

**PERCEIVED COMMUNITY PARTICIPATION IN TOURISM  
ACTIVITIES AND FACILITIES AT THE UMVOTI  
MUNICIPALITY, KWAZULU-NATAL.**

**BY**

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## DECLARATION

I declare that this research study: *Perceived Community Participation in Tourism Activities and Facilities at the uMvoti Municipality, KwaZulu-Natal*, except where specifically indicated to the contrary in the text, is my own work both in conception and execution. All the theoretical information and related sources that have been used or quoted have been duly acknowledged by means of complete references. It is further declared that this dissertation has not previously been submitted to any institution for degree purposes.

By

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## DEDICATION

I dedicate this piece of work to my Mom and (late Dad) for having brought me up so well. To Mom, no fitting word my brain could find to express my appreciation for all the good things that she has done for me. Mom, hold a very special place in my heart.

To my dad, even though you have departed this world, I know you are not dead but have graduated to a higher place of consciousness and we will meet again. Today, I want to say to you well done for having brought me up so well.

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## ABSTRACT

The study was conducted with the view of investigating community participation and benefits from tourism activities and facilities at the Umvoti Municipality. Though the uMvoti people could be perceived as not understanding tourism a human activity and its related benefits, most of them do not seem to participate in any tourism development activities taking place in the area.

In an attempt to investigate the research problem, the following research objectives were formulated:

- (a) To investigate the degree to which the community understands the importance of the concept of tourism.
- (b) To ascertain the adequacy of the provision of tourism activities and facilities in the study area.
- (c) To identify the tourism participation patterns of the local community in terms of tourism activities and facilities found in the study area.
- (d) To reveal the perceived tourism benefits that the local community is expecting to enjoy in the study area.
- (e) To assess the perceived management strategies or practices, that are been used by the tourism authorities to promote tourism development in the uMvoti municipal area.

The research methodology used in an attempt to execute the objectives of the research study involved a stratified sample size of 128 respondents, who were

distributed in the uMvoti Local Municipality as follows : sample consisting of Tourism & Municipal officials [13], Tourists [18], tour operators [20] and local community[77]. Data was collected by means of questionnaires, which were analysed using the statistical package for the social sciences [SPSS] computer programme, available at the Department of Recreation and Tourism, University of Zululand.

The findings of the study essentially revealed that there exists a positive perception towards tourism in the study area. The community has also displayed a variety of expectations since tourism has not achieved any remarkable development in the study area. The findings were that tourism facilities and activities in the study area were inadequately provided and unsatisfactory: there was also minimal to fair participation practice in tourism activities and facilities, mainly influenced by social and education variables. The tourism management practices in the study area were found to be ineffective and inadequate for encouraging community beneficiation.

It was further discovered that, notwithstanding that the local community was aware of tourism activities and facilities in the study area, there were tangle and adequate benefits for the community, since they were for a long time excluded from enjoying the rewards of tourism. The community members tend to be sceptical, where there are no identifiable and observable improvements in their lifestyle.

The research study finally came up with recommendations that were based on the outcomes of study. The study recommended that there must be heavy investment in skills training and education of the community in uMvoti area.

## ACCRONYMS AND ABBREVIATIONS

TERM	DEFINITION
ANC	African National Congress
ASGISA	Accelerated and shared Growth Initiative for South Africa
BEE	Black Economic Empowerment
BBBEE	Broad-based Black Economic Empowerment
B&B	Bed and Breakfast
BC	Before Christ
DEAT	Department of Environmental Affairs and Tourism
DTI	Department of Trade and Industry
FIFA	Federation International Football Association
GEAR	Growth Employment and Redistribution
KZN	KwaZulu-Natal
KZNTA	KwaZulu –Natal Tourism Association
NGO	Non Governmental Organisation
PDI	Priorities Disadvantage Individuals
PDC	Previously Disadvantaged Community
RSA	Republic of South Africa
SAT	South African Tourism
SSA	Statistics South Africa
SDF	Spatial Development Framework
SPSS	Statistical Package for the Social Sciences
UM	UMvoti Municipality
UNWTO	United Nations World Tourism Organisation
WCDE	World Commission on Environment and Development

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## CHAPTER 1

### ORIENTATION TO THE STUDY

#### 1.1 INTRODUCTION

It is hard to believe that travel as a human activity began way back in prehistoric times, and archaeologists have given us clear proof about those early travellers in search of food, shelter and comfortable life (Jones, *et al*, 1998). For instance, weapons and jewellery have been discovered in tombs over 1000 kilometres away where they were made. At the ancient city Troy in Asia minor, German archaeologists have unearthed 400 amber beads from Northern Europe at level of excavation dated at 1850 BC (Jones, *et al*, 1998:1). Experts have predicted that the tourism industry will eventually become the world's biggest industry and an important foreign exchange earner in many countries. Although the gradual development of tourism has taken hundreds of years, its greatest boost was in the 20<sup>th</sup> century when the transport and technology revolution was experienced (Jones, *et al*, 1998).

For tourism to succeed in South Africa, and especially in rural areas, the communities must become involved not only as workers in tourist facilities, but as entrepreneurs themselves. For many years, in developing countries communities were excluded from tourism, and in many cases, they were exploited by tourism developers. According to Smit & Vivian, (2001: 3), all communities must become aware of the potential and opportunities that exist for

them in the tourism industry, then, if that happens they would start benefiting from the industry. In this regard, Mathieson & Wall (2006) have defined the study of tourism, as the study of people away from their usual habitat of the establishment which respond to the requirement of travellers. People who travel need to be catered for. They want their need to be satisfied. By so doing they enjoy their money and stay in particular destination or attraction, and the host communities tend to benefit from those activities.

In essence this research study, considering the historical evolution and development of tourism as a human activity, seeks to investigate the participation of communities in tourism activities and facilities at a specific locality in KwaZulu-Natal. It is the intention of the study to reveal if there are perceived community tourism benefits associated with the tourism infrastructure in the study area. Furthermore, it seeks to evaluate the types of policies and strategies that the local tourism authorities are utilising in managing the tourism industry. The related backdrop is that in South Africa, tourism has long been enjoyed by Whites who were lucky enough to benefit economically. During the apartheid government Black communities were not given enough chances to participate in tourism activities. Blacks were taken as unskilled labourers who could only perform limited activities and responsibilities in the tourism industry (DEAT, 1996; Magi & Nzama, 2008).

## **1.2 BACKGROUND TO THE PROBLEM**

According to Baccus, *et al.* (2007) public or community participation has been diagnosed as receiving increasing attention in South Africa, especially at local government level, in places such as the uMvoti Municipality. The general

motivation for engaging in community participation is that it seeks to achieve three tourism related things: (a) enhance development and service delivery; (b) make governance more effective; and (c) deepen democracy in the local environment. Finally, in South Africa, public or community participation in local government is provided for and supported by pieces of legislation such as the Municipal Systems Act of 2000, and key policies like the Draft National Framework for Public Participation of 2005 and Draft KZN Community Participation Framework of 2007 (Baccus, *et al.* 2007).

Community participation in tourism activities has been found in many instances to be overlooked by both the tourism authorities, operator and industry management (Magi & Nzama, 2008). The community has to be involved in the planning and development of tourism infrastructure and activities, in order to experience maximum and sustainable benefit. If members of the community are not involved in the industry, they tend to vandalise tourism facilities and structures. According to Smit & Vivian (2001) communities have been found to want to benefit from most things pertaining to tourism, particularly if it is in their place of residence. Accordingly, the community of the uMvoti area is presumed to be less involved in the tourism planning and development activities. Hence, one of the main goals of this research investigation is to establish the extent to which local communities participate in tourism activities in the study area.

### **1.3 STATEMENT OF THE PROBLEM**

The development of the KwaZulu-Natal tourism infrastructure and activities, need good policies and management strategies in order to attain its maximum output. The tourism industry also requires co-ordinated and effective policies

that combine private sector initiatives and government support to address its delivery weaknesses. While it is acknowledged that about 28 to 30 percent of local community members are without employment, tourism could become a major source of employment and offer more community participation in the tourism business activities (SSA, 2007a; Rogerson & Visser, 2004). There is need for support from government and the private sector to ensure that tourism brings about a success story for many communities at the local government areas.

Any development, more especially which is related to tourism, needs to be well planned so as to be effective. Aaronson (2000) defines development as meaning different things, and that it is associated with positive social change, which means moving forward to something that is better than at present. Municipalities, such as the uMvoti, have the national mandate to promote tourism development within their areas with an aim of bringing a positive social change, for example, job creation and poverty alleviation. This notion of development is also advocated by the White Paper on Environmental Management (DEAT 1997), which sees development as the process of improving human well-being through a reallocation of resources that involves some modification of business policies and procedures. The application of such principles is particularly needed in the uMvoti Municipal area. Also, included in this thinking is addressing of basic needs, equity and redistribution of tourism wealth for the benefit of the previously disadvantaged communities.

As this research study indicated earlier, it seeks to investigate community participation in tourism activities and facilities at uMvoti Municipality, mainly to achieve community wealth, advancement and self-sustainability. It has been

anticipated that some of the tourism problem areas could be linked to lack of community understanding and awareness of tourism principles, potentiality and benefits. Furthermore, there is the apparent inadequacy of the provision of tourism activities and facilities in the study area. This research study, therefore, intends to probe what actually could be done to make the community understand the benefits of tourism. The greatest deficiency in the tourism industry in South Africa, is the absence of adequate education, training and awareness of opportunities, especially among the youth and females (DEAT, 1996). The previously neglected groups in society are highly disadvantaged and the jobs in the managerial levels are difficult to access, because of the lack of training in the field.

#### **1.4 DELIMITATION OF THE STUDY AREA**

The study area is delimited under the uMvoti Local Municipality. It is one of the four local municipalities within UMzinyathi District Municipality. It is located along the northern border of UMzinyathi District about 65 km from Dundee and approximately 70 km from Pietermaritzburg. The study area is accessed through the provincial and regional roads given its location at the intersection of the roads to Pietermaritzburg [R56], the coast [R66]; Drakensburg [R58] and the Battlefields [R56] route [<http://www.umvoti.org>. (2009)]. The uMvoti Municipality also comprises 5 traditional authority areas, all of which are located beyond a 40 km radius from Greytown, which is the main centre of the commercial farmland and tourism facilities.

The area consists of a low population density, inhabited mainly by Black people constituting over 90 percent of the population, most of which are Zulus (SSA, 2007b). The blend of tranquillity, friendly people, modern and traditional

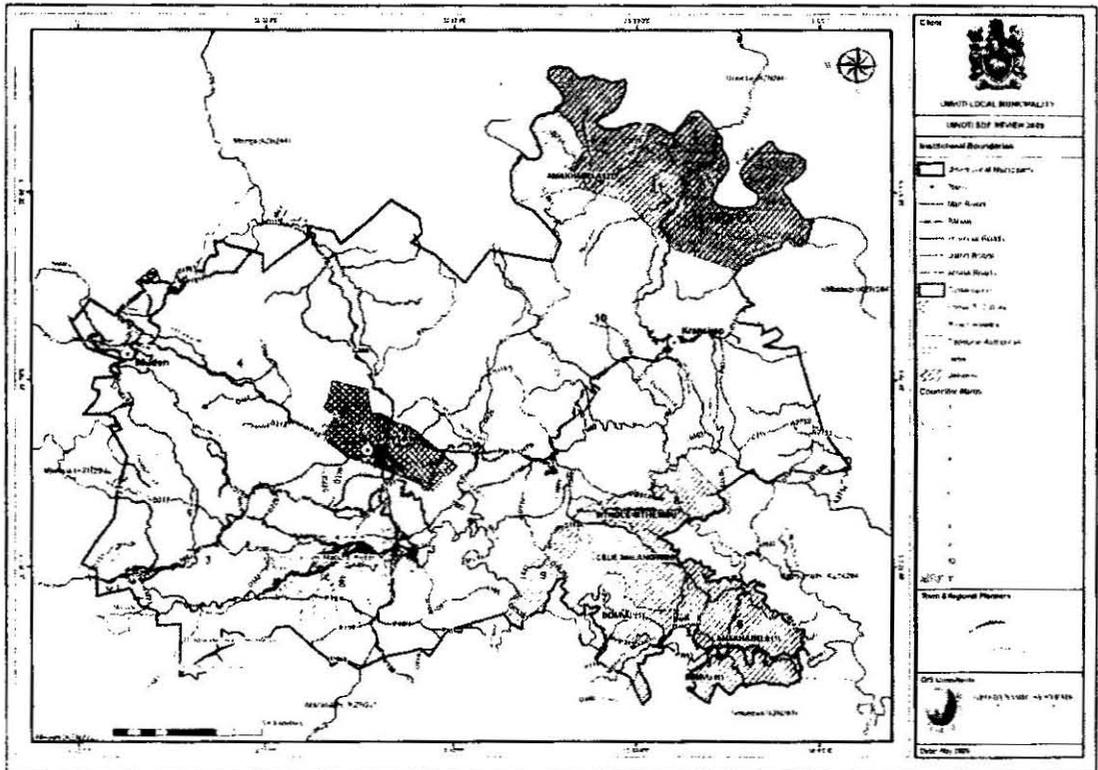
infrastructure and relatively safe environment are unique to the home of the uMvoti people. Similar to the Nkandla, Msinga, uMtshezi and uMshwethi Local Municipalities, which are bordering uMvoti Local Municipality, they are all characterised by deep rural characteristics, where people live by the traditional Zulu customs that have remained unchanged for centuries [Refer to Figure 1.1]. These realistic traditional practices offer a substantial amount of what is called authentic cultural and heritage tourism experiences, suggesting that many tourism service providers do not have to generate bogus or heavily acted tourism experiences.

#### **1.4.1 Spatial Delimitation**

The uMvoti Local Municipality is located within the Umzinyathi District Municipality, and is the third largest municipality in the District, which Nquthu, and Msinga as the larger local municipalities. The Municipality extends over 2109 square kilometres and consists mainly of poor Black communities whose livelihood depends on subsistence farming. Overall settlement densities are consequently approximately 140 people per square kilometre. Located in close proximity to other rural-based municipalities, the uMvoti area has remained relatively underdeveloped, disadvantaged and poor [www.kzntopbusiness.co.za/site/umvoti. (2008)].

The uMvoti area has been chosen for investigation because of its rurality and the abundant natural resources which, if properly utilised, would easily uplift the lives of the local communities. Even though this area is endowed with a variety of tourism, agricultural potential and some natural resources, it is nonetheless, an area dominated by poverty and unemployment [http://www.umvoti.org.za/umvoti/final/IDP.pdf. (2009)].

**FIGURE 1.1: RELATIVE LOCATION OF UMVOTI MUNICIPALITY**



[Source: Afrispace (2009)].

#### **1.4.2 Conceptual Delimitation**

It has been decided to conceptually scrutinise some of the key concepts in order to delimit the scope, meaning and perspective of their use. Some of these concepts include: minimising the diverse meaning of terms such as local municipality, the term stakeholder [which is used synonymously with the term 'respondent'] and the term 'previously disadvantaged community', which is also used to refer to Black people in an inclusive sense, referring to Africans, Indians and Coloureds as well as various other concepts that are related. For purposes of this study the concept 'Black' shall be used exclusively to refer to Africans, which is explained in greater detail, in the section on definition of terms. These

concepts are expected to provide an ideological framework upon which the study area can best make a contribution to tourism development in the area.

The problem as stated earlier is now presented in terms of research study objectives and hypotheses. These objectives and hypotheses are presented in a systematic and synchronised manner in the next subheadings.

## **1.5 OBJECTIVES OF THE STUDY**

The uMvoti community is assumed to be to be less familiar with the operations of tourism activities and facilities that are found in their place of residence. This assumption is accepted because the local communities do not seem participate in most activities that have to do with tourism. Fundamentally, this research study seeks to verify such assumptions or suppositions. It is further assumed that, if the local communities were to remain unaffected or influenced by external tourism initiatives, they would most likely not protect, sustain or conserve any of the tourism-related resources available at their disposal. In conducting this research study, the following objectives were formulates:

- (a) To investigate the degree to which the uMvoti community understands the importance of the concept of tourism.
- (b) To ascertain the adequacy of the provision of tourism activities and facilities in the study area.
- (c) To identify the tourism participation patterns of the local community in terms of tourism activities and facilities found in the study area.

- (d) To reveal the perceived tourism benefits that the local community is expecting to enjoy in the study area.
- (e) To assess the perceived management strategies or practices, that are been used by the tourism authorities to promote tourism development in the uMvoti municipal area.

The importance of these objectives is that they seek to facilitate linkage of the research question to the intended research outcome. In other words, the objectives seek to find valid answers to the research problem and to make relevant suggestions concerning the study area (Magi, 2009). Furthermore, the objectives are later on translated into hypotheses which would facilitate the analysis and resolution of outcomes of the research question. The latter would be achieved by evaluating the hypotheses in Chapter 4. It is anticipated that the evaluation of the hypotheses would smooth the progress towards achieving the objectives of this research study, as well as draw some conclusions about the tourism participation patterns of the uMvoti local communities.

## **1.6 HYPOTHESES**

The intent of the study, among others, was to investigate the provision and utilisation of tourism activities and facilities, in the promotion and development of the tourism industry in the uMvoti area. Therefore, related to the above mentioned objectives, a number of hypotheses were postulated so as to match the objective of the study. It was therefore hypothesised:

- (a) That the uMvoti community does not understand the importance of the concept of tourism.

- (b) That the provision of tourism activities and facilities in the study area was found to be adequate.
- (c) That the tourism participation patterns of the local community in terms of tourism activities and facilities have been found to be positive in the study area.
- (d) That the tourism benefits experienced by the local community in the study area, were perceived to be satisfactory.
- (e) That the management strategies or practices, used by the tourism authorities to promote tourism development in the study area, were perceived to be inadequate.

The above-mentioned hypotheses were constructed to show the educated guess of researcher about the expected outcomes of the research investigation. The outcomes were achieved through the collection, analysis and interpretation of data, which are discussed in some detail in Chapter four. Furthermore, the data collected and analysed, were expected to yield results by either accepting or rejecting the postulated hypotheses.

## **1.7 DEFINITION OF TERMS**

In many instances researchers have found it necessary to emphasise the need to understand the terminology and usage of concepts in the research inquiry (Magi, 2009a). The section below comprises the 'definition of terms' which are used throughout the study with a view of avoiding ambiguity, duplication and complexities of misinterpretation. For purposes of better and contextualised understanding of these concepts, they have to be spelt out in a non-ambiguous manner, so as to offer the working meaning for the research document. In other

words, different definitions exist for a particular concept, however, in this research document a single most appropriate definition has been selected to represent the intended meaning in this study.

### **1.7.1 Tourism**

According to Jafari (1997) cited in Keyser (2009) described tourism as the study of human travel from his usual habitat, of the industry which respond to his needs, and of the impacts that both he and the industry have on the host's socio-cultural, economic and physical environments. On the other hand, the United Nations World Tourism Organisation (UNWTO), defines tourism as the activities of travellers taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (United Nations and UNWTO, 2007). Furthermore, Jones (1998) sees tourism as including any activity concerned with the temporary short-term movement of people to destinations outside the place where they normally live and work, and their activities during their stay at these destinations (Jones, 1998).

A pertinent definition for this study is that offered by Goeldner & Ritchie (2009: 6) when they state that: "Tourism may be defined as the process, activities, and outcomes arising from the relationships and the interaction among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the interacting and hosting of visitors." This is a more functional definition which is most appropriate for this research study.

### **1.7.2 Domestic tourism**

Domestic tourism means a stay of at least 24 hours at destination inside your country visiting relatives, attending meetings and conferences (Jones, 1998). For many years it has been a criticism of international tourism circles that there is no domestic demand in some countries (Diamantes, 2004). Domestic tourism involves the movement of visitors internally. Countries that make use solely of registration forms at hotels miss-out all aspect of domestic tourism that involves staying at supplementary accommodation establishment or with friends and relatives. A number of countries do not even try to measure domestic demand because it is considered unimportant owing to the nature of their own domestic tourism. For purposes of this study, it would be interesting to find out how domestic tourism is perceived to play a role in the development and enhancement of community life in the study area.

### **1.7.3 Tourist**

Tourist (overnight visitor) is a visitor who stays at least one night in a collective or private accommodation in the place or town visited (Smit & Vivian, 2001). According to the Tourism White Paper (DEAT, 1996) a tourist is defined as a person who travels away from home and stays for at least one night. A tourist can be a domestic tourist, a regional tourist or an overseas tourist. According to the United Nations World Tourism Organisation (UNWTO, 2001), a tourist is someone who travels to a country or a city other than his or her regular living place for a period of 24 hours to one year, for the purpose of entertainment, rest, sport, visiting friends and relatives, fulfilling a mission, attending a seminar, conference or meeting, medical treatment, study and research or religious activities.

#### **1.7.4 Participation**

For the purpose of this research study, the concept ‘participation’ is defined in terms of Paul (1987: 2), who states that community participation is an active process by which beneficiary client groups influence the direction and execution of a development project with a view to enhancing their well being in terms of income, personal growth, self-reliance or other values they cherish. According to Ishmail, *et al.* (2005: 114) the primary unit of participation is a collection of persons who stand in relationship with an organisation or government, that is, when the person takes part or is involved in activities. The act or state of participating, or sharing in common with others, the participation is in happiness or sadness.

Participation is the act of sharing in the activities of a group. According to Woolfolk (1998) participation is the formal or informal for how to take part in different activities. For purposes of this study the definitions by Paul (1987) and Ishmael, *et al.* (2005) are preferred because they relate participation to the community, as well as, state that participation relates to participation in activities which influence individuals emotionally.

#### **1.7.5 Practice**

The term ‘practice’ is generally understood to refer to ‘action’ taken as opposed to ‘theory’. Usually both the terms ‘policy and practice’ are intertwined, since practice has to do with the translation of the policy into action, which is doing what the policy stipulates (Van Niekerk, 1988: 32). The emphasis on practice is on action rather than on theory (policy). The notion of practice further emphasises the idea of continuous actions with regard to use of facilities at hand and by being less premeditated, and often practically executed. Practices are

used to make the problem easier to understand and solve [<http://www.en.wikipedia.org/wiki/practice> (2009)].

### **1.7.6 Tourism Provision**

The concept of 'tourism provision' related to the activity of supplying or making available the tourism facilities. It also means the cognitive process of thinking about what you will do in the event of anything happening in tourism or recreation (Torkildsen, 2007). Provision also suggests to endow with, meaning to supply, furnish or equip any form of tourism or recreation facility, service or programme. Hence, the terms 'tourism provision', 'tourism supply' and 'tourism demand' are interlinked. The provision of tourism or recreation also relates to the process of tourism planning and management of facilities, activities and programmes (Torkildsen, 2007).

### **1.7.7 Tourism Facility**

The notion of tourism or recreation facility includes a wide range of resources, services and environments, such as game parks, cultural villages, outdoor facilities, in and around residences, in urban, rural environment, or countryside, on land and on water, and so on (Torkildsen, 2007). For purposes of this study tourism or recreation is viewed as a social system and embraces all those actions that involve the pursuit of play, leisure and pleasure (Torkildsen, 2009). The tourism facility therefore, denotes the physical and non-physical structures that cater for both the outdoors and indoors leisure and sporting activities for socio-cultural necessities, enjoyed by the travellers. In planning for tourism provision of facilities, planners and local authorities have to provide a wide range of facilities and services for all forms of leisure, for community participation in social and cultural programmes.

The term 'facility' is also understood to refer to the infrastructure and amenities, which are provided to communities, specifically for purposes of participation in tourism-related activities. (Jones *et al.*, 1998). It should further be noted that the concept 'facility' has been interpreted by Magi (1992a) to also refer to a service or activity which is non-physical in character but facilitates participation in tourism and recreation activities. For example, a tourism programme as a plan or means of participating in leisure activities has been known or defined as a facility.

### **1.7.8 Community**

Community refers to the enhancement, at the local level of the capability to participate in the tourism development process. Opportunities should be provided for local participation in tourism, both directly through investments in and employment in tourists businesses as well as in supporting activities such as agriculture and craft industries (Mathieson & Wall , 2006). According to Gilmour & Fisher (1995) a community is a set of people with mutually recognised interest in the resources of a particular area rather than people living in that area. In this research study the term is used to mean the people who are the citizen of the uMvoti area.

### **1.7.9 Previously disadvantaged communities**

It should be noted that the concept or term "community" suggests an existence of some coherence among the people with a common experience or destiny. Hence, Bellah, *et al.* (1985: 313) have since defined this term as follows:

A community is a group of people who are socially interdependent, who participate together in discussion and

decision-making, and who share certain practices that both define the community and are nurtured by it.

In the context of the above definition a previously disadvantaged community [PDC] is one which has been integrated and thus become socially interdependent, because of the policy of *apartheid* in South Africa. This term is typically South African and related to those individuals who have been discriminated against through the *apartheid* policies of the pre-1994 South African Government. In this regard, the state has sought to create opportunities of economic development, poverty alleviation and community participation through setting up tourism related policies and strategies, seeking to achieve transformation, growth, employment and redistribution, as well as Black economic empowerment (DEAT, 1998; DTI, 2004a; Rogerson & Visser, 2004).

#### **1.7.10 Tourism Destination**

A tourism destination relates to the location of a cluster of attractions and related tourist facilities and services, which a tourist or tour group selects to visit or which tourism providers choose to promote. According to George (2001), a tourism destination is a place, including a physical or perceived location, consisting of primary and secondary attractions and supporting amenities that entice people to visit. In the context of this particular study, the concept is used to mean the end point of the visitor's journey. Lubbe (2003) defines tourist destination as the geographical area where the attraction is located and to which the tourist or visitor is heading.

#### **1.7.11 Utilisation**

Utilisation of tourism facilities refers to the usage of facilities and activities, in other words, it refers to those activities through which members of the

community share in the selection and enjoyment of the tourism activities. The enjoyment in usage may be directly or indirectly experienced depending on the provision of facilities in terms of public policy (Torkildsen 2007) . In the context of this research study, the concept ‘utilisation’ is used to mean the operational usage of facilities, which would be measured through the level of community participation in which individuals share certain activities and experiences offered by the authorities.

### **1.7.12 Tourism Development**

The Department of Environmental Affairs and Tourism (DEAT, 1996) seen development as a process of improving human well being through the reallocation and utilisation of resources, which will lead to the modification of the tourism environment. It addresses basic needs, equity and the redistribution of wealth to communities. In this context, tourism development, according to Cooper *et al.* (2008), may be equated to a form of real estate development, where whilst seeking to improve human well-being, it will add to the pressures on the use of land without breaking down the constraining factors associated with growth and saturation of growth. The context of the study area of UMvoti, tourism development is a priority process, which seeks to benefit the local community through provision and participation.

### **1.7.10 Perception**

According to Jordan & Jordan (1992) the concept perception refers to the human ability to process, interpret and attribute meaning to the information received via the sensory system. According to Pearce (1994) it is essential that local people become favourable towards tourism, if not, the possibility of a community resistance is likely, leading to negative attitudes, such as an unwillingness to

work in the tourism industry or even demonstration of unruly behaviour towards tourists. In this regard perceptions play an important role in predetermining human behaviour (Magi, 1986, 1989a, 1989b).

In this context, the term perception is used to explain how the community notice the need to participate in tourism activities and utilise the tourism facilities in the study area.

#### **1.7.11 Service**

A service is any task that is performed for another individual, or the provision of any facility, product or activity for another's use, rather than ownership. When buying a service, the consumer does not gain ownership of a tangible product, but is merely given the right to use something for a particular period (Hall, 2000) Some example of services pertinent to this investigation may include some of the following: advertising; hair dressing; legal services, car rental, medical services, garden services, hotels, personal finance, psychotherapy, domestic appliance repair, baby-sitting, management consultancy, restaurants and package tours (Mason, 2008).

#### **1.7.12 Benefits**

Mancini (2005) has argued that benefits are the payoff for the future. On the other hand, Driver, *et al.* (1991) defines benefits as an improved condition or lessening of a worse condition to individual and local community. In this research, benefits are used to mean the good results gained from the hard work done by an individual or group.

In concluding this section, it must be reiterated that defining the terms used in this study, would facilitate the better understanding and contextualisation of these concepts this research investigation. In other words, the section mainly offers the avoidance of misinterpretation, ambiguity, duplication and complexities associated with the main terms used in this investigation.

## **1.8 SIGNIFICANCE OF THE STUDY**

According to Sekeran (1992), cited in Magi, (2009a) research is seen as a systematic and organised effort to investigate a specific problem that needs a solution. In addition, Magi (2009b: 89) argues that greatest difficulty for research in tourism and recreation, particularly in South Africa, is the scarcity of current as well as relevant research literature, information and data. Hence, one of the significant aims of this research study is to make a contribution to the related literature in the field of tourism. Since this study includes the involvement of community participation and benefits in tourism activities and facilities at uMvoti municipality, it is anticipated that local people will be encouraged to view tourism positively. Some of the people are not involved in the development of tourism in their area, therefore, if these people are not reached, they will not be able to benefit from tourism. Thus this research intends to help to identify the difficulties of the community, so that they can benefit and become empowered. The researcher seeks ways to help administrators, especially tourism developers and operators, to be more effective in the delivery of tourism services.

It was further anticipated that the current research study would help increase the level of tourism understanding and awareness among the uMvoti local community members and stakeholders in general. Obviously, the community

understanding of tourism would lead to better community participation and management of the tourism industry.

## **1.9 METHODOLOGY**

The methods and procedures of enquiry are very important for the achievement of valid and reliable data collection, analysis and interpretation (Magi, 2009a). In collecting data, different methods were used depending on some characteristics of the study area and the target population.

### **1.10.1 Research design**

The research study has sought to connect theoretical information to the practical situation in uMvoti Local Municipality. The research design for this study was both qualitative and quantitative. The former approach [quantitative] was galvanised by the primary and secondary sources available were explored and acquired, as well as utilising these sources to gather information. With regard to the utilisation of primary research resources it became evident that the survey technique was the ideal method to use. To achieve the quantitative approach it was necessary to develop the sample, the questionnaire, or other data-collection techniques and statistical techniques used. Regarding the questionnaires, they were both self-administered as well as constituted the face-to-face surveys, which were directed at community members who stay in the uMvoti municipal area.

### **1.10.2 Sample**

The sample is usually smaller than the research population found within the study area. For purposes of this research investigation, the representative sample was extracted from the tourism stakeholders in the uMvoti municipal

area. The total population of the uMvoti Local Municipality was found to be approximately 114 500, in terms of the Statistics South Africa census data (SSA, 2007a). The selection of an appropriate sample from the population was calculated using the Isaacs & Michael formula (cited in Magi, 2009a). The following formula for estimating a randomly selected sample from the given population yielded a sample size of 128.

The study sample size of 128 respondents was a stratified random sample subdivided into the following wards: Umvoti Central = 28; Matimatolo = 26; Ngome = 24; Nhlalakahle = 25 and Makhabeleni = 25. The sample population used in these wards was randomly selected. The same total sample of 128 was structured in terms of the following stakeholder categories: Tourism & Municipal Officials [13], Tourists [18], Tour Operators [20] and Local Community [77]. The data then was analysed using the Statistical Package for the Social Science [SPSS] computer programme, which yielded some frequency tables, bar and pie graphs.

### **1.10.3 Instrumentation**

The questionnaire was the main instrument used to collect data. The structuring of the questionnaire was based on the set of objective designed to operationalise the research question. Section A of the questionnaire required information about the demographic characteristics of the respondents. Section B sought information about the Stakeholders' understanding of the importance of the concept of tourism. Section C sought to ascertain the adequacy of the provision of tourism activities and facilities. Section D of the questionnaire wanted to identify the tourism participation patterns of the local community in terms of tourism activities and facilities. Section E was about the perceived tourism

benefits that the local community is expecting to enjoy in the study area. Section F explored the perceived management strategies or practices, that are been used by the tourism authorities to promote tourism development in the uMvoti municipal area.

The interview schedule was designed, distributed and explained in detail to the research assistants and later to the respondents. Field work in various wards and local community areas began once all the questionnaires had been printed and sifted for errors. The questionnaire used in the study was both closed-ended and open-ended. This variation in the structure of the questionnaire facilitated the execution of various types of questions. For example, Do you think you understand the importance of the concept of tourism? Answer: Yes, No or Not Sure. In the open-ended question the respondents were asked to express their views on what they as important about the concept of tourism. The interviewing process proceeded without difficulties, save for a few non-returns. The survey method fitted well into the study because it was “people oriented” (Magi, 2009a).

#### **1.10.4 Collection of data**

As indicated earlier data were collected using the questionnaire as the main tool of research. The tourism stakeholders and community members, comprising the leaders and officials, tour operators and tourists, were contacted to explain any existing situation regarding the perceived community participation in tourism activities and facilities in the study area. The relevant community protocols, like asking for permission to collect information within the communities, were fully observed. It was very important to explain the intention of the study to the local community members, tour operators and tourists, before they were to be

engaged in the interview process. This approach helped to clarify the objectives of the study and direct the community's expectations to the study objectives rather than to something else. Such explanation also prevented political interference which is very prevalent in the area.

It is also important to indicate that other documentary sources were acquired from the uMvoti Local Municipality. Some other information was acquired through person-to-person interviews, particularly for the community members who were less educated. The more literate community members were presented with the questionnaire to read and complete on the spot, with guidance from the interviewers. Most community leaders and officials were interviewed using the telephone, e-mail as well as the self-administered questionnaire. Due-dates were given to respondents to ensure that all questionnaires were returned within the set time-frame.

#### **1.10.5 Analysis of data**

As mentioned earlier, data that was collected was analysed using the Statistical Package for Social Sciences [SPSS] available in the Department of Recreation and Tourism at the University of Zululand. This programme has been used to generate frequency tables and graphs, which were found to be easily interpreted. Responses on each questionnaire were coded in order to facilitate the analysis and interpretation of the data. In some instances, the information was presented and analysed as it was collected. Tables and graphs were compiled to illustrate and elucidate the outcomes of analysis. The statistics used were based on the frequency of responses and converted to appropriate percentage values. The resultant statistical outcomes assisted the researcher with the interpretation of

the results, and drawing conclusions about the objectives and hypotheses to determine whether these were met or not (Magi, 2009a).

The analysis and interpretation of data were both quantitative and qualitative. The interpretation was used to find out whether the results from analysis were meaningful or not. The analysis of data was also to help determine whether the formulation of objectives and hypothesis was acceptable or worthy of rejection.

#### **1.10.6 Pilot study**

According to Finn, *et al.* (2000) the pilot study is when a small number of respondents are given the questionnaire in order to find out whether the questions are valid and reliable. For purposes of this study, ten (10) people were chosen to complete the questionnaire so as to test whether the questions were clear and understandable to them as respondents. To the less educated, the questions were clearly explained in Zulu as most of them did not understand English very well. The pilot study revealed a few questions to be defective. These were corrected and made ready for the main survey.

### **1.11 STRUCTURE OF THE STUDY**

This research study consists of five chapters, which are described in some detail in this section. Chapter One, designated as the 'Orientation to the study', presents the introduction to the research study. This chapter of the study covers key areas such as: the problem statement, objectives and hypotheses, the delimitation of the study, its significance and the methodology adopted in carrying out the research.

Chapter Two, consists of the theoretical background of the study. In this chapter the researcher has consulted and reviewed literature relevant to the study. The chapter has explored various authors' ideas and relates them to the topic and research problem of the study. By doing so, the findings of other studies, have served as a reasonable basis for the interpretation of work that comes from other authors on the same subject matter, thus accommodating a wider spectrum of research. The theoretical knowledge relating to tourism activities and facilities has served as a basis for understanding the research argument presented.

Chapter Three provides the actual physical setting and understanding of the spatial and related features found within the study area. The absolute and relative location of the study is described and explained, so as to give a tangible context to the study. The chapter, among other aspects, considers the location and the establishment of the uMvoti Local Municipality, the various local tourism features and infrastructure, historical background, settlement and land tenure matters, physiographic and climate issues. Social services and governance structures are also considered.

Chapter Four, describes the "Analysis and interpretation of data". In this chapter all analytical procedures are presented. The presentation of data is in various forms, which are tabular, graphical, diagrammatic and so on. The findings of the study are documented and meaning is attached to them. The outcomes of the analysis lead to drawing conclusions about the acceptance or rejection of the various hypotheses postulated in terms of the prescribed objectives. The chapter also sets the scene for generating conclusions and recommendations of the study.

Chapter Five presents the summary, conclusions and recommendations of the research investigation. The chapter gives the summary of the findings and make recommendations pertaining tourism awareness and development to the stakeholders and the need for further research in the study area. The study also contains a comprehensive bibliography of the literature, the books, journals and websites consulted during the theoretical research of the study. Also included are questionnaires and transmittal letters used for the purpose of collecting data.

## **1.12 CONCLUSION**

The research is the important instrument for matching the theory with practical issues, and in most instances attempt at improving the social status of the communities involved in the study. This research investigation has thus successfully attempted to come up with valid and reliable information relating to how the local community perceives the participation in tourism activities and facilities within the uMvoti Local Municipality.

In short this chapter has attempted to describe the procedure followed in mapping out the aspect of the entire research study to be investigated. In other words, the chapter sets the scene of what is to be covered or focused on in the process of investigation. After the research study has been successfully conducted, it is hoped that the results of this research would be made available to the local municipality concerned.

## CHAPTER 2

### THEORETICAL BACKGROUND

#### 2.1 INTRODUCTION

It is a generally accepted principle in recent writings (Bennett, 2002; Cooper, *et al.* 2008; Goeldner & Ritchie, 2009) have argued that tourism has proven to be a lucrative enterprise. Several local government and non-governmental organisations have taken particular interests in this industry, believing that it is a creator of jobs and improvement of the poverty situation in a country (Rogerson & Visser, 2004; Magi & Nzama, 2008). Researchers (Mkhize, 1999; Magi, 2000; Lubbe, 2003) have also followed the trend and have redirected their interest in investigating and synthesising theories concerning tourism development, participation, sustainability and impacts.

In this study, the community participation, benefits and utilisation of tourism facilities and activities at uMvoti Municipality is explored and seen as the main point of interest. The principle of community participation in tourism and recreation activities is a contentious subject, which local governments want to see it implemented in their statutory reports, but usually find it difficult to achieve (Magi & Nzama, 2008, 2009a). The local communities seem to be struggling to take charge of the tourism management and development initiatives. There is greater need that communities should take charge of the situation, considering that they are the owners of the area where tourism activities take place. Seemingly, communities are most of the time left out in the development of tourism. Black Communities in South Africa

see tourism as an industry for white people and educated people only (DEAT, 1996). According to Mosidi (1998) Black communities do not see tourism as their own as well as that it is something that could benefit them. Furthermore, local community especially in rural areas do not understand tourism and they even have said that they do not like tourism infrastructure because they think that it decreases grazing-veld for their cattle.

The researcher believes this chapter is geared to address some of the theoretical elements associated with the community's perception of their participation in tourism activities and facilities in the study area. The researcher further believes that the economic benefits of tourism can accrue to the community, if tourism promotion and development are handled in a professional manner.

## **2.2 UNDERSTANDING THE IMPORTANCE OF TOURISM**

The understanding of the importance of tourism as an industry is vital in the creation of opportunities for local community members. It is therefore, essential to understand the nature of tourism, its development and its sustainability. It has been argued that tourism from its inception (Wahab & Pigram, 2000; Rogerson & Visser, 2004) has been an industry that is growing from strength to strength and has recently become as a leading revenue generator in many countries, and more specifically in developing countries. Tourism is not only the world's biggest industry but also one of the fastest growing. It is a multidimensional industry, growing fast and becoming a major social and economic force in the world and has thus moved from being mainly for the rich to being accessible and affordable to almost everyone throughout the world (McIntosh *et al.*, 2002).

In understanding tourism, it is also vital to comprehend the idea of 'sustainable tourism' which has for a long been associated with the concept of 'sustainable development'. This term was devised by the World Commission on Environment and Development (often called the Brundtland Commission) in 1987. It is defined as meeting the needs of the present communities "without compromising the ability of future generations to meet their own needs." (WCED, 1987: 8). The concept sustainable tourism, as is the case with sustainable environmental development, relates to the use of tourism facilities or the pursuit of touristic activities in such a manner that they are sustainably managed (Magi, 2000, 2006; Cooper, *et al*, 2008).

The importance of tourism has been highlighted by various stakeholders ranging from government, private sector, communities and tourism operators. Government needs to create an environment which is conducive to tourism promotion and development. Listed below are some of the examples of how tourism can reveal itself to be important.

### **2.2.1 Job Creation and Employment**

Historical development of tourism in South Africa has played an important role in characterising the economics of tourism, in terms of seeking to provide opportunities of job creation, employment and poverty alleviation among local communities (Rogerson & Visser, 2004). It is from this viewpoint that the previously disadvantaged communities have looked towards tourism for relief. In this regard, the tourism industry has sought to play a significant role in redressing the negative effects of the apartheid culture and policies.

South Africa has been bedevilled by unemployment from 1995 with the onset of the new democratic order. Unemployment has increased because the

formal economy has been unable to grow fast enough to provide employment for the ever-increasing number of work seekers. The situation is not different in the uMvoti Local Municipality, where many people have been victims of unemployment and retrenchments from local jobs. Surely employment in the tourism industry in the area can partially serve as a solution to the current unemployment problem.

### **2.2.2 Development and Improvement of Infrastructure**

It is generally accepted that the government has the responsibility of developing and improving the general infrastructure and more specifically the tourism infrastructure, such as roads, housing, electricity and sewage systems. South Africa has hosted major international events such as World Summit on Sustainable Development, World Parks Congress and the Rugby World Cup and more recently the FIFA Soccer World Cup, which have contributed to the improvement of the infrastructure. In this way, these tourism-related events have contributed to community welfare and revealed how important tourism is to the host community.

### **2.2.3 Provision of Training**

Tourism is relatively a new field of human development and progress. It is therefore important that the youth and local community should be trained in the field. The more trained is the host community, the better would be employment opportunities for all. In some way, the government believes that its responsibility is to capacitate local communities to provide excellent service to the tourists, in this way tourism becomes important. Tourists are served by ordinary people, and therefore if the service is not up to standard then tourists would look for alternative destinations or countries. In short, it is either that the local authorities and service providers do the job correctly

and enjoy the benefits of tourism, or do not do it at all and suffer the consequences (Cooper, *et al.* 2008).

#### **2.2.4 Spread Development to Rural Areas**

Tourism has been well regarded in some quarters, because it has the ability to spread development to rural areas. Rural areas are the places that are in most need of development. This is so, because many of the prime areas of unemployment and poverty are in rural area. Tourism allows rural people to share in the benefit of tourism development, promoting more balanced and sustainable forms of development and provides an alternative to urbanisation, permitting people to continue a rural family existence, enfranchising both women and youth (DEAT, 1996). The communities adjoining protected areas are the ones who benefit from the tourists spending through the community levy fund which helps neighbours, so it is important that tourists enjoy safety and tranquillity. These experiences and benefits are the ones that make tourism to be important to all stakeholders.

#### **2.2.5 Involvement of Previously Disadvantaged Communities**

Since tourism is an industry that employs the entire community, the rich and the educated, as well as the poor and illiterate, it is there an industry that would be important to the previously disadvantaged communities in South Africa (Lubbe, 2003). Through the marketing of tourism to the previously disadvantaged communities, through television, brochures, billboards, magazines, conferences and seminars, the more it becomes popularised and its benefits appreciated. The involvement of women in tourism development initiatives particularly from the disadvantaged communities should be encouraged, since it is in this manner that the industry is promoted. In the context of this study area, the participation of women in tourism development

initiatives, may be a useful vehicle for making the industry meaningful to the general population (DEAT, 1996).

### **2.2.6 Diversification of economic activities**

Tourism is important because it has been known to create new services and drive other sectors of the economy, for example, subsistence agriculture, accommodation and transportation. Tourism can also strengthen the economic and business aspirations of the community, to generate foreign exchange from tourism spin-offs thereby creating employment opportunities. Tourism creates opportunities for the small entrepreneurs, promotes awareness and understanding among the different cultures, helps to save the environment, create economic linkages with agriculture and other industries (Dowd & Duerr, 1994).

## **2.3 PROVISION OF TOURISM ACTIVITIES AND FACILITIES**

The concept of 'tourism provision' was earlier described as relating to the activity of supplying or making available the tourism facilities. In this context, provision was also seen as suggesting endowment or supply of tourism facilities, services or programme (Torkildsen, 2007). One of the greatest challenges of our times lies in the ability of local authorities to provide or supply tourism activities and facilities to local communities. This provision becomes acute with the unprecedented increase in the tourist visiting various countries. Tourism as a means of cultural expression and a mechanism for natural and cultural development has a potential to both assist and hinder the processes associated with meeting the challenge cited earlier (<http://www.wordiq.com/definition/recreation>, 2009). It should be noted that understanding this potential is becoming more and more essential in South

Africa, and more specifically at places such as the UMvoti Local Municipality.

### **2.3.1 Provision of Facilities to Tourism Businesses**

In an effort to stimulate the business ventures, governments have provided facilities to emerging tourism businesses. According to McKenzie *et al.*, (2005) some municipalities have, in addition to regulatory and support role in tourism, provided direct financial support to emerging tourism enterprises in their areas of jurisdiction. These offerings have varied from municipality to municipality, some have not only offered financial support, but have also supported specific activities, such as paying for community members to receive accredited tour guide training.

The involvement of local communities in tourism activities not only benefits the community, but also improves the quality of the tourism industry as a whole. Local communities can become involved in tourism operations, and in the provision of knowledge, services, facilities and products. The benefits should outweigh the cost of tourism to the host community and the authorities. Tourism can also generate income for resource management and improvement in addition to social and cultural benefits (Page & Dowling, 2002).

### **2.3.2 Tourism Provision and Discrimination**

Local and international research studies (Magi, 1986, 1989b, 1992b; ANC, 1994; Stoldolks & Jackson, 1998; Bennett & George, 2004) have focused solely on problems of race and ethnicity among various groups, particularly in the provision of facilities for different groups. It was established in some of the studies that the minority groups in overseas countries did not get the benefit of using recreation and tourism facilities. On the other hand, majority

African groups in South Africa were discriminated against and did not get free access into tourism facilities. In particular, White ethnic minorities tend to experience markedly less discrimination in leisure and tourism settings than in other locations.

### **2.3.3 Provision of Tourism Facilities**

The planning of tourism facilities in KwaZulu-Natal is fundamental to having a well managed tourism industry and tourism planning is the first step in the provision of facilities. The next step is development, management and promotion of these facilities, which would lead to satisfying the needs of the community. In this regard it is important to address what opportunities currently exists in the community such the uMvoti community, and what action is necessary to meet the needs identified. In essence, strategic tourism planning involves answering three questions:

- ***Where are we now?***

What facilities and services are available at present and do they fulfil the identified needs of the local community? In addition, what management strategies are in place to improve the situation?

- ***Where would we like to be?***

What facilities, activities and services are required to meet the needs of the local community? Furthermore, is the local municipality having the means and capacity to handle the situation?

- ***How are we going to get there?***

How are these facilities and services to be provided in future and who is responsible for providing them? In view of the discrepancy in the provision of tourism facilities for Blacks in South Africa, the management policy must be formulated along the specific guidelines that would ensure total success in the provision and management of facilities. Furthermore, it is important that

the following guidelines towards responsible tourism can be implemented without difficulty (DEAT, 1996: 60):

- An integrated provision and utilisation of tourism facilities.
- Greater community involvement.
- Development of tourism areas and facilities.
- Spatial standards for the provision of facilities.
- Establishment and coordination of tourism programmes.
- Coordination of visitor projects with the local community.

As much as tourism service providers ensure that they provide tourism facilities for all population groups, the encouragement of more Black participation is on the whole still inadequate. It is unfortunate that this negative situation still remains a challenge, in the provision of tourism facilities, mainly in the less developed areas of the country (DEAT, 1996). In this study an attempt to understand the role tourism provision in such circumstances is closely investigated.

#### **2.3.4 Provision of Tourism in a Sustainable Manner**

It is important for authorities and communities to provide tourism facilities and services in a sustainable manner. The United Nations World Tourism Organisation has defined sustainable tourism development as “meeting the needs of present tourists and host regions while protecting and enhancing opportunity for the future tourists to meet their own needs. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity, and life support systems” (UNWTO in Cooper, *et al.* 2008: 216). In explaining sustainable tourism, Page & Dowling (2002) have identified four fundamental pillars that need to be followed for a more sustainable and responsible form of tourism.

These include: (a) a minimum environmental impact, (b) minimum impact on - and maximum respect for - host cultures, (c) maximum economic benefits to the host country's grassroots communities, and (d) maximum recreation satisfaction to participating tourists. These pillars are important for understanding tourism at the uMvoti Local Municipality. Similarly, what is known as Murphy's ecological model for community-based tourism planning presents four elements that are fundamental to sustainability and are as follows [Murphy (1983) and Cooper *at al.* (2000: 44)]:

- (a) The protection of the destination's resource attractions.
- (b) Positive resident assessment of tourism.
- (c) Visitor satisfaction with their experience and
- (d) An acceptable return on investment for operators within the tourism industry

The four elements of sustainability of tourism are fundamentally important for understanding and preserving tourism at the uMvoti Local Municipality. Furthermore, in support of the various principles cited above, Wall (2000), has also argued that tourism may exist if it addresses the following four principles:

- (a) The types of usage that seek to minimise negative impacts to the environment and to local communities.
- (b) The increase in awareness and understanding of an area's natural and cultural systems and the subsequent involvement of visitors in issues affecting those systems.
- (c) The maximisation of early and long-term participation of local communities in the decision-making process that determines the kind of tourism that should occur.
- (d) The detection of economic and other benefits to local people that complement rather than overwhelm or replace traditional practices (farming, fishing) or social system.

All the principles or elements cited above seem to play an important role in the provision of tourism development in its various forms and in a sustainable manner. Tourism in this regard, is the most effective strategy for promoting and developing resources, which would ultimately benefit the local community at places such as uMvoti Local Municipality. This particular research study, among other things, seeks to address some of these challenges.

## **2.4 TOURISM PARTICIPATION PERSPECTIVES**

The effective and beneficial participation of stakeholders and the community at large, in tourism activities and management of facilities, is the most admirable thing the local authorities can hope for. Notwithstanding a situation like that, research in South Africa (Lubbe, 2003; Rogerson & Visser, 2004; Magi & Nzama, 2008, 2009a, 2009b), suggests that there is limited participation of local communities in tourism activities, facilities and decision-making. In South Africa, there are many factors that have limited the meaningful involvement of local communities in the tourism industry. According to the Tourism White Paper (DEAT, 1996: 14) some of these factors include the following:

- The lack of information, awareness, know-how and training, relating to tourism delivery.
- Lack of finance and access to financial means, so as to take advantage of entrepreneurial opportunities provided by the tourism sector and other support means.
- Lack of interest on the part of existing establishments to build partnerships with local communities and suppliers.
- Lack of incentives to reward private enterprise that build or develop local capacity and create job opportunities.

### **2.4.1 Tourism and Community Participation**

In many respects district and local municipalities in South Africa, and particularly in KwaZulu-Natal, have a great role to play in ensuring that the people in the areas, are fully involved in tourism development activities. McKenzie *et al.* (2005) have contemplated on what municipalities can do to promote community participation in tourism. They state that tourism is a major growth area in South Africa, and a key to the way many municipalities can plan to promote local economic development within their areas. McKenzie, *et al.* (2005) have further stated that the growth of the tourism industry also provides an opportunity to promote community involvement in tourism, and so distribute the financial benefits of tourism beyond the traditional beneficiaries. Most of the potential opportunities for participation in tourism by the community include: catering; accommodation activities and attractions; entertainment services; community-based tourism delivery as well as transportation (DEAT, 1996; Lubbe, 2003; Cooper, *et al.* 2008).

The uMvoti Local Municipality bears the responsibility of assist local communities take hold of the above-mentioned opportunities, so as to promote and develop tourism initiatives in their areas. As hypothesised earlier, the tourism participation patterns of the local community in terms of tourism activities and facilities have been found to be positive in the study. Despite this situation there are indications that the main problem with the local communities in the uMvoti area, is the lack of skills, such as business management skills; knowledge and expertise, to render an effective tourism delivery service or process in the area.

### **2.4.2 The Role of the Municipality in Tourism Delivery**

According to Bennett & Strydom, (2001) governments are a fact of life in tourism industry as well as in the modern world. In South Africa tourism is a

dual competency, with policy and regulations equally relevant for the province and the nation as a whole (KZNTA, 2000, 2001). In these instances various governmental structures and para-statal structures have roles to play in the tourism industry. Arising from the national and provincial mandate, the local municipality have a special role to play in achieving tourism delivery in their respective areas. In other words, the local municipalities also have the responsibility of guarding against some of the negative impacts that tourism engender to the previously disadvantaged communities in their areas. For example, the local authorities not only have they to supply the necessary facilities and services, they also have to see to it that this is done in a sustainable manner. In other words, the local municipality has to avoid development initiatives that offer limited financial benefit to the communities; prevent uncontrolled access to important natural and cultural heritage resources; avoid tourism that does not respect local culture; and finally tourism that causes damage to the local environment, that is, tourism which is not sustainable (Goeldner & Ritchie, 2009).

The Tourism White Paper (DEAT, 1996) has proposed some of the vital criteria that the local government or municipality, could use to highlight and strengthen community participation and tourism delivery in their respective areas. Some of these criteria include (DEAT, 1996: 49):

- The effective and responsible land-use planning, accompanied by strategic land allocation for urban and rural tourism development.
- The provision and maintenance of tourist services, sites and attractions, for example, in camping and caravan sites, recreation facilities (parks, sports facilities, etc.) and public services
- The facilitation of the participation of local communities in the tourism industry.

- The provision of road signs in accordance with nationally established guidelines.
- The marketing and promotion of specific local attractions and disseminate information in this regard.
- The control of public health and safety facilities and services, and see to the participation of local communities in this regard.
- The facilitation of the establishment of appropriate public transport services, for example, the taxi industry.
- The licensing of establishments in accordance with national framework.
- The promotion and financial support of the establishment of local publicity associations or community tourism and marketing organisations to facilitate, market, coordinate and administer tourism initiatives.

It is the responsibility of the uMvoti Local Municipality to consider these criteria as an instrument for promoting tourism development and community participation in tourism related activities. These criteria are relevant to this investigation, as they relate to the third objective and hypothesis seeking to address the problem statement. In other words, the criteria are seeking to establish whether or not the previously disadvantaged communities in the study area participate effectively in tourism activities.

### **2.4.3 The Role of the Private Sector in Tourism Delivery**

Similar to the public sector, the private sector has the responsibility of promoting the tourism development for the communities wherein their businesses exist and operate. DEAT (1996) highlights the following key players without which the tourism industry would not function and would also not benefit the local communities: government sectors, private sector,

labour, communities, non-governmental organisations, conservation agencies and the media. In this regard, Youell (2000) has observed that the collaborative ventures in the tourism industry can help unite the multiplicity of interests through all sectors of the diverse tourism industry. The private sector, therefore, has an important role to play in the development and promotion of the tourism industry. The delivery of quality tourism is largely private sector responsibilities. The Department of Environmental Affairs and Tourism (DEAT, 1996) has further commented that the private sector should not only promote the participation of local communities in tourism, but should also invest in the tourism industry by way of operating and managing tourism plants efficiently and profitability. Other private sector responsibilities include: to advertise and promote tourism services; to continually upgrade the skills of the workforce by providing training; and to satisfy customer needs by providing quality products and services.

Fundamentally, the roles of the private sector are two-fold: to strive towards community involvement and to make profit from the tourism industry. The authorities of destination attractions cannot put local community involvement initiatives into practice, without the full assistance of the private sector (DEAT, 1996).

#### **2.4.4 The Non-Governmental Organisations (NGOs)**

In the pre-democracy period in South Africa, it was fashionable to utilise non-governmental organisations to facilitate and manage tourism initiatives, so that the *apartheid* state would not benefit from external funding from the international agencies. Since the post-democracy period NGOs have remained acceptable as a means promoting tourism for the benefit of local communities. The Department of Environmental Affairs and Tourism (DEAT, 1996) has concurred that the NGOs can contribute significantly to

the development of policies, planning and management of sustainable tourism. These organisations can assist the government in developing the standards for responsible tourism and also assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism.

The NGOs have major roles to play in attracting funding from tour agencies to develop specific community based tourism projects, thereby assisting the government in conducting tourism and the tourism industry at large. The NGOs can assist the local community by delivering education, training and bridging courses to the local community. If destinations are well-marketed and the key players perform their duties appropriately, the tourism industry in a destination becomes well established. A well-established tourism industry entails an influx of tourists to the destination, which would ultimately benefit the local community in various ways.

The Department of Environmental Affairs and Tourism (DEAT, 1996: 54) has put forward the following principles as roles played by the non-governmental organisations:

- contributing to the development of policies and plans for the tourism industry;
- assisting government in developing a standard for responsible tourism;
- assisting of government, private sector and communities in implementing, monitoring and evaluating responsible tourism;
- attracting funding from donor agencies to develop specific community-based tourism projects;

- assisting communities and community groups in organising themselves, preparing themselves for tourism and implementing tourism projects;
- assisting the government in conducting tourism and environmental awareness programmes among communities and the tourism industry at large;
- liaising between the private sector and communities to generate more community involvement in the tourism sector and stronger private sector commitment; and
- delivering education, training and bridging courses to local communities.

Given the importance of the above-stated discussion on the need for effective and beneficial participation of the community in tourism activities and facilities, it is important to state that these noble intentions are not easy to achieve in South Africa (Magi & Nzama, 2008, 2009a, 2009b). Consequently, it is the intention of this research investigation to reveal the actual state of affairs in the uMvoti Local Municipality. The position in the study area would be addressed through the third hypothesis which states: “That the tourism participation patterns of the local community in terms of tourism activities and facilities have been found to be positive in the study area”.

## **2.5 TOURISM BENEFITS TO THE LOCAL COMMUNITY**

There is continual misunderstanding among communities whether tourism is beneficial to them or not (Holden, 2008), as well as that there is generally a need to discriminate between different financial mechanisms used to generate funds for local community benefits in various areas of study (Spenceley &

Goodwin, 2007). For unclear reasons, Black communities seem to think that tourism is for the White people only (DEAT, 1996). There are numerous ways in which Black communities would benefit from the tourism industry, some of which may not be obvious to them. According to Spenceley & Goodwin (2007) some studies have demonstrated that isolated efforts from individual tourism companies show that tourism benefits have little tangible impact on the majority of people living in highly populated rural communities, but impacts are substantial for the few people who directly benefit from tourism. They (Spenceley & Goodwin, 2007) further argue that despite the presence of strong supportive policies and attempts by various stakeholders to generate socio-economic benefits for local communities through tourism, there are still questions regarding the extent to which tourism growth and investment actually benefits South Africa's poor. This research study, therefore, wants to make a contribution in addressing that research problem.

In terms of Holden (2008: 3), some of the benefits available for local communities include the following:

- Economic benefits of tourism;
- Preservation of the environment and heritage;
- A broader social outlook.

For these benefits to be realised, tourism activities and facilities need to be made available to the local community to participate in. Tourism, recreation and sports programmes also need to be formulated and people be encouraged to participate in. These tourism activities, facilities and programmes can be popularised among communities by using brochures, pamphlets, word of mouth, magazines, etc. Through advertising tourism can generate a lot of money for South African communities. Some of the above-mentioned benefits are now discussed.

### **2.5.1 Economic Benefits of Tourism**

The benefits arising from tourism for rural areas are not only important for creating a liveable environment, but also provide an economically stable and progressive environment. Some of these economic benefits include the contribution of resources to the market, providing employment in the production of goods and services. For rural areas, the economic benefits may be primary, such as income-producing employment; or secondary, such as the demand for goods and services in communities (Goeldner & Ritchie, 2009). Leaders in business and industries are realising the way in which their employees spend their leisure influences effectiveness on the job. It has been noted that rural tourism activities and facilities, if well-managed and wisely administered, may cause a marked increase in property value and have proved a factor in maintaining a sound economic condition and a high standard of liveability in a community (Sibeko, 2007). Some of these economic attributes include those discussed below.

#### **(a) The Multiplier Effect**

Tourism products have their initial benefits as well as indirect benefits or rewards that come through the economy as spin-offs. For example, a tourist dollar is a new dollar injected into the local economy, and then a percentage of this dollar is spent into the community by the recipient and is also spent and re-spent creating a multiplier effect. The more new tourist dollars entering the local economy, the longer the percentage is retained locally, and the greater the economic benefit (Goeldner & Ritchie, 2009). It is apparent that in places like the uMvoti Local Municipality, tourists would most likely spend more on the products of the areas they have visited, like visiting game reserves, sleeping in hotels, hiring cars and where these long stays lead to the growth of the economy.

### **(b) Employment Opportunities**

Tourism is a labour intensive industry and creates many job opportunities, especially for young people, part-time and full time workers. In the tourism, hospitality and recreation industries alone there are 50 categories of employment and approximately 200 classifications of occupation [Goeldner & Ritchie, 2009; <http://www.frasercoastholidays.info>[www.southburnett.holidays](http://www.southburnett.holidays). (2009)]. In the case of South Africa, the hosting of the 2010 Soccer World Cup, has provided many people with jobs and employment opportunities, particularly in the development of the infrastructure, which includes new roads, airports, stadiums as well the renovation of hotels. The rural areas in KwaZulu-Natal have also begun to benefit indirectly from the Soccer World Cup activities (Magi, 2007).

### **(c) Opportunities for Business**

Tourism creates opportunities for the establishment of new products, facilities and services and expansion of existing businesses, which would not otherwise be justified solely on the basis of the resident population. Therefore, tourism can contribute to the encouragement of entrepreneurial activity among the rural inhabitants. In the case of South Africa, the government has introduced the programme of Black Economic Empowerment (BEE), which is aimed at encouraging the previously disadvantaged communities to start their own tourism related businesses (Magi, 2009b). In some of these instances, Black people do now own their B&Bs, guesthouses and are selling agricultural produce and arts and crafts to the tourists.

### **2.5.2 Preservation of the Environment and Heritage**

Tourism highlights the need for proper management of the environment, through effective policies and planning. These policies would ensure that the

environment, heritage and inherent character of an area is preserved. Local communities are now being taught about the importance of conserving nature and the preservation of cultural resources for the benefit of future generations. Some aspects of the environment that need attention, in this regard, include the infrastructure and residences.

#### **(a) Improved Infrastructure**

The development of the infrastructure has the capacity to stimulate the growth of tourism, and tourism on the other hand has the ability to sustain the usefulness of the infrastructure. Rural areas in many countries are the last places where infrastructural development can be implemented. Improvement in the community services depends largely on a well developed infrastructure. Some of the key elements of development include the installation of electricity grids, bridge construction, water reticulation and the building of community halls. Without doubt the success of tourism activities in places such as uMvoti Local Municipality, would depend much on the infrastructure development such as roads, which would provide easy accessibility of tourists to natural and agricultural resources.

#### **(b) Catalyst for Residential Development**

It has been argued (Torado, 1989; Sharma, 2004) that in many instances visitors who have initially travelled to a particular area as tourists, they would after good experiences, relocated to those areas to become permanent residents and acquire a better quality life. Tourists want to learn more about the life of the community they have visited, like tasting traditional food, watching local communities performing traditional dance and watch Sangomas foretelling the future of the people, as well as visiting places associated with dark tourism.

Residential development is also a catalyst for community life as well as the development of the arts and entertainment events, and sites that would stimulate a youth tourist market from local and overseas places. A well developed residential structure would house a well-bonded community, which would assist in minimizing negative social impacts and potential community backlash where tourists get out of line. The decrease in social distance between tourists and the hosts would be created (Murray, *et al.* 1994).

- The catalyst for residential development;
- Improved transport service;
- Broader social outlook.

### **(c) Transportation Services and Facilities**

According to Goeldner & Ritchie (2009), transportation services and facilities are an integral component of tourism, suggesting that the success of practically all forms of travel depend on adequate transportation. Goeldner & Ritchie, (2009: 149) further state that: “transportation services and facilities are the arteries through which the lifeblood of the travel industry flows”. An increase of transport due to the world tourism growth has tended to put pressure on the planning and management of related facilities. This problem is the same throughout the world and policies need to be sharpened around the following issues:

- Congestion in transportation facilities, not only affects the passengers, but also the infrastructure concerned.
- Safety and security in tourism transport is a basic necessity, which has to be planned for and managed effectively.
- Environmental hazards and pollution are the main spoilers of the rural natural environment, and these need to be monitored on a regular basis.

- The seasonality nature of travel requires that there must be appropriate planning so that overcrowding of facilities can be avoided.

All these challenges need to be carefully monitored if the preservation of the environment and heritage has to be effectively managed. It has been argued that tourism can stimulate the establishment of new and improved transport services to and within a regular area and rural destinations, if all activities are pre-planned. An improved transportation system is a catalyst for good tourism development.

### **2.7.3 A Broader Social Outlook**

Tourism provides the opportunity for residents to interact with other people and cultures, and brings new ideas into the community. Tourism in the social sphere can be regarded as linked to the science of society, social institutions and social relationships (Goeldner & Ritchie, 2009). In rural areas tourist-host relationships are managed differently from what happens in urban areas. The effects would also differ at the individual level, at the family level and at the societal level. According to Goeldner & Ritchie (2009: 305), the presence of tourists in a country usually affects the living patterns of indigenous people and the manner in which they express their culture to themselves and foreigners. Many a time indigenous people have modified their culture to impress and satisfy the tourists, and such modifications have compromised the authenticity of their culture.

In some instances, local communities have developed pride for the preservation of their cultural behaviour patterns, artefacts and resources, as well as that some communities have enjoyed the benefit of conserving nature and cultural mores. Tourism authorities have to teach the local people about the preservation of their cultural heritage, so that they can expand their

indigenous knowledge, promotion of building cultural artefacts and the natural environment.

In closing this section, it worth mentioning that most benefits of tourism should be sustainable, and sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet the their own needs (Hunter, 1995). Some of the elements of sustainable development in the field of tourism include the following (Hunter, 1995; DEAT, 1996):

- Meet the needs of the local community in terms of improving their social life styles whilst not compromising the natural baseline on which they depend.
- Satisfy the demands and confirm the expectations of tourists and the tourism fraternity and continue to attract tourists into the country.
- Conserve the environmental integrity of the area with a view of conserving the natural resources for posterity.
- Include women, youth and the disabled so everyone is sufficiently consulted to have a say in the decision making process.
- Prohibit any development which may be harmful to people, particularly the host community.
- Avoid the wastage of scarce and non-replenishable resources and over-consumption
- Use local resources in a sustainable manner, as well as maintain and encourage natural, economic, social and cultural diversity.
- Involve the local community in planning and decision-making, so as to ensure communities are involved in and benefit from tourism
- Assess environmental, social and economic impacts as a prerequisite to developing tourism

## **2.6 TOURISM MANAGEMENT STRATEGIES OR PRACTICES**

Since the coming of the new democracy in South Africa, the tourism industry has seen the introduction of various tourism policies and programmes designed to bring about an equitable and non-discriminatory tourism industry (Rogerson & Visser, 2004; Spenceley, 2004; Viljoen, 2007). One of the key priorities of the South African government was to improve the quality of life of the previously disadvantaged individuals (PDIs). To achieve this goal the government introduced policies and strategies which sought to create opportunities of economic development, poverty alleviation and community participation. According to Rogerson & Visser (2004); Magi & Nzama (2009b), some of the most important policy documents include: the White Paper on Tourism in South Africa (DEAT, 1996); Tourism in GEAR (Growth, Employment and Redistribution Strategy (DEAT, 1998); The transformation strategy for South African tourism (DEAT, 2000); The Broad-Based Black Economic Empowerment [BBBEE] (DTI, 2004a) and Tourism Growth Strategy [SA] 2008-2010 (SAT, 2004). These policy initiatives were the basis for tourism change in South Africa.

### **2.6.1 Levels of Policy and Strategy**

Following on the policies and strategies listed above, it is important to note that the White Paper on Development of Tourism in South Africa (DEAT, 1996) provides a policy framework and strategic guidelines for tourism development in the country. Notwithstanding the many tourism policy and strategy documents produced, it has become clear that South Africa has not reached its potential on tourism delivery matters and as a tourist destination of note (Magi & Nzama, 2009b). Some of the constraints making things difficult include the following: are inadequate tourism resources and funding, tourism education, training and community involvement as well some deficient infrastructure. The White Paper addresses these constraints by

highlighting objectives and success factors that are intended to lessen these constraints (DEAT, 1996).

There is the realisation that the success of the above-mentioned policies and strategies is dependent on the effective implementation of tourism strategies as envisaged by the national authorities. The testing of these competitive strategies is based on two views held by the previously disadvantaged communities: (a) That notwithstanding a decade's existence of the tourism policies and strategies, there have been negative and poor achievements from the stakeholders (Matola, 2005; Lediga, 2006). (b) That legislation aimed at benefitting the previously disadvantaged communities [PDCs] has ushered in some modicum of economic benefits to those concerned (DTI, 2004a). Furthermore, that the majority of stakeholders have viewed strategies for benefitting PDCs as an appropriate policy to address inequalities from the past (Magi, 2009a).

Policies and strategies also exist within organisations. The nature and type of policies developed and implemented vary according to size and nature of the enterprise. A small tourism agency is managed according to a number of basic rules and guidelines. A large local enterprise, such as the uMvoti Local Municipality, ought to have a well-developed policy or set of policies and strategic plans. Large enterprises also have separate financial, human resources, marketing, trade, local and international trade policies that guide its decision-making and operations in each of these areas (Holloway, 1998).

### **2.6.2 Development and Improvement of Infrastructure**

The planning, development and improvement of the infrastructure is one of the strategies used by government to show that tourism delivery is actually working. With the local community participating in the development and

improvement of the infrastructure, this would be suggesting that tourism delivery is working and the quality of life of the local community is progressing. Fundamentally, the government and the local municipalities have a duty to develop and improve the infrastructure such as roads, electricity, sewage systems and tele-communications. But the community must not be left out of the development processes.

With a developed infrastructure major events and activities held within the boundaries of the local municipality, would easily be linked to other recreation and tourism facilities elsewhere, where the visitors could see more of South Africa, and KwaZulu-Natal in particular. The staging of major events has important promotional and developmental opportunities for small localities such as the uMvoti Local Municipality. For example, the hosting of the 2010 World Soccer Cup in South Africa, and more specifically in Durban, would have financial spin-offs for places far off, such as Richards Bay. These benefits would come through soccer tourists who would take an opportunity to visit the smaller places in KwaZulu-Natal.

### **2.6.3 Tourism Skills Development**

The progress of any community in the tourism industry is highly dependent on the skills and education acquired or at the disposal of that community. In areas such as the uMvoti Local Municipality, if the levels of education are low and there is a lack of skills, then local authorities would be concerned the prospect of effective tourism development and delivery in their area. According to Smith-Chandler (2005), there is a strong argument that there is a positive link between entrepreneurship education in schools and an increase in entrepreneurial potential. The parallel has been drawn that more and better education in communities could help grow more entrepreneurs in South Africa. The national skills development framework was created in order to

salvage the situation but there is an assumption that the foundation can be laid through community education.

The question of skills development is an important aspect of tourism policy and strategy development. Without the necessary education and skills, very little tourism development can be achieved. This research study aligns itself with the views of Cooper *et al*, 2000: 458, when they argue that that human resource challenges for the tourism industry can “only be met successfully by a well-educated, well-trained, bright, energetic, multilingual and entrepreneurial workforce that understands the nature of tourism and has had professional training”. One of the primary intentions of this research study was to establish whether skills development is a viable proposition for improving tourism practice in the study area.

#### **2.6.4 Job Creation and Poverty Reduction**

It was mentioned earlier in the chapter that the intention of designing policies and strategies, was a noble initiative of the government to create job and achieve poverty alleviation. The existing relationship between tourism policies and related community-responses around some tourism features, attractions or destinations were found, by Magi & Nzama (2009b), not to have achieved the desired effect in KwaZulu-Natal. The responses were expected to achieve tourism benefits for the local communities, which can be translated into opportunities of job creation, employment and poverty alleviation. Magi & Nzama (2009b) further argue that the existence of job creation and poverty reduction, would be a positive accrual displaying good health, clean water and sanitation, skills training and education.

The policy of Accelerated and Shared Growth Initiative for South Africa (ASGISA) was introduced with a view to stimulating the economy and

addressing matters of job creation, tourism employment and poverty alleviation, among other things [<http://www.nda.agric.za/docs/asgisa.pdf>. (2007)]. According to Magi & Nzama (2009b), the former Vice-President of South Africa, Phumzile Mlambo-Ngcuka, in recognising tourism as the new saviour in the struggle for job creation, has stated that:

While our tourism has outperformed all of our sectors in the economy, it is not yet saturated, and therein lies our fortune as we need to create the desperately needed jobs in South Africa. Some of our competitors create one job for every eight foreign arrivals; we create one job for every 12 arrivals and that presents a challenge. [<http://www.dfa.gov.za/docs/speeches/2006/mngcuk0506.htm>. (2006).

Finally, in recent times tourism has been promoted as a viable economic option for community development and poverty alleviation in South Africa: through employment and small entrepreneurial development (Ashley & Roe, 2002; Magi, 2009b).

### **2.6.5 Promotion of environmental management**

Policies and strategies governing the game parks, nature reserves and the tourism industry, by their nature ought to encourage effective environmental management and stewardship. A well-managed tourism industry has the potential to contribute to community benefits and opportunities to local municipalities in South Africa. In order for such promotions to succeed, the participation of the local community is very fundamental. This participation would also lead to good environmental management policies and strategies, which would lead to sustainable and responsible tourism in the study area. The tourism activities and facilities associated with uMvoti Local Municipality have the potential to create new services and drive other sectors

of the economy, e.g. subsistence agriculture and agri-tourism could flourish and benefit the local community. Tourism can also strengthen the community through its generation of foreign exchange from eco-tourism spin-offs, thereby creating employment opportunities.

Finally, the promotion of environmental management in and around the uMvoti Local Municipality could expose the local communities to opportunities to create tourism businesses such as:

- (a) Bed and Breakfast establishments or guesthouses.
- (b) Woodcarving and various arts and crafts.
- (c) Ethnic restaurant or tavern.
- (d) Cultural village.
- (e) Tour operating business.
- (f) Tour guiding service and community conservation area.

#### **2.6.6 Reduction of the crime rate**

Writers such as Bruce (1997) and George (2001) have argued that the origin or source of tourism crime and lack of safety and security come from within the local communities themselves. Thus it is imperative for the local community to participate in the development of strategies to combat tourism crime. Fundamentally, the government and park authorities must initiate and institute effective crime prevention strategies, as well as introduce serious punitive measures against criminals who tarnish the image of South Africa as a safe tourist destination. Communities themselves must report criminal cases to the police so that the culprits can be apprehended. For example, the low levels of crime during FIFA Soccer World Cup held this year (2010) was successful because the local communities participated in creating a sense of security for the soccer tourists. Some aspects of tourism crime and the issues of safety and security are relevant to the context of this research investigation.

### **2.6.7 Marketing of Destinations**

Cooper *et al.* (2008: 685) sees the marketing concept as relating to the “marketing management philosophy that places the satisfaction of the needs of the target market as a central guiding goal”. In other words, marketing means the process of selling and popularising a destination to the potential visitors or tourists to a place or destination. Therefore destination is the necessary strategy for any local community to succeed in its tourism delivery intentions. According to Aaronson (2000) unless the visitors want to go somewhere, the provision of transportation, accommodation facilities, restaurant facilities and entertainment, are absolutely pointless. Strategies have to be carefully formulated for destination marketing to be successful.

Destination marketing strategy formulation should culminate in an overall strategy for the destination and provide the umbrella framework for the marketing strategies of the destination’s respective business units, such as tour operators, resorts, hotels and entertainment facilities (Aaronson, 2000). The destination marketing strategy comprises decisions regarding the target markets that are focused on; the approaches utilised to position the destination relative to competitors; the formulation of appropriate marketing mixes; and the implementation of an appropriate structure to implement destination marketing strategies (Holloway, 1998).

## **2.7 TOURISM AND THE COMMUNITY**

It is a generally accepted principle that the community needs to be involved in tourism activities, facilities and development in order for the tourism delivery process to be sustainable. Although there is an inherent emphasis on the relationship between economic benefits, conservation and community

involvement, these principles usually extend beyond community involvement or economic benefit, from them (Holden, 2008).

Several models have characterised the impact of sustainable tourism development on local communities (Allen, *et al.* 1988). The interpersonal relationship between the residents and the visitors whether real or illusory become a matter of contention in the minds of the residents. Differential access to tourism profits changes power relations. Those who have a vested financial interest in the tourism industry will be more favourable to tourism whereas those who are not able to profit from the tourist industry, will be more likely to not endorse the industry (Allen, *et al.* 1988).

Communities are many times eager to seize the economic opportunities that are presented with tourism (Allen, *et al.* 1988). The seasonal nature of coastal tourism tends to change the cycle of leisure and work. Since many in coastal communities must make most of their annual income in a few months during the high season they have little time on pursue traditional leisure activities thus limiting the time of celebrations, family visits, partying and community festivities. Thus the inhabitants of communities are swift in many instances to adapt to tourism (Hall & Page, 1999a).

Tourists affect the way of life in communities yet it would be misleading to assume that residents passively submit to the influence of tourism, rather tourism brings in or they adopt coping strategies to protect themselves. In many instances the residents' value, rights and customs are threatened by tourists and industry of tourism. In order to cope with the changes tourism brings into the community, strategies of covert resistance emerge (Scott & Arikoglu, 2001). Examples of this covert resistance includes skulking, grumbling, obstruction, gossip, ridicule and serration insults against the

power brokers in the local tourism activities (Shaw & Williams, 1994). For example, a community may have festivals or celebrations at times or in locations where they can avoid tourists by fence off private areas and events. In other instances local citizen may organise and protest against those who are marketing their back region without their content (Allen, *et al.* 1998).

Furthermore, local communities can provide hospitality service and shopping opportunities (which they probably have in place anyway) as well as other services required by tourists. This means that these services will not have to be provided by authorities, or developers. But local communities would benefit from infrastructural developments such as, roads, water, electricity, etc., which would be provided by authorities, developers and management of protected areas. The communities would utilise these facilities and thus benefit from such tourism development.

To conclude this section, it is worthwhile to cite Lubbe (2005), who argues that people cannot talk about tourism based on the natural or cultural resources in local areas, without paying attention to the community involvement. The main justification for this is that most cultural or natural resources are connected to a local community, whether in a rural area or in a village, town or city. Furthermore, Lubbe (2005) avers that it is crucial to identify those people who clearly have rights to the area and those who live closer to facilities, since they should benefit more than those who live further afield. This way of thinking sounds well for those areas that are in the tourism and recreation planning stage, such as the uMvoti Local Municipality, since this method introduces an opportunity for good planning, development and management of tourism activities, services and facilities.

## 2.8 CONCLUSION

Given the above mentioned information or discussion, obtained from different literary sources, it is apparent that tourism like other industries has both negative and positive impacts on communities. The uMvoti community like several other communities in KwaZulu-Natal, do not fully participate in tourism-related activities and programmes. This has been the observation informing some of the objectives of this research investigation. The investigation should be interesting and diverse, because the uMvoti community is characterised by the youth, woman and elderly people, who play a part in shaping the tourism process. Notwithstanding the nature of these groups, tourism could succeed in the area and contribute towards job creation, employment, tourism and economic development, as well as the development of the infrastructure.

Finally, this chapter has explored many literary sources on community participation in tourism. Other related literature from the international perspective, such as tourism community relationship by Pearce, et al. (1985) and Pearce & Richard (1999), as well as those based on a national or local perspective (Rogerson & Visser, 2004; Lubbe, 2005; Magi & Nzama, 2009a, 2009b) have contributed to the theoretical framework adopted for this research study. Most of the relevant literary sources have expressed the need for community involvement and participation in various tourism activities. The returns that benefit the local communities usually rest on the mutual understanding between two parties: the community and tourism authorities or institutions. The emerging benefits would normally result in workable collaboration, which ensures that the tourism venture in an area would run smoothly.

## CHAPTER 3

### PHYSICAL SETTING OF THE STUDY AREA

#### 3.1 INTRODUCTION

The inclusion of the chapter on the physical setting of a study area, in this investigation, is important in creating a linkage between some aspects of the conceptual framework and the physical entity of the research study. Conversely, the examination of factual reality is necessary, if for no other reason than to suggest the needed improvement in theory. Thus a careful blend of fact and theory is a prerequisite to sound spatial understanding of any area under investigation (Magi, 2007). In this regard, the researcher has found it necessary to include this chapter on the *Physical setting of the study area*, mainly for purposes of linking theory to reality as well as giving the reader a clear perspective upon which to understand this research investigation and where it is located. Accordingly, some expectations, which may or may not be raised by this study, will have to be fulfilled at the end of the study.

The researcher has found it necessary to include this chapter on the physical setting of the study area for various reasons. This setting is intended to give the reader a perspective upon which to understand this research investigation and where it is located. Accordingly, some expectations, which may or may not be raised by this study, will have to be fulfilled at the end of the study. Owing to the scarcity of written documents on the background of the area, the researcher

has found it necessary to take some time and visit the study area, observe its geographical attributes, as well as interviewed the local people and officials about their area.

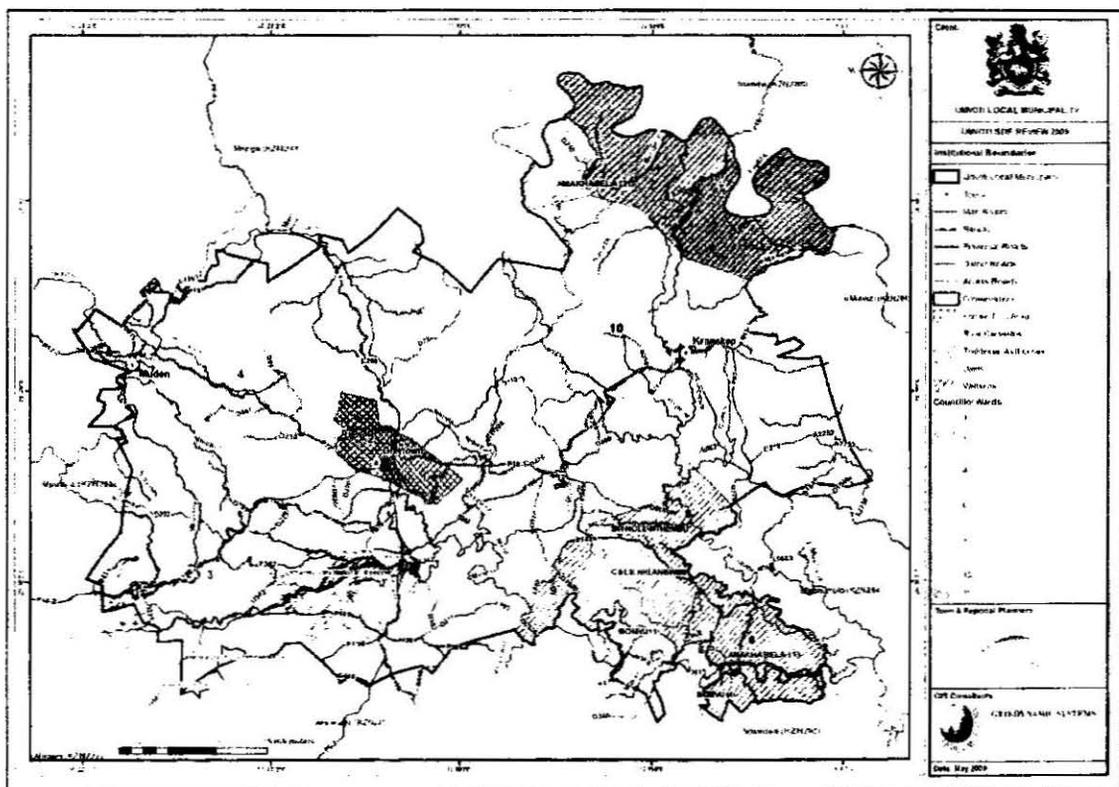
### **3.2 GEOGRAPHICAL LOCATION OF UMVOTI**

As indicated in the uMvoti Local Municipality integrated development plan, the uMvoti Municipality is located on the north-eastern section of the uMzinyathi District Municipality in KwaZulu-Natal, and is one of the four local municipalities of this district municipality. The uMvoti Local Municipality is also located about 70 kilometres north-east of Pietermaritzburg and about 65 kilometres from Dundee [Refer to Figure 3.1]. The town known as Greytown is regarded as the head-office of the uMvoti Local Municipality. It is also mainly served by provincial and regional roads given its location at the intersection of the roads to Pietermaritzburg, the coast; the Drakensberg and the battlefields route. It is about 2509 square kilometers in extent and is the third largest in the uMzinyathi District Municipality [<http://www.devplan.kzntl.gov.za/idp.content.pdf>, (2009)].

The uMvoti Local Municipality has a population of approximately 114509 inhabitants (SSA. 2007a), which is the third largest population after the Nquthu Local Municipality, 164887 (SSA. 2007a). The uMvoti Local Municipality consists of 11 wards which are representing a range of predominantly rural settlements, from municipal service centres, agricultural landscapes, industrial, semi-rural to rural residential settlements. It also comprises 5 traditional authority areas, all of which are located beyond a 40-kilometre radius from Greytown the central service centre, at times also known as Umgungundlovana,

after the traditional name of Pietermaritzburg [[http://www.devplan.kzntl.gov.za/idp\\_content.pdf](http://www.devplan.kzntl.gov.za/idp_content.pdf)], (2009)].

**FIGURE 3.1 LOCATION OF THE UMOVOTI LOCAL MUNICIPALITY**



[Source: [http://www.devplan.kzntl.gov.za/idp\\_content.pdf](http://www.devplan.kzntl.gov.za/idp_content.pdf)], (2009)]

The process of local economic development in the uMvoti Municipal area comprises agricultural development, housing, commercial, recreation and tourism development. In the area of uMvoti Local Municipality visitors and travellers can experience the pleasure of scenic drives, mystical waterfalls, celebrations of cultural heritage, extreme adventure, the creative arts and craft and nature reserves. The tourism sector in the uMvoti Local Municipality offers

great possibilities of growth, job creation through its diversity of the natural environment, dams for recreation and water sports, culture and heritage as well as adventure tourism. As tourism attempts to increase the local economic development of the area, tourism service delivery at the municipal level needs to be drastically improved, so that poverty alleviation and employment is promoted [<http://www.devplan.kzntl.gov.za/idp.content.pdf>., (2009)].

### **3.3 HISTORICAL BACKGROUND OF THE UMVOTI AREA**

Notwithstanding that the uMvoti Local Municipality is a relatively recent creation of the new South African democratic order, it has interesting roots linked to the past. uMvoti Local Municipality has grown from the Greytown spatial development area, which was originally surveyed in 1850, laid out in 1854 and named after Sir George Grey who governed the Cape Colony between 1854 and 1861. Its Zulu name of Umgungundlovana [‘place of the elephant’] reflects the involvement of the African people in its development [<http://www.devplan.kzntl.gov.za/idp.content.pdf>., (2009)]. The uMvoti Municipal area is also associated with the history of conflicts between the British and Zulus in that a garrison and supply depot for the military was in this area in the 18<sup>th</sup> Century. Greytown is not only on the battlefield route, but it is also at the centre of the Natal Rebellion of 1906, popularly known as the Bhambatha Rebellion, which celebrated its centenary in 2006.

Over the decades, the Greytown area and the recently established uMvoti Local Municipality have had the mainstay of the economy being agriculture, livestock, maize, timber and sugar cane. Several areas are well preserved as both wetland and grassland, but as one travels north towards the neighbouring Msinga Local

Municipality, the area is far more characterised by traditional Zulu life, as well as that the vegetation changes dramatically to thorn bush, which makes it less suitable for agricultural activities. The area also has historical vestiges linked to Zulu history, in that Greytown is remembered as the venue of the trial of Dinizulu kaCetshwayo, the Zulu monarch. The Greytown area has a historic town hall, museum and national monuments, which are important for tourism development and product development [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009).

### **3.4 CHALLENGES FACING THE UMVOTI MUNICIPALITY**

The central part of the uMvoti Local Municipality is generally covered with high potential commercial farmland and agri-tourism products, activities and facilities. It has been argued that the uMvoti Local Municipal area has been disturbed and frustrated by the lack of coordinated planning, adequate policies, skills and expertise, development and marketing efforts, for the local communities as well as for the tourism industry.

Some attributes and challenges of the uMvoti Local Municipality have been characterised by the mayor of uMvoti Municipality [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009: v)] as follows:

Umvoti municipality is blessed with large tracts of arable land and natural resources. We have four important rivers crisscrossing our municipality, namely, Uthukela, Umvoti, Mpofana, and Hlimbithwa Rivers. This provides opportunities for the up-scaling of the underutilized small-scale farming activities, particularly by people residing along the river banks of the latter rivers. We need to build on the impetus created around the agrarian revolution initiative through reviving

vegetable and community gardens in the order to deal decisively with the challenge of food security.

### **3.4.1 Economic Challenges**

The main challenge associated with the uMvoti Local Municipality is the state of underdeveloped economic base and lack of diversity in the nature and structure of the local economy. The lack of diversity is based on the emphasis on agriculture which also unfortunately lacks the processing of agricultural products to other luxury goods and tourism products. Some of these products are exported to other centres, only to come back to the uMvoti area as finished products [<http://www.devplan.kzntl.gov.za/idp.content.pdf>, (2009)].

Notwithstanding that the soils in the uMvoti Local Municipal area are relatively fertile and are capable of enduring commercial agriculture as well as a vegetable garden and fruit planting, this advantage or benefit to the local people, has not been fully exploited. What was observed in the uMvoti area is the existence of a few people-driven vegetable gardens, fruit tree orchards, poultry farming, bee-farming and so on. There seems to be very few agricultural economy-based projects that are promoted and sustained by the local municipality or government. As such, the uMvoti area is inadequately located in relation to markets or both raw and finished products. It is about 80km away from the provincial trade routes linking major cities and has a poorly developed system. This results in an increased transportation costs. Furthermore, the poor infrastructure relating to roads, electricity and water reticulation, more especially in traditional authority areas, have contributed to the lack of a vibrant local economy [<http://www.devplan.kzntl.gov.za/idp.content.pdf>, (2009)].

On the whole, the uMvoti area is further frustrated by high level of poverty in the municipal area, which is increasing due to the following reasons: low disposable income, poor access to services, poor access to land and other means of production and high rate of functional education, high rate of unemployment and low outputs of products among the low income people of the area [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009)].

### **3.4.2 Water Challenges**

In view of the fact that the uMvoti Local Municipality is highly dependent on agricultural products and activities for booting its economic base, water becomes an important ingredient for achieving economic development and sustainability. The agricultural potential cannot reach its optimal level of output, if the municipality is unable to increase its water needs in area. It is unfortunate that the uMvoti Local Municipality, as reported in the uMvoti Municipality's integrated development plan document, does not have enough water to supply the whole municipal area, let alone the vast agricultural area. It has been reported that Greytown as the main economic centre within the municipal area, is also experiencing serious water problems [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009)]. The main source of water for the uMvoti Local Municipality is Lake Merthley as well as various supportive boreholes. These forms of water supply are not sustainable and have limited capacity to supply water, as such, they have the potential to undermine further economic sustainability and agricultural development in the area.

According to the uMvoti integrated development plan the rural areas of the uMvoti Local Municipality are operating below the expected water supply levels. The standard is not met, and these areas are classified as "survival" indicating the provision of less than 5 litres of water per capita per day. Access

to clean potable water remains one of the key development issues facing rural communities [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009)].

### **3.4.3 Infrastructural Challenges**

On the whole, existing infrastructure, such as roads, housing, electricity, health facilities, transportation and water reticulation, around the uMvoti Local Municipality is far more characterised by challenges than resolved and sustainable opportunities. Besides the water challenges referred to in the previous paragraph, there are also enormous challenges relating to roads, housing, electricity, transportation and health facilities in the study area. There are only few roads that are tarred in the municipal area, most roads particularly those that lead to local rural villages are not tarred. Road are a far more important infrastructure because they make uMvoti Municipality more accessible to other important industrial centres and tourism destinations, such as Pietermaritzburg, Newcastle, Durban and so on.

With regard to the housing infrastructure, there are large challenges in the uMvoti Local Municipality, simply because no well thinking individual will opt for developing infrastructure for tourists, first, than provide housing for the local communities. According to the community survey of Statistics South Africa (SSA, 2007a) the uMvoti Local Municipality has 41 percent of its households living in formal housing and 59 percent living in non-formal housing, and about 5 percent of these living in informal dwellings. Furthermore, about 53 percent of the households actually owned their dwellings and have them fully paid off. A significant number of 25 percent, have recorded as occupying the household on a rent-free basis, suggesting that many of these are staying in informal areas or own land parcels.

The availability and usage of electricity is an important criterion for estimating the level of local economic development. This measure would be an important one for estimating the economic advancement of the uMvoti Local Municipality communities. According to the community survey of Statistics South Africa (SSA, 2007a) the uMvoti Local Municipality has the majority of households [51%] using wood as fuel for cooking, as against 35 percent using electricity for cooking. About 51.4 percent of the households use candles for lighting their houses, whereas about 45 percent use electricity for lighting. On the whole, it is evident that the majority of households in the uMvoti Municipal area are not using electricity for cooking, lighting and heating their dwellings.

#### **3.4.4 Tourism Planning and Development Challenges**

It has been mentioned in the theoretical framework section of this research study that the key provincial tourism strategies and mandate are to promote tourism for purposes of providing employment, creating jobs and reducing poverty in various municipalities (Rogerson & Visser, 2004; Spenceley & Goodwin, 2007; Magi & Nzama, 2009b). Notwithstanding, this intention has been a serious challenge in many municipalities, as well as in the uMvoti Local Municipality. The apparent lack of co-ordinated planning, development and marketing efforts for tourism in uMvoti Local Municipality is one of the key problems facing the municipality. The other issues relating to tourism planning and development are [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009)]:

- The need to support and promote initiatives to establish and develop tourism.
- The need to establish a sub-regional tourism identity.

- The need for the conservation of historical, cultural and important natural elements within the sub-region.
- The need to educate and train communities and stakeholders within the sub-region.
- The need to educate and train communities and stakeholders within the sub-region.
- The need to form linkages with surrounding regions.

It has been admitted by the uMvoti Local Municipality through its integrated development plan, that the area is poorly developed as a tourist destination. This position arises mainly from the lack of natural endowments that can be developed and marketed as anchor tourist attractions. Despite this poor state, uMvoti Municipality is located at the intersection of at least three tourism development zones each with unique character. This unique situation presents uMvoti Municipality with a distinctive opportunity to develop as a tourist area providing easy access to the battlefields, Zulu heritage and culture and eco-tourism zones. The following initiatives serve as the basis for strengthening the realisation of this potential:

- KwaShushu Hot Springs
- Lilani Hot Springs
- Itshe likaBhambatha
- Indigenous Arts and Craft
- Ngome Game Reserve.

Some of the above-listed tourism initiatives are discussed in some greater detail later in this chapter. These natural and cultural heritage facilities indicate that when the local tourism authorities are determined to promote and develop a resource, then important milestones can be achieved towards alleviating poverty, creating jobs and decreasing unemployment in the uMvoti Municipal area.

### 3.5 NATURAL AND CULTURAL UNIQUE TOURISM FACILITIES

It was intimated earlier in this chapter that though the uMvoti Local Municipality has challenges revolving around the physical facilities, economic activities and tourism facilities. It also happens to be endowed with tremendous attributes that can be developed to improve the benefits of the local communities. The area has rivers in abundance, game and nature parks, farming activities and urban tourism facilities. Some of the facilities that were observed in the area of uMvoti include some of those listed in Table 3.1 below. Some of these facilities would be ideal for testing the participation patterns of the local people in culture-based and nature-based tourism-related facilities.

**TABLE 3.1: TOURISM FACILITIES AVAILABLE IN THE UMVOTI MUNICIPALITY**

<b>CULTURAL FACILITIES</b>		<b>NATURAL FACILITIES</b>
Local Museum		Camping Facility
Community Centre		Picnicking Facility
Cultural Village		Game Reserve
Guest House / B&B		Natural Area
Information Centre		River Facility
Tour Operators		Mountain Facility
Travel Agency		Forest Facility
Hotel or Resort		Tourism Hiking Trails
Restaurants		Tourism Routes (passage)
Back-packer facility		Fishing Area
Tour Guiding		Hunting Facilities
Conference Centre		Safari Facilities
Local Craft Centre		Birding Route
Leisure Centre		Agri-tour Facility

[Source: Researcher's Observations In-Situ (2009)]

What is worthy to note is that the uMvoti spatial development framework [SDF] shows tourism as attracting a limited budget for tourism projects and future planning. The SDF is a sector plan as well as a forward planning instrument, which seeks to address and invest in priority areas and under-developed areas. It is recorded as seeking to promote uMvoti tourism as a preferred destination, which would be achieved through tourism awareness programmes, tourism mentorship programme, tour guide training, grading and registration of accommodation establishments and other related programmes. It is anticipated that this research study will draw attention to this area of tourism as an important planning priority.

### **3.6 PROMINENT TOURISM FACILITIES IN UMVOTI MUCIPALITY**

As mentioned in the previous heading [3.4] there are tourism initiatives that effectively illustrate the possibility of creating a local economic development situation in uMvoti. Some of these tourism initiatives are (a) Lilani Hot Springs; (b) Itshe likaBhambatha [Bhambatha's Rock]; and (c) Ngome Game Reserve. These initiatives are now briefly discussed below.

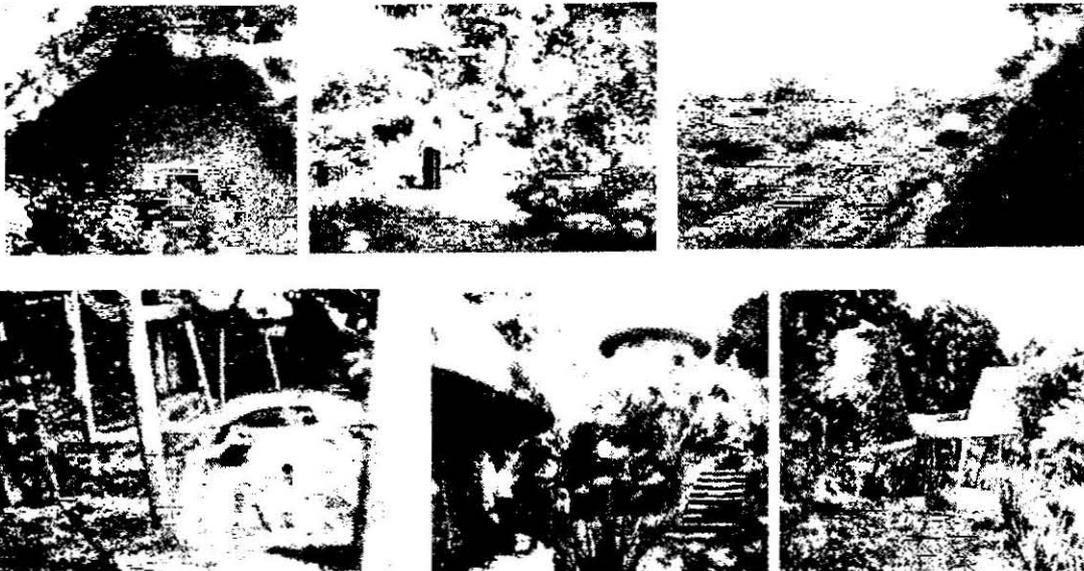
#### **3.6.1 Lilani Hot Spings**

For many decades the local community of Lilani Valley, which is located in the uMvoti Local Municipality, about 20 kilometres from Greytown, has experienced and lived in abject poverty. It was only in 2002 that the community and the local authorities discovered the existence of hot springs in the area. Through the collaborative effort of the local community, the local municipality

and the KwaZulu-Natal Tourism Authority, the Lilani Hot Springs project was established (<http://www.greytown.co.za>. (2009).

The Lilani Valley is located in a mountainous area, which is endowed with numerous natural wonders, such as the warm waters flowing from between the rocks, a beautiful valley, a waterfall as you meander along the mountains to the hot springs. This meander of mountains offers a genuinely true natural experience, as the water falls only about three meters from the road (<http://www.greytown.co.za>. (2009).

### **PLATE 3.1: MULTIPLE SCENES FROM THE LILANI VALLEY**



The Lilani Hot Springs, has proven to be an ideal tourist destination, in view of its multiple tourist facilities. These natural areas have attributes that have excited the tourists, because of their uniqueness and authenticity. The Lilani Hot Springs are in the process of development and have not yet reached their

full potential. The KwaZulu-Natal Tourism Authority and the Local Municipality have taken upon themselves to market the Lilani Hot Springs, with other tourism resources such as the beautiful coast line, uShaka International Airport, Several hospitality facilities, cultural heritage facilities, and events, game reserves and parks, and so on [<http://www.greytown.co.za.lilani.html>. (2009)].

### **3.6.2 Itshe likaBhambatha [Bhambatha's Rock]**

The Bhambatha rebellion took place from February 1906. The Bhambatha Rebellion is regarded by many as the beginning of the struggle against apartheid which culminated 88 years later almost to the day with the first Democratic elections in South Africa on 27 April 1994.

Chief Bhambatha KaJangeni Mancinza Zondi is known to have led the 1906 revolt against the imposition of poll-tax on his people. The uprising spread throughout Natal and Zululand of those days, before being defeated by colonial forces in the devastating battle. The first skirmish was at Mpanza on 4 April 1906, at place where the Bhambatha memorial was erected. During the assault Chief Bhambatha himself was in charge of this ambush in which four policemen were killed [<http://www.kzntopbusiness.co.za/site/uMvoti/greytowngazette>, (July 2008)]. During the continuous struggle Bhambatha and his followers hid themselves in a hole on a cliff, where it was impossible for them to be discovered. This cliff later came to be known as “Itshe Lika-Bhambatha [Bhambatha's Rock]. Chief Bhambatha was actually killed at the Mome Stream on the 10 June 1906 [Refer to Plate 3.2].

**PLATE 3.2: MULTIPLE SCENES FROM THE  
BHAMBATHA REBELLION**

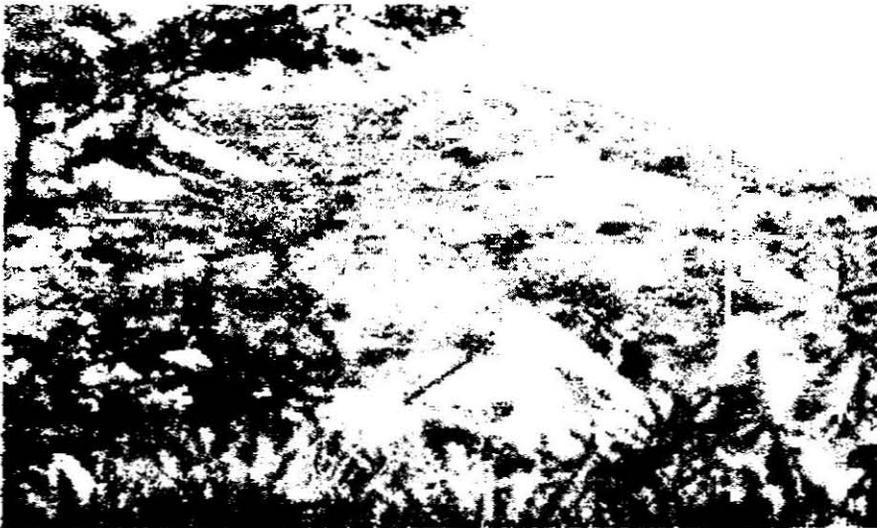


**3.6.3 Ingome Game Reserve**

Ingome Game Reserve is situated under uMvoti Municipality. When walking through the reserve one encounters lots of fauna and flora, indigenous plants, Bhambatha the memorial structure (1906), hiking trails, safari routes, scenic mountain ranges, etc. There are rural homes along the road, which are used to accommodate visitors. The tourists pay a fee for hunting as a recreation activity in the game reserve. The money paid for hunting goes to Ingome Trust, which in turn goes to building community facilities in the uMvoti Municipal area. There are lots of animals in the reserve such as rabbit, inyala, impala, zebra, giraffe, and other animals.

Ingome Game Reserve offers some places for sleeping accommodation, which offer a sleeping area, catering and self-catering. There is also a newly built hotel, which offers some en-suite bedrooms as well as thatched rondavels that provide a traditional, culture and tranquillity atmosphere. Bird-life and bird-watching activities are also to be found in the reserve.

**PLATE 3.3: RONDAVELS IN THE INGOME GAME RESERVE**



**3.7 CONCLUSION**

The purpose of this chapter was to examine the actual setting and nature of the rural tourism activities and facilities existing within the uMvoti Local Municipality. These tourism activities and facilities provided in the municipality do attract a relatively fair number of tourists, because some of these facilities are unique to the area, such as the Lilani Hot Springs as well as events held annually in this Municipality. These activities and facilities play an important role in developing the local economy. However, the question which

begs to be answered is whether these tourism activities and facilities contribute substantially towards benefiting the local communities or not.

Throughout this chapter, it became evident that most of the existing activities and facilities are located far away from areas occupied by the previously disadvantaged communities. Only a few tourism activities are available in remote areas where Black people live, and that some of these activities are in farms as well as that they neither have been integrated into the tourism master plan, nor promoted to attract foreign tourists. Furthermore, the existing tourism activities and facilities seem to be fundamentally located in the nature and game reserves. It would seem a lot of planning has to be done to solve this problem of insufficient attraction areas and facilities next to the previously disadvantaged groups.

In concluding this chapter, it would be appropriate to quote the Mayor of uMvoti Municipality, as cited in the uMvoti integrated development planning document [<http://www.devplan.kzntl.gov.za/idp.content.pdf>], (2009)], when he states that:

As a municipality we are going through testing times. Whilst the provision of infrastructure such as community access roads, community halls, crèches, sport fields, course ways, taxi ranks, etc is critical, we have also seen an emphasis on bread and butter issues by some people in our ranks. By this we mean the underscoring of food parcels and other handouts during the build-up to the elections. Clearly our people are hungry! There are less job opportunities. But, it would be wrong to perpetuate the culture of dependency and the misconception that people are poor and cannot claw their [way] out of poverty. People must be helped to realize their

potential and capitalize on their strengths and the abundant opportunities in uMvoti.

All that is being said by the Mayor of uMvoti, is that there is still a lot of work to be done in this municipality, because the challenges are abound. It is anticipated that the findings from this research investigation, will make a contribution towards identifying some problem areas as well as suggesting some possible solutions.

## **CHAPTER 4**

### **ANALYSIS AND INTERPRETATION OF DATA**

#### **4.1 INTRODUCTION**

The process and procedure of presenting, analysing and interpreting data pursued in this chapter, makes this section of the study to be more practical and may be regarded as the core of the research study. According to Magi (2009), the scientific analysis of research data can be achieved through the process of description, explanation and prediction, all these depending on the statistical measure used. It is important to understand that the analysis of data by itself cannot provide answers to the research question, but interpretation of data goes a long way towards eliciting a vivid picture of what is being investigated. Importantly, interpretation makes it easy to get the results about the different sections of the research design. This chapter contains the presentation, organisation and summary of data so as to provide answers to the research question.

According to Magi (2009) the aim of the analysis and interpretation chapter is to minimize and re-organise data into an interpretable form. Furthermore, Magi (2009) has explained that the purpose of analysing data is to reduce data into intelligible and interpretable form. He further stresses that interpretation of data aims at achieving what the meaning and implication of the analysis is all about, and, from these emerging results, conclusion can be drawn. In other words, the

data collected for this study was analysed and presented in frequency tables expressed in percentages as well as in several forms of graphs. During the analysis and interpretation of data, the collected data is converted to usable chunks by developing relevant and useful tables, graphs, figures and illustration

This chapter, therefore, describes the findings based on both the sample of the residents at the uMvoti Local Municipality in relation to community participation and benefits from tourism facilities and activities.

#### **4.2 RESTATEMENT OF OBJECTIVES AND HYPOTHESES**

It is fundamentally important to restate the objectives and hypotheses of this investigation, since they give an opportunity to the reader to be reminded about the intentions of the research study as well as the educated outcome envisaged during the analysis and interpretation of data collected. It is hoped that, this restatement of objectives and hypotheses will provide a clear direction or starting point for the analysis and eventual conclusions of the study. The study was based on the following objectives and hypotheses:

- (a) **Objective 1:** To investigate the degree to which the uMvoti community understands the importance of the concept of tourism.  
**Hypothesis 1:** That the uMvoti community does not understand the importance of the concept of tourism.
  
- (b) **Objective 2:** To ascertain the adequacy of the provision of tourism activities and facilities in the study area.

**Hypothesis 2:** That the provision of tourism activities and facilities in the study area was found to be adequate.

- (c) **Objective 3:** To identify the tourism participation patterns of the local community in terms of tourism activities and facilities found in the study area.

**Hypothesis 3:** That the tourism participation patterns of the local community in terms of tourism activities and facilities have been found to be positive in the study area.

- (d) **Objective 4:** To reveal the perceived tourism benefits that the local community is expecting to enjoy in the study area.

**Hypothesis 4:** That the tourism benefits experienced by the local community in the study area, were perceived to be satisfactory.

- (e) **Objective 5:** To assess the perceived management strategies or practices, that are been used by the tourism authorities to promote tourism development in the UMvoti municipal area.

**Hypothesis 5:** That the management strategies or practices, used by the tourism authorities to promote tourism development in the study area, were perceived to be inadequate.

It was speculated that the objectives and hypotheses stated above would assist the researcher to arrive at reasonable and educated conclusion with regard to this research study. This chapter is therefore presenting the analysis of matters related to objectives, as well as giving the findings about the various hypotheses postulated above. In other words, in this chapter the objectives of the study are

thoroughly investigated in relation to the data collected with a view of achieving the outcomes of this research. As such, the restatement of objectives and hypotheses, seeks to facilitate the making of judgements and drawing of conclusion and recommendations from these research techniques.

### **4.3 DEMOGRAPHIC CHARACTERISTICS OF DATA**

The demographic characteristics of the data gathered show the personal attributes of the respondents within the area. The respondents differed greatly in respect of personal attributes ranging from gender, age, marital status, level of education, employment status and levels of income. It is anticipated that the analysis of these demographic attributes will offer better understanding of the role they play in influencing the various research statement and questions. Some of these include perception, community involvement, job opportunities, utilization of tourism facilities, participation in tourism activities and community benefits.

#### **4.3.1 Distribution of Respondents by Gender**

Gender has become an important variable in the democratic South African, particularly as relating to female participation in tourism activities. As such, the analysis of the gender variable was aimed at revealing the dominant gender that visits, participates and provides services within the study area. Such information was thought that it would assist in determining whether provision of activities and facilities in the study area was adequate or inadequate for both the male and female population groups. As shown in Table 4.1. the respondents that were interviewed in the study area showed interesting results based on gender categories.

Actually, 53 percent of the respondents were females and 47 percent were males. This shows that there was a majority [53%] of females who responded to the questions. The reason is this is that there were more females participating in tourism facilities and activities at uMvoti Municipality.

The gender variable for the tourist category was found to be dominated by [56%] females and 44 percent were males. Notwithstanding that the majority of females have extensive family commitments which prevent them from participating in activities outside the home (Torkildsen, 2007). World Travel Organisation (UNWTO, 2004), has identified changes in gender tourism with more women being motivated to travel in order to escape from routine or domestic environment. The category of officials revealed data that showed that 69 percent of them were males and 31 percent female officials. It should be remembered that tourism officials in municipalities and tourism have always been dominated by males. One of the social objectives highlighted in the Tourism White Paper (DEAT, 1996) is that tourism should be used as a catalyst for human development, focusing on gender equality.

The male-biased gender split was also evident among the tour operators, dominated by 60 percent of females, suggests a transformed tourism category. The distribution of gender among the local communities revealed that about 54 percent of respondents were females and 46 percent being males. This distribution suggests that there were more females who were prepared to participate in the survey. Supported by the fact that rural and semi-rural populations in KwaZulu-Natal are generally dominated by females,

**TABLE 4.1: DISTRIBUTION OF DEMOGRAPHIC CHARACTERISTICS**

VARIABLE	SUB-VARIABLE	TOURISTS n=18		OFFICIALS n=13		TOUR OPERATORS n=20		LOCAL COMMUNITY n=77	
		Freq	%	Freq	%	Freq	%	Freq	%
Gender	Males	08	44%	09	69%	08	40%	35	46%
	Females	10	56%	04	31%	12	60%	42	54%
Age	15-20	00	00%	00	00%	00	00%	03	04%
	21-35	06	28%	04	33%	07	33%	39	50%
	36-50	10	53%	07	50%	13	67%	26	34%
	51-80	02	09%	02	17%	00	00%	09	12%
Marital Status	Married	12	65%	08	62%	11	52%	24	31%
	Single	06	35%	05	38%	09	48%	48	63%
	Divorced	00	00%	00	00%	00	00%	05	06%
	Widowed	00	00%	00	00%	00	00%	00	00%

[n = 128. Some of the subjects gave more than one response for each sub-variable]

#### **4.3.2 Distribution of Respondents by Age**

It is essential to categorise respondents in terms of age, so that it could be easier to determine whether age has an influence on the various tourism activities in the study area. The age distribution shown in Table 4.1, suggests that the majority of officials among the middle aged (21-35) respondents and the mature-adults (36-50) were leading in participating in tourism activities. The youth (age 15-20) respondents were the least participants in tourism activities.

The age variable also indicated a concentration of respondents among the tourists, officials, tour operators and local community. The middle aged (33%) and mature adult officials (50%) or the middle-age group (36-50 years) were dominantly participating in tourism. The period of service of officials also suggests that officials are not likely to adapt to new situations. It should be pointed out, however, that the experiences of the officials with long service standing could turn out to be valuable if their ideas are considered in the development and promotion of transformed tourism management practices.

The majority of tour operator respondents (67%) fall within the middle age group (36-50 years), with the small segment of these respondents (33%) in the younger age group (21-35 years). The age structure of the service may have an influence on the type of tourists who visit this destination. As already indicated, this destination is frequently patronised by the mature age tourists, and it is likely that the service provision largely caters for the elderly tourist population since the tour operator group themselves do not include many young people.

Among the local community, a large majority of the community members (50%+34% = 84%) fall within the young adult age-group (21-35 years) and the mature adult (21-35 years) age group, respectively. A relatively small sector of the local community members (12%) were in the old-age group (51-80 years). The age distribution suggests that the local community is relatively poor as it is made up of more less-educated and less high-income groups, as shall be seen in later discussions.

#### **4.3.3 Distribution of Respondents by Marital Status**

The third variable investigated was on marital status, the researcher wanted to know the marital status of the respondents who participate and benefit from tourism facilities and activities at the uMvoti Local Municipality. An average of 53 percent of respondents indicated that they were married. Approximately 46 percent showed that they were single. Lastly the least 1 percent indicated that they were divorced.

The respondents revealing their marital status with a view of establishing their participation in tourism activities, indicated as described below [Refer to Table

4.1]. The marital status variable indicated a clustering of respondents among the tourists, officials, tour operators and local community. The tourists [65%], officials [62%], and tour operators [52%] all showed the majority of being married. Only the majority [63%] of local community members showed that they were single.

#### **4.3.4 Distribution of Respondents by Level of Education**

The role of education in understanding tourism and how it is perceived in the study area is very important. The distribution of respondents by level of education is shown in Table 4.2, and indicates that there are interesting variations in the categories offered. Foremost, the majority of respondents [52%] indicated that they had acquired secondary school qualifications. What is surprising is that more people had secondary school education, notwithstanding that there are fewer schools in the study area. Most of these respondents has acquired school education outside the uMvoti Municipal area.

Pertaining to the primary school level, about 31 percent of the respondents indicated that they had gone through this level. The number of these respondents was found to be relatively high because most local people leave school at an early age as teenagers. The reason for leaving school being that they want to start working and earning money, in jobs such as cutting sugarcane or as gardeners or domestic workers. For those who were willing to further their education, they had to find schools in neighbouring places away from their homes.

Interestingly, only about 11 percent of the respondents indicated that they had acquired tertiary education. Most of the respondents who had tertiary education

were eager to participate in the survey because they were not afraid or hesitant to answer questions. It should be noted that most of the highly qualified respondents predominantly came from the officials [96%], tourists [91%], tour operators [66%] and other sections [63%] or decision-makers.

**TABLE 4.2: DISTRIBUTION OF SOCIO-ECONOMIC CHARACTERISTICS**

VARIABLE	SUB-VARIABLE	TOURISTS n=18		OFFICIALS n=13		TOUR OPERATORS n=20		LOCAL COMMUNITY n=77	
		Freq	%	Freq	%	Freq	%	Freq	%
Education	No Schooling	00	00%	00	00%	00	00%	05	06%
	Primary Sch.	02	09%	01	04%	07	34%	24	31%
	Secondary Sch.	12	64%	08	65%	11	57%	40	52%
	Tertiary Qualif.	04	27%	04	31%	02	09%	08	11%
Occupation	Professional	20	63%	04	67%	06	33%	10	16%
	Skilled	09	28%	02	33%	10	56%	21	31%
	Semi-skilled	00	00%	00	00%	02	11%	12	18%
	Unskilled	00	00%	00	00%	00	00%	05	07%
	Retired	03	09%	00	00%	00	00%	06	09%
	Unemployed	00	00%	00	00%	00	00%	13	19%
Income	≤ to R1000	00	00%	00	00%	00	00%	15	22%
	R1001 – R3000	05	16%	00	00%	00	00%	31	46%
	R3001 – R5000	06	19%	00	00%	02	11%	06	09%
	R5001 – R8000	10	31%	02	33%	05	28%	03	02%
	R8001 – R10000	02	06%	03	50%	05	28%	03	02%
	≥ to R10001	09	28%	01	17%	06	33%	05	07%

[n = 128. Some of the subjects gave more than one response for each sub-variable]

#### 4.3.5 Distribution of Respondents by Occupation

The fourth variable of the distribution of respondents is known as ‘occupation’ and reflects on the levels and types of socio-economic employment of the respondents. From what is shown in Table 4.2, it is apparent that the majority of tourist [63%] and officials [67%] were both in the professional employment category. On the other hand, the majority of service providers [56%] and local community members [31%] were both in the skilled employment category. In

general, we could conclude that the respondents of the uMvoti Local Municipality are both professional and skilled. The reason for these findings are that the tourists, officials and service providers were relatively well educated and high income earners. The occupation structure revealed the tour operators [33%] were professional in the occupation of service provision, such as in transport, accommodation, gastronomy, and curio shops.

#### **4.3.6 Income Distribution of Respondents**

It has been mentioned earlier that occupation may be a significant indicator of effective participation in the tourism delivery of facilities, activities and management practices (Bennett, 2002; Nzama *et al.* 2010). In this regard respondents in the study area were asked to reveal their level of income. What is shown in Table 4.2 is that the majority of the respondents [mean of 31%] were earning between R5001 – R8000 per month among the tourists, nature reserve officials and private sector operators. The categories are composed of 31%, 33%, and 28% of respondents respectively. The second largest selected income category was R8001 – R10000 per month, consisting of tourists [6%], officials [50%] and private sector operators [28%]. Since most these respondents occupy the upper-income category, this outcome suggests that comfortable and affluent people would invariably be more inclined to give a better contribution to tourism management and delivery than the low-income respondents would give.

In general it would seem that the three categories of respondents, tourists, officials and tour operators are all high income earners. A huge contrast is observable among the local communities, where income earnings are relatively low. The majority of community members [68%] have indicated that they earn

an income less than R3000 per month. The findings for local communities in the study area suggest that community members are less educated, are semi-skilled and generally poor. These community members would find it difficult to influence or exert an impact on the tourism industry in the study area.

In concluding this section on the demographic and socio-economic characteristics, it may be worth mentioning that the variables involved in the analysis have an important effect on the economy and lifestyle of the people of the uMvoti Local Municipality. Some of the observable characteristics not referred in this text are that uMvoti Municipality is a place with relatively a large population and may not have desirable resources and assets because the local people do not have adequate education and skills. The majority of working people, work in farms and that is sometimes perceived as the major cause of the economic problem as most of the local community do not travel much because of financial constraints. The people of uMvoti Municipality expect to see tangible improvements in their lifestyle, which they hope to get through job creation, infrastructural development, as well as many other tourism-related initiatives.

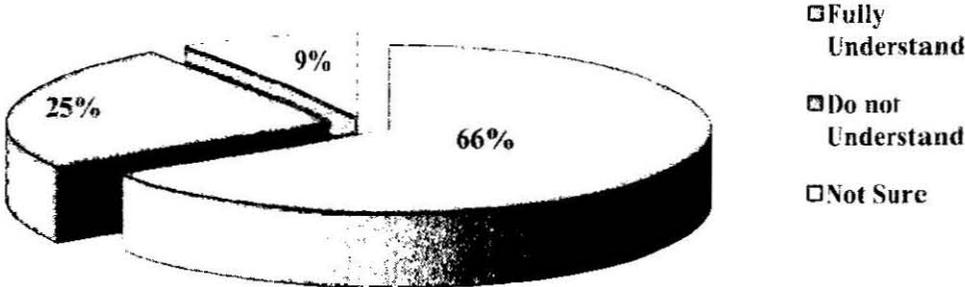
#### **4.4 UNDERSTANDING OF THE IMPORTANCE OF TOURISM**

In order for tourism to be appreciated, it is better for the tourism principles to be understood by all stakeholders involved and more specifically the local community in the study area. The understanding of the tourism industry is an important precondition for tourism development and tourism service delivery in any municipality. According to McIntosh *et al*, (2009) tourism as an industry brings both economic and non-economic benefits and costs to host communities. These benefits include, provision of employment opportunities as it is a labour-

intensive industry; generating a supply of needed foreign exchange; increases incomes; develops an infrastructure that would also help stimulate local commerce and industry, helps to diversify the economy; spreads development; improves the quality of life related to a higher level of income and improved standard of living. Without doubt, places such as the uMvoti Local Municipality, ought to understand the working of tourism and its benefits. In this way the local officials would play a significant role in ensuring that local communities get good tourism service delivery for their benefits.

The first objective of this study was to investigate the degree to which the uMvoti community understands the importance of the concept of tourism as well, perhaps, its management and benefits in the study area. In this regard, the entire respondents were asked to indicate their understanding of the importance tourism as an industry.

**FIGURE 4.1 UNDESTANDING THE IMPORTANCE OF TOURISM**



What is shown in Figure 4.1 is that the majority of respondents [66%] indicated that they fully understood the meaning and importance of tourism activities and facilities in the study area. On the other hand, only 25 percent and 9 percent of

the respondents did not understand the importance, as well as were not sure of the importance, respectively. These positive results may be accounted for because of the tourism promotion programmes existing in the study area. In addition, that the majority of the respondents were relatively educated with the majority in possession of secondary school education. A significant number of respondents [25%] who did not understand the importance of tourism in the study area could be from the less educated African people found in the uMvoti Local Municipal area. Some members of the community have stated that they do not understand tourism due to the fact that following: they do not know anything about tourism, they do not see the work of tourism in the area, they are not sufficiently educated and are not trained about tourism matters and finally that people in rural areas know nothing about tourism as a human activity.

Following from these findings, the majority of respondents attesting to understanding the importance of tourism facilities and activities in the study area, it is reasonable to conclude that Hypothesis 1, which states: *That the uMvoti community does not understand the importance of the concept of tourism*, is not supported and therefore should be rejected.

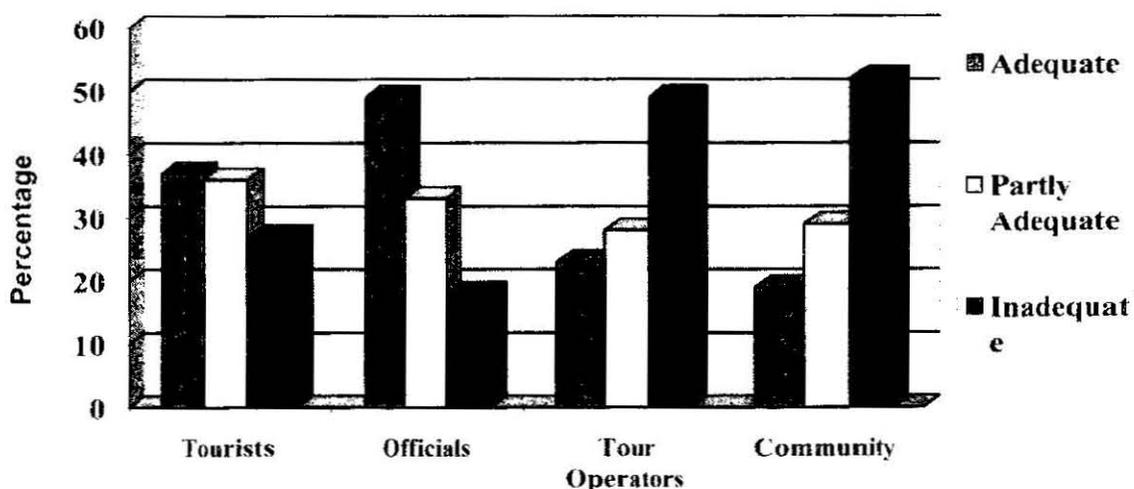
#### **4.5 PROVISION OF TOURISM ACTIVITIES AND FACILITIES**

One of the objectives of the study sought to find out about the adequacy of the provision of activities and facilities in the study area. In addition, the study sought to establish whether these facilities were of good quality in terms of the tourists, municipal officials, service providers and the local community. The term 'local community', as defined by Lubbe (2003), refers to the people living in relative proximity to tourist destination, product or activity. People who have

the rights to an area have to be identified so that those who live closer benefit more than those further afield (Magi & Nzama, 2009b).

The intention of analysing the adequacy of the provision of activities and facilities in the study area, the uMvoti Local Municipality, is mainly to bring out the results of some of the objectives and hypotheses. What is, therefore, shown in Figure 4.2 are the outcomes of addressing the adequacy of the provision of activities and facilities in the study area. The analysis involved the various stakeholders, which area: the tourists; officials; tour operators; and the local community.

**FIGURE 4.2 PERCEIVED PROVISION OF TOURISM FACILITIES**



On the one hand, the majority of tourists [37% and 36%] felt that the provision of tourism facilities and activities to be adequate and partially adequate, respectively. Only 27 percent of the tourists thought that provision was inadequate. Similarly, the majority of the municipal and tourism officials [49%

and 33%] thought that the provision of facilities and activities in the uMvoti area were adequate and partially adequate, respectively. Only 18 percent of the officials thought that provision was inadequate. The main reason for this outcome is that municipal and tourism officials, largely work with tourism policies and decision-making, and regard it their work-related responsibility to promote and speak-well of tourism service delivery in this area.

On the other hand, the majority of the tour operators [49%] and the local community members [52%] expressed a view that the provision of tourism facilities and activities in the study area was inadequate. Only a mere 18 percent of the local community and 22 percent of the tour operators felt that provision was adequate. The reason for this finding is that both the local community and tour operators are engaged on a day-to-day basis with the services and experiences of tourism service delivery, and do not seem satisfied with the outcomes. Furthermore, these results are indirectly supported in the literature (Rogerson, 2004; Viljoen & Tlabela, 2006; Magi & Nzama, 2009a) which expresses a general view that local communities in South Africa have reached their optimum in tourism service delivery and that local economic development initiatives have not began to occur substantially in their respective areas of operation.

On the basis of the discussion above, relating to the provision of facilities and activities at the uMvoti Local Municipality, it may be concluded that Hypothesis 2, which states: *That the provision of tourism activities and facilities in the study area was found to be adequate*, should not be supported, because the majority of stakeholders revealed that tourism facilities in the study area were not adequately supplied.

#### 4.6 PERCEIVED TOURISM FACILITIES FOUND IN UMVOTI

Pursuant to the analysis given in the previous section, it is found worthwhile request the stakeholders to give the type of facilities they perceived as existing in the uMvoti Local Municipality. In other words, to further illustrating the adequacy or inadequacy of tourism facilities in the uMvoti area, respondents were asked to list the types of tourism facilities and activities which can be found in their area. In this context, [Refer to Table 4.3] it was found that the majority of respondents (69%) perceived game and nature reserves as the type of facilities found in the study area.

**TABLE 4.3: PERCEIVED TYPES OF TOURISM FACILITIES TO BE FOUND IN UMVOTI AREA [RANKED].**

<b>RANK</b>	<b>FACILTIES</b>	<b>ABSOLUTE FREQUENCY</b>	<b>FREQUENCY PERCENTAGE</b>
01.	Game and nature reserves	88	69%
02.	Rivers, springs and streams	72	56%
03.	Dams and water bodies	68	53%
04.	Indigenous forests	61	48%
05.	Camping & Picnic Sites	58	45%
06.	Agricultural Shows	55	43%
07.	Community centres	54	42%
08.	Arts and Crafts	54	42%
09.	Sports facilities	52	41%
10.	Heritage sites (battlefields)	48	38%

[n = 128. Some of the subjects gave more than one response for facilities]

The next best facilities perceived included the river, springs and streams [56%], dams and water bodies [53%], indigenous forests [48%] as well camping and

picnic areas [45%]. In other words, the nature-based facilities were better perceived to be found in the area than the cultural facilities.

On the basis of the above analysis, relating to the perceived types of facilities existing in the uMvoti Local Municipality, it may be concluded that Hypothesis 2, which states: *That the provision of tourism activities and facilities in the study area was found to be adequate*, should not be supported on the grounds that the majority of respondents perceived most of the facilities existing, were scored below the 50<sup>th</sup> percentile.

#### **4.7 TOURISM PARTICIPATION PATTERNS IN UMVOTI**

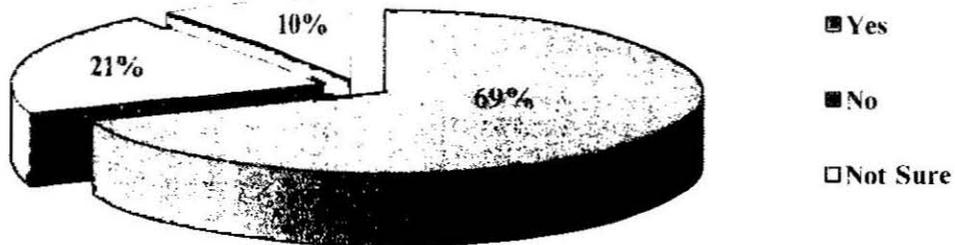
Earlier in this study participation was defined by Paul (1987) as an active process by which benefiting community influence the direction and execution of a development project, with a view to enhancing its well being in terms of income, personal growth, self-reliance or other values they cherish. In other words, in the context of this study, participation refers to the involvement of communities in tourism activities, in a very active manner so that they can influence the direction and execution of tourism development and service delivery.

In this study the intention was to discover how stakeholders perceive and identify the tourism participation patterns in the local area, mainly in terms of tourism activities and facilities found in the area. In the context of the uMvoti Local Municipality, the respondents were asked to indicate their level of participation in tourism activities and facilities that would promote a tourism delivery strategy in the study area. In this regard, the respondents in the study

area were asked to indicate the tourism participation patterns in the local area or their perceived local community participation in tourism activities and facilities.

What is show in Figure 4.4 is that respondents revealed their responses towards the perceived local community participation in tourism activities to be positive in approach. Accordingly, a majority of 69% of the respondents perceived that there was high participation in tourism activities in the study area. The main possible reason is that on the whole respondents thought that the people of uMvoti were participating in some tourism activities because they were eager needed the experience.

**FIGURE 4.3 PERCEIVED PARTICIPATION OF THE LOCAL COMMUNITY IN THE TOURISM**



A relatively low [21%] number of respondents thought that there was no significant participation in tourism activities in the study area, as well as that 10 percent of them stated that they were not sure. Following on this analysis, it may be concluded that Hypothesis 3, which states: *That the* tourism participation patterns of the local community in terms of tourism activities and

facilities have been found to be positive in the study area, should be supported and therefore approved.

On investigating this matter further, with a view of establishing the specific tourism facilities and activities that have been visited by the local people, respondents were asked to rank a list of tourism facilities they visited in the study area [See Table 4.3].

**TABLE 4.4 RANKED FACILITIES VISITED BY RESPONDENTS**

<b>RANK</b>	<b>FACILTIES</b>	<b>ABSOLUTE FREQUENCY</b>	<b>FREQUENCY PERCENTAGE</b>
01.	Swimming sites	78	61%
02.	Picnic area	77	60%
03.	Camp sites	74	58%
04.	Game and nature reserves	68	53%
05.	View-sites	65	51%
06.	Row-boat rides	63	49%
07.	Agricultural Shows	58	45%
08.	Pony/Horse rides	56	43%
09.	Eating facilities [restaurants]	48	37%
10.	River fishing area	43	33%
11.	Arts and Craft stalls	39	30%
12.	Caravan and Car parks	37	28%
13.	Education Centre	34	27%
14.	Other facilities	28	21%

[n = 128. Some of the subjects gave more than one response for facilities]

The majority of respondents, about three in five of them, indicated that they visited and participated in facilities such as the swimming pool [61%]; picnic area [60%] and camp sites [58%]. The second group of facilities where visited by about one in two respondents, included the game and nature reserves [53%];

view sites [51%] and row boating rides [49%]. The main reasons given for visiting these facilities were that these facilities were preferred by community groups, family and some of the tourists. A group of other facilities that largely catered for families in the uMvoti Municipality area, which were selected by an average of 33 percent of the respondents included the agricultural shows, horse rides, braai or barbecue facilities, fishing area, arts and craft stalls, caravan and car parks, and the education centre.

Related to the facilities visited, the respondents were also asked to reveal and rank the main activities they participate in. The data depicted in Table 4.4. show that the majority of respondents participated in activities which were both nature-based and cultural.

**TABLE 4.5 RANKED PARTICIPATION IN TOURISM ACTIVITIES**

<b>RANK</b>	<b>ACTIVITIES</b>	<b>ABSOLUTE FREQUENCY</b>	<b>FREQUENCY PERCENTAGE</b>
01.	Picnicking	87	68%
02.	Swimming	85	67%
03.	Camping	84	66%
04.	Hiking on trails	80	63%
05.	Sightseeing /watching	79	62%
06.	Braaing /Barbecuing	78	61%
07.	River boating	68	53%
08.	Eating at restaurants	62	48%
09.	Horse riding	55	43%
10.	River fishing	49	38%
11.	Playing in the park	47	36%
12.	Other activities	43	33%

[n = 128. Some of the subjects gave more than one response for facilities]

The noticeable pattern reflected in Table 4.4 shows that the majority of respondents participated in activities such as picnicking [68%], swimming [67%] and camping [66%]. Considering that the majority of the tourists (81%) visiting the uMvoti Municipality area were within the age-groups of 21-35 and 36-50 years, it can be deduced that age is a factor which influences participation in more inactive recreation and tourism activities. Clearly, older people would opt for soft adventure whereas younger people would engage in hard adventure. Finally, the rest of the activities [Refer to Table 4.4], which were also less strenuous, making up the bulk of activities participated in, were pursued by local visitors that international visitors. These activities included: river boating [53%]; eating at restaurants [48%]; horse riding [43%]; river fishing [38%] and playing in the park [36%] were occurring in the lower section of the rank order.

From the above analysis, there is no doubt that the utilisation of tourism facilities and activities is significantly influenced by the proper provision and availability of tourism facilities and activities in the area. The interest to participate in tourism facilities and activities is determined by the inclination of respondents to engage in those activities, as well as that, tourism facilities are available. Tourism aims at assisting to uplift the community spirit in pursuit of greater social benefits, mutual understanding, prevention of crime and moral development. It is through tourism facilities that others achieve their talents.

On the basis of the discussion engaged in, it is reasonable to conclude that Hypothesis 3, which states: *That the tourism participation patterns of the local community in terms of tourism activities and facilities have been found to be positive in the study area*, should be supported, because the majority of

stakeholders have revealed that they visit the facilities and participate in several activities.

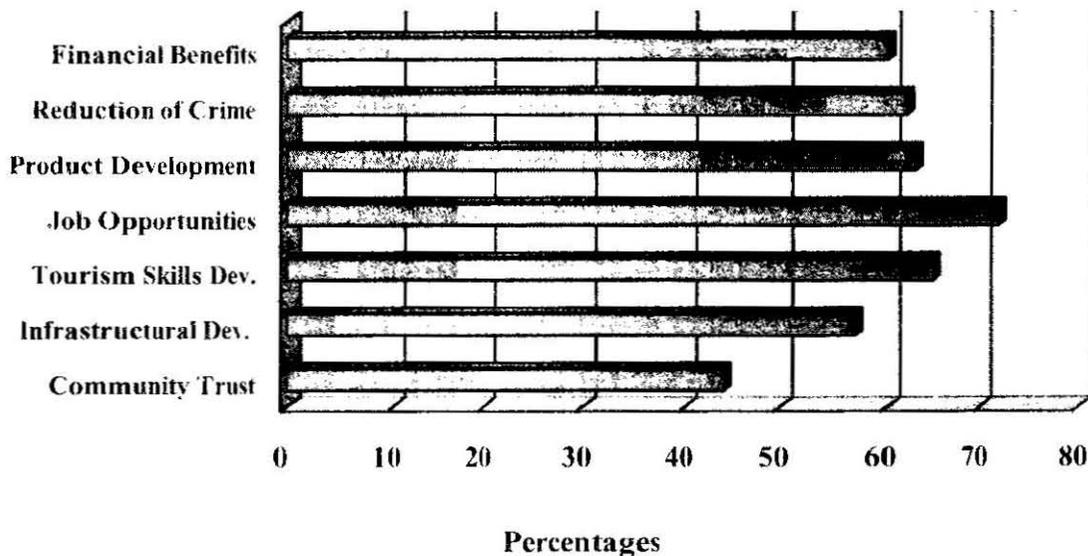
#### **4.8 COMMUNITY TOURISM BENEFITS IN THE UMVOTI AREA**

One of the leading objectives of this study was to reveal the perceived tourism benefits that the local community is expecting to enjoy in the study area. The objective was based on the premise that the main reason for involvement of local communities in tourism activities is not only to benefit the community, but also to improve contact with the tourists as well as improve the quality of life within the uMvoti Local Municipality. The benefits to the local communities come in various ways. They come when the community gets involved in tourism operations, they come with the provision of knowledge, transfer of skills, tourism service delivery, improvement of facilities and products to the tourists. According to Page & Dowling (2002) the benefits of tourism to the host community should outweigh the cost of setting up tourism delivery. It is also expected that tourism should also generate income for resource and facility management, in addition to social and cultural benefits. The contribution may be financial with a part of the cost of the tour helping to subsidise other agri-tourism products. Finally, the benefits are expected to play a meaningful role in improving the quality of life among the communities around the uMvoti Local Municipality.

Pursuant to the notion of community benefits, the respondents were asked to indicate how they perceive their engaging in tourism activities and facilities as contributing to community benefits in the study area. The tourism practices or components that were used to assess this perception included the following:

crime reduction, job opportunities, tourism skills and expertise, infrastructural development, product development, community trust and financial rewards. Another intention of this analysis was to indicate the extent to which these tourism benefits encourage the community to participate in decision-making in the study area. The results of analysis are reflected in Figure 4.5 given below.

**FIGURE 4.4 PERCEIVED TYPE OF TOURISM BENEFITS FOR LOCAL COMMUNITIES**



The analysis shows that a significant majority of respondents [72%] indicated that job opportunities were regarded as the most favoured tourism benefit among the local communities, sought after or expected. The second most perceived benefits were skills development [65%] and product development [63%]. The justification for this finding is that many of the local communities are unemployed and always wish somebody could offer them a job. Also that

tourism is regarded as an employment creator as it is continually advertised by the government in KwaZulu-Natal. The other leading perceived benefits included: reduction of crime [62%]; financial benefits [60%] and infrastructural development [57%]. The identification of the need to reduce crime was because tourism crime is becoming rampant in South Africa and has been brought into focus by several organisations and the media as a whole [Magi, 2007b].

The expectations of respondents, relating to tourism as a provider of socio-economic benefits in the study area, seems to be on the whole perceived positively, because six of the seven tourism practices or components were scored above the 50<sup>th</sup> percentile. In this regard it would be reasonable to conclude that Hypothesis 4, which states: *That the tourism benefits experienced by the local community in the study area, were perceived to be satisfactory,* needs to be supported. The justification is that tourism benefits as perceived by the stakeholders or respondents in this section have been positive. These outcomes should assist the uMvoti Local Municipality in the tourism planning, management and service delivery processes in the study area.

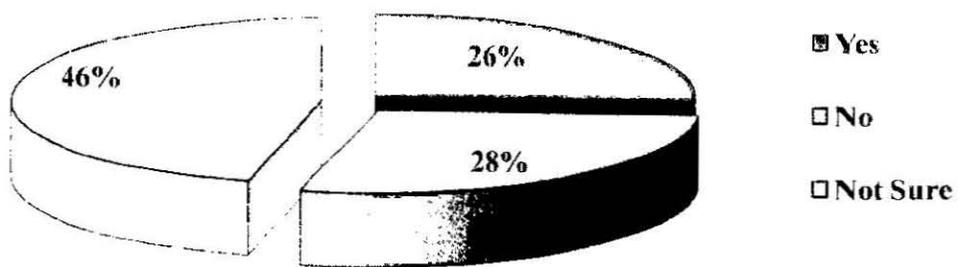
#### **4.9 MANAGEMENT STRATEGIES FOR PROMOTING TOURISM DEVELOPMENT IN UMVOTI.**

It has been recognised that the basis for achieving effective tourism development, management and service delivery, the tourism management strategies of the municipality have to be in place. Furthermore, these strategies would be seeking to improve human well-being through re-allocation of resources in such a way that the previously disadvantaged communities would benefit as a whole (Aaronson, 2000; Magi, 2008; Magi & Nzama, 2009a,

2009b). For the purpose of this study it was necessary to establish the extent to which tourism management practices or strategies play a role in contributing to the promotion of tourism development in the study area.

With regard to the comment above, respondents were asked to reveal if there were any tourism management strategies in place in the study area. As shown in Figure 4.6 the majority of the respondents [46%] indicated that they were not sure about the existence of tourism management strategies in the study area. The possible reason for such a response is that matters related to tourism were not advertised in any publication.

**FIGURE 4.5: EXISTENCE OF TOURISMS MANAGEMENT STRATEGIES IN UMVOTI**



About 28 percent of the respondents indicated that they were not aware of the existence of tourism management strategies in the study area. Only the minority of respondents [26%] expressed a view that they thought tourism management strategies are existing in the study area. It must be stressed that in order for the tourism to run properly in the study area, then there need for tourism policies

and strategies to be put in place. It is the duty of the municipal authorities to make it a point that such policies reaches each and every stakeholders in the area. In addition, the interest of the local communities is usually determined by the tourism awareness campaigns and the trainings that are done in the area.

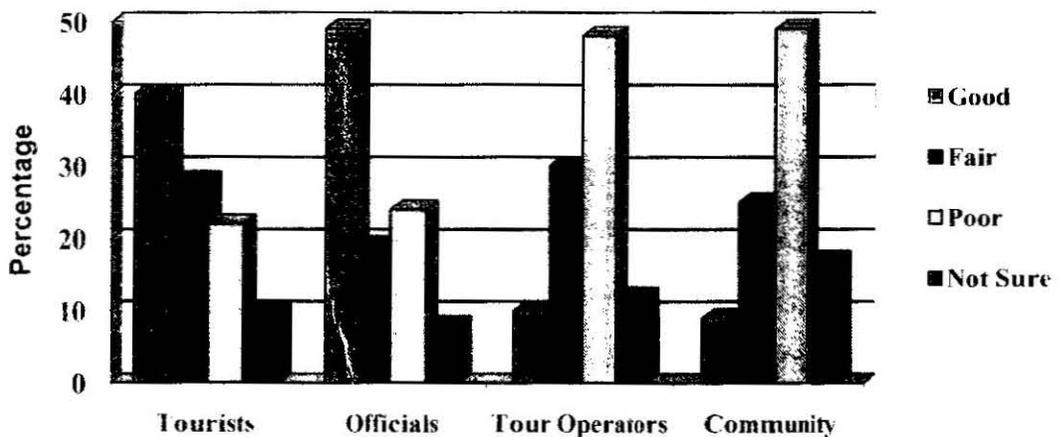
In closing this discussion, it is reasonable to conclude that Hypothesis 5, which states: *That the management strategies or practices, used by the tourism authorities to promote tourism development in the study area, were perceived to be inadequate*, should to be supported. The justification is that the majority of respondents do not support the opposing view, of strategy existence, within the uMvoti Local Municipality.

#### **4.10 EFFECTIVENESS OF TOURISM MANAGEMENT PRACTICES**

Probably the most prominent benefit of tourism management practice is to establish a situation which is geared to promote the development of the tourism industry, as well as tourism activities in the uMvoti Local Municipality. In an attempt to assess the effectiveness of the tourism management practices within the study area, the municipal officials following national and provincial mandate have put up strategies for successful implementation of tourism development (Njobe & Both, 2003; 13), which include: stakeholder partnerships and co-operation, fulfilment of community aspirations; improved understanding stewardship; equitable access to travel opportunities and tourism attractions (DEAT, 2006); black economic empowerment, job creation, affirmative treatment of women, youth and disabled people (Ashley & Roe, 2002).

In many municipalities, there is a struggle to achieve good tourism delivery services. In these municipalities, some of the tourism practices have not adequately responded to local community needs. It is for these reasons therefore, that the respondents, such as tourists, officials, tour operators and community members, were requested to furnish their views about the nature of tourism management practices in the uMvoti Local Municipality. Thus what is shown in Figure 4.7 are responses depicting the perceptions of stakeholders how they see tourism management practices as benefiting the local communities. The responses of the subjects, comprising the tourists, officials, tour operators and communities are shown in Figure 4.7 given below.

**FIGURE 4.6: PERCEIVED TOURISM MANAGEMENT PRACTICES AS BENEFITING THE STAKEHOLDERS**



[n = 128. Some of the subjects gave more than one response for each statement]

The analysis of the effectiveness of the tourism management practices or strategies in the study area, were perceived by the stakeholders, such as tourists,

officials, tour operators and community members as offering varying outcomes. On the one hand, what is shown in Figure 4.7 is that the majority of tourists [40%] and officials [49%] both felt that the tourism management practices in the study area were offering good and beneficial opportunities to the local people. In addition, 22 percent of the tourists and 19 percent of the officials perceived the tourism management practices in the study area as being fairly beneficial. A minority of tourists [22%] and officials [24%] both felt that the management practices were poor in the area. The most possible reasons for these responses findings was that the tourists appreciated what they experienced as visitors to the area, whereas the officials were positive because it was their responsibility to manage and promote tourism policies and activities in the area.

On the other hand, what is also shown in Figure 4.7 is that the majority of tour operators [48%] and community members [49%] both felt that the tourism management practices in the study area were offering poor beneficial opportunities to the local stakeholders. In addition, 12 percent of the tour operators and 17 percent of the local community members indicated that they were 'not sure' about the beneficial effects of the tourism management practices in the study area. A minority of tour operators [10%] and community members [09%] both felt that the management practices were good in the area. The possible reason for these outcomes is that both tour operators and the local community members were somewhat discontented with the tourism services offered by the municipal authorities. In addition, the local community members were poor; less educated and excluded from the tourism related decision-making activities, as well as felt that there was room for improving the opportunity chances from the local municipality.

The outcome of the analyses cited above, pertaining to the benefits of tourism management practices, in the study area, suggest interesting results. From these outcomes it may be concluded that there are several factors that militate against community-benefiting tourism practices. It may therefore be concluded that Hypothesis 5, which states: *That the management strategies or practices, used by the tourism authorities to promote tourism development in the study area, were perceived to be inadequate*, should be supported and therefore accepted.

It should be born in mind that one of the key national and provincial tourism strategies are based on providing employment, creating jobs and reducing poverty in the country (Rogerson & Visser, 2004; Spenceley & Goodwin, 2007; Magi & Nzama, 2009b). Notwithstanding that the uMvoti Local Municipality have in principle adopted these strategies, they have unique problems about dealing with the tourism industry benefitting the local communities. Whilst the local community has looked at tourism and poverty from a livelihoods perspective, the uMvoti Local Municipality authorities have focused on tourism as having positive and negative social, economic and environmental impacts on local communities (Cowan, *et al*, 2003; Binns & Nel, 2002). Despite that several case studies have been undertaken in KwaZulu-Natal and elsewhere in South Africa, there has been no conclusive evidence of the success of such a strategy, nationally (Clarke, 2003).

#### **4.11 CONCLUSION**

The objectives and hypotheses discussed in this chapter have been extensively analysed based on the information obtained from the respondents and stakeholders. The purpose of this chapter was to present, discuss and interpret

data collected by means of questionnaires administered to the residence of the uMvoti Local Municipality. This study's point of departure was that every person has the right to participate in tourism activities and facilities, therefore, it was the intention of this investigation to establish whether this rights is being practices and benefits derived from it. The findings of the study show a somewhat positive outlook, that is, *'the tourism participation patterns of the local community in terms of tourism activities and facilities'* being established to be positive in the study area.

Interestingly, notwithstanding the positive participation cited above, the management of tourism activities and facilities under the concept of 'management practices' and 'tourism beneficiation', were found to be not to be up to standard. The investigation established that *'the management strategies or practices, used by the tourism authorities to promote tourism development in the study area, were perceived to be inadequate'*. In other words, the effectiveness of tourism management practices in the area, were found not to support the local and provincial tourism development mandate of setting up job-creation opportunities, employment and poverty alleviation.

## CHAPTER 5

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 INTRODUCTION

In this concluding chapter, the research objectives are referred to and provide answers to the research questions. The analysis and interpretation of data in chapter four, reveal various interesting points and meaning about the participation and benefits of the uMvoti community in tourism facilities and activities. For purposes of presentation, the general conclusions of the study are divided into two, that is, *summary of conclusions* and *the general conclusions*. The summary of conclusions, deals with what actually transpired in the analysis and interpretation of various objectives hypotheses of the study, and the results. Therefore, the summary of conclusions, which are related to the findings, are viewed in relation to the objectives and hypotheses of the study. The general conclusions relate to the outcomes of the educated guesses as well as related interpretation and justifications of the findings.

This chapter intends to deal with those types of conclusions as well as giving a least of recommendations associated what has been investigated in the study. The fundamental conclusions of the study, which run throughout the study, are that the residents of the uMvoti community is in actual fact not actively participate in tourism facilities and activities that is taking place in

their area. This confirms the general hypotheses on participation, in this research study. The hypothesis on participation has been confirmed and lends itself to various interpretations of the other hypotheses in this study, which were under investigation.

## **5.2 SUMMARY OF THE FINDINGS OF THE STUDY**

It has been suggested that the summary of findings related to what various hypotheses has achieved. That is, the summary of findings deals with what actually transpired in the analysis and interpretation of different objectives and hypotheses of the study, and the outcomes thereof. As a result, this study set up five objectives and five hypotheses, the summary of the results of hypothesis are now been discussed to elicit the extent to which the uMvoti community participates and benefits from tourism facilities and activities in their area.

### **5.2.1 Hypothesis One**

As the related objectives sought to reveal the extent to which the uMvoti communities know the importance of participating and benefiting from tourism facilities and activities in the study area. ***Hypothesis 1:*** stated '*that the people of uMvoti do not understand the extent to which tourism exist in there area*'.

On the whole the hypothesis was relatively accepted for both male and female respondents. Surprisingly the outcomes reveal that the majority of respondents do understand tourism even though they usually not involve themselves in the facilities and activities pertaining tourism. They usually

say they do not take tourism as theirs as they see Whites vehicles going through the Ingame Game Reserve.

Apparently some members of the community had got jobs in the tourism attractions of the area. They see tourism as an industry that creates job opportunities in the area. But those who do not have jobs in the industry seemed to have lesser knowledge of the tourism in relation to job creation opportunities job in the study area.

Some of the reasons cited by the respondents were fears such as ‘the opportunities were given to the educated’. The situation made them even not to participate in the awareness campaigns because they afraid to state their views in public. The community authorities were the ones who have a say in any development as they are given powers to rule the area. As a result this hypothesis was taken as a point of departure.

### **5.2.2 Hypothesis Two**

Whereas the objective of the study sought to determine the extent to which the uMvoti community is aware of the tourism activities and facilities in their area. **Hypothesis 2** stated: *“That the uMvoti community is aware of the tourism activities and facilities in their area”*.

With regards to determining the levels of community awareness, and the way in which it participates and involves itself in tourism activities and facilities in the study area, the objective is well investigated. The summary of findings suggesting that the local communities are not adequately participating in tourism activities and facilities in the area was fully

supported and accepted. The fundamental argument supporting this hypothesis was that the uMvoti municipality stakeholders are perceived as not doing enough to involve community in any development of tourism in the area. The community is not well educated about the benefits they have in the study area.

So of the causing factors were that there are many community members who are uneducated, unemployment figures is growing at an alarming rate, there was a lack in transfer of tourism skills in the area, the lack of community training programmes and the community as a whole. Most of the members were negative about participation in tourism facilities and activities in the area and the authorities were not doing enough to stimulate participation in the study area.

### **5.2.3 Hypothesis Three**

The third objective sought to assess whether the provision of tourism activities and facilities are in adequacy. Hypothesis 3 stated: *“That tourism facilities and activities are inadequately provided in the study area”*. Most of the community members knew nothing about the provision of tourism facilities and activities in the study area. The cause of this challenge is the fact that some members are illiterate, so they lack knowledge of what is happening in their area.

Community members said that they did not think that tourism facilities and activities were meant for them but they only saw whites going through the facilities and activities. For instance they used to see whites’ vans entering

the Game Reserve and did hunting activity. Some said they do not have money to engage themselves with these activities as they are unemployed.

#### **5.2.4 Hypothesis Four**

The fourth objective of the study sought to reveal the kinds of tourism benefits the community is expecting in the study area. In other words the objective of this research study was to ascertain the satisfaction of the local community with regards to benefits coming from tourism facilities and activities in the study area. **Hypothesis 4**, stated: *“That the uMvoti people are not aware of the benefits they have in the tourism industry”*.

This hypothesis is not fully accepted due to the fact that the percentage of those who did not aware is higher with 6 percent to the respondents who were aware. This makes the research to predict that it is due to the lack of training and education in the community.

#### **5.2.5 Hypothesis Five**

The fifth objective of the study sought to evaluate the management strategies that have been used by the tourism authorities in the study area. Hypothesis 5, stated: *“That the management strategies that are used by the tourism authorities are inadequate”*, was supported as a viable proposition.

### **5.3 GENERAL CONCLUSIONS**

According to the objectives and hypothesis of the study, several findings and conclusions indicate that the residents of uMvoti do not have a good understanding of and knowledge of benefits from tourism facilities and activities in their area. The study was based on the perceived community

participation and the benefits from tourism facilities and activities at uMvoti Municipality.

The findings were minimized in measurable objectives such as: to investigate whether uMvoti community do understand tourism, to identify the participation of the community in tourism facilities and activities in the study area.

#### **5.4 RECOMMENDATIONS**

In any given problematic situation, the basic step towards providing effective solution is to understand the cause and the nature of the problem. Community participation at uMvoti can be understood in isolation to the various findings discussed above. Therefore, tourism plays an important role in the life of individual, the community and the nation. In the past not much concern was given to the provision of tourism facilities and activities for the previously disadvantaged communities. Therefore the researcher came up with the following recommendations:

- There is a need to provide tourism awareness programmes for the community as whole in the study area. Further, there is a need to mould and educate them to engage themselves in tourism activities, since their participation in tourism activities result in the development of an individual's ego and self-esteem. Tourism has not been taken as a significant component of life for Blacks because of apartheid systems tha existed. Therefore, all the imbalances of the past need to be redressed. The institution of these approaches would help the

individual to fit into societal programmes and be able to live harmoniously with other people in the environment.

- In this regard local municipality must play a major role in the provision of tourism facilities and activities in the study area. Therefore, the municipality should take its responsibility to provide the needs of the community. The tourism facilities and activities should be where they are going to be accessible to the people they are meant to.
- Other tourism related agencies should also be involved in the provision of tourism facilities and activities. Community should also be encouraged to participate in tourism related activities. The tourism agencies may come from dedicated sector and a positive impact may be justified.
- The tourism managers must deal with tourism areas that must contain facilities and activities for both males and females, youth and adults educated and uneducated. Once the tourism facility has been made , there is a great need that the facility is maintained in a sustainable manner for future generation.
- The relevancy of provision of tourism facilities and activities is in the hands of the tourism officers and managers to ensure the highest quality level of support of tourism services. The provision should be supported with a infrastructures like roads electricity and suitable tourism facilities and activities in the study area.

- A warmth environment among the stakeholders should be promoted in order for all of them to feel at home. If everybody is comfortable there is a great opportunities in the development of economy.
- The government, through the tourism section has to be involved in the development of tourism infrastructures, facilities and activities.
- The local municipality needs to take care that the level of participation in tourism facilities and activities is increasing through education and training.
- The local government is the one that is nearest to people. The interests of people need to be stimulated in the positive manner about tourism by satisfying their needs and wants.
- Local municipality must play a major role to ensure that the service delivery exceed the expectation of the participants.
- Local communities should be included in any development because they are the ones who can easily come into contact with what is happening in their area. They can be trained as tourist guides, cleaners as well as given chances to start their small businesses. By so doing, the tourism structures will be conserved and sustained. The community benefits both directly by obtaining job opportunities and indirectly by the development of infrastructures.

## **5.5 CONCLUSION**

The aim of this study was to investigate the community participation level in tourism facilities and activities and whether the community is aware of the benefits it has from tourism. Everybody has a right to participate and benefit from tourism. Therefore it was the aim of this research study to find out if these rights are obeyed by all the stakeholders.

The purpose of this study was to establish whether the tourism facilities and activities for the community members at uMvoti area are available and utilized by the residents. The study would assist the Umvoti municipality authorities to determine the various types of strategies that can be used in order to involve residents in any tourism development that is taking place in their area. The authorities can make it a point that trainings and awareness campaigns are conducted.

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## **APPENDICES**

Appendix-A:	A questionnaire to the local communities
Appendix-B	Transmittal Letter

## APPENDIX- A

### QUESTIONNAIRE

#### *Perceived Community Participation in Tourism Activities and Facilities at the Umvoti Municipality, KwaZulu Natal*

This Questionnaire is to be answered by the (a) Tourism & Municipal Officials, (b) Tourists, (c) Tour Operators and (d) Local Community. Please mark an (X) in appropriate places.

#### **A. DEMOGRAPHIC VARIABLES**

1. Gender

Female	01		
Male	02		

2. Age

18-25	01		
26-35	02		
36-55	03		
56-80	04		

3. Marital Status

Married	01		
Single	02		
Divorced	03		

4. Level of Education

Primary Level	01		
Secondary Level	02		
Matric plus Diploma	03		
University Degree	04		

5. Occupation

Unskilled	01		
Skilled	02		
Semi-Skilled	03		
Professional	04		

## APPENDIX- A

### QUESTIONNAIRE

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Matric plus Diploma	03		
University Degree	04		

5. Occupation

Unskilled	01		
Skilled	02		
Semi-Skilled	03		
Professional	04		

**B. UNDERSTANDING THE IMPORTANCE OF TOURISM**

6. What do you understand to be the importance of tourism?.....  
 .....  
 .....

7 Do you think the development of tourism is important for your local area?

Yes		01		
No		02		
Not Sure		03		

8. If yes, why is it so?

.....  
 .....  
 .....

9. Rank the statements describing Cultural and Heritage Tourism in order of their correctness as you see them.

(a) It is when tourists visit the facilities that have been built by the local community.		01		
(b) It is when tourists visit the game reserve, beaches and God created resources in any area.		02		
(c) It has to do with all those man-made structures which have been around for centuries in your area.		03		
(d) It is when you go to school and learn about what geography and economics is about.		04		

**C. VALUE OF DEVELOPING AND CONSERVING CULTURE**

10. Do you think it is important for the local community to develop and conserve cultural and heritage tourism?

Yes		01		
No		02		
Not Sure		03		

11. Please give a reason for your response.

.....  
 .....  
 .....  
 .....

12. What do you think is the value of developing and sustaining tourism activities and facilities?

.....  
 .....  
 .....  
 .....  
 .....

13. What do you expect to gain from tourism related activities in your area?

Employment	01	
Infrastructural development	02	
Cultural awareness	03	
Education	04	
Other	05	

14. Who do you think should be responsible for educating the local community about tourism?

Government officials	01	
Community organisations	02	
Business Sector	03	
Media	04	
Other	05	

15. Is there any tourism development initiatives or strategy you know is taking place in your area?

Yes		01		
No		02		
Not Sure		03		

16. Please give a reason for your response.

.....

.....

.....

.....

**D. DEVELOPMENT OF TOURISM FACILITIES AND ACTIVITIES**

17. Do you think that there are adequate tourism facilities developed in the uMvoti Area?

Yes		01		
No		02		
Not Sure		03		

18. Kindly list those facilities you think are existing in uMvoti:

(a)	01	
(b)	02	
(c)	03	
(d)	04	

(f)	6	
(g)	7	
(h)	8	
(i)	9	

19. Of the tourism facilities and activities listed below, select and rank those that are most visited.

Facilities		
(1) B&B		
(2) Hotels		
(3) Game Reserves		
(4) Battlefields		
(5) Museum		

activities		
(1) Safari		
(2) Site seeing		
(3) fishing		
(4) Mountain climbing		
(5) Gaiming		

20. Kindly give examples of the attraction given above.

.....

.....

.....

.....

**E. STAKEHOLDER PARTICIPATION IN TOURISM ACTIVITIES**

21. Do stakeholders participate adequately in tourism activities in the uMvoti area?

Yes		01		
No		02		
Not Sure		03		

22. How is the involvement of stakeholders tourism activities?

Poor	01	
Satisfactory	02	
Good	03	
Excellent	04	

23. How often do you engage yourself in tourism activities?

Daily	01	
Weekly	02	
Monthly	03	
Annually	04	
Never	05	
Other	06	

**F. EXISTING TOURISM POLICIES & PRACTICES**

24. Are you aware of any policies and practices that promote and develop tourism in your area?

Yes		01		
No		02		
Not Sure		03		

25. Please give a reason for your response. ....

.....

.....

.....

26. What type of practices do you engage in?

Cultural dances and Music	01	
Traditional activities	02	
Arts and Craft practices	03	
Cultural Rituals	04	
Cultural cuisine	05	
Cultural Festivals	06	

27. Of the tourism development strategies or elements listed below, tick those you would associate with the existing policies and practices in your area.

(a) Cultural Business Acquisition	01	
(b) Development of new facilities	02	
(c) Infrastructural Development	03	
(d) Skills Development	04	
(e) Job Creation & Poverty Reduction	05	
(f) New Cultural Events (e.g. Festival & Celebrations)	06	

**G. TOURISM BENEFITS**

28. Do you think Tourism offers you any benefits?

Yes	01	
No	02	
Not Sure	03	

29. Please give a reason for your response.

.....

.....

.....

.....

30. Kindly list those Benefits you think are available in the Umvoti Area

(a)	01	
(b)	02	
(c)	03	
(d)	04	

(e)	05	
(f)	06	
(g)	07	
(h)	08	

31. From the list of tourism benefits given below, tick those you think have been received by the local community.

(a)Supply of employment	01	
(b)Infrastructure development	02	
©Job creation	03	
(d)Poverty alleviation	04	
(e)Improving the standard of living	05	
(f)Community development	06	
(g)generation of money	07	
Mutual understanding	08	

### C STATEMENT BASED ON QUESTIONS

32 From the statements given below show your preference on the scale ;strongly agree[SA=1], Agree[A=2], Undecided [U=3], Disagree [D=4], Strongly disagree [SD=5]

STATEMENT	SA=1	A=2	U=3	D=4	SD=5
Local people are aware of the existing tourism activities and facilities in their area					
Tourism activities and facilities are developing the local community					
Tourism create job opportunities for local community					
The local community is fully involved in the tourism activities					
The tourism facilities are not properly provided					
Local community does not participate in tourism activities					
Local community is involved in decision making pertaining tourism					
Local people do not know anything about tourism policies that govern their area					
Local community's involvement is essential at all levels in economic growth					
Cultural villages should be easily accessible for both locals and tourists					

## **APPENDIX- B**

# **University of Zululand:**

**DEPT. OF RECREATION  
& TOURISM**



**Private Bag X1001  
KwaDlangezwa 3886  
South Africa  
Tel: 035 902 6719  
Fax: 035-902 6073  
Ref:**

02 March 2008

To whom it may concern

Dear Sir /Madam

### **RE: REQUEST TO CONDUCT RESEARCH**

The students Miss G.E. Jila [Reg: 19940948] is a part-time postgraduate student in the Department of Recreation and Tourism at the University of Zululand. She is busy doing the Masters of Recreation and Tourism [MRT] degree. The MRT students are required to undertake a research study as part of their degree work. The attached questionnaire is part of her research project seeking to establish how stakeholders perceive the participation from tourism activities and facilities towards development of the uMvoti area. The title of the research project is:

*Perceived Community Participation from Tourism Activities and Facilities  
in the Umvoti Municipal Area.*

This research is undertaken mainly for academics purposes in the study area. It is hoped that the findings will make a meaningful contribution to the field of tourism as well as the understanding of tourism among local communities in KwaZulu-Natal as a whole.

All information collected from you through the interviews or questionnaire will be kept in strict confidence.

Your assistance in this regard will be highly appreciated.

Yours faithfully

---

Prof. L.M Magi

Professor: MRT-PDRT Programme  
Department of Recreation and Tourism  
University of Zululand