molina *et al.* (2010: 722) argue that the application to tourism of the image congruence hypothesis is not as straightforward as in the ordinary buyer-seller relationship. In the tourism context the consumer purchases the rural destination brand, but the functional service they actually purchase is offered by the service provider. A contested area is whether incongruence between the destination brand image and service provider image can result in the tourist dissatisfaction, tourist disloyalty, and destination brand unprofitability. The tourist destination image comprises multiple factors or attributes. Tourists may generate a destination image on the basis of holistic approaches such as unfavourable news, past history, geographic constraints, inherited names, *et cetera*. (Venkatachalam & Venkateswaran 2010: 84).

According to (Molina *et.al* 2010:723) self-image plays a crucial role in the profitability, performance and survival of the tourism industry. Power (2005:6) defines self-image as the sum of beliefs, ideas and impressions that people have of a destination brand. It is the aggregate of the product, the behavior of tourism employees, and the environment. On the other hand, the image of a destination is a product of an individual tourist's perception of the destination, all its associations, and the overall impression of the rural holiday experience.

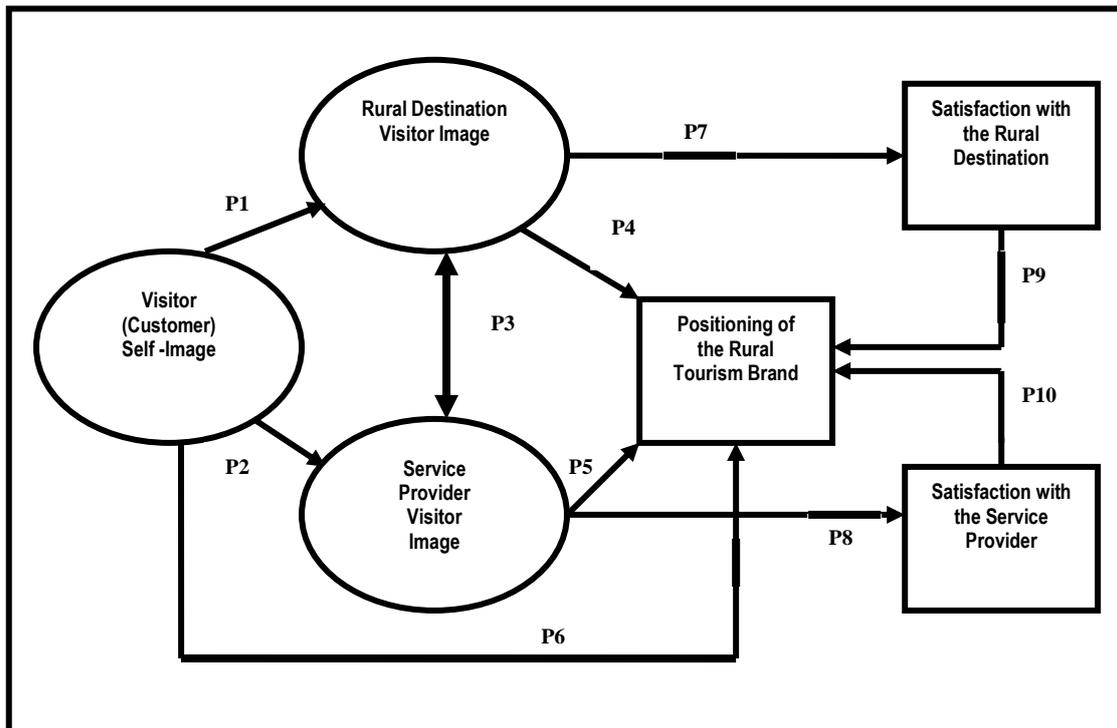
In the context of rural tourism it can be concluded that tourist satisfaction, tourist loyalty and destination profitability require the involvement of local residents especially where tourism is used to propel economic recovery and discourage rural depopulation. Power (2005) even suggests that tourists begrudge being considered as mere faceless statistics and therefore choose other destination brands to express their self-image and dissatisfaction. This attitude announces their self-image. In terms of image congruency theory, the destination image plays a crucial role in determining who holidays in a rural destination and to what extent the tourism industry can create employment opportunities.

The conceptual model shown in Figure 2.6 indicates the complex interrelationship between customer self-image, rural destination image, service provider image and the influence which this relationship has on the positioning of the rural tourism product. The objective of the model is to highlight the importance of having congruent images between the destination and the service provider in order to create a uniform image which is perceived by the visitor.

Power (2005) draws two important conclusions on basis of the model in Figure 2.7. The first is that the congruence between the visitor's self-image and the rural destination's visitor image is positive (P1). The second is that the congruence between the visitor's self-image and the service provider's visitor image is positive (P2). On the basis of these conclusions the author argues that for a visitor to have a congruent image with the destination brand image and the service provider image, the destination and the service provider should have congruent images in order for the image congruence of this relationship to be more effective.

Once the two parties (destination and service provider) detect the similarities, they will be able to identify the significance of each party and its role in perception-building of the visitor. In a rural tourism market situation, the tourism development planners must ensure that they get the buy-in of the service providers. This buy-in has a potential of increasing the ability of the destination to contribute towards job creation following increased visitor attraction.

FIGURE: 2.7: THE ROLE OF IMAGE IN SUPPORTING THE RURAL TOURISM PRODUCT



[Source: Power (2005:8)]

The third conclusion which Power (2005) draws is that the congruence between rural-destination visitor image and service provider image is positive (P3). Since the identity of the rural tourism brand is held by the position of the brand in the minds of the consumers, the rural tourism brand constitutes the destination brand and the service provider brand. The values of these brands are projected in the mind of the consumer who makes a decision to act or not to act upon them. Murphy *et al.* (2007: 422) argue that today's consumer makes choices based on whether or not the product fits into his/her own lifestyle or whether it presents a new exciting experience. This means that the positioning of the destination is also supported by the image of the service provider.

Power draws the fourth and fifth conclusions: positioning of the rural tourism brand is influenced by the rural destination visitor image (P4), and by the service provider visitor image (P5). Consumers choose products that fit into their own self-image. They evaluate themselves in order to formulate their self-image and therefore prefer brands which they consider to be similar to their own self-image

(Yalain & Ali (1999:2). In the context of tourism there is a link between a consumer's self and the role of being a visitor. Therefore the visitor's self-image should influence the positioning of a tourism brand.

Power (2005) draws a further conclusion that the congruence between the consumers' self-image and the positioning of the rural destination brand is positive (P6). Tourists would hold a more favourable perception about the destination brand if they perceive a small difference between a destination's image and their actual or ideal self-image. There is a strong co-relation between the tourist's satisfaction and the destination loyalty. Tourists who are satisfied with the destination have a tendency to stand by it more than others and hence there is a link between satisfaction and destination loyalty. This leads to a relationship between tourist satisfaction, tourist loyalty and the profitability of a tourist destination (Davis 2003; Power 2005). If tourism in rural areas is to be used as a mechanism for poverty alleviation, the destinations involved must be characterised by tourist satisfaction so that repeat visitors will translate to a rise in tourist loyalty and therefore to destination profitability. Destination profitability is likely to lead to economic recovery and creation of jobs which in turn can lead to poverty alleviation.

Greater satisfaction with the brand results from similar congruent images and the greater the similarity, the greater the satisfaction with the brand. Power draws another conclusion that in cases where the match between the visitor self-image and the rural destination image is greater, the satisfaction of the visitor with the rural destination would be greater (P7). Where the match between the visitor self-image and the service provider visitor image is greater, the visitor's satisfaction with the service provider will be greater (P8). Expectations and perceptions are the most important factor that influences visitor satisfaction (Coomber & Lim 2004:2). The greater the satisfaction the more favourable is the outcome.

Two final conclusions which Power (2005) draws are that where the visitor has great satisfaction with the rural destination, there is more favourable perception of the rural tourism brand (P9), and that where the visitor has great satisfaction with the service provider, there is a favourable perception of the rural tourism brand

(P10). Therefore rural tourism must reassert itself in lifestyle marketing and concentrate more on what the tourists want to see rather than on physical properties of the products or services that are promoted. Murphy *et al.* (2007: 422) argue that the greater the match between the tourism destination visitor image and the tourist's self-concept, the more likely is a favourable attitude towards the destination and the more likely is its popularity. Therefore economic recovery, job creation, and poverty alleviation would result if visitors are satisfied with the destination.

2.8 CONCLUSION

This chapter has focused on the subject of rural tourism and its impact on development in general. It gave a broad overview of the history of rural tourism development tracing the earliest manifestations of tourism back from Greece in the 17th century to the Industrial Revolution, the Second World War as well as the first and second half of the twentieth century. It discusses resourcefulness of the countryside for tourism development, highlighting its attractiveness to visitors leading its positive image. In this section rural tourism and environment are viewed as intimately linked and supported by indigenous resources and cultures. The relationship between tourism and agriculture has been extensively covered, putting the farmers at the centre of rural tourism practice. The role of destiny in tying up agriculture and tourism was emphasised in this chapter. The researcher has discussed rural tourism as a dynamic concept, considering its definition, scope and context as explained by different scholars within and outside the field of tourism. The impact of rural tourism was covered from a perspective of livelihoods assets with a special focus on physical capital, financial capital, social capital, natural capital and human capital. The chapter concluded by focusing on two important aspects relating to rural tourism. The first aspect was about the barriers hindering the potential of rural tourism in benefiting the poor. The second aspect was a discussion on the supply and demand of rural tourism including the relationship between image congruence and tourism supply and demand.

CHAPTER 3

THE POTENTIAL ROLE OF TOURISM IN POVERTY ALLEVIATION

3.1 INTRODUCTION

The problem of poverty is not foreign to South Africa. When the new South Africa government came into power in 1994, one of the immediate priorities was to address the imbalances of the past and in particular, to improve the quality of life of the poor (Viljoen & Tlabela 2006:6). The government sought to achieve this goal by developing policies that impact positively on the poor. Alleviation of poverty is a daunting challenge that faces the whole sub-Saharan region, where poor people are denied basic opportunities and choices which are needed for a healthy and creative life, a decent standard of living, freedom, dignity, self esteem and the respect of others (Munthali 2007:51).

Tourism development has important potential as a mechanism for poverty alleviation. His Holiness Pope John Paul II has pointed to the role tourist activities can play in fighting poverty, with tourism seen as a special expression of social life with economic, financial and cultural implications and consequences that are crucial to individuals and peoples (Forde 2003:1). This message is echoed by scholars such as Dimsoka (2008:173) who holds the view that tourism can bring about higher and faster economic development and decrease poverty in many ways. This can be of extreme importance to all countries in the world especially for rural areas in developing countries.

The same message was conveyed by Francesco Frangialli, Secretary General of the United Nations World Tourism Organisation, who emphasised that tourism is a key weapon in the struggle to defeat poverty and inequality in an “apparently wealthy world. Poverty still affects four billion people throughout the world of which two billion are living with less than one dollar a day” (Forde 2003:2).

People commonly think of “poverty” as a condition of having insufficient money, but this is to take account of just one aspect of poverty; any definition of poverty

must include a wider perspective if we want to develop strategies for poverty alleviation. It is easy to identify poor people but very difficult to come to a clear understanding of what actually constitutes poverty.

Development corporations use various definitions of poverty as a guide to their intervention strategies. A multidimensional definition of poverty can help development corporations to address poverty in its totality, where it is not just as case of low income levels but a whole web of human-related issues such as lack of access to health care, schools, or social security. Poverty is a state of vulnerability where the poor are exposed to violence, injustice, powerlessness and uncertainty in the face of sudden emergencies like accidents, natural catastrophes and sickness. This wider view of poverty links to the definitions and values enunciated in the United Nations Millennium Development Goals [UNMDG] and the Organisation for Economic and Development Assistance Committee Guidelines on Poverty Reduction (Greenberg 2005: 14).

Despite valuable research by scholars from disciplines such as geography, anthropology, economics, sociology and other development studies, there is little understanding of the real link between tourism and poverty alleviation, especially in the rural world. Between 2001 and 2005, the World Tourism Organisation has undertaken extensive research to establish a clear understanding of how tourism contributes to poverty alleviation (United Nations World Tourism Organisation (UNWTO, 2001). Similarly the United Nations World Tourism Organisation (UNWTO, 2007) urged that 2007 should be a year to consolidate tourism as a key agent in the fight against poverty and the main tool for sustainable development (Mitchell & Ashley 2009:4).

This chapter looks at the link between tourism and poverty alleviation in the rural world in particular. Firstly it indicates how poverty can be seen as a rural phenomenon. Secondly it outlines how the dimensions of poverty are interpreted and understood by various academics. Thirdly it looks at the causes of poverty with a special focus on theories according to which these causes may be understood. Lastly it offers a critical perspective of the role that rural tourism can play in poverty alleviation.

3.2 DIMENSIONS OF POVERTY

The definition and interpretation of poverty is treated differently by different scholars. For many years social scientists have attempted to give an operational definition of poverty in empirical research, using various approaches which include treating a relative lack of income as poverty, measuring income and expenditure to establish a level below which a person is deemed poor, identifying shortfalls in socially perceived necessities or activities, and asking people themselves whether they are poor or deprived (Bradshaw & Finch 2003: 514). These diverse perspectives are rarely used in combination, yet relying on a single measure of poverty is not adequate because poverty alleviation strategies must address poverty in its totality.

Academics like Turner (2005), Tresilian (2006), Lotter (2007) and view poverty as a uniquely human condition. People who lack necessary minimum resources to sustain physical health are described as suffering from absolute poverty. This implies that human beings, wherever they may live, are regarded as poor if they do not have economic capacity to access food, shelter, clothing, security and medical care needed for the maintenance of their physical health. Therefore poverty is in one sense an expression of what it means to be human (Lotter 2007: 1195). Since poverty is a human-centered phenomenon, all rural tourism development strategies must consider the needs of the poor from initial decision making all the way through to implementation. Chachage (2003:11) draws particular attention to the gap between rich and poor in relation to the plight of rural communities:

Poverty is not the real problem of the modern world. For we have the knowledge and resources which would enable us to overcome poverty. The real problem, the thing which creates misery, wars and hatred among men is the division of mankind into rich and poor (Chachage 2003).

This forces us to ask the question why there are 'haves' and 'have not's in the world? There must be means and ways of providing the victims of poverty with

immediate or intermediate opportunities for recovery through activities that cater for their livelihoods. This can include valuable opportunities to develop business skills for poverty alleviation through tourism development (Brown 2003:6).

In essence Chachage (2003) argues that we must close the gap between the rich and the poor if we want to push back the frontiers of poverty. It is therefore necessary for rural development planners to design realistic programmes to tackle the persistence of poverty. Including the poor as new stakeholders in tourism development decision-making forums can be a good starting point for closing the gap between rich and poor. Recent research has revealed that rural tourism has the ability to protect the natural and cultural environment and benefit both the tourist and the local poor communities (Dhakal 2005:3). Benefits to the local poor can make a significant contribution to poverty alleviation.

With a significant proportion of the population lacking basic necessities such as food, housing, education, safety and health provision there is no question that ways must be found to push back the frontiers of poverty (Noble *et al.* 2004:4). While no single solution will suffice, we need to look for poverty reduction mechanisms that have a growing rather than a declining potential. Tourism is one such growing industry which can play a role in reducing poverty in rural areas. Agricultural diversification in favour of tourism will provide new sources of income and poverty alleviation and create new rural markets. In this way the rural poor will benefit (Oredegbe & Fadeyibi 2009: 2).

Rural areas have multidimensional problems but poverty can be regarded as the source of every problem. Mishra & Dash (2003:2) speak of the psychological dimension of poverty which means that poor people feel discriminated against, insecure, politically repressed and victimised by public agencies. Another dimension is physical poverty. This refers to material deprivation such as lack of money, unemployment, lack of food, clothing, and housing and inadequate access to health services and clean water. Non-material factors such as security, peace and power over decisions affecting lives of the poor are part of the physical dimension of poverty. Rural poverty also changes constantly because it generates further problems like gaps in income, rural depopulation, regional

imbalances, environmental degradation and other socio-economic problems. Tourism development can reverse the situation through income generation, population stabilisation and environmental stewardship.

For some people poverty is an evaluative concept – one which can help us to understand impoverishment better as a uniquely human dimension. Lotter (2007:1195) speak of the moral dimension of poverty according to which it is a kind of “avoidable suffering” that means people “cannot just stand by and watch” but must “take action”. They argue that poverty is not just a scientific concept but also a “moral concept”. In this respect, tourism development in rural areas must view poverty alleviation as a way of taking action and of sending a message that poverty is morally unacceptable.

Tresilian (2006:18) contends that the income dimension of poverty extends to a wider set of basic social needs such as access to resources, opportunities, information, power and mobility. In this dimension, poverty evolves from a lack of financial resources which cause a lack of other human needs. Scholars who believe that poverty is associated with a lack of income hold the view that unemployment is the greatest challenge in poor communities. Turner (2005:9) asserts that having one wage earner in the household is a foundation for livelihood and security. A lack of income leads to a lack of access to health, education and other services. Income poverty also commonly gives rise to rural-urban migration. The increase in rural urban migrants is partly driven by economic factors, and economically-challenged rural areas constantly lose people to cities. The relationship between poverty and migration is clear in areas where agriculture is failing to absorb the rural workers. Therefore there is a need to design programmes that would address the issue of income poverty in rural areas, and tourism can be one of them.

Shucksmith (2003:1) refers to poverty as an outcome which denotes an inability of certain individuals to share in the everyday lifestyles of the majority because they lack certain resources of which the most important is disposable income (with, as already noted, concomitant inadequacy of food, housing, mobility and services). Organisations such as the World Bank use income levels to define poverty, and

the World Bank reports that almost half of the world's population live on less than US\$2 a day. The Millennium Development goals which were set for 2015 include the reduction of the proportion of people living in extreme income poverty, by which is meant those who live on less than US\$1 per day (Harris 2004:7).

3.3 CAUSES OF POVERTY: A THEORETICAL PERSPECTIVE

For any organisation or initiative to succeed in poverty alleviation programmes, a clear understanding of its causes is necessary. This is an issue on which it is not easy to arrive at any consensus. Some scholars believe that poverty is a result of unemployment which is in turn influenced by changes in both global and national production strategies as well as the historical trajectory of the political economy. Some believe that it is caused by a lack of resources; some believe that it results from individual deficiencies (McCaston & Rewald 2005). For this discussion it is necessary to look at some of theories of poverty within the context of development.

3.3.1 McCaston's Theory

The argument by McCaston & Rewald (2005) is that poverty is caused by a range of factors, which he divides into three categories: immediate causes, intermediate causes and underlying causes. This is a useful point of departure because it allows for a clearer breakdown of reasons why we have a problem of poverty.

Immediate causes of poverty are factors directly related to life and death situations: the urgent crises in livelihoods, the shocks which affect the poor more than they afflict the affluent (Turner, 2005:3). These can include famine, diseases, natural disasters and conflict. According to McCaston & Rewald (2005) most natural catastrophes leave people with no resources and infrastructure. When this happens people fail to meet their basic needs and they become vulnerable to a number of hardships. As a result of natural catastrophes, people lack income and assets to attain basic necessities such as food, shelter, clothing and acceptable levels of health and education. Because of their large numbers they then perceive themselves as powerless and unheard in the various social institutions. This leaves them vulnerable to adverse shocks and unable to cope with their

problems. In this way the poor become susceptible to various risks of health, natural disasters, *et cetera*. (Jamison, Goodwin & Edmunds 2004:5). Usually they put pressure on institutions to provide assistance so that those who are not directly affected feel obliged to intervene to reduce the impact of poverty through different kinds of aid to those who are affected. Such intervention is always necessary since, as Lotter (2007:1195) argues, poverty is both a human and a moral factor and implies a kind of avoidable suffering where onlookers cannot just stand by and watch but must take action.

Intermediate causes of poverty, the second of McCaston, & Rewald (2005) categories, are those basic needs which people lack, including basic services, skills, employment opportunities, capacity for productivity, *et cetera*. People lack employment opportunities and decide to migrate from their countries or regions to areas of perceived opportunities (Turner 2005:3). This migration results in the closing of certain job-creating businesses, such as retail stores, in the regions of origin. Consequently the affected countries or regions are then deprived of other necessities such as education and skills, eventually denying access for existing businesses to cutting-edge technology and development. The economy is then unable to sustain itself and unemployment rises. Eventually the only asset left to poor people is their labour, which tends to lose ground with successive improvement of technology and increase in mechanisation. In this way poverty gives rise to a number of socio-economic problems in rural and urban areas. Since poverty is an avoidable condition which requires other people to take action, areas affected by the intermediate causes of poverty need development programmes aimed at the alleviation of poverty, and tourism in rural areas can be one of them.

With McCaston & Rewald's (2005) last category, the underlying causes of poverty, the challenge is to discover why people end up being victims of immediate and intermediate forces of poverty. The underlying causes of poverty involve issues of rights, empowerment and identified status. Turner (2005:3) argues that the underlying causes of poverty are rooted in power structures and relationships between different groups in local, national and global society. The underlying causes can also include fundamental environmental problems such as

unsustainable use of resources and degradation of natural systems. The fact of the matter is that attempts to address the underlying causes of poverty require different strategies than those for tackling the immediate and intermediate causes of poverty. Bradshaw (2005:6) summarised the underlying causes in the following discussion of five theories of poverty.

3.3.2 The individual deficiency theory

Proponents of the individual deficiency theory argue that poor individuals are responsible for the poverty situations in which they find themselves. It apportions blame to individuals who are experiencing poverty for creating their own predicament. It assumes that if the poor had worked harder they would have better choices and could have avoided the situation or been capable of remedying it, even at later stages of their lives. The theory of individual deficiency also ascribes poverty to the genetic make-up of individuals, such as intelligence, which is not easy to reverse. By implication, the theory says that some of the poor are unable to change their situation because they are genetically not sufficiently gifted to access training that would expose them to better choices and means of remedying their situation (Bradshaw 2005:6). One can argue that rural tourism has a potential of improving the lives of the poor because it does not rely on individual intelligence but it relies on what attracts the visitor to a destination and on how the expectations of the visitor are met.

This theory is in line with the 'pathological philosophy' which emphasises the responsibility of individuals for their own poverty. Pathological philosophers argue that each person should be responsible for changing his/her situation and move out of poverty. Pathological philosophers attribute the person's failure to find a job to a lack of initiative or a preference for leisure (Studies in Poverty and Inequality Institute 2007:15). In a similar way, Abadjieva (2008:19) tries to account for rural poverty by stating that the educational status of rural dwellers is lower than that of urban dwellers. The rates of literacy in rural areas are two times lower than in urban areas. In this way poverty levels in rural areas where individuals have no or little formal education are usually high. This situation affects access to labour markets and eventually leads to absolute poverty. Tourism development has a good potential to contribute towards skills development and entrepreneurial

development in rural areas. In turn, this potential can contribute to poverty alleviation.

Approaches that have been suggested at various times for dealing with poverty have not always been constructive. One highly negative example is that of the 19th century eugenics movement which went so far as to advocate sterilisation of people who happened to have limited abilities which were likely to make them non-achievers and poor. There are also groups which view the individualistic theories of poverty as a “moralising perspective”. These afflict the poor with the mark of Cain. These groups believed that the poor are meant to suffer because of their moral failings and they must live on a deserved hell on earth (Bradshaw 2005:6). These destructive attitudes to poverty do not fit into our modern times. Today there are movements which use constructive approaches to dealing with the challenge of poverty. The United Nations World Tourism Organisation [UNWTO] (Forde 2003:1) led by example when it declared 2007 as a year to consolidate tourism, as a key agent in the fight against poverty and promote development (Mitchell & Ashley 2009:4).

Ironically the individual deficiency theorists also share a view that individuals seek to maximise their own well being by making choices and investments. They believe that some people end up in poverty because they choose short-term and low-payoff returns. Neo-classical economics theory holds individuals largely responsible for their individual choices, e. g., foregoing college training other than training that will lead to a better paying job (Bradshaw 2005:6). The same view is held by Akoojee & McGrath (2008: 202) who argue that skills deficit is one of the leading constraining factors in development. The theory fails to consider different ways in which poverty, especially in rural areas, manifests itself. It argues on an assumption that poverty manifests itself in the same way everywhere. Taking the discussion further, Farrington & Mitchell (2006:2) argue that rural poverty can result from the penetration of rural markets by global goods and services with resultant implications for consumption and welfare, greater competition from imports caused by the liberalisation of national markets *et cetera*.

The individual deficiency theorists take the view that the poor lack incentives for improving their own conditions. They blame the welfare system's generosity for perpetuating poverty through increases in welfare expenditures. They conclude that the problem lies in the strategies that the government uses in a war against poverty (Bradshaw 2005:6). One can argue that there are a variety of approaches to poverty alleviation. The most effective strategies are not those which give handouts to the poor communities but those which create employment and business opportunities for the poor to feed themselves. Tourism development in rural areas is one such strategy as it seeks to promote the diversification of rural economy and to discourage rural depopulation by involving the local poor people in the industry. Understanding the concept of rural depopulation is a complex assignment, which would require the local population to be better educated than they are at the moment.

Advocates of the individual deficiency theory argue that the poor are what they are, not because governments do too little towards poverty alleviation, but because governments do too much that is counterproductive. They argue that the penalty of poverty should be so great that none would choose it (Bradshaw 2005:7). The same view is shared by Sah, Bhatt & Dalapati (2008:3) who contend that well being depends on individual access to education, health and other social infrastructure, on environmental quality and on social and political freedom. Therefore there is a need to adjust poverty alleviation mechanisms to capture all these dimensions so that poverty alleviation does not remain confined merely to reducing income poverty.

Tourism can be used as one of the ways of helping the poor to access socio-economic freedom. The rural tourism industry can influence the establishment of social facilities such as banks, post offices, and telecommunications which in turn create opportunities for training and employment for the rural poor (Mbaiwa 2003: 557). Community development is one of the possible remedies to poverty based on individual deficiency theories. Tourism development can help to push the rural poor into work as a primary goal and to emphasise the importance of self-help strategies for them to graduate from poverty (Bradshaw 2005:7).

3.3.3 The culture of poverty theory

The cultural of poverty theory has some links with the individual deficiency theory. Instead of blaming poverty on the individual, it apportions blame to the culture of the poor group. The theory suggests that the socially generated beliefs, values and skills of a group are responsible for the transmission of poverty to new generations. According to the culture of poverty theory, individuals are not to blame for their state of poverty because they are just victims of a dysfunctional culture (Bradshaw 2005:8).

This theory is in line with the view that it is imperative to understand the genesis of poverty, especially in areas where chronic poverty has been prevalent for many centuries (Sah *et al.* 2008:13). Sometimes the remoteness of rural areas is problematic, where restricted access to technology, markets, state resources and civil amenities result in a social generation of beliefs, values, lifestyle and skills which eventually transmit poverty to coming generations. It is the deficient character of the poor along with their deviant behaviour and the resultant self-reinforcing environment that restricts their access to economic viability and success. The culture of poverty is, a specific syndrome that requires an economic environment of cash economy, a high rate of unemployment and underemployment, low wages and people with low skills (Islam 2005:2). In the absence of interventions, the population tends to develop a culture of poverty. Tourism in rural areas can be one of the voluntary interventions which can be used to transmit new beliefs, values and skills to new generations and therefore shift the local communities away from poverty.

There is a link between the culture of poverty and distributional poverty which is caused by social and economic injustice. It can be noted that the apartheid system in South Africa gave rise to situations of distributional poverty. In that context poverty was not only an economic problem but a social discrimination problem; it had a racial foundation and imposed punishment for being born within a particular culture. Heilig, Ming, Hualou, Xiubin & Xiubin (2005:17) argue that this kind of poverty results in a vicious cycle of poverty in which the poor people remain entangled across many generations. The main problem with the inheritance of poverty is that children who are raised under poor conditions have

limited chances due to deficient education, lack of social and economic skills, and segregation from other groups in the society. Tourism in such areas can encourage civic involvement and pride by generating employment and additional income for families (Rogerson & Visser 2004:463).

What needs to be avoided is a situation where the culture of poverty perpetuates itself to the extent that generations absorb it in the early stages of their lives. If this is not avoided, the coming generations lack psychological readiness to seize opportunities to improve and develop themselves for their future. If the problem of poverty lies in values and beliefs which are transmitted and reinforced in subcultures of disadvantaged persons, local antipoverty efforts need to intervene to help change the culture. It is in situations like this that opportunities like tourism development in rural areas can help to stop the culture of poverty so that new generations develop confidence to seize opportunities for community development. Tourism development can reduce the proportion of 'welfare dependent' individuals in the society and introduce a new culture to be learned by coming generations (Bradshaw 2005:9).

3.3.4 Economic, political and social discrimination theory

This is a progressive social theory whose advocates don't blame the individual or the cultural group for the prevalence of poverty. The theory is based on the view that economic, political and social systems cause people to have limited access to opportunities and resources which would otherwise help them to earn income and live a better life. The focus is on how the economic game creates losers rather than on the losers themselves (Bradshaw 2005:10). The 'residualist' philosophy agrees with this theory in taking to position that poverty is a result of being left out of the growth and development processes. Residualists believe that economic growth should be accompanied by participation to ensure that the poor are part of the decision-making processes (Studies in Poverty and Inequality Institute 2007:15).

Shucksmith (2003: 1) maintains that poverty is an outcome which shows an inability to share in the everyday lifestyles of the majority as a consequence of lack of resources. This view sees social discrimination as having two different

aspects: social deprivation and social exclusion. The former refers to the lack of certain essentials such as food, housing, mobility and services whilst the latter is a multidimensional process relating to the breakdown of major systems in the society that should guarantee the social integration of the individual or household. The issue of exclusion is very important in the development of tourism in rural areas. If tourism in rural areas is used as a mechanism for poverty alleviation, it must be inclusive of the local communities.

The two closely related problem areas for rural areas concern populations and the rural economy. These problems include low birth rates, negative natural increase, low educational status, high unemployment and long-term unemployment, deteriorating infrastructure and depopulation due to outmigration of young people (Abadjieva 2008:10). Tourism in rural areas can be one of the solutions to problems created by social discrimination. It can create employment opportunities to curb depopulation of young people, stimulate economic growth, generate supplementary income, create new markets, facilitate economic development and transform rural populations (Mbaiwa 2003; Rogerson & Visser 2004; Lopez 2006, Ohe 2007; Udovc & Perpar 2007; Polo & Frias 2010).

Poor people define poverty from a social discrimination perspective. For them poverty is not just a lack of income but also the lack of means to satisfy basic social needs, as well as a feeling of powerlessness to break out from of the cycle of poverty and insecurity of person and property. Tourism can help the rural poor to access natural resources, human factors, financial assets, social capital, and physical infrastructure. The multiplicity of these problems, especially in rural areas, shows clearly that poverty is related to social exclusion (Ogaba 2002: 4). Tourism development has a very strong potential for poverty reduction in rural areas because it can help to minimise the impact of political, economic and social discrimination by reducing extreme poverty, intensity of poverty, and income inequality.

Situational theorists support the view that poverty is caused by economic, political and social distortions. The situational theory of poverty maintains that the poor behave differently because they do not have opportunities and resources for

adopting a better lifestyle. Within their communities, young people have few opportunities to study further and they drop out (Islam 2005:3). In line with this view is distributional poverty, which is caused by social and economic injustice, cultural factors or individual handicaps (Heilig *et al.* 2005:17).

This type of poverty is one of the most resistant in the world because it is often associated with intangibles like sentiments of guilt and inferiority among the affected ones. Although this type of poverty is resistant and difficult to alleviate, tourism development can be used to foster the involvement of the local poor in economic activities.

Bradshaw (2005:10) argues that there are many systemic flaws associated with poverty. The current social and economic systems are structured in such a way that the rich get richer and the poor get poorer regardless of how competent and motivated they may be. Sah *et al.* (2008:2) hold a view that most of the structural features that give rise to poverty have remained intact, with slight differences in degree rather than in type. This has resulted in a large proportion of the poor being chronically poor. Therefore there is a need for the elimination of structural barriers and creation of better jobs through education and training, as well as participation of the poor in economic activities such as rural tourism. The poor are less involved in political and economic decisions, their interests are more vulnerable in the political process and they are excluded in many discussions. Tourism in rural areas can facilitate the inclusion of the rural poor in decision making.

3.3.5 Cumulative and Cyclical Interdependence Theory

The cumulative and cyclical interdependence theory views individuals and their communities as living within a spiral of opportunities and problems. In this situation a balance between opportunities and problems is preferable although a dominance of opportunities is better still. The two phenomena work interchangeably and once the problems dominate, they close other opportunities and create a cumulative set of barriers that make effective responses nearly impossible. The origins of this theory can be traced from Myrdal's theory in economics of interlocking circular interdependence (Bradshaw 2005:14).

According to this theory, personal and community well being are closely related to a cascade of negative consequences. If there is a crisis like a closure of a business, personal and community problems can cascade, including migration of people from the community. Tourism can offset the cascade of negative consequences by diversifying the rural economy, creating new business opportunities that can generate jobs and curb rural depopulation.

The interdependence of factors creating poverty actually accelerates once a cycle of decline is triggered. The failure of agriculture to generate surplus for growth, and lack of productivity in many rural areas are important threats to survival. According to Sah *et al.* (2008:2) when the negative relationship between economic development and poverty is established, inflation follows, with its ability to erode people's purchasing power and aggravate poverty. Thermlil & Sheaffer (2004:201) argue that people migrate from the areas affected by poverty to pursue a better life. Tourism can bring new economic opportunities to rural areas. In this way locals do not have to migrate to cities in their quest to improve the quality of their lives.

Lack of education and of employment opportunities at community and individual levels interact to create a spiral of disinvestment and decline, while in advanced communities the abundance of the same factors contributes to growth and well being. In rural communities the cycle of poverty starts from a lack of employment opportunities, which leads to depopulation, underutilisation of community services, closing of retail stores and declining local tax revenues. In this way the learning institutions deteriorate and produce poorly-trained workers which leaves local firms unable to utilise cutting-edge technology or attract new businesses to the area, which takes the community back to unemployment and poverty (Bradshaw 2005:14). Human capital is of great importance and rural tourism has a great potential for the development of human capital because it is through its development that the poor rural areas become sources of adult training and development, where people are equipped with various skills (Dhakal *et al.* 2007:27).

There must be ways of breaking the cycle of poverty at the individual level because people's well being depends on access to education, social infrastructure, environmental quality and economic opportunities. In areas where the poverty concept includes all these obstacles, efforts for poverty alleviation will remain a pipe dream. The lack of employment will continue to produce inadequate incomes, low levels of spending and savings, and lack of consumption. In this way individuals cannot invest in training, which results in an inability to invest in business or to start their own business. This leads to a lack of expansion, erosion of markets and disinvestment. All these contribute once again to further decline in community opportunities. Tourism can help to break the cycle of poverty at the individual level by providing skills which can be transferred to other activities so as to integrate it with current community livelihoods.

The danger in the cycle of poverty in developing countries can be explained in a number of ways. One is the fact that poverty deprives people of the means of improving their well being. Poor people lack assets and end up with poor health, leading to low productivity and poor spending and savings (Mosley 2001:3). This leads to poverty again, with low productivity, income and savings. The Organisation for Economic Cooperation and Development (OECD, 2009:15) holds that productive work is the main route out of poverty for most of the poor and jobless families face three times the risk of falling into poverty than do the working households. Individual lack of jobs and income leads to deterioration of self-confidence, weak motivation, and depression. The psychological problems of individuals are reinforced by association with other individuals, leading to a culture of despair and a culture of poverty. In rural communities this culture of despair affects leaders as well, generating a sense of hopelessness and fatalism among community leaders (Bradshaw 2005:15). Tourism can bring in improvements at individual and community levels by reducing vulnerability of the poor through the availability of business opportunities, skills, market access and income.

3.3.6 Geographical disparities theory

Advocates of the geographical disparities theory argue that rural poverty, ghetto poverty, urban poverty, southern poverty and third world poverty are manifestations of a spatial characterisation of poverty that exists separately from

the other theories (Bradshaw 2005: 11). In this theory, poverty is understood to be a result of geographical location of communities and households. In essence, the theory states that poverty is more intense in certain areas than others, resulting in the regions lacking the economic base to compete. Recent justifications include disinvestments, proximity to natural resources, density, diffusion of innovation, and other relevant factors. The intense poverty in remote rural areas results from low endowments of physical, social and human capital as well as remoteness from the markets (Sah, Bhatt & Bhatt 2008).

Economic agglomeration theory provides another perspective on spatial concentrations of poverty. This theory is usually used to explain how the strong industrial clusters emerge. It explains how the propinquity of similar firms attracts supportive services and markets, which in turn attract more firms. In the case of rural areas the propinquity of poverty and the conditions leading to poverty or the consequences of poverty generate more poverty, while competitive areas attract business clusters, drawing labour away from the impoverished communities. Low land and housing prices in those areas may attract more poor persons, which may lead to housing disinvestment in their areas of origin (Bradshaw 2005:12). In economic agglomeration theory, the geographical disadvantage of the remote perpetuates poverty and rural depopulation. Tourism can change the geographical disadvantage into an advantage by making the countryside a resource. Through tourism the remote rural areas can become a source of livelihood because visitors appear to look at it as a place that has escaped the urbanisation of society and where they can reverse to old lifestyles and authenticity with nostalgia (Frochot 2005:4).

Central place theory adds another theoretical perspective to geographical disparities theory. Niles Hansen in Bradshaw (2005:13) notes that remote rural areas are often the last stop of technologies, and that low wages and competitive wages dominate production. The lack of infrastructure that allows development of human resources limits economic activity that might use these resources. The lack of infrastructure becomes a serious obstacle that prevents the emergence of new markets and products. It is for this reason that development planners should look at remoteness as a representation of peace, difference and exoticism

through tourism development. Tourism can help to change the perception of rural areas from an image of remoteness to an image of mental contemplation, aesthetic appreciation and physical activity (Brown & Hall 1999: 7).

Selective outmigration holds that people from rural areas with the highest levels of education, the greatest skills, widest world view and most extensive opportunities were the ones who migrated to other places of perceived opportunities. Similarly, rural poverty can be attributed to selective migration. The fact that there is no massive migration from urban areas to rural areas indicates that poverty is one of the greatest push factors that trigger outmigration from remote areas. Less poor areas have more pull factors which provide an alternative for people who live in poverty-stricken areas. In fact, international migration is an individual or household coping strategy to escape poverty (Snel & Staring 2001:16).

Heilig *et al.* (2005:16) introduce another dimension of geographical disparities theory by mentioning poverty caused by geographical and ecological conditions. This type of poverty is found in areas of multiple natural disadvantages: insufficient precipitation, extreme climate, high altitude, steep slopes, chemical or mechanical soil constraints, hydrological problems or serious water or wind erosion (Brown & Hall 1999:9). These are remote areas which are further disadvantaged by insufficient infrastructure and distance from areas of population concentrations. Demographic compositions of these areas are dominated by people who have a greater risk of poverty compared to those who live in fertile flood plains. Poverty alleviation is always difficult in these areas because they depend on agriculture and animal husbandry, also natural limitations are always a barrier. One of the ways to improve living conditions in these areas is to develop non-agricultural local economies through activities like tourism. Rather than being a disadvantage, remoteness, for these areas, should signify natural heritage, traditional lifestyles and tourism development. Tourism often focuses on the use of untouched resources in an untouched state, including climates, unfamiliar altitudes, steep slopes, unique soil and hydrological environments. Tane & Theirheimer (2009:904) maintain that tourism in rural areas is mostly practiced by people who prefer isolated areas where they can connect with nature.

3.4 POVERTY AS A RURAL PHENOMENON

Poverty still remains the biggest problem facing humans today. Since the beginning of the post-apartheid era, South Africa has faced an immense challenge in addressing rural poverty. More than two-thirds of rural residents live in poverty (Kepe *et al.* 2001:2). This means that in South Africa most of the poor people live in rural areas. Some scholars argue that this state of affairs will remain for several decades, with projections suggesting that over 60% of the poor will be rural by 2025 (Farrington & Mitchell 2006:2). The World Bank (2008:1) estimates that 1.4 billion people in the world live in poverty. Nzama (2008:1) shares this viewpoint when she argues that rural areas in South Africa face a problem of underdevelopment, unemployment, low literacy rates and a lack of basic infrastructure. What compounds the challenge of poverty is that poor people, especially in the developing world, are unable to take necessary action to extract themselves from poverty because they are poor and they live in rural areas where they are powerless, voiceless and vulnerable (Mosley 2001:3). In this way the cycle of poverty is further compounded by poverty itself. There is a need to develop interventions to break the cycle of poverty and change the focus of the poor from poverty to poverty alleviation. These interventions can partly shift the focus of the rural poor people from perceived urban opportunities to realistic opportunities that rural environments can offer.

Gordon & Craig (2001:7) argue that in many parts of the world the number of poor people in rural areas exceeds the capacity of agriculture to provide sustainable livelihood opportunities. In spite of a decline in fertility rates and the resultant slowing down of population growth, this situation is unlikely to change significantly. Although there is potential for outmigration, cities cannot be assumed to be capable of providing adequate livelihood opportunities for all the rural migrants who are unable to make a living out of agriculture. In 1993, rural areas accounted for 62% of the world's population and for 82% of the world's poor at a \$1/day poverty line. In 2002, after a period of intensive urbanisation, the same statistics stood at 58% and 76% respectively. Between 1993 and 2002, while the number of 1\$/day poor in rural areas declined by 100 million, that of the urban poor increased by 50 million (Cali & Menon 2008: 2). It is clear that most rural

poverty alleviation initiatives are not effective. The evident decline in rural poverty is usually a consequence of rural exodus.

These measurements show clearly that the percentage of the poor in places with genuinely rural characteristics is higher and its decline is very slow. The slow pace of poverty reduction in some of the poorest rural areas could be interpreted to mean that many poor households experience a constant state of deprivation which changes very slowly from decade to decade. The reality is that poverty is a volatile condition and an unacceptable state of affairs for many low income households. A rapid slide into acute poverty and destitution is an ever-present threat (Rector & Johnson 2004:3). It is ironical that the tourists regard the countryside as quality destinations whilst the standards of living of most rural dwellers are very low. This ironical situation is caused by a variety of factors, including unemployment which has led to rural depopulation and a further shift of poverty from rural areas to urban areas.

The share of people living in poverty is significantly higher in rural areas, and poverty rates are almost three times more in other rural regions. Rural poverty is more severe than urban poverty because it is mainly related to access to labour markets, education, healthcare and other basic social services. The severity of poverty in rural areas is also related to higher unemployment, a higher proportion of people living on pensions and social security benefits, and high cost of basic social services. What makes matters more intractable is the fact that rural economies experience a lack of access to functioning markets and low levels of human capital (Abadjieva 2008: 11). The unemployment rate does not tell the whole story about rural poverty. The other side of the story is underemployment among rural workers which includes the unemployed, the underemployed, the number of discouraged workers (i. e., those who have given up looking for jobs), and low-income workers (O'Hare & Johnson 2004:15).

Abadjieva (2008:10) contends that rural poverty is further worsened by the problem of high 'long-term unemployment, which means two things: it takes too long for the rural unemployed to get jobs, and rural entrepreneurs struggle to find qualified workers for their small and medium-size businesses. The problem of

long-term unemployment may lead to migration of rural dwellers to cities with their anticipated job opportunities, and to high mortality rates among small and medium business start-ups. Tourism in rural areas can create employment opportunities and viable labour-intensive small and medium-sized businesses. As the poor are largely rural and the tourism growth centres are mainly urban, the benefits to the poor become non-existent (Greenberg 2005:15).

Poverty remains a stubborn problem in many rural communities. The rural poor continue to face problems such as a lack of income. One cannot deny that significant gains have been made in the struggle against poverty, but rates are still embarrassingly high in rural areas where agriculture continues to be a jugular vein of the economy (Saboor *et al.*2006: 26). Whilst poverty remains a problem in rural areas, it is already becoming a severe, pervasive and unacknowledged characteristic of urban life. It is shifting from rural to urban areas. There are indications that while the rural areas are currently home for the majority of the world's poor, cities will in time become the predominant sites of poverty (Okpala 2003: 1).

It is undisputable that the achievement of the Millennium Development Goal of cutting 1990 poverty levels by 2015 will depend on the reduction of rural poverty. The rural poor may consist of producers, traders, workers, migrants, consumers and managers of resources. It must be remembered that poverty is not a static phenomenon. It is characterised by considerable upward movements around any poverty line (Farrington & Mitchell 2006: 1). Therefore the challenge of poverty alleviation in rural areas requires diverse programmes that will target rural communities. The success of these programmes can curb the transfer of poverty from rural areas to urban areas and thereby reducing the number of the poor people in the world.

Already there are indications that the developing world is fast becoming more urban, and this is viewed by some observers as an unwelcome precursor to new poverty challenges. Some observers look at this trend as a force for reduction of poverty, as rural economies are gradually shifting out of agriculture into more remunerative activities like jobs in other sectors. The fact remains that 75% of the

developing countries' poor still live in rural areas, and the facilitation of economic recovery through tourism development in these areas can help to curb the transfer of poverty from rural to urban areas (Ravallion 2007: 15). Once effective poverty alleviation programmes are put in place in rural areas, the dream of minimising the transfer of poverty from rural to urban areas will become a reality.

3.5 RURAL-URBAN MIGRATION AS A COPING STRATEGY

Poverty is a phenomenon that happens to humans and on which they do not exert any influence. The poor are active beings who have a certain freedom of choice and action. It is correct to assume that the poor have a choice and freedom to look for strategies to cope with poverty. They have freedom to choose within the social, economic and political conditions they are confronted with. This freedom means that human conduct has never been totally pre-structured by the circumstances in which people find themselves. They are free to opt for effective ways of dealing with financial scarcity, including those that have been tried and tested and those which have been tried out but require adjustments and improvements (Snel & Staring 2001:10).

In a nutshell, the poor must have strategies to cope with the socio-economic and socio-political predicaments they find themselves in. Snel & Staring (2001:10) use the term 'coping strategy' to mean all the carefully selected acts that individuals in poor socio-economic conditions use to restrict their expenses or earn extra income so that they can pay for basic necessities such as food, shelter and clothing, and not to fall too far below the poverty levels of their community's level of welfare. One of the coping strategies in most of the rural areas is rural-urban migration. Rural-urban migration can take many modes and it can either be temporal or permanent (Rayhan & Grote 2007: 90). New poverty-targeting economic activities such as tourism can help the poor focus inwardly for coping strategies rather than moving to cities.

Most rural poor households view rural-urban migration as the plan of action against poverty that is proportionately the most useful to them. It is common in most of the developing countries that the poor use their neighborhood as a

location for coping strategies. Not all neighbourhoods provide the same possibilities for coping with poverty. The large cities that surround the rural areas are the most popular neighbourhoods attracting the rural poor, especially the unemployed (Snel & Staring 2001:16). Urbanisation remains an important driving force in migration, since urban areas offer many economic opportunities to the rural poor through better jobs, new skills and cultural transformations. These opportunities are mainly financially beneficial to the rural poor. This situation persists because the cities offer unmatched opportunities to switch jobs rapidly, diversify incomes and become upwardly mobile with a very low asset base and skills (Deshingkar 2004:7). Farming is the major occupation in most of the rural areas of the world. Because rural-urban migration manifests itself in value, cost and availability of labour, it is not an effective mechanism for rural poverty alleviation (Omoniwa, Adebayo & Akangbe 2009:69).

This 'urbanisation of poverty' can be explained in various ways. Firstly, a large number of rural poor people migrate to urban areas, thus ceasing to be rural poor. They can either be lifted out of poverty or in the process of becoming urban poor. Secondly, the process of urbanisation impacts on the welfare of those who remain in rural areas through second-round effects. There are consequently a number of reasons why rural dwellers should consider tourism as an internal opportunity for alleviating poverty instead of using their neighbourhood as location for coping strategies. There are a number of factors which make rural-urban migration an evil to the rural poor. Firstly the existing social exclusion of the poor with limited access to resources renders them unable to choose migration to ameliorate their circumstances because of the prohibitive financial and economic costs as well as a disadvantage in terms of skills, knowledge and physical mobility (Waddington & Sabates-Wheeler 2003:12). This means that the rural poor must look to the countryside as a resource for economic activity.

The fact that most of the rural poor opt for migration to cities is a clear indication that rural communities are constantly searching for economic development opportunities. A decline in the capacity of agriculture to create jobs and rural growth means that rural communities need to search for economic development opportunities. Rural tourism becomes one of the most attractive development

opportunities in rural areas. Tourism is a viable method of development because it is economically feasible, relatively clean, enhances the creation opportunities in a community and is a method of economic advancement and development that can be undertaken by residents and rural community leaders (Lewis 1998:2).

Most rural areas have small populations compared to urban centres. Rural-urban migration can change rural areas into demographic deserts where depopulation takes away hundreds of inhabitants (Collantes & Pinilla 2004:154). Rural-urban migration can create a population structure that is characterised by a predominance of old people and children. When this happens most of the rural community structures and services become underutilised and businesses close down, which results in more unemployment and more poor individuals. When this happens, rural workers leave with their labour, resulting in low productivity in agriculture (Omoniwa *et al.* 2009:69). To stem the tide of rural urban migration and retain young people in rural areas, governments, especially in developing countries, should pursue strategies such as tourism development, which presents opportunities for investment in rural infrastructure that can boost the development of non-farm rural economic activities (Essang & Mabawonku 1973:149).

Rural-urban migration may be a correct alternative for many rural poor people, especially those who are victims of chronic poverty, but improvement of the local economic conditions is a far better option. The right development initiatives can help the rural poor avoid migration (Anderson 2002:13), one such option being rural tourism development, which can potentially lead to economic growth, farm diversification, transformation of the rural economy, reduction of business risk, improvement of standard of living, and conservation of natural resources. These programmes can reduce migration and provide mechanisms for poverty alleviation.

Tourism is one of the possible means of dealing with both the first-round and second-round effects of urbanisation by alleviating poverty and developing livelihoods, particularly in rural areas. Rural tourism can curb urbanisation by creating new jobs, decrease migration, and help to maintain the local level of services (Komppula 2007:124). In recent years, tourism has become an

increasing phenomenon in rural areas, affecting the livelihoods of many of the rural poor. We must, however, admit that to date the potential of tourism for poverty alleviation has been insufficiently recognised and exploited. Rural tourism has not yet been seriously viewed as a mechanism for achieving poverty alleviation.

3.6 RELATIONSHIP BETWEEN TOURISM AND POVERTY ALLEVIATION

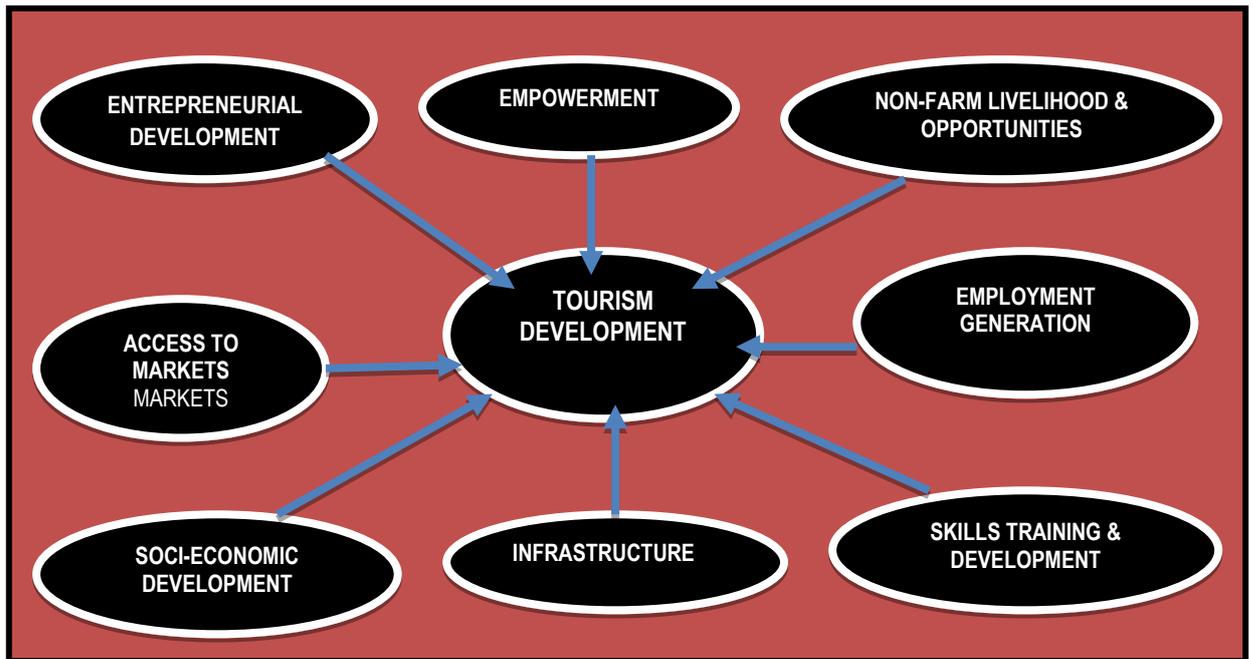
The vision set in the White Paper on the Development and Promotion of Tourism in South Africa was to develop the tourism sector as a national priority in a sustainable and acceptable manner so that it would make a significant contribution to the improvement of the quality of life of every South African. In this policy it is clearly stated that tourism should be used to aid rural development (Viljoen & Tlabela 2006:6).

The impact of poverty does not end at the individual level. It may have serious consequences for communities; Marshall (2005:2) cites the example of Trinidad and Tobago which experienced a rebellion in 1970. The factors responsible for the rebellion were high unemployment and racial discrimination in the workplace. In 1990 the country faced similar threats, where a group of religious believers protested against high prices of foodstuffs, the unavailability of drugs and lack of assistance from the government. Socio-economic problems such as unemployment in developing countries are amongst the main causes of poverty which threaten to erode the social fabric and bring governance into question. There is no 'one size fits' all when it comes to dealing with poverty, but tourism can contribute to poverty alleviation, population stability and socio-economic progress.

Figure 3.1 shows the relationship between poverty alleviation and tourism development. Tourism can contribute to poverty alleviation through the generation of employment, skills transfer, entrepreneurship development, infrastructure development, empowerment and socio-economic development. Tourism can also alleviate poverty by way of creating access to markets which in turn can lead to a demand for goods and services produced or initiated in rural

areas. Demand as an economic practice can in turn create more jobs and employment, as well as help ordinary people in rural areas to improve their livelihoods and lifestyles.

FIGURE 3.1: RELATIONSHIP BETWEEN TOURISM AND POVERTY ALLEVIATION



[Source: Agupusi (2007)].

We must not ignore the fact that the relationship between poverty alleviation and tourism development in rural areas is contentious. Tourism is regarded by many people as an industry dominated by large corporations which exploit the labour and resources of the developing world. There is a perception that this exploitation and domination ends up entrenching inequalities and deepening poverty. Under such interpretations the vagaries of the global economic system mean that tourism is an industry that satisfies the commercial imperatives of an international business yet really fails to alleviate poverty in rural local communities (Scheyvens 2001: 18). In this interpretation, the domination of the international business giants exacerbates the gap between rich and poor in rural areas. Involving local communities in rural tourism, however, can narrow the gap between rich and poor.

Tourism development can benefit the local poor in rural areas, protect the natural and cultural heritage and benefit both the tourist and the local service provider. It can uplift the living standards of rural people by creating off-farm employment. For this to happen, tourism development plans must be pro-poor, pro-environment, pro-women and pro-rural (Dhakal *et al.* 2005:3). Although tourism is predisposed to alleviating poverty and improving the livelihoods of the poor, tourism development strategies should focus more on opportunities for the poor rather than on expanding the size of the sector in rural areas (Cheer 2010:152). Poverty may require revolutionary responses, depending on its causes and impacts. The South Africa Studies in Poverty and Inequality Institute (2007:14) categorises responses to poverty into poverty relief, poverty reduction and poverty alleviation.

3.6.1 Tourism and poverty relief

Poverty relief means policies and interventions which seek to provide short-term assistance to people who are living in poverty, and is usually linked to some external shock that has pushed people into a more severe state of vulnerability than before. In terms of McCaston & Rewald (2005), three categories of poverty and poverty relief have been acknowledged to address the immediate causes of poverty. Poverty relief strategies are often emergency responses intended to provide quick-fix solutions for people who are victims of sudden crisis such as a natural disasters (Turner 2005:3). Most of them require a catalyst with a specific agenda directly linked to the problem at hand (Brown & Swanson 2003:2).

Tourism development is not a suitable response to sudden catastrophes because it needs extensive planning and depends on the arrival of visitors. The arrival of visitors depends in turn on the image of the destination; it would not be possible for an area that is affected by disease, famine, conflict and natural disasters to attract visitors. Poverty relief is short term and focuses on the situation at hand rather than on long-term sustainability.

3.6.2 Tourism and poverty reduction

Poverty reduction means eliminating poverty for a certain percentage of people. It has been the goal of many development objectives globally. Poverty reduction employs strategies and policies that reduce the number or percentage of people

living in poverty or the severity of the impact of poverty on the lives of poor people (Studies in Poverty and Inequality Institute 2007:14). One of the United Nations Millennium Development Goals is to halve poverty by 2015. This means moving half of the poor population of the world out of poverty. Poverty reduction is more or less in line with the views of Chachage (2003), that the most important thing is to close the gap between rich and poor. Strategies for poverty reduction must rely on statistical information because it seeks to reduce the number or percentage of poor people.

According to Munthali (2007:51) there are estimations that that 313 million people in sub-Saharan Africa live in poverty and that this number may increase to 342 million by 2015. Furthermore, Munthali (2007) has argued that this increase is due to underperformance of economies and recurrence of natural episodic events which result in famine, malnourishment and underperformance of human capital. To reduce the number of poor people below the 313 million level, interventions must focus on economic development through infrastructure that will minimise the impact of natural disasters. The reason advanced is that economic underperformance and impact of natural disasters are the two main causes of poverty. Tourism can be used as an instrument for poverty reduction if policy-makers begin with collection of information on the extent to which poverty has created problems, so that tourism development can be directed towards poverty reduction objectives. The greatest recorded reduction in poverty the world has ever experienced was the graduation of about 800 million Chinese out of poverty during the decade after 1995 (Mitchell & Ashley 2009: 4).

3.6.3 Tourism and poverty alleviation

People link the concept of poverty alleviation to peasants and rural dwellers, since 75% of the world's poor are rural populations, and mostly in developing countries. Previously, primary industries such as agriculture and fishing were the chief economic activities directed towards poverty reduction, but today technological advancement has minimised their role in poverty alleviation. The unfortunate truth is that the efforts of professionals to save the rural poor through approaches to soil fertility improvement, land reform and advanced technology have not achieved to a maximum level (Shen, Hughey & Simmons 2008:1). Rural tourism is one or the

remaining options, especially because it is the second largest industry in the world after the oil industry (Chachage 2003:3).

(a) The positivity of tourism in poverty alleviation

Poverty alleviation aims at reducing the negative impact of poverty on the lives of the poor people but in a more sustained and permanent way than poverty relief interventions (Studies in Poverty and Inequality Institute 2007:14). These kinds of interventions seek to turn things around. Development programmes in rural areas, for example, can be used as mechanisms for poverty alleviation. The main problem in most of the developing countries is unemployment in rural areas, leading to rural depopulation and transfer of poverty from rural to urban areas. Unemployment in rural areas results from the fact that the countryside is no longer dominated by self-sufficient and primarily agricultural households which produce enough of what the community needs and send the surplus to markets and make profits. In other words, farming alone as an economic activity can no longer provide livelihood for the rural communities (Haggblade, Hazel & Readon 2002:4).

There is enormous scope for the tourism industry to make a bigger contribution to poverty alleviation in the world's poor countries. Poverty alleviation involves growth with substantial re-orientation in favour of the poor. It includes changes in institutions, laws, regulations and practices that help create and perpetuate poverty. It includes targeted interventions to enable the poor people to better integrate economic processes. It means ending harassment of the poor and eliminating restrictions on how they make their livelihoods (Bowell & Weinz 2008:1). South Africa is an example of a country that used its Poverty Alleviation Fund (through the National Department of Environmental Affairs) to provide support to the Khoi-San village tourism project in the Eastern Cape. In KwaZulu-Natal the Hotsprings Project, Isithumba Adventure Tourism Project, and Siyabonga Craft Centre were also provided with the support of the Department of Environmental Affairs (Viljoen & Tlabela 2006:8). There is a need for collaboration between the tourism industry and local governments as Rogerson (2006:2) argues that local governments must understand the value of tourism before they think of using it for local economic development.

Although poverty alleviation is not usually at the heart of the tourism agenda it is significant in many countries and is already having a positive effect on the livelihoods of millions of the poor people. Tourism is a possible strategy for poverty alleviation since its development must explicitly take into account the concerns and needs of the poor. Tourism which supports sustainable livelihoods and aims to minimise the negative effects for local people has been referred to as complying the principles of 'fair trade' in tourism (Ashley in Scheyvens 2001: 18). Tourism has been increasingly used for rural poverty alleviation in many developing countries.

(b) The multidimensionality of poverty alleviation

There is evidence that tourism is sector strong enough to help the poor in the developing world to reduce the impact of poverty through the injection of foreign currency that it provides. In 2008, 924 million tourists travelled to other countries. This is a very large number of people, amounting to over 50 000 people every half hour. It is remarkable that about 40% of these journeys ended in developing country destinations. In 2007, tourists spent US\$ 295 billion in developing countries. It is for this reason that tourism has been described as the world's largest voluntary transfer of resources from the rich to the poor. In spite of the fact that up to 85% of the supposed benefits of tourism leak out of the developing countries due to the power of international tour operators, foreign ownership, and high import propensity, tourism still contributes to poverty alleviation (Mitchell & Ashley 2009: 6). It already accounts for 9% of all exports on the African continent, which is more than all agricultural products. Furthermore, recent calculations have shown that every twentieth employee in the world has a job that is related to the tourism industry (Grossiitsch & Scheller 2005:3).

Tourism is a very complex and multidimensional phenomenon that produces numerous positive economic and non-economic effects in the respective tourist destinations. The positive effects of tourism can be appropriately regarded as a means of alleviating poverty because they heighten positive social and economic forces within the society. Some scholars have even referred to tourism as a North/South industry in that tourists are predominantly rich northern hemisphere citizens visiting poor southern hemisphere countries in an unequal exchange

(Peak 2008:2). This makes tourism more beneficial for the economy of the developing countries. Global tourist arrivals in poor countries create a flow of foreign currency into an economy and therefore indirectly contribute to business development, household incomes and employment. There are also hidden benefits from tourists known as multiplier effects.

(c) Rural tourism and poverty alleviation

With most prime tourist attractions being located in the countryside, tourism allows rural people to share the benefits of tourism development, providing them with an alternative to rural-urban migration and enfranchising rural human resources by enabling people to maintain their rural households and families. In many countries with high levels of poverty, receipts from tourism are a considerable proportion of the GDP and export earnings. The significance of tourism receipts is that they maximise the potential of the industry to contribute to poverty alleviation through rural development programmes (Blake, Arbache, Sinclair & Teles 2006:2).

A shift from one source of employment to multiple sources is necessary if rural people are to emerge from the poverty trap. In addition to creation of jobs and revenue, rural tourism often increases occupational opportunities in the community, one of which is pluriactivity. Pluriactivity is a term used to mean that an individual or family does more than one type of job as a source of income. Tourism enables farmers to offer bed and breakfast accommodation, change some of the farm buildings into a wedding venue facility, start small craft businesses on the premises or open a small shopping outlet for visitors and community to buy perishables and daily needs such as bread and milk. All these activities can contribute to development of the rural area (Organisation of Economic Co-operation & Development 1994:25).

Sometimes the influx of tourists results in new recreational opportunities and improvements for rural communities. It can stimulate new development demands in the rural areas. Perhaps the most attractive thing about developing tourism in a rural community is that the leaders and residents of the community can foster pride and establish responsibility for the process of rural development (Lewis 1998:2). Since most of the rural tourists come from large cities and developed

countries, their frequent visits to rural destinations can result in rural development and environmental improvements such as village paving, traffic regulation and sewage and litter disposal funded by tourism revenues. All these can assist in rural development and creation of ownership of place, retention of the existing rural population and sustenance of the existing local economic activities. Rural tourism can create new jobs, slow down rural-urban migration and help to maintain the local level of services (Komppula 2007:124).

(d) Tourism as an agent of poverty alleviation

There is a strong concern that some of the expenditure by tourists is spent on imports or is earned by foreign workers and businesses. Blake *et al.* (2006:2) estimate that between 55% and 75% of tourism spending leaks back to the developed world. Tourism can change this situation so that poor households derive a better economic benefit from participating in the industry. Tourism can have favourable economic effects in rural communities. This can include large-scale retention of revenue within the host community and inclusion of the local inhabitants and products. In this way the host community can gain more income which can be used for poverty alleviation. Sometimes it is difficult to totally avoid the transfer of funds because most of the tourist industry is highly dependent on goods from large cities and foreign countries. It is, however, possible to avoid a gross transfer of revenue from rural destinations to foreign countries by ensuring that most of the tourist industries in the country are dependent on goods from both local and outside sources in a balanced manner. It is possible for the rural poor to receive more direct economic benefits from tourism while bearing lower costs.

Since poverty alleviation is one of the main challenges for rural areas, tourism remains an advantageous activity for the development of rural economies. There are two critical areas of tourism which are directly linked to rural poverty. Firstly, tourism comes with labour-intensive and small-scale opportunities. In this way it can employ a higher proportion of people compared to other sectors. It also values natural resources and cultural heritage, which are assets that normally belong to the poor (Luvanga & Shitundu (2003: 9). They represent assets for local communities in that they provide an intellectual springboard for development of goods and services, crafts, local foods, music, dance, storytelling and guiding

services which are sought by holidaymakers. This wealth of resources can provide additional supplementary livelihoods and help the vulnerable poor populations to avoid dangers related to dependency (Goodwin 2008:60).

3.6.4 Tourism as an export for developing countries

Luvanga & Shitundu (2003: 12) argue that tourism offers higher employment than other sectors and that tourism wages compare well with those in agriculture, especially when compared to subsistence farming. The ability of tourism to provide immediate employment and to diversify the rural business makes it a more effective solution to the problem of poverty. Tourism offers an important opportunity to diversify the rural economy. It is a tree that grows and flowers anywhere as long as there are unique natural or cultural attractions. Marshall (2005: 1) holds that one way of fighting poverty is through the creation of micro-entrepreneurs because it allows individuals to learn to manage resources and acquaint themselves with the necessary skills to develop and explore other business opportunities. Tourism can develop in poor and marginalised localities with fewer or no options for export and diversification. Remote rural areas can attract visitors because of their originality, cultural uniqueness, flora and fauna as well as their extraordinary landscapes (Luvanga & Shitundu 2003: 9). In this way tourism can introduce the rural poor to micro-business opportunities.

(a) The foreign exchange factor

The benefits of tourism in a rural area begin when a foreign tourist steps off the bus in the countryside. The moment the tourist has a meal, the destination concerned is exporting due to the use of foreign exchange to purchase the local currency needed for payment. This means that exporting becomes possible everywhere in a country, including remote rural areas with few economic opportunities. In this way the growing significance of tourism in rural areas is closely related to the role of job creation in promoting the United Nations Millennium Development Goals of halving poverty by 2015 (Honeck 2008:9).

Tourism is an important export for 83% of the developing countries and it is the main export for one third of them. In 2000, developing countries recorded 292.6 million international arrivals, an increase of 95% compared to the figures of 1990.

Furthermore, in the least developed countries there has been a 75% increase in international arrivals in the past decade. Tourism remains the main source of foreign exchange earnings in the 49 least developed countries (Forde 2003:2). It is not surprising that the arrival of the tourist at the destination is interpreted as the arrival of the consumer and spender. This provides opportunities for selling traditional goods, services and ideas produced by the local people. The resulting income generation may help to reduce poverty levels. The reduction of poverty can even be more effective if the poor can use the earnings to support their health and educational services – which are linked to poverty alleviation (Luvanga & Shitundu (2003: 9).

(b) The barrier factor in tourism

Most large businesses erect protectionist barriers that make entry difficult for developing countries. One of the major reasons why tourism is so significant for the poor in developing countries is that the originating market countries cannot put up protectionist barriers against the destination countries (Goodwin 2008:60). Tourism is at an advantage here, firstly because barriers into the international market are lower than they are in external trade sectors. Secondly, tourism expenditures can provide a significant stimulus to other production service sectors and encourage poor communities to use available resources to establish small business enterprises – farm accountants, hairdressers, traditional arts, *et cetera*. Thirdly, properly managed tourism has a potential to alleviate poverty, reserve cultural heritage and protect natural resources (Chachage 2003:1). Unlike environmentally unfriendly heavy industries such as mining and other smoke stack industries, tourism is an industry that saves the environment because its success largely depends on natural attractions. Therefore tourism-derived enterprises can be more sustainable. According to the United Nations (2007:86) government agencies can play a role in promoting the empowerment of rural communities in planning and managing tourism assets by initiating partnership approaches that include poor people.

Tourism is one of the few industries in which developing countries can have an advantage over developed countries in terms of natural resources, authentic agricultural or ecologically-based activities, scenic beauty and history – resources

which appeal to visitors and where the attractiveness of remote rural areas can create demand (Yunis 2004:3). Tourism has a potential to play an effective role in alleviating rural poverty. Tourism developments in rural areas require a re-positioning of the sector to make it more equitable, and with more direct participation of the local people who will potentially benefit. In many destinations where tourism is dominated by large operations and mass clienteles, there are various structural issues that constitute obstacles to the involvement of the rural poor in the industry (Honeck 2008:9).

(c) The labour-intensive factor in tourism

Currently poverty is a major problem for many developing countries. Tourism is a labour-intensive economic activity and it can take place everywhere as long as there is a product and service. It can bring about more economic involvement of the poor, which is a prerequisite for the process of poverty alleviation. With its socio-economic advantages, such as creation of employment, rural tourism is postulated by development policies as an important industry for poverty alleviation. It can create jobs; boosting the sales of various goods and services such as agricultural products and handicrafts (Honeck 2008: 9).

The development of tourism in rural areas can be a solution to poverty. For many years rural communities were involved in a practice referred to as 'buffalo hunting', which involves rural leaders developing their communities by attracting companies and their manufacturing plants. These companies were offered tax concessions and cheap land as an attraction. The combination of tax concessions and the absence of a labour pool and community infrastructure often resulted in a net loss for a community, affecting a community's quality of life. Later rural leaders saw tourism as a good substitute for manufacturing plants in benefiting the rural poor. They realised that tourism does not require tax concessions, large labour pools and manufacturing plants. Instead tourism comes with an advantage of improving the quality of life of rural people (Lewis 1998:2).

Programmes must be designed realistically to address persistent poverty and include new stakeholders in tourism, especially the poor, deprived groups and rural communities. Rural-based tourism has potential to protect natural and

cultural heritage and benefit both the tourists and local service providers. Rural-based tourism can be instrumental in uplifting the living standards by creating off-farm employment and income-generating opportunities in remote areas (Dhakal 2005:3). To survive, the rural poor need to be involved in the tourism industry because tourism has been and will continue to be one of the mechanisms for addressing the problem poverty (United Nations 2007:10).

(d) Tourism development for poverty alleviation

Goodwin (2008:60) contends that main advantage of tourism in poor countries is that the holidaymaker pays the cost of their movement to the destination. The producer does not have to pay for sending goods to the market because the end consumer, the tourist, travels to the factory, the destination, to consume the product. In areas where there are already sufficient numbers of tourists to provide a viable market, the poor should insist that initiatives must benefit the local communities. Theoretically a bed and breakfast accommodation is more beneficial than a candle factory. Whilst both create employment, tourism is more labour intensive. The bed and breakfast accommodation attracts consumers who will stay in the country and are available as potential consumers to other local areas, if they can produce goods and services that are desired by the holidaymakers.

The role of tourism development for poverty alleviation can be stronger if possible constraints can be avoided prior to the commencement of the programme (Schellhorn 2007:2). Tourism comes with demands on infrastructure to improve the access both of the service providers to goods and services and of visitors to destinations. In this way infrastructure is a means towards the reduction of poverty. Although the provision of infrastructure alone cannot alleviate poverty, it has a potential impact on it depending on how it is provided. If the resources or assets that rural communities have, such as physical capital, institutional assets and technical assets, are grouped together so as to give the community ownership of the facilities, the impact of infrastructure development on poverty alleviation will be maximised. Decentralisation of infrastructure development to local municipalities presents people with an excellent opportunity to rely on local resources in an effort to attack poverty.

Luvanga & Shitundu (2003:10) argue that tourism is an important industry in many developing nations because it provides foreign exchange, employment, incomes, and public revenue. It is a growing sector which is one of the top five sources of foreign currency for 83% of the developing countries. The involvement of people in local resource-based infrastructure projects promotes community works and creates a significant number of jobs, both short-term and long-term. It can ensure that public funds are invested within the rural communities rather than being spent on imported skills and assets.

Tourism can help to create jobs and alleviate poverty while developing good quality infrastructure. The infrastructure implemented should be sustained, thus ensuring not only short-term employment benefits but also long-term potential for the improvement of access, sustainable employment opportunities, skills development, and hence poverty alleviation. Well designed tourism development programmes can generate positive advantages including the provision of additional employment and income through local facilities and services used to operate tour programmes (Rogerson 2006:2).

3.7 CONCLUSION

The potential role of tourism in poverty alleviation is clear, especially when one looks at its nature and what is required to start a business. Data from the Human Sciences Research Council [HSRC] in 2005 indicated that 57% of South Africa is living below the poverty line (Agupusi 2007:2). These high levels of poverty are partly attributed to economic growth which continues without creating jobs. Tourism remains a catalyst for poverty alleviation. Therefore the world must take advantage of tourism as a panacea for rural poverty alleviation because most of the world's poor reside in rural areas in developing countries where the incidence of poverty is higher than in urban areas. The next chapter presents a theoretical review of development models and programmes. Its pays attention to theories of development, models thereof as well as development case studies from certain developing countries.

CHAPTER 4

DEVELOPMENT MODELS AND PROGRAMMES

4.1 INTRODUCTION

This chapter focuses on the concept of 'development' with particular attention to five aspects: rural development models, community development models, development models, and community development case studies from Philippines, China and Nepal. Current trends in development are driven by various models which at times favour purely free market approaches to development and call for more local decision-making and more locally based economic ventures. This approach to development puts community commitment at the centre of the provision of information and resources (Brown & Swanson 2003:1).

The struggle for the improvement of living conditions of people in developing countries has been continuing since the end of the Second World War (Kuinen 1987:11). Whilst scholars like Van der Ploeg, Renting, Brunori, Knickel, Mannion, Marsden, de Roest, Sevilla-Guzman & Ventura (2000:392) agree with this view, they complain that scientists still find it difficult to accept new models and paradigms of rural development which are emerging slowly but persistently in both theory and practice.

On the other hand Kooros & Badeaux (2007:120) argue that there is hope for community centred development because development literature contains a number of development theories and models which simply attempts to guide the transformation of the poor societies into productive environments in which community members contribute to and benefit from development. They, however note that it is easier to speak of economic development when all segments of the community benefit from the development through economic efficiency and equity. It is one of the objectives of this study to establish the extent to which rural tourism development can contribute to job opportunities, entrepreneurial skills development and income generation in Bergville.

4.2 RURAL DEVELOPMENT THEORY

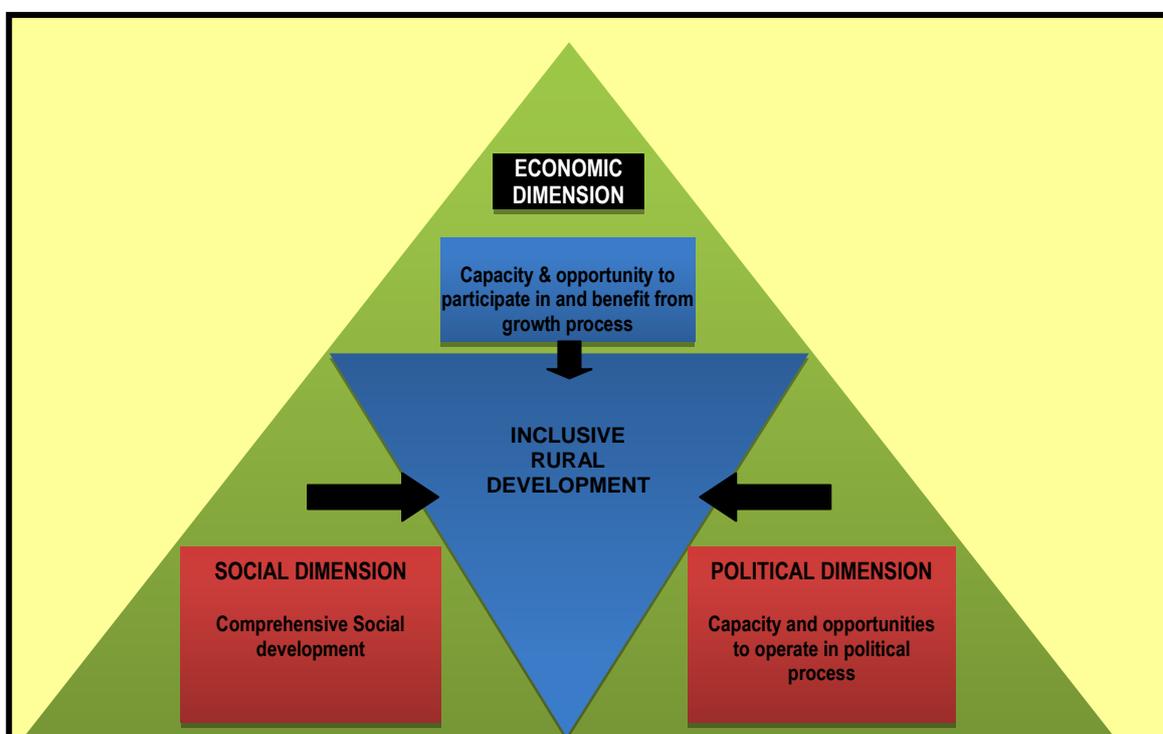
Viriya (2009:9) argues that the concept of rural development has changed over the last three decades because as early as before the 1970s rural development was associated simply with agricultural development with the focus on increasing agricultural output. According to Viriya (2009), a change occurred in the early 1980's when the definition became more inclusive to cover all strategies designed to improve the economic and social life of the rural people. As a result of this paradigm shift, according to Viriya (2009), rural development became associated with a variety of activities including tourism development. Koutra (2004:4) argues that it is dangerous to assume that all forms of economic growth will always benefit humankind and that the greater the growth, the more widespread the benefits because the prevalence of poverty worldwide, particularly in rural areas, suggests the opposite. According to Koutra (2004) a pro-poor approach to rural development can result in greater benefits for the poor than for the non-poor. This idea is echoed by Djohlaf (2009:11) who argues that tourism generates jobs and business opportunities for host communities and can help to eliminate poverty.

Chino in Viriya (2009:9) appreciates the fact that the meaning of rural development is now fundamentally different from what it was three to four decades ago. This, according to Chino, cited in Viriya (2009), can be attributed to changing views on the meaning of the concept itself, increased concerns about persistent and deepening rural poverty and emergence of a more diversified rural economy. Harris (2004:7) draws attention to the characteristics of the diversified economy referred to by Chino, cited in Viriya (2009) stating that it is characterised by a significant role of non-farm enterprises which play an increasingly important role in reducing the non-income dimension of poverty to achieve sustainable improvements in the socio-economic wellbeing of the poor. Rural poverty presents a serious contradiction in that the countryside has resources which can be used for tourism development. Gholami *et al.* 2010:341 stresses that the development of tourism in rural areas can change the unusable resources and give them economic value that can create employment opportunities and alleviate poverty.

This is an era of a paradigm shift from an advocacy platform to a cautionary platform. The former was characterised by tourism-related publications supportive

of the activity, often touting its beneficial economic impacts (Harrison 2003:31). The latter was marked by rural-based community studies which began to assess some of the environmental and socio-cultural impacts resulting from poorly planned tourism development (Gartner 2005:2). Today's literature speaks of 'inclusive rural development' (Fernando 2008:9). This covers economic, social and political aspects of development as illustrated in Figure 4.1 below. The figure shows the elements that are necessary for development programmes. These elements can help communities to engage in growth, capacity enhancement, competency improvement and opportunities. The inclusive approach to development has an economic dimension which includes capacity and opportunity to participate in and benefit from the growth process. The social dimension covers comprehensive social development. The political dimension includes capacity and opportunity. The importance of an inclusive approach to development is that it covers all the aspects of community life and it directs development to all the needs of the communities (Fernando 2008: 9).

FIGURE 4.1: THREE DIMENSIONS OF INCLUSIVE RURAL DEVELOPMENT



[Source: Fernando (2008: 9)].

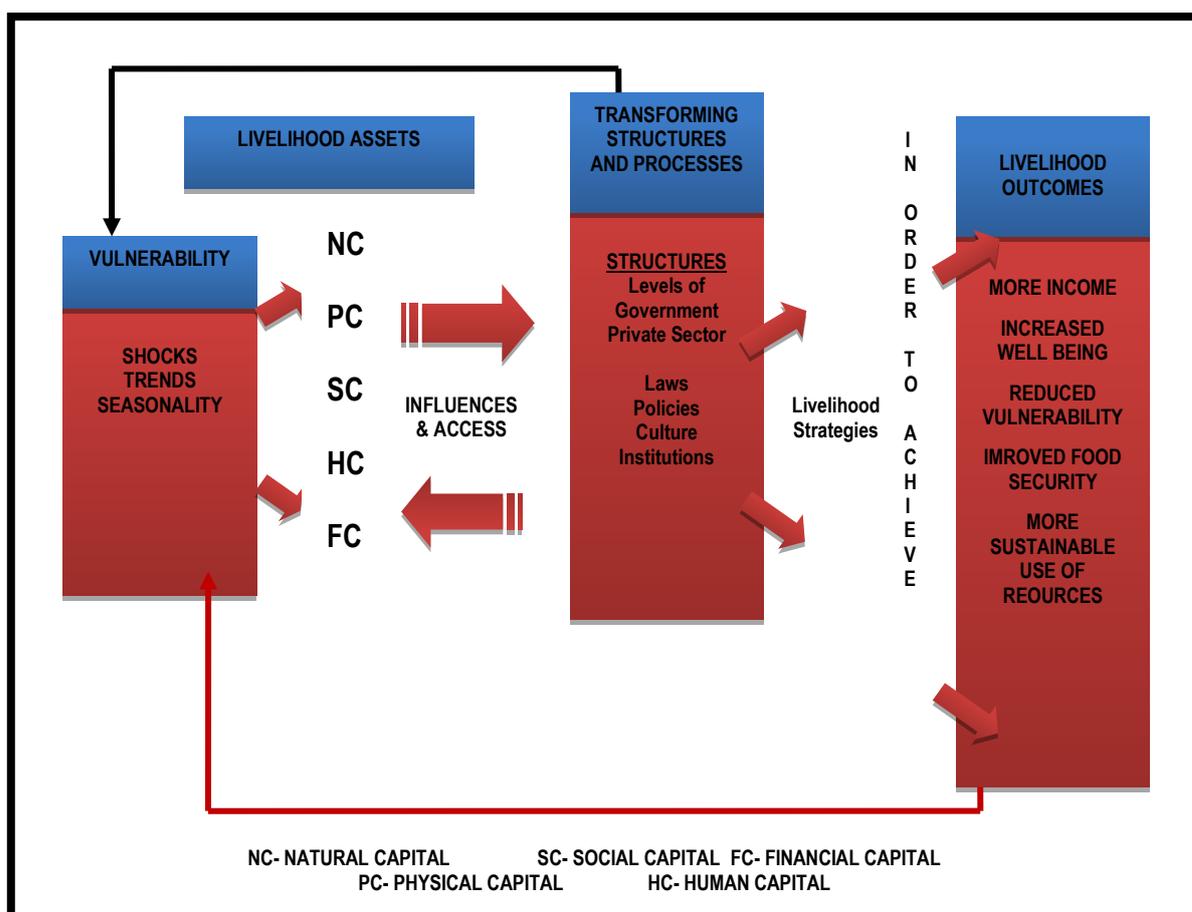
If tourism development is to contribute positively to the creation of job opportunities, development of entrepreneurial skills and increase of income generation, it must take an inclusive approach. The inclusive approach to development is applicable in the Bergville area because it is part of Okhahlamba Local Municipality which has developed a document called the Integrated Local Economic Development Programme (ILDP) (Okhahlamba Local Municipality 2010:2). The ILDP pays attention to the political dimension of development through local government operations. It also focuses on the economic dimension of development by looking at occupational distribution, agriculture, tourism, trade and transport as well as employment and labour force. The ILDP also includes the social dimension of development through discussion of population size, households, and language distribution (Okhahlamba Local Municipality 2010).

According to Hachey, Netto & Thuot (2010:4) poverty alleviation is one of the advantages of tourism development in that it has economic, socio-cultural and environmental benefits. Hachey, Netto & Thuot (2010) propose the use of an inclusive approach to rural development instead of a single dimension which looks at one aspect of the rural quagmire. Whilst there are a number of possible conceptual frameworks and constructs that can be used to determine how best to intervene in the poverty reduction process, one accepted approach is the livelihoods analysis approach (Hachey, Netto & Thuot (2010). The issue of the role of tourism in alleviating poverty is further explained by Jameson et al (2004:15) who contend that livelihood analysis can be a useful methodology to analyse the direction that different forms of tourism might take to improve the livelihoods of the poor. Jamieson *et al.* (2004) adds that the advantage of the livelihoods approach is that it provides a methodology that looks at the positive and negative impacts upon the livelihoods of the poor.

The sustainable livelihood approach is one of the ways of applying an integrated approach to development and it is important in the sense that a livelihood comprises the capabilities, assets and activities required for a meaningful living (Shen *et al.* 2008:3). A livelihood can be regarded as truly sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its assets and capabilities whilst taking care of the natural resource base. The

livelihood approach to development favours the integration of the five capitals: natural capital, social capital, human capital, physical capital and financial capital (Shen *et al.* 2008:4). If all these capitals are integrated it becomes possible to establish an asset-based model for sustainable rural development by transforming assets, processes and institutions to give desirable outcomes (Viriya 2009:10). Figure 4.2 below illustrates the livelihood framework. The figure shows the vulnerability factors which affect the poor. The poor community can only recover from these shocks, trends and seasonality by making effective use of the livelihood assets which are the five capitals. Through these, community structures can be transformed towards the achievement of livelihood goals: income generation, reduced vulnerability, improved food security, more sustainable use of resources and increased wellbeing (Shen *et al.* 2008:3).

FIGURE 4.2: SUSTAINABLE LIVELIHOODS FRAMEWORK



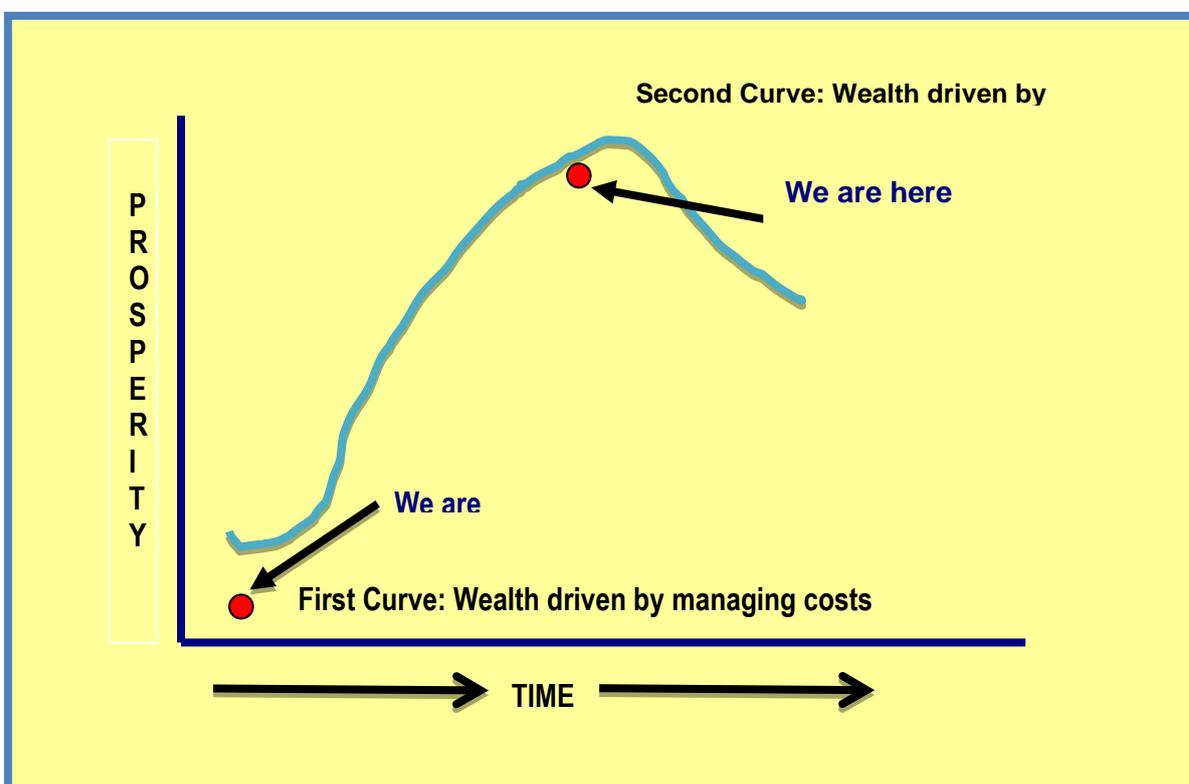
[Source: Shen, Hughey & Simmons (2003)].

Morrison (2006:3) argues that the world is moving from the 'first to the second curve economy'. Here the first curve was the industrial economy where business

firms and their communities prospered by efficiently transforming and moving large volumes of material. At that time the skills for transforming material were very rare and highly compensated (Morrison (2003). There was prosperity amongst individuals who used those skills and they generated wealth with hierarchical organisations and efficient control and command of management practices. This curve is being overtaken by new market trends and is giving way to the 'second curve economy' which is based on knowledge and networks.

Today we can generate wealth in rural areas by using innovation as Morrison (2006) calls the current period as the era where wealth is driven by innovation. One of the innovative ways of creating wealth, especially in rural areas, is to attract visitors by using the countryside as space of consumption and a unique experience (Coomber & Lim 2004:2). The two curves of the economy are illustrated in Figure 4.3 below. There is a link between the sustainable livelihood framework by Shen *et al* (2003) and the first and second curve of economy by Morrison (2006). Sustainable livelihoods require livelihood strategies that use innovation to achieve livelihood outcomes.

FIGURE 4.3: FIRST AND SECOND CURVE OF ECONOMY



[Source: Morrison (2006)].

One can argue that that we are not stuck in one of the two curves but living in the environment of interplay between the first and second curve economies. In the former, according to Morrison (2006) wealth was mainly driven by managing costs; in the latter wealth is driven by innovation. The emphasis on innovation makes tourism one of the major global economic activities. In the literature it is repeatedly indicated as the largest and fastest growing industry in the world is tourism (Milne & Ateljevic 2001:367). The past few decades saw a substantive growth of international tourism as a result of technological improvements, rising standards of living and broader processes of globalisation resulting in a rapid increase in the number of visitors (Milne & Ateljevic 2001:371). The following section explains the concept of community development as one of the current trends in social transformation.

4.3 COMMUNITY DEVELOPMENT THEORY

Community development theory is important for a country like South Africa where rural communities need development. Of special relevance to South Africa is community-based tourism. After the 1994 elections, the new government endorsed community-based initiatives as part of post-apartheid tourism planning, and national, provincial and local governments across South Africa have subsequently supported a number of development initiatives that focus on community-based tourism in rural areas (Viljoen & Tlabela 2006:8). The concept of community development began to attract attention after the Second World War. According to Dinbabo (2003:10), community development became increasingly institutionalised with enormous agencies, institutions, voluntary associations, development associations and governments encouraging local residents to take part in development. At that time there was no comprehensive theoretical framework on which community development was based. Rural tourism was perceived to have a potential to contribute to skills development, job creation and economic growth to alleviate poverty for local people.

Since the early 1980s the community has been viewed more seriously as a key factor in influencing economic development outcomes (Milne & Ateljevic 2006:373). Community-based development approaches are central to many

tourism development plans around the world and there is a growing realisation that localised cooperation, trust and networking are essential ingredients for successful tourism development outcomes. Tourism is seen as a key element for enabling communities devastated by economic restructuring to regain and enhance their economic foothold at regional and national scales. It can do this by influencing economic recovery in areas of decline so that local people are assisted to reduce the impact of poverty.

It is important that people avoid confusing community development with other forms of improvement. Sometimes the term development is used synonymously with growth. If no account is taken of quality and consequences, development may not benefit communities. In a community context, development is a change in a positive direction which is associated with improvement in the lives of people and their immediate environment (Viriya 2009:11). The consequences of development efforts may not be positive but the objective is always positive. A distinguishing feature of community development is that it focuses on a unit called 'community' and induces irreversible structural change (Viriya 2009). The philosophy of community development relates to the concept of locality and people. It underscores the indispensability of local needs, aspirations and local resource mobilisation within geographically and socially defined spheres (Jimu 2008:23).

Green & Harris in Viriya (2009:12) define community development as a planned effort to produce assets that increase the capacity of residents to improve their quality of life. In the process of community development they indicate four stages in the utilisation of community capital: community organising, visioning, planning and implementation or evaluation. For tourism development to have an effect on poverty alleviation all four stages must include local communities. Community-based tourism initiatives must aim to increase local people's involvement in tourism and maximise their benefits (Ashley & Roe 2002:62). Most successful instances of benefit accruing to local communities in government-driven tourism initiatives have occurred in developing countries that actively support community involvement in tourism (Viljoen & Tlabela 2006:8).

According to Dinbabo (2003:5), community development is a process of organisation, facilitation and action. This process allows people to create a community in which they want to live, through a conscious process of self-determination. The process towards self-determination operates successfully within the specific environment where local authorities are open for community involvement in the decision-making process. Kretzmann & McKnight in Turner & Pinkett (2000:1) maintain that asset-based community development is an approach to community building that sees community members as active change agents rather than passive beneficiaries or clients. Tourism development cannot work as a tool for poverty alleviation if local people do not have a vision of self-improvement. Green & Harris in Viriya (2009:12) agree with this view, defining community development as a planned effort to produce assets that increase the capacity of residents to improve their quality of life. Maser, cited in Dinbabo (2003:2) holds that community development is a new paradigm which focuses on participatory methodologies and ensures the involvement of the community in the decision-making process. It also encourages the use of practical and generalist skills for locally-derived revenues. Tourism development is one of the activities in which local people can participate because it takes place where they live.

Community development is not the same as social work and allied welfare operations. Community development must help members of a community to identify unmet needs, do research on possible barriers, and present possible solutions (Viriya 2009:10). If tourism development is successful and its demand grows in rural areas, the tourism developers would assist community members to establish the initiative on a more secure footing. For tourism development to be a success, formal management structures with a clear direction, reliable funding arrangements and remunerated staff become a necessity (Viriya 2009:11).

In essence, community development is concerned with meeting the needs and aspirations of community members whose circumstances have left them poorly provided for, often without adequate services, with limited means to organise, and excluded from mainstream opportunities for participation in decision making (Viriya 2009:12). Community development seeks to build collective capacity through improvement of skills, knowledge and confidence for individuals and

communities. If tourism is used for poverty alleviation, skills development and knowledge acquisition are of critical importance. It is for this reason that Aref *et al.* (2009:665) insist that community skills and knowledge in the tourism context should include awareness and understanding of key topics relevant to the tourism development issue. They identified community skills and knowledge as taking various forms such as tourism expertise, local tourism resource knowledge and tourism product information. Skills and knowledge are needed to effectively implement community development processes that benefit local citizens more than the outsiders (Viriya 2009:12).

Luna (2009:6) notes that community organisation is an important aspect of community development. Community organisation should be driven by methods which entail activities aimed at the grouping of people to struggle for their common needs and aspirations in a given locality (Beavogui 2009:19). It involves integration with the community, social investigation, problem identification, groundwork, meeting, role play, mobilisation, evaluations, reflecting, and setting up of organisational structures. In tourism development local people must take part in all the above-mentioned processes. Their participation is necessary because contemporary thinking is influenced by the participatory paradigm which rests on devolution of decision-making power (Jimu 2008:25).

Viriya (2009:12) mentions three different models of community development. Firstly, there is a consensus model which assumes that there is a broad consensus about social issues, how they can be addressed, and how the community in general should be organised. In an attempt to address this model, some countries have devised state-sponsored community development projects. These projects are developed to encourage local responsibility for self-help activities and facilitate the delivery of welfare services, particularly to the marginalised sections of the population. Projects are further meant to support community involvement in democratic processes, consultation and project management. The consensus model can be applied in tourism development by urging local municipalities to sponsor certain projects and to provide necessary infrastructure as part of their contribution to poverty alleviation.

Secondly, there is the pluralist or liberal model which is based on an assumption that the society consists of different interest groups which compete to influence decisions by making their voices heard. The poor are one of the interest groups whose voice is often not heard in their society. Barker in Koutra (2004:7) claims that the participation of the poor in development initiatives boosts the relationship between themselves and other interest groups in the community. It enhances motivation for self-help and development of accountable leadership and local institutions in poor areas. Tourism development must enable people, especially those who are marginalised, to take decisions for their development by voicing their concerns, and to contribute towards the provision of solutions to their own problems.

Thirdly, there is the 'conflict of interest model'. This is a radical version of community development because it identifies the conflicts of interest within the society and aligns itself with the poor and other oppressed groups. It is based on an argument that the causes of poverty and disadvantage are in the economic system and reflect historical patterns of exploitation which are embedded in the social and political institutions. Koutra (2004:4) argues that we need to adopt an approach to growth and development that is biased towards the poor and which can result in greater benefits to the poor.

Ashley (2002:2) argues that poverty should be a concern to the tourism industry for three critical reasons. The first reason is that in areas where the poor realise that they do not derive expected benefits from tourism, conflict may arise. The second reason is that in areas where tourism does not benefit the local poor communities, the poor may develop a negative attitude towards visitors, thus denting the image of the destination. The third reason is that there is a growing opportunity for community-based tourism because more and more tourists are beginning to reject all-inclusive resorts in favour of experiencing local culture. The community can be viewed as a system with boundaries and energy, inputs and outputs.

Community development through tourism development has its own challenges. The involvement of the community in tourism initiatives may not be an event but a

long, time consuming process which in many instances can be difficult. One of the most basic stumbling blocks is how to define the community that needs to be involved in the process of development and deserves to benefit (Beavogui 2009:17). Communities, in rural and urban areas, are heterogeneous entities with many vested interests and affiliations which complicate matters during negotiations between communities and other stakeholders. Rivalry and competition for benefits can result from the involvement of more than one community in development negotiations (Viljoen & Tlabela 2006:12).

Another challenge is legal issues such as establishing entities to represent communities and questions of land ownership. Possible tourism investors place a high premium on secure tenure arrangements. Land tenure insecurity and land ownership disputes may be some of the main deterrents to tourism investment in communal areas (Viljoen & Tlabela 2006:12).

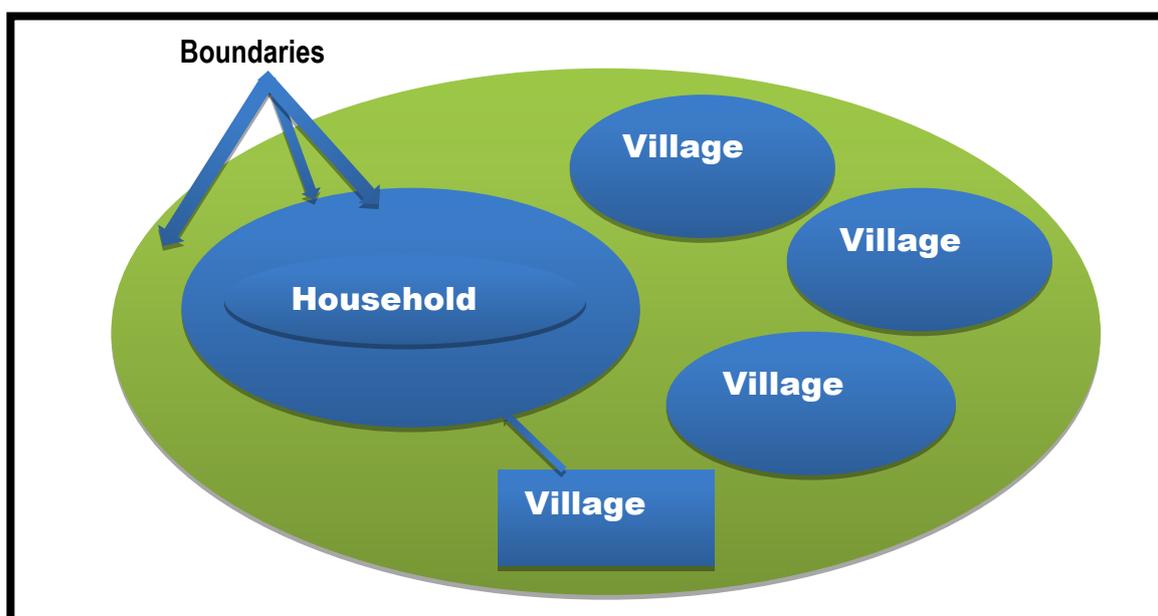
4.3.1 The systems theory and community development

Community development is a very complex undertaking in that it is almost impossible to define and describe in a clear and organised manner because it involves a number of elements and sub-systems (Tamas 2000:1). It can, nevertheless, be simplified to a degree by resorting to a method known as systems theory. Generally the systems theory provides an analytical framework which can be used to describe some multiple factors involved in community development and helps clarify some of the key concerns (Tamas 2009:2). These include an assessment of power and influence and understanding the dynamics of intergroup relationships. Tourism is about an encounter between the visitors and the inhabitants of the destination surroundings, and good relationships between the two groups are of critical importance.

The Systems theory can be used as a lens through which to view the phenomenon in order to understand it and change it where possible. According to the systems theory, everything is fundamentally interrelated, and input into one aspect of the complex system always affects other aspects of that system – which in turn affect yet further parts of the system (Tamas 2009:1). Complex living systems are composed of smaller systems and are in turn embedded within larger

systems. Systems are thus circuits of information flow, whose circuitry involves the reception of input from the environment, the perception of that input in relation to existing codes, and finally the systems response (Houghteling 2006: 5). The systems approach relates well with tourism development in a destination because it works on an input-process-output principle. For tourism development to succeed it needs inputs such as infrastructure, accommodation *et cetera*. There must be engagement in processes such as tours and other exciting experiences that visitors may prefer. There is also need for outputs such as job creation, skills development and economic growth. The main aspects of the systems theory are illustrated in Figure 4. 4.

FIGURE 4.4: SYSTEMS, SUBSYSTEMS AND BOUNDARIES



[Source: Tamas (2000: 2)].

The systems theory explains elements which stand in interaction with one another, or a group of aspects which have something in common. This may include any grouping with any kind of a relationship. There can be smaller systems called sub-systems within larger systems.

Knowd (2001:10) looks at the communities as existing within the systems in his presentation of the rural tourism product which consist of three interrelated systems, the farm, the local town and the state or region or local authority. This

view by Knowd (2001) looks at a system that differs from the one in Figure 4.4 because Knowd (2001) speaks of a farm which is a subsystem with its own boundaries that separate it from the town. The town is also another subsystem with its own boundaries that define it. The state is also defined by its boundaries. These subsystems and systems should allow for the movement of information, ideas and people across the boundaries. One of the ways of facilitating the flow of people, ideas and goods between the farm, town and regional boundaries can be introduction of the tourism activity in the farm.

A single household in a village forms a sub-system in the sense that its internal activities take place within a system for example, the family as a group of people. The family exists within the larger system of the village. The village can be seen as a sub-system which makes up the community. The communities can be seen as a system which makes up a region (Tamas 2000:2). Each system is defined by an imaginary line or a systems boundary which determines what is inside and what is outside of it. In Figure 4.4 above, there is a boundary around the household, a boundary around the village and a boundary around the region. There could also be a boundary around the whole community or area in which people live. System boundaries can be drawn wherever any observer wishes depending on the purpose, for example, the community development planners can draw system boundaries on basis of their development plan (Tamas 2000:2). The boundary around a system is either closed or open. The systems boundaries determine what is inside and what is outside. Inside the countryside there are resources that can promote tourism development. These resources can support tourism development and enhance economic growth in rural areas.

Houghteling (2006:4) notes that organisational systems have several characteristics. Firstly, organisational systems are contrived systems – not natural systems such as physical or biological systems. Secondly, there are boundaries that separate the organisation from its environment. Thirdly, open systems display growth through internal elaboration. Fourthly open systems tend to move in the direction of greater differentiation and to a higher level of organisation. Fifthly, open systems have the characteristic of equifinality; in other words, objectives may be achieved with varying inputs and in different ways. Most of the tourism

destinations are open systems because they receive some of their materials from outside their boundaries and they attract and send out visitors from outside their boundaries.

Tamas (2009: 2) argues that a system can be either closed or open. A closed system is one which is completely sealed off from its environment by its boundary. In closed systems, activities continue until all needed elements are consumed. At that point, activity within the system ceases to operate. There are relatively few closed systems in the world (Tamas 2009). Most of organic systems are open systems with boundaries which are open to some degree. This makes it possible for energy or influence to pass into and out of the system. Tourism development has a potential to alleviate poverty in rural areas but it requires open regional and community systems which allow for the inflow of people and ideas, especially because it works with foreign and national visitors (Tamas 2000:3 and Tamas 2009:3).

Traditional theories regarded organisations and communities as closed systems. Places of work were characterised by hard boundaries separating them from a mostly hostile environment. Kartz & Kahn in Houghteling (2006: 7) noted that people who think of the organisation as a closed system may not succeed in community development because of failure to develop the intelligence or feedback function of obtaining adequate information about the changes in environmental forces. Open systems are bound to change in order to maintain themselves in a dynamic environment. A system must receive input if it wants to respond effectively to its ever-changing environment. Just as organisations are not separate from their environments, community members are not separate from systems within which they exist.

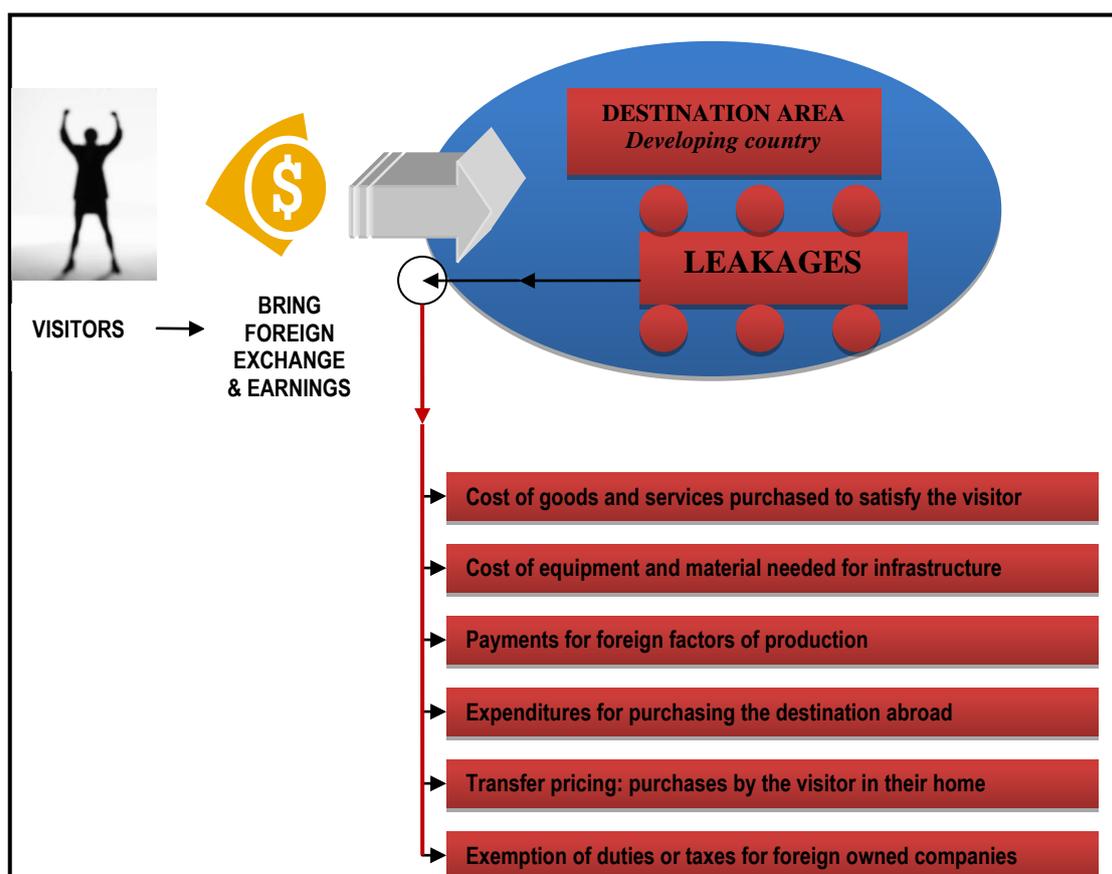
There are a number of factors which determine openness of a system in an organisation or a community. One is the extent to which communication is possible (Tamas 2000: 2). If there are roads or television and telephone links which permit free exchange of goods and ideas across the boundary between the village and the rest of world, that system boundary is said to be open. If there is less ease of communication, no roads or telephone systems, the boundary is said

to be relatively closed. Tourism development in rural areas can contribute to economic growth, job creation, skills development and income generation if rural communities remain open systems.

By its very nature tourism development requires an open system that allows for the movement of people, goods, services and ideas in and out of the host country or destination. A Vaugeois (1999:1) point out that tourism is an economic development tool which is viewed as an export industry of three G's: 'get them in, get their money and get them out' (Tamas 2000:3). Development goes beyond physical capital and includes social interaction within the community. The same openness would be applicable if people are co-operative and work together in harmony because they would share good practice across their respective boundaries. In a community where there is tension and lack of trust which results in people not communicating and sharing ideas easily with each other, the boundaries would be relatively closed and development will not benefit everyone (Tamas 2000:3). Tourism development needs an emotionally open system where people can work together, share responsibility and even plan together. Where people live in tension with a lack of cooperation, tourism development would be a difficult if not useless undertaking.

A complex living system has two fundamental properties: self-organisation and self-regulation (Tamas 2000:3). Both occur through information processing via feedback loops. Negative feedback reinforces the structure of a system while positive feedback leads to reorganisation (Houghteling 2006:4). Tourism development can be successful in rural areas where communities can organise themselves and regulate the industry collectively. In this way rural communities can create a balance between costs and benefits of the industry, and use information to determine the extent to which it benefits local people (Ray 2012:12). Rural areas must have cross-cutting priority issues such as access to training, internal and external investment, access to finance, logistical support, access to market information, economic partnership, availability of land, sufficient services and infrastructure, building equipment, and licensing and control. All of these components constitute the basis for local economic development programmes (Okhahlamba Local Municipality 2010:24).

FIGURE 4.5: LEAKAGES OF FOREIGN EXCHANGE EARNINGS



[Source: Vaugeois (1999: 8)].

Tourism-led community development does not favour the kind of openness shown in Figure 4.5 above. The figure illustrates a situation where visitors bring foreign exchange into the destinations which should benefit local people, but instead it leaks out as costs of goods, services, equipment, *et cetera* (Vaugeois 1999:8). This is an unintended consequence of system openness because it minimises hopes for job creation, skills development and economic growth.

Openness in tourism must not lead to a minimisation of the gains of tourism through leakages of whatever kind. Leakages occur when income from tourism flows out of the destination or never reaches it because of high levels of outside ownership of plant or services through the sale of inclusive tours (United Nations 2010:9). In such situations, packages that include transport, accommodation, food, and recreational activities are bought outside the destination. It also happens when expatriate labour is used to staff the hotels and businesses, denying job opportunities to locals (Meyer 2006:7). In tourism development

openness is very important because the destination must be able to attract local and international visitors. It must be able to meet local, national and international standards. The openness of the tourism industry is a complex matter because openness can sometimes be an advantage when visitors come to a destination and benefit the poor.

The operation of a system requires energy, regardless of whether it is open or closed (Tamas 2009:2). Different things which go through the system can be regarded as energy or influence. There are different forms of influence in a system. A human being requires physical energy in the form of food in order to survive. Poverty means a scarcity of resources for survival such as food and other basic necessities (Brown 2000:58). The use of tourism in poverty alleviation is an indirect intervention to provide physical energy in a community as a system. The role of tourism development in providing job opportunities, skills development and income generation are all part of injecting energy into the system called a community. Milne & Ateljevic (2001:371) argue that the economic and social significance of tourism is appreciated, but there is an uneven flow of benefits from the industry between the global, national, regional and local communities. This uneven benefit results in uneven distribution of energy between international, national and local systems.

Morrison (2006:5) argues that money flowing through a system can be divided into three parts: good money, neutral money and bad money. Good money is the money which flows from outside the destination. This money comes from local businesses which trade with customers from outside the system. Local businesses are important because they inject new money into the local economy. Neutral money flows through local businesses and circulates within the local economy. This money is generated by local businesses and it is part of the multiplier effect. The businesses which circulate neutral money make a difference in people's quality of life by creating jobs, skills development and generation of income. They are local retailers, cultural organisations and tourism businesses. Bad money is that which flows out of the economy from purchases that were made outside and from people who migrate. This money is part of what constitutes leakage.

The strategy for community development relies on three things: increase in the volume of good money, increase in the velocity of neutral money and reduce the flow of bad money (Morrison 2006:5). The use of tourism for community development and poverty alleviation requires that the destination increase the volume of good money, increase the velocity of neutral money and reduce the flow of bad money. Tourism development can help to increase the velocity of neutral money through the multiplier effect because tourists end up purchasing their daily necessities from local shops ((George 2007:296). Tourism development can also increase good money and decrease bad money if the largest percentage of equipment, resources and tour packages is made available from within. If good and neutral money are increased, the role of tourism as a mechanism for poverty alleviation in rural areas can be significant.

Systems are subject to other forms of influence which can be termed social power or psychological energy. This energy is often in the form of human relationships which are a necessary element in the functioning of social systems (Tamas 2009:6). There are various kinds of social energy, and different people in the community possess these types of social energy in different degrees. There is energy which can help the society to progress, but there are other forms of energy which are not helpful. An understanding of how to help communities gain access to beneficial types of energy is one of the main aims of tourism development (Tamas 2000:3). Beneficial energy is very important for tourism development in rural areas because if it comes from external sources, it will increase the volume of bad money as outsiders dominate the industry at the expense of community development. In tourism-led community development, beneficial energy may be in the form of a positive political will, support from the civil society, existing social organisations, Non-Governmental Organisations, cooperative community members, youth, *et cetera*.

Tamas (2000:3) states that all systems have a force or tendency called 'entropy' which means that they run down to a stage of reduced coherence and eventually to a completely random order. This is when the system uses up all the energy it has available and ceases to function. The community as an organic or social

system must get a constant supply of energy through the generation or exchange thereof or through influence across its boundaries from one system to another. This is called 'negative entropy' and it maximises the order or harmony within the system. Food, affection, education, medicine and all the needs which help to sustain and improve the circumstances and unity of the community members are examples of energy or influence that act as negative entropy. When people are poor within a system then poverty becomes a symptom of entropy because it brings in shortage of energy (Tamas 2000:3). Tourism development can be used to help the rural communities to find ways of offsetting the tendency towards entropy through poverty alleviation.

There is a point when a system reaches a state of homeostasis. This is when there is dynamic balance within its boundaries. Homeostasis shows itself when the internal and external conditions of a system do not change for a long period of time. This is a state where there is no entropy in the system. What maintains homeostasis is a continuous access to resources that are needed to keep the system constant in that state. Change of energy flow within a system is the only thing which can bring about a change in the system (Tamas 2000:4). Tourism development in rural areas can assist in providing jobs, developing skills, growing the economy and providing additional income to usher in a state of negative entropy and to maintain the state of homeostasis. Communities within systems must be empowered in order to take part in development.

4.3.2 The participatory approach to community development

A Chinese philosopher, known as Lau Tse has embodied the essence of the participatory approach to community development as strongly associated with the people, and has been cited as saying:

Go and meet your people, live with them, love them, work with them. Begin with what they have, plan and develop from what they know, and in the end, when the work is over; they will say we did it ourselves (Dinbabo 2003:3).

Participation of local communities is very important for sustainable community development. In South Africa the goal of addressing the imbalances of the past is reflected in a number of government policy documents, including the Integrated Rural Development Strategy of 1995 which aimed to eliminate poverty and create full employment by 2020. Rural people are at the heart of the Rural Development Strategy and are thus expected to take charge of the development process in their own areas and participate actively in matters affecting their future (Viljoen & Tlabela 2006:6). Kepe *et al.* (2001:2) state that one of the obstacles to effective participation of the rural poor in tourism in South Africa is the limited government investment. They argue that tourism development requires more than the arrival of the visitor. In particular, it requires quality infrastructure – without which, in rural areas, it is difficult for tourism initiatives to take off (Kepe *et al.* 2001:2).

Koutra (2004:4) argues that development must adopt a pro-poor approach to growth because it results in greater benefits for the poor and ultimately leads to a decrease in poverty levels and inequality. Development requires an approach that allows an active participation of the poor.

Among a number of theories that preceded the participatory theory of community development is modernisation theory, stemming from the ideas of scholars like Durkheim, Weber and Parsons (Dinbabo 2003:7) who explained the process of transformation from traditional to modern societies in terms of population growth with its divisions of labour, personal motivations and the change of moral values. Modernisation theories do not, however, hold up well when we look at economic activities like tourism, where the developed world uses the developing world as a source of information and new experiences. The rural nature of most developing countries has positively boosted the tourism industry, and Gartner (2005:3) notes that most of the new development in tourism centres on rural areas. Seen from the perspective of the western world, this means that the tourism industry will expose people from highly industrialised and urbanised areas of the world to new experiences. High rates of urbanisation and industrialisation have negative impacts on the natural environment, and tourism in rural areas can shift the mind-set of tourists from a desire to exploit the natural environment to a desire to interact with local residents to conserve it (Goodman & Francis 2003:274).

Modernisation theorists regarded first-world industrial countries as modern and third-world countries as traditional. In such a scenario, development would be possible only when primitive values and norms of the traditional world are replaced with modern ones from the modern world; contact with the modern world whether by trade or language would incorporate and transform the primitive culture, leading the way to development and the eradication of poverty. Basically the modernisation theorists' point of departure is that development is possible and that in order to achieve it, developing countries should copy the developed countries' experience (Dinbabo 2003:7). This is a standpoint which the tourism industry confutes. Visitors from the developed world come as tourists to the developing world to gain experience of what they do not know. The developing world benefits meanwhile through job creation, skills development and economic growth. The developing world provides cultural attractions which are enjoyed by tourists from developed countries; it supplies tourism to the developed world. As Coomber & Lim (2004:2) argue, the supply aspect of tourism is about the countryside as a space of consumption.

Related to modernisation theory, Marxist theory emanates from the idea that the country which is more developed industrially simply shows to the less developed the image of its own future (Dinbabo 2003:7). Marxist theory, like modernisation theory, sees the market as the solvent that would break down traditional cultures and allow for the process of development to take place (Dinbabo 2003). This leads on to dependency theory, which argues that reliance on the international market results in the domination of transitional capital because the unequal exchange between core and periphery benefits only the core. Dependency theorists further argue that the major causes for inequality are historical colonialism and western capitalism. Evans & Stevens cited in Dinbabo (2003:7) noted that in contrast with modernisation theory, dependency theorists regard the state and its agents as actors in the process of underdevelopment.

The use of development models from the first world for developing the third world is sometimes problematic. Ravallion (2007:15) argues that there are already indications that the developing world is fast becoming more urban and this is

viewed by some observers as an unwelcome precursor to new poverty challenges. Tourism development in rural areas can create job opportunities and contribute to skills development and provide local people with an alternative to rural-urban migration.

Although the traditional development theories (Modernisation, Marxist and Dependency theories) provided insight into the notion of development, they all offer an all-encompassing explanation of the concept of development specifically for developing countries and their struggling rural economies (Dinbabo 2003:7). The modernisation paradigm was criticised because it promoted a top-down ethnocentric and paternalistic view of development and proposed the conception of development that is associated with the western vision of progress (Waishbord in Dinbabo 2003:8). The top-down approaches to development assumes that the knowledge of governments and agencies is correct and that people on the ground were ignorant and have incorrect beliefs.

Some development scholars (Turner & Pinkett 2000, Tassonyi 2005, Morrison 2006; Jimu 2008) have responded to the dissatisfaction with the traditional theories of development by articulating a concept known as participatory or people-centred development. This led to new debates about development which focused on bottom-up planning, people-centred development and a view that ordinary people have the capacity to manage their own development. This means the involvement of all stakeholders in the process of development (Dinbabo 2003:8).

The participatory paradigm which influences contemporary thinking rests on the devolution of decision-making power. Failure of externally-driven projects, lack of project sustainability and resource constraints have also popularised the shift in development thinking towards community or participatory contemporary approaches (Jimu 2008:25). Participation in the tourism industry can be a way of empowering rural communities to be active agents in meeting their developmental needs rather than waiting for the central government and outside agents to provide what might be lacking.

Proponents of the participatory theory believe that development must be sensitive to cultural diversity. Coetzee cited in Dinbabo (2003:8) argues that a lack of such sensitivity accounted for problems and failures of projects that applied traditional approaches like dependency theory, modernisation theory and Marxist theory. Active involvement of people in making decisions about implementation is the essence of participatory development theory. Participatory theorists favour the exercise of people's power in thinking, acting and controlling activities in a collaborative development framework (Dinbabo 2003:9).

The involvement of local stakeholders in the development of their own territory is a prerequisite for sustainable growth (Viriya 2009:11). Bringing local stakeholders around one table through a local forum builds trust, encourages innovation and promotes the creation of social networks and activities. The involvement of stakeholders fosters social cohesion, thereby decreasing the risk of conflict (Agency for International Development 2010:2). As a new paradigm, community development focuses on participatory methodologies and ensures the involvement of the community in the decision making process (Maser in Dinbabo 2003:2). Community involvement also encourages the use of practical and generalist skills on locally derived revenues. Tourism development in rural areas can be a process of organising, facilitating and practice that allows people to create a sustainable industry in which they can benefit through economic growth and job creation leading to poverty alleviation. Tourism development can work successfully within rural environments where the local authorities are open for community involvement in the decision making process.

Participatory theorists view development as a process where people are involved in their own community, and where available resources are used to guide the future of their own development. In the participatory approach, individuals do not impose their wishes on groups of people. Community members use capacity building, empowerment, sustainability and self-reliance to support development initiatives (Dinbabo 2003:9). Theorists of the participatory paradigm believe that the reason why development programmes fail in many developing countries is that answers to people's problems lie in bureaucracies and centrally mandated programs and projects. The same view is shared by Dallyn (2008:504), who

questions the role of management in development and the relationship between development and managerialism.

Tan (2009:5) identifies two main reasons why community-level development is important. Firstly, it encourages people to believe in community-level change where they can exercise the power of solidarity as an affected group. Secondly, it recognises that the problems faced are social rather than individual. If the problem is one of injustice, for example, the solution is participatory change and not individual therapy or charity.

The next section considers a variety of development models which are regarded as playing a role in informing programmes that have been implemented by communities in various countries. These models are important for understanding the Bergville situation.

4.4 DEVELOPMENT MODELS

Development is a broad concept which includes activities ranging from infrastructure works to industrial policy, the welfare state, new economic policy and demand management. It is also a dynamic concept which has been changing over time in response to new challenges, paradigms, theories and models (Viriya 2009:8). Development is a multidimensional phenomenon which can be achieved through a number of economic activities, including tourism – especially if it is aimed at poverty alleviation in areas where tourism resources are available. An area such as Bergville, which is characterised by lack of individual ownership of land, high settlement densities in planned areas and sparse settlements in remoter areas, can take advantage of its tourism-related resources and assets to change the livelihoods of rural people (OKhahlamba Local Municipality 2001:4).

Tassonyi (2005:4) speaks of three waves of a development strategy: (i) the traditional approach, (ii) capacity building, and (iii) quality of life and flows of information. The traditional approach to economic development is a trend that existed between 1950 and the mid 1980s. In this approach the main focus is on attempts to attract individual firms by emphasizing cheap factor inputs or

subsidised infrastructure and providing direct subsidies or tax reductions, depending on the relevant taxing jurisdiction (Tassonyi 2005). This development wave is not suitable for tourism development because it ignores local communities in the process and favours the attraction of firms from outside. For rural tourism development to succeed it is important to first identify internal resources that can be used to drive the process. The outward-inward nature of the traditional approach is unlikely to achieve a maximum involvement of local people in decision making so that they become the main beneficiaries of the development process.

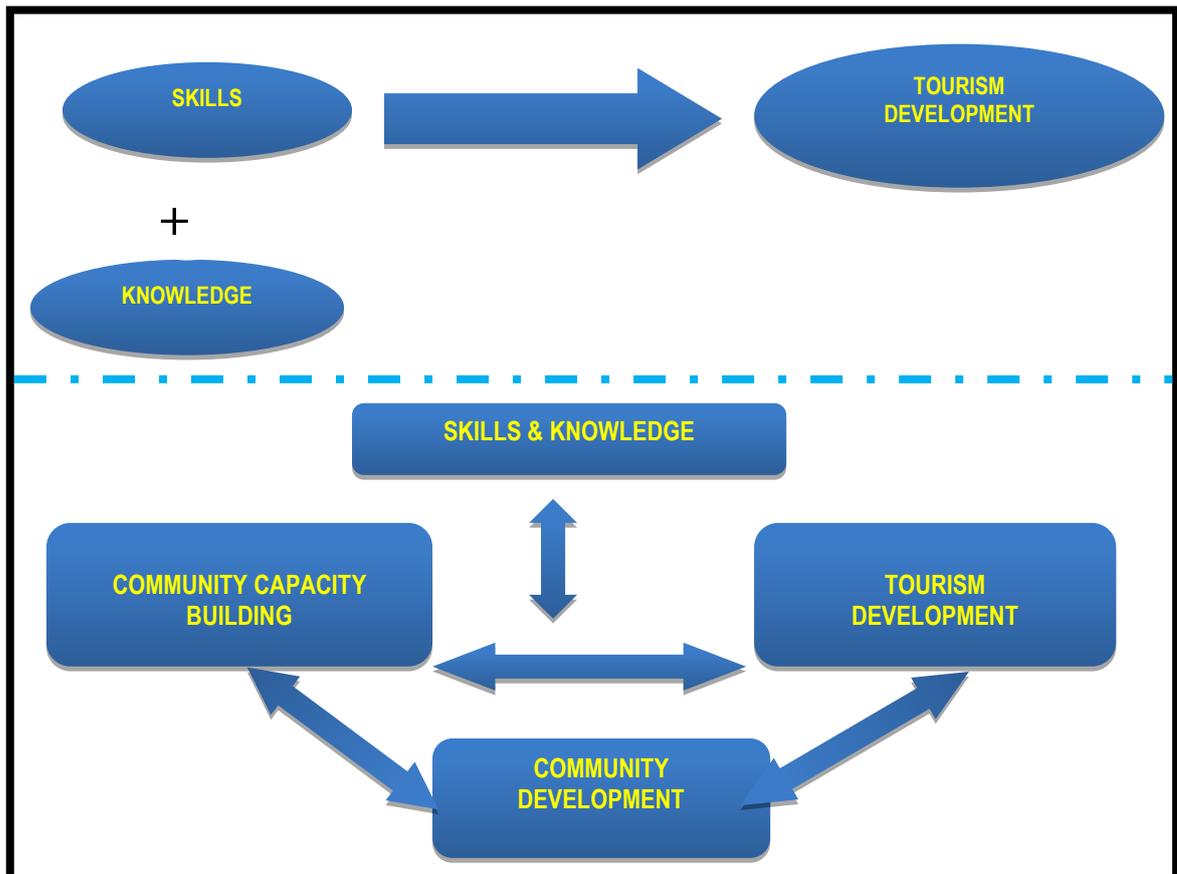
The capacity-building wave came during the 1980s when countries made a shift from a traditional paradigm to a new capacity-building paradigm. They began to reorient their efforts when they realized that simply building industrial parks and offering tax concessions and subsidies would not serve to retain employment and tax bases under threat. (Tassonyi 2005) The policy focus of state governments shifted from building industries to building educational and technological infrastructure in order to create the knowledge base deemed necessary for a competitive response to the changing economic environment. New policies focused on the filling of gaps in the capital market, modernizing small and medium enterprises, accelerating technology transfer from universities to industry and enhancing worker and management skills. Policy also included the establishment of technology centres involving local universities and businesses (Tassonyi 2005:6).

One of the key requirements for tourism development is knowledge of tourism and entrepreneurial skills. Hall cited in Aref, Redzuan & Gill (2009:665-66) argues that community skills and knowledge are critical to tourism development because a lack thereof can result in the failure of the community to participate in its own development. This can lead to the lack of preparedness for the change associated with development and its possible opportunities for local communities.

It has further been argued by Aref *et al.* (2009: 566) that tourism development must contribute to economic development, skills development and generation of extra income. Skills required for tourism development include problem solving,

decision making and team building skills. Figure 4.6 below illustrates the contribution of skills and knowledge in the process of tourism development. It is important to note that the availability of tourism development resources cannot bring about tourism development and poverty alleviation if local people do not have the necessary knowledge and skills.

FIGURE 4.6: SKILLS, KNOWLEDGE AND TOURISM DEVELOPMENT



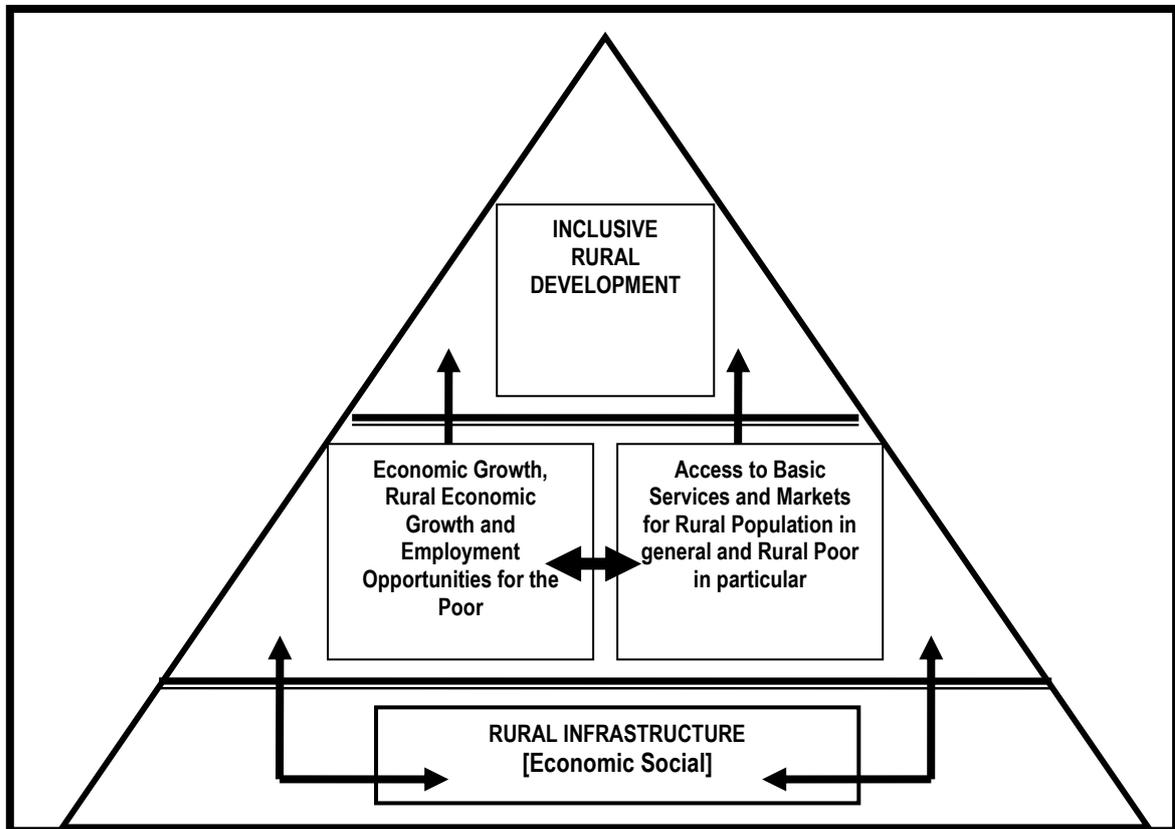
[Source: Aref, Redzuan & Gill (2009: 122)].

The quality of life and information wave was based on a realisation that the quality of the physical, social and knowledge infrastructure of a locality determines the investment and location decisions. This approach looks at local governments as key role players in ensuring the provision of infrastructure to enhance access to information and efficiency of the flow of information among people. Another realisation is that regions and localities need to develop policies that can support institutions and appropriate physical and social infrastructure that can produce, retain and attract creative and chattering classes. This realisation arose from the

fact that competitiveness is increasingly becoming dependent on qualitative characteristics of goods and services, the ability to bring new products to the marketplace quickly as well as the ability to satisfy sophisticated consumers (Tassonyi 2005: 5).

Tourism development requires infrastructure capable of accommodating the movement of goods and services to destinations and supporting businesses. In this way infrastructure is a means towards the reduction of poverty without which a destination cannot contribute to poverty alleviation (Refer to Figure 4.7).

FIGURE 4.7: RURAL INFRASTRUCTURE: INCLUSIVE DEVELOPMENT NEXUS



[Source: Fernando (2008 29)].

Although the provision of infrastructure alone cannot alleviate poverty, it has a potentially effective impact on it depending on the manner in which it is provided. Fernando (2008: 29) speaks of the rural 'Infrastructure-Inclusive Development Nexus'. Inclusive rural development emphasises the role of infrastructure in ensuring that opportunities are created for a wider participation of rural people in

economic development. Figure 4.7 above illustrates the 'Rural Infrastructure-Inclusive Development Nexus'.

Bergville is still in the traditional wave of development because there is a substantial involvement of the private sector in the tourism industry in the whole of Okhahlamba Local Municipality. At this stage the tourism industry has not been integrated into the local community and its socio-economic impact is still limited (Okhahlamba Local Municipality 2010:23). In order for local governments to achieve their development goals, they must minimise the complex webs of business regulations, permit procedures, land management practices and out-dated infrastructure which stand in the way of economic growth and local participation in their communities (Agency for International Development 2010:1). The complex webs and entry regulations are problematic when it comes to local community development because they make it difficult for local governments to respond to new market opportunities, with the result that local economic development often fails to coordinate resources, from within the community and from outside, in a way that will systematically promote economic growth that directly impact on the livelihoods of local communities. If the local municipality of Bergville wants to be successful in tourism development, it must remove barriers to community participation and utilise tourism resources in such a manner that the livelihoods of people are changed for the better.

Chambers cited in Jimu (2008:24) argues that development is commonly understood as enabling the benefits of economic growth to reach the poor. In the case of rural areas the poor include small-scale farmers, tenants, and the landless as well as the marginally employed and unemployable. Communities should be active agents in meeting the developmental needs rather than waiting for the central government and outside agents to provide what might be lacking, and they can do that if they are well equipped with knowledge, skills and resources.

The next section focuses on rural development models as one of the informants of community change. Different development models have been used in different communities and regions, especially in rural areas where people face the quagmire of poverty triggered by unemployment and other related problems.

4.4.1 Needs-based model

The needs-based approach uses external agencies to assist the struggling community to survey needs, analyse problems and identify solutions to meet those needs. The agencies administer external financial resources and manage projects to meet the needs of the struggling communities. The needs-based approach has numerous detrimental effects. It imposes leadership that denigrates the local communities (Mathie 2002:1). It does not look inward for solutions to community problems, and defines community leadership in terms of the leader's ability to attract outside resources. The needs-based approach psychologically erodes collective community pride because it focuses on what it lacks (Allen 2007:15). In this way the community members do not view themselves as capable producers but rather as consumers of services (Mathie 2002, Wilke 2006).

Tourism will not succeed as a poverty alleviation strategy if planners use the needs-based approach because it does not consider what people have and can do but its point of departure is on what people do not have and cannot do (Mathie 2002). Firstly, it may create an impression that local people cannot drive their own development processes. Secondly, tourism development requires local identification of tourism-related resources such as cultural, natural and social attractions; what distinguishes rural tourism is its use of indigenous resources. Thirdly, tourism business occurs when the visitor steps onto the soil of the destination, and what attracts the visitors is usually the cultural or historical significance and natural beauty of the area.

The needs-based approach is a traditional model which seeks to identify weaknesses in a local community and then implement strategies to overcome those weaknesses; basically, it sets out to mobilise a community by focusing on deficit. In this way it demoralises local residents and discourages their desire to take proactive action at the local level (Allen 2007:16) and it closes up possibilities for local people to start making real changes locally that can benefit their communities. In other words, the needs-based community development model does not attempt to help communities to help themselves; instead it indirectly sends the message that they cannot help themselves.

The needs-based model is illustrated in Table 4.1 which shows how it focuses mainly on negative issues of the community and it is informed by what is needed rather than by what is available (Allen 2007:17). It aims at changing institutions rather than empowering communities through capabilities. It ignores organisation, integration with the community, social investigation, problem identification, groundwork, meeting, role play, mobilisation, evaluations, reflecting and setting up of the community driven development structures aimed at community development (Luna 2009:6).

TABLE 4.1: THE NEEDS-BASED DEVELOPMENT MODEL

Traditional Model: Needs-Based Community Development	
Based on	Needs
Its goals	Institutional change
Conversation	Problems and concerns
Change agent	Power
View of individual	Consumer/Client
Needs are based on community problems: Broken families, Child Abuse, Gangsters, Housing Shortages, Illiteracy, School dropouts, Unemployment etc.	

[Source: Allen (2007:3)].

4.4.2 Asset-based model

The asset-based development model is about the tendency of communities around the world and across the eons of time to get together and build on their strengths and capitalise on their opportunities rather than dwelling on their weaknesses and threats (Wilke 2006:3). Communities which embrace the asset-based approach take their assets seriously and put them together to for their collective benefit. The asset-based model is one of the economic development models that are gaining ground such that in recent years asset-based community development has caught the attention of numerous community developers (Allen 2007:17). Furthermore, the asset-based model focuses on local assets instead of local needs and defects. It allows residents to identify possibilities for change that they can control in order to energise the communities to take action (Allen 2007:17). Instead of focussing on ways to amass external experience, the asset-based model looks for residents' personal skills and dreams and tries to link them

to development action through public articulation of assets. Allen (2007) argues that in the asset-based model, resources are viewed differently and the grants and loans are viewed as gap-filling instruments rather than guiding forces for the direction to be taken by the community.

The asset-based model is suitable for tourism development because it relies on available tourism related resources and it utilises the countryside as a resource for development. In most of rural areas the natural environment is the main asset for tourism. Tourists consume landscape, rural atmosphere, and a quiet environment (Tyran 2007:125). The asset-based community development approach is advantageous because it is an inward looking approach to development which identifies and taps on the assets of the community. These assets include the talents and skills of individuals, organisational capabilities, political connections, building facilities and financial resources (Wilke 2006:5). The asset-based model operates under the premise that local communities can drive the development process themselves because they know what they want to achieve and how they want achieve it.

The nature and scope of the asset-based approach is summarised in Table 4.2. It shows the asset-based model as an alternative to the traditional needs-based model because it focuses on positive aspects of community life, on the assets of the community. It takes advantage of the human capital, social capital, natural capital and physical capital in a positive way. It is about community building, conversation, relationships and respect of individual viewpoints.

TABLE 4.2: THE ASSET BASED DEVELOPMENT MODEL

Traditional Model: Asset-Based Community Development	
Based on	Assets
Its goals	Building communities
Conversation	Gifts and dreams
Change agent	Relationships
View of individual	Producer, Owner
Assets are based on community treasures, structures, groups, organisations, education, infrastructure, remittances, youth etc.	

[Source: Allen (2007:3)].

Allen (2007:17) argues that asset-based community development processes have clear stages to be followed. The first thing the community must do is to organise itself to identify local assets and to create a positive future. Local assets may include individuals, associations, institutions, economic assets, cultural and historical assets and natural resources. The second thing is to allow the representatives of the community to map the assets for visual representation to the community. This is usually done by holding meetings in large venues where local residents collectively examine their community assets and identify activities that can improve their livelihoods. Activities can include new businesses, recreational facilities and other forms of community development. The pursuance of activities identified by local people often requires enhancement of community networks. These changes at the local level create an environment for mobilising local citizens around their current assets rather than dreamed-of assets that do not exist or that are not under the control of the local residents. In this development model, identification of assets and mobilisation of local residents are key components for success (Allen 2007:17).

The asset-based model differs from the needs-based model in that it is a shift from a 'glass half-empty' perspective to a 'glass half-full' perspective (Cahill 2005:3). The asset-based model is favoured because of its emphasis on local assets as a point of departure in the development exercise. It takes industrial employment as a secondary activity for successful rural economic development. It regards local entrepreneurs as the foundation for developing a viable economy in the future (Tierney 2008:3). Its focus is on local assets of the community, the community, and its development benefits. It allows communities to pay attention to enhancement of local and regional relationships and networks of communities as they create their own future. The asset-based model has led to the emergence of the other rural development models in which many rural economic developers have begun to draw on local assets in fostering entrepreneurship within the communities (Allen 2007:17).

Asset-based models come in different types and forms. The asset-based model is particularly suitable for tourism development in rural areas. Here the countryside is an asset in itself because it has a number of attractions for visitors. From what

Areas which have previously been dependent solely on agriculture seek new sources of income and farm buildings are assets that can be used for tourism purposes (Tchetchik *et. al.* 2004:5). The rural environment is another asset, since, as Parker (2003:9) points out, tourism and the environment are closely interdependent. Another asset for tourism development is the traditional cultures which attract visitors in rural areas. The knowledge possessed by local people is also an asset because they can tell old stories to visitors which would educate them about the tourist destination. As they come into contact with local people, visitors can listen to old tales as part of intellectual discovery (Nzama 2008:2).

4.5 COMMUNITY DEVELOPMENT CASE STUDIES

This section focuses on case studies from five countries. The first four case studies from the Philippines and China are general community development programmes. The case study from Nepal is a tourism-related community development programme. Each programme was evaluated on the basis of theories of development covered in this chapter.

4.5.1 The Jagna Community Partnership Project in Philippines

Jagna municipality has a population of approximately 30 000 people and promotes itself as a growing commercial port and the main gateway to Northern Mindanao in the Philippines (Cahill 205:3). The dominant industry is agriculture, with rice cultivation and copra production as the main crops. It is situated about 63km from the capital city of the island which has led to its being overlooked for participation in large-scale development plans of the provincial government. The resulting lack of industry and low per capita income in Jagna has triggered the migration of workers to larger regional cities and overseas (Cahill 2005).

Tierney (2008:4) argues that community and neighbourhood improvement strategies will, in line with the asset based community development, involve discovering assets that favour the development programmes. There are assets which significantly favoured local economic development in Jagna, making it an ideal site for the Jagna Community Participation initiative (Cahill 2005:3). Firstly, Jagna has basic infrastructure in the form of the port, a large market, piped water

systems, electricity and basic telecommunications systems. Secondly, its karst landscape has some ecotourism potential with a number of small waterfalls, caves and coral reefs. Thirdly, Jagna's population is relatively well educated with most of the people completing high school and tertiary education. Fourthly, migrant workers are an important source of cash, skills and knowledge to the Jagna community. In addition to all these favourable factors, Jagna is a peaceful area compared to other places in the Philippines. The mayor and the municipal council deliver good governance, long-term planning, community consultation and partnerships with non-governmental organisations. All these strengths have created a good potential for local economic development in Jagna, which makes it an ideal site for the development programme (Cahill 2005:3).

Good governance is a particularly favourable consideration in making Jagna a positive location for economic development. Morrison (2006:9) argues that community development needs civic people who are well versed in the skills of appreciative leadership, which he distinguishes from what he calls deficiency leadership.

4.5.1.1 Objectives of the Jagna community partnership project

The Jagna Community Participation Project was based on five fundamental objectives (Cahill 2005:3).

- To develop group livelihood projects using resources and skills already available within the community.
- To increase local revenue and to reduce dependence on outside investments.
- To develop new strategies for engaging with local social and economic networks.
- To encourage some local government units to forge partnerships with locally-based non-government organisations and business sector.
- To generate local economic development by building on locally available resources, encouraging new forms of community engagement and building stronger alliances between government, non-government organisations, donor societies and civil society.

4.5.1.2. Project methodology

The project in Jagna was implemented by the Jagna Municipal Council, an NGO called Unlad Kabayan-Bohol, and the Australian National University (ANU). The municipal government facilitated access to resources and funding while attempting to create an enabling environment for enterprise development through capacity building activities, planning and policy development. This means that enterprise facilitation was one of the asset-based models that the Jagna Community Participation Project used. This model is based on the identification of local community facilitators to provide moral and technical support for residents with dreams of becoming entrepreneurs (Allen 2007:18).

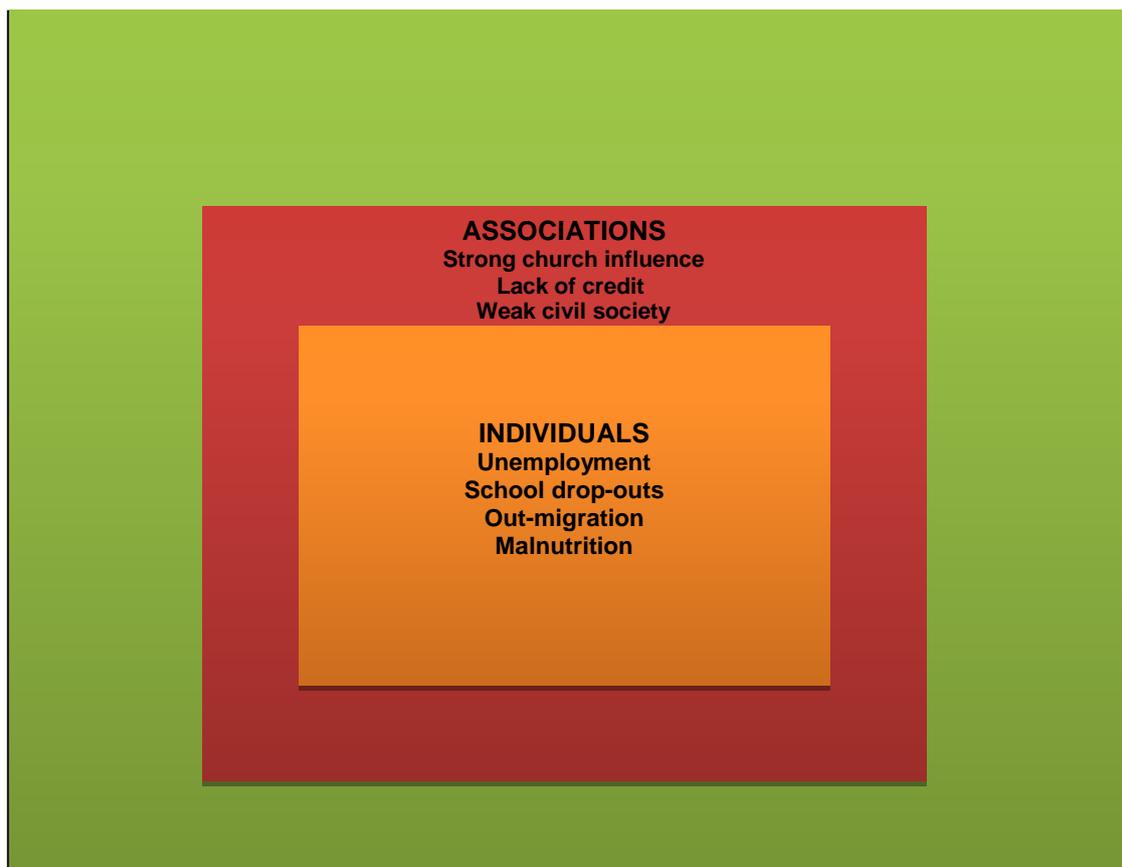
Unlad Kabayan-Bohol, which was originally established to work with returned migrant workers to build small-scale enterprises, provided expertise on enterprise development and community mobilization. Academics at ANU provided guidance on the action research component of the project. One worker from each organisation was employed on a full-time basis to initiate the projects and to implement decisions about management and overall project methodology (Cahill 2005:2). In other words, ANU played the role of a catalyst or community developer. Brown & Swanson (2003:1) maintain that a catalytic community developer helps many individuals to work together and to participate in the development process without doing the work for them. The same view is shared by Bergdall (2003:3) who argues that catalysts enable the community to look realistically at itself by holding a mirror so that residents see themselves as they really are.

The project methodology was informed by two theoretical approaches: asset-based community development, and the diverse economies framework. The asset-based community development approach is based on a premise that supports a shift from focusing on the needs and problems of the community, as in conventional community development models, to focusing on assessment of the available resources and capacities of the community. Using this as a starting point, there was a shift from a 'glass half empty' perspective which focused on what needs to be brought into the community to address problems. The new focus used a 'glass half full' perspective to draw conclusions and take decisions about

how to strengthen the community and build on what is already available (Cahill 2005, Allen 2007; Wilke 2009).

Although the community believed in an asset-based approach to development, it is useful to look at both the needs and asset maps of Jagna. The needs map focused on problems and concerns; that is why it erodes the collective community pride psychologically by focusing on what it lacks (Allan 2003, Wilke 2009). Figure 4.8 shows the needs map of Jagna. It includes problems that were experienced by the Jagna community such as poor infrastructure, lack of skills, low income, school dropouts, nepotism, unemployment, lack of resources, outmigration, lack of credit, and a weak civil society (Cahill 2005:4).

FIGURE 4.8: THE NEEDS MAP OF JAGNA



[Source: Cahill (2005: 4)].

Figure 4.9 shows the asset map of Jagna. This map included advantages that Jagna had such as active links between municipal and provincial governments,

internet, port, support for strong civil society, enthusiastic mayor, electricity, church organisations, senior citizens organisations, parents and teachers associations, remittances, high level of education, strong agricultural sector and youth. The asset map focused on community treasures and it is an inward looking approach to development which identifies and taps on the assets of the community (Wilke 2006:4). The asset-based approach to development looks for residents' personal skills and dreams and links them to action (Allen 2007:17). It is anticipated that the views expressed in the Jagna model will make an important contribution to the better understanding of the shortcomings cited in the scheme.

FIGURE 4.9: ASSET MAP OF JAGNA



[Source: Cahill, (2005:7)].

The Jagna Community Partnership Project used the asset-based community development model to shift the project participants from a 'needy and lacking'

perspective to one where they saw themselves as a community with networks and a range of physical, cultural, social, political, and financial resources. The focus was on what different sections of Jagna could do to participate in economic development instead of leaving it or waiting for assistance from outside (Cahill 2005:5). Asset-based community development operates under the premise that communities can drive the development process themselves by identifying and mobilizing existing assets which are often unrecognised and can respond to and create local opportunity for positive changes (Wilke 2006:3).

The Jagna Community Partnership Project used as its second representational strategy the 'diverse economies' strategy described in Chapter 3. This was a good strategy for Jagna because it diversified the strategy for community development (Cahill 2005:5).

The Jagna Community Partnership Project's strength was that Jagna has an extensive range of informal economic practices in which people engage. Jagna's dominant industry is agriculture, which limits the supply of cash, and people rely on alternative means of accessing, goods and services (Cahill 2005:5). The inclusion of a diverse economies strategy was an advantage for Jagna because informal economic activities play an important role in widening the entrepreneurial base of a country. Informal economic practices are a practising ground for entrepreneurial talents in a variety of directions and they form a seedbed of entrepreneurial and economic participation (Barta 2004:21).

4.5.1.3. *Implementation methods*

During the project implementation stage, leaders used a range of methods to identify available resources, document alternative economic practices and mobilise the existing social and economic networks. The motive for these activities was to maximise participation of all sectors of the community and create potential new partnerships for local economic development between the government, NGOs, the business sector and the general public (Cahill 2005:9). Maximisation of participation is very important in any community development programme. Mohammed in Jimu (2008:25) argues that rural development communities should be active agents for meeting their developmental needs

rather than waiting for the central government and outside agents to provide resources that might be lacking.

The Jagna Community Partnership Project activities brought stakeholders together, which helped to build trust, encourage innovation and promote the creation of social networks and activities. These activities facilitated the involvement of stakeholders and fostered social cohesion, thereby decreasing the risk of conflict (Agency for International Development 2010:2). The main project activities included interviewing various stakeholders about the local economic situation, compilation of an inventory of locally available assets, meeting with various community organisations, reviewing government and NGO documentation, advertising the project to attract group members, training the project staff on project methodology and basic skills, conducting field trips for project staff, conducting feasibility studies, and experimenting with production techniques (Cahill 2005:9).

Some of the community members were sceptical about the project and reluctant to participate in it because people were accustomed to receiving grants and loans for community development projects (Cahill 2005:10). Despite criticism from various quarters of the community about the project, the research results showing the wide range of assets, skills and alternative economic practices in the community strengthened people's belief that enterprises could be started with the Jagna Community Partnership Project (Cahill 2005). Sometimes criticism is an indication of resistance to change. The advantage in Jagna was that the Community Partnership Project was run by a local government which was free of the complex web of business regulations, permitting procedures, land management practices and out-dated infrastructure which stand on the way of economic growth opportunities (Agency for International Development 2010:1).

4.5.1.4 Performance of the enterprise groups

The Jagna Community Partnership Project worked with groups of people from different villages. This was a normal way of running a development project. Lall & Shai (2006:291) argue that it is impossible to start a small business in every village but it is possible to select a group of villagers and start a small enterprise to cater for the needs of local communities. The information on the performance

of the enterprise groups is obtained from a range of data and field notes, meeting minutes, project reports and interviews with focus group (Cahill 2005:10).

(a) The Women's Dressmaking Group

Through the assets-mapping process it was discovered that a large number of women in Jagna were trained dressmakers. Niche markets were identified for office and school uniforms and for the hire of graduation gowns, wedding gowns and fancy-dress costumes. The identification of assets within this group was a further advantage for the project; Turner & Pinkett (2000:1) note that the asset-based approach sees the community members as active change agents rather than passive beneficiaries or clients.

The Women's Dressmaking Group encountered two main challenges during the operation of the enterprise (Cahill 2010:10). The first was that women who participated in the enterprise did not know each other because they came from different places, but as time went on the feeling of enthusiasm prevailed and there was progress. This is a common challenge when groups begin to work together for the first time. Tamas (2000:3) reminds us that development processes are subject to other forms of influence which can be termed social power or psychological energy. This energy is often in the form of human relationships which is a necessary element in the functioning of social systems.

The second challenge facing the group was the scepticism of other people in their communities including local councillors, neighbours and some of the husbands (Cahill 2005:10). They questioned why women spent long hours of time and energy on the feasibility study and production when there was no capital that the project provided. Sometimes it happens that people take time to adapt to change (Agency for International Development 2010:1). Some community members believed that the project would fail because they felt that the team should have done the feasibility study themselves. These comments discouraged the women at first but they slowly gained confidence and a sense of ownership over their project (Cahill 2005).

Van der Ploeg *et al.* (2002:394) argue that potential tensions sometimes surround new drives to community development. People begin to ask questions about benefits, the magnitude of the business, the opportunities available, the division of labour and so on. The majority of the neighbours who had initially derided the women for working without pay later supported the group by hiring gowns during the graduation season (Cahill 2005:10).

(b) Women's Ginger Processing Group

In accordance with the asset-based community development strategy, the ginger-processing group was formed as a sub-set of the already existing women's association (Cahill 2005:12). The association wanted to widen their scope from merely providing credit and social activities. The group had a number of advantages even before it started working. The needs map of Jagna showed that lack of credit was one of the problems and the provision of credit by this group was one of the assets. The skills-mapping process also showed that three of the women in the group had received training in making ginger and tea. Another advantage was that Jagna had a good supply of ginger which local farmers found difficult to sell. After a promising feasibility study, the group started experimenting with production in December 2004. In four months' time they received regular orders each week. They used the profits to invest in equipment and made plans to pay themselves modest wages from the middle of 2005. All the achievements of the group were without outside investments (Cahill 2005:12). Later the group started to explore alternative sources of financial support in order to expand their production but decided to decline any offer of assistance from financial institutions until the enterprise was deemed feasible. This was a sound risk-management decision since most businesses die in their infancy because owners rush to get credit before their enterprises become undoubtedly feasible. Nieman (2006:218) argues that the main reason for business failure is that managers are not equipped with knowledge of financial risks.

(c) The Coconut Farmers' Group

Coconuts are one of the main crops produced in Jagna. Most of the produce is converted into copra which is exported to oil mills on other islands (Cahill 2005:14). Copra prices are determined by the world's markets which makes it

difficult for farmers to be certain about how much they will receive for their produce. Moreover, the Jagna copra industry was monopolised by a single copra-buyer who paid minimum prices. Consequently, many coconut farmers in Jagna expressed interest in producing alternative coconut products to supplement household income (Cahill 2005).

In response to this demand, the municipal and local councils organised a range of training programmes on the production of different coconut products (Cahill 2005:14). This group did not survey needs and analyse problems to identify solutions in order to meet those needs. The identification and analysis of problems helps psychologically to maintain the collective group pride because the needs analysis focuses on what is lacking, thus changing the self-perception of group members from that of a capable group to that of a group incapable of producing results (Wilke 2006: 4). The assets for this group were the availability of skills, raw materials and interest in producing coconut products.

The Jagna Community Partnership Project invited community members to join the feasibility study group. The subsequent group of six men and four women decided to conduct their feasibility study on two coconut products for which there was significant local and regional demand. These products were virgin oil (a cold-processed coconut oil that is said to have medicinal qualities and nata de coco - a confectionery made from fermented coconut water). Initially most of the group wanted to produce virgin oil because it was being promoted in the media and by the Philippines Coconut Authority as having high profit returns. It was also popular with the group as it was a relatively new product which was reputed to have medicinal benefits. The group made a local survey which produced contradicting results. It showed that those surveyed could not afford the cost of the product and most of them did not know it, had never heard of it and were not interested in buying it (Cahill 2005:15).

Dinbabo (2003:4) argues that participation in the project invokes involvement of the community in the decision-making process. The group's decision to jointly conduct a financial analysis showed the importance of involvement of group members themselves in undertaking the feasibility study. The group developed a

strong sense of collective ownership responsibility and enthusiasm for the production of nata de coco because they had all been involved in decision making from the outset (Cahill 2005:15).

The group started experimenting with production techniques in late January 2005. In four months they were successfully filling orders to small stores in five localities (Cahill 2005:14). During the initial experimentation and production each group member donated coconut and sugar while the project provided a small loan of \$200 (Australian) for the purchase of basic equipment. The group was successful because in 2005 it began to repay its loan and small wages to each of the members for their labour. The group enjoyed on-going support from the non-government organisation partner and by provincial staff of the Department of Science and Technology. Furthermore, the municipal government made promises for funding for the group to expand production and establish a small production centre (Cahill 2005).

The major challenge for the group was that members came from different areas and most did not know each other before they joined the group (Cahill 2005:14). In the same way as the dressmaking group, at least half of the members admitted that they initially planned to leave the group after they received technical training to start individual businesses. The members decided not to leave the group because the feasibility activities helped them to bond socially and appreciate each other's skills. The group's potential for expansion soon began to show itself as it attracted much community interest and support. Four new members with expertise in making *nata de coco* joined the group (Cahill 2005).

4.5.1.5 Evaluation of the Jagna Community Partnership Project

The Jagna Community Partnership Project was a good example of local economic development. The first lesson to be drawn from it relates to the importance of the diverse economies approach, in that it offers a new strategy for mapping and planning local economic development and a more sophisticated means to understanding economic networks within a community, and it can be used in conjunction with the asset-based approach to encourage people to think more

creatively about ways in which they can use their resources, skills and labour to build new enterprises.

The ginger processing group and the dressmaking group were run by women. Both these groups enabled Jagna authorities to have programmes which were focused on women. The two programmes were areas of focused capacity building and women empowerment (International Fund for Agricultural Development 2006:12). The observation is that the potential for self-sufficiency can be strengthened by groups conducting their own feasibility studies. Through these studies, group members begin to develop a strong sense of collective ownership over their activities and attract interests and resources from personal networks.

Finally, evidence from the Jagna Community Partnership Project suggests that the project methodology created space for a wide range of community members to participate in local development and that this helped to lay the foundation for new development partnerships in Jagna. The identification of assets such as active good links between municipal and provincial governments, internet, port, support for strong civil society, enthusiastic mayor, electricity, church organisations, senior citizens organisations, parents and teachers' associations, remittances, high level of education, strong agricultural sector and youth all helped the Jagna community to focus on their strengths rather than weaknesses.

4.5.2 The Chinese Rural Development Project

In China the situation in rural areas left much to be desired in spite of a spectacular growth of the country's agriculture in the 1978 and 1979 reforms. According to the 2005 estimates, there were still some 26 million people living in extreme poverty in 2004 and about 76 million people were below the official low income line of 924 Yuan per person per year (Heilig *et. al.* 2006:5). The Office of Poverty Alleviation and Development published an official list of poor countries that receive special support for poverty alleviation. Most of the poverty counties are concentrated in the poverty belt which stretches from Northeast to Southwest and from Central China to the far western province of South Xinjiang (Heilig *et al.* 2005: 6). China used a targeted programme model which consisted of subsidised

loans for poor people, the grain for green programme and expansion of transportation infrastructure.

4.5.2.1 Objective of the Programme

- To combat poverty in China's regions of extreme poverty.
- To replace various fees with one unified agricultural tax based on the size of the cultivated land.
- To prioritise on construction of an effective transportation infrastructure.

4.5.2.2 The Poverty Alleviation Programme

The development measures included subsidised loans for poor people, a food for work programme, agricultural tax reform and agricultural subsidies, a grain for green programme and expansion of transportation (Heilig *et al.*2005:10).

(a) Subsidised Loans for Poor People

This was one of the development measures taken by the Chinese government to alleviate poverty. In 2001 the programme included 666 key counties, most of which are situated in China's Central and Western provinces. The government implemented a scheme of providing subsidised loans to poor people. The Country Poverty Alleviation Offices were selecting projects which had to be approved by the Country Leading Group Offices for Economic Development in Poor Areas. The annual amount of subsidised loans increased from 1.05 billion Remnibi in 1986 to 5.5 billion Remnibi in 1966 (Heilig *et al.* 2005:10).

The Chinese government used a needs-based approach in its poverty alleviation efforts. It focused on garnering external resources to solve the problem of poverty in China (Allen 2007:17). The goal was not only to improve the poor communities but to bring about an institutional change. The projects, which had to be approved by the Country Leading Group Offices for Economic Development in Poor Areas, were identified not by the poor communities but by an institution called the Country Poverty Alleviation Offices.

The failure of the authorities to involve the communities affected by poverty in the development process was a major flaw. Dinbabo (2003:5) argues that participation is an exercise of people's power to think, act and control their

development programmes. The active involvement of people in making decisions about the implementation of processes, programmes and projects that affect them is very important, especially in poverty alleviation programmes. The unfortunate part of the programme was that the subsidised loans did not always find their way into the hands of the poor people. Selection was not pro-poor because the local government had authority to select projects for receiving subsidised loans, which they sometimes handed to township-operated enterprises rather than individual households (Heilig *et. al.* 2005:10).

It was a mistake to separate poverty and development in the project. The assumption that all economic growth programmes will benefit the poor regardless of whether they were involved is dangerous to make, especially where the poor are not involved in decision-making, planning and implementation. Koutra (2004:6) maintains that there is a need to adopt a pro-poor approach to growth and development because the pro-poor approach would ultimately lead to considerable decrease in poverty levels and inequality. Heilig *et. al.* (2005:10) reports that poverty loans were misused to subsidise unproductive township enterprises. Loans were not handed to individual farms or households but allocated instead to projects which were in most cases unproductive village or township enterprises. Heilig *et. al.* (2005) also report that loans as a development measure proved to be less effective in poverty alleviation than micro credits by the World Bank (Heilig *et al.* 2005:10).

The programme of subsidised loans for the poor was a top-down operation which did not help the affected people. The programme used the modernisation paradigm which promotes the top-down, ethnocentric and paternalistic view of development. The top-down approach to development used by the authorities did not succeed because it assumed that governments and agencies have correct knowledge and that communities on the ground are ignorant and have incorrect beliefs (Dinbabo 2003:8).

4.5.2.3 *The Grain for Green programme*

The 'Grain for Green' programme was started in 1999 as a conservation scheme to prevent soil erosion through reforestation of grain land or conversion into

grassland (Heilig *et al.* 2005:18). The main objective of the programme was to improve the environment but it had important side effects for economic development and poverty alleviation. The programme was a win-win proposition in the short run because it provided higher incomes and gave the farm households access to additional family labour needed for the plots that were going to be set aside. It was considered as a valuable tool for poverty alleviation because it targeted the mountainous areas which were normally cultivated by poor farmers (Heilig *et al.* 2005:10). In other words the programme was viewed as having the potential of enabling the poor people to transform their lives and livelihoods (International Fund for Agricultural Development 2006:2).

The scope of the programme was quite impressive with almost 15 million hectares of cropland set aside for reforestation or conversion into grasslands. More than 4 million hectares of the land was on steep slopes of at least 25 degrees and farmers who set aside these crop areas were compensated in cash, grain and seedlings (Heilig *et al.* 2005:10). The government gave each farmer 1500 to 2250 kg of grain per hectare per year, 300 Yuan Remnibi per hectare per year in cash payment and free seedlings at the beginning of the conversion programme. The programme was carried out in more than 20 provinces. It can be considered as a valuable tool for poverty alleviation (Heilig *et al.* 2005).

Although the programme appeared to be a valuable mechanism for poverty alleviation, the state used a top-down approach in its implementation (Heilig *et al.* 2005:18). There was no consultation with the poor who were its perceived beneficiaries. The programme should have focused on rural people living in poverty and experiencing food insecurity and who were able to take advantage of the available opportunities: the 'productive poor' or the 'active poor' (International Fund for Agricultural Development 2006:12). It was a mistake that the programme focused on farmers who were compensated for setting aside some of their cropland because most of the poverty areas are located in arid or semi-arid areas with little or no crop cultivation (Heilig *et al.* 2005:10).

In the final analysis, it was found that there were several fundamental problems which made the 'Grain for Green' programme unsuitable to alleviate poverty.

Firstly, the programme was not targeted at poverty areas but at areas with soil erosion. Whilst the overlap between the two is obvious, there were many areas in China where the programme criteria for reforestation would not be applicable. The 'Grain for Green' programme had to be closely monitored by the local administration officials to ensure that the compensation criteria are adhered to (Heilig *et al.* 2005:10). The issue of monitoring and the choice of the 'Green for Grain' areas was another problem. It shows that the programme was imposed and the locality of peasants was not considered. Jimu (2008:23) argues that the philosophy of community development relates to the concepts of 'locality' and 'people' which underscores the indispensability of local needs, aspirations and local resource mobilization within geographically and socially defined spheres. Many poor people in China lived in very remote areas where the local administrators were rarely seen (Heilig *et al.* 2005:10).

4.5.2.4 *Expansion of transportation Infrastructure*

Fernando (2008:28) holds that the availability of infrastructure contributes to inclusive rural development in a number of ways. It provides rural people with access to basic services that they need and to the local markets. It also facilitates rural economic development through creation of employment opportunities and thereby incomes and social development. Fernando (2008) argues that Infrastructure development opens rural areas which have attractive tourism products for more visitors, thus benefiting local businesses through the multiplier effect. In this way economic development and infrastructure, especially roads, are related items.

Since the 1980s the Chinese government has prioritised the construction of an effective transportation infrastructure (Heilig *et al.* 2005:10). Most of the money was used to construct high quality roads, and railways, such as highways and high speed railways connecting major industrial centres in the coastal provinces. The economic expansion programme focused on the connection of the existing growth centres and not on the provision of better access to remote rural areas. The development of infrastructure did not make a high level impact on the Gross Domestic Product compared to what it would do if the focus was on the development of rural secondary roads (Heilig *et al.* 2005).

The expansion of infrastructure was a good move by the Chinese government but the problem was with its scope of development. Two critical objectives of the Chinese programme were to combat poverty in regions of extreme poverty in China and to prioritise on the construction of an effective transportation infrastructure (Heilig et.al. 2005:10). The concentration of the expansion and infrastructure development on existing growth areas was not demand driven, consultative and participatory. Seemingly the Chinese government did not take time to get an in-depth understanding of issues confronting poor populations living in remote rural areas so as to provide solutions specific to them (International Agricultural Development 2006:8).

4.5.2.5 *Evaluation of the project*

The main objective of the project was to combat poverty through targeted programmes. The use of more than one targeted programme shows that the Chinese government understood that development is a multidimensional course of action which entails fundamental transformations not only at an economic level but also at a societal level (Koutra 2004:6). None of the programmes used benefited the poor, especially those who lived in very remote rural areas.

The problem with the programme of subsidised loans was that the loans did not always reach the poor. Although poverty is a serious problem, the European Commission suggests that it should not be defined merely as a lack of income and financial resources (Harris 2004:7). It was unlikely that the projects selected would favour poor people who lived in remote rural areas if they were not involved in the development of criteria for project evaluation and selection. The study makes no mention of how poor communities were involved in the evaluation process; the programme was simply imposed on them. Binns (2004:2) argues that community development is something that should not be imposed on communities; rather it should be created from within a community by and for the people it represents.

The food for work programme did not work because it was more needs-based than asset-based. The Chinese government decided to provide infrastructure for the poor. The problem was that no analysis of rural poverty and the livelihoods of

rural poor is mentioned in the case study. Such analysis is of critical importance because it identifies obstacles to and opportunities for poverty reduction (International Fund for Agricultural Development 2006:17). The food for work programme which was aimed at combating poverty was crippled by corruption where the local leaders used funds to gain political gratification rather than providing benefits for the poor. The programme did not benefit the poor rural households in China because it was not focused. Initially the programme was designed to provide basic services such as building of roads and drinking water. The programme did not provide long term benefits for the poor because it was not driven by the villagers themselves but it was championed by local politicians who did not represent the interest of the poor (Heilig *et al.* 2005:10).

The Grain for Green programme was designed primarily as a soil conservation programme, rather than as a poverty reduction strategy (Heilig *et al.* 2005:11). The problem in this instance was geographical targeting. According to the International Fund for Agricultural Development (2006: 17) good development programmes are not always those that which have a national coverage. Good development programmes focus on areas with high concentrations of poor people or with high rates of poverty. The problem with the Grain for Green programme is that it targeted areas with high volumes of soil erosion rather than high concentration of poverty.

4.5.3 The Sustainable Rural Tourism Programme in Nepal

The Nepalese project was called Tourism for Rural Poverty Alleviation Programme (TRPAP). It targeted six districts in Nepal where the special focus was on raising awareness of tourism issues and facilitation of organisational responses through community participation. Public funding priorities were determined through consultation with villagers. A range of effective partnerships were forged with government ministries and departments, and NGO partners. Systems for the briefing of government departments and NGOs were put in place at district and local government level (Dhakal *et al.* 2007:3).

From the outset the programme emphasised participation. This was a good start because the central focus of development is no longer only to increase production

of material goods but to enhance and improve people's capability to improve their involvement in society (Kuswidiati 2008:124).

4.5.3.1 Objectives of the programme

According to Dhakal *et al.* (2007:3).the objectives of the Nepal programme were three-fold and fundamentally pro-poor in character as well as community centred.

- To improve the livelihoods of people by harnessing their participation in tourism development activities.
- To contribute to poverty alleviation in Nepal by mainstreaming pro-poor sustainable tourism policies, developing strategies and innovative models which are pro-poor, pro-women and pro-environment.
- To achieve institutional, legal, governance and other reforms. In order to organise and maintain TRPAP initiatives, the poor needed an institutional framework that guaranteed their right to act.

The three objectives are pro-poor and community centred. Brown (2003:1) argues that community and economic development in rural areas go hand in hand and that today's development programmes call for more local decision-making and more locally-based economic ventures. Other scholars also support a pro-poor, community-centred and participative approach to development because it invokes the involvement of affected people in decision making about their future (Dinbabo 2003, Morrison 2006 & Jimu 2008).

4.5.3.2 Implementation of the programme

In its implementation TRPAP included an operational model, community participation, local governance in tourism, appreciative participatory planning and action, the development wheel, fund mobilisation, social and gender mainstreaming, tourism infrastructure, capacity development and training, tourism and environment, new tourism products and tourists' information, and tourism marketing and promotion (Dhakal *et al.* 2007:4). The TRPAP was an integrative programme because it used tourism as a vehicle for development. This is in line with the view expressed by Roe *et al.* (2004:12) that tourism opens up huge opportunities for local access to markets for other services.

(a) Pro-Poor Interventions.

The entry point for TRPAP was poverty alleviation and the intention was to support the government in the development of national policies, regulations and strategic plans for sustainable tourism that address the interests of the poor and disadvantaged groups. The implementation of these pro-poor initiatives was tested through thematic pilot studies demonstrating sustainable development models for policy feedback. This intervention was based on the needs and interests of the poor which was a good intervention for TRPAP. Taylor & Marshall (2002:155) note that the availability of policies, equipment and other resources for development can be an advantage but their provision is no guarantee for successful delivery of pro-poor development.

The next move in TRPAP was the organisation of a series of interaction programmes at national, regional, district and village levels to review, discuss and gather inputs of local leaders, the tourism industry, civil society and other stakeholders (Dhakal *et al.* 2007:5). In this process TRPAP included existing documents which were updated to address issues of poverty, environment, community and gender for equal distribution of tourism profits to beneficiaries. New and updated tourism documents were prepared by TRPAP and submitted to relevant structures for adoption. The major inputs included the Pro-Poor Sustainable Policy and Nepal's Tourism Industry Strategic Plan and National Marketing Strategy for 2005–2020. District Tourism Development and Management Plans for all affected districts were prepared. District committees were involved in planning. The use of district people for planning was part of empowerment. Samah & Aref (2009:63) maintain that empowerment and participation are related concepts and they complement each other in a development programme.

(b) Operational Model

(Dhakal *et al.* 2007:5) reports that the main area of operation for TRPAP was at central district level where it involved the Ministries of Agriculture, Tourism and Civic Aviation, the Nepal Tourism Board, the Department of National Parks and Wildlife Conservation and other tourism associations responsible for marketing and tourism policy. District level activities were carried out in close coordination

with District Development Committees and other district government agencies. At community level the villages with grassroots activities and community organisations were involved (Dhakal *et al.* 2007).

According to (Dhakal *et al.* 2007:5) the Buffer Zones Users' Committees were formed as part of the programme. In each province a Buffer Zone Users' Committee was formed in each protected area and National Park. These committees were responsible for the implementation of all tourism-related development infrastructure, entrepreneurship and training courses for the local people. The District Tourism Coordination Committees' work was managed by the District Development Committees' permanent staff. The key function of the Sustainable Development Committees was to assist the District Development Committees in planning, coordinating, promoting and implementation of tourism in their districts and to help the Sustainable Development Committees and Buffer Zone Users' Committee (Dhakal *et al.* 2007:5).

(c) Community Participation

The empowerment of the local communities was part of the TRPAP strategy as (Dhakal *et al.* 2007:5) notes that community organisations were eventually empowered to direct all stages of rural tourism development. In the initial stages, continuous support and guidance was extended to them by the Village Tourism Advisers and Social Mobilisers. The local development committees benefited from the development of small-scale infrastructure programmes. Funds were jointly controlled by both the District Development Committees and TRPAP. In this way TRAPP succeeded in involving District Development Committees as key stakeholders in the process (Dhakal *et al.* 2007:5).

(d) Local Governance of Tourism

Fernando, cited in Viriya (2009:9), argues that development must be inclusive and should cover the political aspects on top of the social and economic dimensions. Therefore in a poverty alleviation programme like TRPAP, effective and accountable local governments are of critical importance. Structures like the Sustainable Tourism Development Section, the Sustainable Tourism Development Committees and Buffer Zone Users' Committees attempted to

reshape the local committees to be more accountable to low income groups and more transparent in the use of funds (Dhakal *et al.* 2007:5).. The financial application procedures and decision-making processes were kept transparent because the community organisations were decision makers who were accountable to the funding agencies. Local people found it possible to influence decisions through the Sustainable Tourism Development Sections, Sustainable Tourism Development Committees and Buffer Zone Users' Committees. Planning was characterised by a flow of information and joint decision-making processes between government bodies and villagers (Dhakal *et al.* 2007:6).

(e) Fund Mobilisation

The TRPAP received funding through the Programme Operating Support Fund, the Infrastructure Development Fund and the Venture Capital Fund, the first of these having been designed to finance the whole TRPAP (Dhakal *et al.* 2007:6).

Central and national activities in areas of training, social mobilisation, research, product development, marketing and administrative expenses were handled by Sustainable Development Sections and District Development Committees. The Infrastructure Development Fund and the Venture Capital Fund were available at the local level in the form of grants and loans. The composition of the Sustainable Development Sections and Sustainable Development Units was recognised in the Sustainable Tourism Development Fund bylaws of 2003 and the Sustainable Tourism Village Fund bylaws of 2003 (Dhakal *et al.* 2007:9). The TRPAP also includes the training of entrepreneurs. This meant that trained entrepreneurs would need funding to start their own small firms. Usually small businesses' access to financial resources is more problematic than for larger, well-established businesses (Zhenyu *et al.* 2005:3).

(f) Provision of infrastructure

Provision of infrastructure is very important for any development programme because it facilitates mobility. Transportation reduces the space between the consumers of development products and providers. It also facilitates development and participation of local people because development that aims at poverty alleviation must involve the poor people (Ramkishen 2009:204).

The Infrastructure Development Fund provided grants for development and maintenance of small-scale tourism-related projects in infrastructure. Infrastructure-related activities included visitor information centres, museums, managed campsites, community centres, religious establishments, signposts and information boards, trek trails, rest stops and communication facilities (Dhakal *et al.* 2007:19). The Venture Capital Fund provided soft loans at reasonable and favourable interest rates to members of TRPAP for small entrepreneurs to establish sustainable businesses. Borrowing TRPAP members could use the money for hotels, restaurants, home stays, handicrafts, poultry farming, livestock rearing, fisheries, milk and dairy, vegetable and fruit farming, solar equipment, convenience shops, managed campsites and other income generating ventures for local people. Grants were given to the poor, to women and to disadvantaged groups in six districts (Dhakal *et al.* 2007:22). It was conclusive that people in rural areas with better infrastructure are able to participate in and share the benefits of growth more widely (Fernando 2008:28).

(g) Capacity building and training

Romanow & Bruce (2006:133) argue that capacity building includes activities, resources and support that strengthen the skills and abilities needed by individuals and community groups for them play an effective role in the development of their communities. The TRPAP considered capacity building and skills development as the most important ways of equipping community members to engage in tourism. It improved local people's planning and management capabilities for rural tourism and equipped them with essential tourism-related technical skills. Access to training programmes was provided to women, men, and marginalised groups. Women trainees represented 50.65% of the total participants in 41 training events organised by the programme. A total of 13,126 people benefited from the training and capacity building programmes (Dhakal *et al.* 2007:22).

The main benefit from capacity building is that it enhances people's potential and capability (Luna 2009:5). Tourism-related development is not a straightforward activity. It requires capacity building and empowerment so that people can participate and make decisions for their own development. Training was also

provided in hospitality, handicrafts, local tour guiding, marketing, interpretation, visitor information centre management, and search and rescue (Dhakal *et al.* 2007:25). The health and environment sector trained locals in waste management, health, hygiene, sanitation, HIV/AIDS, alternative energy such as biogas and solar systems. Local people were very receptive to the TRPAP training courses (Dhakal *et al.* 2007:25).

(h) Tourism and Environment

Most tourism products in Nepal depended upon natural and cultural resources. Tourism can contribute positively to environmental care and maintenance and it can threaten it if it is not properly planned and managed (Dhakal *et al.* 2007:31). A plan called the Sagarmatha National Park Improvement and Tourism Plan was developed for 2006–2011. Focused on biodiversity conservation, it was an integrative plan which included conservation and tourism management. The plan was formulated through extensive consultation with the local people, conservation experts and the tourism industry (Dhakal *et al.* 2007:32). The main objective of the plan was to ensure that responsible tourism is practised in the Sagarmatha area.

(i) New tourism products

The TRPAP put particular emphasis on the piloting of the new tourism products in rural areas. Thorough preparation was needed to introduce new sustainable tourism products of a style and scale which local communities could engage in and benefit from (Dhakal *et al.* 2007: 44). The TRPAP assessed market demand within the wider Nepal and International Tourism industry, working closely with the Nepal Tourism Board. Assessment of market demand is necessary for ranking the kind of experiences that tourists prefer during their stay (Hijumland, Nielsen, Versterlokke, Busk & Erichsen 2003:3). In assessing market demand the TRPAP was making an estimation or prediction of the number of and types of visitors in the area; this broadened an understanding of the market and its needs.

4.5.3.3 Evaluation of the programme

In general, the TRPAP was a successful project. It was pro-poor, pro-women, pro-rural and pro-environment in its nature and scope. The impact of health initiatives and training resulted in improved sanitation standards in and around rural villages.

Training in tourism subjects resulted in improved service-delivery quality, better cooking and more courteous behaviour to guests.

Dinbabo (2003:9) argues that active involvement of people in making decisions about the implementation of processes, programmes and projects is the main essence of participatory development theory. It favours the exercise of people's power in thinking, acting and controlling activities in a collaborative development framework. The community organisations which were involved in building tourism infrastructure were successful in wiping out the old contractual system. The TRPAP changed attitudes among villagers and they began to believe in their own ability to change and improve their environment. The TRPAP made great efforts to identify the most deserving poor in 'Specially Targeted Groups' and to afford them access to resources and tourism opportunities. As a result, a common thread was observed in all TRPAP districts. The TRPAP tourism activities benefited the villagers in that they experienced growth in their household incomes, diversity of revenue sources, more employment opportunities and increased self-esteem and self-confidence which in turn resulted in an improved ability to work with government officials.

The TRPAP's targeting strategy was a good one because it was not gender biased. The issue of women poverty was considered. The IFAD (2006:12) advises that, for purposes of equity, effectiveness and impact, operations must address gender differences and have a special focus on women with all the identified target groups. Access to training programmes was provided to women, men, and marginalised groups. Women trainees represented 50.65% of the total participants in 41 training events organised by the programme. A total of 13,126 people benefited from the training and capacity building programmes (Dhakal *et al.* 2007:13).

In the context of the Bergville case study, it is important to state that there are useful lessons to be learnt from TRPAP initiative, which are appropriately geared for developing countries as a whole. In most of these developing situations, the tourism industry has been found to be a fitting option for improving rural livelihoods and development in general.

4.6 RELEVANCE OF DEVELOPMENT MODELS FOR TOURISM

All the community development case studies discussed in this chapter have objectives which overlap with those of the present study. The Jagna Community Participation project in Philippines had development of group livelihoods projects as one of its objectives. (Cahill 2005:3). The Chinese programme aimed at combating poverty in China's regions of extreme poverty (Heilig *et al.* 2005:6). The Nepalese Tourism for Rural Development Programme (TRPAP) had three fundamental objectives, one of which was to contribute to poverty alleviation by mainstreaming pro-poor sustainable tourism policies, developing strategies and innovative models which are pro-poor, pro-women and pro-environment (Dhakal *et al.* 2007:3).

The other common feature of the development models is that they all targeted the rural poor in the same way as the study at hand which is about rural tourism and poverty alleviation. The Jagna Community Partnership Project focused on groups of villagers to create business ventures in various fields (Cahill 2005:10). The Chinese programme was a response to the appalling situation in rural areas (Heilig *et al.* 2005:6). The Tourism for Rural Poverty Alleviation Programme, as the name suggests, was aimed at using tourism as a mechanism for poverty alleviation in rural areas (Dhakal *et al.* 2003:3). The present study looks at tourism development in rural areas as a mechanism for poverty alleviation.

The tourism development model for Bergville must also learn from the development theories discussed in this chapter. Whilst it is true that development should be pro-poor, participative and inclusive, it is important to identify the successes of the studied community development programmes and to assess the extent to which objectives were achieved. It is also necessary to identify some reasons why some of the programmes within projects could not deliver as expected.

Theories of development are relevant to tourism development for an area like Bergville. According to the Okhahlamba Local Municipality (2001:13), the

economy of Bergville is largely driven by household incomes. Remittance incomes, pensions, welfare grants and subsistence agriculture are the main source of rural livelihoods. Bergville has the advantage of being an open system which is suitable for tourism development. By its very nature, tourism development requires an open system that allows for the movement of people, goods, services and ideas in and out of the destination. Bergville has good accessibility (Okhahlamba Local Municipality 2010: 23). Tourism development has the potential to alleviate poverty in rural areas but it requires open regional and community systems which allow for the inflow of people, ideas, resources and income especially because it works with foreign and national visitors (Tamas 2000:3). The availability of infrastructure can result in more tourism-related business networks that can facilitate tourism development in the Bergville area.

Tourism development in Bergville requires an approach that allows an active participation of the poor. Rural tourism in Bergville can be successful if it is pro-environment, pro-poor, pro-rural, pro-women and inclusive of the local community. The TRPAP programme is a good example of a participation driven development. On the other hand, the Chinese model did not achieve its objective of combating poverty because its activities did not favour the poor (Heilig *et al.* 2005:4). Although the approach was an integrative one focussing on the income dimension of poverty (subsidised loans for poor people, food for work programme, Grain for Green programme and tax reforms) it did not transform the living conditions of the poor (Heilig *et al.* 2005:14). The problem with the programme was not its plan but the manner in which it was implemented. The implementation stage showed that the pro-poor approach existed only on paper. The loans which were meant for the poor were used for other enterprises which were not part of the project. The poor households did not get the loans because they were misallocated to other priorities which were deemed urgent by the politicians (Heilig *et al.* 2005: 12). If tourism development in Bergville aims at poverty alleviation it must be pro-poor at development, planning and implementation levels.

Bergville has a wide range of tourism-related assets including outdoor, sporting and recreational activities. There are historical sites, dams, and lakeside resorts. These give it one of the best tourist potentials in South Africa (Okhahlamba Local

Municipality 2010:23). The fact that Bergville has visible tourism-related assets indicates that it is possible to do asset mapping in the same way as it was done in the Jagna Community Development model (Cahill 2005:5). The success of most of the programmes in Jagna was a result of the identification of assets and the use of those assets to plan development. The needs-based model cannot succeed in Bergville because it is a method of mobilising community which focuses on negative characteristics of a community and it demoralises local residents and discourages their desire to take proactive action at the local level (Allen 2007:16).

The most suitable approach to tourism development in a rural area like Bergville is the asset-based model because it relies on available tourism-related resources in the area. Bergville has available natural resources, heritage sites, a National Park, good accessibility and an established tourism market (Okhahlamba Local Municipality 2010:23). In most rural areas, the natural environment is the main asset for tourism (Tyran 2007:125). Bergville has a number of natural environmental areas which are important for sustained water production (Okhahlamba Local Municipality 2001:9). The asset-based community development approach can be advantageous to Bergville because it is an inward-looking approach to development which identifies and taps the assets of the community (Wilke 2009:5). Already one of the opportunities for Bergville is the potential for intensive training of the local community (Okhahlamba Local Municipality 2010:23).

The Okhahlamba Local Municipality (2001:9) suggests that training should be a key element in the development of the tourism potential in Bergville. Aref *et al.* (2009:666) argue that a lack of knowledge about tourism has been used in many developing countries to justify the exclusion of local residents and other community stakeholders from involvement in decision-making. This means that the tourism development focus must be on establishing structures (educational and technological) to create the necessary knowledge base for a competitive response to the human resource (Tassonyi 2005:6).

Empowerment of people of Bergville through tourism development can help to alleviate poverty. It must involve the development of individual capacities through knowledge acquisition and skills development (Viriya 2009:13). Community skills and knowledge in the tourism context include awareness and understanding of key topics relevant to the tourism development issue. Community skills and knowledge in Bergville can take various forms such as local tourism knowledge and information. Skills and knowledge are needed to effectively implement community development programmes (Aref *et al.* 2009:665).

4.7 CONCLUSION

In the introduction of this chapter, it was mentioned that the chapter would focus on the concept of 'development' with particular attention to five conceptual models, which are: rural development models, community development models, generic development models, as well as community development-based case studies. These case studies are paying attention to the Philippines, China and Nepal experiences, which represent a necessary lesson for the Bergville study area.

In addition, this chapter has conceptually covered four aspects of development. The first part discussed the concept of development and its dynamic nature. It considered the shift from traditional paradigms of community development to modern paradigms which are community centred. The second part looked at different approaches to rural development with special focus on needs-based and asset-based paradigms. The third part focused on analysis of case studies from the countries referred to earlier. The fourth part paid attention to the relevance of the case studies to the study area. It is important to re-emphasise that the current trends in development are driven by various models which at times favour purely free market approaches to development and call for more local decision-making and more locally based economic ventures, which usually put community commitment at the centre of the provision of information and resources (Brown & Swanson 2003:1).

CHAPTER 5

SPATIAL SETTING OF THE STUDY AREA

5.1 INTRODUCTION

Bergville is a unique spot with its own physical attributes comprising a variety of natural, cultural and socio-political landscapes. Bergville is inhabited by local people as well as people from other provinces within South Africa and a few from other countries. The spatial setting of Bergville affects the cultural landscape and life patterns in the sense that there are internal and external factors which determine the quality of the relationship between people and their environment. Internal factors include the natural environment, the physical infrastructure and the cultural environment. External factors include aspects such as the inflow of people, goods and services from outside Bergville area. Although it is impossible in this chapter to discuss each of these factors individually, it is however essential to look at those factors which are likely to be more crucial in determining the quality of livelihood in the Bergville area. In addition, factors such as the population distribution, gender profile, age cohorts, racial composition, human settlements, education levels, employment and occupation as well as environmental management strategies are all important to consider.

Currently the economy of Bergville is largely based on household incomes where the main source is rural livelihood and activities, derived from remittance incomes, pension and welfare grants and subsistence agriculture (Okhahlamba Local Municipality 2001:10). It is common knowledge that Bergville is predominantly rural in character and that about two thirds of South African rural people are trapped in the cycle of poverty (Kepe *et al.* 2001:12). The economic participation and empowerment of the rural poor is a necessary paradigm shift in all development efforts and poverty alleviation programmes (Samah & Aref 2009:63). The need for empowerment and capacity building, persuaded the researcher to include the knowledge of existing models of development in the study area, so as to better understand how the local leadership tries to coordinate its work and that of other community role players in a coherent manner in the area. This chapter

therefore outlines the spatial attributes of Bergville, paying special attention to its historical background, socio-economic attributes, tourism development and environmental management, as well as related management models used locally.

5.2 HISTORICAL BACKGROUND OF BERGVILLE

The area where Bergville has developed was originally inhabited by humans in different historical periods for thousands of years, evidenced by stone-age implements and artefacts which were found in many open land-areas and dongas. The last indigenous inhabitants were Bushmen who were driven into caves and shelters in the Berg by other tribal groups. Paintings and implements of the stone-age era can still be found in these caves and shelters (Bergville Women's Institute 1965:1). These paintings can be translated into tourism products. This exercise can be done through market-demand assessment and ranking of tourists' preferences during their stay in the destination (Hijumland *et al.* 2003:3). Figure 5.1 below shows an example of rock-paintings found in caves of Bergville.

FIGURE 5.1: ROCK PAINTINGS



[Source: Discover Our Drakensberg (2011)]

From this pre-historic time onwards, new developments have taken place in the area. Missionaries came and settled in the area, beginning with Rev. Karl Wilhelm Posselt. More settlers arrived and occupied the area from as early as 1849. In 1903 the place was named Bergville, although history does not tell who named it. The history of Bergville thereafter became a history of farming. Farmers made efforts to develop Bergville by building the infrastructure in the form of a railway line, roads, bridges and schools. The railway line was built in 1910, but it was not until 1913 that a passenger service was available. The Farmers' Hall was built in 1902 and was used as a school and a church until 1916 and 1917 respectively (Bergville Women's' Institute 1965:2).

New developments in Bergville included the establishment of Royal Natal National Park and the hotel. In 1903 a Mr. W.O. Coventry bought a farm known as Godoo with an idea of making it a holiday place in the mountains. The Natal Government of the time was willing to support this idea but the lack of funds became a huge barrier to development. After the proclamation of the Union of South Africa in 1910, Mr Coventry sold the land back to the government on condition that it was made a National Park (Bergville Women's Institute 1965:4). This shows that the business sector and the government were willing to support the tourism industry.

The Royal Natal National Park and Bergville Hotel made this small town to be ready to host local and outside visitors in its early years of development. The image created at that time is that Bergville was suitable for tourism development. The provision of accommodation and the idea of making Godoo farm a holiday place in the mountains indicates that tourism was already part of the history of Bergville and that the early settlers already recognised the resources inherent in the rural environment for tourism development. What is not known is whether the early ideas of tourism development in Bergville considered the importance of making tourism a beneficially meaningful activity in the lives of the local people (Monakhisi 2008:175). Tourism development that is beneficial to local people is the one that leads to a decent life, a minimum means of having food, clothing, housing, healthcare, education, physical and economic security (Karenga 2002:1).

Farming became and remained the most important economic activity. The Farmers' Association worked hard to make dairy farming a success in the area to such an extent that Bergville became known as a prime dairy centre supplying tons of milk and butter to the then Pietermaritzburg and Durban. The dominance of farming is evidence that Bergville was ready for the introduction of rural tourism in agricultural operations since the combination of agriculture and nature-based tourism offer the potential for generating additional revenue on farms (Jolly 2005:1). Bergville already had a good potential for tourism development because of its basic tourism-related resources, the Drakensberg and its relative location between the two large metropolitan areas of Durban and Johannesburg (Batta & Pathak 2009:1). Already this tourism development potential was creating some opportunities for income generation and helping to alleviate poverty in the area.

5.3 SPATIAL AND PHYSICAL ATTRIBUTES OF BERGVILLE

Bergville is a scenic town which is located on the banks of Tugela River. It was set up as in the late 17th Century and it rests in the shade of the peaks of the Drakensberg Mountains. It is the main town in the Northern Drakensberg region. Bergville is a commercial centre for the Okhahlamba Local Municipality. Its biodiversity is influenced by climatic conditions and geomorphologic features which are influenced by the mountain peaks and lowlands (Southern African Places 2011:1).

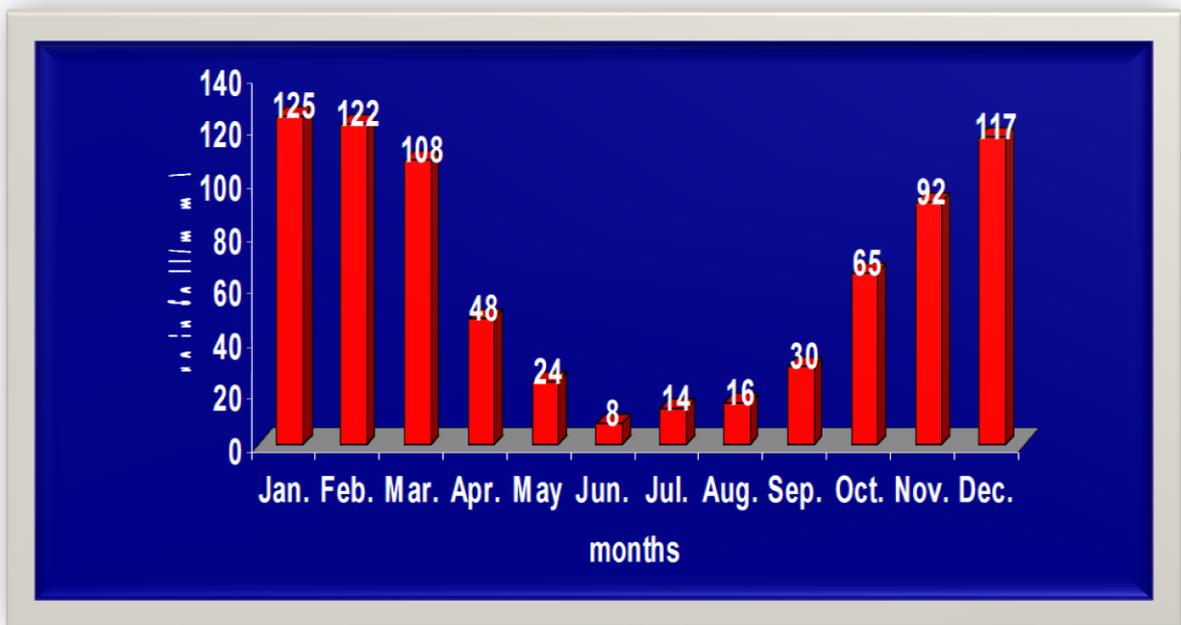
5.3.1 The climatic conditions

The Bergville region is different from most parts of South Africa, which are very mild in that it has four distinct seasons. Firstly, Bergville experiences warm summers with fearsome thunderstorms and possibly snow. Secondly, Bergville has cool autumns which are characterised by lots of low cloud and heavy mist above and some snow. Thirdly, Bergville has cold winters, which are windy, dry and sometimes with snow falls and gale forces. Fourthly, Bergville experiences all the above conditions during springs (Central Drakensberg Information Centre [CDIC] 2002:1).

The summer patterns of weather are reversed during winter as the high pressure dominates the interior whilst the low-pressure cells (temperate cyclones) move across the country from south to west. These are masses of cold and warm air that revolves around one another and bring about the cold and the warm front (Central Drakensberg Information Centre [CDIC] 2002:1). A hot berg wind and the very high streaky cirrus clouds usually herald the cold front. It then progressively lower the thicker clouds and influence the arrival of the dark clouds called the nimbo stratus. The warm front can bring about rain or hail or sleet or snow or any combination of the four conditions (Peak High Guides 2010:5).

The annual rainfall received by Bergville is about 643mm. Most of the rainfall occurs during mid-summer. Bergville receives the lowest rainfall in June (8mm) and the highest rainfall (125mm) in January (Levoyageur 2011:1). Bergville receives rainfall below 100mm in the months April (48mm) , May (24mm), June (8mm), July (14mm), August (16mm), September (30mm), October (65mm) and November 92mm).Only four months (January, February, March and December) have rainfall above 100mm (Peak High Guides 2010:5). This is because Bergville lies in the summer rainfall area of the Southern Africa (Peak High Guides 2010:5) Figure 5.2 below shows the annual rainfall of Bergville.

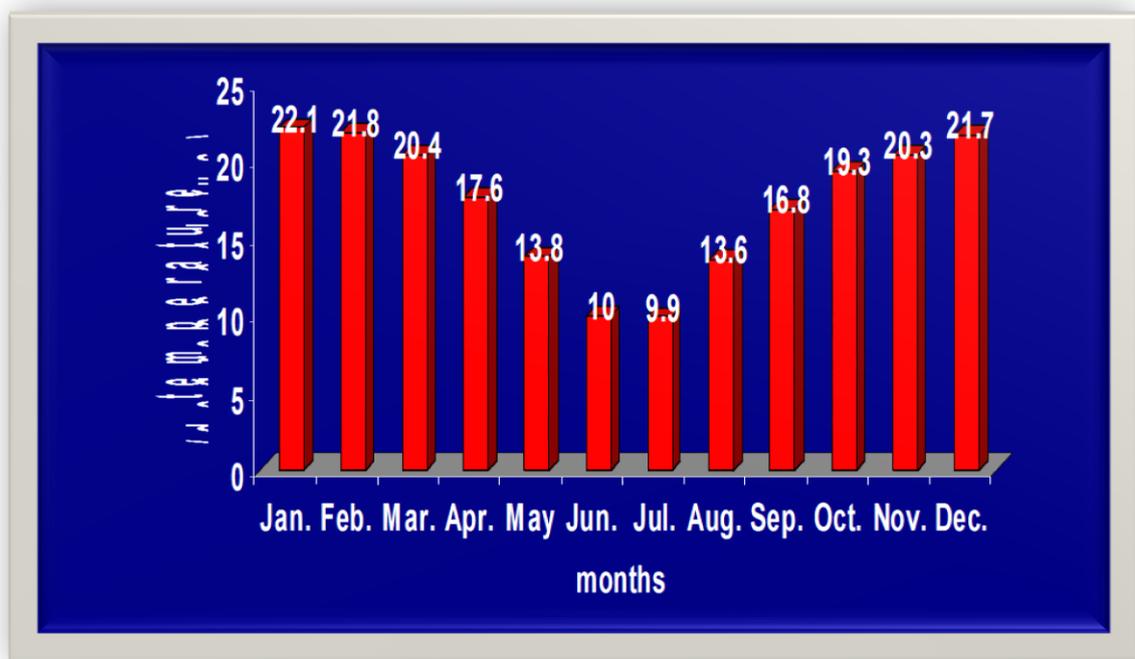
FIGURE 5.2: AVERAGE ANNUAL RAINFALL OF BERGVILLE



[Source: Levoyageur (2011:1)]

The average midday temperatures in Bergville range from 10 degree celsius in mid-winter and 22.1 degree celsius in mid-summer. The hottest months are November (20.3 degrees celsius), December (21.7 degrees celsius), January (22.1 degrees celsius), February (21.8 degrees celsius), March (20.4 degrees celsius). On average July temperatures drop to 2.1 degrees celsius during the night (Levoyageur 2011:1). Figure 5.3 represents the monthly averages of temperature in Bergville.

FIGURE 5.3: AVERAGE MONTHLY TEMPERATURES



[Source: Levoyageur (2011:1)]

5.3.2 Geomorphology of Bergville

The Zulu name *UKhahlamba* meaning Barrier of Spears and the Afrikaans name *Drakensberg* meaning the Dragon Mountains fits into the geomorphology of the Bergville and surrounding areas. UKhahlamba Drakensberg has outstanding natural beauty, the highest and a fascinating geomorphology with some of the rarest animals in the world (Bristows 2003:18). In terms of the geological composition, the mountains of Bergville are capped by a layer of basalt which is approximately 1 400 metres thick. The lower peaks have sandstone which results in a combination of steep sided blocks and pinnacles. The basalt nature of most of the slopes is a

result of continental upheaval and volcanic activity of the Pre-Cambrian era. These activities resulted in some of the highest peaks in the Drakensberg, which are Mofadi, Makoaneng, Njesuthi, Champagne Castle, Giant Castle and Ben Macdhui.

5.3.3 Fauna and Flora

The Bergville area is home for about 299 bird species which constitutes up to 37% of the of all non-marine avian species of South Africa (Central Drakensberg Information Centre [CDIC] 2000:2). The high peaks house such bird species as the Mountain Pipit, Bush Blackcap, Chat, Rudd's Lark, Drakensberg Rockjumper, Yellow-breasted Pipit and Drakensberg Siskin. The two birds of prey that hunt in the mountains are Cape Vulture and Lesser Kestrel (Van den Berge, Van den Berge & Van den Berge 2006:25). The bearded vulture shown in Figure 5.4 below.

FIGURE 5.4: THE BEARDED VULTURE



[Source: Discover Our Drakensberg (2011:3)]

Other bird species are the Natal sugarbird, swifts, sunbirds, kingfishers and the orange-breasted Rockjumper (Discover Our Drakensberg 2011:1). Besides the bird species there are a variety of frog species found in the mountain streams like the Drakensberg River Frog, Phofung River Frog and Maluti River Frog. Fish are found in many rivers and streams of the Drakensberg (Discover Our Drakensberg 2011:1).

The lower slopes support much of the wildlife where there are species such as the White Rhinoceros and the Black Wildebeest. Bergville is also home to large herds of grazing antelopes like Eland, Mountain Reebuck, Grey Rhebok and the Oribi. Endemic species include a large number of chameleons and other reptiles (Van den Berge, Van den Berge & Van den Berge 2006:24). Bergville is one of the rich areas in plant life. It has a large number of threatened plant species, endangered species, and near endemic species. There are creeping plants, tussock grass and shrubs such as Ericas. There are also rare plant species like the Spiral Aloe. Grasslands and rare conifers like the *Podocarpus* are found in the lower slopes. The grassland contains a large number of endemic plants with grasses such as *Monocymbium ceresiiforme*, *Diheteropogan filifolius*, *Sporobolus centrifuges*, Caterpillar Grass, *Cymbopogon dieterlenii* and *Eulalia villosa* (Van den Berge, Van den Berge & Van den Berge 2006:11).

5.4 SOCIO-ECONOMIC ATTRIBUTES OF BERGVILLE

The study of sustainable tourism development relies upon an understanding of the linkages and interactions between the physical, social and economic environments. The socio-economic attributes of Bergville are very important in providing an understanding of the interaction between its population and the environment (Huby *et al.* 2007:1).

5.4.1 Demographic profile

Bergville is not a densely populated area and its population is not evenly distributed. The majority of its population occupies traditional housing which varies in both quality and character. Rates of illiteracy and unemployment in the area are very high (Okhahlamba Local Municipality 2010: 27). This translates into poverty which affects most of the local population.

(a) *Population distribution*

According to the Community Survey of 2007 (SSA,2007), the population of Bergville is 151,441 having grown from 137,252 in 1996, an increase of 10.3% in 11 years. This population is unevenly distributed with most of the people living in Amangwane (50%), followed by Bergville (28.8%), Okhahlamba (16%) and

Amazizi (11.8%). The remainder are in more sparsely populated areas like Drakensberg (0.05%), Geluksburg (0.2%), Winterton (1.6%), Van Reenen (0.05%) and Jagersrust (0.05%) as shown in Table 5.1. The sparse population of Winterton, Geluksburg, Jagersrust, Van Reenen and Drakensberg can be partly attributed to the scarcity of employment opportunities and other push factors resulting to rural exodus. Tourism development in these areas can bring in tourists from around the world, benefit the local people and stabilise the population (Forde 2003: 2).

TABLE 5.1: BERGVILLE POPULATION DISTRIBUTION

AREA	POPULATION SIZE (ESTIMATED)	AREA	POPULATION SIZE (ESTIMATED)
Amangwane	75721	Geluksburg	303
Bergville	30894	Jagersrust	151
OKhahlamba	24231	Van Reenen	76
Amazizi	17567	Drakensberg	76

[Source: OKhahlamba Local Municipality, (2010)].

(b) Gender profile

The overall population of Bergville shows a preponderance of females, that is 80 264 (53%) females and 71 409 (47%) males (Okhahlamba Local Municipality 2010:14). This gender distribution is an advantage because women can play a crucial role in economic development of Bergville. Through tourism development women can learn new skills and contribute to poverty alleviation in the area. In this manner, women can help to stabilise the population of Bergville by creating jobs locally and curbing rural-urban migration.

In many developing countries women are responsible for agricultural production but gender inequality and lack of access to resources deprive them from exercising their rights and pursuing their goals (McCaston & Rewald, 2005:17). It is for this reason that the International Fund for Agricultural Development [IFAD] (2006:12) favours development initiatives which address gender inequalities especially for women who are living in poverty. The same sentiment is shared by McCaston, & Rewald (2005:17) that one of the critical underlying causes and a critical factor in the perpetuation of poverty in developing counties is gender

inequality. In order to achieve development goals in Bergville, planners must remove gender biases which are embedded in social institutions, markets and economic processes.

Nyame (2005:2) speaks of a 'triple threat' of Africa which includes the existence of corruption, diseases and poverty. Poverty is one of the most persistent threats in most of the developing countries. Nyame (2005) argues that there are cultural barriers which have contributed to high poverty levels and one of them is that some women have been unfairly deprived their right to achieve to their full potential particularly in the fields of education and business.

(c) Age cohorts

Bergville is dominated by people under the age of 34, who form 75% of the total population. The impact of this is an increased demand for jobs in the foreseeable future. According to Nyame (2005:2), the continuous loss of able bodied young people to cities and the underutilisation of natural resources such as soil have affected food production in the poor developing countries. At the present moment many of the young people in Bergville are involved in sports activities in designated zones. In spite of resource constraints, there are serious efforts to establish a football association. Most of the young people face the problem of unemployment. Already, many young people are attending workshops on how to establish their own businesses. Some have already received training in security, sewing, computer, block making, fencing, and motor maintenance projects (Okhahlamba Local Municipality 2001:46). Approximately 53% of the total population (age group 15–64) consists of the potentially economically active people.

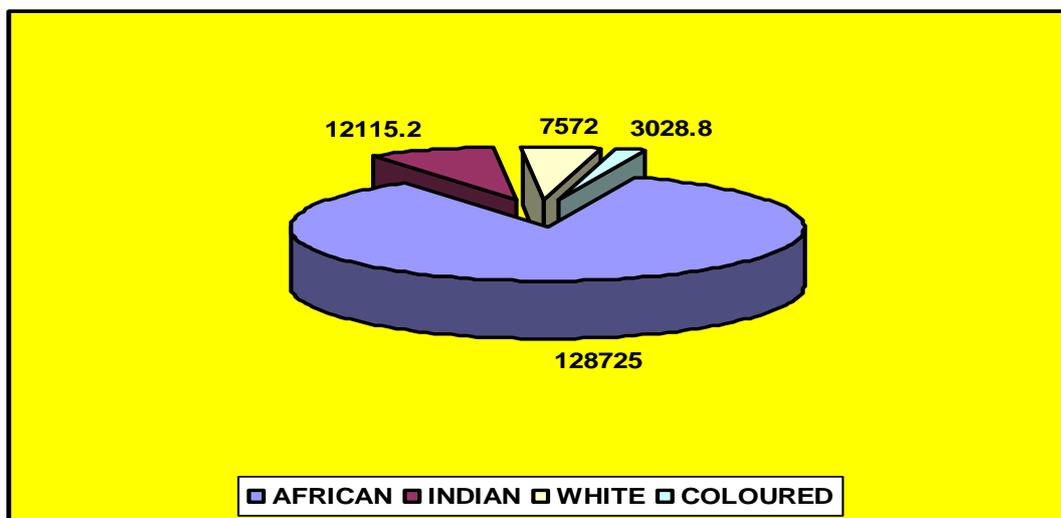
The need for tourism development in Bergville is not a luxury but a necessity because the scarcity of employment opportunities has led to the escalation of unemployment levels (Okhahlamba Local Municipality 2010:22). Tourism development can help the local authorities in their poverty-alleviation programme which should focus on bridging the gap between the first and second economies. The dominance of the unemployed youth can lead to rural urban migration and

ageing of population. Omoniwa *et al.* (2009:69) argue that the movement of rural workers with their labour to cities results in low productivity in local economies.

(d) Racial composition

Africans are the largest population group in Bergville (85%), followed by Indians (8%) and Whites and Coloured with 5% and 2% respectively. What is shown in Figure 5.5 is the racial distribution of the Bergville population (Okhahlamba Local Municipality 2010:14). Africans are mainly concentrated in Amangwane, Okhahlamba and Amazizi. Other areas have a mixture of Indians, Coloured and Africans. Most of the Indians and Whites are concentrated in the Bergville town centre. The dominance of Africans means that the bulk of the population is made up of the formerly disadvantaged groups of people. Tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area.

FIGURE 5.5: ESTIMATED POPULATION NUMBERS



[Source: Okhahlamba Local Municipality, (2010)].

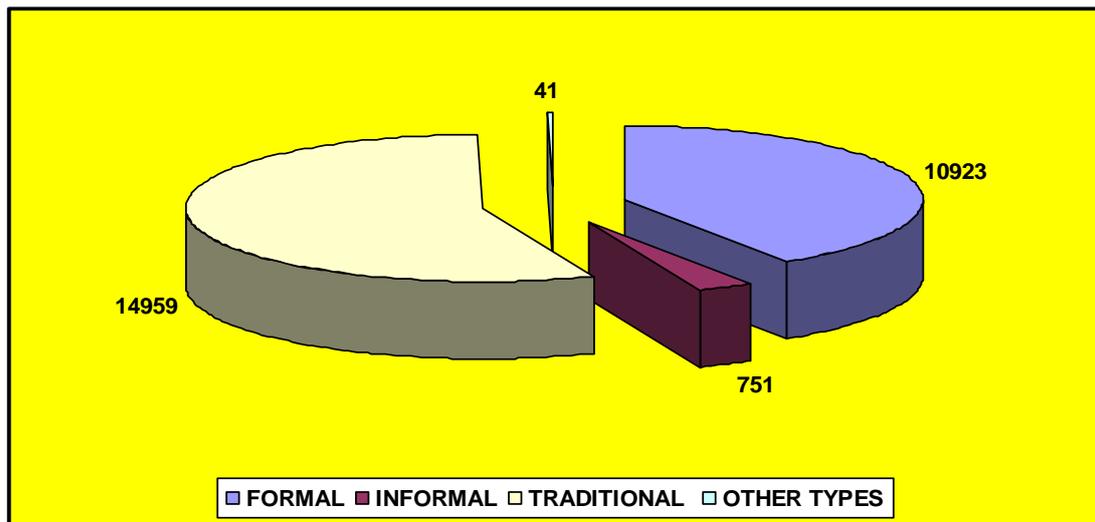
5.4.2 Socio-economic profile

The socio-economic profile of Bergville is fundamentally a rural area characterised by poor housing facilities, the predominance of traditional houses, low education levels, high rates of unemployment and underdeveloped infrastructural facilities mainly at the municipal level. .

(a) Dwelling types and distribution

There is a range of dwelling types in Bergville, which can be categorised as formal, informal and traditional. The presence of informal housing is an indication of the persistent problem of poverty (Oyeyinka 2004:4). Informal settlements contribute to social problems such as poor standards of living and vulnerability to diseases. McCaston & Rewald (2005:8) speak of three upper level development outcomes, that is, improving human conditions, improving social positions and creating a sound enabling environment. Housing is a basic human living condition which contributes to improvement in social life and creation of an enabling environment for people to take control of their lives, exercise their rights and fulfil their aspirations. Most of the poor people live in rural areas and there are suspicions that this will remain the case for several decades (Farrington & Mitchell 2006:2). Tourism development can be used as one of the interventions to turn this situation around and contribute to employment creation, as Abadjieva (2008:10) maintains that rural poverty is perpetuated by the problem of long-term unemployment for rural dwellers. Figure 5.6 shows that the largest percentage of dwelling types in Bergville is traditional houses, which is an indication that Bergville is predominantly rural in nature.

FIGURE 5.6: DISTRIBUTION OF TYPES OF DWELLINGS



[Source: Okhahlamba Local Municipality, (2010)]

The number of households per area in Bergville varies, with a dense concentration of houses in some areas and a sparse concentration in others. Estimations from Statistics South Africa are that Okhahlamba has about 27,659 households overall (SSA, 2007). Statistics indicate that Amangwane has the largest number of households (12 468) followed by Okhahlamba (5 941) and Bergville (4896) according to Okhahlamba Local Municipality (2006:15). The size of households is larger in Bergville, Amazizi, Amangwane and Okhahlamba. About 45% of households are in Amangwane. Table 5. 2 shows the estimated number and percentage of households in Bergville.

TABLE 5.2: EXISTING HOUSEHOLDS POPULATION NUMBERS

AREA	HOUSEHOLDS (ESTIMATED)	PERCENTAGE
Amangwane	12 468	45.0 %
Bergville	05 941	21.0 %
OKhahlamba	04 896	17.7 %
Amazizi	03 370	12.0 %
Winterton	00 678	02.5 %
Geluksburg	00 087	00.3 %
Jagersrust	00 138	00.5 %
Van Reenen	000 48	00.2 %
Drakensberg	000 33	00.1 %

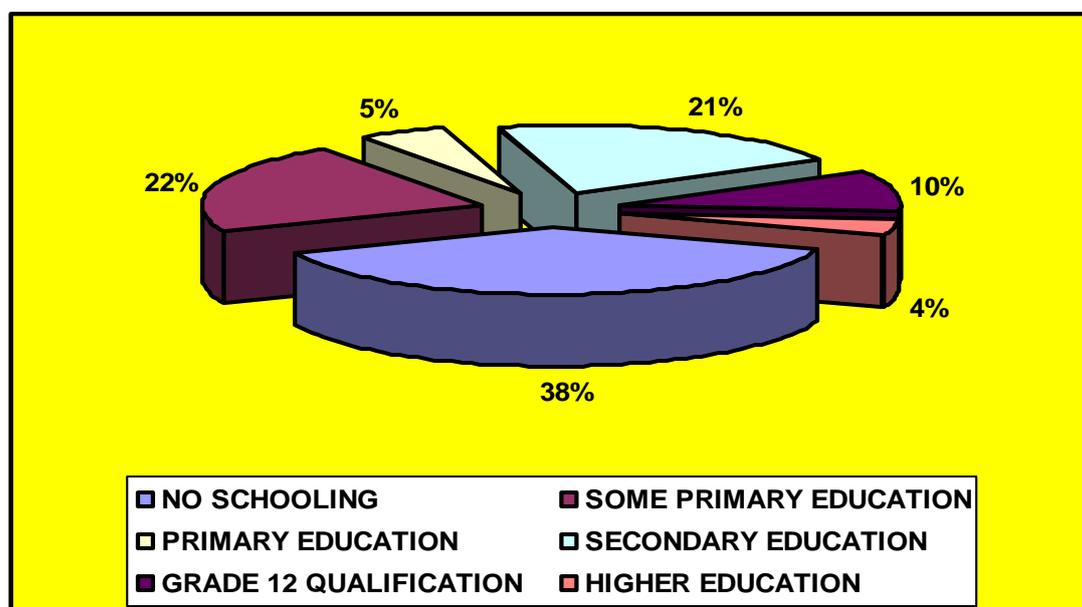
[Source: OKhahlamba Local Municipality (2010); SSA (2007)].

(b) Education

The importance of education in the development of any community cannot be overemphasised. Residents of Bergville have very low levels of education. The breakdown reveals that 58% of the population above the age of twenty has received some level of education. Out of a total population of 151,441 people, about 28% have a high school level of education, with qualifications between grade 8 and grade 12. About 7.2% have a grade 12 qualification. Those with bachelor's degrees and diplomas make up 4% of the population and about 38% have no schooling (Okhahlamba Local Municipality 2010:17).

Tourism development in Bergville can contribute to human resource development through stimulation of training provision. It can change the rural areas of Bergville into sources of adult training and development and provide people with work experience and training in skills that can make them marketable. The Tourism for Rural Poverty Alleviation Programme (TRPAP) in Nepal made a lot of contribution to human capital development by equipping people with skills (Dhakal *et al.* 2007:27). This contribution is part of evidence that tourism development can bring improvements in the lives of rural people by reducing their vulnerability through skills development (Honeck 2008:3). Figure 5.7 below shows that the largest percentage of people in Bergville did not have formal schooling.

FIGURE 5.7: DISTRIBUTION OF EDUCATION LEVELS



[Source: Okhahlamba Local Municipality, (2010)].

(c) Employment and occupation

Employment opportunities are relatively scarce in Bergville and this scarcity has led to the escalation of the unemployment rates for skilled and unskilled workers. In 1996 agriculture was the largest employer in the area. Bergville is a strong agricultural base, but areas of arable land are small and stocking levels are uncontrolled. The main product of the district is maize and there is a large granary capable of storing 300,000 sacks. Peanuts and milk are also produced

and there has been an increase in soya bean and broiler production (Okhahlamba Local Municipality 2010:22).

The economy of Bergville is largely driven by government offered incomes and it has been suggested that owing to its location relatively next to the developed area of Ladysmith, the local economy has suffered income leakage to Ladysmith, since many people make their purchases outside Bergville (Okhahlamba Local Municipality 2001:10). Tourism development can attract other economic activities in Bergville and solve the problem of scarcity of employment sources. Mbaiwa (2003: 425) notes that the development of rural tourism can contribute to job creation by establishing new sources of employment.

At about 22%, the primary sector is the largest employer in Bergville. The total economically-active population of Bergville (excluding children under the age of 15 and pensioners) is estimated to be 73,617, which is 54% of the total population. Only 12 533 people are occupied in formal employment, which is about 17% of the total population. The remaining 83% are unemployed. Approximately 73% of the total population in the municipality have no formal income and rely on other informal sources of income. About 95% of people who live in town are low income earners of between R1 and R1 600 per month. People who do not earn an income make up 18% of the population of Bergville (Okhahlamba Local Municipality 2010:18). Besides employment in the primary sector, Bergville people are involved in other types of industries such as construction, manufacturing, mining, clerical works, technical work, professional work, *et cetera*.

5.5 ENVIRONMENTAL MANAGEMENT OF BERGVILLE

Bergville has some sensitive environmental areas which need to be carefully managed for their sustainable tourism potential to flourish. As such, rural development planners in Bergville must guard against the negative impacts of tourism on the higher wet areas. Tourism development can impact on wetlands in many ways, for example, the loss of habitat, pollution, noise and overconsumption of water (Van der Duim & Henkens 2007:1). Economic development in wetter

areas should not be promoted at the expense of the natural beauty because it can destroy future tourism opportunities. The land that falls into the formally conserved status in Bergville is limited. There is therefore, a need for changing people's attitudes towards conservation so that a link between conservation and community development can be created in their minds (Dineyurek 2005:2). According to Jonsson & Devonish (2008: 339) the importance of 'pull & push' factors in shaping tourists motivations in the area, ought to be managed proficiently. It is important to recognise that the 'push' factors are intangible factors that push a tourist away from home while 'pull' factors are tangible characteristics that pull the tourist towards the destination, such as natural resources and attractions.

It is important to note that there are some large areas of degraded land in Bergville on tribal land. Programmes associated with Catchment Management and Land Care are active in the Mnweni and Okhombe valleys to address the problem of environmental degradation and sustainable land use management. Good management of the resources can secure the vital water resources and reduce the silt loads entering the river systems. These environmental management activities require larger resources to be successful. There is also a need for further in-depth investigation in respect of the cultural environment of Bergville to enable the development of appropriate management strategies and to establish development potentials (Okhahlamba Local Municipality 2001:10).

5.6 THE BERGVILLE APPROACH TO DEVELOPMENT

Tassonyi (2005:4) argues that local economic development passes through three waves. The first and the second waves which dominated the field of economic development since the 1960's were called the 'traditional approach' and the 'economic development' waves respectively. These two waves were not focused on livelihood targets such as poverty alleviation (Shen *et al.* 2008:3). The 'traditional wave' paid more attention on the attraction of foreign direct investment, tax concessions, capital grants, cheap factor inputs manufacturing, subsidised infrastructure and loans. The emphasis was not on creating pathways to generate the means of household survival. The 'economic development' wave was an

improvement because its focus was on capacity building and skills development. In order to make economic growth a driver of social development in a place like Bergville, knowledge and skills development must be based on local needs so that acquired knowledge and skills address the local problems.

The Bergville approach to economic development is informed by the intention of the local municipality to embark on a poverty alleviation programme guided by the principles of Accelerated Growth and Development Initiative for South Africa (ASGISA) whose focus is on bridging the gap between the first and the second economy (Okhahlamba Local Municipality 2010:22). The Bergville approach to development embraces the third wave local economic development known as 'the quality of life and flows of information' wave which regards local leadership as the key role player in community development (Tassonyi 2005:4).

The approach of Bergville to economic development can be regarded as holistic, integrated and inclusive, which however seems not to be successful in achieving some respite from the assault of poverty. The main objective of this approach is to integrate economic development with other related aspects of development and to promote local economic growth and poverty alleviation (Okhahlamba Local Municipality 2010:4). This approach, according to Viriya (2009:8), is a multidimensional phenomenon which can only be realised through consideration of a number of economic activities aimed at improving the lives of people. The success of this approach can also be tested in this very study.

5.6.1 Objectives of the Bergville development programme

The general objectives of the Bergville development programme, as pronounced in the integrated development plan (IDP) of OKhahlamba Local Municipality (Okhahlamba Local Municipality 2010) include the following:

- To plan and manage economic development by building capacity of the local municipality and other stakeholders.
- To stimulate and develop partnerships for planning and implementing sustainable economic development projects.
- To facilitate business growth and lever private investment that will benefit the poor.

- To monitor and evaluate local economic development (Okhahlamba Local Municipality 2010:4).

Poverty alleviation is amongst the main objectives of the development programme, with other paying attention on economic growth, development projects as well as monitoring and evaluation of economic development, also linked to poverty alleviation. Bergville requires economic growth which is able to trickle down to local communities and the rural poor. These communities must have access to education and health services, water and sanitation, employment and market for local produce (Ali & Pernia 2003:2). Since poverty alleviation is one of the main objectives for development, planners must include tourism within the development plan. Tourism development can provide some of these requirements through economic growth, skills development and generation of additional income for the farming community.

The situation mentioned above and the apparent failure of service delivery suggests that though the economic development programme does exist in Bergville as intimated in the IDP documentation, there is a crucial need for effective management of the situation. Hence, it was appropriate for this very investigation to hypothesise as follows:

That there is a positive possibility towards establishing a proposed and viable integrated management model, which would contribute to job creation and poverty alleviation in the study area.

5.6.2 Programme approach

The over-arching approach to Local Economic Development of Bergville has been identified to revolve around five aspects. These are outlined as follows:

- (a) The notion that Local Economic Development should involve all local role-players and internal structures, covering economic growth and improvement of livelihoods of local people by creating opportunities for the poor (Fernando 2008:29).
- (b) Local Economic Development in Bergville needs to have partnership with regional and the wider external role-players. That is focusing not

only on internal assets but also looking at external role-players (Tamas 2000:2).

- (c) The need for a catalyst for developmental support. The Bergville model recognises the importance of the involvement of the KwaZulu-Natal Department of Economic Development and Tourism to support and assist development. Focusing on items such as capacity building, empowerment, collaboration, expanded locus of activity, open access to information and comprehensive activities (Brown & Swanson 2003:2).
- (d) The effective integration of the economies of the rich and the poor and eliminating the gap between rich and poor. Special focus should be on the poverty-stricken areas (Chachage, 2003:11).
- (e) The incorporation of macroeconomic strategies and action plans of the district and provincial authorities into the Local Economic Development model.

5.6.3 Local Economic Indaba

Another prominent approach to realising the Bergville economic development programme is assessing the local economic conference. According to Morrison (2006:6) conversation plays a much more central role in development because through it people make sense of what is happening. The local economic indaba sets in motion the participation and empowerment of role-players and informs them about the programme. During the local economic indaba, the information gathered was presented to participants, providing them with an opportunity to make their inputs and comments about the current strategies and to suggest alternative ones where necessary. Some of the outcomes of the local economic indaba were the following (Okhahlamba Local Municipality 2010:11):

- (a) *Clarity of scope and focus.* All role-players were given a clear and precise understanding of the Local Economic Development Programme as part of the Okhahlamba Integrated Development Programme. The participants were

encouraged reveal their views relating to the scope and emphasis of the local economic development.

(b) *Development of a unified LCD direction.* The indaba gave the role-players a unified point of departure for cooperation. The latter was important because it introduced leadership into the development programme and thus helped the participants to focus on what the community wants to achieve, what is available in the community, what the community should do with the resources and how progress can be made (Morrison 2006:9).

(c) *Identification and analysis of needs and priorities.* The indaba identified the needs and priorities of the Bergville community and other role-players. It also identified the stakeholders, their capabilities, and their possible contribution towards the success of the development programme.

(d) *Election of key role-players.* The indaba did not only identified local resources, but also elected key role-players to manage the programme. By electing key role-players the workshop adopts a capacity-focused paradigm which recognises the skills, talents and gifts of local community members (Turner & Pinkett 2000:1).

Not only should the objectives of the local development programme be relevant to the developmental needs and aspirations of the local community, but they must be effectively executed such that all people should benefit from them (Viriya 2009:12). The final step of the indaba was to prepare for the recording and publication of all the outcomes of the indaba. The intention is that all residents of Bergville are informed about the decisions made, whether they were present at the indaba or not.

5.7 INTEGRATED DEVELOPMENT PLAN OF BERGVILLE

Communities cannot develop in isolation and the integrated development plan ensures that there is a single coordinating framework for community development. Geyer (2006:1) defines the integrated development plan as a process by which

the planning efforts of different spheres of government and other institutions are coordinated at local government level. The integrated development process is meant to enable decisions on matters such as municipal budgets, land management, promotion of local economic development and institutional transformation through consultative, strategic and systematic processes, are executed (Africa *et al.* 2000:4).

In South Africa the Integrated Development Planning process is a statutory requirements for all municipalities and is prepared over a period of five-year as well as reviewed annually in consultation with local communities and stakeholders. The Integrated Development Plan seeks to promote integration by creating a balance between social, economic and ecological pillars of sustainability by coordinating programmes of different sectors and spheres of government. It is a central process which is used by municipalities to ensure that communities are the ultimate beneficiaries of basic services provided by the municipality. The Bergville municipality is not immune or exempt from these requirements (Okhahlamba Local Municipality 2010:8).

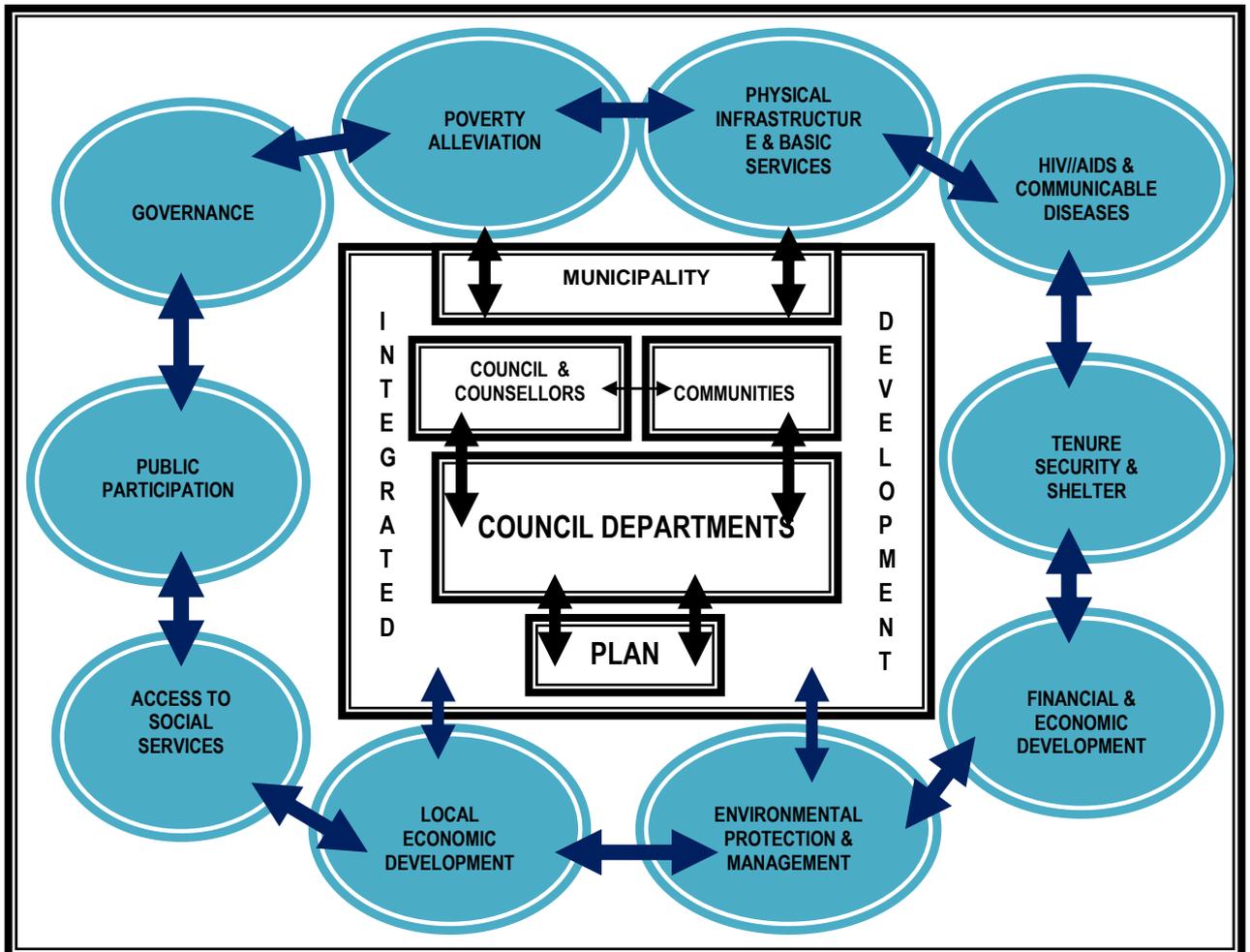
5.7.1 Developmental challenges of Bergville

Bergville faces a number of development challenges, among the most serious being poverty levels. There is a high rate of unemployment which has resulted in a high rate of income poverty in the area. The majority of rural people in Bergville lack proper housing and other infrastructural needs, for example, the housing backlog is so huge that rural parts of Bergville should be considered a priority for housing projects (Okhahlamba Local Municipality 2010:14).

The integrated development plan is determined by the South African Municipal System Act and includes the planning of the following areas: economics, tourism, land reform, environment, socio-economic welfare, health, infrastructure and services provision, financial arrangements and institutional structures. As outlined by the Department of Provincial and Local Government, the development process embraces four broad phases. Shown in Figure 5.8 are various elements of the integrated development planning process. The central square represents the integrated development plan of the municipality. The inner smaller squares represent the driving forces of the integrated development plan (the councillors,

the staff and the communities). The circles around the squares represent role-players who must participate in development planning and implementation. Some of the outer circles may overlap with one another, depending on the stage of the development (Geyer 2006:10).

FIGURE 5.8: THE INTEGRATED DEVELOPMENT PROCESS



[Source: Geyer (2006)].

5.7.2 Role-player expectations

The role-players and areas of operation shown in Figure 5.8 have a broad aim of providing service delivery in the various fields of a development plan. According to Shen *et al.* (2008:3) the IDP process is one of the most effective ways of implementing the service delivery of each component, which involves the assets, activities and capabilities that are required for meaningful living. The Bergville municipality strives to achieve a high quality of life for all its citizens by doing the following (Okhahlamba Local Municipality 2010: 35):

- Providing all the citizens with a life opportunity that is free of poverty, disease, crime, unemployment, illiteracy, ignorance and homelessness;
- Providing all citizens access to quality and sustainable sources of livelihood;
- Making basic services (water, sanitation and electricity) accessible to all citizens;
- Growing the local economy to an extent that people become self employed, organised to sustainable businesses in tourism and agricultural sectors;
- Creating an enabling environment to pursue opportunities for education and training and the production of relevant knowledge;
- Ensuring that people participate in sports, leisure and recreation activities;
- Providing access to appropriate information technology for the people;
- Ensuring targeted development focused on the needs of people; and
- Ensuring that all spheres of the government and agencies work together to deliver services for the achievement of holistic development.

5.8 GOVERNANCE AND POVERTY ALLEVIATION

The challenge of effective service delivery is very serious in Bergville. The oversight role of the council and its committees needs to improve so as to become vigilant in scrutinising, monitoring and supporting the work of the municipality in accelerating service delivery. The municipality is expected to facilitate a number of capacity-building efforts for local authorities and stakeholders. In its integrated development plan the Bergville municipality has identified projects that focus on poverty alleviation [Refer to Table 5.3]. As part of this initiative, community-based Rural Service Centres have been set up to give added sustainability to poverty alleviation projects in the area. The same Service Centres have business advice units, community development workers, small and medium enterprise units and services required by the communities (Okhahlamba Local Municipality 2010:32). Notwithstanding these assumptions, there is no evidence that the process of poverty alleviation is achieving good results towards improving community livelihoods in Bergville. It is in this context that this research study aims to establish rural tourism development which can contribute positively to job creation, skills development and poverty alleviation in the study area.

TABLE 5.3: SOME KEY PERFORMANCE AREAS: ELEMENTS OF THE IDPs IN RURAL AREAS

ITEMS	DELIVERY & INFRASTRUCTURE	SPATIAL, ENVIRONMENTAL AND RURAL DEVELOPMENT	INSTITUTIONAL/HUMAN DEVELOPMENT & LCD	FINANCIAL VIABILITY & CRIME REDUCTION
Objective	To facilitate supply of energy .	To develop rural service centres .	To ease lifelong learning & skills .	To encourage financial benefits
Strategy	Engage ESKOM & Energy Dept. On planning, prioritisation and provision of energy.	Initiate and bring services closer to where people live	Address disparity in literacy (ABET, sewing classes <i>et cetera</i> .)	Enhance financial management so as to enhance revenue management.
Objective	To provide portable water .	To facilitate land restitution	To develop primary health care .	To set up new financial policy
Strategy	Engagement and influence the water services authorities on water provision projects	Engagement of Land Claims Commissioners to fast track claims	Construct new clinics/hospitals, and health training institutions.	Develop and implement Financial Policies to enhance services of municipalities
Objective	To facilitate delivery of sustainable human settlements	To encourage community gardens .	To encourage people to get tested for HIV/AIDS .	To achieve clean audit by 2014.
Strategy	Review the housing construction, development and delivery.	Educate beneficiaries and monitor Identify markets for farmers	Facilitate ARV's rollout, awareness & testing. Set up HIV/AIDS Council	Training and Development of Councillors and Managers.
Objective	To improve and facilitate access to road networks .	To demarcate areas of grazing .	To improve sporting codes and facilities in the municipality.	To Increase Councillor's oversight role
Strategy	Facilitate with Dept of Transport on improving and providing road networks all municipal areas.	Ensure the planning and effective implementation of LUMS.	Influence planning and prioritisation of recreational projects	Strengthen the municipal and intergovernmental relations with effective Boards
Objective	To increase access to solid waste management.	To protect and preserve the environment .	To promote local economic development .	To combat crime and corruption
Strategy	Develop a waste management plan and develop landfill sites	Maintain World Heritage Site status that is achieved.	Review LCD strategy and Unlock economic development strategies	Enhance community policing forums and the establishment of satellite police stations

There is a link between the priority issues covered in the development plan shown in Table 5.3 above and poverty alleviation. One of the priority issues is infrastructure which includes energy, water, sanitation, housing, roads, waste management and infrastructure maintenance. The provision of these community needs has a potential of improving the livelihoods of the local communities in two ways. Firstly, the provision of energy, running water, sanitation and housing can improve the standards of living in Bergville. Today access to sustainable energy is one of the key factors for sustainable poverty alleviation. Energy services such as lighting, cooking, heating and communication are central to the improvement of the livelihoods of rural people (Info Resources 2006:3).

Access to water supply and sanitation are some of the top priorities in the developing countries especially in rural areas like Bergville. The African Development Bank (2000:6) contends that most of Africa's population (62%) lives in rural areas and yet access to water and sanitation services in rural areas is low (about 47% for water supply and 44% for sanitation). The inclusion of water supply and sanitation in the development programme of Bergville can contribute to the prevention of water and sanitation related diseases. It can save rural people from suffering a deprivation from embarking on productive economic activities due to time and effort needed to fetch water. One of the objectives of the development plan of Bergville is to facilitate the delivery of affordable human settlements. There is a strong correlation between improved housing and poverty alleviation because sustainable housing is one of the most expensive items that may not be affordable to the rural poor people. By improving the human settlements, Bergville can improve the social wellbeing of people through access to basic social conditions such as water and sanitation as well as improved access to toilet facilities. This, in turn, can lead to the improvement in health, hygiene, livelihoods and psychological wellbeing (Tibaijuka 2011:4).

The reduction of rural poverty can be done in a number of ways one of which is the maintenance of rural infrastructure. The development programme of Bergville makes mention of the maintenance of infrastructure. This is linked to poverty alleviation because the maintenance of infrastructure can create jobs for the unemployed, sustained usage of infrastructure in poorest areas and economic

savings because on time maintenance of infrastructure is cheaper than repairs later (Dissanayake 2002:1). The saved money can be used for other poverty alleviation programmes such as increased access to solid waste management. The Bergville Local Economic Development shown in Table 5.3 is part of a poverty alleviation strategy which includes the service centres, land reform, food security, grazing and spatial plans. All these can contribute to the improvement of the livelihoods of the people in Bergville and poverty alleviation. This means that Bergville must design a balanced economic development programme that puts the use of the potentials of the local communities as a priority. The strategy for economic development must emphasise the optimal use of the local resources in Bergville based on attractiveness, resilience and competitiveness (Dendi, Heile, Hilaliyah, Haryono & Kerstan 2004:4).

In terms of Institutional and Human Development priority, the Bergville Development Programme shown in Table 5.3 adopts a holistic approach that includes education, health, sports and recreation as well as arts and culture. This ideal approach calls for a comprehensive plan in which several parallel initiatives like education, sports and recreation are taken at different points. These initiatives can capacitate the rural poor by affording them an opportunity to participate in decision making through organisations that facilitate the development of education, sports and recreation, arts and culture as well as advocacy campaign against HIV/AIDS endemic. This will, in turn, strengthen the local capacity to deal with problems that are related to poverty and enhance a networking learning between local institutions, private sector and government institutions (Saasa 2006:6).

The fact that Bergville has spatial development as one of its priority issues means that the existing spatial patterns are reviewed. It also indicates that Bergville has desirable spatial patterns which are in accordance with poverty alleviation and rural development. Mueller (2006: 3) supports a paradigm shift in spatial development by stating that new paradigms for spatial development are more likely to alleviate poverty because they do not see the state as the engine of production growth and equity. Instead the new paradigms of spatial development celebrate the local participation of the society. The plan shown in Table 5.3 indicates that spatial

development in Bergville is not viewed in isolation but it is taken as part of rural development because the rural poor exist in time and space.

One of the key priority areas of the Bergville development plan is the issue of safety and security. One of the reasons why some of the products of poverty alleviation programmes fail to reach the target groups is the issue of crime and corruption. The provision of a social safety net is one of the effective tools for achieving poverty alleviation (Babu 2003: 1). The Department for International Development [DFID] (DFID, 2000: 3) supports this view by stating that the impact of crime on the poor people is more serious. The inclusion of safety and security as a key priority is a positive decision aimed at protecting the gains of local economic development.

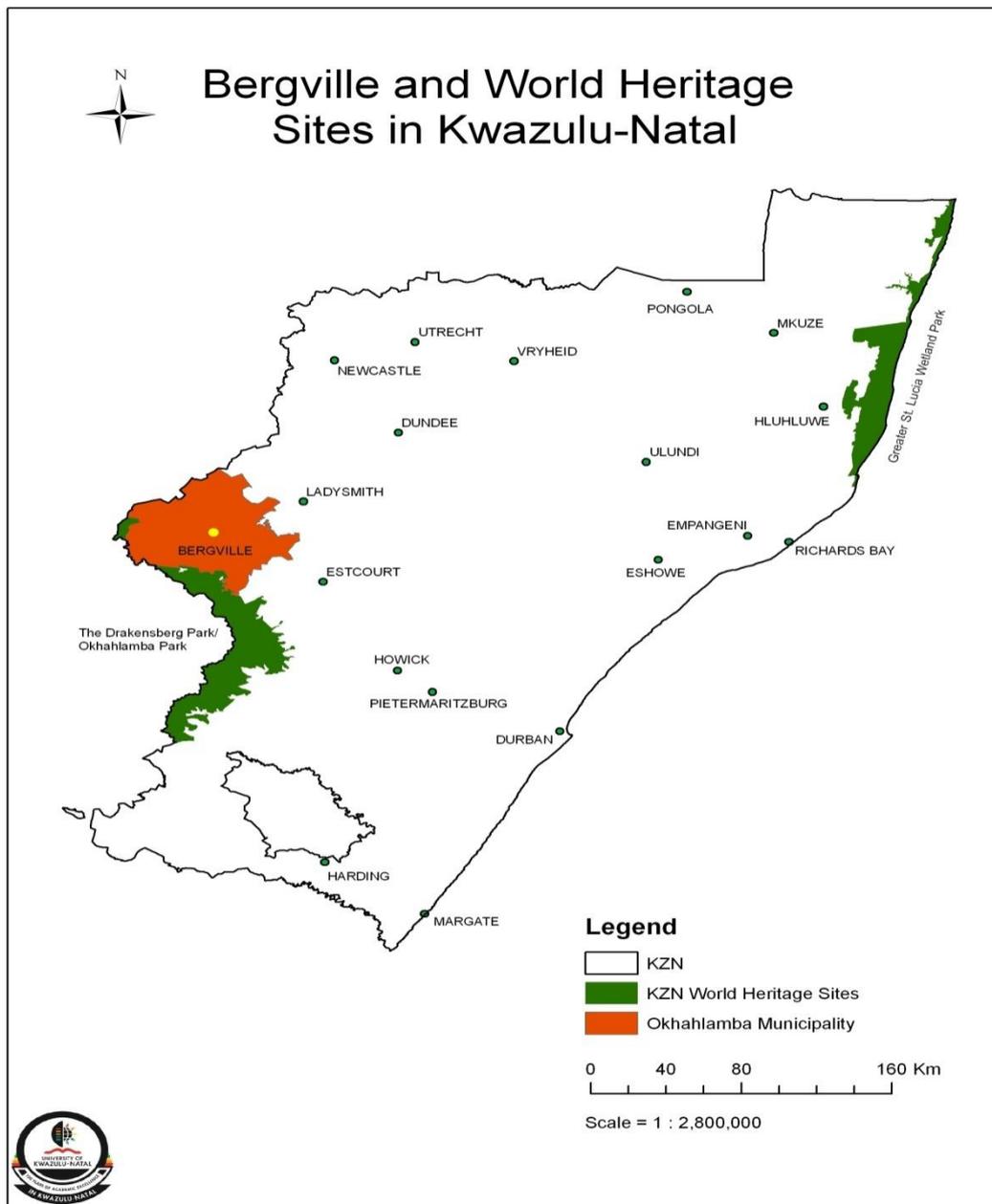
5.9 TOURISM MANAGEMENT

The development of tourism is receiving considerable attention in Bergville, particularly by Cathkin Peak. The problem is that there is no coordinated and detailed tourism development plan for the whole of Bergville area. To take advantage of the existing tourism development potential, there is a need to develop a strategy for the development of Mnweni, Okhombe, Busangathi Valleys, Cathkin Peak, Cathedral Peak, Royal Natal National Park and the Winterton-Spioenkop-Ladysmith route. The work of the Rand Water Mnweni Trust needs to be supported and the development of bed and breakfast establishments in the rural settlements encouraged. Farmers stand an opportunity to diversify their businesses and link up to provide tourists with farm products and other services. (Okhahlamba Local Municipality 2001:18).

Bergville is described as the gateway to the tourism Mecca of the Drakensberg (KwaZulu-Natal Top Business 2010:2) and tourism plays an increasingly important role in the local economy of Okhahlamba Local Municipality (Refer to Figure 5.9). There is a wide asset base, including accommodation facilities as well as outdoor sporting and recreational activities. Some of the most picturesque holiday resorts like the Cathkin Peak, Cathedral Peak, Champagne Castle, Oliviersheok and Rugged Glen Nature Reserve, and the Spioenkop historical site, lakeside resort, and dam run by KwaZulu-Natal Wildlife are all situated close to the town of Bergville. Approximately 500,000 tourists are attracted to the Drakensberg annually

from as far as Germany, the United Kingdom, France, Holland and North America. The area also attracts domestic tourists, especially from Gauteng and KwaZulu-Natal.

FIGURE 5.9: BERGVILLE AND THE WORLD HERITAGE SITES IN KWAZULU-NATAL



[Source: Vivid Marketing & Communications (2010)]

A considerable number of day visitors and hikers also pass through Bergville. Bergville is one of the major sources of income generation in the tourism industry,

and foreign spending in the area contributes significantly to the economy. It also plays a significant role in population distribution (KwaZulu-Natal Top Business 2010:2). The following map (Figure 5.9) shows the location of Bergville and its proximity to the one of the world heritage sites, the Okhahlamba-Drakensberg World Heritage Site.

The Royal Natal National Park and the Rugged Glen Nature Reserve boast one of South Africa's most beautiful mountain landscapes which include the magnificent peaks of Mont-aux-Sources. The awesome pinnacle is 3 283m high and the flat summit can be reached by means of a chain ladder. From that vantage point, the view over KwaZulu-Natal and Lesotho is impressive. A number of project proposals have been made for further tourism opportunities. Issues which need consideration are:

- substantial private sector involvement
- partnership with local communities
- responsible infrastructure provision
- efficient marketing and information centres (KwaZulu-Natal Top Business 2010:2).

Between Bergville and Royal National Park is the Zulu handicraft centre of Thandanani, which sells a variety of traditional beadwork, woodwork and basket products. Not far from Bergville are the Spioenkop Battlefield and Dam Resort and the Rangeworthy Cemetery that holds the graves of those killed in the battles of Spioenkop and Bastion Hill (KwaZulu-Natal Top Business 2010:2).

5.10 Conclusion

This chapter presents information about the spatial setting of the study area beginning with an outline of historical developments since 1849. The historical outline is followed by a discussion on the spatial and physical attributes of Bergville with a special focus on climatic conditions, geomorphology and fauna and flora. From the discussion on the spatial and physical attributes it is clear that the Drakensberg Mountains play a critical role in influencing the climatic conditions as well as the distribution of fauna and flora. Data on the socio-economic attributes of

Bergville and environmental management practices provide a background on the livelihoods of local people. This is followed by an account on how people of Bergville manage the natural environment. The chapter then provides information about the Bergville's approach to local economic development and it's Integrated Development Plan for 2010/2011 financial year. The chapter concludes by a brief discussion on tourism management. The emphasis is on the potential role that tourism can play in facilitating development in Bergville.

CHAPTER 6

RESEARCH METHODOLOGY

6.1 INTRODUCTION

This chapter presents the research methodology used in the study. The researcher explains why the methods used to collect data were preferred, how they were designed and how they were utilised. The researcher concludes this chapter by describing the methods that were used to analyse and interpret the data in order to answer the research questions, draw conclusions and arrive at the recommendations contained in chapter eight of the study.

According to Parikh (2006:480) every study must be well planned to avoid the waste of effort and to ensure the achievement of valid answers. In support of this view Bhattacharyya (2003:17) states that there is a difference between research and an ordinary information gathering exercise because the former requires the application of a relevant methodology. Urwin & Burgess (2007:28) note that a research methodology is a tool for organising the acquisition of data.

In keeping with the above-mentioned facts the researcher used a specific research methodology to collect, analyse and interpret the data needed in order to draw conclusions and arrive at recommendations. Having realised that the achievement of the research objectives depends on the research methodology, the researcher used the research methodology as an integral part of the study. It was through the research methodology that the researcher was guided in defining the activities through which to proceed towards the answering of the research questions.

The stages and procedures that the researcher used in planning and designing this study formed part of the investigation into the following research questions:

- To what extent can rural tourism development contribute to economic development which can result to poverty alleviation in the Bergville area?

- Can rural tourism development in Bergville bring a halt to continuous rural-urban migration which is triggered by unemployment and poverty in the area?
- What are the perceptions of Bergville residents towards the use of rural tourism development as a mechanism for minimising the impact of poverty and the rate of rural-urban migration?
- Will Bergville need a special tourism development model to alleviate poverty and to curb the on-going rural urban migration?

The researcher used the above mentioned questions as a guide throughout the research process. The research process included the development of questionnaires through which the researcher collected the data from the respondents in the study area.

6.2 RESEARCH METHODS

Neel (2010:1) contends that research is either primary or secondary depending on the source of information. She further argues that primary data is collected directly through research instruments whilst secondary data is basically collected by someone else. This research was conducted through the use of a combination of two types of research data. The first type is secondary data which critically discussed the viewpoints of experts on rural tourism, poverty alleviation and community development. Extracts from relevant literature were used to inform the research methods used in this study. The extracts provided direction to the answering of the research questions.

The second type of data is primary data involves fieldwork which suggests that the researcher has gone beyond the library and desktop research into the practical terrain. The process of collecting primary data is explained in this chapter as research design, target population, sampling and research instrumentation, data collection, validity and reliability, data analysis as well as interpretation of data.

The analysis of the direct and indirect livelihood impact of tourism and its implications on poverty alleviation required the use of a research method that shows the relationship between tourism and poverty alleviation. The researcher decided to use the quantitative and the qualitative questions for the purpose of this study.

6.2.1 The quantitative and qualitative methods

Malhorta (2005:137) differentiates between qualitative and quantitative data research stating that the former provides an understanding of the research problem whereas the latter seeks to quantify the data and to apply some form of statistical analysis. Similarly, Weinreich (2006:2) suggests that it is useful to integrate qualitative and quantitative methods in research. These two viewpoints on qualitative and quantitative methods remained the guiding principles throughout the conduct of the study.

6.2.1.1 The qualitative method

The researcher used the qualitative method in the study for three important reasons. Firstly, it helped the researcher to use systematic procedures to discover non-quantifiable relationships between the two existing variables which are tourism development and poverty alleviation. Secondly, it allowed critical analysis and interpretation of the literature on rural tourism, poverty alleviation and development models. Thirdly, it helped the researcher to interpret the findings of the study and to draw conclusions on rural tourism as a viable formula for poverty alleviation in the Bergville area.

6.2.1.2 The quantitative method

The researcher viewed the quantitative research method as an appropriate method in this study for two critical reasons. Firstly, the study investigated the research questions which involved some type of comparison or contrast in trying to establish the relationship between tourism development and poverty alleviation. In this way quantifiable data was deemed necessary to collect. Secondly, the study involved large representative samples and structured research procedures.

This, according to Tewksbury (2009:47), is a characteristic of quantitative research. In this study the sample size was large.

6.2.2 The triangulation method

Scholars such as Hart (2005), Hales (2010) and Tewksbury (2009) agree that the triangulation method refers to the use of more than one method to investigate the research question in order to enhance confidence in the ensuing findings. Guided by this truth the researcher applied the triangulation method to make the study more credible. The researcher used the triangulation method to converge the data from different methods and to give a more diverse description of the findings than it could have been from a singular method. The researcher did this by applying theoretical and data triangulation methods in the study.

6.2.2.1 Theoretical triangulation

The nature and scope of the study compelled the researcher to use theoretical triangulation (Hales 2010:16). The researcher realized that the study topic, the research problem and objectives are loaded with theoretical demands which are necessary to inform the design of questionnaires as well as the analysis and interpretation of the data. The researcher categorised aspects of the topic into five theoretical areas. The first area is rural tourism which the researcher discussed from its historical developments up to the barriers preventing it from benefiting the poor. This discussion is covered in chapter two of the study. The second area is the relationship between tourism and poverty alleviation which emphasises poverty as a rural phenomenon and the potential contribution of tourism development to poverty alleviation. Furthermore, this is discussed in chapter three of the study. The third area is the concept of development and its related models which is discussed in chapter four. The fourth area is the spatial setting of the study area which is covered in chapter five. The fifth area is on the research methods covered in chapter six of this report.

6.2.2.2 Methodological triangulation

The researcher used more than one method for gathering data which Hales (2010:8) calls methodological triangulation. Methodological triangulation was applied during the administration and the collection of the questionnaires. The

fieldworkers used two methods for administering the questionnaires. For the general public and the business sector, the field workers went to the residential areas, local public centres, business centres and educational institutions and administered the questionnaires. The fieldworkers collected the questionnaires on the spot after they were completed. The questionnaire for the local municipality employees was delivered to the municipal offices where respondents were at their work stations. It was left with the respondents for completion. The respondents faxed it to the researcher after five days.

6.2.2.3 *Data triangulation*

The researcher used more than one group of respondents for collecting data which Hales (2010:8) refers to as data triangulation. The researcher applied the data triangulation method by identifying more than one group of the respondents. Although the data was generally collected from the respondents of Bergville, the researcher categorised the respondents into three groups for purposes of data collection as follows:

- The general public
- The local business owners, and
- The local municipality employees.

The identification of the three groups of respondents resulted in the construction of three questionnaires, that is, the questionnaire for the general public, the questionnaire for the local business owners and the questionnaire for the local municipality employees.

6.3 RESEARCH DESIGN

Matima (2000:3) contends that research designs differ according to the nature of the questions asked and the method used in answering them. The nature of the questions which the researcher prepared informed the research design for the study. In keeping with the expectations related to research design, the researcher used it as a tool to plan the strategy for conducting research on “Tourism Development as a Mechanism for Poverty Alleviation in Bergville”. In the research design the researcher included the types of research that informed the study, data

collection methods, target population, piloting, validity and reliability, data analysis and data interpretation.

The study took the form of a survey. The researcher collected data from the Bergville residents through a set of three questionnaires (general public, business owners and local municipality employees' questionnaires). The questionnaires contained items relating to tourism resources, general perceptions about tourism development as well as items on existing management practices. Since the researcher used structured questionnaire as a research technique, respondents were residents of Bergville who were requested to participate voluntarily in the study. The discussion on the spatial characteristics of the study area in chapter five also provided the basis for the researcher to decide on the best appropriate research design. After carefully considering the socio-economic and the spatio-temporal characteristics of the study area, the researcher decided that the most suitable way of obtaining the data was to draw up three structured questionnaires and to use a survey to collect the data. Besides being informed by the socio-economic dynamics of the study area in choosing the methodological approach to data collection, the research process was informed by the research objectives.

In view of the discussion above, the researcher had to choose from five types of research for the study as suggested by Matima (2003:3). The researcher did not consider the three types of research because of their irrelevance to this study. The first type of research is the non-experimental research which was not applicable to the study on tourism development as a mechanism for poverty alleviation because it does not test causal relationships between variables. The second type of research is the experimental research which was found not to be suitable for the study because it relies on assigning participants into groups based on selected criteria. Although the target the population of the study was categorised into general public, business owners and local municipality employees, the instrument for data collection was not designed for groups experimentation.

The third type of research is the historical research which relates to past events to answer questions about the past. Since the study is based on the current situation

and how it can be changed for the benefit of local communities, the historical research was not considered for this study. The fourth type of research is the descriptive research which was partly considered as appropriate to the study. Although its focus is on the description of the characteristics of an existing phenomenon it was considered partly suitable because of the need to describe the socio-economic characteristics of Bergville and to juxtapose them with the findings of the study. Another reason why descriptive research was not considered as the only type of research in the study is that it could not fully address the research objectives and satisfactorily answer the research questions in a study that seeks to confirm the possible relationship between two variables, that is, tourism development and poverty alleviation.

The fifth type of research is the causal research which the researcher identified as the most appropriate type of research design for answering the research questions. The reason for choosing causal research was that the study involved two variables, namely, tourism development and poverty alleviation. The advantage of this type of research is that the point of departure for the study is the role of tourism development in promoting:

- economic development,
- employment opportunities, and
- entrepreneurial skills development.

The researcher adopted a combination of the descriptive and the causal research to create a balance between two issues. The first issue was the description of the study area in terms of its geographical location, climatic conditions, topography, fauna and flora, as well as the socio economic characteristics of the study area. The second issue was the contribution that tourism development can make in poverty alleviation.

6.4 DATA COLLECTION

Data collection was a pivotal aspect of the research process. The data collection method chosen has a major impact on how different activities for the rest of the research project are undertaken (Polonsky & Waller 2005:105). The researcher

opted to use three structured questionnaires for data collection. The questionnaires used were for the general public, the local business owners and the local municipality employees (Appendix 3, 4 and 5). The choice and design of the three questionnaires was informed by the extent of the research problem, the demands of the research questions and the scope of the research objectives.

(a) *The questionnaires*

The researcher had to make five strategic decisions for the collection of data on tourism development as a mechanism for poverty alleviation in Bergville. In making these decisions the researcher considered the guidance offered by Luck & Rubin (2004:175) who points at the following as critical factors in any empirical study:

- The type of research instrument to be used during the collection of data
- Selection of the methods of reaching the respondents in the study area
- The most appropriate response format to be used in the construction of the questionnaire
- The language medium in which the questionnaires were to be designed

(b) *Type of instrument*

Firstly, the researcher had to choose the most applicable type of an instrument for data collection to answer the research questions given the socio-economic dynamics of the study area. The first three objectives of the survey suited the use of the quantitative research approach. The researcher chose a survey dominated by closed-ended questions to generate quantitative data from which the statistical information was analysed. The researcher used open-ended questionnaires in the questionnaires for the local municipality employees.

(c) *Survey mode*

Secondly, the researcher had to choose the survey mode to be used in gathering data. Walonick (2010:1-2) distinguishes between telephonic questionnaires, mail questionnaires, personal questionnaires, email and internet questionnaires. Telephonic questionnaires are usually administered from a central office which places telephone calls to selected households or businesses (Economic and Demographic Research 2010:3). Although telephonic questionnaires have certain

advantages, they were found not to be suitable for the study because a large percentage of the people in the study area have no access to landline telecommunications. According to Okhahlamba Local Municipality (2006: 12-13), only 12% of the total population had landline telephones in their dwellings.

Mail questionnaires are written surveys that are sent to members of the population to be surveyed through the mail (Economic and Demographic Research 2010:3). Although mail questionnaires are ideal for large populations and wide geographical areas like the study area, they were not suitable because a large percentage of dwellings in the study area are informal (3%) and traditional (56%). This means that they do not have formal residential addresses (Local Municipality 2006:7). Using the school or local retail shop address would delay the process of delivering the questionnaires, their completion and their return which the researcher could not afford because of time constraints.

Email and internet questionnaires are written surveys where respondents are invited to participate in the survey through email by visiting a particular web page. Whilst this can be the fastest way of collecting data, email and internet questionnaires were not applicable to the study area because they rely on the availability of electricity as well as computer software and hardware. Approximately 49% of the population in the study area uses gas, paraffin and candles for lighting (Okhahlamba Local Municipality 2006:10).

Personal or face to face questionnaires are administered in person by a fieldworker who usually travels to the respondents. The advantage of these questionnaires is that they have a high response rate because it is easier to motivate the respondents (Economic and Demographic Research 2010:3). This type of questionnaires has high costs created by more administrative requirements. The researcher decided to use the personal questionnaires because they are suitable for the socio-economic conditions of the study area in the following ways:

- They do not rely on the availability of electricity
- They do not rely on computers
- They do not rely on postage

- They can be applied to illiterate respondents
- They can accommodate language issues

The administration of the questionnaires for the local municipality employees was different from those of the general public and the local business owners. The questionnaires were hand delivered to the local municipality employees. They were left with them to answer during their spare time and fax them to the researcher. This was done for two reasons. The first reason is that the municipal employees are busy during the day and they had to respond to the questionnaires during their spare time. The second reason is that the researcher did not want to disturb the municipality workers in fulfilling their service delivery obligations to the public.

(d) Response format

Thirdly, the researcher had to select the response formats to be used in the construction of the questionnaires. According to the Economic & Demographic Research (2003: 6), there are four main response formats from which a researcher can structure questions in a survey questionnaire. These are open-ended questions, closed-ended questions, dichotomous questions and multiple choice questions. Trochim (2006:1) defines dichotomous questions as those with two possible answers like Yes/No. Open-ended questions allow the respondent to discuss their responses freely verbally or in writing. Trochim (2006) as well as Reja, Manfreda, Hlebec & Vehovar (2003:161) have added to this description by stating that open-ended questions allow the respondent to express an opinion without being influenced.

Objective 4 of the study relates to the existing management practices or strategies which are perceived as contributing to the improvement of the quality of livelihood in the study area. For this objective, the researcher selected the close-ended questions in the questionnaire for the general public and open-ended questions for the local municipality questionnaires.

In close-ended questions respondents were limited to a set of alternatives being offered. About 26% of the people in the study area have had no schooling

(Okhahlamba Local Municipality 2010:17). The researcher decided that the use of closed-ended questions together with some dichotomous questions would be the best applicable response system to address the first three objectives of the study.

As the research objectives set at the beginning of the study informed the choice of question format, the researcher then developed Table 6.1 which demonstrates how the types of questions were distributed across the research objectives.

TABLE 6.1: RESPONSE FORMATS PER RESEARCH OBJECTIVE

<p>Part A : Personal information: Question format: Closed-ended and dichotomous questions</p>
<p>Objective 1: To identify the resources that can be used for tourism development in rural Bergville. Question format: Closed-ended questions</p>
<p>Objective 2: To establish the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in Bergville. Question format: Closed-ended questions</p>
<p>Objective 3: To find out the perceptions of Bergville residents regarding rural tourism development as a mechanism for economic development in their area. Question format: Closed-ended questions and multiple choice questions</p>
<p>Objective 4: To identify the existing management practices or strategies which are perceived as contributing to the improvement of the quality of livelihood in the study area. Question format: Closed-ended questions and open-ended questions</p>

(e) Items in the questionnaires

The three questionnaires were designed to enable the researcher to obtain responses to four of the research objectives set out in chapter 1.

Objective 1 related to the tourism resources that can be used for rural tourism development in Bergville. This was only covered in the questionnaire for the general public.

Objective 2 related to the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in Bergville. This objective was covered in part 4 of the general public questionnaire and in part 2 of the business owners' questionnaire.

Objective 3 was on the perceptions of Bergville residents on tourism development as a mechanism for economic development. This objective was covered in part 2 to 5 of the general public questionnaire and part 2 of the business owners' questionnaire.

Objective 4 related to the existing management practices which are perceived as contributing to the improvement of the quality of livelihood in the study area. This objective was covered in the part 2 and 3 of the local municipality questionnaire and part five of the general public questionnaire.

Objective 5 related to the proposal of a development management model that would contribute to poverty alleviation in Bergville. This objective was discussed in some greater detail in chapter 9 of this study.

(f) Questionnaire language medium

Fourthly, the researcher had to decide on the language medium for designing the questionnaires. The researcher was faced with a situation where the language of the study is English yet the 96% of the population of the study area are Zulu speakers of whom 38% had no schooling and 5% had primary level of education (Okhahlamba Local Municipality 2010:7-9).

Language difficulties can add a great deal of misunderstanding of information (Economic and Social Research 2008:1). The researcher had prepared the questionnaire in English but soon realised that the language issue had a high potential for error especially in the case of illiterate non-English speakers in the community. The researcher then translated the questionnaires into IsiZulu for the respondents who are non-English speaking to facilitate data collection and to

improve the accuracy of collected data. During the training of data collectors it was emphasised that the respondents must complete the questionnaires for the general public in the presence of the fieldworkers since they were proficient in both IsiZulu and English. In the same way the researcher did not anticipate a problem of collecting data from the respondents with no formal schooling.

(g) *The questionnaire scale and items*

The researcher chose the likert scale as the most suitable scale to be used in the questionnaire. Page-Bucci (2003:1) argues that the likert scale is the most widely used method of scaling in social sciences today because they tend to be more reliable than other scales with the same number of items. The researcher had to decide on whether to use a three-item Likert scale or the five-item Likert scale. The researcher realised that there is a need to include 'neutral' item in the scale because it was possible that some of the respondents were neutral about issues related to tourism and local development. In order to avoid compelling the respondents to make their decisions on agree or disagree, the researcher decided to include the neutral item as 'not sure' into the Likert scale to increase its reliability. Johns (2010:2) supports the decision by the researcher to include a neutral item in the scale by stating that the researcher must avoid forcing the respondents to express themselves only in terms of agreement or disagreement because they may lack a clear opinion about the issues.

The researcher decided to break the 'agree' and the 'disagree' items of the scale into two parts namely, the strongly agree, agree, disagree and strongly disagree. This, the researcher did to provide the respondents with an opportunity to express the strength of their agreement or disagreement with the statement, especially in questions that addressed objective three (To find out the perceptions of Bergville residents towards rural tourism development as a mechanism for economic development). Following from the researcher's careful decisions made about the scale, the questionnaires ended up with a five point Likert scale as follows:

- In the questionnaire for the general public (Appendix 3) questions 16, 17, 18, and 19, the researcher used a five point Likert scale.
- In the questionnaire for the local business owners (Appendix 4) question 2, the researcher used the five point Likert scale.

- In the questionnaire for the local municipality employees (Appendix 5), the researcher used the five point Likert scale in question 2.

Although the researcher used the 5-Point Likert scale for data collection, during the analysis of the responses the researcher, in certain responses collapsed the 'strongly agree' and 'agree' responses as well as the 'disagree' and 'strongly disagree' responses into single units of agree and disagree, respectively. For certain bar graphs the same approach of collapsing units of strongly agree/agree and strongly disagree/disagree, was adopted. It is nonetheless accepted that the collapse of units, may dilute the strength of agree and disagree responses.

6.5 TARGET POPULATION

Finn, Elliot-White & Walton (2000: 111) argue that there are three key questions which have to be addressed in any sample survey. These are:

- What is the population of the study area?
- How large should be the sample?
- How should the sample be obtained?

6.5.1. Sample size

The first question by Finn, Elliot-White & Walton (2000) is on the size of the sample. It was impracticable to survey the whole population of Bergville because of budget and time constraints which prevented the researcher from surveying the entire population. To ensure that the collected data covered all the research questions, the researcher selected a sample size. This was a decision-making process in which the researcher had to choose a sampling method that allowed him to arrive at the sample size that suits the study at hand (Sontakki 2006:13).

The choice of the sample size was informed by two facts, namely, the confidence that the researcher wanted to have in the data collected and the importance of minimising the margin of error. The researcher used the following formula by Long (2007:37) to arrive at the sample size.

The researcher calculated the sample size as follows.

$$na = \frac{n \times 100}{re\%}$$

Where: na = is actual sample size required.
n = is the minimum sample size
re% = is estimated response rate expressed as %

$$na = \frac{n \times 100}{re\%}$$

$$na = \frac{100 \times 100}{30}$$

na = 333.3 respondents
na = 333 respondents

In this study participants were local people with no knowledge of tourism as a discipline. The researcher sampled 333 respondents in the study area to arrive at well established relationships between categories of the study. A sample of 333 was considered to be enough to collect information required to answer the research question. The sample size for the study was 300 questionnaires for the general public, 20 questionnaires for the local business people and 20 questionnaires for the local municipality employees. The sample size was based on the estimated population size of Bergville (151 441) and was deemed to be adequate for the purpose of collecting information required to answer the research questions and achieve the objectives of the study.

6.5.2 Sampling method

The second question by Finn, Elliot-White & Walton (2000) is on the sampling method. Having arrived at the sample size of 330 respondents, the researcher had to decide on the best sampling method for the research. There are two sampling methods, namely, probability sampling and non-probability sampling (Salkind 2000: 87). In probability sampling, every element of the population has a known, non-zero probability of selection. In non-probability sampling, elements from a population are selected non-randomly. This non-random nature of

selection is done where the population elements are selected on the basis of convenience (Mc Daniels & Gates 2001:333).

The researcher decided that the non-probability sampling method called convenience or availability sampling was the most applicable methods for the study. Convenience sampling is sampling which involves selecting sample elements that are most readily available to participate in the study and that can provide the required information (Bhattacharyya 2003:91). The researcher identified the research participants on the basis of the convenience sampling. The fieldworkers used two approaches to reach the respondents for data collection. The first one was the door-to-door approach whereby they visited households and administered the questionnaires. The second method was the use of different schools whereby matric learners were briefed on the questionnaire after which it was given to them (learners) to take home to their family members to complete and return it the following day. Even though the lower limit in the age categories is 15 years, the majority of the learners that participated in the study were 19 years old and upwards as the questionnaires were given to learners who are studying tourism as a subject at grade 12 only. For business owners the fieldworkers personally delivered and collected the questionnaires.

6.5.3 The pilot study

The researcher used the pilot study as a preliminary investigation to collect pre-knowledge on the main study to be conducted later. Before the larger study, a pilot study was undertaken to test logistics and gather information in order to improve the quality of the questionnaire and efficiency of the data collection process. The researcher conducted a small-scale exploratory survey without applying rigorous sampling procedures. Handley (2001:5) states that the validity and reliability of the research instrument are essential when a research project is planned. In this study, the main thrust of the pilot study was to test the validity and reliability of the research instrument. The researcher used the three questionnaires, namely, the questionnaire for the general public, the questionnaire for the local business owners and the questionnaire for the local municipality employees to collect data during the pilot survey. Subjects were drawn from the

target population and simulated procedures and protocols that have been designated for the main data collection.

The pilot study questionnaires were distributed among 15 respondents selected conveniently from the study area, that is, 10 general public members, 2 local municipal employees and 3 local business owners. The questionnaire for the general public was administered by the researcher and the respondents answered the questions in the presence of the researcher. The business owners' and local municipality employees' questionnaires were delivered to the respondents and were collected later.

During the analysis of the results of the pilot study the researcher discovered the following: Firstly, the respondents understood the benefits of the study and were willing to participate in it because the response rate was 93.3%. Secondly, the results of the pilot study revealed that the questionnaire for the general public in both languages was too long and the questions had to be re-phrased to minimise the reading time. Thirdly, some of the instructions in the isiZulu version of the questionnaire were not clear to the respondents and had to be rephrased. Fourthly, most of the respondents preferred the isiZulu version of the questionnaire to the English version. Fifthly, there was a common understanding of the questions by the respondents. Furthermore, the pilot study helped the researcher to eliminate ambiguous and irrelevant questions.

The pilot interviews were not included in the data collected because results of the pilot study were not used in the main data collection process because of two reasons. Firstly, the results of the pilot study revealed that the questionnaire for the general public in both languages was too long and the questions had to be re-phrased to minimise the reading time. This means that the questionnaire for the main study was not exactly the same as that of the pilot study and if used, would produce unreliable results. Secondly, some of the instructions in the isiZulu version of the questionnaire were not clear to the respondents and had to be rephrased. This means that the instructions in the questionnaire for the main study were not exactly consistent with those of the pilot study.

6.5.4 The main study

Before embarking on the main study, the researcher did the following to address the shortfalls revealed by the pilot study:

- Certain questions in both versions of the questionnaires for the public were rephrased and shortened so as to minimise response time.
- Instructions in the isiZulu version of the questionnaire were rephrased and made clearer.
- 300 copies of both the English and the IsiZulu versions of the questionnaires were printed for the general public in English and IsiZulu speakers in the study area.
- 20 copies of the local business owners and 20 copies of the local municipality employees' questionnaires were printed.

The researcher used three questionnaires for data collection. The two questionnaires, that is, for the local municipality employees and the business owners were administered by the researcher. The questionnaire for the general public was administered by trained fieldworkers. The researcher decided to use fieldworkers for the administration of the general public questionnaire because of a large sample size. The researcher identified six fieldworkers in the Bergville area for training in the administration of the questionnaire for the general public. The level of education required from the data collectors was a Senior Certificate or National Senior Certificate and proficiency in English and IsiZulu. To ensure that collected data was accurate and reliable, the fieldworkers were trained and provided with clear instructions on how to use the instruments and to conduct the survey. The researcher did this to ensure that the questionnaires were well handled in remote areas where learners were given questionnaires for their parents to complete and bring them back the following day. During the training, the fieldworkers were provided with an example of a completed instrument for reference purposes. The researcher went through the instrument with the team of the fieldworkers and pointed out specific critical instructions. The fieldworkers were given the opportunity to role-play data collection by administering the

The researcher sent a letter to the local municipality offices asking for consent to conduct research in the study area and also for support and participation

(Appendix 1). The letter outlined the purpose and the nature of the study. Each questionnaire was accompanied by a covering letter inviting the respondents to complete the questionnaire. The letter was translated into isiZulu to accommodate the respondents who are non-English speaking. The covering letter also assured the respondents of the confidentiality of the information obtained from them as well as anonymity and protection of their privacy. The collection of the questionnaires was done in two ways. In administering the general public questionnaire and the local business people, the fieldworkers and the researcher collected the questionnaires at the end of the survey. The researcher personally delivered the questionnaires to local municipal employees. These questionnaires were left with the respondents for them to fax the responses after two days. This was done for two important reasons. Firstly, the municipal employees are busy during the day and would need to respond to the questionnaires during their spare time. Secondly, the researcher did not want to disturb the municipality workers in fulfilling their service delivery obligations to the public.

6.6 VALIDITY AND RELIABILITY

Cooper & Schindler (2003:231) argue that validity and reliability are non-negotiable for evaluating a measurement tool when a research project is planned. Validity answers the question as to whether the instrument measures what is intended, and reliability addresses the extent to which a questionnaire procedure produces the same results on repeated trials. Miller (2007: 1) agrees with Cooper & Schindler (2003) by stating that the two most important and fundamental characteristics of any research procedure are validity and reliability. Golafshani (2003: 598) summarises the significance of these two non-negotiables by referring to reliability and validity as tools of an essentially positive epistemology.

6.6.1 Validity

Although there are many types of validity, the nature and the scope of the study compelled the researcher to focus on three types thereof (Golafshani 2003; Opie 2004; Babbie & Mouton 2005). These types of validity are:

- content validity
- face validity, and
- construct validity.

(a) Content validity

The researcher worked on content validity to maximise the degree to which the three questionnaires measured the construct of interest. The construct of interest in this study is the contribution of tourism development to poverty alleviation. The researcher ensured that the literature reviewed and the questionnaires constructed fully represent the domain of tourism development, poverty alleviation and community development. Items in each questionnaire were designed to measure the construct of interest.

In the questionnaire for the general public the researcher ensured validity as follows:

- Question 14 asked the respondents to identify an economic activity that can best promote community participation.
- Question 16 numbers 1 to 14 dealt with costs and benefits of tourism development. The statements used by the researcher were mainly based on how the respondents perceived tourism as a mechanism for rural development.
- Question 17 numbers 1 to 15 dealt with tourism resources as a pre-requisite for tourism development and local economic development. In this question the respondents were expected to show whether they regard Bergville as having resources that can promote tourism development.
- Question 18 numbers 1 to 34 related to the contribution of tourism to entrepreneurship, economic growth and job creation. This question was also based on the costs and benefits of rural tourism. The respondents were expected to indicate whether or not they agreed that tourism can contribute to economic development.
- Question 19 numbers 1 to 8 addressed management practices contributing to the quality of livelihoods. In this question the respondents were expected to determine the extent to which management practices contribute to the improvement of their livelihoods.

In the questionnaire for the local municipality employees the role of tourism development was covered in questions 2.1 to 2.8 which dealt with management practices contributing to the quality of livelihoods. In these questions local municipality employees were expected to comment on the management practices and improvement of the livelihoods of people. The questions were asked from the respondents to determine the extent to which management practices contribute to the improvement of the livelihoods of the local people. Questions 3 to 6 asked the respondents to express their views and opinions on the role of management practices in empowering local communities.

The questionnaire for the local business people dealt with the costs and benefits of tourism development to local businesses, that is, questions 1 to 16 contained statements on the contribution of tourism to business development.

(b) Face validity

This is a component of content validity which the researcher established in order to reach the conclusion that the research instruments measured the traits of interest. The researcher ensured face validity by using section headings that are linked to the study topic and research objectives in the questionnaires. These sections are clearly written in the questionnaire for the general public as follows:

Part B: Perceptions towards tourism as a mechanism for poverty alleviation. This section relates to the study topic, which is: 'Rural Tourism as Mechanism for Poverty Alleviation in KwaZulu–Natal.

Part C: Rural Tourism Resources. This is directly related to objective 1 which deals with the identification of the resources that can be used for tourism development in rural Bergville.

Part D: Contribution to Entrepreneurship (job creation, skills development and income generation). This section covers objective 2 which focused on the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area.

Part E: Management Practices Perceived as Contributing to Improvement of Quality of Livelihoods. This section addressed itself to objective 4 of the study which deals with the identification of the existing management practices or strategies which are perceived as contributing to the quality of livelihood in the study area.

(c) Construct validity

The researcher had to ensure that the research instruments measure the trait that it is intended to measure. The research topic influenced the research objectives which in turn informed the literature review. The construct of ideas from the research topic to the literature review informed the development of the questionnaires. The literature review covered the topic on 'The countryside as a resource for tourism development'. This topic was informed by objective 1 which deals with tourism resources in Bergville. Objective 1 informed the construction of section B of the questionnaire (Appendix 3).

Another topic in the literature review was on the impact of rural tourism development. Special attention was given to the positive and negative impact of rural tourism. The content covered in the section on impact of rural tourism on financial, human, natural, physical and social capital informed the sections. This theory informed the construction of items in the questionnaire for local business owners and the general public.

By linking the content of the questionnaires to the research objectives and the literature review, the researcher hoped to achieve valid results during the collection of data using the three questionnaires. The validity of the study was also confirmed by the pilot survey which was conducted in the study area, using the data collection procedures that were used in the main study.

6.6.2 Reliability

Blaxter, Hues & Tight (2004: 221) argue that reliability has to do with how the researcher has carried out the research project. The scope of the study compelled

the researcher to focus on two types of reliability. These types of reliability are equivalence and internal consistency (Miller 2007:1-2).

(a) *Equivalence*

The first aspect of reliability that the researcher addressed is equivalence, which means the degree of agreement between two or more instruments that are administered during the same period (Miller 2007:1). The three questionnaires were designed in such a way that they all collect data to satisfy the same research objectives and to answer the same research questions as they were used concurrently during the data collection activity. The questionnaires were designed for the general public, the municipal employees and the business sector. All the questionnaires addressed the issues contained in the research objectives.

The second aspect of reliability that the researcher addressed in the questionnaires is internal consistency, which refers to the extent to which items in the research instruments measure the same thing (Miller 2007:2). The questionnaire for the general public covered rural tourism resources (objective 1), entrepreneurship (objective 2), perceptions of Bergville residents relating to tourism development as a mechanism for economic development (objective 3) and management practices (objective 4). The questionnaire for the municipal employees covered management practices that contribute to the improvement of livelihoods of the people in the study area (objective 4). The questionnaire for the local business sector covered entrepreneurship (objective 2) and perceptions of the respondents relating to tourism development as a mechanism for economic development (objective 3).

6.7 DATA ANALYSIS

In the data analysis the researcher arranged the raw data obtained from the respondents in three questionnaires and organised it in order to extract useful information from it. Data from the questionnaires was coded and entered into the Microsoft Excel and then imported into SPSS v.15.0 for analysis. This programme is available at the University of Zululand.

The analysis of the data provided insight into various issues that relate to the objectives of the study. The researcher converted the raw data into a form suitable for analysis before it was subjected to statistical analysis. A series of univariate data presented in percentages, frequencies, tables and graphs to give an understanding of the data that is purely descriptive. Qualitative data was analysed separately by grouping and matching it with the research question. The analysis of the data is discussed and incorporated in detail in chapter seven of this study.

In ensuring that the analysis of the results of the study provides a clear understanding of the research findings for each aspect of the survey including the research objectives, the researcher used different types of data representation as explained below. In realising that all the three questionnaires had areas where only two variables were presented for the respondents to answer the question, the researcher decided to use the pie charts to represent information in those areas. The researcher used pie charts because they are an effective way of displaying categories of data between few categories of information.

The researcher had to decide on how the data for the socio-economic status of respondents in all the three questionnaires would be represented. The researcher chose the frequency tables to present the frequency count of responses. The reason for choosing frequency tables was that the researcher intended to give the values in the tables in terms of the actual numbers and percentages. The researcher also realised that much of the data to be presented in the study was countable and not continuous. The researcher used bar charts. For scientific analysis of data the researcher used the following techniques.

- **The Chi-square test** was used to determine whether relationships exist between categorical data. Since the data in the research was categorical, the Chi-square test was the most appropriate.
- **Factor analysis** was used to determine the validity of the construct. The technique determines whether questions within a dimension (category) are aligned to what is being measured.
- **Cronbach's alpha** was used to determine whether respondents were consistent in the manner in which they answered the questions.

6.8 INTERPRETATION OF THE DATA

Verma & Verma (2006:115) define data interpretation as that important part of an investigation which is associated with the drawing of inferences from the collected data after an analytical study. The same point is made by Blaxter *et al.* (2001:219) who describe interpretation as the process by which the researcher attaches his/her own meaning to the collected and analysed data. Sontakki (2006:241), however, cautions that wrong interpretation of the data can lead to totally wrong conclusions, thus rendering the findings useless.

In order to make the statistical information derived from the collected data meaningful, the researcher focused on five areas which informed the formulation of the research question, objectives and hypothesis. In a nutshell, the five areas of focus in the study are tourism resources, contribution to job opportunities, entrepreneurial skills development and generation of income, economic growth, perceptions of the respondents on tourism development and management practices contributing to the improvement of the livelihoods of the people of Bergville.

The five objectives mentioned above were broken into themes for data interpretation. Each theme addresses a sub-topic relevant to the research objectives. Under objective one, on tourism resources, the researcher focused on tangible and intangible resources. Objective two focused on the contribution to job opportunities, entrepreneurial skills development and increased income generation was discussed in four themes, namely, job creation and poverty alleviation, increased economic participation, entrepreneurship and economic growth. Objective three on perceptions was discussed under positive and negative perceptions. Objective four was on management practices and livelihoods and it was not divided into themes. A detailed data interpretation is provided in chapter seven of this study.

In the process of analysing data, the researcher reclassified the findings of the study in terms of a five-point Likert scale, with response columns: strongly agree, agree, not sure, disagree and strongly disagree (Appendix 3, 4 & 5). According to

Grimbeeck, Bryer, Beamish & Netto (2005:2) a researcher can simplify survey data from Likert scales by combining the four categories (e.g. strongly agree, agree, disagree, strongly disagree) into nominal categories such as “strongly agree/agree”, “disagree/strongly disagree”. The collapsing strategy was applied in relevant tables where the four response categories occurred, as was already mentioned earlier in this section. The same strategy was applied in certain bar graphs as shown in Figures 7.3 and 7.4 where the options of the same category were collapsed into strongly agree/agree and strongly disagree/disagree. Whilst using the collapsing strategy, the researcher ensured that there was consistency of application. In most relevant analytical tables and graphs in Chapter 7, where data was derived from the Likert Scale response categories, the collapsing approach was consistently applied, as was suggested by Grimbeeck (2005:3).

6.9 CONCLUSION

In the philosophy relating to the objectives of research and research methodology, English & Mayfield (1972) cited in Magi (2009a: 86) have argued that:

The primary thrust of research in spatial behaviour has this objective: to discover those shared characteristics which might provide clues in developing methodological and theoretical insights through analysis of perception, evaluation, learning and response of individuals to their environment.

The intention of this research study was, *inter alia*, to was to investigate the role of tourism development in its effort to achieve poverty alleviation in the Bergville study area. In addition, to establish the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in study area. The achievement of these objectives is guided by Parikh’s maxim that every study must be well planned to avoid the waste of effort and to ensure the achievement of valid answers (Parikh 2006:480).

This chapter has therefore, outlined the methodological framework that informed the research methodology towards achieving above-stated objectives. The researcher, in this regard, provided an overview of the research techniques and

research instruments that were used in the study together with information on how validity and reliability was made possible. The chapter has also detailed the research process, focusing on the research design and construction of the research instrument and its administration, the collection, analysis and interpretation of collected data. The next chapter will be reporting on the findings of the study by providing and analysing the data which was collected during the study and elaborating on the interpretation of the research results.

CHAPTER 7

EXPOSITION, ANALYSIS AND INTERPRETATION OF DATA

7.1 INTRODUCTION

This chapter presents the results of the data collected and analysed for this empirical study on tourism development as a mechanism for poverty alleviation in the Bergville area. It presents the findings from data obtained from three different stakeholders. The first questionnaire (Appendix 3) addressed itself to the public of Bergville. The second questionnaire (Appendix 4) was for the local municipality employees and finally the questionnaire (Appendix 5) was directed at the business people of Bergville. The researcher, as indicated in the previous chapter, used the Statistical Package for the Social Sciences (SPSS) programme to analyse data to generate tables, graphs, cross-tabulations and correlations measures, as well as reliability tables and other relevant statistical measures.

7.2 RESTATEMENT OF THE OBJECTIVES AND HYPOTHESES

To remind the reader, the fundamental objectives and hypotheses of this study, associated with the above-stated aim, are re-stated as follow:

Objective One: To identify the resources that can be used for rural tourism development in rural Bergville.

Hypothesis One: That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development.

Objective Two: To establish the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area.

Hypothesis Two: That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area.

Objective Three: To find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in their area.

Hypothesis Three: That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development, are positive towards tourism as a human activity in the area.

Objective Four: To identify the existing management practices or strategies which are perceived as contributing to the improvement of the quality of livelihood in the study area.

Hypothesis Four: That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area.

Objective Five: To propose an integrated management model, that would contribute to job creation and thus alleviate poverty in Bergville.

Hypothesis Five: That there is a positive possibility towards establishing a proposed and viable integrated management model, which would contribute to job creation and poverty alleviation in the study area.

The evaluation and testing of the above-stated objectives and hypotheses was informed by the various challenges in KwaZulu-Natal and the study area, which have been discussed at length in several preceding chapters. The introduction of new local municipalities has led to a new management ethos, which in some instances has failed to achieve the notion of local economic development and integrated development planning. The Municipal Systems Act, no 32 of 2000, compels municipalities to involve their citizens in all their business, including the designing of the integrated development plans (IDPs). In this regard, the municipal IDPs, assumed to have been compiled in partnership with local stakeholders have highlighted tourism as a development vehicle, which has not necessarily produced the desired results. It is anticipated that these objectives

and hypotheses will play a role in addressing the aims of this research investigation, mainly relating to community beneficiation and poverty alleviation.

7.3 ANALYSIS AND EXPOSITION OF DATA

Data collection in this study relied mainly on the people of Bergville. Since the study is about tourism development as a mechanism for poverty alleviation, residents of the study area were considered as the main targets of any local poverty alleviation programme including tourism development. Poverty is a unique human condition and this means that only human beings are targets of poverty. The focus of the study was on how tourism development can contribute to poverty alleviation in KwaZulu-Natal using Bergville as a case study.

The exposition of data presented here focuses on the public of Bergville, the local business owners and the local municipality employees. From the perceptions of the public, the local business owners and municipality employees, the researcher was able to determine the following as per the research questions stated in chapter one of this study:

- The researcher was able to determine the extent to which tourism development can contribute to economic development thus contributing to poverty alleviation in the Bergville area.
- The researcher was able to determine whether rural tourism in Bergville can bring a halt to continuous rural-urban migration.
- The researcher was able to determine the perceptions of the people of Bergville on the use of tourism development as a mechanism for poverty alleviation.
- The researcher was able to determine whether Bergville needs a special, tourism focused integrated management plan to alleviate poverty.

The first part reports on the personal demographic analysis of the respondents. The second part reports on the findings from the survey instruments administered to the public of Bergville. The results are presented in line with the study objectives. Items in the questionnaire were grouped into themes to respond to the first four objectives of the study. The second section reports on the findings from

the survey instrument administered to the local business people of Bergville. The questions were grouped into negative and positive perceptions to respond to objective three of the study. The third section reports on the findings of the survey instrument administered to the local municipality employees. The data was analysed to respond to objective four of the study. The findings from each survey instrument are discussed in terms of reliability, demographic data, research objectives and hypotheses.

7.3.1 Personal demographic data analysis

As mentioned earlier the three surveys were conducted for the general public of Bergville, the local municipal employees and the local business owners and were analysed conjointly. The three personal demographic variables such as gender, age and marital status, were analysed separately as shown in Table 7.1.

TABLE 7.1: PERSONAL DEMOGRAPHIC ATTRIBUTES OF RESPONDENTS

Variable	Sub-Variable	Municipal		Business		Public	
		Freq	%	Freq	%	Freq	%
Age [Years]	15 – 24	0	0	0	00	152	50.7
	25 – 34	0	0	1	07	031	10.3
	35 – 44	0	0	3	21	071	23.7
	45 – 54	10	100	9	65	026	08.7
	55 – 64	0	0	1	07	011	03.7
	65+ Over	0	0	0	00	07.0	02.3
	Undisclosed	0	0	0	00	02.0	00.7
Total		10	100	14	100	300	100
Gender	Male	4	40	08	55	192	64
	Female	6	60	06	45	108	36
Total		10	100	14	100	300	100
Marital Status	Single	7	70	9	64	209	69.7
	Married	2	20	4	29	076	25.3
	Divorced	1	10	1	07	003	01.0
	Widowed	0	00	0	00	009	03.0
	Undisclosed	0	00	0	00	003	01.0
Total		10	100	14	100	300	100

The data presented as personal demographic attributes, captures respondent's information in the form of the main variable which indicates what the researcher wanted to know about the distribution of respondent in terms of occupational distribution, municipal employees, business sector and the local public.

(a) *Distribution of respondents by age*

It should be noted that municipal employees were clustered in one category. None of the respondents were between 15 and 44 years of age. All the respondents (100%) were between 45 and 55 years of age as shown in Table 7.1. The distribution of business respondents was also clustered around the ages of 35-44 (21%) and 45-54 (65%) years respectively. In terms of business survival, most of the businesses (92.8%) were under 20 years of existence. Respondents whose businesses were between 0 and 1 years in existence were 21.4%. Those which were between 2 and 5 years were 64.3%. Those which were between 6 and 10 years were 7.1%. Businesses which had existed for more than 20 years were only 7.1%. For the majority of respondents businesses seem to be a new phenomenon.

The majority of the respondents (50.7%) were between 15 years and 24 years of age. This was followed by the respondents between 35 and 44 years who constituted 23.7% of the total. A small number of 10.3% was between 25 and 34 years of age. The respondents between age 45 and 54 years made up only 8.7% of the sample. Respondents who were older than 65 years of age constituted only 2.3% of the total sample. The other 3.7% were between 55 and 64 years of age. The respondents are concentrated among the youth because they are in the majority in the country and are also the most unemployed.

(b) *Distribution of respondents by gender*

The majority of the respondents (60%) in the municipal category were females and the rest (40%), were males. It is apparent that the municipality now employs more females than males, considering that females are the majority gender in KwaZulu-Natal and South Africa as a whole. On the other hand, the majority of the respondents (55%) in the business category were males and the rest (45%),

were females. This outcome suggests that males in the study area still dominate the business sector.

On the whole, respondents in the community or public sector, constituted approximately one third female (36%) and two-thirds made up male (64%). Surprisingly, females constitute a larger percentage of the population of Bergville, but the majority of the respondents in this survey were males as shown in Table 7.1. The reason for this skewed response was that the survey got a substantial access to male respondents than females.

(c) *Distribution of respondents by marital status*

The majority of the municipal respondents (70%) were recorded as single in Table 7.1, whereas only 20% of the respondents were married. The other 10% were recorded as divorced and none indicated that they were widowed. Similarly in the business category, the majority of respondents (64%) indicated that they were single and 29% indicated that they were married. Only 7% reflected that they were divorced with none being widowed. In the public sector the majority of the respondents, 69.7%, were recorded as single, and only 25% indicated that they were married. The divorced and widowed constituted 1% and 3% of the sample, respectively.

7.3.2 Socio-economic data analysis

It was intimated in the earlier section that there would be socio-economic demographic attributes such as level of education, employment status, type of job, source of family income, economically active family members, place of work, monthly income and residence that would be analysed in the study area. In this section the participation of respondents, shown in Table 7.2, is analysed in terms of the listed socio-economic attributes. When one looks at these socio-economic variables, it becomes evident that these can influence the various statements that are investigated in this study. The majority of respondents who participated in the study were found to reside in the Bergville area and it was anticipated that their personal demographic characteristics would have varying influences on statements associated with tourism management and alleviation of poverty.

(a) *Distribution of respondents by education level*

The majority of the respondents (68.7%) in the questionnaire for the general public indicated that had acquired secondary education. Next in line were respondents (12%) who indicated that they had no formal education, and only 11% had acquired only primary education. As shown in Table 7.2, a meagre 7.3% of the public respondents have had tertiary education. The rest, (1%), did not disclose their level of education. On the whole, the level of education and literacy are still low in KwaZulu-Natal.

Respondents in both the municipal and business categories have shown that they have had some formal education [Refer to Table 7.2]; none had indicated that they did not have formal schooling. The majority of these respondents (70%) indicated that they had secondary education. About 30% of the municipal and business employees indicated that they had tertiary education. It should be accepted that these respondents were highly educated because they were employees of prestigious sectors and therefore had a more reasonable income which made them pursue different tourism activities.

(b) *Distribution of respondents by employment status*

What is shown in Table 7.2 is that the majority of the respondents (50.7%) indicated that they were not employed or without work. Unemployment figures in KwaZulu-Natal are relatively high; however, a value of 50.7% should be regarded as too extreme for the study area. On the other hand, the percentage of the respondents who were working was 45.7% and retired respondents made up only 3% of the sample and the rest (0.6%) did not disclose their employment status, possibly because of its negative in character.

On considering the municipal and business employees it transpired that a significant number of respondents (76%) were employed and about 22% were retired and were relying on temporary, casually and on part-time jobs. Most of retired and casually employed respondents relied on their personal savings, retirement funds and casual jobs within these two sectors. They therefore relied on government's provision of tourism facilities.

TABLE 7.2: SOCIO-ECONOMIC ATTRIBUTES OF RESPONDENTS

Variable	Sub-Variable	Public		Municipal & Business	
		Freq.	%	Freq.	%
Education Level	No formal education	039	13.0	0	0
	Primary education	033	11.0	0	0
	Secondary education	206	68.7	7	70
	Tertiary education	022	07.3	3	30
Total		300	100	24	100
Employment Status	Working	137	45.7	18	76
	Not working	152	50.7	01	02
	Retired	009	03.0	05	22
	Undisclosed	002	07.0	0	00
Total		300	100	24	100
Type of Employment	Permanent	073	24.3	16	66
	Temporary	010	03.3	04	17
	Casual or Part time	048	16.0	04	17
	Other	016	05.3	00	0
	None of the above	153	51.0	09	0
Total		300	100	24	100
Monthly income	Less than R1000	102	34.0	2	08
	R1 001-R5 000	085	28.3	4	16
	R5 001-R10 000	046	15.3	3	13
	R10 001-R15 000	005	01.7	6	25
	R15 001-R20 000	005	01.7	4	17
	More than R20 000	012	04.0	5	21
	Undisclosed	045	15.0	0	00
Total		300	100	24	100
Source of income	Salary from work	135	45.0	18	78
	Pension only	055	18.3	02	07
	Retirement annuity	008	02.7	01	04
	Unemployment fund	015	05.0	00	00
	Grant	023	07.7	02	06
	Social Grant	026	08.7	00	00
	Undisclosed	038	12.6	01	05
Total		300	100	24	100
Employed family members	None	095	31.7		
	One	107	35.7		
	Two	058	19.3		
	Three	023	07.7		
	Four	017	05.7		
Total		300	100	24	100
Residence	Own house	051	17.0		
	Renting	023	07.7		
	Home	172	57.3		
	Place of work	029	09.7		
	With relatives	008	02.7		
	Undisclosed	017	05.7		
Total		300	100	24	100

(c) *Distribution of respondents by type of employment*

Furthermore, Table 7.2 shows that, on the one hand, the majority of the respondents (51%) are not particularly employed in the usual types of employment. These may include informal and irregular employment practices. On the other hand, about 24% of the respondents indicated that they were permanently employed.

Many of the municipal and business employees indicated in significant numbers (66%) were permanently employed and about 34% were either temporarily employed (17%), casually employed (17%) or employed on part-time basis. Some of these respondents relied on piece-jobs within these two sectors. The number of employees hired by each agency or small business ranged between one employee and more than five employees.

(d) *Distribution of respondents by monthly income*

According to the Okhahlamba Local Municipality (2010), about 95% of the people in Bergville constitute low-income earners of between R1 and R1 600.00 per month. However, the findings of this study, shown in Table 7.2, revealed that most of the family members of respondents (34%) earned an income of less than R1000.00 per month. Although 15% could not disclose their monthly income, only 28.3% of respondents earned between R1001.00 and R5000.00 per month. The percentage of family-income decreased with an increase in earnings. Respondents with a family-income of between R10001.00 and R15000.00 were only 1.7%. The families who earned in excess of R20000.00 per month were about 4% and constituted the majority of the respondents who indicated that they were in possession of tertiary education.

(e) *Distribution of respondents by source of income*

The respondents depended on various sources of income for survival such as salaries from work, pensions, retirement annuity, and unemployment fund and grants. The findings of the study (See Table 7.2) showed that 45% of the families of respondents depended on the salaries from work. On the whole about 33.7% of the respondents depended on non-salary-based income, such as pensions (18.3%), retirement annuity (2.7%), unemployment fund (5%), grants (7.7%) and

specifically social grants (8.7%). Interestingly, about 12.7% of the respondents indicated that their families largely relied on other sources of income, which they were unwilling to disclose. Understandably, there are some families that have sources of income which are not legal and could not be disclosed.

A significant proportion of the municipal and business employed respondents (78%) jointly indicated that their source of income was from salaries acquired from their work place. A few of the respondents indicated that they derived income from sources such as pension, retirement annuity, grants and undisclosed sources. These sources are not important because most of these respondents are actually employed.

(f) *Distribution of employed family members*

The majority of the respondents (35.7%) indicated that they had one working family members, whereas a significant number of 31.7% of respondents indicated that they had no person working in their family. As shown in Table 7.2, a total of 32.7% respondents indicated that they had two or more working family members. In other words, if 31.7% of respondents had no person working in their family, it means the ravages of poverty in these families are substantial. However, another meaning is that approximately 68.3% of the respondents had a minimum of one working member and a maximum of four working family members. Not all working family members were employed in Bergville. Of the total number of working family members, 38% indicated that they worked in the Bergville area and 28% worked outside Bergville, a substantial number of 34% were not willing to disclose their working geographical environment.

(g) *Distribution of residence-ownership*

The ownership of a residence is an important indication of the state of permanency, security and lack of poverty condition of the respondents in the study area. On being asked to indicate their state of residence-ownership, the respondents had varying places of residence. Some of them owned houses and some stayed in rented accommodation. The findings of the study revealed that the majority of the respondents (57.3%) stayed with their parents. This corresponded with the age cohorts as shown in Table 7.1 above that 50.7% of the

respondents were between the age of 15 years and 24 years. Only 17% of the respondents owned houses whilst 7.7% rented accommodation. Although the percentage of those who stayed at the workplace was less than 10%, the data supported the fact that some of the people of Bergville worked outside the area because the push factor is unemployment. The respondents who stayed with relatives constituted only 2.7% of the total whilst 3.7% would not disclose their place of residence.

7.4 ANALYSIS AND INTERPRETATION OF OBJECTIVE ONE

Objective one of the study sought to identify the resources that can be used for rural tourism development in rural Bergville. The related hypothesis stated: “That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development”.

Respondents were given statements which related to the availability of tourism resources in Bergville. Generally, the majority of the respondents (more than 60% on average) agreed that Bergville has resources that can be used for rural tourism development as reflected in Table 7.3. The following discussion provides an analysis and exposition of data obtained from the respondents on tourism resources that can be used for tourism development in Bergville as contained in objective one of the study.

7.4.1 Data analysis for objective one

The data collected was analysed to provide insight into the research objectives as well as to the research questions which were discussed in chapter one. The first objective was addressed by Part C of the questionnaire for the public (Appendix 3). The respondents were provided with statements to state their levels of agreement. The questions related to physical resources, tangible and intangible tourism attractions as Tikkanen (2004:6) argues that tourism attractions can be classified into tangible and intangible attractions. This links well with the objective one of the study because tangible attractions in rural tourism are necessary elements in service production process whilst intangible attractions include necessary capabilities and competencies that are linked with tourism resources.

(a) Physical resources

Generally, the findings of the study revealed that the respondents agreed that Bergville has physical resources in the form of infrastructure, highway linkages, recreation and accommodation facilities. These physical resources can be used for rural tourism development. On average the level of agreement as reflected in Table 7.3 was 68%. The respondents agreed that Bergville has physical resources such as infrastructure, highway linkages, recreational facilities and accommodation facilities.

Table 7.3 below shows the responses on the infrastructure. The table has collapsed the 5 point scale by adding the percentage the respondents who strongly agreed and those who agree (Agreed) and the respondents who disagreed strongly and disagreed (Disagreed). Table 7.3 shows that with regard to **infrastructure**, most of the respondents (78.3%) agreed that Bergville has good infrastructure for the development of the tourism industry. The minority (8.7%) of the respondents disagreed and 13% remained neutral as shown in Table 7.3.

TABLE 7.3: RESPONSES ON THE INFRASTRUCTURE

STATEMENT	AGREED	NEUTRAL	DIS-AGREED	TOTAL
Bergville has good infrastructure for tourism development of tourism.	78.3%	13%	8.7%	100%
There is a good linkage of highways leading to Bergville municipal area.	62.3%	20.7%	17%	100%
Bergville has enough recreation facilities to support the tourism industry.	63.3%	14.3%	22.3%	100%
Bergville has enough accommodation facilities for tourism development.	69%	13.7%	17.3%	100%

What is revealed in Table 7.3 is that the majority of the respondents identified the infrastructure as one of the resources that can be used for tourism development in Bergville. This shows that the majority of the respondents (78.3%) are familiar with Bergville and they are aware that Bergville has accommodation in the form of hotels and lodges as well as bed and breakfast services. The respondents are also aware of the linkages and road networks that connect Bergville to other parts of South Africa such as R74 and N3 as shown in Appendix 6. As community members they are likely to know the recreation facilities available in Bergville such as dams, golf courses, hiking trails, fishing areas and horse trails.

The results shown in Table 7.3 indicate that 8.7% of the respondents disagreed that Bergville has infrastructure as one of the resources that can be used for rural tourism development. From this outcome it appears that these are respondents who were unfamiliar with the rest of Bergville because they are in remote parts of the area. These respondents might have been unaware of the entire infrastructure that can support tourism development in Bergville. The same applied to the 13% of the respondents who were neutral about the presence of infrastructure as one of the tourism resources that can support tourism development in Bergville.

From Table 7.3 and in terms of percentage of the respondents who agreed (78.3%) that Bergville has infrastructure for tourism development, it can be concluded that one of the resources that can contribute to the success of rural tourism development in Bergville is infrastructure. The results confirm that infrastructure is one of the physical resources that are available for tourism development in Bergville and which can contribute to the success of rural tourism in Bergville. This finding is echoed by Dimsoka (2008:176) who argues that tourism, as an industry, relies on bringing the consumer to the point of sale.

The findings of the study regarding the availability of infrastructure as one of the resources have far reaching implications for tourism development in Bergville. It indicates that Bergville can develop rural tourism because visitors can move from their places to Bergville. The role of infrastructure is further confirmed by Davis (2009:20) who argue that remoteness and accessibility are factors that determine the supply of tourism. Similarly, Sarkar (2009:8) contends that rural tourism

depends on infrastructure, connectivity and sanitation. In affirming the advantage of infrastructure Djoghla (2009:11) argues that destinations can boost opportunities for local participation by the poor in tourism by investing in improving infrastructure for tourists transport and services in poor areas. The fact that Bergville has infrastructure proves that it can potentially develop the tourism industry for poverty alleviation and use infrastructure, connectivity and sanitation as basis for further expansion and growth.

In terms of **linkages with the outside world**, the respondents were asked to respond to the statement that there is a good linkage of highways leading to Bergville, a majority of 62.3% agreed and only 17% disagreed that one of the resources which can be used for tourism development in Bergville is the good linkage of highways leading to Bergville. A small minority of 20.7% were neutral as illustrated in Table 7.3 above.

From the findings (Table 7.3), it can be inferred that the respondents in Bergville have observed that their place has linkages with other parts of KwaZulu-Natal in their daily life experiences. This view is supported by the fact that Bergville residents are linked to other parts of South Africa in many ways. Some have relatives who work outside Bergville in big cities like Durban and Johannesburg and some buy goods in bigger towns such as Ladysmith, Pietermaritzburg and Newcastle. As they use roads in and out of Bergville, they become aware of the linkages between Bergville and the rest of South Africa which are shown in Appendix 6. The 17% who disagreed and the 20.7% who were neutral are likely to be people who live and work in Bergville and they don't have an experience of travelling in and out of Bergville and were therefore not aware of the transport linkages available.

From the findings of the study it can be argued that Bergville has linkages with the rest of South Africa which renders it an open system rather than a closed system (Tamas 2000:3). This openness can promote tourism development in Bergville because it can permit the exchange of goods, services and ideas into the areas and out of the area. The fact that an overwhelming majority of the respondents (62.3%) agreed that good linkage is one of the resources that can be used for

rural tourism development in rural Bergville confirms that Bergville has tourism resources that can contribute to the success of rural tourism development.

The findings indicate that Bergville can use rural tourism development as an economic activity through its linkages with highways. According to Barker (2003:7) transportation linkages allow for the inflow of new ideas, people and goods between local and outside markets. For Bergville this means that the highway linkages can improve its image as a tourist destination because it can contribute to visitor satisfaction. The image factor would be of great advantage for Bergville as a tourist destination. Scholars such as Davis (2003) and Power (2005) share the same view as they contend that tourists who are satisfied with the destination have a tendency to stand by it more than others. Once Bergville has a good image as a tourist destination, it can attract more visitors and successfully use tourism development as a mechanism to alleviate poverty.

Relating to **recreation facilities**, respondents were asked to respond to the statement that Bergville has enough recreation facilities to support tourism. The majority of the respondents (63.3%) agreed. A minority of 22.3% disagreed and the rest (14.3%) were neutral as shown in Table 7.3. This response should be understood in the context of the personal demographic attributes of the respondents shown in Table 7.1, which indicated that the majority of respondents (57.7%) were between 15 and 24 years of age which (10.3%) were between 25 and 35 years of age. These cohorts combined make up 60.9% of the total sample. It can therefore be argued that the majority of the respondents (63.3%) who agreed that Bergville has enough recreation facilities to support tourism are young people who still have a close association with recreation and who are aware of the recreation facilities available in Bergville. These respondents might have been aware of recreation facilities in Bergville such as hiking trails and hiking sports in areas such as Sungubala in the north east of Bergville, Thendele near Emazizini, Mnweni Cultural Centre area, the Inner and Outer Horn peaks, the Cathkin Peak in the northern parts of Bergville and Injisuthi Camp as shown in Appendix 7.

The small minority of the respondents (22.3%) who disagreed that Bergville has enough tourism resources, could be associated with the possible fact that these respondents were older than 35 years as indicated in Table 7.1. In addition, these could be respondents who might not have a close association with recreation as an activity. The other 14.3% who were neutral are likely to be poor people from remote parts of Bergville who are not aware of the recreation facilities available in the study area. Finally, the results shown in Table 7.3 indicate that Bergville has recreation facilities as one of the resources that can be used for rural tourism development. This is another finding that supports the fact that Bergville has resources that can contribute to the success of rural tourism development.

Pintilii, Merciu, Peptenatu, Cercleux & Draghici (2011: 324) maintain that the relationship between recreation and tourism is based on the fact that visitors have more leisure time to spend. The importance of recreation in the tourism industry is further confirmed by Schweitzer (2012:2) who presented a strategic plan for Montana's tourism development which sets high standards for tourism and recreation development as a priority. From what the scholars Pintilii et al. (2011) and Schweitzer (2012) mentioned, it can be concluded that Bergville has an advantage because the findings of the study indicate that it has recreation facilities which can make rural tourism development successful. The success of rural tourism development can contribute to the creation of jobs and the alleviation of poverty.

In as far as **accommodation facilities** are concerned, respondents were asked if they agreed or disagreed with the statement that "Bergville has enough accommodation facilities to support tourism". The majority of the respondents, (69%) agreed that Bergville has enough accommodation facilities for tourism development. Only 13.7% disagreed and the rest, 17.3% were neutral. The findings shown in Table 7.3 link up with the advantage of accessibility because once the visitors reach the destination, they need accommodation. The fact that the majority of the respondents (69%) agreed that Bergville has enough accommodation for tourism development may be due to the fact that one of the providers of employment in Bergville is the accommodation industry. The majority of the respondents may have been linked to the accommodation industry by being

directly employed to it or indirectly employed in it. The unemployed youth may be having relatives who work in hotels, lodges and Bed and Breakfast services such as Erin cottage north of Bergville, Ginas in the south east of Bergville near Geluksburg, Orion Mont Aux Sources in the south east of Emazizini, Thendele, Hlalanathi, Harmalade Cottage, Drakensville, Ezulwini, and Little Switzerland (Art Publishers 2011:1) as shown in Appendix 8.

The findings of the study revealed that Bergville has accommodation facilities for tourism development. This brings hope that Bergville is not only ready to bring the visitors to the destination but is also ready to accommodate them. The availability of accommodation as part of infrastructure is in line with the definition of tourism given by Page (2003:7) that tourism is an activity which is characterised by persons travelling and staying in places outside their usual environment for more than one day but for less than one year. The findings therefore indicate that there is a strong possibility of successfully developing the tourism industry for poverty alleviation in Bergville can be a reality.

(b) *Tangible tourism attractions*

The study sought to elicit the views of the respondents based on the first objective on the identification of the resources that can be used for rural tourism development in rural Bergville. The findings of the study revealed that respondents in Bergville believed that tourist attractions can be used for rural tourism development. Shown in Table 7.4 below, is the finding that the majority of respondents (mean 83%) in all the four statements, agreed that Bergville has tangible tourist attractions based on the natural landscape.

As far as **natural attractions** were concerned, respondents believed that Bergville had adequate facilities to make tourism development a successful undertaking, and as such promote poverty alleviation. More than two thirds of the respondents (83.3%) agreed and a slim minority of 6.3% disagreed and only 10.3% were neutral as shown in Table 7.4. The responses of this nature may be due to the fact that the majority of the respondents were rural dwellers who, by the very nature of their livelihoods, are in constant contact with the natural environment. As communities of Bergville, the respondents may have observed

how the natural environment is linked to tourism in areas such as the meanders of uThukela River that cut through the centre of Bergville, the Drakensberg peaks in the north of Bergville, the Tugela Falls and the Tugela Gorge north of Bergville and the Giants Cup Trail which winds its way over the foothills of the Drakensberg from the Sani Pass to Bushmen’s Nek that offers splendid views (Art Publishers 2010:1, Zunckel & Mokuku 2007:39).

TABLE 7.4: STATEMENTS ON TOURIST ATTRACTIONS

STATEMENT	AGREED	NOT SURE	DIS-AGREED	TOTAL
Bergville has good natural attractions for tourism development to be successful.	83.3%	10.3%	6.3%	100%
Bergville has good historic attractions for successful tourism development.	79%	15.3%	5.7%	100%
Bergville has a good cultural tradition for successful tourism development.	83%	11%	6%	100%
Bergville has a unique landscape.	86.7%	6.7%	6.3%	100%

Good natural attractions in Bergville can support tourism development because tourism depends on attractive natural phenomena (Parker 2004:9). The findings of the study revealed that the natural attractions are one of the resources that can be used for rural tourism development in Bergville.

The availability of natural attractions in Bergville is an indication that its rural tourism development efforts for poverty alleviation because natural attractions can attract visitors who will spend on accommodation and recreation offers thus creating jobs for local people. According to Parker (2004:9) there is an intimate relationship between tourism development and natural attractions and the availability of attractive natural features can support tourism development. Similarly, Eagles et al. (2002:23) in affirming what Parker says about the role of natural attractions, state that tourism in natural areas produces more benefits than costs. The findings of the study, therefore, indicate that Bergville must take

advantage of the available natural attractions to make tourism part of the solution for poverty alleviation.

Historical attractions in the study area are also important. Accordingly, the respondents were asked to reflect on the statement which said that Bergville has good historic attractions for successful tourism development. The majority of the respondents (79%) agreed that Bergville has good historical sites for tourism development. Only 5.7% of the respondents disagreed and 15.3% were neutral, as shown in Table 7.4 above. The positive response to Bergville's historical attractions was due to three factors. Firstly, the respondents know the history of Bergville as part of the residents in the area. Secondly, the respondents may have seen some of the historic sites in their daily lives. Thirdly the majority of the respondents (50.6%) were aged between 15 and 24 years which is school going age (Table 7.1) and were fairly educated, 68.7% and 7.3% had secondary education and tertiary education.

The history of Bergville is highlighted in the historic attractions: the battlefields south east of Spion Kop dam where there are mass graves of British soldiers and a number of memorials which include the British Memorial, South Lancashire Memorial and the Imperial Light Infantry Memorial (Mokuku & Zunckel 2007:27). The availability of historical attractions can make tourism development an economic activity that can be part of poverty alleviation through the involvement of local communities in business operations. Barker (2008:6) confirms this view when stating that heritage tourism favours the local involvement. In the same way Omerzel (2006:174) contends that the historical attractions of a destination signify the environmental framework within which the visitor enjoys the destination. The contentions by Barker (2008) and Omerzel (2006) confirm that historical attractions in Bergville can make tourism development a useful tool for poverty alleviation. Omerzel (2006) even add that historical attractions are crucial for various forms of tourists' satisfaction.

Regarding **cultural attractions**, respondents were asked to reply to the statement that Bergville has good cultural attractions for successful tourism development. The findings shown in Table 7.4 indicate that the majority of the respondents

(83%) agreed. Only 6.3% disagreed and the rest (10.3%) were neutral. The fact that the majority of the respondents agreed that Bergville has good cultural attractions can be interpreted in two ways. Firstly, the majority of the residents of Bergville are traditional African communities who are still firmly associated with their culture. This is supported by that fact that the largest numbers of dwellings in Bergville are traditional households (Figure 5.6). This traditional lifestyle suggests that the majority of people in Bergville are still associated with traditional culture which, in turn, produces a number of cultural attractions for Bergville. Secondly, the majority of the respondents (68.7%) have secondary education and they may have been taught about the relationship between culture and tourism at school level. The cultural tradition, as a resource, can contribute as a resource to the success of tourism development in Bergville.

According to Ohe (2008:1) most of the tourist destinations use their cultural values to attract tourists. This viewpoint suggests that Bergville can use cultural attractions as a resource for rural tourism development. Since rural tourism and indigenous cultures go hand in hand, Bergville can use aspects of culture to attract tourists. The only thing that Bergville should avoid is to make cultural traditions a commodity and selling it for consumption (Flaux 2010:1).

Bergville has a **unique landscape**, which has been identified by the majority of the respondents, where 86.7% agreed and only 6.3% disagreed, with 6.7% being neutral as shown in Table 7.4. These findings may be due to three factors. Firstly, the Drakensberg Mountains are visible from all sites in Bergville and they are associated with the daily livelihoods of the local people. Secondly, the unique landscapes of Bergville including the Drakensberg Mountains influence the climate of the area, the daily lives of local people and the economic activities. Thirdly, the Zulu name of the place 'OKhahlamba' is derived from the unique landscape of Bergville. The 13% of the respondents of which 6.7% were neutral and 6.3% disagreed may be unaware of the unique landscapes of Bergville such as combination of the mountain peaks, steep and gentle slopes that makes Bergville landscape unique and attractive to visitors. From the findings of the study shown in Table 7.4, it can be deduced that one of Bergville's resources that can be used for rural tourism development in Bergville is its unique landscape.

(c) Intangible tourism attractions

Besides the availability of tangible resources, the majority of respondents agreed that Bergville also has capabilities and competencies that can link with the tangible resources in order to make tourism development a successful undertaking. In this regard relating or seeking to address the same objective on identifying resources that are indirectly playing a role in contributing to rural tourism development in rural Bergville, respondents were interviewed. An overwhelming majority (mean of 78%) of the respondents in all the four statements shown in Table 7.5, agreed that Bergville has intangible resources such as accessibility, environmental awareness, conservation and tranquillity that can be used for rural tourism development in the rural Bergville. Among other intentions, the aim of analysing the intangible tourism attractions, sought to address the hypothesis: “That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development”.

TABLE 7.5: INTANGIBLE TOURISM ATTRACTIONS

STATEMENT	AGREED	NOT SURE	DIS-AGREED	TOTAL
Bergville is accessible from urban centres.	69.7%	16.7%	13.7%	100%
Tourism can encourage greater awareness of the environment and cultural heritage in Bergville.	78.3%	12.3%	9.3%	100%
Tourism has a direct and powerful incentive to protect the heritage and the environment of Bergville.	78.7%	13.7%	7.7%	100%
Bergville has a tranquil environment which can be appreciated by most of the holiday makers.	85.7%	9.3%	5%	100%

Accessibility has been seen in a positive light (Refer to Table 7.5), the majority of respondents (69.7%) agreed that the destination was accessible to all. Only a small total of 13.7% disagreed and 16.7% were neutral about the extent to which Bergville is accessible. These findings can be a result of the fact that 28.3% of the respondents had their family members working outside Bergville in urban centres like Johannesburg and Durban as discussed earlier. It may also be the

case that the majority of the respondents regularly travel to other service centres because many people make their purchases outside Bergville.

The notion that the majority of the respondents travel regularly to other service centres is confirmed by the Okhahlamba Local Municipality (2010:10) which has argued that due to its location relative to developed areas of Ladysmith, Newcastle, Pietermaritzburg and Durban, the local economy is prone to income leakages to these areas. The advantage of accessibility can also contribute to the success of tourism development and the alleviation of poverty. Sorupia (2005:1769) emphasises the importance of accessibility by arguing that accessibility can make or break the destination.

The principle of **environmental awareness** is an importance aspect of intangible tourism resources. In this regard respondents were also asked to state whether they agreed or disagreed that tourism can encourage greater awareness of the environment and cultural heritage in Bergville. The results shown in Figure 7.5 reflect that a significant majority (78.3%) agreed. The minority of 9.3% disagreed whilst 12.3% remained neutral. In other words, it is clear from these findings that the majority of the respondents (78.3%) believed that tourism development can encourage greater environmental stewardship in Bergville. The possible reason for this kind of thinking is that the local people are aware of how the Drakensberg Mountains, the fauna and flora of Bergville and the natural environment attract visitors to Bergville. This resultant tourism awareness may be the consequence of the fact that Bergville has some sensitive environmental areas which need to be carefully managed for their tourism potential and sustained water production (Okhahlamba Local Municipality 2001:9). Since tourism is one of the main industries in Bergville, it may also be possible that there are campaigns which are bent on conscientising the local people about the fact that Bergville has limited resources that must be conserved (Okhahlamba Local Municipality 2001).

The respondents were asked to consider the **protection of the heritage** as a means for promoting the local tourism landscape. In this regard, the respondents were asked whether they agreed or disagreed that tourism development has a direct and powerful incentive towards protecting the heritage and environment of

Bergville. Only 7.7% disagreed and a minority of 13% were neutral. An overwhelming majority of the respondents (78.7%) agreed with the statement as indicated in Table 7.5.

The study revealed that the majority of the respondents believed that tourism development can influence people to protect the cultural heritage of Bergville. This viewpoint may have been due to the fact that people are aware that the protection of the heritage has already started in Bergville as a result of tourism development with Okhahlamba-Drakensberg World Heritage Site (its natural attractiveness, soaring basaltic buttresses, incisive dramatic cutbacks and the golden sandstone ramparts) being declared as the world heritage site. The site protects wetlands of international importance. The Cathkin Estates Conservation and Wildlife Sanctuary span 104 hectares of protected virgin grasslands (Central Drakensberg Information Centre (CDIC 2011:1). The protection of the heritage is one of the key factors for sustainable tourism development. From the findings, it can be concluded that the majority of respondents (78.7%) believed that tourism development in Bergville can result in the protection of the heritage.

7.4.2 Factor analysis theory for objective one

This study sees factor analysis as a useful statistical technique for the reduction of data in a survey-type of investigation, where a certain number of factors is assessed. For example, a single response to a question would be an inadequate measure of attitude towards environmental policy, but a number of responses, worked in together may provide a better measure of the attitude (Mead 2011:1).

- The principle component analysis was used as the extraction method, and the rotation method was Varimax with Kaiser Normalisation. This is an orthogonal rotation method that minimises variables that have high loadings on each factor. It simplifies the interpretation of the factors.
- Factor analysis/loading show inter-correlations between variables, be they dependent or independent.
- Items of questions that are similarly loaded, imply measurement along a similar factor. An examination of the content of items loading at or above 0.5 (using the higher or highest loading in instances where items cross-loaded at greater than this value) effectively measured along components.

7.4.2.1 Some factor analysis for objective one

The result of the factor analysis conducted for objective one presented below shows that the loading produces four components related to the identification of tourism resources in Bergville. What is shown in Table 7.6 is that in any of the four components 'marked yellow' there is a higher level of correlation between the components and the statement on Bergville.

TABLE 7.6: FACTORIAL ANALYSIS OF TOURISM COMPONENTS

1 = Tourism Resources	3 = Environmental Factors
2 = Tourism Infrastructure	4 = Recreation Facilities

Rotated Component Matrix				
STATEMENTS ON BERGVILLE	Component			
	1	2	3	4
Bergville has a unique landscape.	.199	.602	.003	.072
Bergville has a tranquil environment appreciated by most of the holiday makers.	.633	.454	-.184	.093
Bergville has good infrastructure for the development of tourism.	.105	.718	.006	.110
Bergville is accessible from urban centres.	.092	.666	.300	-.001
Bergville has enough accommodation facilities for tourism development.	.067	.572	.300	.167
Bergville has good natural attractions for tourism development to be successful.	.301	.378	.483	-.150
Bergville has good historic attractions for successful tourism development.	.671	.184	.212	.063
Bergville has a good cultural tradition for successful tourism development.	.685	.105	.167	.165
Bergville has enough recreation facilities to support the tourism industry.	.284	.056	-.011	.791
There is a good linkage of highways leading to Bergville municipal area.	-.033	.193	.126	.823
Tourism conserves the natural environment and supports crafts people and artists to maintain their traditional skills.	.684	.105	.177	.071
Tourism can generate financial resources to rehabilitate historic sites and buildings in Bergville.	.504	.068	.458	.125
Tourism has a direct and powerful incentive to protect the heritage and the environment of Bergville.	.604	.077	.456	-.112
Travellers can enjoy and appreciate local culture and natural environment in Bergville.	.287	.327	.587	-.068
Tourism can encourage greater awareness of the environment and cultural heritage in Bergville.	.143	.033	.761	.254

The components are represented as follows: Component 1 relates to tourism resources in general; Component 2 relates to tourism facilities and infrastructure;

Component 3 relates to tourism related environmental factors and Component 4 refers to the accessibility of recreation facilities.

What can be deduced from the factor analysis is that tourism resources and infrastructure (Component 1 & 2) are highly and positively correlated with statements such as Bergville has: “a unique landscape; a tranquil environment appreciated by most of the holiday-makers; good infrastructure for tourism development; of tourism; enough accommodation facilities; good historic attractions and a good cultural tradition for successful tourism development”. In other words, the factor analysis also shows a link between the responses of the subjects and objective one which sought to identify the resources that can be used for tourism development in Bergville. In this regard it may be concluded that hypothesis 1, which states: “That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development”, is supported or confirmed.

7.4.3 Testing of the statistical hypothesis for objective one

The Chi-square test is a statistical hypothesis test, which assesses the statistical significance of the distribution of statistical variables. In other words, it established the statistical relationship between two or more variables. In the Chi-square distribution and when the null hypothesis is true, or when the probability distribution of the test statistic is true, then the distribution can be made to approximate a Chi-square distribution as closely as desired by making the sample size large enough. Specifically, a Chi-square test for independence, evaluates statistically significant differences between proportions for two or more groups in a data set. The traditional approach to reporting a result requires a statement of statistical significance; a **p-value** is generated from a test statistic; and a significant result is indicated with " $p < 0.05$ ".

What is analysed in Table 7.7, are the emerging Chi-square values of the relationship between the demographic variables and response statements about spatial resources in Bergville. The statements relate to principles such as: uniqueness of landscapes, tranquil environment, accessibility, awareness, natural and cultural attractions, accommodation, conservation and financial resources.

TABLE 7.7: CHI-SQUARE TESTING OF BERGVILLE STATEMENTS BY DEMOGRAPHICS

STATEMENTS ON SPATIAL RESOURCES IN BERGVILLE	Gender	Age	Educa-tion	Employ-ment Status	Source of Income	How many family members are working?	Where are family members working?	Monthly Income	Where do you reside?
Bergville has a unique landscape.	.002*	.000*	.459	.000*	.000*	.027*	.456	.010*	.001*
Bergville has tranquil environment appreciated by most of the visitors	.073	.000*	.566	.000*	.002*	.007*	.685	.029*	.015*
Bergville has good infrastructure for the development of tourism.	.053	.000*	.661	.002*	.060	.481	.304	.004*	.007*
Bergville is accessible from urban centres.	.030*	.000*	.329	.001*	.165	.039*	.144	.003*	.002*
Bergville has enough accommodation facilities for tourism dev.	.001*	.000*	.471	.002*	.009*	.169	.468	.043*	.023*
Bergville has good natural attractions for tourism dev.	.127	.000*	.030*	.004*	.017*	.006*	.250	.006*	.000*
Bergville has good historic attractions for tourism dev.	.197	.000*	.332	.011*	.011*	.473	.997	.118	.001*
Bergville has a good cultural tradition for tourism development.	.13	.000*	.038*	0.06	.351	.245	.054	.016*	.094
Bergville has enough recreation facilities to support tourism.	.000*	.000*	.496	.001*	.000*	.022*	.592	.003*	.002*
There is a good linkage of highways leading to Bergville.	.000*	.000*	.386	.001*	.001*	.480	.131	.016*	.003*
Tourism can conserve the natural environment and encourage crafts, traditional artefacts and skills.	.153	.000*	.558	.000*	.071	.046*	.121	.002*	.000*
Tourism can generate financial resources to rehabilitate historic sites and buildings in Bergville.	.508	.000*	.700	.001*	.000*	.203	.169	.018*	.001*
Tourism has a direct and powerful incentive to protect the heritage and the environment of Bergville.	.004*	.000*	.425	.000*	.000*	.000*	.149	.001*	.002*
Travellers can appreciate & enjoy local culture & natural environment in Bergville.	.297	.003*	.385	.027*	.014*	.042*	.482	.211	.015*
Tourism can encourage greater awareness of the environment and cultural heritage in Bergville.	.115	.002*	.505	.090	.028*	.159	.221	.091	.025*

The assessed relationships are intended to reveal the truth or outcomes about the (Ho): “That rural Bergville has no resources which can be used to contribute to the success of rural tourism development” or the alternate hypothesis (Hi): “That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development” and null-hypothesis. The assessed relationships are intended to reveal the truth or outcomes about the (Ho): “That rural Bergville has no resources which can be used to contribute to the success of rural tourism development” or the alternate hypothesis (Hi): “That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development” and null-hypothesis.

This finding was also confirmed by the Okhahlamba Local Municipality (2001), when it stated that since tourism is one of the main industries in Bergville, it may also prove possible that since there are campaigns which are bent on conscientising the local people to acknowledge the fact that Bergville has limited resources, then these must as a matter of priority, be conserved.

In Table 7.7, all values that have a * next to them (marked yellow) imply that there is a significant relationship between the variables and operational statement of analysis. In this regard, all significance values less than 0.05 are regarded as significant. For example, the statement: “Bergville has a unique landscape” shows significant relationships with gender, age, employment, monthly income, number of family members working, monthly income and place of residence, since the p-value is less than 0.05 for each cross-tabulation. This means that, for example, males and females did not score similarly with respect to “The overall benefits of tourism outweigh its negative impacts”. An examination of the table of results (Table 7.7) indicates that these factors were the most common in terms of being significant for each statement.

According to the results of the hypothesis testing, the null hypothesis was rejected and the alternative hypothesis was accepted. The intention of testing the hypothesis was based on the objective which sought to identify the resources that can be used for rural tourism development in rural Bergville. The relationships stated above in Table 7.7 are intended to reveal the truth or outcomes about the

null-hypothesis (Ho): “That rural Bergville has no resources which can be used to contribute to the success of rural tourism development”. In this regard the alternative hypothesis (Hi): “That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development” is accepted or supported. It also needs to be pointed out that there is adequate potential for tourism development to flourish in the study area.

7.5 ANALYSIS AND INTERPRETATION OF OBJECTIVES TWO

As indicated earlier, the second objective sought to establish the extent to which rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area. Based on the questions associated with the second objective in Part C of the questionnaire (Appendix D), the respondents were provided with statements which would assist them to express their levels of agreement or disagreement with each one of these statements.

7.5.1 Data analysis for objective two

The analysis of data given in the next three sections: (a) employment creation and other related opportunities; (b) entrepreneurial skills development and income generation; and (c) stimulation of economic growth and income generation, are important elements in assessing whether rural tourism development can be positively sustained by activities of job opportunities, entrepreneurial skills development and increased income generation in the Bergville area. To achieve the outcomes-based analysis, respondents were provided with statements to state their viewpoints. The questions related to job creation, entrepreneurial skills development, and generation of income are now addressed (See Table 7.8).

(a) Employment creation and other related opportunities

Part of the second objective of the study was to establish the extent to which tourism development can contribute positively to job opportunities. The respondents were given statements on the contribution of rural tourism in job creation and poverty alleviation. Generally, the findings revealed that the majority of the respondents agreed that tourism development in Bergville can contribute to

job opportunities, entrepreneurial skills development and income generation in different ways.

TABLE 7.8: JOB CREATION AND RELATED OPPORTUNITIES

Statement	Agreed	Not Sure	Dis-agreed	Total
Tourism can create development synergies to help overcome poverty through job creation.	84.0%	11.3%	4.7%	100%
Tourism development can create tour operators jobs for community members.	81.0%	11.0%	8.0%	100%
Tourism offers employment to a high proportion of unskilled youth.	75.7%	14.3%	10.0%	100%
Tourism can generate employment opportunities through accommodation, restaurants and transportation.	80.3%	10.3%	9.3%	100%
Tourism development in Bergville can increase levels of self-employment through SMMEs.	74.3%	17.0%	8.7%	100%
Tourism development in Bergville can halt the drift of people to cities.	69.3%	18.0%	12.7%	100%

In terms of Table 7.8 given above, a significant number of respondents gave answers to questions relating to the role of tourism development in the creation of jobs and other related opportunities. The emerging outcomes from these statements seem to suggest that there were varying responses to each of the three elements of tourism mentioned above.

Relating to the **development synergies** respondents were asked to agree or disagree to a statement that tourism can create a number of development synergies to help overcome poverty through job creation. An overwhelming majority of 84% agreed to the statement. Less than 10% disagreed and 11.3% remained neutral as shown in Table 7.8 above. This means that respondents believe that tourism development has a potential to create additional jobs. The possible justification is based two possible factors. Firstly, it is likely that some of the respondents had family members who are directly or indirectly employed in the tourism industry and they possibly have evidence, within their families, that tourism can create employment. Secondly, this kind of response should be understood from the context of the socio-economic attributes of the respondents

which revealed that 45.7% of the respondents were working of whom 3.3% were temporary employees, 4% were casual employees and 12% were part-time workers. These respondents may have had already found part time, casual and temporary-jobs some of which are in the tourism industry in Bergville.

The above findings are supported by scholars such as Thermil & Schaeffer (2004: 200), Neto (2003: 4) and Viljoen & Tlabela (2006:14), who have argued that tourism development has always thrived and is associated with good job creation strategies. The analysis of results revealed that rural tourism development can contribute positively to entrepreneurial development which includes job opportunities, skills development and income generation.

On assessing **youth employment** practices in Bergville, the majority of the respondents (75.7%) agreed that tourism offers employment to a high proportion of unskilled youth. Those who disagreed were only 10% and the neutral respondents formed 14.3% as shown in Table 7.8. The outcome in this question supports the fact that rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation. This practice, according to the findings, can be done through the employment of unskilled youth in Bergville. According Juma (2007:1) about 35% of the world's unemployed is the youth according to the recent estimates. The findings of the study revealed that the majority of the respondents support the kind of rural tourism that can facilitate youth employment in Bergville. This sentiment from the majority (75.7%) indicates that the respondents believe that rural tourism development in Bergville can contribute to job opportunities, entrepreneurial skills and income generation.

With regard to **employment in accommodation, hospitality and transportation sectors**, the OECD (2009:15) holds a view that individual lack of jobs and income leads to deterioration of self-confidence, weak motivation and depression. The respondents were asked whether they agreed or disagreed that tourism development can generate employment opportunities through various sectors in Bergville. The findings revealed that the majority of the respondents (80.3%) agreed with the statement and only 9.3% disagreed as summarised in Table 7.8

above. In other words the majority of the respondents (83.3%) believed that rural tourism development can contribute positively to job opportunities and income generation in the study area.

The above cited outcomes are supported by the fact that the accommodation and hospitality sector in Bergville has already created employment opportunities for local people in hotels and lodges such as the Drakensberg Inn, Easby Historic House and Bed and Breakfast, Isifundo Cottage in Amangwane community, Hlalanathi Drakensberg Resort, and so on (Art Publishers 2011: 2). Therefore the majority of the respondents may have living evidence that rural tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area. This outcome has also been supported by Mbaiwa (2003:452) who stated that the development of tourism can create job opportunities through the establishment of tourists' facilities such as camps, lodges, as well as bed and breakfast accommodation. The latter suggests that the largest percentage of respondents believed that tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in Bergville.

In the context of the analyses given above it is reasonable to regard the hypothesis 2, which states: "That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area", as acceptable and thus supported.

(b) *Entrepreneurial skills development and income generation*

Part of objective two of the study was to establish the extent to which tourism development can contribute positively to entrepreneurial skills development. The respondents were given statements relating to entrepreneurial skills development. The respondents were asked whether they agreed or disagreed with each statement. The analysis shown in Table 7.9 below, indicates that the majority of the respondents (more than 70% for each statement), agreed that tourism development can create opportunities for entrepreneurial skills development. Less than 13% of respondents in each question disagreed that tourism development can create opportunities for entrepreneurial development.

TABLE 7.9: ENTREPRENEURIAL SKILLS DEVELOPMENT

Statement	Agreed	Not Sure	Dis-agreed	Total
Tourism development in Bergville can give people an opportunity to sell traditional crafts.	82.3%	10.3%	7.3%	100%
Tourism development can stimulate demand and supply for local goods.	79.3%	13.7%	7.0%	100%
Tourism development can empower the local people to manage resources.	72.3%	15.7%	12.0%	100%
Tourism development in Bergville can create a broad based ownership of the industry.	75.0%	15.7%	9.3%	100%
Tourism development in Bergville can promote innovation within local businesses.	76.7%	14%	9.3%	100%

Generally, the majority of the respondents agreed that tourism development can create opportunities for entrepreneurship through the involvement of local people in the craft business, street vending et cetera. This is good because the entrepreneurial skills can increase the capacity of community members to make contributions to the community through entrepreneurship (Van der Walt 2008:5).

The **Management of resources** is an important developmental process. Thus the development of entrepreneurial skills can result from the empowerment of the local people and the enhancement of the tourism competitive advantage. The majority of respondents (72.3%) agreed that tourism development can support job creation and entrepreneurial skills development. Less than 15% disagreed and 15.7% were neutral as shown in Table 7.9 above. These findings are justified because the majority of the respondents believed that tourism development can empower people to manage resources that Bergville has been relying on, from the time of farming up to the time of a mixed economy which includes tourism. This reliance on natural resources may have taught the respondents that resources must be managed well to create a sustainable livelihood.

The second possible reason may have been that the respondents who were aged between 15 and 24 years and those between 35 and above 60 years (Table 7.1) came from families that rely on subsistence farming in study area, and understand

the importance of sound management of resources. The third possible reason can be that some of the respondents may have been involved in the craft business and they understood the importance of natural resource management for the sustainability of the business. In terms of Ashley, Roe & Goodwin (2001:8), the extent to which tourists are attracted to the destination depends on how the natural endowments are managed.

The **new business opportunities and innovation** may be associated with the process of tourism development and creativity which are a pre-requisite to innovation (Holt 2002:32). A significant majority (76.7%) of the participants agreed that tourism development can contribute to job opportunities, entrepreneurial skills development and income generation. Whereas only 9.3% of the respondents disagreed and the rest (14%) were neutral, as illustrated in Table 7.9. Several reasons can be given for these findings. First, the respondents may have observed successful introduction of new kinds of crafts and other innovation-driven tourism products and they know that it is possible to continue with such creativity through tourism development. Secondly, some may have been exposed to the industry through part time employment and they know that there is an association between tourism development and innovation because the expectations of the tourists change every now and then. Thirdly, it may have happened that amongst the majority of respondents (76.7%), there are people from families who are involved in innovative-driven occupations like crafting and coordination of the cultural villages in Bergville. The above finding is supported by Schumpeter (cited in Mohanty, 2005) who views innovation as the introduction of new goods, new methods of production, new markets and new sources of supply, and raw materials as well as new organisational strategies. In the context of the above analysis, it is reasonable to conclude that hypothesis 2, which states: "That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area", is acceptable and thus supported.

(c) Stimulation of economic growth and income generation

Part of objective two relates to the extent to which tourism development can contribute positively to increased income generation in Bergville. Economic

growth and income generation are very important for rural development as Udovc & Perpar (2007:226) maintain that rural tourism development is a very important and probably the most contributing factor for economic growth in the third world. In a place like Bergville the contribution of tourism development to income generation and economic growth becomes more critical because there is a scarcity of employment opportunities (Okhahlamba Local Municipality 2010:22).

As shown in Table 7.10 below, the overall average level of agreement amongst the respondents in all statement was between 73% and 76.4%. These outcomes show that most respondents supported the notion that income generation, economic development, foreign exchange, markets and investment within the study area, can support tourism development.

TABLE 7.10: PERCEPTIONS OF INCOME GENERATION

Statement	Agreed	Not Sure	Dis-agreed	Total
Tourism development can drive economic growth in Bergville.	73.0%	13.3%	13.7%	100%
Tourism development can be a major source of foreign exchange earnings into Bergville.	75.3%	13.3%	11.3%	100%
Tourism development can stimulate demand in other economic sectors of Bergville.	77.0%	15.3%	7.7%	100%
Tourism development can create new markets for local goods in Bergville.	78.7%	12.3%	9.0%	100%
Tourism development can help to diversify the economy of Bergville.	73.0%	16.3%	10.7%	100%
Tourism development can encourage investment in Bergville.	73.0%	17%	10.0%	100%
Tourism development can create investment opportunities in Bergville.	76.7%	14.7%	8.76%	100%
Tourism development can bring about economic expansion in Bergville.	84.7%	9.0%	6.0%	100%

Considering **tourism development as a driver of economic growth**, has been recognised as contributing factor for sustainable tourism, respondents were asked to reveal their perceptions. Indeed, the majority of respondents (mean 76.4%) agreed with such statements, and only 13.7% disagreed. An average of 9.6% of the respondents, were neutral on the statements shown in Table 7.10 above. In other words, the majority of the respondents agreed that tourism development can

facilitate economic growth thus contributing to job opportunities, entrepreneurial skills development and income generation.

The reasons for the overwhelming support of this statement can be three-fold. Firstly, the respondents, being local people, may have been aware of the fact that the economy of Bergville is largely driven by household incomes where the main source of rural livelihood is derived from remittance incomes, pension and welfare grants and subsistence agriculture. As a result, they thought rural tourism development can break the chain of poverty by introducing modern ways of income generation. Secondly, the majority of the respondents (76.4%) may have been aware that Bergville has no industrial or commercial nodes and there are limited benefits of scale associated with small, medium and large investments in the area. As a result they perceived rural tourism as a solution. Thirdly, the respondents may have been observing the positive contribution of tourism to job opportunities, entrepreneurial skills development and increased income generation in areas like Bergville Cathkin Park, Royal National Park, Kwaggashoek Game Ranch, Spionkop Game Reserve and Sterkfontein Dam Nature Reserve, area where there is and growing investment in tourism related activities (Art Publishers 2011:1). As a result they support rural tourism development.

Encouragement and creation of investment opportunities is an important exercise of enhancing tourism sustainability. As shown in Table 7.10 above, respondents were asked to express their view about rural tourism development as encouraging investment in Bergville. An overwhelming majority of the respondents (73%) agreed and a small minority (10%) of the respondents disagreed. The rest of the respondents (17%) were neutral. The respondents were further asked whether they agreed or disagreed that rural tourism development in Bergville can create investment opportunities. Again a majority of the respondents (76.7%) agreed and a small minority (8.76%) disagreed whilst 14.7% of the respondents remained neutral as shown in Table 7.10 above.

According to Musi (2011:1), investment in job creating operations, in most of the rural areas, is necessary in activities such as tourism operations. Similarly in the

above analysis respondents have shown that rural tourism development in Bergville can encourage inward investment, thus contributing positively to income generation in the area. In this way rural tourism development would be able to create jobs, introduce new entrepreneurs and generate income.

In the context of the preceding analysis, it is reasonable to conclude that hypothesis 2, which states: “That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area”, is acceptable and thus supported.

7.5.2 Factor analysis for objective two

Similar to the factor analysis presented in the previous section, another is presented for objective two. The factor analysis in this section shows the loading of variables described as six components, related to the identification of tourism development in Bergville. What is shown in Table 7.11 are six components representing principles such as: (a) population stability; (b) economic growth; (c) capacity building of labour (d) employment opportunities; (e) businesses and investment opportunities; and (f) community benefits. The six components were developed from the questions shown in Table 7.11 and they summarise all the statements in the table.

Factor analysis in this table seeks to establish the level of correlation between the six components and the various statement of tourism development. The six components of the factor analysis can be linked to objective two which means that the questionnaire measured the extent to which tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area. The blocks ‘marked yellow’ represent a higher level of correlation between the components and the statement on tourism in Bergville.

The factor analysis shown in Table 7.11 indicates that the variables that relate to the ability of rural tourism to contribute positively to job creation, entrepreneurial skills development and income generation are highly correlated. The statements may vary in character, but do nonetheless remain relatively positively correlated.

TABLE 7.11: FACTOR ANALYSIS OF TOURISM DEVELOPMENT STATEMENTS BY SIX COMPONENTS

1 = Population stability	3 = Labour capacity building	5 = Business & investment.
2 = Economic growth	4 = Employment opportunities	6 = Community benefits

STATEMENTS ON TOURISM DEVELOPMENT	Component					
	1	2	3	4	5	6
Tourism can create development synergies to overcome poverty.	-.127	.203	.063	.299	.681	.090
Tourism development can improve the degree of utilising the women labour force.	.081	.281	.103	.594	.043	.049
Tourism development can give people an opportunity to sell traditional crafts.	.164	-.003	.283	.202	.048	.644
Tourism development can create tour operator's jobs for community members.	-.149	.266	.162	.062	.108	.587
Tourism can generate employment opportunities through accommodation, restaurants, transport.	.213	-.035	.348	.535	-.004	.175
Tourism development can increase the number of economically active people.	.238	.100	.069	.035	.216	.358
Tourism development can empower local people to better manage resources.	.385	.345	.099	.166	.185	.291
Tourism development can create new business opportunities for the local people.	.154	.669	.056	.244	.162	.127
Tourism development can stimulate production of goods and supply sources.	.428	.529	.245	.160	.006	.103
Tourism development can help street vendors to sell more crafts and goods.	.188	.443	.300	.062	.248	.279
Tourism development can stimulate demand in other economic sectors of Bergville.	.522	.144	.176	-.008	-.067	.254
Tourism development can be a major source of foreign exchange earnings.	.653	.130	.198	-.028	.040	.200
Tourism development can bring about economic expansion in the Bergville area.	.058	.210	.663	.179	.072	.116
Tourism can become a frontline sector in fighting poverty in the Bergville environment.	.224	.100	.760	.095	.255	.177

Some of the statements of confirmation are that: "Tourism can create development synergies to help overcome poverty"; that "Tourism development can improve the degree of utilising the women labour force", that "Tourism development can give people an opportunity to sell traditional crafts", that "Tourism development can create new business opportunities for the local people", and that "Tourism can generate employment opportunities through accommodation, restaurants and transportation". All the statements are highly correlated with components 4, 5 and 6, which are: business and investment, employment opportunities and community benefits, respectively.

On the other hand, statements such as that: “Tourism development can create new business opportunities for the local people”, that “Tourism development can stimulate production of goods and supply sources”, that “Tourism development can help street vendors to sell more crafts and goods”, that “Tourism development can stimulate demand in other economic sectors” that “Tourism development can be a major source of foreign exchange earnings” that “Tourism development can bring about economic expansion in the Bergville area” and that “Tourism can become a frontline sector in fighting poverty in the Bergville environment. These statements are highly correlated with components such as 1, 2 and 3, which are: population stability; labour capacity building, and economic growth, respectively. It may be argued that the general public as analysed above, perceive tourism development as capable of creating jobs, develop local skills as well as generate some income for the Bergville inhabitants.

Finally, based on the analysis provided above, it may be reasonable to conclude that hypothesis 2, which states: “That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area”, is acceptable and thus supported.

7.5.3 Hypothesis testing for objective two

Similar to the previous hypothesis, the analysis for objective two as shown in Table 7.12, given below, represent the emerging Chi-square values of the relationship between the demographic variables and the response statements relating to principles such as: tourism development synergies; women labour force; selling traditional crafts; community job and employment opportunities; better management of resources; establishment of SMMEs; and so on.

The assessed relationships are intended to reveal the truth or outcomes about the null-hypothesis (Ho): “That rural tourism cannot contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area” or the alternative hypothesis (Hi): “That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area”.

TABLE 7.12: CHI-SQUARE TEST FOR DEMOGRAPHIC VARIABLES AND STATEMENTS ON TOURISM DEVELOPMENT

STATEMENTS ON TOURISM DEVELOPMENT	Gender	Age	Level of Education	Employment Status	Source of Income	Working Family members	Monthly Income	Place of stay
Tourism can create a number of development synergies to help overcome poverty through job creation.	.011*	.000*	0.923	.001*	.003*	.001*	.005*	0.062
Tourism development in Bergville can improve the degree of utilising the women labour force.	.004*	.000*	0.636	.001*	.003*	.001*	.004*	.000*
Tourism development in Bergville can give people an opportunity to sell traditional crafts.	.013*	.000*	0.536	.000*	.000*	.002*	.001*	.004*
Tourism development can create tour operator's jobs for community members.	.021*	0.192	0.916	.017*	0.117	.007*	.005*	0.261
Tourism can generate employment opportunities through accommodation, restaurants and transport.	0.09	.000*	0.265	.000*	0.221	0.101	.002*	.040*
Tourism development in Bergville can increase the number of economically active people.	.004*	.000*	0.103	.000*	.019*	.022*	.006*	.004*
Tourism development in Bergville can empower local people to better manage resources.	.000*	.000*	0.314	.000*	.001*	.014*	.000*	.000*
Tourism development in Bergville can create new business opportunities.	.000*	.000*	0.979	.003*	.040*	0.095	.006*	.000*
Tourism development in Bergville can stimulate the production of new goods and new sources of supply.	.001*	.000*	0.501	.010*	.000*	0.093	.000*	.001*
Tourism development in Bergville can increase levels of self-employment through establishment of SMMEs	.001*	.000*	.025*	.000*	.001*	.001*	.000*	.001*
Tourism development in Bergville can help street vendors to sell more goods.	.001*	.001*	0.542	.001*	.015*	.020*	0.105	0.183
Tourism development can stimulate demand in other economic sectors of Bergville.	.000*	.000*	0.484	.000*	.013*	0.21	0.629	.002*
Tourism development can be a major source of foreign exchange earnings in into Bergville.	.011*	.000*	0.329	.000*	.004*	.002*	0.177	.001*
Tourism development can bring about economic expansion in Bergville.	.025*	0.126	0.156	.000*	.000*	0.076	.001*	0.063
Tourism can become a frontline sector in fighting poverty in Bergville.	.000*	.006*	0.725	0.067	0.196	.000*	.000*	0.079

The computation of Chi-square values is shown in Table 7.12, where all values that have a * next to them (and marked yellow) imply that there is a significant relationship between the variables and operational statement of analysis. In this regard, all values less than 0.05 are regarded as significant. For example, the statement: “Tourism can create a number of development synergies to help overcome poverty through job creation” shows a significant relationship with the majority of variables such as gender, age, employment status, source of income, working family members and monthly income earnings. In all these relationships the p-value is less than 0.05 for each cross-tabulation. Many of the relationships in all the statements depict a relatively high level of significance.

According to these results of the hypothesis testing given above shows that the null hypothesis ought to be rejected and the alternative hypothesis be accepted. The intention of testing the hypothesis was based on the objective which sought to identify the statements of tourism development that can be used for rural tourism development in rural Bergville. The relationships stated above in Table 7.12, therefore reveal the truth or outcomes about the null-hypothesis (Ho): “That rural tourism cannot contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area”. In this regard the alternative hypothesis (Hi): “That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area”, is accepted. This implies that the findings of the study support hypothesis two, “That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area”.

7.6 ANALYSIS AND EXPOSITION OF OBJECTIVE THREE

Objective three sought to find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in the study area. Objective three was addressed by Part B of the questionnaire for the general public (Appendix 3) and Part 2 of the questionnaire for the local business owners (Appendix 5).

7.6.1 Data analysis for objective three

In this regard also, the data collected was analysed to provide insight into the research objective number three, which sought to find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in their area. The respondents were provided with statements to express their perceptions on rural tourism development. The analysis of data was discussed on the three fronts given below.

(a) Perceptions of rural economic beneficiation

In an attempt to find out the perceptions of Bergville relating to rural tourism development as a mechanism for economic development, the questionnaire for all stakeholders was analysed regarding their perceptions of rural economic beneficiation. Question 15 was a choice question where the respondents had to identify an economic activity that they thought could best contribute towards the development of Bergville. In the second question the respondents were asked to state whether or not rural tourism should be promoted in Bergville. In the third set of questions the respondents were given statements relating to negative and positive views about rural tourism development. The respondents were asked to state the extent to which they agreed or disagreed with the statements.

On the whole, the findings of the study revealed that the majority of the respondents perceived rural tourism to be an economic activity that can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area". The findings show that 83% agreed that rural tourism development must be supported in Bergville. More than 70% of the respondents perceived rural tourism development as a potentially more beneficial economic activity whilst 78.4% of the respondents perceived it as a mechanism for improving the quality of lives of people. The respondents also perceived rural tourism development as an economic activity that can bring about social integration (76%), preservation of culture (67%) and benefit the environment (68%).

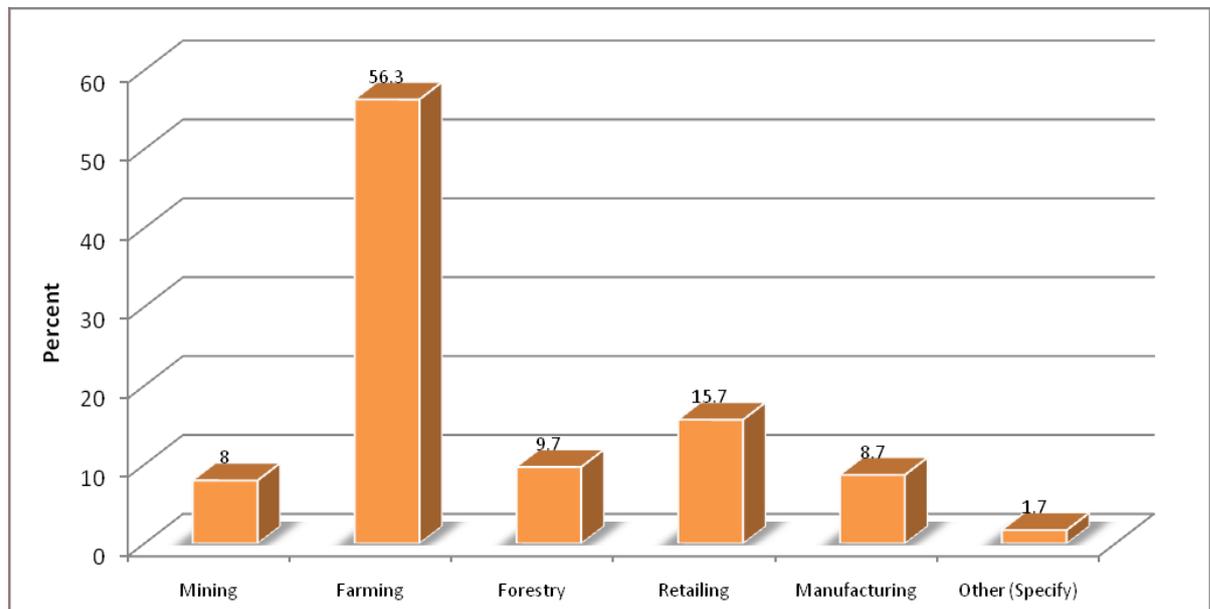
With regard to the **preferred economic activity** in the area, the respondents were given five economic activities (Refer to Figure 7.1) and were asked to select

the one which they thought could promote the best opportunities for local participation in economic development planning in their communities. Tourism was deliberately left out of the given economic activities because the researcher wanted to drive the point that farming is the main economic activity in Bergville. The researcher also wanted to find out whether the respondents still view agriculture as the most suitable activity which would mean that they can convert the farms into tourism businesses. A large percentage, more than 50%, indicated that farming could be the best option to promote the economic participation of communities. Retailing was ranked second. Mining, forestry and manufacturing had less than 10% of positive responses. Furthermore, in terms of Figure 7.1 given below, indications were that preferred economic activities, perceived to promote the best opportunities for local participation in economic development planning in the community, were analysed.

According to the findings, the majority of the respondents (56.3%) indicated that farming would be the best option to promote the economic participation of communities. Retailing was ranked second with 15.7% of the respondents. The respondents who preferred mining were 8% and those who preferred forestry were 9.7%. Manufacturing and other types of economic activities were preferred by 8.7% and 1.7% respectively. The findings of the study confirm the fact that Bergville was initially a farming community and some of the respondents were still reliant on subsistence and commercial farming.

From the findings of the study one can also deduce that the majority of the respondents (56.3%) had a positive perception of farming or agriculture, as well as relating to rural tourism development as a mechanism for economic development in Bergville. The preference of agriculture indicates that the respondents can engage in rural tourism in Bergville because there is a close relationship between rural tourism and agriculture. The relationship between farming and tourism can facilitate rural tourism development in Bergville as Jolly (2005:1) argues that most of tourism in rural areas is practiced by farmers through entertaining and educating visitors on their farms, a section of tourism known as agri-tourism.

FIGURE 7.1: THE PREFERRED ECONOMIC ACTIVITY

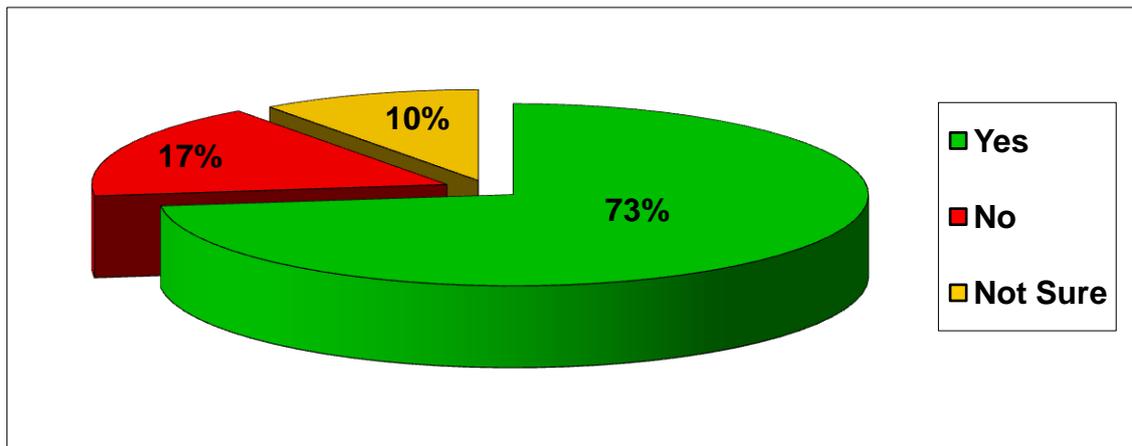


The fact that the majority (56.3%) of the respondents surveyed identified farming as an economic activity that can promote development in Bergville shows that they preferred an economic activity that can complement rural tourism development and in which they can participate. Robinson & Mazzoni (2004:1) support this kind of perception by arguing that one of the ways of maintaining the well being of the poor rural agricultural wage earners is to blend rural tourism planning with agricultural development since they share the same human capital, services, infrastructure and natural resources. The findings of the study in this question, show that the majority respondents (56.3%) preferred an economic activity that can complement tourism development so that rural tourism can be used as a mechanism for economic development in Bergville. Tourism development can help to solve the problem of rural unemployment as Valenzuela (2000:2) contends that unemployment and underemployment are some of the problems that rural populations face as a result of a decline in agricultural employment.

In terms of the principle of **promotion of rural tourism**, respondents were asked whether rural tourism development should be promoted in their areas compared to farming, forestry, mining, manufacturing and retailing. As shown in Figure 7.2.

the majority of the respondents (73%) agreed that rural tourism should be developed in the area. A small number of respondents (17%) disagreed that rural tourism development should be promoted in the area and an additional number (10%) were not sure about this process.

FIGURE 7.2 PERCEIVED PROMOTION OF RURAL TOURISM

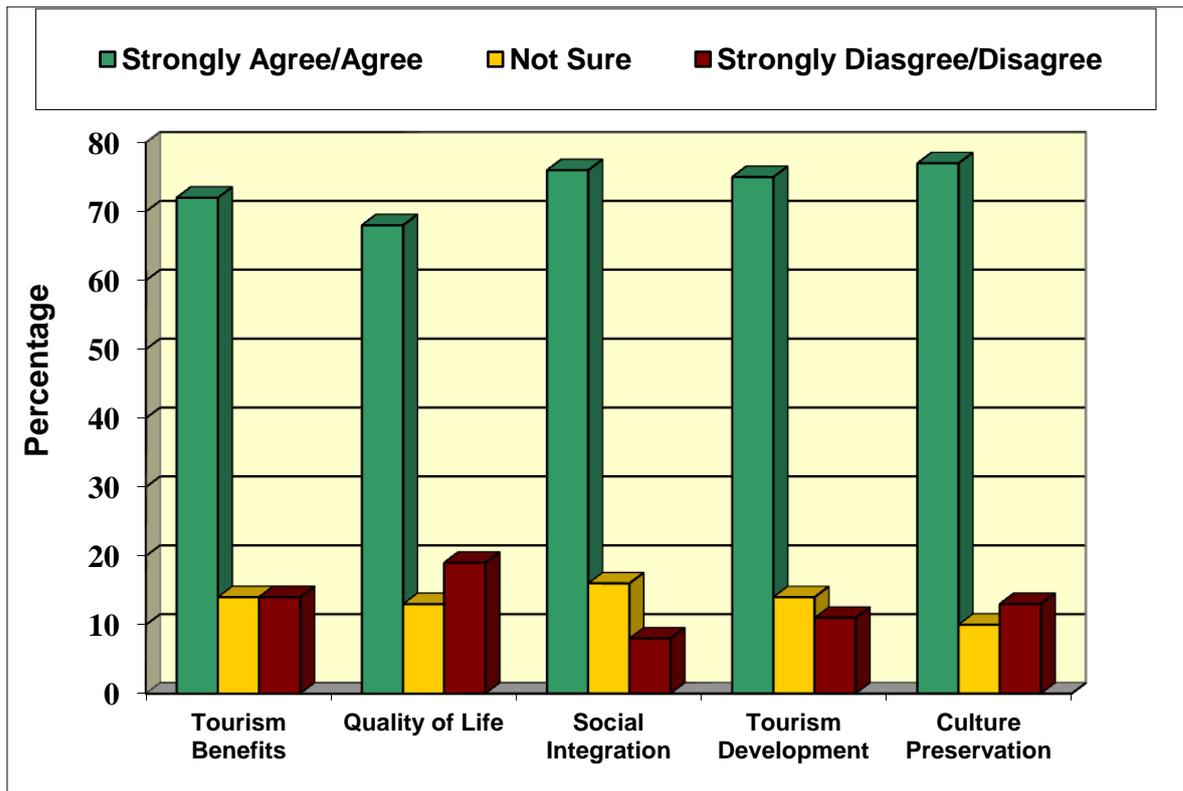


The support that the majority of the respondents showed for rural tourism development indicates that they had a positive attitude towards it and they perceived it as having a potential to facilitate economic development in Bergville. Some of the respondents may have had relatives who are employed in the industry and therefore regard it as one of the mechanisms for economic development in Bergville.

The analysis and interpretation given above addressed the responses to the participants in the first two questions about tourism development as a mechanism for economic development in Bergville. The following discussion and illustrations give an analysis of the remaining six positive statements about tourism development. In all these statements the majority of the respondents (more than 60% per question) agreed that tourism development in Bergville can improve the standards of living of the local people, create social integration and address social imbalances. Figure 7.3 below shows the perceptions of the respondents relating tourism development as a mechanism for economic development in their area. The responses relating to strongly agree and agree were summated to a single caption of “Strongly agree/Agree”, as was done for “Strongly disagree/Disagree”.

What is interesting is that for all the statements relating to tourism benefiting the community, tourism proving a quality of life, tourism affording social integration, tourism development and culture preservation, were strongly agreed/agreed upon by an average of 74% of the respondents..

FIGURE 7.3: PERCEPTIONS ON STATEMENTS RELATING TO TOURISM DEVELOPMENT IN BERGVILLE



With regard to **tourism as a beneficial economic activity**, respondents were asked whether they agreed or disagreed that the overall benefits of tourism outweigh its negative impacts. The majority of the respondents (41.7%) were agreed and 30.3% strongly agreed (Total 72%). A minority of 14% was neutral. Only 9.3% disagreed strongly and 4.7% disagreed as shown in Figure 7.3. These findings can be interpreted in three ways. Firstly, it is possible that the majority of the respondents, as community members of Bergville, had seen the positive benefits of rural tourism like infrastructure development, job creation, community and environmental protection. This may have made them to believe that rural tourism has more benefits. Secondly, it is possible that some of the respondents have benefited from rural tourism in one way or the other and they have concrete

evidence of the benefits of rural tourism. Thirdly, it is possible that the majority of the respondents (72%) know only few costs of rural tourism compared to the percentage of the benefits thereof. Since this outcome revealed that the majority of the respondents (72%) perceived tourism development positively, is very critical for tourism planners to identify those areas of tourism development that can result in economic development.

Pertaining to the **preservation of local culture**, the majority of the respondents (77%) agreed that tourism development can encourage the preservation of local skills, traditional ways of life and traditional belief systems. These respondents, 44.3% agreed whilst 32.7% agreed strongly about this state of affairs. Only 5.3% disagreed and 8% disagreed strongly. Only 9.7% was neutral as shown in Figure 7.3 above. This perception indicates that the majority of the respondents (77%) may have had no fears about the possible negative impacts of tourism on local skills, traditional way of life and belief systems. These respondents may have, through observation, been made to believe that there is a relationship between tourism and the local culture (value systems, knowledge systems and survival skills).The United Nations Educational Scientific and Cultural Organisation [UNESCO] (2008:1) supports this view about tourism development by stating that tourism has long been assumed to promote cultural understanding and peace.

From the various analyses presented above it may be concluded that hypothesis 3, which states: “That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development, are positive towards tourism as a human activity in the area”, should be supported.

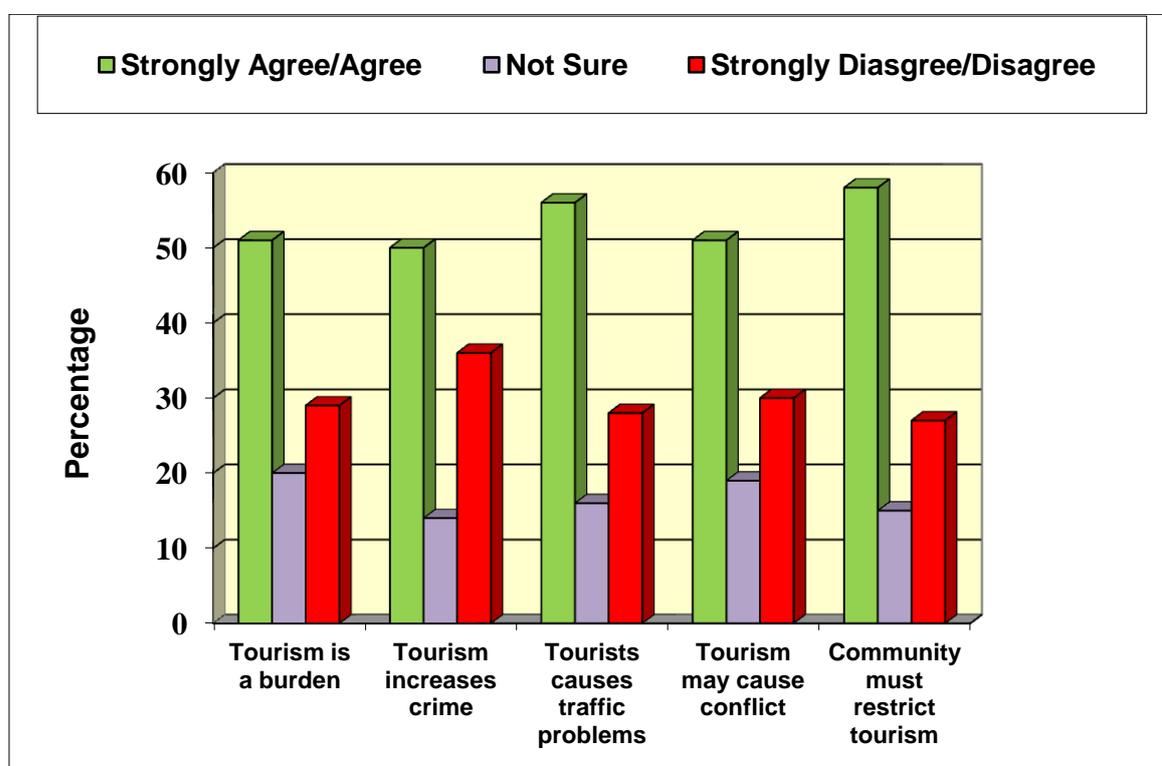
(b) Perceptions of Tourism Development

In the preceding discussion the respondents generally perceived tourism development as a mechanism for economic development. The findings of the study revealed that not all the respondents perceived tourism development as only a mechanism for economic development but they also perceived it as having some negative impacts. In the same way as with the previous discussion on positive perceptions, the respondents had mixed perceptions about the negative statements on rural tourism development. The percentage of the respondents who

disagreed with the negative statements is higher than the percentage of the respondents who agreed although the difference was minimal.

In terms of Figure 7.4 below, the analysis shows that 51% of the respondents agreed that tourism development can be a burden to community services whilst 29% disagreed. Approximately half of the respondents (50%) perceived rural tourism as an activity that can increase the rate of crime in Bergville but 36% disagreed and 14% are not sure. A total of 56% of the respondents perceived tourism development as an activity that is associated with traffic problems but 28% disagreed with this perception. For 51% of the respondents, tourism development can be a source of conflict between the local people and visitors and for 30% of the respondents cannot cause conflict. The findings also reflect that 58% of the respondents believed that tourism development should be restricted whilst 27% disagreed.

FIGURE 7.4: NEGATIVE PERCEPTIONS RELATING TO TOURISM DEVELOPMENT



It should be noted that most of these negative perceptions were supported by only 53% on average, suggesting that the respondents were not excessively in support

of the negative perceptions. The perception not in support of the negative viewpoint was fairly significant around the 40 percentile. According to the Barcelona Field Studies Centre [BFSC] (2011:1), visitors or tourists may compete with residents for available services, facilities and existing recreation opportunities, hence the whole process of tourism is regarded as a burden to community services.

In other words, these respondents (51%) perceived tourism development as a mechanism for economic development that needs to be implemented with caution so that community services are not overstretched. There are a number of possible reasons why some of the respondents (51%) perceived tourism development as a burden to the community services. It is possible that the respondents were not aware of the benefits of rural tourism but they had struggled to access community services during the peak seasons. Barker (2003:26) argues that during the peak seasons community access to local services like supermarkets, banks, post offices, retail shops *et cetera* shrinks when they are shared with too many visitors. It is also possible that the respondents (51%) have had more serious immediate problems like hunger, poverty and unemployment and these obstructed them from understanding the importance of tourism. These are respondents who had a negative attitude towards tourism development in Bergville.

Assumptions that tourism can increase the rate of crime in the study area were tested. A total of 50% of the respondents agreed, which means that they perceived tourism development as a cause of an increase in the rate of crime. It is possible that the respondents, who shared this perception might have coincidentally been victims of crime during the peak seasons. This coincidence may have convinced them that crime is brought about by the visitors. It is also possible that these respondents had experienced criminal attacks or know people who were attacked by people who came to Bergville to target tourists and ended up targeting local community members. As a result of these encounters half of the respondents (50%) did not perceive tourism development a mechanism for economic development but they viewed it as one of the causes of crime in Bergville. The same respondents (50%) were partly correct in their perception because criminals can be attracted by the large numbers of tourists whom they

want to target. In such cases, the more tourists there are in a destination, the more criminals are attracted to it (Baker 2009:25). It may also be possible that the tourist population is inclusive of criminal elements who visit the destination for both leisure and criminal work. A significant number (36%) of the respondents who disagreed with the statement that tourism development is associated with crime might have interacted with tourists in one way or the other and they did not perceive them as the cause of crime. These respondents had a positive attitude towards tourism development in Bergville.

With regard to tourism adding to traffic problems, several reasons could possibly be advanced. There could a number of possible reasons why 56% of the respondents perceived tourism development as a cause of traffic congestion. Firstly, these respondents may have been aware of the fact that rural tourism development and accessibility of the destination are two sides of the same coin. They may have understood that the development of transportation to facilitate accessibility can increase the volume of cars and cause traffic problems. As local residents, the 56% of the respondents might have been aware that overcrowded roads are not a familiar phenomenon in the rural Bergville but become a problem during peak tourism times. Barker (2003:26) supports this perception by arguing that it is during the peak times that residents complain about traffic congestion caused by additional cars on the rural roads. Lewis (1998:2) confirms the association between rural tourism and traffic problems when arguing that it is usual for the rural community that features popular attractions to become unhappy when they find that during peak tourism times a simple five minutes trip to the post office becomes a two hour ordeal.

With regard to tourism being a source of social conflict, this notion is worthy of support in that negative perceptions against tourists and rural tourism may occur from time to time among the local people. It is also possible that the respondents (51%) who have seen large numbers of visitors disturbing the general social interactions between neighbours, leads to negative attitudes towards tourists among local residents in their areas. It can be possible that the 51% of the respondents lived in areas of Bergville where the increase in the number of visitors had caused residents, who were first overwhelmingly positive in their

attitudes towards the tourists, to develop increasing reservations about rural tourism.

Form the findings of the study it is evident that the almost half of the respondents perceived tourism development as a potential cause of social conflict. This perception is likely to lead to a negative attitude towards rural tourism development in Bergville. It is, however, important to note that social impacts of tourism must not be confused with social tourism, which is characterised by the participation of people with modest incomes (World Tourism Organisation [WTO] 2007:1, Wall & Mathieson 2006:227).

It is clear from the outcome of this question that the respondents shared different views when it comes to the issue of tourism development in Bergville. There were respondents who both perceived tourism development positively and negatively in the study area. Notwithstanding these outcomes, it may be reasonable to conclude that hypothesis 3, which states: “That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development are positive towards tourism as a human activity in the area”, ought to be supported. In other words, the findings of the study for objective three can be concluded that that the respondents generally perceived rural tourism development in Bergville as a mechanism for economic development. According to Ruecher (2005:9), one of the perspectives of competitiveness is economic sustainability of the local economic development initiatives.

7.6.2 Factor analysis for objective three

Objective three sought to find out the perceptions of Bergville residents towards rural tourism development as a mechanism for poverty alleviation. Factor analysis for objective three of the study, fundamentally, analyses the responses of stakeholders to part B of the questionnaire, subdivided into the general public and the business sector. The factor analysis shown in Table 7.13 is derived from the responses to the questionnaire for the general public regarding the perceptions of Bergville residents to rural tourism development.

The factor analysis in this section therefore, shows the loading of variables described as three components, related to the identification of tourism development in Bergville. What is shown in Table 7.13 are three components representing principles such as: (a) tourism potential; (b) tourism advantages; and (c) tourism disadvantages. These three components are inter-correlated with various statements relating to tourism development in the study area.

TABLE 7.13: FACTOR ANALYSIS OF TOURISM DEVELOPMENT STATEMENTS BY THREE COMPONENTS

1 = Tourism Potential	2 = Tourism advantages	3 = Tourism disadvantages
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STATEMENTS ON TOURISM DEVELOPMENT	Component		
	1	2	3
The overall benefits of tourism outweigh its negative impacts.	.068	.019	.875
Tourists are a burden to community services.	.622	.006	.090
Tourism increases the rate of crime in the community.	.802	-.113	.038
Tourism causes a lot of damage to indigenous societies and culture.	.776	-.007	.027
Tourists can add greatly to traffic problems in our area.	.735	.056	-.115
The quality of life in the community can improve because of tourism.	.005	.749	.102
The community should take steps to restrict tourism development.	.555	.139	-.071
Tourism development can bring about social integration and international understanding.	-.050	.597	.229
Tourism can result to pollution and littering in our area making it untidy.	.704	-.132	.106
Bergville has a good potential for tourism development.	-.056	.449	.475
Tourism development can encourage the preservation of local skills, traditional ways of life and traditional belief systems.	.013	.703	-.100
The environmental benefits of tourism outweigh its costs.	.175	.669	-.047
Promotion of tourism can bring about conflict between visitors and local people	.612	.158	-.066
The private sector exploits local resources through tourism.	.642	.043	.026

Objective three sought to find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for poverty alleviation in their area. The items were designed to answer the research question, address the research objectives and respond to the operational hypothesis. In Table 7.13, the blocks 'marked yellow' represent a higher level of correlation between the components and the statement on tourism development in Bergville.

What is evident in the analysis (Table 7.13) is that most of the correlation coefficient above .500 “marked yellow” are positively correlated with the majority of statements for component number 1. Statements such as “Tourists are a burden to community services”; “Tourism increases the rate of crime in the community”, “Tourism causes a lot of damage to indigenous societies and culture” and “Tourists can add greatly to traffic problems in our area” are highly and positively correlated with the concept of “Tourism potential”. On the other hand, statements such as “The quality of life in the community can improve because of tourism”; “Tourism development can bring about social integration and international understanding”; “Bergville has a good potential for tourism development”; “Tourism development can encourage the preservation of local skills, traditional ways of life and traditional belief systems” and “The environmental benefits of tourism outweigh its costs” are all relatively high and positively correlated to components of tourism advantages and disadvantages.

The next factor analysis shown in Table 7.14 is that which was derived from the responses of the business sector, which sought to establish the perceptions of Bergville business people to rural tourism development. The factor analysis in this section also showed the loading of variables in terms of four components correlated with various statements of tourism development. Some of these four components, shown in Table 7.14 represent principles such as: (a) foreign currency and employment; (b) international business recognition; (c) tourism development for business; and (d) economic gains of tourism development. The factor analysis shows that the questionnaire relating to the local business sector was able to measure the perceptions of the local business people on tourism development. To reiterate, these four business components are inter-correlated with various statements relating to business-type of tourism development in the study area.

Similar to what was indicated earlier, the blocks ‘marked yellow’ in Table 7.14, represent a higher level of correlation between the four business components and the statement of business-type tourism development in the study area. The correlation coefficient above .500 “marked yellow” indicate a high and positive correlation of the main business components with the various business

statements. On the whole what is evident from the table below is that the widespread or distribution of both the high and positive correlation coefficients as well as the low correlation coefficients and the negative correlation coefficients displayed in Table 7.14.

What is shown in Table 7.14 is that the component on “foreign currency and employment” was high and positively correlated with statements such as: “Tourism development will bring foreign currency into local businesses”; “Tourism development will increase traffic which will make it difficult for customers to access local businesses”; “Tourism development will encourage foreign trade in the area”; “Through tourism development local enterprise and industry will grow and employ more people”; and “Infrastructure development influenced by tourism activity will impact positively on local businesses”.

On the same component of “foreign currency and employment”, the statements that were negatively correlated were the following: “Tourism development will cause price inflation of basic goods and services in the area”; “Tourism development will cause more competition between local businesses and outsiders”; “Tourism development will put pressure on local businesses to cater for demands of tourists”; “Tourism development will bring technology into local businesses such as advanced communication”; and “Tourism development will cause pollution and which may deter them from supporting local shops”.

On relating to the component such as “International business recognition”, it was found to be high and positively correlated with statements such as: “Tourism development will attract industries that compliment local businesses”; “Tourism development will cause more competition between local businesses and outsiders” and “Tourism development will make businesses in the area to be internationally recognised”. A significant number of business statements were negatively correlated with statements such as: “Tourism development will increase traffic which will make it difficult for customers to access local businesses”; “Tourism development will make the place very chaotic which may deter tourists from coming to our businesses”; “Tourism development will cause price inflation of basic goods and services in the area”; “Tourism development will

bring technology into local businesses such as advanced communication”; and “Tourism development will cause pollution and which may deter them from supporting local shops”. These observed components were lowly and negatively correlated with several statements as can be observed in Table 7.14.

TABLE 7.14: FACTOR ANALYSIS OF TOURISM BUSINESS DEVELOPMENT STATEMENTS BY FOUR COMPONENTS

1 = Foreign currency and employment	3 = Tourism development for business
2 = International business recognition	4 = Economic gains of tourism development.

STATEMENTS ON BUSINESS TOURISM DEVELOPMENT	Component			
	1	2	3	4
Tourism development will increase traffic which will make it difficult for customers to access local businesses.	-.829	-.084	.000	.267
Tourism development will make the place very chaotic which may deter tourists from coming to our businesses.	-.870	-.078	.011	.183
Tourism development will be of assistance in growing local businesses.	.092	-.135	-.212	-.020
Tourism development will bring foreign currency into local businesses.	.876	.179	-.030	.124
Tourism development will cause price inflation of basic goods and services in the area.	-.297	-.408	.522	.475
Tourism development will bring in more economic gain for businesses in the area.	-.142	.425	.107	.820
Tourism development will attract industries that compliment local businesses.	.256	.878	-.107	-.116
Tourism development will cause more competition between local businesses and outsiders.	-.243	.633	-.175	.172
Tourism development will make businesses in the area to be internationally recognised.	.173	.922	.053	.280
Tourism development will put pressure on local businesses to cater for demands of tourists.	-.055	.067	.914	.068
Tourism development will bring technology into local businesses such as advanced communication.	-.137	-.086	.868	-.157
Tourism development will encourage foreign trade in the area.	.526	-.033	-.004	.701
Tourism development will cause pollution and which may deter them from supporting local shops.	-.175	-.079	.686	.419
Through tourism development local enterprise and industry will grow and employ more people.	.785	.037	-.102	.361
Infrastructure development influenced by tourism activity will impact positively on local businesses.	.798	.033	.042	.306

Finally business components such as “Tourism development for business” and “Economic gains of tourism development” were found to be high and positive correlated with statements such as: “Tourism development will bring in more economic gain for businesses in the area”; “Tourism development will put pressure on local businesses to cater for demands of tourists”; “Tourism development will bring technology into local businesses such as advanced communication” “Tourism development will encourage foreign trade in the area” and “Tourism development will cause pollution and which may deter them from supporting local shops”. It was also observed that these two components mentioned above were also lowly and negatively correlated with several statements as can be observed in Table 7.14 above.

Whilst the negative correlation are apparent in Table 7.14, it is also worth noting that there was an element of confusion about what eventually became positively and negatively correlated between various business components and statements. In regard to the above analyses it may be reasonable to argue that hypothesis 3, which states: “That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development, are positive towards tourism as a human activity in the area, may have either to be accepted or rejected depending on the varied perceptions of the respondents. The actual acceptance or rejection of the statements may depend on the previous analyses addressed in the preceding section of this objective.

7.6.3 Hypothesis testing for objective three

Objective three sought to find out the perceptions of Bergville residents relating to tourism development as a mechanism for poverty alleviation. For this objective hypothesis testing was done for the general public in part B of the questionnaire and section 2 of the questionnaire for local business owners. For both these sections the null hypothesis was: “That the tourism management practices or strategies in Bergville have not contributed to the improvement of the quality of livelihood in this study area”. Whereas on the other hand the alternative hypothesis was: “That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area”.

It is worth noting that the values were seen as significant at the p-values that are less than 0.05. This means that the scoring patterns across the various options per statement were not the same (Refer to Table 7.15). An analysis of the statements was construed on the basis of business types, with the Chi-square statistic, the degree of freedom (39) and the Asymp of significance (.000).

The resultant analysis shown in Table 7.15, are the emerging Chi-square values of the relationship between the business types and the response statements about tourism development related matters in Bergville. These tourism business development statements relate to principles such as: increase in traffic and customers access to local businesses; growth of local businesses; increase in foreign currency; price inflation on basic goods and services; more competition between local businesses and outsiders; international recognition; improved technology in local businesses; pollution; employment and several positive economic impacts.

The assessed relationships are intended to reveal the truth or outcomes about the null hypothesis (H_0) stated as: "That the tourism management practices or strategies in Bergville have not contributed to the improvement of the quality of livelihood in this study area". And the alternative hypothesis (H_1) stated as: "That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area".

The computation of Chi-square values is shown in Table 7.15, where all values that have a * next to them (and marked yellow) imply that there is a significant relationship between the business-types variables and the statement of business tourism. In this regard, all values less than 0.05 are regarded as significant. For example, statements such as: "Tourism development will be of assistance in growing local businesses" as well as that "Tourism development will bring foreign currency in local businesses" show a significant relationship with the majority of business-type variables. In all these relationships the p-value is less than 0.05 for each cross-tabulation.

TABLE 7.15: CHI-SQUARE TEST FOR BUSINESS TYPES AND STATEMENTS ON BUSINESS TOURISM DEVELOPMENT

STATEMENTS ON BUSINESS TOURISM	Type of business	Age of the business	Type of enterprise	Size of Business	Profit per month	Number of employees	Staff employment
Tourism development will increase traffic, making it difficult for customers to access local businesses.	.004*	.000*	0.436	.001*	.003*	.001*	.004*
Tourism development will make the place chaotic and deter customers from coming to our businesses.	.224	.381	.003	.376	.154	.257	.152
Tourism development will be of assistance in growing local businesses.	.004*	.000*	0.003*	.000*	.019*	.022*	.006*
Tourism development will bring foreign currency in local businesses.	.002*	.227	.001*	.002*	.092	.089	.061
Tourism development will cause price inflation of basic goods and services in the area.	.322	.105	.297	.375	.153	.286	.321
Tourism development will bring in more economic gain for businesses in the area.	.003*	.000*	.002*	.000*	.019*	.012*	.003*
Tourism development will attract industries that compliment local businesses.	.226	.142	.003*	.004*	.133	.301	.312
Tourism development will make businesses in the area to be internationally recognised.	.000*	.177	.003*	.004*	.106	.068	.089
Tourism development will put pressure on local businesses to cater for demands of tourists.	.258	.050	.091	.108	.421	.180	.129
Tourism development will bring technology into local businesses such as advanced communication.	.002*	.147	.002*	.165	.122	.168	.349
Tourism development will encourage foreign trade in the area.	.002*	.211	.001*	.002*	.098	.089	.061
Tourism development will cause pollution and which may deter them from supporting local shops.	.171	.219	.117	.272	.111	.473	.279
Infrastructure development influenced by tourism activity will impact positively on local businesses.	.000*	.117	.000*	.211	.236	.015*	.061

Many of the relationships between the statements depict a relatively high level of significance. Furthermore, it must be noted that there is no significant relationship between profit generated and the number of employees, with each of the row variables (no highlighted values). The type of enterprise had the most number of significant relationships. For example, private business did indicate that increased tourism would cause an increase in traffic volumes.

On the whole, it may also be concluded that the null hypothesis (Ho) which stated: "That the tourism management practices or strategies in Bergville have not contributed to the improvement of the quality of livelihood in this study area", should not be supported and that the alternative hypothesis (Hi) which stated: "That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area", should be accepted.

7.7 ANALYSIS AND INTERPRETATION OF OBJECTIVES FOUR

Objective four sought to identify the existing management practices which are perceived as contributing to the improvement of the quality of the livelihood in the study area. The questions on this objective were covered in the questionnaire for the general public (Appendix 3) part D in the questionnaire for the local municipality employees (Appendix 4) part B. The respondents were asked questions related to the existing management practices which are perceived as contributing to the improvement of their livelihoods in Bergville. What is shown in Table 7.16 are the responses given by the respondents from the general public and the local municipality employees on statements relating to the existing management practices and their contribution to the improvement of local tourism and livelihoods.

7.7.1 Data analysis for objective four

The data collected in relation to objective four was analysed to provide insight into the relevant research objectives and hypotheses. In this regard, the respondents were provided with statements to state their levels of agreement or disagreement.

TABLE 7.16: PERCEIVED EXISTING MANAGEMENT PRACTICES AND STRATEGIES

Management Related Statement	General Public Responses			Municipality employees Responses		
	Agree	Not Sure	Disagree	Agree	Not Sure	Disagree
In Bergville tourism management allows for participation of local residents in decision making.	72.7%	17%	10.3%	50%	20%	30%
In Bergville the tourism industry is adapted to the needs of the local communities.	67.0%	19.3%	13.7%	50%	30%	20%
In Bergville tourism revenue is channelled to poverty alleviation programmes.	67.3%	16%	16.7%	10%	70%	20%
In Bergville small operations run by local people dominate the tourism industry.	64.3%	18%	17.7%	20%	60%	20%
In Bergville tourism is operated in harmony with the local environment and community culture.	65.3%	18%	16.7%	90%	0%	10%
In Bergville tourism management provides local communities with skills which they can transfer to their household survival activities.	68.3%	17%	14.7%	0%	60%	40%
In Bergville tourism management increases community access to natural resources.	68.3%	17%	14.7%	30%	30%	40%
In Bergville tourism management includes initiatives to give the community a stake in the tourism industry.	63.7%	20%	16.3%	10%	40%	50%

The questions and statements related to the management practices and strategies play an important role in tourism development. Considering also that tourism development has important potential as a mechanism for poverty alleviation. It may also be reiterated that tourism as a human activity can bring about higher and faster economic development and decrease poverty in many ways (Dimsoka, 2008:173). This viewpoint links well with the objective four of the study because tangible attractions in rural tourism are necessary elements in service production process whilst intangible attractions include necessary capabilities and competencies that are linked with tourism development.

In an effort to address the objective on the intention of tourism management practices or strategies, seeking to contribute to the improvement of the quality of livelihoods in this study area, the respondents were asked to answer some questions. The questionnaire was administered to the members of the general public and the employees of the local municipality to identify the existing management practices which are perceived as contributing to the improvement of the quality of tourism and livelihood in the study area. The analysis of objective four also leads to the research hypothesis 4, which states: "That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area".

What is shown in Table 7.16 are some of the responses to specific statements on a three-point Likert scale. What is worth noting is that the majority of the public respondents (mean 67%) were in agreement with all the statements extolling the management practices and strategies, enhancing tourism development and related issues. The main reason for this outcome may be that most respondents perceived tourism management practices as doing good for the industry.

On the other hand, the municipal employees neither agreed nor disagreed on the issue of tourism management practices extolling the tourism industry. A significant number of these employees (mean 60%) were "not sure" about the workings of the tourism management practices. Some of the key elements of the tourism management practices are briefly discussed below.

(i) Community participation

The respondents were asked whether they agree or disagree that in Bergville tourism management allows for the participation of local residents in decision making. The majority of the general public respondents (72.7%) and the majority of the local municipality respondents (50%) agreed. A small minority of the general public respondents (10.3%) and 30% of the local municipality employees disagreed. The rest 17% of the general public and 20% of the local municipality employees were neutral as shown in Table 7.16.

From the findings one can argue in the same way as that Bergville can rely on the existing management practices in Bergville to support tourism development so that the industry can be used for poverty alleviation (Aref *et al.*, 2009:155). One of the possible reasons why the majority of the general public respondents (72.7%) and the majority of the municipality respondents (50%) agreed that the management practices involve local people in decision making could be the Bergville approach to community development. One of the stages in the development programme of Bergville is the local economic indaba which sets in motion the participation and empowerment of role-players. This is where the role players from the community are informed about the development programme, its purpose and its envisaged direction (Okhahlamba Local Municipality 2010:11).

Another possible reason why an overwhelming majority of the respondents of the general public respondents and of the municipality respondents agreed with the statement could be that the municipality involves the local community and other role players in a process of an in-depth analysis of qualitative needs and priorities of the Bergville community (Okhahlamba Local Municipality 2010). A further support of this notion is by Dinbabo (2003:8) who emphasises that the importance of community participation is through the fact that development ought to be sensitive to the local culture especially when decisions are being made about local economic development. This type of community involvement can be regarded as the most positive way of encouraging community involvement and acceptance of the manner of planning and management of natural resources.

(ii) Community needs

The respondents were asked whether they agreed or disagreed that in Bergville the tourism industry is adapted to the needs of the local communities. The responses of the general public were not very different from those of the local municipality employees. The majority of the general public respondents, 67%, agreed and only 13.7% disagreed. The rest (19.3%) were neutral. The majority of the local municipality employees (50%) agreed and 20% disagreed. The rest of the municipality respondents (30%) were neutral as shown in Table 7.16 above.

The findings of the study show that the majority of the general public respondents (67%) and the majority of the local municipality respondents (50%) believed that the rural tourism industry in Bergville is adapted to the needs of the local communities. One of the reasons for this overwhelming positive response could be that the local authorities involve the local communities in decision making as discussed in (i) above. This makes it easy for the local people to voice their needs especially during clarification of focus areas (Okhahlamba Local Municipality 2010:11). Another possible reason is that the election of role players is done democratically which allows the community to elect people who have the potential to adapt the development programmes, including tourism development, to the needs of the local communities (Okhahlamba Local Municipality 2010).

(iii) Poverty alleviation

The respondents were asked whether they agreed or disagreed that in Bergville tourism revenue is channelled to poverty alleviation programmes. The majority of the general public respondents (67.3%) agreed. A small minority of the respondents, 16.7%, disagreed and the rest, 16%, were neutral. In the same question the majority of the municipality employees (70%) were neutral and only 10% agreed. The rest, 20%, disagreed. Table 7.16 above illustrates these findings.

One of the possible reasons why the majority of the general public respondents agreed that tourism revenue in Bergville is channelled to poverty alleviation could

be that integrated development plan of the Bergville municipality has identified projects that focus on poverty alleviation. As part of this initiative, community-based Rural Service Centres have been set up in an attempt to give added sustainability to poverty alleviation projects in rural communities. The Rural Service Centres have business advice units, community development workers, Small and Medium Enterprise desks and a number of relevant units required by the communities (Okhahlamba Local Municipality 2010:32).

A possible reason why the majority of the municipality respondents (70%) were neutral could be that they were not convinced that the integrated development plan of Bergville (Tables 5.2 -5.6) adequately covers poverty alleviation as a priority. It is only by implication that poverty alleviation is one of the key priority issues. Bowel & Weinz (2008:1) argue that there is an enormous scope for the tourism industry in rural areas to make a visible contribution to poverty alleviation. This outcome indicates that one of the management strategies in Bergville is a 'poverty alleviation biased' approach. This approach can be very useful in directing rural tourism development towards the alleviation of poverty.

(iv) Local environment and community culture

The respondents were asked whether they agreed or disagreed that in Bergville tourism is operated in harmony with the local environment and community culture. The findings of the study show that the majority of the general public respondents, 65.3%, agreed with the statement. The other general public respondents (16.7%) disagreed and the rest of them, 18%, were neutral. The majority of the municipality respondents (90%) agreed and only 10 % disagreed shown in Table 7.16.

The local environment and community culture are some of the most critical drivers of rural tourism development. One possible reason why the majority of respondents in both groups (general public, 65.3%, and municipality employees, 90%) agreed with the statement could be that Bergville has some sensitive environmental areas which need to be carefully managed for their tourism potential and sustained water production. Another reason could be that Bergville

has an advantage of cultural diversity with the Zulu Culture dominating because Africans are the largest population group in Bergville (85%). The other cultural groups are Indians (8%) and Whites (5%) and Coloureds (2%) (Okhahlamba Local Municipality 2010:14).

Both environment and cultural stewardship form part of the existing management practices in Bergville. This management strategy is suitable for rural tourism development that targets poverty because it can promote sustainability of the industry and therefore the sustainability of poverty alleviation programmes. This management strategy must be supported by the municipality as Department of Environmental Affairs and Tourism [DEAT] (DEAT 2007:42-43) contends that the municipalities are responsible for funding of the environmental protection management sector.

(v) Access to natural resources

According to Ogaba (2002:4) tourism can help the rural poor to access natural resources, human factors, financial assets, social capital, and physical infrastructure. The respondents were asked whether they agreed or disagreed that in Bergville tourism management increases community access to natural resources. The majority of the general public respondents, 68.3%, agreed and a small minority of 16.3% disagreed. The rest (17%) were neutral. The majority of the local municipality respondents (40%) agreed and 30% disagreed. The rest of them 30%, were neutral as shown in Table 7.16 above.

The findings show that the majority of the general public respondents (68.3%) and the majority of the local municipality respondents (40%) believed that tourism management in Bergville increases community access to natural resources. A possible reason for this could be that the tourism industry promotes arts and culture which rely on natural resources. The evidence of this access is the appearance of handicrafts shops, fishing areas, nature reserves and hiking trails in Appendix 7.

Providing access to natural resources is one of the management strategies of Bergville. This strategy can compliment rural tourism development in its attempts to contribute to poverty alleviation by allowing people to use resources from their surroundings for arts, crafts *et cetera*. This view is supported by Waddington & Sabates-Wheeler (2003:12) who contend that in certain communities, the existing social exclusion of the poor with limited access to resources renders them unable to choose migration to ameliorate their circumstances because of the prohibitive financial and economic costs as well as a disadvantage in terms of skills, knowledge and physical mobility

(vi) Community benefit

The respondents were asked whether they agreed or disagreed that in Bergville tourism management includes initiatives to give the community a stake in the tourism industry. The majority of the general public respondents, 63.7%, agreed with the statement and 16.3% of them disagreed. The rest of the general public respondents, 20%, were neutral. The majority of the local municipality respondents (50%) disagreed and 40% was neutral. The rest, 10%, agreed as shown in Table 7.16 above.

The findings of the study show that the majority of the general public respondents (63.7%) believed that the tourism industry give benefits to the local community. It is possible that the majority of the general public respondents viewed the establishment of cultural villages and handicrafts centres as a way of giving the local community a stake in the industry. This view could have also resulted from the fact that the local community has a maximum participation in these tourism activities as employees in hotels, lodges *et cetera*. It is not surprising that the majority of the municipality employees (50%) disagreed with this statement and 40% remained neutral. Tourism is part of the local municipality activities in Bergville (OKhahlamba Local Municipality 2010:10). They may have had knowledge and evidence that the benefits of tourism to the local communities are inadequate. Although there were differences of opinion between the general public and the local municipality respondents regarding the community benefit

strategy of tourism management, it can be concluded that this strategy can support rural tourism development in its attempt to alleviate poverty.

7.7.2 Factor analysis for objective four

The factor analysis for both the general public and municipal employees has had the questionnaire aligned perfectly along a single component relating to management practice. This implies that the statements that related to this category perfectly measured what they set out to measure.

These statements measured responses to management practices perceived as contributing to improvement of quality of livelihoods. Table 7.17 indicates that the statements that made up this part measured these perceived practices very well. There is only one theme; i.e. that the perceived management practices that will contribute to the improvement of the quality of livelihoods. This shows that this section of the questionnaire for the general public and local municipality employees measured what they set to measure, that is, the management practices which are perceived as contributing to the improvement of the quality of the livelihoods in Bergville.

TABLE 7.17: FACTOR ANALYSIS OF TOURISM MANAGEMENT PRACTICES

Statements on Management Practices	Component
	1
In Bergville tourism management allows for local residents to participate actively in decision making.	.559
In Bergville the tourism industry is adapted to respond to the needs of the local communities.	.698
In Bergville tourism revenue contributes to community income for poverty alleviation.	.745
In Bergville small operations run by local people dominate the tourism industry.	.701
In Bergville tourism is operated in harmony with the local community culture.	.701
In Bergville tourism management provides local communities with skills which they can transfer to other household survival activities.	.742
In Bergville tourism management increases community access to natural resources.	.701
In Bergville tourism management includes initiatives to give the community a secure stake in the tourism enterprise.	.690

In this regard, it may be reasonable to conclude that hypothesis 4, which states: “That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area”, should be supported.

7.7.3 Hypothesis testing for objective four

Objective four sought to identify the existing management practices or strategies which are perceived as contributing to the improvement of the quality of livelihood in the study area. Hypothesis testing for objective four was achieved through the analysis data from the general public and the local municipality employees. The tested null hypothesis (Ho) was that the tourism management practices or strategies in Bergville have not contributed to the improvement of the quality of livelihood in this study area. On the other hand, the alternative hypothesis (Hi) stating that the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in this study area. The results of the testing of this hypothesis are shown in Table 7.18 below.

TABLE 7.18: CHI-SQUARE TEST RESULTS FOR MANAGEMENT PRACTICES

Statements related to management Practices	Asymp. Sig.
In Bergville tourism management allows for local residents to participate actively in decision making.	.000
In Bergville the tourism industry is adapted to respond to the needs of the local communities.	.000
In Bergville tourism revenue contributes to community income for poverty alleviation.	.000
In Bergville small operations run by local people dominate the tourism industry.	.000
In Bergville tourism is operated in harmony with the local community culture.	.000
In Bergville tourism management provides local communities with skills which they can transfer to other household survival activities.	.000
In Bergville tourism management increases community access to natural resources.	.000
In Bergville tourism management includes initiatives to give the community a secure stake in the tourism enterprise.	.000

More specifically, the Chi-square test for independence was sought to evaluate statistically significant differences between proportions for two sets of data relating

to respondents characteristic variables and the various statements tourism management practices. The traditional approach of reporting the results required a statement of statistical significance; a **p-value** is generated from a test statistic; and a significance result as indicated with " $p < 0.05$ ". What is therefore shown in Table 7.18, are the emerging Chi-square values of the relationship between statements and management variables in Bergville.

What is evident for the Chi-square test in Table 7.18 is that all of the test values are significant as the p-values are all less than 0.05 level of significance. This means that the scoring patterns across the various options per statement were not necessarily the same. An analysis of the summary of the tables of the test of significance reflects that the emerging results show that there is a significant outcome for values at the 0.05 level of significance. The latter means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) stating that the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihood in the study area, is accepted.

7.8 CONCLUSION

This chapter has addressed four issues relating to the role that tourism development can play in poverty alleviation. One of these issues is that of tourism resources. The findings of the study revealed that Bergville has resources necessary for tourism development. The study established that Bergville has tangible resources such as accessibility from urban centres, accommodation facilities, recreation facilities, historical sites, natural attractions, historical and cultural attractions. The findings also revealed that Bergville has intangible resources such as accessibility, spatial awareness, tranquillity, conservation awareness and heritage with potential for appreciation by visitors. All these resources can be of advantage to tourism development because they are part of the factors that promote the image of a tourist destination.

The other issue addressed in this chapter is that of the contribution of tourism development to job creation, entrepreneurial skills development and increased income generation. The study established that tourism development can be a centre of synergy for job creation. It can possibly create stability, propel industrial

growth, create jobs, facilitate youth employment in the service industry, create self employed people and alleviate poverty. The study also showed that tourism development can increase the percentage of economically active people in Bergville. The study showed that local business owners and the general public believed that tourism development can create entrepreneurs by boosting the craft shops and street vendors. It can also increase the demand for local goods, empower local communities through skills development, encourage innovation and create new products and convert farm buildings into business units. Tourism can bring in foreign exchange, create new markets for the local goods and investment opportunities and expand the economic base of Bergville.

The other issue addressed in this chapter is how local people perceive tourism development. The study showed that people in Bergville have both advocacy and precautionary perceptions on tourism development. People agreed that tourism development can improve the quality of life of the people and encourage the preservation of local culture. In terms of cautionary perceptions, the respondents believed that tourism development must be restricted because it can be a burden to community services, create social problems like crime, damage indigenous cultures, create environmental problems like pollution and exploitation of resources. These perceptions are not against rural tourism development in Bergville but they are an indication that whilst tourism development has good intentions, care should be taken of its possible negative impact.

The last issue is the existing tourism management strategies in Bergville and their contribution to livelihoods of the local people. The findings of the study revealed that the public and municipal employees believe that existing management practices have a potential of improving livelihoods in the area. Addition, management practices allow tourism to contribute towards poverty alleviation in a manner that is relevant to the needs of the community. Management practices also allow for the domination of small business operators in the tourism industry whilst being in harmony with nature. This can be made possible by providing the local people with portable skills and access to natural resources. All this is conducive to sustainable tourism development and poverty alleviation.

CHAPTER 8

PROPOSED DEVELOPMENT MANAGEMENT MODEL

8.1 INTRODUCTION

As indicated in the last objective of this study, there is a need for a development management model that would facilitate the process of community developing, which can contribute to poverty alleviation in Bergville. It is anticipated that a proposed development management model would help municipalities and local communities to find the best solutions towards achieving sustainable development outcomes. The proposed model may also address the livelihood challenges of the local people and promote economic growth as well as poverty alleviation processes in a systematic and organised manner (Agency for International Development [AID] 2002:1).

Every municipality in South Africa is required, through legislation, to produce an integrated development plan in which it maps its future over a short, medium and long term periods (City of Johannesburg 2011:1). However, such an integrated development plan, must not only take into account the existing conditions, problems and resources available for development, but also give an overview of current issues, level of development and the basic facts and figures on existing relevant reports. The proposed development management model in this regard should facilitate the effectiveness of the running and implementation of the integrated development planning process.

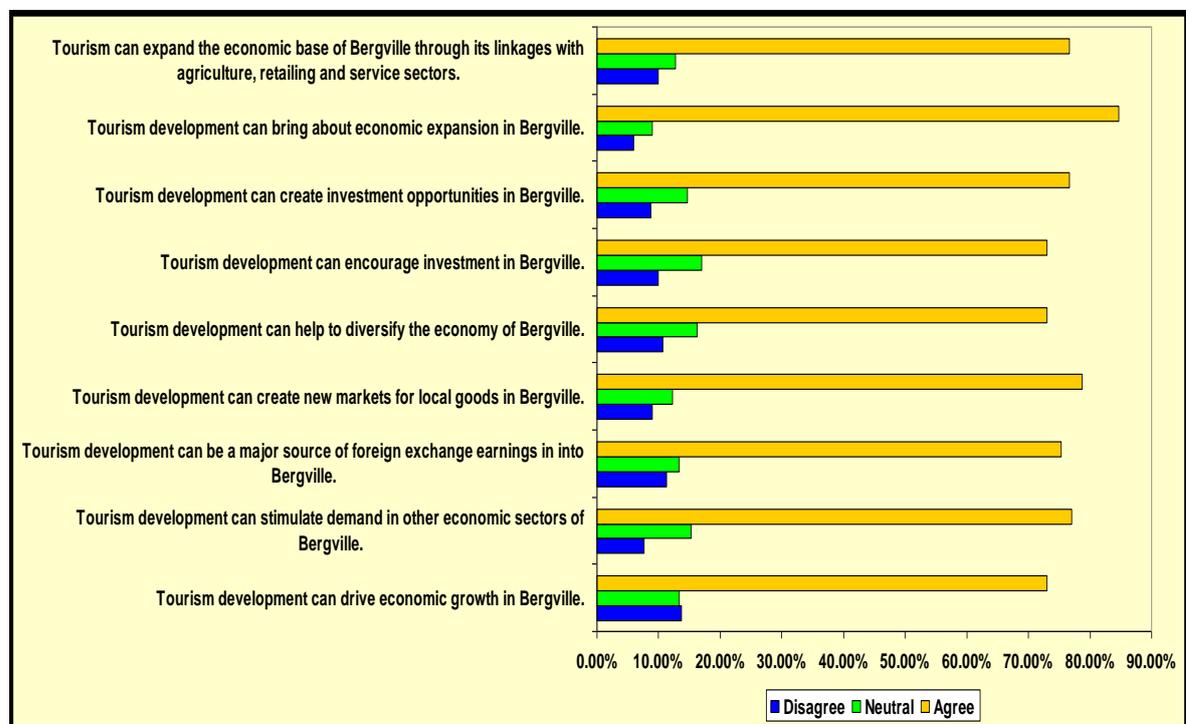
8.2 VIABILITY OF TOURISM DEVELOPMENT

The proposed development management model takes into account the tourism development issues that have been indicated as lacking in the Bergville area. Tourism development is receiving attention in Bergville but the challenge is that there is no development model that targets activities like tourism whilst using local assets and processes of citizen engagement and participation, as its point of departure. Bergville must take advantage of its tourism-biased location and use it

to generate economic growth especially in areas of high potential like Mnweni, Okhombe, Busangathi Valleys, Cathkin, Woodstock Dam, Cathedral Peak, Royal Natal National Park and the Winterton Spioenkop - Ladysmith Route (OKhahlamba Local Municipality 2010).

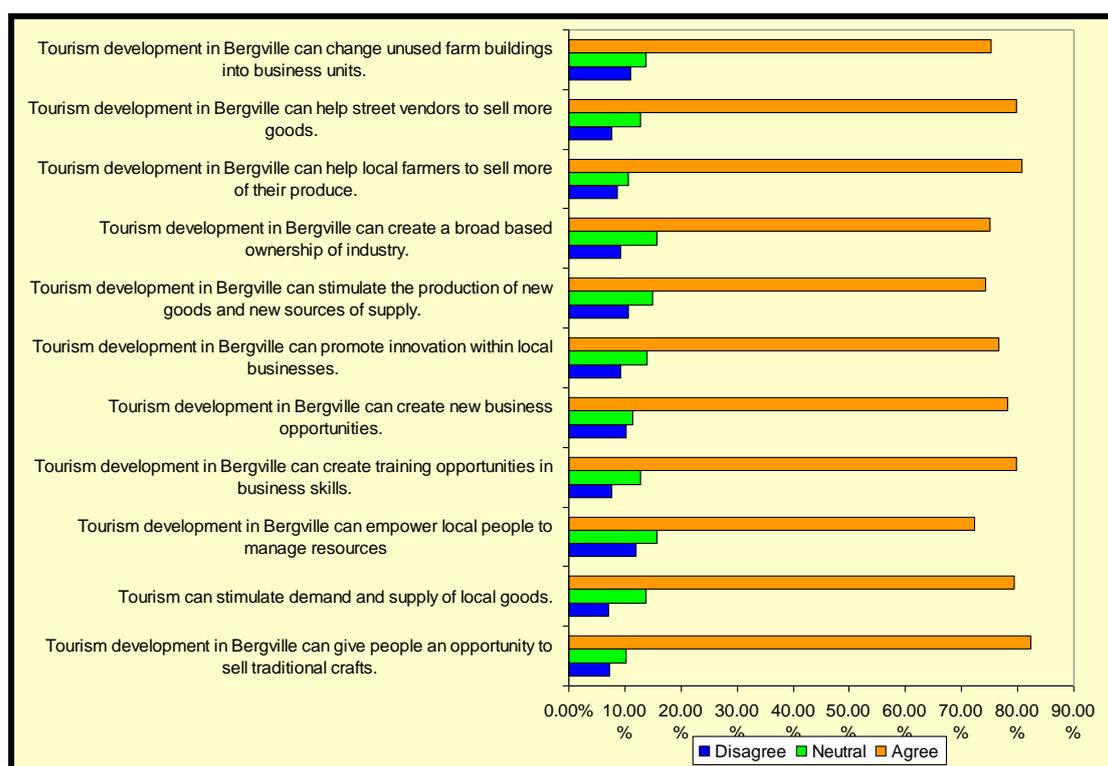
Bergville also has an advantage because the respondents have positive perceptions about tourism development. They perceive Bergville as having adequate resources for tourism development. From the analysis of data it also emerged that the majority of the respondents believed that tourism development can lead to economic growth in Bergville. It can stimulate demand for goods from other sectors and expand the economic base of the area through its linkages with agriculture, retailing and service sectors. Figure 8.1 below shows how the respondents in Bergville perceived tourism development. From Figure 8.1 it is clear that the respondents perceive tourism development as a necessary tool for economic development.

FIGURE 8.1: PERCEPTIONS TOWARDS TOURISM DEVELOPMENT



Another advantage about Bergville is that the respondents believed that tourism development can create opportunities for entrepreneurship in the area. Figure 8.2 below shows that the majority of the respondents were confident that tourism development can drive entrepreneurship development in Bergville. Tourism development has a potential of changing unused buildings into useful business assets for the community to sell their traditional crafts in response to the demand created by the inflow of visitors. The respondents believed that tourism development can help street vendors and farmers to get new markets for their goods. It can create a broad based ownership of the tourism industry by stimulating the production of new goods and sources supply. From Figure 8.2 it is evident that the respondents believed that tourism development can promote innovation in the local business, and thus create new business-training opportunities and expose local communities to economic opportunities.

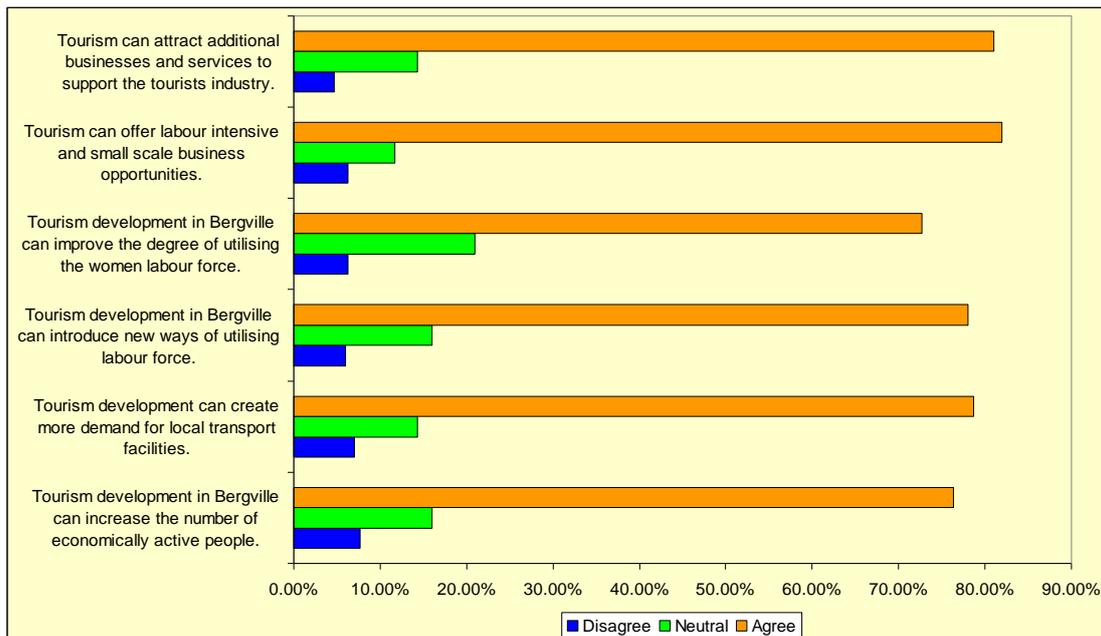
FIGURE 8.2: ENTREPRENEURSHIP IN THE STUDY AREA



It is an advantage that Bergville has the majority of the respondents believing that tourism development in the area can stimulate economic growth. This makes tourism development an activity that carries the hopes of the poor people because of its potential to increase economic participation by introducing more local people

into the industry. New methods of labour utilisation can be introduced in the area giving more opportunities for employment to women and the youth. As a labour intensive industry, tourism can also reduce the number of people who migrate to urban areas in search for jobs and better livelihood opportunities. Figure 8.3 below shows that the majority of people in Bergville have positive economic development expectations associated with tourism development.

FIGURE 8.3: ECONOMIC DEVELOPMENT EXPECTATIONS



8.3 THE PROPOSED LOCAL DEVELOPMENT MODEL FOR BERGVILLE

From the findings of the study it is clear that Bergville hosts a wealth of resources that can be mobilised for the betterment of communities. The respondents have stated that Bergville has resources, capacity and power to drive their own development. Community action-groups cannot succeed without the support of the local government in Bergville. Both the community potential and the government capability are the main assets for community development and poverty alleviation in Bergville (Canadian International Development Agency [CIDA] 2002:3).

The study has established that Bergville has assets that can be used to propel local development. This means that the development model proposed for

Bergville must afford the local communities the advantage of using their assets for development. Rogers & Hussey (2010:7) argue that communities have never been built upon their deficiencies. This argument is true for Bergville if it is considered that the findings of the study revealed that Bergville has tourism resources as well as infrastructure upon which it can start developing itself as a tourist destination.

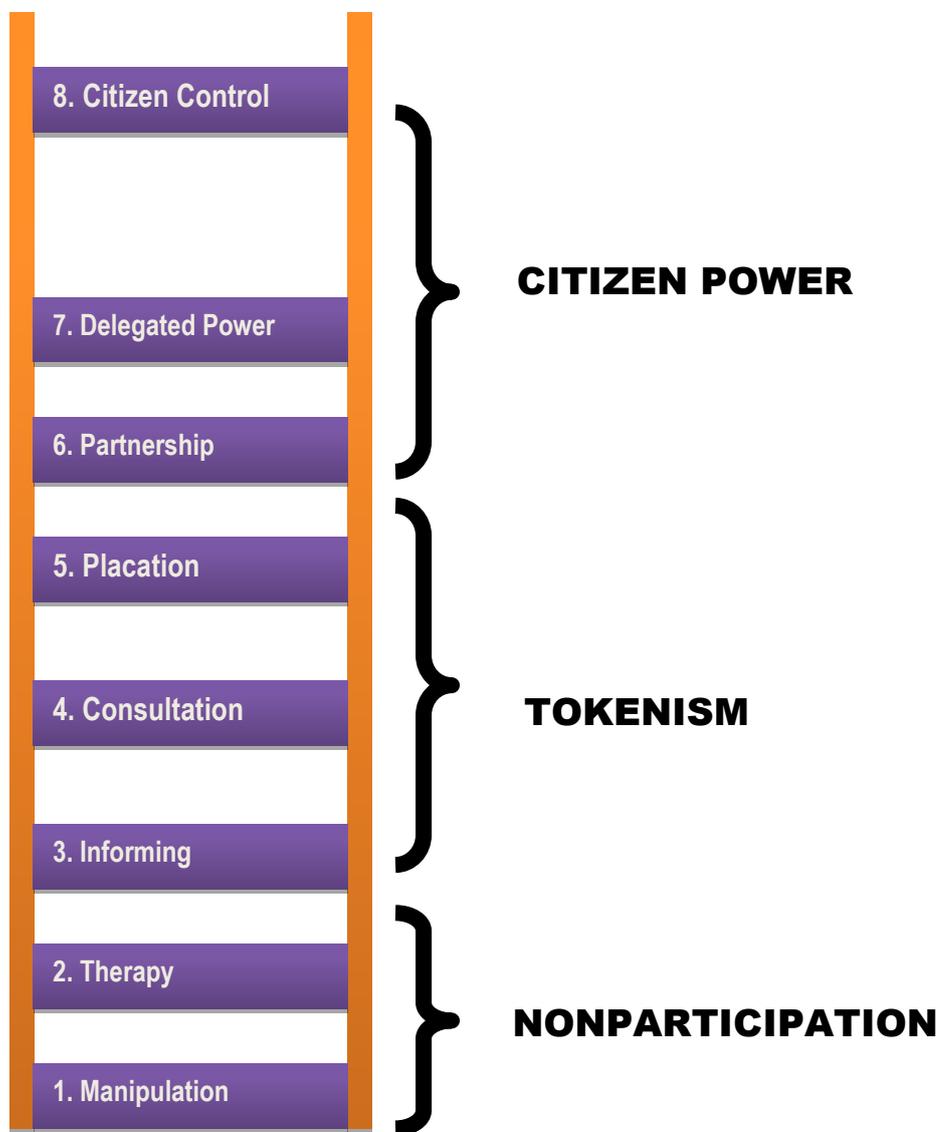
Bergville cannot achieve its development objectives if assets are used in a fragmented way. Geyer (2006:1) contends that communities cannot develop in isolation and the integrated development model is necessary to ensure that there is a single coordinating framework for local community development. According to Africa *et al.* (2000:3), the integrated development process is meant to enable decision-making on matters such as municipal budgets, land management, promotion of local economic development and institutional transformation through a consultative, strategic and systematic manner.

Having assets and structures for integration is not enough. One of the most critical dimensions of community development is community participation and engagement. For successful community participation and engagement to take place in Bergville the following must occur as suggested by Shaw (2010:7):

- The communities must be informed so that they are provided with balanced and objective information to assist them in understanding the problems, alternatives and solutions.
- The community must be consulted to obtain feedback analysis, alternatives and decisions.
- The community must be involved through working directly with people throughout the process of development to ensure that public concerns and aspirations are understood and considered.
- There must be collaboration with the community so that there is partnership with local people in identifying the best alternatives and solutions to development deadlocks.
- There must be empowerment to place the final decision making in the hands of the community.

The Arnstein's Ladder of Participation shown in Figure 8.4 below is very important for successful community development that seeks to benefit the local citizens. The ladder confirms that the participation of the local communities must give people power to decide and to implement development plans. The sole measure of community involvement and engagement is the power of the local citizens to take decisions and to control their own destiny using local experiences and assets (Tritter & McCallum 2006:157).

FIGURE 8.4: ARNSTEIN'S LADDER OF PARTICIPATION



[Source: Shaw (2010)]

Given the above-mentioned realities, the researcher proposes a combination of the participative approach, an integrated approach and the asset-based approach to community development in Bergville. The researcher proposes this model because Bergville has all the three elements of an integrated participative approach to development that can take advantage of the available assets. Bergville has people (young, middle aged and old), Assets (tangible and intangible tourism resources) as well as the local government whose political will is one of the greatest assets when it comes to the coordination of the development plans. The product of this combination is the Integrated Participative Asset-Based (IPAB) model. The IPAB model can be defined as an approach to planning that involves the entire municipality and its residents in finding solutions to achieve development using the available assets as a point of departure.

8.3.1 Possible community benefits of the IPAB model for Bergville.

Bergville has a good potential for tourism development, and if managed in an effective and efficient manner, it is bound to bring about beneficial results in the local tourism industry. Tourism is one of the largest industries in the world which can help rural communities to deal with their key challenges one of which is poverty alleviation. Although tourism as an industry has its costs and benefits, an integrated asset-based development model that incorporates tourism can be used to minimise the impact of costs and maximise the opportunities from the benefits. The scarcity of employment in Bergville (Okhahlamba Local Municipality 2010: 22) suggests that Bergville should consider the use its tourism development potential as its main asset. The following is a summary the possible community benefits of the IPAB model that addresses tourism development.

(a) The model can help to facilitate community participation in economic activities by providing guidelines for the diversification of the economy especially in areas where agricultural employment has declined.

(b) The model can lead to economic development by identifying community assets which can stimulate the emergence of local industries such as hospitality, accommodation, transportation and craft shops. The emergence of these industries can facilitate poverty alleviation through employment creation.

(c) The model can provide guidelines for the use of finances from the tourism industry to finance the improvement of road systems and infrastructure in the area. The improvement of road systems and infrastructure can create opportunities for employment, discourage rural-urban migration and create population stability.

(d) The model can facilitate a pro-poor framework for the generation of local employment directly in the tourism industry and attract various support and resource management sectors in the area.

(e) The model can help communities to generate additional income by outlining business activities that can speed up the inflow of foreign exchange and the injection of new money into the local economy.

(f) The model can increase entrepreneurial opportunities by outlining guidelines for the provision of goods and services which are not currently available in the local community and the creation of new tourist's products. The creation of new products can create new demands and markets for local goods.

8.3.2 Objectives of the IPAB model

The following are the main objectives of the IPAB model as proposed for the Bergville environment.

(a) To improve the livelihoods of the local people by introducing the role of the local perspectives of place, culture and heritage in the planning of development in the area.

(a) To allow for a meaningful communication of the experiences and expectations of the local people in the planning of local economic interactions by affording opportunity for them to be part of decision-making in the process of development through direct and indirect consultation.

- (c) To allow local perspectives to inform day-to-day management decisions on the future development interventions of the local communities.

8.3.3 Potential implications of the IPAB model

Upon achieving the above-mentioned objectives of the IPAB model the following potential implications for development can be expected in Bergville.

- (a) The eradication of a top-down approach to local economic development and the promotion of a more inclusive development planning at all levels of management in Bergville.
- (b) The surfacing of new innovative development ideas through audible voices of the marginalised community members of Bergville in local development decision making.
- (c) The improvement of local participation in development planning through the promotion of direct and indirect communication and interaction between local communities, development planners and outside interest groups.

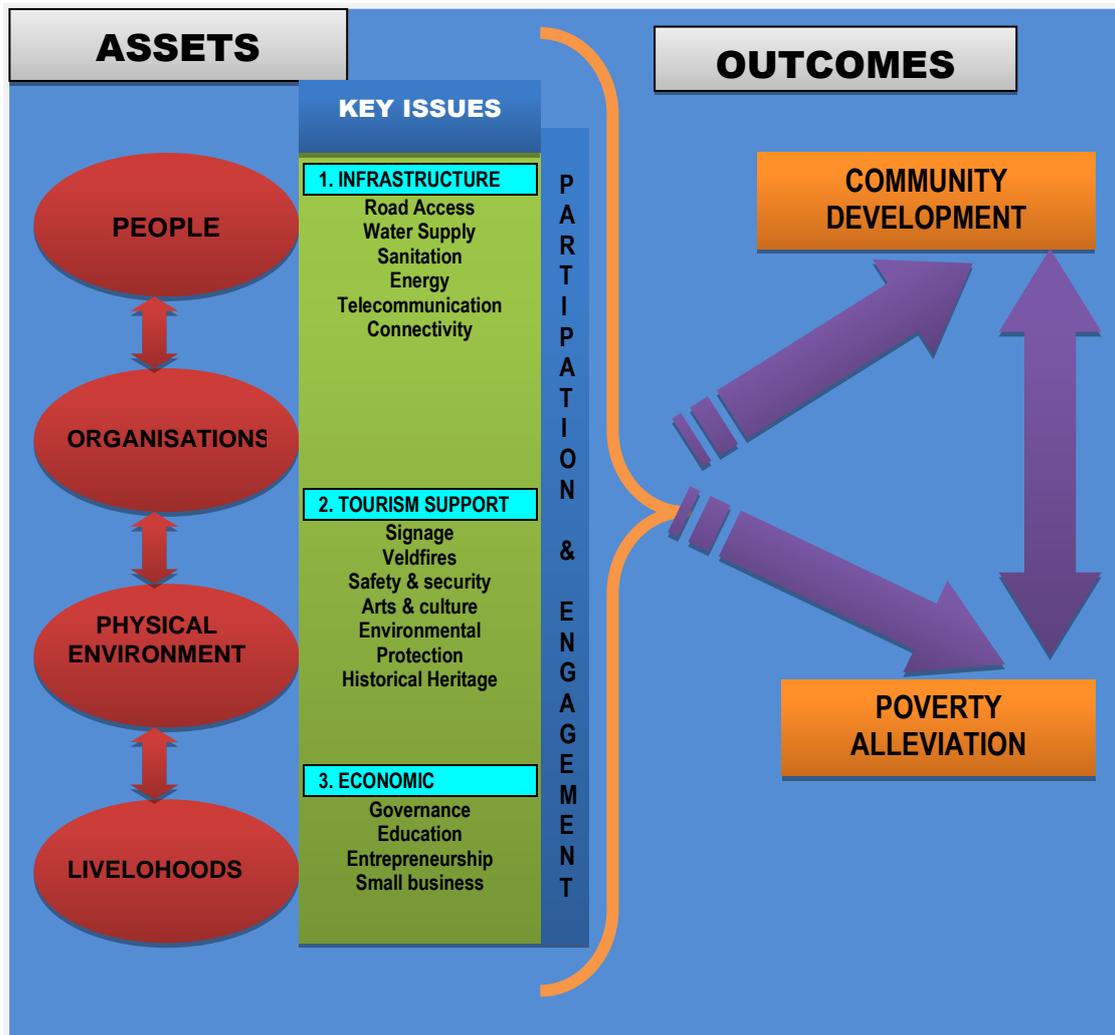
8.4 THE INTEGRATED PARTICIPATIVE ASSET-BASED (IPAB) MODEL

The communities in Bergville cannot develop in isolation of the rest of the region. In the same way they cannot develop with the use of outside resources only but they must use what they have. In other words, the people of Bergville must use what they have as a starting point for development. Nelson, Campbell & Emanuel (2011:5) hold that community resources become assets when they are viewed from the perspective of usability by individuals and organisations.

The IPAB model, in this regard, aims to achieve a coordinated functioning of different spheres and sections of the local government and other institutions by using the existing capacity, power and resources to fight poverty. The intention of the model is to bring together different economic, social, environmental, legal, infrastructural and spatial aspects of development and utilise local people, networks, partnerships, and collaborations to fight poverty in Bergville (Geyer

2006:2). The proposed model is based on the integration of assets of Bergville into the existing development needs of Bergville as shown in Figure 8.5 below. It is also important to note that the IPAB model fits well to be regarded as a development management model, wherein it facilitates the management of its three operational components, such as, infrastructure, tourism support and economic processes, which are all clearly shown in Figure 8.5

FIGURE 8.5: INTEGRATED PARTICIPATIVE ASSET MANAGEMENT BASED MODEL



[Source: Mercado (2009)]

The IPAB model recognises that everyone in the community (including people, organisation and businesses) possesses skills, abilities, talents and experiences that they can use to make their communities better places to live in. It also recognises that an integrated plan whose starting point is the identification of the

valuable things that the community has (assets) stands a better chance of delivering development outcomes than the one that starts by identifying what it does not have.

There are four broad assets in the IPAB model which can be integrated to bring about community development that leads to poverty alleviation or poverty reduction that leads to community development. People-centred assets that include knowledge, skills, talents, education, experience and expertise of individuals, are important to integrate into the model (Kunnen 2011:11). People are very important assets as Pocock (2008:8) warns that we must never doubt that a small group of thoughtful, committed citizens can change the world. The organisations refer to the local associations, the local institutions, community groups, business networks and professional networks (Mercado 2009:11). The physical assets include residential areas, business houses, natural resources, physical assets such as community buildings, meeting spaces and recreational spaces (Kunnen 2006:11). Livelihoods include income levels, taxes, and sources of income, creditworthiness and existing business profits (Mercado 2009:11).

Since the IPAB model blends the three approaches (integrated, the participative and the asset-based approach), it revolves around five stages in the process of community development and poverty alleviation. It can be implemented and coordinated at the local government level. The municipal government must facilitate access to resources and funding while attempting to create an enabling environment for the model implementation through capacity building activities, planning and policy development.

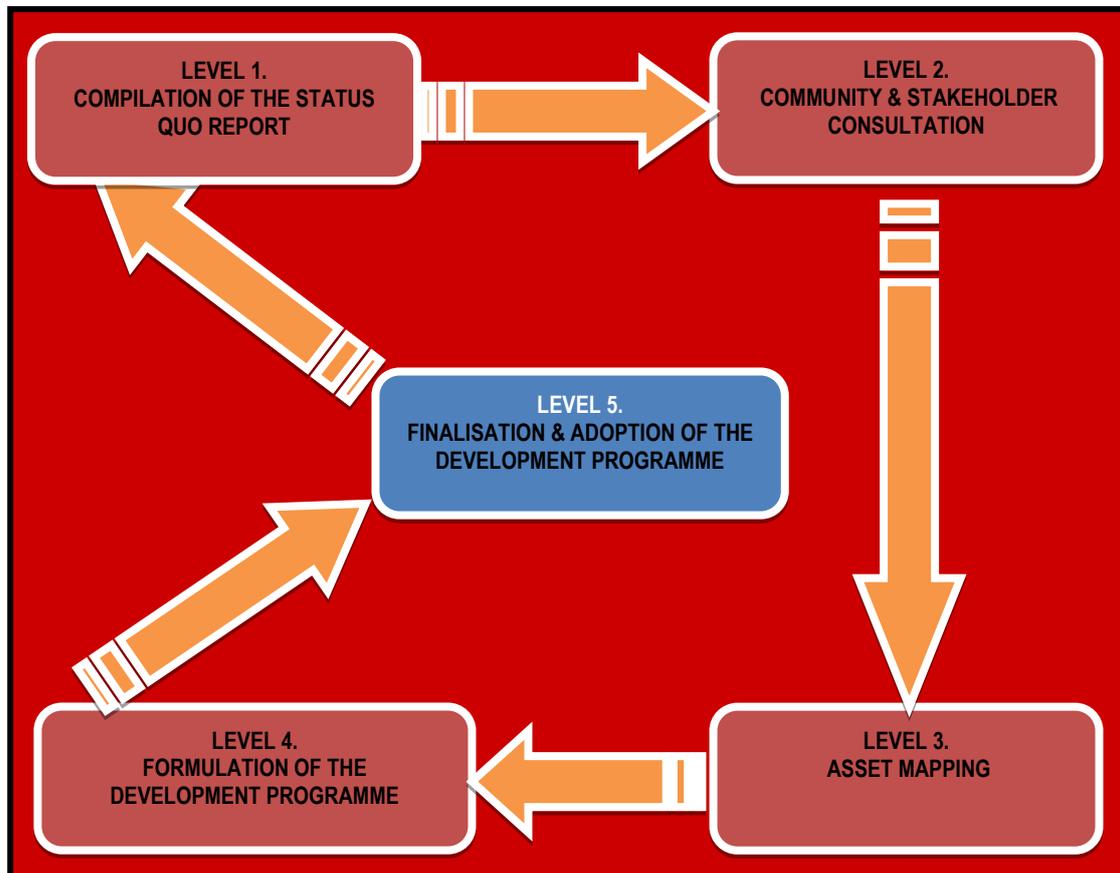
The IPAB model promotes integration at different levels. It encourages integration at a conceptual level by creating an environment where community members can participate in decision-making. It must integrate at skills level, whereby the local government and the community share their resources for the benefit of community development. Integration at organisational level is motivated by a need for all stakeholders and other relevant sectors, to share their organisational expertise in order to facilitate development in Bergville. Implementation at organisational level influences integration of use of all assets by various stakeholders, so as to achieve development objectives. Eventually the model integrates implementation

activities where all the relevant stakeholders including the community members participate into putting decisions into actions.

8.5 METHODOLOGY OF THE IPAB MODEL

The IPAB model is a proposed overarching approach for local development at Bergville. This model is characterised by participation and integration whilst using the local assets of Bergville as a springboard for development. The study has revealed that Bergville has both tangible and intangible assets for tourism development. What is interesting about tourism is that it is an industry that shares its resources with other sectors. For the visitors to arrive and get accommodated at the destination they rely on infrastructure and their daily needs are satisfied by the same businesses that exist within the destination. The proposed IPAB model has elements of integration which favour the amalgamation of all the aspects of development. The proposed IPAB model suggests five levels (refer to Figure 8.6) in the process of development in areas such as Bergville.

FIGURE 8.6: THE FIVE-LEVELS IPAB DEVELOPMENT MODEL



Level 1: **Compilation of the status quo report**

At this stage the Okhahlamba Local Municipality compiles an overview of the existing development level and the lessons learnt from the past in the local economic development efforts. The overview must include, among other things, a process of appreciative inquiry and the writing of the *status quo* report which includes two important issues.

In this process the Okhahlamba Local Municipality must consult communities to engage in a process of valuing and drawing out the strengths and successes in the history of the people of Bergville (Rogers & Hussey 2010:26). This exercise helps the Okhahlamba Local Municipality to develop a realistic and reasonable vision for future and community development.

The Okhahlamba Local Municipality must compile a status quo report of Bergville which covers its demographic profile and socio economic profile. This exercise helps the Okhahlamba Local Municipality to identify the key priority issues for local economic development. After these two exercises, the Okhahlamba Local Municipality arranges the logistics for the community and local stakeholder consultation meeting. One of the items for this meeting will be the presentation of the status quo report.

Level 2: **Community and stakeholder consultation**

The IPAB model takes the local stakeholders as the main asset for local development. They are an asset which exists and which can be utilised to drive the process of change. The local stakeholders are well informed in terms of what economic activities are already working and which ones are struggling. They understand the social problems facing Bergville. The stakeholders consultative forum aims at gaining the commitment and buy-in from the local stakeholders (Members of the public, the business sector, the professionals, non-governmental organisations and other community-based organisations). The objectives of the consultative forum are as follows:

- To build relationships among different stakeholders
- To present the status quo report
- To define a unified local economic development direction

- To clarify the scope and focus of economic development programme
- To elect the key role-players to facilitate participation

Level 3: Asset mapping

The IPAB model also focuses on available assets, which can be determined through asset mapping. Nelson, Campbell & Emanuel (2011: 37) hold that asset mapping is the creation of a map of what is valuable in defined communities. At this level role players identified during the consultation stage are tasked to map local resources. The broader community is an equal role player in this exercise and must ensure that their resources are accorded equal value in the development programme.

The results of the study show that the respondents believe that Bergville has assets and strengths which are multidimensional. The available assets in Bergville can facilitate tourism development in the area. The assets range from natural attractions to cultural assets. The assets also include accessibility to urban centres, accommodation facilities, recreation facilities, highway linkages, historic sites, natural attractions, cultural attractions and unique geographic features.

Asset mapping in Bergville can include moving around the communities to have conversations with the public in order to identify people, organisations, places and systems that can add value to the development programme. It also includes interviews and community development forums in the villages. The outcome of asset mapping can be three-fold as suggested by (Nelson, & Campbell & Emanuel 2011: 38).

- A community participation management directory which lists all the neighbourhood resources, businesses, and relevant stakeholders and contacts.
- A community map that paints a broad picture of the assets of the community.
- An individual Asset Bank which features the gifts, talents, interests and resources of individuals that can facilitate skills exchange in the community.

Level 4: Formulation of the development programme

At this level the local municipality in collaboration with its community and other stakeholders, must collate all the priority issues that would lead to the success of the development model. This exercise is intended to provide all people with a realistic perspective of the model potential and related capabilities. The OKhahlamba Local Municipality must finalise the action-plan by allowing time for all stakeholders to make final inputs for submission to the compiling group. This is in preparation for the adoption of the programme.

Level 5: Finalisation and adoption of the programme

The focus of this level is to make the publication of all the findings during the meetings, investigations, conversations, interviews and the consultation meetings are in a user-friendly and understandable local development document. The structure and contents of the document must show how proposed activities are in line with the general objectives of the IPAB model and the development plan, with information about additional strategies, projects and resources required during implementation process.

8.6 CONCLUSION

The responsibility of the local government is to fulfil its mandate of facilitating development in such a way that it has a positive impact on the livelihoods of the local people. The proposed IPAB model is based on two obvious realities about local development. The first reality is that tourism development is no longer an activity that is independent of others. The second reality is that there is an obvious paradigm shift from a unitary model to development which, considers it as an isolated activity towards an integrated and participative model that builds on the strengths of the local communities.

Following on the reasons mentioned, the proposed IPAB model encompasses such issues as socio-demographic implications, ecological and environmental implications, development of infrastructure, culture, heritage and community participation. Besides adherence to the integrated paradigm of development, the proposed model is informed by the findings of the study on “Tourism development

as a mechanism for poverty alleviation, a case of Bergville” undertaken in 2010. The findings of the study reveal that tourism development can lead to poverty alleviation through job creation, entrepreneurial development and generation of supplementary income. In the same way, the researcher proposes the IPAB model with an understanding that local development relies on other aspects of development and management in order to successfully reduce the vulnerability of the poor. Tourism has the potential to achieve that state of affairs.

CHAPTER 9

SUMMARY, GENERAL CONCLUSIONS AND RECOMMENDATIONS

9.1 INTRODUCTION

This chapter aims at highlighting and drawing together all the various conclusions reached in previous chapters. For example, Chapter 7 devoted time and space on the analysis and interpretation of data, which was also based on the theoretical framework and spatio-physical analysis of several aspects of the study. Furthermore, Chapter 8 was also a very important operational chapter, which sought to convert the analysis and interpretation of data into proposed tourism development management model, the Integrated Participatory Asset Based model (IPAB). The purpose of chapter nine is therefore focused on summarising and drawing some conclusions relating to the main findings of the research study and its contribution to the field of knowledge. This chapter also makes recommendations for future studies in the field of rural tourism development.

According to Magi (2009a), it is important to indicate that the analysis of data does not in itself provide answers to research questions, but interpretation of the data does go a long way towards providing a clearer picture. Essentially, the interpretation and modelling of data presented in chapter eight, attempts to convert the results of analysis and thus make important inferences about the various sections of research process. The main purpose of this chapter is not only to convert data and information into intelligible and interpretable chunks or models, but also to give conclusions and outcomes that specifically seek to address the research questions relating to development management strategies that contribute to poverty alleviation and the improvement of the quality of livelihood in the study area.

Before discussing the summary of the study in detail, the researcher saw it imperative to highlight the limitations of the study. These are listed so that other researchers may take precautionary measures to avoid such circumstances.

9.2 LIMITATIONS OF THE STUDY

The first limitation to this study was the timing of the administration of the local municipality employees' questionnaires. These questionnaires were administered four months before local government elections. This affected the response rate in two ways. Firstly 50% of the local municipality employees did not return their responses as expected. Secondly, most of the local municipality employees avoided the second part of the questionnaire which related to the role of the existing management practices in improving the livelihoods of local people. The researcher concluded that the local municipality employees suspected that whole exercise is a political fact finding mission in spite of the explanation provided in the two letters (Appendix 1 and Appendix 2).

The second limitation was that the majority of the people in the study area live in traditional rural areas which made it impractical for the researcher to use other technologically advanced methods of sending and collecting the questionnaires like postal services and electronic methods.

9.3 SUMMARY

The broad aim in this research study was to analyse the direct and indirect livelihood impacts of rural tourism and their implications for poverty alleviation in the Bergville area. The research sought to explore the potential role that tourism development can play in job creation, entrepreneurial development and income generation. It examined the potential of Bergville to use rural tourism as a mechanism for poverty alleviation by looking at its resourcefulness as a possible tourist's destination, its ability to improve the livelihoods of the local people, perceptions of the local people towards tourism development and the suitability of the existing management practices for a 'community centred' approach to development.

The opening chapter introduced the idea of tourism development as a mechanism for poverty alleviation by orientating the reader to the research process as a whole. It identified poverty as the cause of every problem in rural areas as it

leads to rural-urban migration, underutilisation of resources and dilapidation of the rural infrastructure. The chapter also identified the countryside as a resource for tourism development and raised the issue of the irony of the countryside where extreme poverty is experienced within the context of natural beauty. The highlight of this study was to investigate the possible use of tourism development as a mechanism for poverty alleviation. The study had to present the research question, the hypothesis as well as the aims and objectives as the basis for investigation.

Chapter two focused on rural tourism and presented a theoretical background which informed the research. The chapter paid particular attention to the six theoretical aspects of rural tourism which are deemed to be relevant for the study in terms of its research question, objectives and the hypothesis. The first aspect of literature review focused on the historical development of rural tourism and provides the background to the original factors that led to its changing nature up to the present time. The second aspect looked at the relationship between rural tourism and agriculture since the two activities share the same resources and terrain. The third aspect presented the context and scope of rural tourism as well as a comprehensive discussion of what it means, what it covers and how it fits into the whole scheme of the socio-economic environment. The fourth aspect presented a combination of advocacy and cautionary account of rural tourism by outlining its positive and negative impact (Harrison 2003; Gartner 2005). The fifth aspect presented topics that outline the possible barriers that cause rural tourism not to be a beneficial economic activity to the poor. The sixth aspect focused on the demand and supply of rural tourism.

Chapter three focused on poverty as a human related problem. It presented the potential of tourism in poverty alleviation by unpacking five aspects of the relationship between tourism development and poverty alleviation. The first aspect dealt with dimensions of poverty and tries to emphasise the fact that poverty is an unacceptable human condition (Turner 2005; Tresilian 2006; Lotter 2007). The second aspect discusses the six theories that explain the causes of poverty (Bradshaw 2005; McCaston & Rewald 2005). The third aspect looked at poverty as a rural phenomenon by giving a detailed explanation of how poverty

affects rural people. The fourth aspect described rural urban migration as one of the coping strategies for the rural poor. The fifth aspect focused on the relationship between tourism development and poverty alleviation.

Chapter four covered the concept of development paying particular attention to four theoretical aspects of development. The first aspect focused on the concept development paying particular attention to rural development. The second aspect covered community development theories of empowerment and participation. The third aspect paid attention to development models and their relevance to the achievement of livelihood outcomes. The fourth aspect engaged on a critical discussion on five community development case studies of the developing world, namely Korea, Philippines, China, Colorado, and Nepal. Each case study was discussed in relation to its relevance to the study area and poverty alleviation.

Chapter five focused on the historical background of the study area and its development programmes. It first looked at the socio-economic background of Bergville paying particular attention to the demographic profile and education. The current approach to local development in Bergville was discussed in chapter five with the intention of establishing whether it integrates tourism or not. Consequently the researcher discussed the integrated development plan of Bergville so as to inform the integrated development plan proposed in chapter nine of the study.

Chapter six was devoted to research methodology and examined the manner in which the data were collected, analysed and presented. Chapter six gave a detailed discussion of the research process by focusing on the research design, instrumentation, its administration as well as collection, analysis and interpretation using various statistical measures.

Chapter seven is one of the most important sections of this research study because it explains how the data were analysed and presented. It includes the tables, graphs and diagrams that were used to represent the data. The interpreted data were obtained for three questionnaires used during the survey, that is, questionnaire for the general public, local business people and the

municipality employees. Theoretical information from chapter two, three, four and five was used to interpret data on its role on tourism development and poverty alleviation. This chapter further revealed how tourism development in the area can be used for poverty alleviation. It also revealed that the general public and business sector believed that tourism development can contribute to entrepreneurial skills development and job creation.

Chapter eight paid attention to developing a research model, which was informed by the research findings and outcomes. This model would serve as a mechanism for developing a poverty alleviation strategy. In essence, a development management model that would facilitate the process of formulating and implementing poverty alleviation programmes in Bergville was structured. It was anticipated that such a development management model would help municipalities and local communities to find the best solutions towards achieving sustainable development outcomes. The proposed model was meant to address the livelihood challenges of the local people and promote economic growth as well as poverty alleviation in the study area.

9.4 GENERAL CONCLUSIONS

In this study the researcher aimed at investigating and analysing the direct and indirect livelihood impacts of rural tourism development on poverty alleviation using the case of Bergville. The following conclusions were drawn from the literature review and the objectives of the study.

9.4.1 Conclusions from the research

The literature review covered theory on rural tourism, the role of tourism in poverty alleviation, the rural tourism development models as well as the spatial setting of the study area. The following conclusions were drawn from the five themes mentioned above.

From chapter two the researcher concluded that rural tourism is not a totally new concept in the field as it started after the Second World War and grew in demand during the industrial revolution. During this time the emphasis was on relaxation, enjoyment and visiting homes, friends and relatives. Today there is a shift of

emphasis from just visitations to a learning experience on the part of the tourist. For the host communities costs and benefits are calculated against the livelihood outcomes of the people. In other words rural tourism development planning must take into consideration the expectations of the visitor and the impact on the natural environment. Most important, rural tourism must consider the role that tourism development can play to alleviate poverty in host communities.

Rural tourism development is not always perceived in a positive light. Rural tourism development has costs and benefits for the local community and the natural environment. These costs and benefits of rural tourism development produce different perceptions from a wider community. There are people who believe that rural tourism development is a problem and those who believe that it is an opportunity. It is essential for local communities to take advantage of the benefits of rural tourism development for poverty alleviation whilst ensuring that its costs do not compromise the livelihoods of the people and the integrity of the natural environment.

From chapter three the researcher drew the following conclusions. Rural tourism has the potential to contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the host communities. The majority of the world's poor live in rural areas. Their main coping strategy is migration to the cities. However, rural-urban migration is not a panacea for poverty alleviation because it sometimes only shifts poverty from rural to urban areas thus redefining rural poverty as urban poverty. Tourism is a strong sector capable enough to help the rural poor reduce the impact of poverty through job creation, increased income generation, and entrepreneurial skills development. Rural tourism development can shift the rural communities from one source of employment to multiple sources of employment and create population stability.

From chapter four the researcher drew the following conclusions. Management practices in the tourism industry can contribute to the improvement of the livelihoods of the local people. Community development favours the management practices that integrate the natural, social, human, physical and financial capital. For tourism development to be a beneficial activity, management practices must

reduce the vulnerability of the local people, identify livelihood assets and transform structures and processes in favour of the local community needs. Management practices should allow for the involvement of the local people in developing livelihood strategies to achieve livelihood outcomes such as more income, increased wellbeing, reduced vulnerability, improved food security and more sustainable use of resources.

From chapter five the researcher concluded that poverty is a problem in Bergville. Farming remains the most dominant economic activity. A large percentage of the people has no formal education. Opportunities for employment are lacking and these result in the movement of people out of Bergville to seek employment in cities and larger towns. Due to the lack of manufacturing and other production related industries the local revenue is prone to income leakage because many consumers obtain most of their needs outside Bergville. Bergville is paying a considerable amount of attention to tourism development but the absence of a coordinated tourism development plan remains a barrier.

9.4.2 Conclusions from the primary research

The conclusions from the primary research are drawn from the findings of the survey in relation to the study objectives. The relevance of these conclusions for the Bergville community is that they reveal the manner in which rural tourism can be used as a mechanism for poverty alleviation. The conclusions from the primary research indicate the resourcefulness of Bergville in terms of tourism development, its potential to contribute to poverty alleviation, the perception of the local community on tourism development, the role of the existing management practices in enhancing the livelihoods of the local people as well as the need for an integrated development plan that is inclusive of tourism development.

(i) Objective One: Tourism resources

The researcher has drawn four conclusions on the availability of tourism resources in Bergville. Firstly, Bergville has a wide variety of resources and facilities that can attract visitors. These are the resources which the Bergville tourism industry can exploit and derive social, economic and environmental benefits. Secondly, Bergville has tangible and intangible tourism resources that

can be used for tourism development. Tangible resources include infrastructure, accessibility, accommodation facilities, recreation facilities, linkages with other places, historic sites, natural attractions and cultural attractions. Intangible resources include environmental awareness, tranquillity, existing environmental conservation and protection of the heritage.

Thirdly, authorities in Bergville can plan for inclusive rural tourism development which emphasises the role of the infrastructure in ensuring that benefits of the tourism industry are accessible to the wider rural community. In this way the tourism resources mentioned above can contribute to successful tourism development. Such tourism development can lead to job creation, increased participation of the local people in economic activities, entrepreneurship, and diversification of the farming activity, economic growth and poverty alleviation.

Fourthly, Bergville has the opportunity to use a combination of two approaches in order to develop into a sustainable rural tourism destination. These are the 'tourist centred' and 'community centred' approaches to tourism development. The former can help Bergville to prioritise the immediate needs of the tourists such as transportation and accommodation and the latter can help the planners to prioritise the benefits that local communities must derive from the provision and utilisation of the resources for tourism promotion. These are benefits such as employment opportunities in hotels, transport industry, casinos, construction, petrol stations, tourism offices et cetera. Fifthly, Bergville has one of the most significant advantages for the future of tourism because there is a very close relationship between tourism resources and its development.

(ii) Objective Two: Contribution to job opportunities, entrepreneurial skills development and increased income generation

From this objective the researcher concludes that Bergville has the potential for tourism development which can lead to the creation of employment opportunities. The researcher further concludes that tourism development in Bergville can be a centre of economic synergy, job creation, generation of local revenue and employment of the unemployed youth and women. The creation of employment

and the generation of local revenue is likely to alleviate poverty and create population stability.

The researcher further concludes that tourism development in Bergville can increase the opportunities for local people to participate in the local economy. There are opportunities for increasing the number of economically active people through tourism development. Tourism development in Bergville can contribute to the stimulation of demand for local goods and services thus providing a variety of ways in which labour can be utilised especially women and the youth. The demands for local goods and services in Bergville can result in the emergence of small business operators with a great potential to create immediate and permanent employment for people. The creation of employment by both formal and informal businesses can help to alleviate poverty in Bergville by creating new wage earners.

From the findings of the study the researcher deduces that tourism development can contribute to the development of entrepreneurship in Bergville. The creation of new demand for the local goods in Bergville can lead to the creation of new business people owning small businesses. The creation of new entrepreneurs can create opportunities for training and skills development in entrepreneurship. The training and skilling of new entrepreneurs is likely to widen the scope for further creation of employment opportunities and participation in the economy.

The attraction of tourists to Bergville has the potential of propelling economic growth by stimulating demand and services thus generating foreign exchange earnings for the local people. The higher demand for local goods can create opportunities for the diversification of the local economy, investment opportunities and economic expansion. In this way tourism development in Bergville can create wealth and enhance the livelihoods of the local people.

(iii) Objective Three: Perceptions of residents in relation to rural tourism development.

In this objective, the researcher concludes that the farming dominated economy of Bergville, like most of the rural areas, has experienced the consequences of a

decline in the ability of farming to absorb labour which is one of the reasons why the rate of unemployment is high in the area. The domination of farming in Bergville is an opportunity because tourism development has the potential to diversify farming and to change unused farm buildings into visitor accommodation, recreation facilities and business houses.

Over and above the diversification of the economy through tourism, the researcher concludes that the people of Bergville are in favour of tourism development in their area because they need an alternative source of job opportunities to farming employment.

The respondents in Bergville viewed tourism as an activity that comes with benefits. As such they regard tourism development as a panacea for the rural problems. The respondents in Bergville believed that tourism development has more benefits than costs. They believed that tourism development can improve the quality of lives of the local people. They also perceived tourism as an industry that can sustain itself in Bergville by encouraging local people to improve their relationship with nature thus increasing the profitability of cultural attractions. The environmental benefits of rural tourism development are not only confined to people and poverty alleviation but they extend to the sustainability of environment for future generations.

The respondents perceived tourism development in Bergville as an activity that has a variety of impacts. The respondents had the perception that the tourism planners in Bergville must ensure that available tourism resources are used in such a way that their quality does not diminish because this would be a limitation to further development of the industry. The profitability of a rural destination like Bergville lies in the quality of resources and their deterioration must be avoided at all costs. There is a strong perception that tourism has both negative and positive impacts on the local communities and the natural environment. The critical issue about tourism resources development is that it must be managed in such a way that advantage is taken of its benefits and caution is taken against its costs so that it becomes a profitable activity that can contribute to poverty alleviation. The new proposed model could contribute towards its effective management.

(iv) Objective Four: Existing management practices in the study area

The respondents in Bergville had different perceptions on the contribution of existing management practices to the improvement of their livelihoods. The majority of the respondents believed that existing tourism management practices in Bergville allow community participation in the decision making structures. Management practices are such that decision-making powers are not the prerogative of a few individuals but remain a generalised competency that is owned collectively by society.

In managing tourism development, the authorities of Bergville would be well-served by incorporating the participatory approach in its tourism processes. It is therefore believed such an approach would provide solutions to the development and management problems in Bergville. Based on the proper implementation of these approaches, management practices in Bergville are likely to improve the livelihoods of the local people.

(v) Objective Five: A development management model

The researcher concludes that Bergville can use tourism development as a mechanism for poverty alleviation. A development management model was proposed with a view of directing the management and development of rural tourism strategies. The model also encompasses the sustainable tourism development issues, intended to help Bergville in preparing for a long term economic development, employment generation and the sustainability of the livelihoods of the present and future generations. The development management model for Bergville, also designated as the Integrated Participative Asset Based (IPAB) Model, recognised that everyone in the community (people, organisations and businesses) possess skills , abilities, talents and experience that they could use to make their communities better places to live in.

9.5 THE RESEARCH HYPOTHESES

The hypotheses that underpin this study were tested in Chapter 7. What emanated during the analysis of data is that all the presupposed hypotheses of

this study were accepted. The hypotheses that the analysis of findings accepted included the following:

- a) **Hypothesis One:** That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development.
- b) **Hypothesis Two:** That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area.
- c) **Hypothesis Three:** That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development, are positive towards tourism as a human activity in the area.
- d) **Hypothesis Four:** That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihoods in this study area.
- e) **Hypothesis Five:** That there is a positive possibility towards proposing a viable integrated management model, which would contribute to job creation and poverty alleviation in the study area.

After the presentation and analysis of data in Chapter 7, the researcher saw it appropriate in this chapter to assign meanings to the analysed data. The meanings attached in this chapter stem from the propositions that related to both the hypothesis and associated objectives on which the study has developed and unfolded. These propositions are the availability tourism resources, contribution to job opportunities, entrepreneurial skills development and increased income generation, perceptions relating to rural tourism development, existing management practices or strategies and possibility towards proposing a viable integrated development management model.

The following are the objectives and hypotheses that were conceptualised on the issue of rural tourism development and poverty alleviation:

The first proposition in the study was based on the issue of the availability of tourism resources in Bergville as an indication of a potential to successfully embark of tourism development.

Hypothesis One

That rural Bergville has adequate resources which can be used to contribute to the success of rural tourism development.

Associated objective

To identify the resources that can be used for rural tourism development in rural Bergville.

The analysis of the study regarding this hypothesis and its associated objective indicated that Bergville has resources that can be used for rural tourism development. This implies that Bergville has adequate resources which can be used to contribute to the success of rural tourism development.

For Bergville to develop a successful and a sustainable tourism industry that would result to maximum benefit for the local communities, an asset map of the available resources must be drawn as part of the initial stages of tourism development. The asset map can categorise the available resources in two ways. Firstly, the asset map can categorise the resources into tangible and intangible resources. Secondly the asset map can categorise the resources into natural and cultural resources.

In attesting to the validity of this trend of judgement, Allan (2007:17) contends that the asset based model has led to the emergence of successful rural development models in which many rural economic developers have begun to draw on local assets in fostering entrepreneurship within the community. Wilke (2006:4) concurs with Allan (2007) by arguing that the asset based model psychologically restores the collective community pride because it focuses on what it has rather than on what it lacks.

The second proposition in the study related to the role of rural tourism development as an economic activity that can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville area.

Hypothesis Two

That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area.

Associated objective

That rural tourism can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Bergville study area.

The findings relating to the theme on the contribution of rural tourism to job opportunities, entrepreneurial skills development and increased income generation revealed, from the hypothesis and its accompanying objective, that the respondents were confident that tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in Bergville. This confidence in tourism development indicates that the respondents were positive that tourism can benefit local people. From this positive attitude of respondents' one can conclude that the development of tourism in Bergville has the support of the local people as they believe that it can lead to the creation of job opportunities and economic improvement. In order for Bergville to succeed in the development of tourism development, it must ensure that all the tourism related activities benefit the local communities.

The contribution of rural tourism in job creation, entrepreneurial development and income generation is echoed by scholars such as Mbaiwa (2003), Thermil & Sheaffer (2004), Ashe (2005), Reeder & Brown (2005), and Udovc & Perpar (2007). All these scholars argue that rural tourism development can lead to creation of employment, economic growth, generation of supplementary income and the emergence of new markets.

The third proposition in the study related to the perceptions of people of Bergville residents relating to rural tourism development as a mechanism for economic development in their area. This notion was positively perceived by the respondents to the point that they were confident that tourism development can contribute positively to job opportunities in the area.

Hypothesis Three

That the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development, were found to be positive towards tourism as a human activity in the area.

Associated objective

To find out whether the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in the study area.

The findings under this hypothesis and its associated objective made it evident that the respondents shared both positive and negative attitudes towards tourism development in Bergville. The study showed that the largest percentage of the respondents had positive attitudes towards tourism development. The positive attitudes of the respondents towards tourism development imply that Bergville has the support of the local community for tourism development. In brief, the study has already tested the perceptions of the respondents to tourism development. According to Grobler (2005:8) it is essential to begin with a thorough understanding of how the community perceives tourism development to guarantee a high level of commitment and control to the project.

The fourth proposition in the study revolved around the contribution of the existing management practices to the improvement of the quality of lives of people. Under this proposition the study aimed at identifying the role of the existing management practices in improving the livelihoods of the local people. Correspondingly, the hypothesis and the accompanying objectives were as follows:

Hypothesis Four

That the tourism management practices or strategies in Bergville have contributed to the improvement of the quality of livelihoods in this study area.

Associated objective

To identify the existing management practices or strategies which are perceived as contributing to the improvement of the quality of livelihoods in the study area.

What became apparent in the analysis of data is that the existing management practices in Bergville have contributed to the improvement of the livelihoods in the study area. Bergville can apply the livelihood approach so that tourism development can be a mechanism for helping people to cope with and recover from the stresses and shocks of unemployment and poverty.

This trend of thought is affirmed by Jamieson *et al.* (2004:15) who argue that the advantage of the livelihoods approach is that it provides a methodology which can focus at the positive and negative impacts upon the livelihoods of the poor.

This chapter has, so far, provided conclusions of the study in a nutshell by categorising the conclusions into those that emerge from primary and secondary research. Furthermore, it has been revealed by the findings of the study that the respondents are confident that the study area has resources for tourism development and that it can create employment opportunities, develop entrepreneurial skills and generate additional income. The following section of the study will pay attention on the recommendations which are informed by the findings that emerged from the study.

9.6 RECOMMENDATIONS

The findings of this study revealed that most of the people in Bergville support tourism development as a way of creating employment opportunities, developing entrepreneurial skills and generating income. In short, the study indicated that tourism development can be used in Bergville as a mechanism for poverty alleviation. To translate this intention into action, something needs to be done urgently and the development model proposed in Chapter 8 could be the answer.

9.6.1 Recommendations on tourism resources

It is recommended that the local authorities and the communities do asset and needs mapping to take stock of opportunities that they have and challenges that they may face in tourism development. This mapping exercise should identify, document, and publish available assets and existing needs as resources that are necessary to facilitate tourism development. Bergville must develop its needs and asset map to harness assets and create opportunities for tourism development.

(i) Recommendation on the contribution to job opportunities, entrepreneurial skills development and increased income generation

For rural tourism development to contribute towards job opportunities, entrepreneurial skills and income generation, it is recommended that the local municipality strengthens partnerships with the local business sector, the local community sector and general stakeholders, as well as the policy-makers to ensure a faster integrated tourism development process.

(ii) Recommendation on the Perceptions of the residents in relation to rural tourism development.

It is recommended that Bergville tourism development planners adopt both the advocacy paradigm and the cautionary paradigm by taking advantage of the benefits of rural tourism development and managing the negative impacts thereof.

(iii) Recommendation for existing management practices.

It is recommended that the local authorities adopt a two pronged model of management which combines the empowerment approach and the participatory approach to management. This is recommended as a way of empowering the local communities to meet the expectations of the tourists through training and to allow for the devolution of decision making powers.

(iv) Recommendation for the integrated development plan

It is recommended that Bergville authorities consider a proposed integrated development plan (Chapter 8) which is informed by the findings of the study. The proposed plan starts with the analysis of the existing situation which is followed by strategic discussion and decision-making on the most appropriate means of resolving prioritised issues. From the strategic discussion the plan proceeds to project planning which is followed by assessment, alignment and approval.

(iv) Recommendation for future research

The study topic focused on rural tourism development as a mechanism for poverty alleviation in Bergville. The study keeps on referring to community involvement in tourism development. It is recommended that research is conducted to predicate

whether the development planners in various rural areas involved in tourism development have designed any basic principles for community involvement that can ensure beneficial participation in the industry.

9.7 CONTRIBUTION OF THE STUDY TO THE BODY OF KNOWLEDGE

The researcher anticipate that the investigation undertaken in this study will make a significant contribution to the field of rural tourism. The study will contribute significantly to the understanding of rural tourism and develop and provide enabling environment for the promotion of rural tourism that is designed to suit the local context through the integration of socio-economic and management aspects. Whilst some scholars like Cahill (2005), Blake, Dhakal (2005) Arbache, Sinclair & Teles (2006), and Dimsoka (2008) have researched on the subject of tourism development and poverty alleviation, only a few of them have made attempts to include the socio-economic and management aspects into whole discourse.

The investigation of this nature which does not isolate rural tourism development from other aspects of community development will add to the existing knowledge of community development as it places local communities at the centre of development strategies using tourism development as a vehicle.

The other significant contribution of this study is the introduction of a development model informed by the findings of the study, that is, the “Integrated Participative Asset-Based Model” (IPAB) which integrates different aspects of community development with an aim of providing a holistic approach to community development. The researcher hopes that when the tourism development planners embark of certain projects, they will use this model to integrate assets for community development. The researcher also hopes that other scholars will test the applicability of the IPAB in community development programmes.

9.8 CONCLUSION

In its opening chapter this study sketches the orientation, the confines and the dimension of the research by outlining the background to the study that provides

an insight in to factors that provoked the curiosity of the researcher to undertake the investigation. This opening chapter has successfully articulated the research problem that justified the need to undertake a study on rural tourism as a mechanism for poverty alleviation, using Bergville as a case study. The research question, aims and objectives of the study as well as the hypothesis has provided the parameters within which the study had to evolve. Correspondingly the researcher deliberated on the geographical and conceptual delimitation of the study for two reasons. Firstly, the researcher wanted to show the geographical area as a platform on which the study will unfold. Secondly, the researcher saw it imperative to define the concepts in the manner that they are applied in the study to avoid what Walliman (2005:93) refers to as inter-subjectivity of meaning. In concluding this chapter, the researcher has articulated the significance of the study whilst humbly providing an account of the limitations that may have militated against the achievement of its objectives.

In the conceptual framework of the study in Chapter 2, Chapter 3, and Chapter 4, the researcher has linked the topic to three areas of literature. Firstly, the researcher presented the theoretical framework in Chapter 2 which focused on rural tourism, its impacts, barriers that can militate against its development and its demand and supply. Secondly, the researcher, in Chapter 3, discussed the relationship between tourism and poverty alleviation to link literature review to the research topic and to research on what has been done in the field of tourism to address issues of poverty. Chapter 3 has therefore placed emphasis on the dimensions of poverty, causes of poverty, poverty as a rural phenomenon and the relationship between tourism and poverty alleviation. Thirdly, the researcher addresses development models in Chapter 4 since the topic is not only about tourism but it also refers its development as a mechanism for poverty alleviation. The development models literature review focused on rural and community development, development models as well as applicable illustrative case studies.

Since the study used the case of Bergville as its platform of engagement, the researcher saw it necessary to provide a historical background to the study area by first looking at its socio-economic background with special attention to the demographic profile and education in Chapter 5. Knowing from literature that

Bergville has its own development initiatives which are not necessarily confined to rural tourism development, the researcher discussed the current approaches that the local municipality is using to improve the livelihoods of the people. The intention, in Chapter 5 was to establish whether the local authorities integrate tourism or not in their development programmes. Correspondingly the researcher discussed the Integrated Development Plan of Bergville so as to inform the integrated development model proposed in chapter eight of the study.

The researcher, in Chapter 6, devoted the discussion to research methodology and accounted for the manner in which data were collected, analysed and presented. Chapter 6 further gave a detailed discussion of the research process by focusing on the research design, instrumentation, its administration as well as collection, analysis and interpretation of data using various statistical measures. Linked to the methodology discussed in Chapter 6, the practical implementation thereof was presented in Chapter 7 which deliberated on the actual data analysis and its presentation. Chapter 7 also includes tables, graphs and diagrams that were used to represent the data. The conceptual and theoretical framework discussed in Chapters 2, Chapter 3 and Chapter 4 was used to strengthen the arguments in the analysis of the findings within the confines of the objectives stated in Chapter 1 and methodology articulated in Chapter 6.

To make an academic contribution to the body of knowledge in the field of rural tourism, the researcher, in Chapter 8, creatively paid much attention to developing an Integrated Tourism Development Model which was informed by the research findings. This model, the researcher expects, would serve as a mechanism for developing poverty alleviation strategies in areas where rural tourism is used as a mechanism for dealing with issues of poverty. The researcher anticipates that the proposed development management model would help municipalities and local communities to find the best solutions towards achieving sustainable development outcomes.

In this chapter the researcher has rounded up all the aspects of the study from chapter one up to chapter nine by drawing conclusions from both secondary and primary data because the former informed the collection of the latter. This chapter

has also presented recommendations on the basis of each objective of the study, which would propose answers to the research questions. Recommendations have been made to address each study objective to ensure that direction and a way forward are suggested. Furthermore, the recommendations gave opinions on future studies related to tourism development and poverty alleviation.

What is apparent in this study is that rural tourism is not just another kind of an industry, but it is a unique economic activity that relies on what the destination offers and the extent to which it is accessible to visitors coupled with the quality of products available.

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APPENDICES

Request of permission to conduct the study (Appendix 1)

Invitation to participate in the study (Appendix 2)

Questionnaire to the general public (Appendix 3)

Questionnaire to local municipal employees (Appendix 4)

Questionnaire to local business owners (Appendix 5)

Map of accommodation (Appendix 6)

Map of recreation facilities (Appendix 7)

Map of accommodation (Appendix 8)

APPENDIX 1

**TO: THE MUNICIPALITY MANAGER
OKHAHLAMBA LOCAL MUNICIPALITY
BERGVILLE**

**FROM: MZIKAYIFANI BARNEY JOHNSON MTHEMBU
UNIVERSITY OF ZULULAND
DEPARTMENT OF RECREATION AND TOURISM
STUDENT NUMBER: 19831291
PROJECT S778/10**

PERMISSION TO CONDUCT RESEARCH

I am currently studying towards a Doctor of Philosophy Degree at the University of Zululand. I am required to undertake a research into tourism as a mechanism for poverty alleviation using Bergville as a case study. The Okhahlamba Local Municipality's Integrated Development Plan for 2006 to 2010 includes tourism development as one of the important economic activities.

I hereby seek permission from your office to administer my questionnaires in your municipality on the topic 'Tourism Development as a Mechanism for Poverty Alleviation. A Case of Bergville'.

The findings and recommendations of the study will be made available to Okhahlamba Local Municipality which may assist the management in developing and implementing future local development programmes.

I wish to assure the municipality that all ethical considerations governing the conduct of research will be strictly adhered to and that the confidentiality of respondents will be protected.

M.J.B.Mthembu (Researcher) _____ **Date:** _____

APPENDIX 2

**FROM: MZIKAYIFANI BARNEY JOHNSON MTHEMBU
UNIVERSITY OF ZULULAND
DEPARTMENT OF RECREATION AND TOURISM
STUDENT NUMBER: 19831291
PROJECT S778/10**

Dear Citizen,

INVITATION TO COMPLETE THE RESEARCH QUESTIONNAIRE

I am a student at the University of Zululand. I am conducting research into 'Tourism Development as a Mechanism for Poverty Alleviation. A Case of Bergville.' for the fulfillment towards the Doctor of Philosophy Degree.

In order to collect the necessary information for the objectives of this study, I have designed a questionnaire which is attached hereto.

In accordance with the ethical considerations of all research activities, all information provided in the survey will be treated with the strictest confidence. As a researcher I will protect your privacy at all times and the findings will only be used for the purpose of this study.

You are kindly requested to fill out the enclosed questionnaire and return it in the closed envelope. Your timely response to the questionnaire is necessary and essential for me to conclude the study in time.

I would very much appreciate your cooperation in this survey. If you have any queries or require any further information, you are free to call me at 0313270245 or 0833078877.

M.J.B.Mthembu (Researcher) _____ **Date:** _____

APPENDIX 3

RURAL TOURISM AS A MECHANISM FOR POVERTY ALLEVIATION IN KWAZULU-NATAL: THE CASE OF BERGVILLE

This questionnaire must be answered by residents of Bergville

PART A: PERSONAL INFORMATION

Please respond to the following questions. Place a cross (x) in the appropriate box.

1. Gender

Male		01	Female		02
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2. Race

Black		01	White		02	Coloured		03	Indian		04
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3. Age

15 - 24		01	25 - 34		02	35 - 44		03
45 - 54		04	55 - 64		05	65 and above		06
Cannot disclose								07

4. Level of Education

No formal education		01	Primary Education		02
Secondary Education		03	Tertiary Education		04
Cannot disclose					05

5. Marital Status

Single		01	Married		02	Divorced		03
Window		04	Cannot disclose					05

6. Employment status

Working		01	Not working		02	Retired		03
Cannot disclose								04

7. If your answer is 01 above, answer the following question. Is your job

Permanent		01	Temporal		02	Casual		03
Part time		04	Other (Specify)					05
None of the above								06

8. Source of family income

Salary from work		01	Pension only		02
Retirement annuity		03	Unemployment fund		04
Grant		05	Other (Specify)		06
Cannot disclose					07

9. Are you a breadwinner?

Yes		01	No		02
-----	--	----	----	--	----

10. How many of your family members are working?

None		01	One		02
Two		03	Three		04
Four		05			

11. Where are the family members mentioned in 10 above working?

In Bergville		01	Out of Bergville (specify)		02
None of the above					03

12. How much income do you receive per month from your source mentioned in 8 above?

Less than R1000.00		01	R1001.00 – R5000.00		02
R5001.00 - R10000.00		03	R10001.00 – R 15000.00		04
R 15001.00- R20000.00		05	More than R20 000.00		06
Cannot disclose					07

13. Where do you reside?

My house		01	Renting accommodation		02
In my parents house		03	Staying at the place of work		04
With relatives		05	Cannot disclose		06
Other (Specify)					07

PART B: PERCEPTIONS TOWARDS TOURISM AS A MECHANISM FOR DEVELOPMENT

14. Which of the following economic activities do you think can promote the best opportunities for local participation in economic development planning in your community? **Place a cross (x) in the appropriate box.**

Mining		01
Farming		02
Forestry		03
Retailing		04
Manufacturing		05
Other (Specify)		06

15. Compared to other industries listed above (Question 14) do you think tourism development should be promoted in your area?

Yes		01	No		02
-----	--	----	----	--	----

16. Express your opinion on the following statements. **Place a cross (x) in the appropriate box.**

CODES						
SA=Strongly Agree; A=Agree; N=Not Sure; D=Disagree SD=Strongly Disagree						
		01	02	03	04	05
No.	STATEMENTS	SA	A	N	D	SD
16.1	The overall benefits of tourism outweigh its negative impacts.					
16.2	Tourists are a burden to community services.					
16.3	Tourism increases the rate of crime in the community.					
16.4	Tourism causes a lot of damage to indigenous societies and culture.					
16.5	Tourists can add greatly to traffic problems in our area.					
16.6	The quality of life in the community can improve because of tourism.					
16.7	The community should take steps to restrict tourism development.					
16.8	Tourism development can bring about social integration and international understanding.					
16.9	Tourism can result to pollution and littering in our area making it untidy.					
16.10	Bergville has a good potential for tourism development.					
16.11	Tourism development can encourage the preservation of local skills, traditional ways of life and traditional belief systems.					
16.12	The environmental benefits of tourism outweigh its costs.					
16.13	Promotion of tourism can bring about conflict between visitors and local people					
16.14	The private sector exploits local resources through tourism.					

PART C: RURAL TOURISM RESOURCES

17. For each statement below, please indicate the extent of your agreement or disagreement. **Place a cross (x) in the appropriate box.**

CODES						
SA=Strongly Agree; A=Agree; N=Not Sure; SD=Strongly Disagree; D=Disagree						

		01	02	03	04	05
No.	STATEMENTS	SA	A	N	D	SD
17.1	Bergville has a unique landscape.					
17.2	Bergville has a tranquil environment appreciated by most of the holiday makers.					
17.3	Bergville has good infrastructure for the development of tourism.					

17.4	Bergville is accessible from urban centres.					
17.5	Bergville has enough accommodation facilities for tourism development.					
17.6	Bergville has good natural attractions for tourism development to be successful.					
17.7	Bergville has good historic attractions for successful tourism development.					
17.8	Bergville has a good cultural tradition for successful tourism development.					
17.9	Bergville has enough recreation facilities to support tourism.					
17.10	There is a good linkage of highways leading to Bergville.					
17.11	Tourism can conserve the natural environment and encourage the crafts people and artists to maintain their traditional skills.					
17.12	Tourism can generate financial resources to rehabilitate historic sites and buildings in Bergville.					
17.13	Tourism has a direct and powerful incentive to protect the heritage and the environment of Bergville.					
17.14	Travelers can enjoy and appreciate local culture and natural environment in Bergville.					
17.15	Tourism can encourage greater awareness of the environment and cultural heritage in Bergville.					

PART D: CONTRIBUTION TO ENTREPRENEURSHIP (JOB CREATION, SKILLS DEVELOPMENT AND INCOME GENERATION)

18. For each statement below, please indicate the extent of your agreement or disagreement. Please respond to the following questions. **Place a cross (x) in the appropriate box.**

CODES
SA=Strongly Agree; A=Agree; N=Not Sure; D=Disagree SD=Strongly Disagree

No.	STATEMENTS	01	02	03	04	05
		SA	A	N	D	SD
18.1	Tourism can create a number of development synergies to help overcome poverty through job creation.					
18.2	Tourism development in Bergville can introduce new ways of utilising labour force.					
18.3	Tourism development in Bergville can improve the degree of utilising the women labour force.					
18.4	Tourism development in Bergville can halt the drift of people to cities.					

18.5	Tourism development in Bergville can give people an opportunity to sell traditional crafts.					
18.6	Tourism development in Bergville can attract new industries into area.					
18.7	Tourism development can create tour operator's jobs for community members.					
18.8	Tourism can offer labour intensive and small scale business opportunities.					
18.9	Tourism offers employment to a high proportion of unskilled youth.					
18.10	Tourism can generate employment opportunities through accommodation, restaurants and transport.					
18.11	Tourism can stimulate demand and supply of local goods.					
18.12	Tourism development in Bergville can increase the number of economically active people.					
18.13	Tourism development in Bergville can empower local people to manage resources.					
18.14	Tourism development in Bergville can create training opportunities in business skills.					
18.15	Tourism development in Bergville can create new business opportunities.					
18.16	Tourism development in Bergville can promote innovation within local businesses.					
18.17	Tourism development in Bergville can stimulate the production of new goods and new sources of supply.					
18.18	Tourism development in Bergville can increase levels of self employment through establishment of small, medium and micro tourism enterprises.					
18.19	Tourism development in Bergville can create a broad based ownership of industry.					
18.20	Tourism development in Bergville can help local farmers to sell more of their produce.					
18.21	Tourism development in Bergville can help street vendors to sell more goods.					
18.22	Tourism development can create more demand for local transport facilities.					
18.23	Tourism development in Bergville can change unused farm buildings into business units.					
18.24	Tourism development can drive economic growth in Bergville.					
18.25	Tourism development can stimulate demand in other economic sectors of Bergville.					
18.26	Tourism development can be a major source of foreign exchange earnings in into					

	Bergville.					
18.27	Tourism development can create new markets for local goods in Bergville.					
18.28	Tourism development can help to diversify the economy of Bergville.					
18.29	Tourism development can encourage investment in Bergville.					
18.30	Tourism development can create investment opportunities in Bergville.					
18.31	Tourism can attract additional businesses and services to support the tourists industry.					
18.32	Tourism development can bring about economic expansion in Bergville.					
18.33	Tourism can become a frontline sector in fighting poverty in Bergville.					
18.34	Tourism can expand the economic base of Bergville through its linkages with agriculture, retailing and service sectors.					

PART E: MANAGEMENT PRACTICES PERCIEVED AS CONTRIBUTING TO IMPROVEMENT OF QUALITY OF LIVELIHOODS

19. For each statement below, please indicate the extent of your agreement or disagreement. Please respond to the following questions. **Place a cross (x) in the appropriate box.**

CODES
SA=Strongly Agree; A=Agree; N=Not Sure;; D=Disagree SD=Strongly Disagree

No.	STATEMENTS	01	02	03	04	05
		SA	A	N	D	SD
19.1	In Bergville tourism management allows for local residents to participate actively in decision making.					
19.2	In Bergville the tourism industry is adapted to respond to the needs of the local communities.					
19.3	In Bergville tourism revenue contributes to community income for poverty alleviation.					
19.4	In Bergville small operations run by local people dominate the tourism industry.					
19.5	In Bergville tourism is operated in harmony with the local community culture.					
19.6	In Bergville tourism management provides local communities with skills which can be transfer for household survival activities.					
19.7	In Bergville tourism management increases community access to natural resources.					
19.8	In Bergville tourism management includes initiatives to give the community a secure stake in the tourism enterprise.					

APPENDIX 4

**RURAL TOURISM AS A MECHANISM FOR POVERTY ALLEVIATION IN
KWAZULU-NATAL: THE CASE OF BERGVILLE**

This questionnaire must be answered by OKhahlamba Municipal Employees

PART A: PERSONAL INFORMATION

1. Please respond to the following questions. Place a cross (x) in the appropriate box.

1.1 Gender

Male		01	Female		02
------	--	----	--------	--	----

1.2 Race

Black		01	White		02	Coloured		03	Indian		04
-------	--	----	-------	--	----	----------	--	----	--------	--	----

3 Age

15 - 24		01	25 - 34		02	35 - 44		03
45 - 54		04	55 - 64		05	65 and above		06
Cannot disclose								07

1.4 Level of Education

No formal education		01	Primary Education		02
Secondary Education		03	Tertiary Education		04
Cannot disclose					

1.5 Marital Status

Single		01	Married		02
Divorced		03	Widowed		04
Cannot disclose					

1.6 Place of residence.

In Bergville		01	Out of Bergville (specify)		02
--------------	--	----	----------------------------	--	----

**PART B: MANAGEMENT PRACTICES PERCEIVED AS CONTRIBUTING TO
IMPROVEMENT OF QUALITY OF LIVELIHOODS**

2. For each statement below, please indicate the extent of your agreement or disagreement. Please respond to the following questions. Place a cross (x) in the appropriate box.

CODES

SA=Strongly Agree; A=Agree; N=Not Sure; D=Disagree; SD=Strongly Disagree

No.	STATEMENTS	01 SA	02 A	03 N	04 D	05 SD
-----	------------	----------	---------	---------	---------	----------

2.1	In Bergville tourism management allows for participation of local residents in decision making.						
2.2	In Bergville the tourism industry is adapted to the needs of the local communities.						
2.3	In Bergville tourism revenue is channeled to poverty alleviation programmes.						
2.4	In Bergville small operations run by local people dominate the tourism industry.						
2.5	In Bergville tourism is operated in harmony with the local environment and community culture.						
2.6	In Bergville tourism management provides local communities with skills which they can transfer to their household survival activities.						
2.7	In Bergville tourism management increases community access to natural resources.						
2.8	In Bergville tourism management includes initiatives to give the community a stake in the tourism industry.						

PART C: QUESTIONS FOR INTERVIEWS WITH LOCAL MUNICIPALITY EMPLOYEES

3 What is your view about the role of tourism business in poverty alleviation in the Bergville area?

4 Do you think Bergville has planned enough to involve the poor local communities in the tourism industry in the next five years?

5. Can you mention some of the tourism related local development programmes which benefit the poor local communities in the tourism industry?

6. In what ways are the local poor communities benefitting economically from tourism related development programmes mentioned in 5 above?

APPENDIX 5

RURAL TOURISM AS A MECHANISM FOR POVERTY ALLEVIATION IN KWAZULU-NATAL: THE CASE OF BERGVILLE

This questionnaire must be completed by local business owners in the Bergville area.

1. Business profile

1.1 Type of business

Formal	01	Informal	02
--------	----	----------	----

1.2. Age of the business

0-1year	01	2-5years	02
6-10years	03	11-20years	04
More than 20 years (specify)			05

1.3. Type of enterprise

Public	01	Private	02
NGO	03	Other	04

1.4. Size of Business

Small	01	Medium	02
Micro	03		

1.5. Profit generated per month

Less than R10 000	01	R11 000-R20 000	02
R21 000-R30 000	03	R31 000-R40 000	04
R41 000-R50 000	05	R51 000-R60 000	06
Above R60 000	07	Other (Specify)	07
Cannot disclose			08

1.6 Number of employees

One	01	Two	02
Three	03	Four	04
More than Five	05	Other (specify)	06

1.7 Basis of employment of staff

Full-time	01	Part-time	02
Contact	03	Other (specify)	04
None of the above			05

2. Business Perceptions of tourism development in Bergville.

CODES

SA=Strongly Agree; A=Agree; N=Not Sure; D=Disagree ;SD=Strongly Disagree;.

	01	02	03	04	05
Statement	SA	A	N	D	SD
2.1. Tourism development will increase traffic which will make it difficult for customers to access local businesses.					
2.2. Tourism development will make the place very chaotic which may deter customers from coming to our businesses.					
2.3. Tourism development will be of assistance in growing local businesses.					
2.4. Tourism development will bring foreign currency in					

local businesses.					
2.5. Tourism development will cause price inflation of basic goods and services in the area.					
2.6. Tourism development will bring in more economic gain for businesses in the area.					
2.7. Tourism development will attract industries that compliment local businesses.					
2.8. Tourism development will cause more competition between local businesses and outsiders.					
2.9. Tourism development will make businesses in the area to be internationally recognised.					
2.10. Tourism development will put pressure on local businesses to cater for demands of tourists.					
2.11. Tourism development will bring technology into local businesses such as advanced communication.					
2.12. Tourism development will encourage foreign trade in the area.					
2.13. Tourism development will cause pollution and which may deter them from supporting local shops.					
2.14. Through tourism development local enterprise and industry will grow and employ more people.					
2.15. Infrastructure development influenced by tourism activity will impact positively on local businesses.					

Appendix 6 - Accessibility



[Source: Art Publishers (2010)]

Appendix 7 - Recreation Facilities



Appendix 8 - Accommodation

