

**COMMUNITY BASED TOURISM WITHIN UMHLATHUZE MUNICIPALITY:
INVOLVEMENT AND PARTICIPATION OF THE LOCAL RESIDENTS IN
TOURISM**

BY

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**A dissertation of limited scope submitted to the Faculty of Arts in partial fulfilment of
the requirements for the Course-work Degree of Masters of Recreation and Tourism in
the Department for Recreation and Tourism at the University of Zululand**

KwaDlangezwa

January 2014

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ACKNOWLEDGEMENTS

I would like to thank various individuals for their assistance and support in the production of this work. I must express my sincere indebtedness and gratitude to the study supervisor, Prof A.T. Nzama, for her invaluable suggestions and very encouraging criticisms, which guided me throughout the course of this research.

Special thanks also to Dr. G. S. Nkosi who has been so sincere from the beginning to the end of this study, her words of encouragement, assistance and comments which contributed a lot throughout the completion of this project.

My gratitude also goes to Mr. A.T. Mthembu who was committed in teaching me the statistical and research techniques.

In particular I wish to express my appreciation to my husband Msebenziwenkosi Mbuyazi and my children for their love, source inspiration, encouragement and support.

Finally, I wish to express my sincere gratitude to MrHlangananiNyembe for proof reading this work.

DEDICATION

This document is dedicated to my husband Sydney Msebenziwenkosi Mbuyazi, my children Lizwi, Zizopho and Lungiswa, not forgetting my spiritual daughter Nontokozo. My family has been the pillar of my strength during the examination and the research periods. To my mother, ThokozileHawukile Vundla, my great sisters and one brother Siphon Vundla, this work is presented with love, honour and gratitude to all those I have mentioned above.

DECLARATION

I declare that this research study, *Community based tourism within uMhlathuze Municipality: Involvement and Participation of the local residents in tourism* is my own work both in conception and in execution, except where specifically indicated to the contrary in the text. All sources that have been used or quoted have been duly acknowledged by means of complete reference.

BY

HAPPINESS BONAKELE VUNDLA

ABSTRACT

The study was based on community based tourism and was conducted to find out whether the local residents are involved and participate in community based tourism within the study area of uMhlathuze Municipality. Community based tourism provides job opportunities to those who participate and should, ideally, involve every resident of the study area. Men and women are to be given the equal participation opportunities. The study had the following specific objectives:

- (a) To establish the extent to which the local community understands the importance of tourism in the study area.
- (b) To find out the level of participation and involvement of the local community in community based tourism
- (c) To identify the types of community tourism facilities available in the study area.
- (d) To establish the strategies that can be used to promote involvement and participation in community based tourism within the study area.

The findings of the study revealed that some community members do not even know the local tourism authorities who should be promoting community based tourism within the study area. Misconceptions about tourism became evident as some respondents viewed tourism as an activity for the rich and for the white people. The study is concluded by recommending the promotion of community based tourism within the study area applying the managerial strategies to promote participation and involvement by local communities.

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CHAPTER 1

ORIENTATION TO THE STUDY

1.1 INTRODUCTION

One of the aims of this study was to find out whether the local communities at uMhlathuze municipality participate in community based tourism development. Community based tourism is a type of tourism whose objective is to create opportunities for full participation by members of the community in tourism development. Communitybased tourism needs proper planning, involvement and participation of the community concerned. Community based tourism creates opportunities for community members participate at all levels from planning to decision making for the effective economic development in the study area. Participation in decision making entails community members determining their own goals for development and having a meaningful voice in the organization and administration of tourism.

Community based tourism needs proper planning, involvement and participation by the community concerned. Community tourism planning is regarded as one of the most important aspects of tourism development not only from the ethical perspective of the need for the community involvement in the decision making process but also from the tourism growth and development perspective. Community based tourism enables residents to take control and manage local tourism development. To reach this stagean effort is necessary in teaching residents how they can participate in tourism development and benefit from it. Participation in tourism contributes to sustainable development of the local communities.

1.2 BACKGROUND OF THE STUDY

Community based tourism contribute to the creation of opportunities for the residents to participate towards the economic development of their local area, as well as their psychological empowerment. According to Sharma (2004) community based tourism gives the psychological empowerment to members of the local community whereby the self-esteem is enhanced because of outside recognition of the unique attributes of their locality such as the value of their culture, natural resources and traditional knowledge Socially, the community benefits directly and indirectly through various development initiatives such as road construction, education centers etc. The study also focused on establishing the level of

involvement of community members in planning, decision making, and implementation of the tourism development strategies. Hall (2005:140) points out that “while planning is recognized as an important aspect of tourism development it does not guarantee the appropriate outcomes for stakeholders. Planning increases the chances of educating and informing the community about the importance, the good and the bad impact of tourism”. Thewin-win philosophy is to be applied; whereby it is believed that if the local residents are satisfied it maybe possible to satisfy the needs of the tourists. As a result there is a probability that a satisfied tourist will come back in future because of the excellent service provided (Hall, 2005).

1.3 STATEMENT OF THE PROBLEM

First and foremost the study investigates the extent to which the local community understands the importance of tourism in the study area. Secondly, it seeks to indicate the way tourism is viewed by the local community and how their participation and involvement is in the study area. Thirdly, the study intends to identify the types of community tourism facilities available within the study area. Fourthly, the study also intends to assess list the tourism management strategies used by the tourism authorities to promote tourism within the study area.

Involvement and participation of the community in the local tourism is of great value in a way that the community itself can identify potential tourism resources and attractions within their communities only if they are tourism oriented. The community can seek partnership opportunities with the established tourism sector. The community can oppose the developments that are harmful to local environment and to the culture of the community. The community concerned should work closely with NGO’s to educate communities regarding conservation and community owned reserves such as Nseleni natural forest. The promotion and provision of opportunities for local entrepreneurs to integrate their operations with tourism activities inside protected areas (DEAT, 1996).

1.4 SIGNIFICANCE OF THE STUDY

The significance of the study is that the findings will throw light into the strategies that can be used to motivate the community of uMhlathuze municipality to be involved in planning and decision-making in tourism related activities. The finding will also be used to ensure that the community at large is informed about the existing opportunities for community based tourism developments. Community based tourism in the study area has the potential to grow

because there are numerous attractions that can be used such as the international harbor in Richards Bay, Richards Bay Minerals (RBM), Richards Bay Coal Terminal (RBCT), Bayside, Mondi, Hillside Airport and Zinkwazi Mall. The existence of the harbor can stimulate cruise tourism and benefit the community. The job opportunities as a result will be available for the residents. The protected area at Nseleni is one of the natural attractions with a potential for promoting community based tourism and involvement of the local community. Participation in decision-making entails community members determining their own goals for development and have a meaningful voice in the organization and administration of community based tourism. The existence of these attractions can also lead to the development of community based tourism. There is a golf course at Empangeni which can also contribute to the stimulation of community based tourism development.

1.5 OBJECTIVES OF THE STUDY

In an attempt to direct the research study, it is vital to set clear objectives. Clear objectives facilitate establishing facts about involvement and participation in community based tourism at uMhlatuze municipality. The objectives of the research study are:

- (a) To establish the extent to which the local community understands the importance of tourism in the study area.
- (b) To find out the level of participation and involvement of the local community in community based tourism
- (c) To identify the types of community tourism facilities available in the study area.
- (d) To establish the strategies that can be used to promote involvement and participation in community based tourism within the study area.

The above-mentioned objectives are structured in order to give direction to the study which seeks to establish tourism decision making. It is anticipated that involvement and participation of residents in all tourism related activities would lead to success of community based tourism development within the study area. The management of available resources is vital to consider either by the international tourists or by the local tourists for effective future consumption of resources.

1.6 STATEMENT OF HYPOTHESES

The statements of hypotheses are calculated guesses that are quite useful in shaping the direction of the study. The questionnaires were formulated in such a way that they address the concerns that are encompassed in the statements of hypotheses. In this study the hypotheses states the following:

- a) That the local community does not fully understand the importance of tourism in the study area.
- b) That the local community participates in the tourism related events within the study area.
- c) That the different types of community tourism facilities are available to the residents within the study area.
- d) That there are no strategies that are used to promote involvement and participation in community based tourism in the study area.

The above- mentioned hypotheses provide an educated guess as to whether the community of uMhlathuze municipality is involved or not in community based tourism. They were subject to acceptance or rejection pending on the outcome of data analysis.

1.7 DELIMITATION OF THE STUDY

In order to narrow the scope of the research problem this section focuses on spatial and conceptual delimitation. A precise and clear delimitation of the study area plays a significant role in assisting the researcher to collect the data from the specific respondents that fall within the study area.

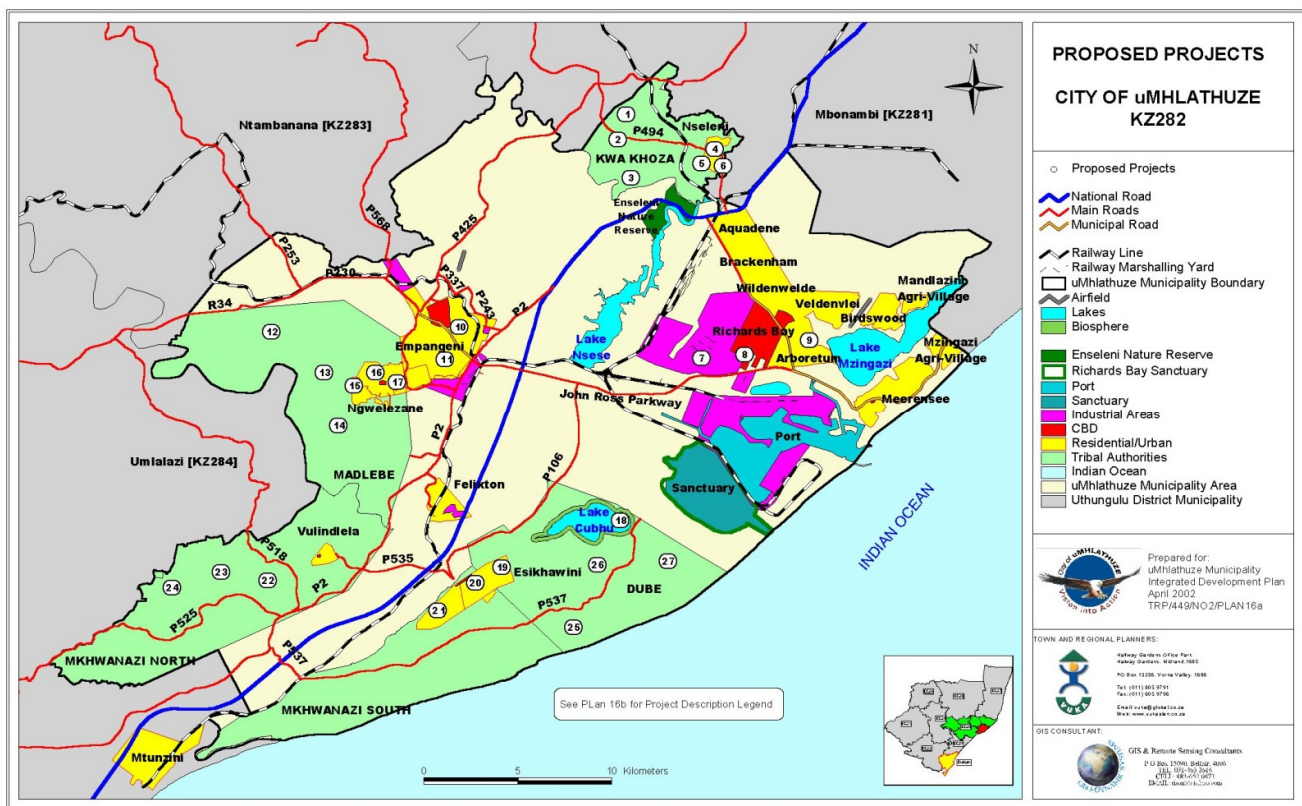
1.7.1 Spatial Delimitation

The study is based on uMhlathuze municipality under uThungulu District municipality which is found in the Northern part of KwaZulu-Natal.

This study area is named after the well-known river called uMhlathuze. This municipality is one of the 52 municipal districts demarcated in terms of Local Government; Municipal Demarcations Act, no.27 of 1999(MDA, 1999).

UMhlathuze municipality consists of Richards Bay, Empangeni, Esikhawini, Ngwelezane, Nseleni, Felixton and Vulindlela as well as the surrounding rural areas under the traditional authorities namely; Dube, Mkhwanazi, Mbuyazi, Khoza, and Zungu. The population is estimated to be 325 000 of which 50% is rural and 50% is urban. This Municipality contributes 7.6% Gross Domestic Product (GDP) of KwaZulu-Natal. Below is the location map of uMhlathuze Municipality.

FIGURE 1.1 Location map of uMhlathuze municipality



Source: www.richemp.org. (Accessed 22 06 2013).

1.7.2 Conceptual Delimitation

It is important to conceptually scrutinize some of the concepts that are used in the study in order to delimit the scope and meaning and concepts used as well as their perspectives. Municipality refers to a geographical area, which is a municipal area with its own local government determined in terms of Local Government Municipal Demarcations Act, no. 27 of 1999, (MDA 1999). In this study municipality and municipal area are used synonymously. This concept does not include the cooperative body which is the Municipal

Council as described in section 2 of the Municipal Systems Act. (MSA,2002). This will make the reader of the study to fully understand its meaning and avoiding misinterpretation.

1.8 DEFINITION OF CONCEPTS

To understand the terminology used in this study it is very essential to define concepts used so as to avoid unnecessary ambiguities and contradictions. In this section the key concepts are explained and defined in the context of the study.

1.8.1 Tourism

According to Hall (2005) the term tourism is defined as the temporary and short-term travel of non-residents along their transit routes to and from a generating area to a certain destination primarily for leisure or recreation. The researcher partly agrees with this definition because a travel maybe of leisure or recreation but it could be business tourism where one could be attending a business meeting or conference. George et al (2008:2) define tourism as an activity “when people travel away from where they live and work for at least for a period of 24 hours, but less than a year, also as activities people take part while they are away”. In this context of this study the concept will mean that the residents are to take part by involving themselves in community based tourism.

1.8.2 Community based tourism

Sharma (2004:3) defines community based tourism as “ a sustainable form of development than conventional mass tourism because it allows host communities to break away from the hegemonic grasp of tour operators and the oligopoly of wealthy elites at the national level”. Community based tourism is about empowering the grass root as it aims at community development with the needs of the community in an acceptable way sustaining their economies and considering their values and culture in this way community involvement is done. Community based tourism is possible if the residents are informed about the importance of tourism by the person that they trust such as the local councilor in the study area. The positive re-enforcement by the local councilor may bring the positive response, which is participation in tourism related activities.

1.8.3 Participation in decision-making

According to Sharma(2004) participation in decision-making entails community members determining their goals for development and having a meaningful voice in the organization

and administration of tourism. It is believed that better attitudes towards tourism will result among residents and it will bring the success of the tourism industry. Murphy (2004:111) believes that tourism relies on the goodwill and cooperation of the local people, it is therefore important to involve the residents in all tourism related activities. The researcher agrees with the definition of participation in decision-making, as a result the community members feel recognized and as an important component of the study area. In this case the community may feel the sense of ownership of tourism related facilities, which would reduce the incidents such as vandalism. Below is a diagrammatic description which indicates participation in decision making.

FIGURE 1.2 **Participation in decision making**



Source: Hart (1992:262) Children's participation

According to Hart, (1992) children need to be involved and be given a chance to participate in decision making especially when planning for community developments such as community based tourism. Children from the age of ten should be involved in community surveys and do research from youngsters so that it may be easier to find out what are the needs of the community and do community development initiatives plan for future. It is emphasized that these children will soon become youth and be involved in decision making for their communities. It is for this reason that children are involved and participate in decision making at an early stage of development. Community participation especially by young people in community based tourism can be explained using Roger's Ladder (refer to Figure 1.3). The shared ideas of community can bring unity and the success of

tourism projects within the study area. It is for this reason that the Roger's Ladder of young people's participation is considered. Community based tourism requires the involvement and participation of young and adult community members. Hart's ladder is depicted in Figure 1.3.

The ladder has indicated that young people at the first stage of decision making can be easily manipulated, decorated and tokenized. As they climb the ladder they are assigned and informed, consulted and informed, they become adult initiated before they can even lead and initiate action. This Ladder indicates that both young and adult should at the end be both involved and share decision making regarding community based tourism for effective participation of the residents within the study area.

FIGURE 1.3 The ladder of young people's participation.



Source: Hart (1992:263). Children's Participation

1.8.4 Involvement

According to DEAT, (1996) the majority of the South Africans have not been involved in the planning, decision-making, investment, development or promotion of the tourism industry. Communities have not been involved or consulted in respect of major developments proposed for areas in which they live. The researcher partly agrees because in the past tourism has been taken as a Whiteman activity not for Africans especially in the study area, as a result those

who were informed did and still does participate because they are involved in many aspects such as investment, planning and decision-making.

1.9 METHODOLOGY

The study used a combination of both quantitative and qualitative methods. The reason for using the mixed approach was to provide a more accurate definition and operationalization of the concept.

1.9.1 Data Collection

Questionnaires were used to collect data. Data collected using questionnaires were analyzed using the Statistical Package for the Social Science (SPSS) computer programme available at the Department of Recreation and Tourism at the University of Zululand.

1.9.2 Instrumentation

An appropriate and reliable research instrument for collecting data is an important research mechanism to have and utilize. The questionnaire was used as the main tool for collecting data. An interview schedule using the pre-coded questions as well as the direct and indirect questions, were used. Both open-ended and closed-ended questions were employed in a designed interview schedule. All questions were designed and pre-coded to suite the Statistical Package for the Social Science (SPSS) computer programme, available at the Department for Recreation and Tourism, University of Zululand

1.9.3 Sampling

Stratified random sampling was used for this study. The sample of respondents was drawn from the population of uMhlathuze municipality.

1.9.4 Sample Size

The selection of the sample from the population was carried out following the suggestion presented by Isaac and Michael (1990) that if the number of population is 75 000 the sample is 382 and when the population is 100 000 the sample size is 384. The sample size of this study was 160 respondents out of a total population of 325 000 found in the study area.

1.9.5 Data Analysis and Interpretation

The qualitative method was used to analyze and interpret data. The interview schedules from uMhlathuze community involved in tourism were analyzed qualitatively. The questionnaires directed to the community were analyzed quantitatively using the Statistical Package for Social Sciences (SPSS).

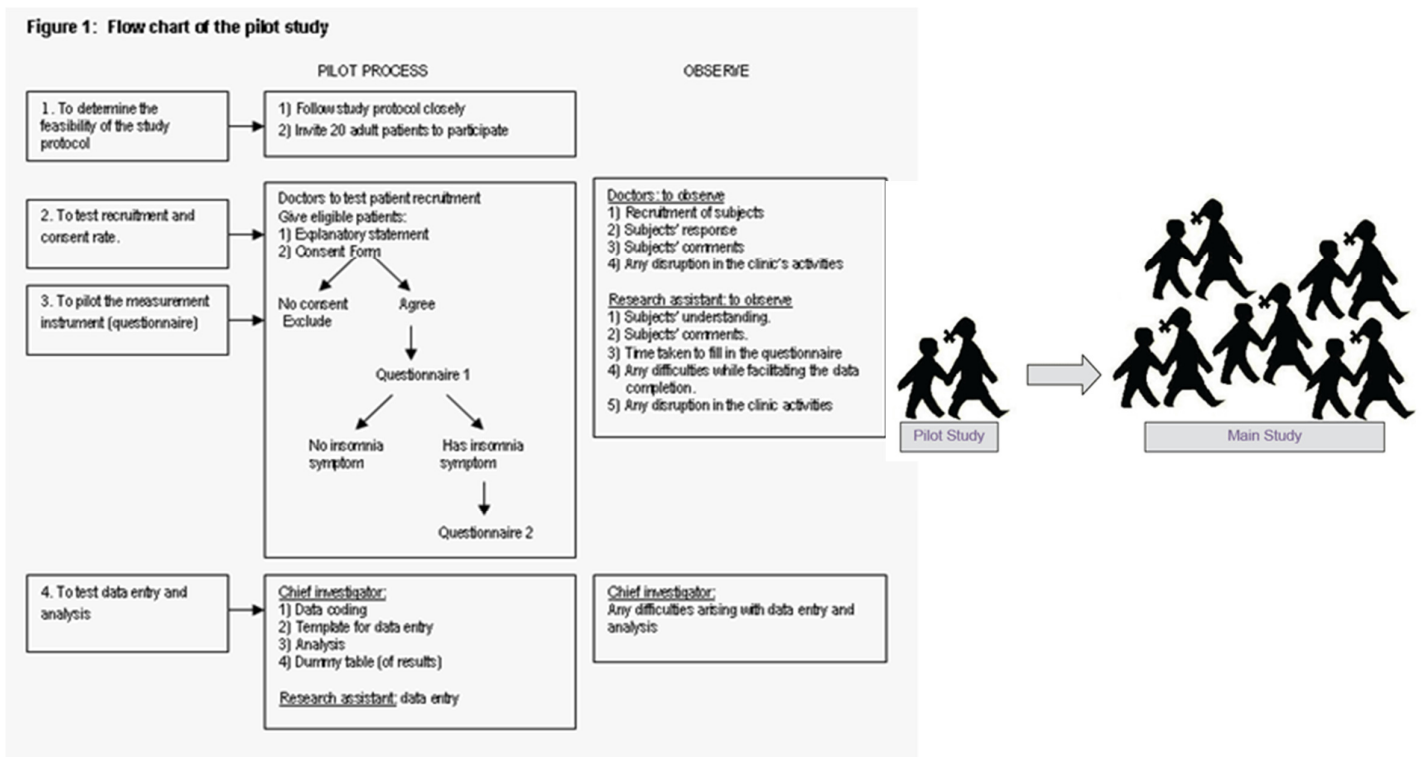
The data collected were analyzed and interpreted to make meaning of the findings. Frequency-percentage tables, graphs and cross-tabulations were used to analyze the information. These statistical representation media such as frequency-percentage tables were then interpreted to reveal respondents' responses.

1.9.6 Pilot study

Pilot work was conducted as a preliminary investigation of the survey. The pilot study was conducted to about 10% of the total sample of 160, meaning there were 16 respondents. All respondents that were interviewed resided within uMhlathuze municipality which is the study area. The primary aim of the pilot study was to check whether the questions solicited in the questionnaire acquired the expected responses and also to reveal the consistency in terms of meaning and expression attached to them. In other words the pilot study was conducted in order to test the reliability and validity of questions. About 16 respondents completed the questionnaires administered by the researcher. It took approximately 10-15 minutes to complete the questionnaire.

Through the pilot study the research instrument evaluated to ascertain whether it covered the objectives of the study. Furthermore as the questionnaire was coded and open-ended, more other possible answers came out and they were then added and included as coded-possible answers. The pilot study also sought to verify whether the instrument used present a justification of the objectives, as well as provoked other ideas and clues to increase the chances of obtaining unambiguous responses.

FIGURE 1.4 Flow chart of the pilot study



Source: www.richemp.org. [Accessed 16-07-2013].

1.10 ORGANISATION OF THE STUDY

This study consist of five chapters, that is, the introduction chapter, theoretical background chapter, physical setting chapter, data analysis and interpretation chapter, and a summary and conclusion chapter.

Chapter 1: The orientation to the study serves as a prelude to other chapters and describes the overall character of the study. The tentative of the study is revealed in this chapter. Prevalent terminology in this study is explained and conceptualized. It also deals with the objectives and significance of the study. Furthermore it introduces the concepts that are central to the study and these terms are defined and conceptualized. One of the most important components of this study is the statement of objectives and related conjectures, which are a projection of the possible outcomes of the research. This chapter has exposed the core problem underpinning the study within uMhlatuze municipality. It has given the layout and procedure that has been followed in the study solving the core problem of the study.

Chapter 2: The theoretical framework focuses on some of the literature that relates to the study. This chapter reveals what other scholars or researchers in the field of community based tourism have written in relation to the topic. It provides a conceptual framework for purposes of generating objectives and outcomes for the study. It actually looks at the existing literature works and investigates how the previous researcher addresses the concepts that are covered in this study. It is upon the basis of these literary works that authentic generalizations can be made.

This chapter in turn forms the theoretical foundation on which the study is built. It explores other studies that have been undertaken on community based tourism. Firstly, definitions of community based tourism and other related concepts are presented. Secondly, it scrutinizes the involvement of the residents in all tourism related events. Lastly, it reflects on peoples' perspective towards tourism in the study area.

Chapter 3: Description of the study area is provide as a general background, the history of the study area, and the location of map of the area is given, that is , uMhlathuze, such as geographical features and geomorphologic climate conditions an vegetation. The infrastructure in uMhlathuze Municipality area is also highlighted. This includes, mining industries, roads, educational facilities, health facilities, recreation facilities and tourism facilities. This chapter also focuses on the geology, natural resources, climate, mineral resources and wildlife in the study area.

Chapter 4: The data analysis and interpretation of the study is presented in this chapter. Most importantly the analysis of data is presented in the form of tables and graphs. Analytic and interpretive discussions of data collected are presented, attempting produce conclusions emanating from the analysis. In this chapter an attempt was also made to discuss some general guidelines that ought to be considered when involving the community in the tourism and related activities.

This chapter is regarded as the core of this research investigation in that the empirical analysis and synthesis of data and ideas are put into effect. It is at this point in the analysis of information that inferences are made about findings of the study. At this point it is important that the objectives of the study are fully assessed.

Chapter 5: Conclusions and recommendations. This chapter gives the summary of the findings and makes recommendations pertaining participation and involvement of the

community in all tourism related activities 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. The study also included the questionnaires and transmittal letters used for purposes of collecting data.

1.11 CONCLUSION

Participation in decision-making entails community members determining their own goals for development and having a meaningful voice in the organization and administration of tourism. Better attitudes towards tourism among destination residents will result, and the industry will be more successful (Sharma, 2004).

Community involvement in tourism brings about the shared responsibilities and commitment to economic and social development of the municipality. This clearly indicates that when the local residents are involved they are more likely to share their positive contributions thus increasing the economic status in the study area.

In the past tourism was perceived as a whiteman activity and not for us all (DEAT, 1996). This research serves to investigate whether that is still happening; tourism is what a whiteman does as they visit the beach, or Kruger National Park. Community based tourism involves all the residents in that area, their participation and involvement in decision-making.

The chapter as a whole has therefore made an attempt to show a clear path to be followed in collecting, analyzing data and concluding the research problem. It is believed that the research highlights certain tourism challenges and then make recommendations to foster and kick start the involvement of the community in tourism. It is believed that the local control is instrumental in promoting community based tourism (Sharma, 2004).

CHAPTER 2

THEORETICAL FRAMEWORK

2.1 INTRODUCTION

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, or engaging in a sport, but when we take tourism further we may include people who are participating in a convention, a business conference, professional activity such as doing scientific research or study (McIntosh, et al. 2000). Although the involvement and participation of the local residents in tourism maybe of general interests but does count for the sustainability of tourism in that local community because once citizens are involved especially in decision-making that is when they will feel important and recognized as a result available tourism resources and facilities will not be vandalized.

According to McIntosh, et al. (2000) politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from the tourism businesses. Local community usually sees tourism as a cultural and employment factor of importance for their economic development.

When local communities are involved in planning and decision making there are less opportunities of experiencing tourism and crime because as the community feels more recognized the greater are the chances of protecting their area of jurisdiction and can even put more warning signs for high crime zones. This would benefit tourism in that local area and be a success. If the community is not involved that becomes more dangerous because tourists can be easy prey for criminals. Tourists become easy marks for robbers and other offenders as they are readily identified as tourists and the perception is they have more money and expensive assets such as jewelry (McIntosh, et al. 2000).

Wahab (2010:172) states that “encouraging citizens to participate in tourism will always be difficult because of the two barriers, one being those who are power holders who resist distributing this power unless they are promised to get something in return, others being the have not’s who want to benefit for their participation”. It is important to develop the comprehensive plan allowing citizen participation at an early stage. The solution will be the training programme for the residence about the importance of participation and the citizens are mandated to submit their planning and participation proposals to the department

concerned. A leader representing the local residents is elected by the community itself. This makes it easier for the local residents to have trust on every conclusion made if they are represented by the person whom they trust, argues the researcher.

2.2 IMPLEMENTING SUSTAINABLE TOURISM DEVELOPMENT THROUGH COMMUNITY PARTICIPATION IN THE PLANNING PROCESS

It is evident that tourism that sustainable tourism cannot be successfully implemented without the direct involvement of those who are affected by it, that is the local community. Therefore, evaluating a community's sensitivity to tourism development is the first step in planning for sustained tourism development are always evolving and so do the tourism developments and their associated impacts. Therefore, devising means to allowing the citizens involvement in the process of tourism planning, and encouraging citizens to participate actively in the process of planning in all the local tourism activities and developments to take place.(Wahab, 2010).

2.2.1 Community participation and responsibilities

It is evident that community based tourism is tourism within its local residents where the community members are actively involved and participate and partake in all the local related events (Murphy, 2004).With the community based tourism the community is involved starting from planning, decision making and participation, where all tourism resources, organizations, markets and programs within the study area are considered. Generally, tourists share community resources with local residents and businesses, this gives evidence that the host community and the tourists cooperate so that community based tourism will be effective and profitable to host communities

Local participation, traditional culture, cross-cultural issues and raise of local income are basic principles of community based tourism. The researcher emphasizes that usually interviews with local families make clear that are interested to take part but don't know how. The creation of community based tourism is the best solution for local people or at least great help for them for example in the countries where the main income is the livestock and desertification. Community based tourism is jointly planned and managed tourism activities of the local group where the local residents should be involved in the planning process of community based tourism and be represented where necessary (<http://www.cbt-i.org>2013).

According to Murphy, (2004) the planning process of community based tourism involve a multiple of stakeholders and can be onerous to prepare and implement. It is accountable to a wider range of stakeholders and as additional factors needs to be reviewed and included in the planning processes. When the planning process starts it needs to focus on types of planning that is the retroactive and the proactive planning processes. A study area using the retroactive is the one that is responding to tourism development that started on a small scale and evolved into a major industry.

Community based tourism is likely to adopt the proactive planning. The researcher emphasis that the community of uMhlathuze is well resourced therefore in terms of planning a community based tourism the supply led planning is the best, since the community will supply the resources and the demand comes from the tourists. Murphy and Murphy, (2006:95) states that “when a community is considering ways to manage development, and the use of shared resources, it needs to create a process for meaningful participation by desperate parties with different objectives. This is often referred to as a ‘shared vision’ theory of planning or even, to the disgust of language purists, as visioning”.

2.2.2 Planning for community based tourism

Community based tourism can be developed in a myriad of ways. However communities that have community based tourism development on an open and inclusive process appear to reap benefits earlier, more broadly and in a more sustainable fashion. The Klong Village in Thailand is a good example of this process. There are some suggested steps in the development of community based tourism.www.cullin.org: [Accessed on 04-062013]

(a) Getting organized

Form a local team or action committee in order to develop assessment procedures. The team should be widely inclusive and action oriented.

(b) Identify Community Values

Spend time determining what the community expects to get from tourism, what it is willing to contribute and what is it now willing to give up. Survey the community members to determine their interests and values. It is important to determine the boundaries for tourism in order to know where aretheir entry point and the exit point. It is important to consider the values of the community so that it does not loose its identity.

(c) **Visioning Process**

Use community meetings to establish the vision and set broad goals. Seek community involvement and commitment to the ends. Murphy et al, (2004:95) states that “when a community is considering ways to manage its tourism development and the use of its shared resources, it need to create a process for meaningful participation with different objectives”. By doing this, the community would be using the shared vision theory of planning. This allows the community member to participate by sharing their views in a relaxed and non-binding manner. Murphy, (2004) emphasizes that the vision of the community in community based tourism development should present three propositions. They should be as follows:

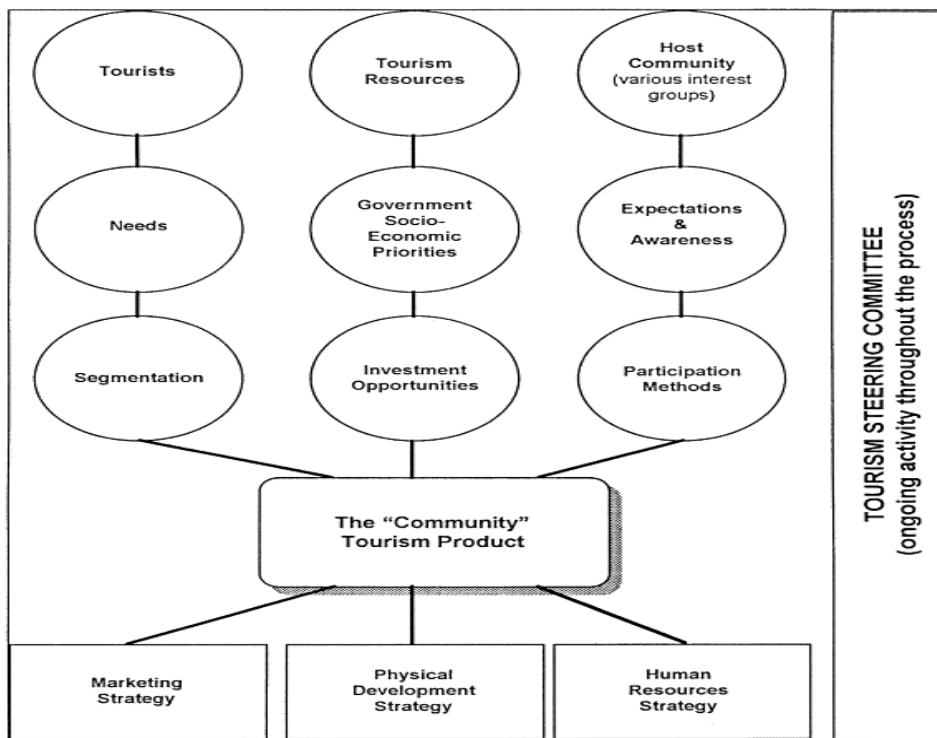
- A well-articulated, community based vision statement offers effective direction to the public and private sector for managing community tourism resources over the long term.
- The success of a community based vision statement in achieving community consensus on destination planning and development is directly related to the level of community involvement in the vision formulation process.
- The effectiveness of a community visioning exercise to aid public and private planners will be enhanced by the existence of an ongoing representative body or bodies, to ensure implementation, monitoring and revision of the and/ or of the strategic outcomes of the visioning exercise. It is revealed that consultants should work closely with local residents and industry stakeholders.

The most important aspect of any community based tourism development plan is ensuring ongoing community involvement. At each stage, awareness and education should be an important element. This will not only keep people interested and supportive, but it will also prepare them to take advantage of opportunities. The researcher finds it appropriate to implement the above mentioned steps when planning the community based tourism development so that the community at large maybe easily involved and participate actively. According to Murphy and Murphy (2006) policy creation is very important when doing planning for community based tourism. It is the most detailed and exacting component of the overall planning process. Policy involves the establishment of local regulations, guidelines, development and promotion incentives that provide a framework to guide individual and collective decisions so as to be in line with the regulations of the local authorities. There is a

biggest issue in developing visions, missions, guidelines and goals of the community based tourism, which will be the creation of an appropriate and real consultation with the community concerned. Usually the planning process is criticized for having too many promises than it delivers, which should be avoided.

However, Simons (1998:263) argued that it would be important to consider the entire community as a steering committee for the general implementations. The host community is likely to have various interests groups, so it is of vital importance that they are all given the equal opportunities to engage in their community based tourism. Below is a template of a steering committee.

FIGURE 2.1 Tourism Steering Committee



Source: www.cbt-i.org. (2013)

For the success of community based tourism within the area there must be a steering committee chosen by the community itself. The steering committee must come out with the marketing strategy so that every resident will have equal opportunity to know all the tourism activities that are to take place within their area. The physical development strategy is very important and the steering committee has the duty to update community as a whole. The relevant human resource in various activities for community based tourism is very important

to consider. The committee should remember the needs of the tourist to be accommodated in the available resources within the study area. The host community has a responsibility to satisfy these tourists' needs not forgetting the investment opportunities which may prevail when the tourists' needs are met in a satisfactory manner

2.3 PARTICIPATION AND INVOLVEMENT OF THE HOST COMMUNITY

The host community is a fundamental component of any tourism system. It could be the events taking place within uMhlathuze Municipality or the involvement in the decision making. According to Hall et al (2004), sustainable tourism development is in itself paradoxical. Communities are not homogenous entities and neither are they necessarily geographically contained. Sustainable tourism development needs to be defined within the community itself to the internally perceived needs of that community and the needs of the tourist to that community. For community based tourism development to become a success it needs to capacitate the sustainability of tourism within the study area. Some of the community resources maybe sacrificed in order to generate tourism income for a successful development of community based tourism. This will help improve the economic status of the study area.

2.3.1 Residences response towards community based tourism

According to Murphy (2004) the size of the community can be a factor in how people respond to tourism and the ability for leaders to direct tourism's development. Mason and Cheyenne (2000) studied residents view regarding a café/bar development for use by tourists and local residents in New Zealand. They found that residents were concerned over potential impacts of the bar/café on their community even though they supported the development but 58% stated would use it so that a number of tourists would be attracted and the increase in business as a result there would be an increase in job opportunities because of the development of community based tourism. Tourism leaders promoting public participation in tourism planning small communities need to be aware of challenges and opportunities to be created. With the focus at uMhlathuze municipality the researcher is willing to know how the residents of uMhlathuze municipality handle community based tourism in terms of business and job creation as well as its impact in the economy within the study area.

FIGURE 2.2 Community Based Tourism Workshop



www.richemp.org [04-06-2012]

2.3.2 Involvement of community in community based tourism.

“Community involvement in tourism has been widely supported in the literature as essential”, (Spenceley et al 2008:286). According to Spenceley (2008) the local residents may be involved in tourism activities that are to take place within their community but they still need support because their tourism activities may fail at some point. They may fail because of the authority that has not been devolved to the appropriate lower level as a result the benefits from activities done may not be returned to the community.

Community donors may be given the opportunity to participate and partake but only a few usually commit themselves fully. They frequently not able to provide the excellent service the foreign tourists require, leaving the large tourism operations without competition or any incentive to distribute wealth. However, communities will need the outside assistance to organize them and form the partnership in community based tourism businesses. The community usually form the community based tourism enterprises which they normally create more job opportunities for local people. Not only had the positive impact that is brought by local community based tourism businesses but also the negative one, being the increase in diseases and the increase in alien species.

The communities usually develop their small enterprises and employ approximately 80% of local people. The owners of these community based businesses run by the locals, they still need some business developmental trainings so as to meet the international standard. According to Spenceley (2008) the most owners of community based tourism are individual entrepreneurs followed by community trust or community organization. By so doing, increasing the extent of equity that people have in destinations can be a powerful way to enhance local benefits and participation in the tourism industry. Some owners are the only

one who has a right to make decisions as to who to employ and who to fire, they also decide on how to use funds without the concern of the board members. Some involve the concern of the community in planning and decision making.

FIGURE 2.3 Participation in decision making for community based tourism development



Source: www.richemp.org [.30-07-2013]

Mowforth et al (1998:238) states that “the two words , local and participation are regularly used together to emphasize the need to include and involve local people and it is in this juxtaposition of the two words which implies, paradoxically that it is local people who have been left out of the planning, decision-making and operation of tourists schemes”. The researcher finds it necessary and important to involve local community first in planning and decision-making processes especially in community based tourism. This will make the local people feel that they are important and part of the community as a result they will take care of the available resources and provide service which is beyond the tourists expectations.

It is important to avoid manipulative participation in which virtually all power and control over the development or proposal lie with people or groups outside the local community because the local community may feel left out as a result they may not participate and partake actively in community based tourism. According to Mowforth et al (1998) the Jules Pretty’s typology describes the type of involvement of each of the seven levels of participation and offers a critique of each level. The researcher studied these levels and made some recommendations and focused on the interactive participation. With the interactive participation people participate in joint analysis, development of action plans and strengthening of local institutions, participation is seen as a right not just the means of

achieving the projects goals. This process involves interdisciplinary methodologies that seek multiple perspectives and use systematic and structured learning processes. As groups take control of local decisions and determine how available resources are used, so they have a stake in maintaining structures and practices which will lead to the success development of community based tourism

The community of uMhlathuze is likely to do interactive participation only if when the information is communicated. The spokesperson of Tourism uMhlathuze, Siphon Mchunu outlined that, “tourism in our municipality uMhlathuze is not yet active it is only then that they have granted the private company called Ucwaniwo to be engaged in community based tourism, and they are still to invite the stakeholders meeting”. It is in this evidence that some community based tourism activities are not democratically communicated to the community, argues the researcher.

Local communities may lack the base of resources, skills and finances required unless they have assistance from their local municipality, such as uMhlathuze municipality has recently provided skills for science and engineering graduates per se, what about tourism graduates who are still unemployed? (www.richemp.org, 2013). Hence partnership arrangement may often be more suitable than a community attempting to do everything entirely from within its own human, physical and financial resources. Industry and academics maybe involved in partnerships of community based tourism events. Chaudhary (2009:161) states that, “an important aspect of sustainable development is emphasizing community based tourism an aspect of sustainable development, focuses on community involvement in the planning and development process, and developing the types of tourism which generate benefits to local communities.” It is in this point that community based tourism benefits the local residents which will result to tourism being better accepted by the locals and have full support in conservation of local tourism resources.

The community based tourism approach is applied at the local or more detailed levels of planning, but it can be set forth as a policy approach at the national and regional levels. The benefits accruing to local communities are also beneficial to the whole country, meaning the increase in the percentage contributed to the Gross Domestic Product (GDP). According to Chaudhary (2009) public involvement is very important in planning and development of community based tourism. Through this involvement and participation, tourism development will reflect a consensus of what people want. The only way to obtain the public involvement

is to appoint the steering committee. The committee offers guidance to the planning team and reviews its work, especially the draft reports and planning recommendations that are made.

The usual procedure to communicate community based tourism is the one which is to be planned by the central authority which is termed as top-down approach. Another approach would be the bottom-up approach which involves holding meetings with local districts or communities to determine the community based tourism the community would like to be involved and participate on. This approach achieves greater local public involvement in the planning process. The researcher as well recommends this approach for uMhlathuze Municipality so that there would be greater public involvement and participation in community based tourism. Within uMhlathuze Municipality the Integrated Development Plan (IDP) is done through a bottom up approach where roles and responsibilities are described accordingly (www.richemp.org, 2013).

2.4 COLLECTIVE PROPERTY AND COMMUNITY PARTICIPATION IN COMMUNITY BASED TOURISM

According to Spenceley (2008) it is often very hard to get a good functioning community based tourism system when working with the community committee. The main reason for this is that decisions take a long time to be made, the community and its committee is too indecisive. Unless they are really legally responsible and representative committee because they will know they really want to make money and achieve community development. “It is extremely important to define the role and responsibilities of the various parties involved in the Integrated Development Plan (IDP) and Strategic Environmental Assessment (SEA) at the beginning of the process. This will ensure that the IDP is finalized with the given time frame and according to the prescribed procedure with the wide participation and involvement as the public would be invited to the public workshop session”(Process Plan for the IDP Process, July 2009).

FIGURE 2.4 Process Plan for the Integrated Development Plan (IDP).



Source: www.umhlathuze.co.za [16-08-2012]

“The LED strategy was devised by the new uMhlathuze Municipality in August, 2003 and has a stronger pro-growth focus. Local Economic Development is seen as a sustained and united effort by local resources, advantages and opportunities and improves the quality of life for all especially those who are most disadvantaged” (www.uMhlathuze.co.za, 2013).According to Mowforth (1998) local communities may lack the base of resources, skills, and finances required unless they have assistance from higher tier authority such as provincial and local government. This could be a great success of the community who wish to benefit from community based tourism such as provision of the infrastructure and accessibility of the tourism facilities within the local community.

2.5 CONCLUSION

It is clear that local municipalities are the ones that can determine the economic development of an area. The provision of necessary infrastructure may contribute to the success of community based tourism within the study area. Participation and involvement in community based tourism decision making and planning is of vital importance. Committees representing those who will participate can be of inestimable value to the leader. It can therefore be concluded that the success of community based tourism, involvement and participation has a great potential of success depending on the communication and promotion of tourism. Communities must therefore be empowered to participate in community based tourism because it may empower the study area with economic development.

CHAPTER 3

DESCRIPTION OF THE STUDY AREA

3.1 INTRODUCTION

The aim of this chapter is to familiarise the readers with the study area, which is uMhlathuze municipality. The local government is the key role player in the development of this study area, that it should work hand in hand with the local researchers that will discover the needs and new developmental strategies that could assist in developing the area more specifically in the field of community based tourism. The geographical location, historical origin, political organisation, and economic, social and cultural organisation of uMhlathuze municipality as well as the world view of the people will be discussed, also their demographic data.

In addition to the above information the study area functions largely as a tourist attraction with Alkanstrand beach and TuziGazi to name the few, industrial area, educational centre, recreation services centre as well as health care centre for all the local and surrounding residents of uMhlathuze municipality both urban and rural. Richards Bay is the famous and the most favoured tourist attraction within the study area as well as Nseleni, Empangeni, PortDunford and Kwa-Dlangezwa.

3.2 BRIEF HISTORY OF UMHLATUZE MUNICIPALITY

The uMhlathuze municipality was established on the 5th of December 2000 after the local government elections and the demarcation process of that date, but assumed city status on the 21st August 2001. It has 796² kilometres a water pipe infrastructure of 735,32km in urban areas while 1077km in rural areas with a reservoir capacity up to 280 mega-litres. The length of sewer pipes in rural areas with a reservoir capacity up to 280 mega litres of sewage purified annually. (UMhlathuze annual review report, 2012).

The history of Zululand is the ancestral home of the Nguni people; the archaeological sites reveal that earliest human occupation, before the Bushmen or San early Stone Age progenitor's nomadic hunter-gathers settled in this land. By 1819, KwaZulu which means place of Heaven was established by a great warrior king Shaka from a relative small Zulu state to become the largest and most populous kingdom in south eastern Africa. 'The city of

UMhlatuze derived its name from the uMhlatuze River meaning broken up, mhlathi-jaw and uze-does not chew, that uMhlatuze river was like a jaw which could not chew, and also according to the legend the river was strong in current and was infested with crocodiles and could not be used by local residents' (UMhlatuze annual review report ,2006.)

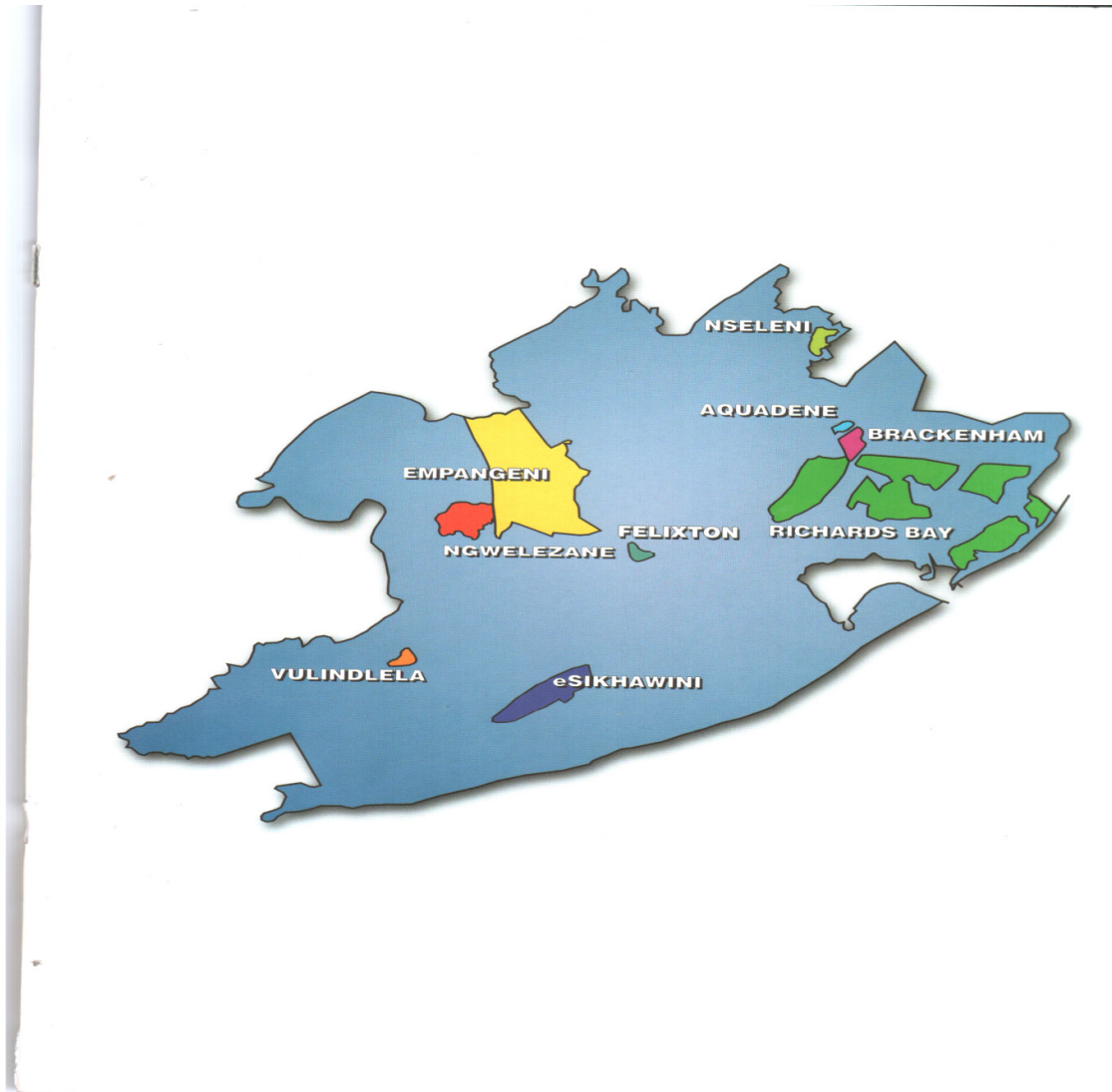
Zululand became a theatre of war for centuries, engagement in battle for land supremacy between various tribes and others such as Voortrekkers (Dutch pioneers) and the Zulus, the British and the Zulus, the British and Boers (Dutch settlers) 'also the historical past of kings Dingane and Cetshwayo including the great battles of Blood river, Ulundi, uMgungundlovu are well absorbing and awesome tales of the Zulus kingdom (Impact, Economic Strength of Zululand, 2007).

3.3 LOCATION OF THE STUDY AREA

The uMhlatuze municipality is situated within the UThungulu district area and one of the six local municipalities that make up the district in the province of KwaZulu Natal. It is made up of Richards Bay, Empangeni, eSikhaleni, Port Durnford, Vulindlela, Felixton, eNseleni and Ngwelezane as well as the rural area under Inkosi uDube, Inkosi uMkhwanazi, Inkosi uKhoza and Inkosi uZungu. On the whole, it has five tribal authority areas, twenty one rural settlements and sixty one farms. The area is made up of urban settlement, rural settlement, rural areas, farms and nature reserves. Most of the rural settlements are situated within tribal authority areas of the Zulu kingdom (UMhlatuze annual review report, 2006).

The city of uMhlatuze has a total land area of 796km² making it only 9.7%of the uThungulu District .UMhlatuze municipality contains 32% of the district population and has a majority of economic activity (88%) vested in Richards Bay, Empangeni and Felixton The uMhlatuze municipality derived its name from the uMhlatuze river that cut across the municipal areas and unifies the town, suburbs and traditional areas. The population of uMhlatuze is from both the urban and rural as a result most people get employment in the nearby industries such as RBM, RBCT, Transnet, Foskor and Bhp Billiton.The map below shows the locations, and tribal areas of uMhlatuze municipality. The tribal areas of uMhlatuze are that of, Inkosi Dube, Inkosi Mkhwanazi, Inkosi Zungu and Inkosi Khoza.

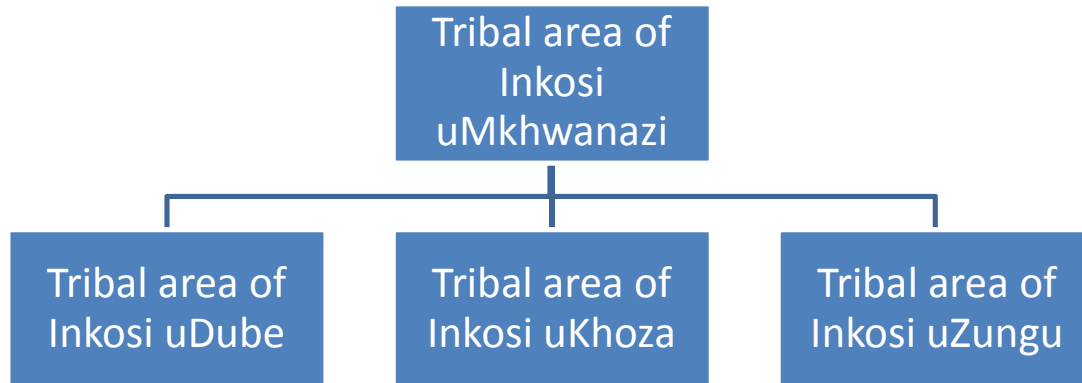
FIGURE 3.1 The location areas of uMhlathuze municipality



Source: uMhlathuze annual review report,[Accessed on 16-08-2012].

The above map relatively indicates the location of uMhlathuze municipality areas. These location areas are Esikhawini, Nseleni, Richards bay, Aquadene, Brackenham, Vulindlela,Empangeni, Felixton,and Ngwelezane.

FIGURE 3.2 The tribal areas of uMhlathuze municipality



Source: UMhlathuze annual review report [16-08-2012]

The above map relatively indicates the tribal authority areas of uMhlathuze Municipality. The tribal areas of Inkosi uMkhwanazi, Inkosi uDube, Inkosi uKhoza, and Inkosi uZungu.

3.4 UMHLATHUZE AND ITS VEGETATION.

More than 40% of the residents in the municipal area reside in the non - urban (rural and tribal authority) areas outside Empangeni and Richards Bay, which is densely, populated rural area. More people reside in Richards Bay than Empangeni although Richards Bay is younger town, indicating that this town grew at a faster rate than Empangeni. (UMhlathuze annual review report, 2006).

3.4.1 Richards Bay

Richard Bay occupies 37% of total 796sq/km municipal area and to be the industrial and tourism centre. Richards Bay is one of the largest towns forming part of the municipal area which are surrounded by fresh water lakes, timber plantations, sugar canes fields' wetlands. It began as small fishing towns, by May 1971 with a good scent of natural vegetation.

3.4.2 Esikhaleni

Esikhaleni was previously known as Esikhawini meaning ‘the estuary where the seas meet and is known to be the most populated Zululand town. It is the home of the ‘ekasie’ (township) culture and have most pristine features of nature the Ecubhu lake and it is home of the King Cetshwayo monument, this is where king Cetshwayo boarded the ship to being imprisoned in Cape Town after a defeat of AmaZulu at the battle of Ulundi in 1879, it also have craft centres in the surrounding areas, (Zulu Kingdom, 2008).

3.4.3 Empangeni

Empangeni ‘lies on an open fertile ground some 152 metres above sea level and falling towards the Empangeni mill and rail lies 61 above sea level. Empangeni occupies 13% of the total 796 km² municipal area; the name was derived from the isiZulu word ‘pangaed’ meaning ‘grabbed because of many crocodile attacks on water bearers and visitors to the nearby crocodile infested stream Mpangeni.’ Empangeni has developed more with its Tusk uMfolozi Casino which draws a number of local residents and surroundings with the interests in gambling and nightlife. It was established as a Norwegian mission in 1941 and is situated slightly inland overlooking a coastal plain with rolling hills of sugar cane. It is home to strong agricultural, commercial sectors, large timbers plantations and other light and heavy industrial uses. Empangeni Arts and Crafters to Zikhulise community upliftment, which boasts of production of authentic crafts that projects the community, also serves as a railway junction between Richards Bay east and the interior. (UMhlathuze annual review, 2006).

3.4.4 Vulindlela

Vulindlela Township is home to the University of Zululand, one of African best comprehensive institution of higher learning north of the UThukela River. It is a small township with the heart to education as mentioned above.

3.4.5 Enseleni.

Enseleni is a 15minutes drive from Richards Bay on the N2 towards Empangeni and it is home to nature walks such as the Nkonkoni Trail which is about 7km and the Mvubu Trail is about 3km in length.

3.4.6 Brackenham

It is an urban community situated in Richards Bay with Indian dominating community.

3.4.7 Mandlazini

Mandlazini agricultural village is 5minutes from Richards Bay. The development of new tourism products are limited to establishing a cultural village and the more generic types of developments are not successful on implementation However, in this area, the developments of cultural villages is being demanded by tourists as the require an authentic Zulu experience.

3.4.8 Ngwelezane

Ngwelezane is a small township situated approximately 5km on the south west of Empangeni an urban area in the Richards Bay Empangeni Complex designated as the City of uMhlathuze. The City of Empangeni is situated in attractive hilly countryside, overlooking a flat coastal plain, 90 to 150metres above sea level with paranomic views of Richards Bay and the Indian Ocean from the higher lying 48 surburbs.

3.4.9 UMhlathuze village

The uMhlathuze Municipality committed to the delivery of affordable housing, as it is now evident in the progress being made at uMhlathuze Village. A total of 420 bonded housing units were provided in Phase 4 of the project. Progress was also made with RDP housing aspect of the project, which should run with concurrently with provision of the bonded housing (.<http://www.richemp.org>)[Accessed on 12-09-2013].

3.4.10 Municipal land area

The uMhlathuze municipality is one of the six local municipalities situated within the Uthungulu District Council area in KwaZulu-Natal. The area comprises of urban settlements, rural areas, farms and nature reserves. The majority of rural settlements are located within the Tribal Authority areas. The area has a deep water port, which is connected by national roads and railway line to the economic heartland of South Africa.

Empangeni and Richards Bay are the largest towns forming part of the municipal area and are surrounded by sugar cane fields, timber plantations, wetlands and fresh water lakes. The population of uMhlathuze had an estimated 70031 households and total population of about 333 860 in 2006. More than 40% of the residents in the municipal area reside in the non-urban (rural and tribal authority) areas outside Empangeni and Richards Bay, which is indicative of a densely populated rural area. More people reside in Richards Bay than

Empangeni, although Richards Bay is a younger town, indicating that this town grew at a faster rate than Empangeni (UMhlatuze annual review report, 2012).

Table 3.1 Municipal land area

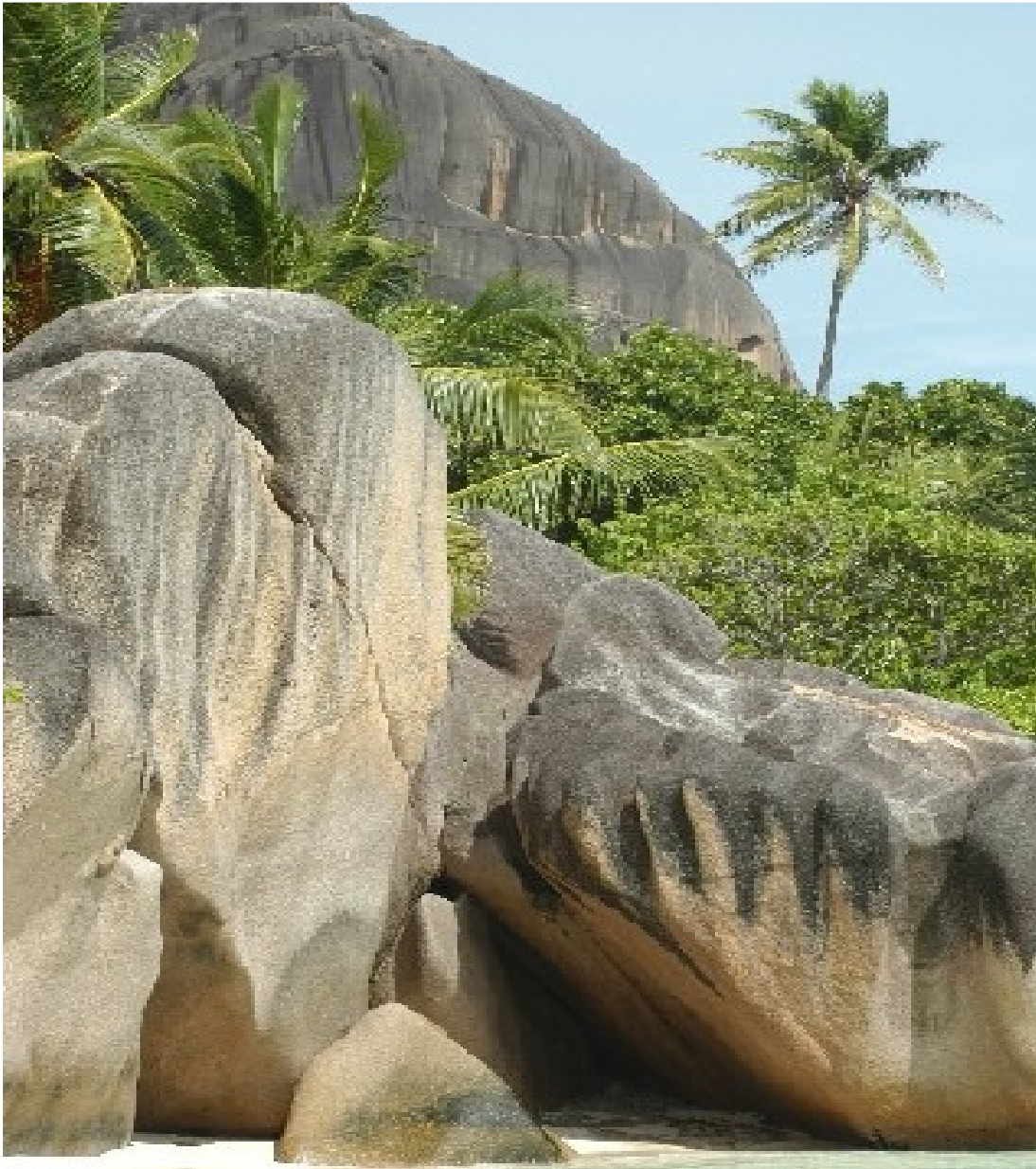
| Area | KM ² | % |
|--|-------------------------|-------|
| Richards Bay | 289,9966 | 36,5 |
| eNseleni | 1,3325 | 02 |
| Empangeni | 28,9386 | 3,6 |
| Felixton | 2,7835 | 0,3 |
| eSikhaleni | 6,2304 | 0,8 |
| Vulindlela | 0,8464 | 0,1 |
| Ngwelezane | 3,7001 | 0,5 |
| 5 Tribal Authority areas 21 rural settlements and 61 farms | 462,1426 | 5,8 |
| Total | 795,9707km ² | 100,0 |

Source: UMhlatuze I.D.P. (2012)

The City of uMhlatuze as a Water Services Authority in its jurisdiction is solely Richards Bay. Richards Bay (Afrikaans: Richardsbaai) is one of the largest towns forming part of the municipality area and surrounded by cane fields, timber plantations, wetlands and fresh water lakes. Although Richards Bay is younger town, indicating that the town grew at a faster rate than Empangeni. The area has a deep water port, which is connected by national roads and railway line to the economic heartlands and fresh water lakes.

The presence of a number of huge exporting and importing industries, notably Billiton aluminium smelters, Richards Bay Minerals, Mondi Kraft, Foskor, Bell Equipment and Richards Bay Coal Terminal, gives evidence that uMhlatuze municipality is rich in natural resources. The population is served by five business districts with 23 shopping centres (<http://www.richemp.org>2012).

FIGURE 3.3 Vegetation at uMhlathuze municipality



Source: (www.benthic.ca/thread.cfm?thread=111&login=N)[Accessed[13-05-2012]

The cycad plants are protected by law and are regarded as highly valued conservational, financially and aesthetically. Like the Protea plant, the cycad is a unique species typically endemic to South Africa and more specifically to KwaZulu-Natal.

This section has paid more attention to soils, vegetation and plants because they constitute the most typical 'evergreen' environment of the study area. The green environment makes up a

selling and an employment point for any student who may want to work in the tourism industry.

3.5 OTHER CHARACTERISTICS OF THE STUDY AREA

UMhlatuze municipality constitute areas that are having diversity of resources and it caters for many activities. It is well endowed with natural resources. Its comparative advantages are a good climate that opens up avenues for productive agricultural tourism and tourism development. Richards Bay and Esikhaleni has scenic environment and coastal terrains which create opportunities for setting up a tourism infrastructure Azalea Promotion, (2005).

The Big five (lion, elephant, Rhino, leopard and Buffalos) are only one hours pleasant drive away. Richards Bay is the gate way for the eco-tourists wishing to explore the 100 square metres of lakes, lagoon, swamps, mangrove forests, high coastal dunes, barrier reefs and pristine wilderness. A dyke protects the Southern Sanctuary from the harbour activity. Tidal gates have been built into dyke to permit the control of water levels. A new mouth to the sea has been cut through the sand dunes, re-establishing direct contact between lagoon and sea. The waterfront consists of 72 walk-on moorings, restaurants, shops and an office complex. Other facilities include the TuziGazi Shopping Centres, up market restaurants and bars. The TuziGazi Sports Arena provides entertainment for Action Cricket and Ten-Pin Bowling. Naval Island and Pelican Island earmarked for resort development

Richards Bay, the home of tourism destination at uMhlatuze is also well endowed with an abundance of natural resources. It forms a gateway of some of the country's finest game reserve and is rich in cultural heritage, offering a unique kingdom experience. It shares the branding "Heart and soul of the Zulu Kingdom" with its neighbouring district municipality, Zululand (Azalea Promotions, 2005). The local economic development strategy of the district focuses on its comparative advantage in the agriculture, tourism and wildlife. The rich natural heritage presents opportunities for community based tourism project in rural areas. These intriguing lands of incredible diversity include unspoilt beaches and exquisite coastal conservation areas. The Zulu Kingdom is actually unique brand and from apart from the cultural and historical heritage attractions, it boasts magnificent game reserves and fascinating wetlands (Azalea Promotions, 2005).

The Enseleni Nature Reserve which is home to the wildebeest, Zebra reedbuck and other small mammals offers hiking trails that take visitors through Zululand bushveld and along the

banks of Nseleni River. North Coast holiday destination offer unspoilt beaches [Refer to Figure 3.3], which offer a solid and unblemished attraction to tourists such as Empangeni with its fast growing entertainment and gamblers at Tusk Umfolozi Casino.

The Richards Bay is a sporting enthusiast area and a tourist attraction with its natural vegetation for nature lovers. The all year around summer and warm Indian Ocean make an ideal training environment. The protected beaches, the TuziGazi waterfront and the bay area serves as the water sports playground. Over weekends vibrant buzz echoes the shores as all kinds of vessels take to the water, providing pleasant entertainment for those basking in the sun or relaxing in the cool shade of the trees where local joggers and walkers and cyclists zooming about a phenomenon.(Azalea Promotions,2005).

FIGURE 3.4 **Unspoilt beaches in Richards Bay**



Source: www.members.virtualltourist.com/m/84bf2/21d4f6/. [23-08-2013]

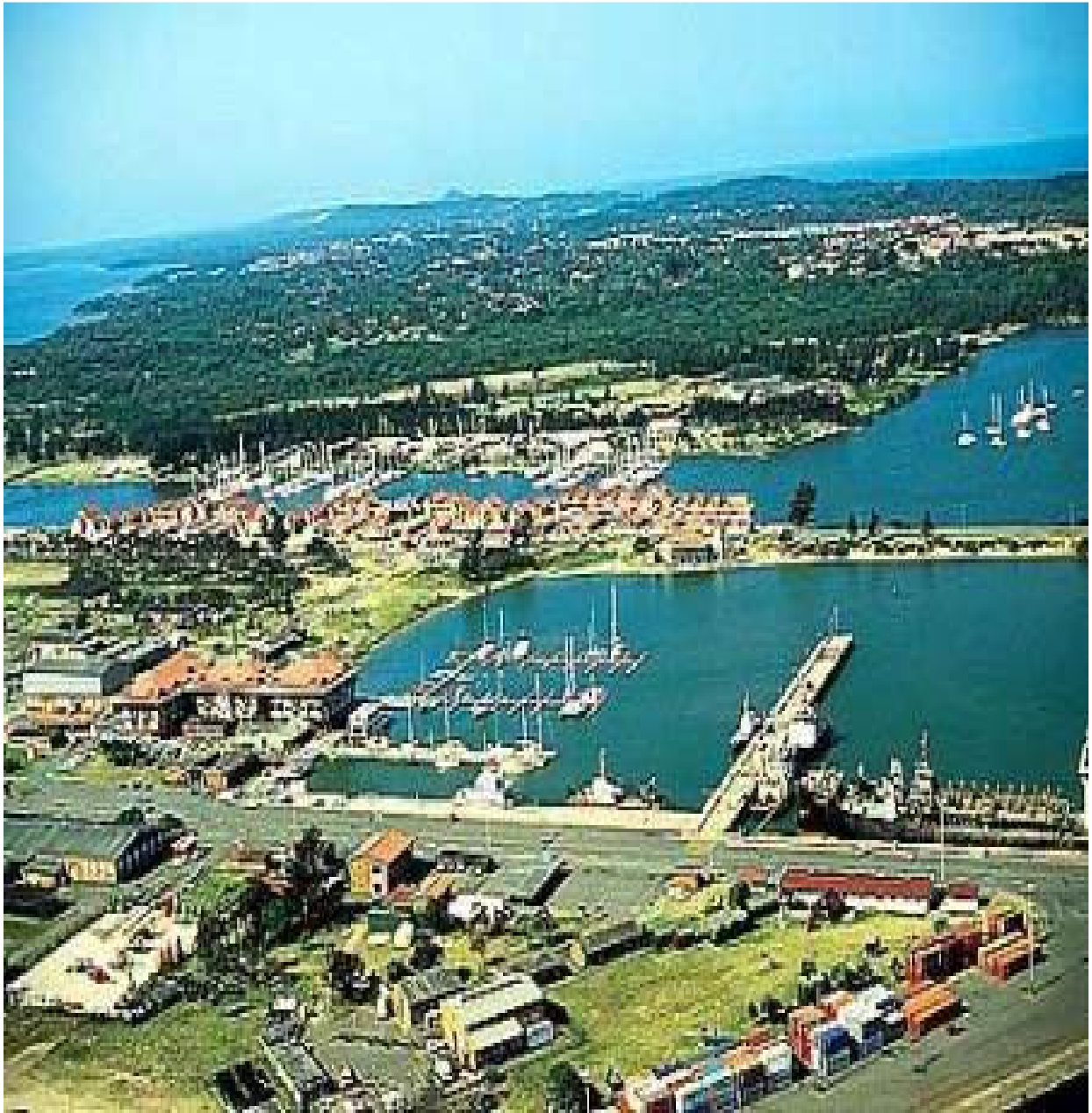
The local country clubs boasts a magnificent 18-hole championship golf course situated on the banks of Lake Mzingazi. A golf course is at present being 2006. The breath is at present sceneries and unexpected visit from local hippos, crocodiles, monkeys and fish eagle compliment this challenging course for those who prefer working out indoors there is fully equipped modern franchised health gym. The numerous public swimming pools are ideal for serious training or simply for cooling down.

Not only is the Richards Bay environment (Refer to Figure 3.4) endowed with lush vegetation and forestry, but also with large water-bodies for water transportation, recreation, leisure and tourism. In Figure 3.4 we see a variety of water boats and yachts ready to sail the sea. These boats are also involved in tourism activities such as: bay cruising, deep-see sailing and yachting for leisure and competition purposes.

UMhlatuze municipality also has a vibrant urban environment with a booming central business district (CBD) as well as cultural feeling is there. A large variety of shops in the business district offer all of the modern day conveniences and services that all we take for granted. Entertainment facilities include cinemas, game rooms, pubs, restaurants and coffee. (Refer to Figure 3)shows an overview of the Richards Bay environment. Richards Bay is the fastest growing area in tourism because of the natural attraction that surrounds the study area and that can create job opportunities. The area is in a natural environment which is facing the seaside. The study area attracts a lot of tourists because of Richards Bay with its natural environment. The area has become rich because of many industries, to name the few, Foskor, RBM, Hillside and many other industries. During December holidays the community of uMhlatuze make a lot of profit selling handcrafts to the tourists and their businesses such as B & B's make a lot of profit because of tourists visiting the area.

The beauty of uMhlatuze in Richards bay also attract the number of tourists visiting the area especially those with love of nature as uMhlatuze has become the focal point of naval cruises with is biggest Harbour. The home of tourism at uMhlatuze municipality accommodated Nigeria for the 2010 FIFA world cup hosted in South Africa.

FIGURE 3.5 Built-up area within natural environment in Richards Bay



Source: <http://members.virtualtourist.com/m/84bf2/21d4f6/>. [23-08-2013]

Community based tourism is seen as a mean of promoting economic development in a geographically equitable manner and creating job opportunities that match the skills of the local people. A viable and stakeholder-involving tourism crime and security programme has been put in place so as to create a safe and secure environment for tourists, through proactive security measures.

The job creation potential of local and neighbouring tourism assets is maximised by developing specific products for water- sports, culture and ecotourism around Richards Bay and Lake Cubhu services and infrastructure are also to be developed to position uMhlathuze as a tourism focal point for cruise liners and deep sea yachts. Residents feel more involved therefore participate and partake easily, thus bringing growth and economic development through community based tourism.

3.5.1 Tourism and geographical elements of uMhlathuze municipality

The uMhlathuze municipality remains committed in providing opportunities to small micro and medium entrepreneurs to showcase to its visitors with an experience of lifetime by creating partnerships with relevant stakeholders. Cultural, heritage and eco-tourism attractions drew many tourists into the study area. More effort was put into promoting rural tourism .Role players were identified and capacity building programmes were put in place.

The rural township tourism offers visitors the opportunity to experience the real Africa of today and was also committed to empowering and integrating historically disadvantaged individuals into tourism sector. Tourism small, micro, and medium enterprise have kick started by the formation of crafters committee as well as establishments of Rural and Township Tourism Organisations. (R.T.T.O).Some small, micro and medium entrepreneurs are owners of in Bed and Breakfast establishments, tour operators, tour guides and tourism information centres. The Rural tourism worked hard to ensure that tourism in rural areas is seen as a link to economic development. (UMhlathuze annual review report, 2006).

3.5.2 Museum

The museum is one of the attractions under uMhlathuze municipality .Several workshops were held to assist and support the local underprivileged community to obtain skills that could benefit them in becoming self employed. Stone carving and embroidery were among the workshops offered. There is one art museum to be found at Empangeni Town just adjacent to the Empangeni Town Hall.(UMhlathuze annual review report, 2006).

3.5.3 Arts and crafts centre

Arts and crafts project is one of the initiatives that the uMhlathuze municipality manages as tourist attraction. The project was awarded to Zikhulise community upliftment project, whose objectives were to create employment opportunities through economic growth and

development as well as to promote social and economic upliftment. (UMhlatuze annual review report, 2006) .The community is very skilful in craft making .The tourists visiting the area also impressed and are prepared to buy the crafts and artefacts. There are also local organisations and cultural institutions that take samples of the local artwork to bigger markets outside the area.

3.6 CLIMATE

The climate conditions of the uMhlatuze Municipality are sub tropical, to maritime climate which prevails throughout the year at the coast, seldom lower than 12⁰ or 14⁰ Celsius in winter and reaching 32⁰ to 35⁰ Celsius during summer months. Summers are hot and humid, and experience majority of annual rainfall, while winters are warm and dry with occasional frost in the interior. Average daily temperature is 28⁰ Celsius in summer and 22⁰ in winter.

Prevailing winds are north-easterly and south -westerly. The long term average annual rainfall for Richards Bay area is about 1200mm decreasing to about 1000mm inland towards Empangeni with most of the rainfall occurring between January and May. The area experienced two periods of prolonged drought (1981-1983 and 1992-1994) during the past 30 years, and has been subjected to destruction by extreme floods generated by cyclones Demonia and Mboa in 1984 followed by disasters in 1987(<http://www.richemp,2012>).

3.6.1 Soils, vegetation and plants

UMhlatuze generally has a good climate and is well endowed with natural resources whose comparative advantages are, a good climate opens up avenues for productive agricultural tourism development. Agriculture with irrigation infrastructure is in place and a scenic environment and the coastal terrain thus creating more opportunities for tourism development.

Soil stability together with local relief places a risk of some form on a sustainable development in most parts of the area. Towards the interior most of the area however, regarded as suitable for development caution is exercised and appropriate engineering solutions are implemented to ensure slope stability. The City has two existing nature reserves Enseleni nature reserve close to Enseleni and the UMhlatuze sanctuary. Additional nature reserves at Lake Nsese, Thulazihleka and Lake Mzingazi. The city boasts with its fauna and flora and indigenous coastal forests. Sugar cane is the main crop grown in the lower lying

coastal belt in commercial agriculture, also sub-tropical fruits, vegetables, citrus are grown here but sustenance agriculture are associated with the majority of the tribal authority areas which are characterised by under-development and high levels of poverty. (Impact economic strengths of Zululand, 2007).

3.6.2 Infrastructure

On the whole existing infrastructure such as roads, electricity, health facilities, transportation and water reticulation in the uMhlathuze municipality are found in the developed municipal areas. The City of uMhlathuze can be reached by air through the main commercial airport at Richards Bay that conducts daily flights to Johannesburg. It also can be reached using the road, the N2 highway from Durban (South) to Empangeni and Richards Bay and Pongola (North) also the R34 from Vryheid and Melmoth (West). The sea through the Richards port on the east coast the study area also can be reached.

There are also gravel roads that lead to the villages. There are health clinics in the developed municipal areas as well as in the villages, such as the HIV/AIDS clinic located at Nseleni. Recreation and tourism facilities are available in the municipal developed areas such as the Veldenvlei Sports ground in Richards Bay, the home of the Thanda Royal Zulu. This soccer ground was used as a host grounds during the 2010 Soccer World Cup for Nigeria and was accommodated at Protea Hotel TuziGazi.

The city of uMhlathuze can be seen from international or national perspective as the KwaZulu- Natal's fastest growing city, also as manufacturing investment opportunities, dynamic centre of production, innovation, trade and conservation of natural and human resources, biological diversity as well as a tourist attraction for visitors a thriving modern port city as the export capital of South Africa, attractive quality of life to all citizens while protecting its heritage and environment. (Impact Economic Strengths of Zululand 2007).

3.6.3 Accommodation

The city of uMhlathuze is a vibrant and fast becoming holiday destination offering spectacular scenery and unspoilt beaches for tourist and local communities. Several kinds of accommodation are available in the city safari lodges, hotel accommodation varying from 1star to 6 stars, guest lodges, bed and breakfast accommodation caravan parks and trails. Richards Bay is the heart of it all.

3.6.4 Agriculture

It was indicated in this chapter that the soil in the uMhlathuze Municipality and surrounding areas is relatively fertile and could maintain planting a commercial crops such as sugar cane as well as vegetable garden. Notwithstanding this benefit the people of uMhlathuze are not enthusiastic or proficient vegetable growers. Poultry is also kept, bee-farming and indigenous tree planting projects operate in some of the villages, and all these projects are facilitated by Ezemvelo Wild Life. (www.environmentalaffairsandtourism.org) [Accessed on 31-05-2013]

3.7 ECONOMIC AND CULTURAL ORGANISATION

Impact, Economic Highlights (2007:7) state that 'local economy is an integral part of the international, national economy and is a centre of commerce, agriculture, industry, tourism with their cultural and historical significance reflected in their lyrical isiZulu names. 'The proliferation of industrial activity has led to commercial and residential development shows strong indication of economic expansion with strong urbanisation trends Huge investments in large industries, mining of an abundance of mineral resources, extensive conservation reserves, large fertile fields for agriculture especially the sugar cane.

Richard Bay minerals, Mondi Kraft, Foskor, Bell equipment, Exxaro KZN Sands, Richards Bay coal Terminal, and almost 95% of economic activity are around Richards Bay, Empangeni and Felixton. It contributes to 7.6% of the total gross geographical products and 5.5% of total formal employment. Richards Bay is home to largest single coal-handling facility in the world, also largest sand mining and mineral processing operation in South Africa. (<http://www.richemp.org>)[31-05-2013]

3.7.1 Culture and diversity

The people's way of life is simply their culture and this reflected in their folk's ways, arts, cuisine, values, language, norms, laws, their socialised attitude, behaviour and beliefs. (Impact and economic strength of Zululand, 2007) The important aspect to people at an emotional, moral material level, spiritual aesthetic and intellectual making of meaning at specific times and in specific places. Rituals for transition from childhood or puberty to adulthood are recognised and performed on both females and males. The male's rite of passage is usually male genital mutilation (circumcision).

The Zulu reed dance is where thousands of Zulu virgins converge at the Enyokeni Zulu Royal Palace in September each year to celebrate the uMkholiso Mhlanga (Reed Dance Festival). The reed dance is an activity that promotes purity among virgin girls and respect for young women, the virgins fetches the reeds from the river to the palace for the king to inspect. Zulu craft work are baskets, beadwork, leatherwork, pottery, woven rugs, wooden tapestry, carving and there are a number of centres for arts and crafts to improve the quality of products and advanced business skills at uMhlathuze municipality (Impact, Economic Strengths of Zululand, 2007). The festival of lights known as the Diwali festival, in Richards Bay jazz festival and the beach festival provides fun for every family and promotes inclusiveness were some of the cultural diversity of the municipality is showcased. (UMhlathuze annual report, 2006)

3.8 POLITICAL AND SOCIAL ORGANIZATION

The city of uMhlathuze council consist of sixty (60) councillors elected in terms of applicable legislation of South Africa and administrative component made by different departments and serve on the council's executive committee.

The portfolio committee approach was adopted by the council and administratively the municipality has almost 1900 full time staff members led by the municipal manager and his team of professionals, also the council interacts with its community using the ward committee system. The establishment of offices in Richards Bay, Empangeni, eSikhaleni, Ngwelezane, eNseleni and Vulindlela make for easy accessibility and governance to spread around the municipality. (<http://www.richemp.org>) [31-05-2012]. The heritages of the people are in their modes of marriages folksongs, cuisines, cultural dances and festival. The Zulu cultural villages have become strong tourist attractions. Cattle herding /rearing is an economic employment with the municipality area amounting to 24% as highest of formal employment while the community service have the second highest 16% The quality of life experienced in tribal areas is preferred by many people provided that amenities associated with urban areas such as water, electricity, schools and clinics are available.

3.9 DEMOGRAPHIC INFORMATION

Demographic of uMhlathuze municipality has been analysed according to the total population, male and female ratio and age cohorts. This information is important for the purpose estimating the various demographic characteristics influencing the provision and utilisation of resource in the study area.

3.9.1 Total Population

The first report indicates that there is a possible inaccuracy of the statistics provided by census. The census indicates that there is an estimated 345,776 people living within its boundaries. Some demographic data of uMhlathuze has an estimated 81008 household with a total population of about with a total population of about 345,776 people and more than 40% of the residents in the municipal area reside in the non-urban (rural and tribal authority) areas outside Empangeni and Richards Bay showing a densely populated rural area, 80.9% of the total dwellings are informal types with 15.3% being traditional type and 3.8% being informal types also 64% of household own their dwelling while 17.8% rent.

In population groupings the black Africans are 299,519, Whites are 31,601, Indians 11,702 and coloureds 2,954 persons. Females are 1,178,435 while Males are 1,673,411. In household income levels Richards Bay has a higher average monthly income than others while Enseleni urban 23% household does not earn any income and Enseleni rural area is the lowest with over 40% of all households have no income and that a large number of individuals in Enseleni and eSikhaleni earn less than R400 per month, 29% of those in Mandlazini earn no income with a large portion of household in the area earning R4,801 and R38,400 per annum, in comparison of annual household between typical urban areas, 47% of household in Meerensee and 23% in Empangeni earn more than R153,601 per annum only 2% of household's in Enseleni urban earn this annual income. Small micro and medium enterprises scheme on tourism development, train participants on skill acquisition to enable them to start their own businesses.

The hotel school skill programme was created in partnership with the Department of arts culture and tourism that invited the small, micro and medium entrepreneurs to participate in a three month long skills training programme to be effective and productive in their business. In craft development, the local crafters were to attend 'one kind craft selection event in 2008 to showcase their wares and attend the national exhibition

(<http://www.richemp.org>)[Accessed on 20-06-2013].According to uMhlathuze annual report (2008) there are seven hundreds houses were built for low-income earners and have refurbished one hundred and forty houses at eSikhaleni hostels, also plan on rural houses been built in KwaBhejane, Madlebe and kwaMkwanazi.

Table 3.2 Population by gender and group

| Age | Female | Male | Population(N) | Population% |
|---------------|--------|--------|---------------|-------------|
| 0-4 years | 18028 | 18028 | 36056 | 10,43 |
| 5-14 years | 37392 | 36724 | 74116 | 21,43 |
| 15-34 years | 76192 | 70167 | 146359 | 42,33 |
| 35-64 years | 40739 | 39042 | 79781 | 23,07 |
| Over 65 years | 40739 | 3380 | 9464 | 2,73 |
| Total (N) | 178435 | 167341 | 345776 | 100 |

Source: uMhlathuze IDP [21-06-2012].

Table 3.3 Population density

| Suburb /Area | Population |
|---|------------|
| Felix ton, farmland and forestry areas | 2-525 |
| Empangeni, Richards Bay (excluding Aquadene) | 526—2084 |
| Vulindlela, Brackenham and Aquadene, Ngwelezane | 2085-3989 |
| Enseleni urban rural &Esikhaleni | 3990-6421 |
| Total average for entire municipality area | 3990-6421 |

Source uMhlathuze IDP[Accessed on 21-06-2012]

3.10 LEVEL OF EDUCATION

The table below indicates the level of education of the population of uMhlathuze municipality. Access to basic education is a right enjoined in the constitution of the country, it should be a serious concern that the 11.7% of people who do not have access to basic education. 15% of the people have at least some primary schooling. Therefore there many people with no qualifications within the study area. The economic performance of the local

area is good but has some loopholes of poverty. It is for the above reason that an appropriate economic development strategy for the municipality is concentrated on community based tourism so as engage local residents in participation and involvement in tourism related activities.(<http://www.richemp.org>.)[Accessed on 31-06-2012].

Table 3.4 level of education

| Highest Level of Education attained by over 20 years olds | Persons |
|---|---------|
| No Schooling | 34 887 |
| Some Schooling | 25 571 |
| Complete primary | 9 206 |
| Grade 12/ Standard 10 | 47 612 |
| Higher/Tertiary education | 20 513 |
| Total | 188 652 |

Source: UMhlatuze IDP [Accessed on 21-06-2012]

3.11 CONCLUSION

In this chapter, the physical setting of the study area was presented. The chapter has attempted to give a global view of the physical features and activities related to tourism that play the role in showcasing the study area. In the presentation the location of the study area relative to KwaZulu-Natal UThungulu District, uMhlatuze municipality and the surrounding areas were given. In addition, the history, physiographic, socio-economic and cultural attributes were given attention. The information given in this chapter has laid the foundation for the next activity of the research study; that is to embark on data analysis and interpretation. It is also with mentioning that the uMhlatuze municipality has the potential to reveal how tourism development is geared based on the involvement and participation of local residents in community based tourism.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

The focus of this chapter is analysis, interpretation and presentation of the findings of the study. This study is about the involvement and participation of the residents in community based tourism within uMhlathuze municipality. The results are based mainly on the information obtained through questionnaires distributed to the various sectors of the community and through a qualitative and quantitative approach. The data obtained through use of questionnaires was analyzed.

In this chapter data are subjected to analysis and interpretation with the outcomes presented in the form of graphs and tables. An analytic and interpretive exposition based on data collected has been carried out. The findings of the study and the recommendations were made available to the authorities of uMhlathuze municipality.

4.2 RESTATEMENT OF OBJECTIVES AND HYPOTHESES

It is important to revise objectives and hypotheses given in the study before analysis and presentation of results is done. This sets a clear guideline to be followed when analyzing and interpreting data. The objectives and the related hypotheses are stated as follows:

- To establish the extent to which the local community understands the importance of tourism in the study area.

Hypothesis 1: That the local community does not fully understand the importance of tourism in the study area.

- To find out the level of participation and involvement of the local community in community based tourism.

Hypothesis 2: That the local community participates in local community tourism events within the study area.

- To identify the types of community tourism facilities available in the study area.

Hypothesis 3: That the local community tourism facilities are revealed to the community within the study area.

- To establish strategies that can be used to promote involvement and participation in community based tourism within the study area.

Hypothesis 4: That there are no strategies that are used to promote involvement and participation of community based tourism in the study area.

The above objectives and hypotheses were adhered to when data was analyzed and interpreted. Presentation of findings of the study was also focused on the objectives and hypotheses. Keeping focus on the objectives and hypotheses while relating them to the problem stated, giving details on the management strategies used by the local authorities in order to promote community based tourism and facilitate the achievement of meaningful results of the study.

4.3 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The demographic characteristics of respondents give information on the nature of the respondents. It is a description of participants in order to grasp a clear understanding of the results. It considers gender, age, level of education, and their income level. It was found necessary to obtain data on the above-mentioned variables because they influence the manner of residents' involvement and participation in community based tourism.

4.3.1 Gender, education and income of respondents

Out of 160 questionnaires given to the local community, 59 percent were female respondents and 41 percent were male respondents taken from different areas of uMhlatuze municipality. Their responses in percentage are analyzed in percentage in the table below.

TABLE 4.1 Gender, education and income of respondents

| Community | Gender | | Education | | | Income | |
|----------------|--------|--------|-----------|---------|------------|--------|------|
| | male | female | secondary | college | university | low | high |
| Esikhawini | 10 | 18 | 03 | 04 | 17 | 23 | 03 |
| Port Dunford | 03 | 02 | 04 | 00 | 08 | 06 | 01 |
| Mandlankala | 06 | 04 | 05 | 00 | 04 | 04 | 01 |
| Mpembeni | 03 | 05 | 04 | 04 | 07 | 06 | 00 |
| Empangeni | 06 | 11 | 03 | 02 | 09 | 10 | 02 |
| Richards bay | 06 | 07 | 04 | 01 | 05 | 12 | 04 |
| KwaDlangezwa | 07 | 12 | 02 | 03 | 11 | 25 | 03 |
| Total % | 41 | 59 | 25 | 14 | 61 | 86 | 14 |

Table 4.1 reveals the level of education within the community of uMhlathuze municipality. The majority of the respondents (61%) have the university education. This implies that the majority of the population has up to the university level of education where they are to be exposed in community based tourism activities. The level of education plays an important role in community based tourism participation and involvement.

4.3.2 Education level for respondents

The level of education that had less number of respondents during the study was the college level, which was 14% as it appears on the table above. The respondents with the university level of education had the highest percentage as compared to college and secondary.

4.3.3 Income level for the respondents

The income level of the respondents is shown on Table 4.1 above. There is more percentage of the low income earners as compared to the high income earners. The total percentage for high income earners is only 14 with the low income earners percentage which is 86.

4.3.4 Age level for the respondents

Age levels for the respondents were analyzed using the table as it appears on Table 4.2.

TABLE 4.2 Age levels of respondents

| AGE LEVEL | FREQUENCY | PERCENTAGE |
|------------------|------------------|-------------------|
| 15-20 | 05 | 03 |
| 21-30 | 30 | 19 |
| 31-40 | 23 | 14 |
| 41-50 | 16 | 10 |
| 51-60 | 76 | 48 |
| 61+ | 10 | 06 |
| TOTAL | 160 | 100 |

The above given table indicates the age distribution of respondents during the study at uMhlathuze municipality. Most respondents are between the ages of 51-60 years, which constitutes 47.5 percent of respondents of the total sample. The lowest participating age in this study is that of 15-20 years which had a frequency of 5 and the percentage which is 3.

Local participation, traditional culture, cross-cultural issues and raise of local income are basic principles of community based tourism. The researcher emphasizes that usually interviews with local families make clear that are interested to take part but don't know how. The creation of community based tourism is the best solution for local people or at least great help for them for example in the countries where the main income is the livestock and desertification. The spread of unproductive land deprived of vegetation is one of the main concerns. Community based tourism is jointly planned and managed tourism activities of the local group where the local residents should be involved in the planning process of community based tourism and be represented where necessary. (<http://www.cbt-i.org>, 2013)

4.4 UNDERSTANDING OF TOURISM

The first objective of this study was to find out whether the community of uMhlathuze municipality understands or do not understand tourism at all. Table 4.5 shows the frequency and analysis of respondents in the understanding of tourism.

TABLE 4.3 Understanding of tourism

| UNDERSTANDING TOURISM | FREQUENCY | PERCENTAGE |
|------------------------------|------------------|-------------------|
| YES | 33 | 21 |
| NO | 78 | 49 |
| NOT SURE | 49 | 30 |
| TOTAL | 160 | 100 |

The community of uMhlathuze municipality has indicated their understanding of tourism in the table above. Those who understand tourism had a less percentage of 21 as compared to those who do not understand tourism which is 49. Those who was not sure had a percentage of 30, which can be interpreted as they do not understand tourism. Based on the findings presented in Table 4.3, objective number one was achieved and the hypothesis that the people of uMhlathuze do not understand tourism was accepted.

4.4.1 Understanding the importance of tourism and community based tourism

There are people who understand tourism and its importance. There are those as well who do not understand the concept and its importance. The study further investigated the

understanding of community based tourism and its importance. The analyses of the study are analyzed below in table 4.4

TABLE 4.4 UNDERSTANDING THE IMPORTANCE OF TOURISM AND COMMUNITY BASED TOURISM

| Understanding the importance of | Yes | No | Total |
|--|------------|-----------|--------------|
| Tourism | 14 | 86 | 100 |
| Community based tourism | 21 | 79 | 100 |

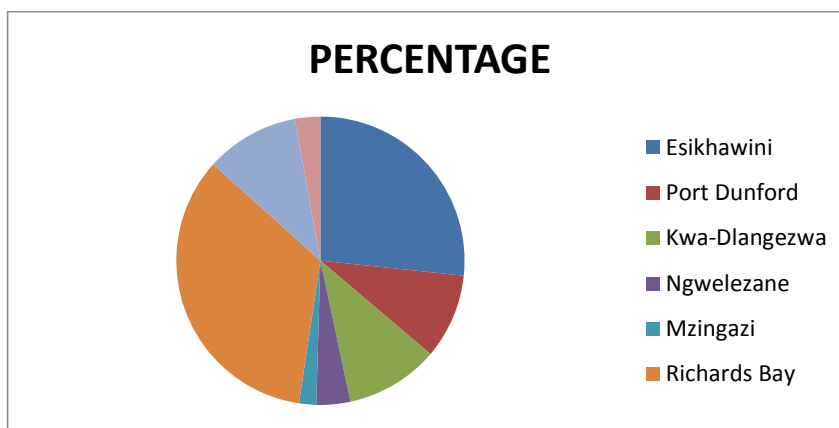
4.5 INVOLVEMENT AND PARTICIPATION OF RESIDENTS IN TOURISM ACTIVITIES.

The second objective of this study is to find out the level of involvement and participation of the local community in tourism related activities. The analyses were made on the involvement and participation of residents in tourism activities.

4.5.1 The respondents’ places of involvement and participation

The respondents identified their places that they used for involvement and participation in tourism activities .The findings showed that the residents of uMhlathuze municipality are involved and participates in tourism activities in the study area. The analyses were indicated as percentages in FIGURE 4.1 below.

FIGURE 4.1 The respondents’ places of involvement and participation



Based on the findings presented in Figure 4.1 objective 2 was achieved and the hypothesis that the local community of uMhlathuze municipality is involved and participates in the tourism related activities is accepted.

4.5.2 Exposure of the residents in community based tourism

The residents of uMhlathuze municipality do have enough exposure in community based tourism but there are some respondents who indicated that they do not have exposure. The findings were analyzed in percentages in Table 4.5

TABLE 4.5 Exposure of the residents in community based tourism

| GENDER | Yes | No | Total |
|---------|-----|----|-------|
| Males | 67 | 33 | 100 |
| Females | 22 | 78 | 100 |

The information above is analyzed according to gender in their exposure in community based tourism. The information given above indicates that there is less percentage of females with exposure to in community based tourism as compared to males. This maybe the reason that most female leave in urban areas of uMhlathuze for job opportunities where community based tourism development is encouraged. Based on the findings the objective has been achieved and hypothesis is accepted.

4.5.3 Peoples' inspiration for involvement and participation in tourism activities

The residents of uMhlathuze municipality may have various reasons for them to get involved and participate in community based tourism. Some have the love for tourism, some want to be recognized as an active citizen, others seek attention in every role they play while others want to share their ideas and capabilities in community based tourism. The following table reflects how the community of uMhlathuze municipality is inspired to get involved and participate in community based tourism within the study area. The participation of people is the major determinant of either they are involved or not involved (Magi 1992b).

TABLE 4.6 Peoples’ inspiration for involvement and participation in tourism activities

| INSPIRATION TO PARTICIPATE | PERCENTAGE |
|---|-------------------|
| Love for tourism | 30 |
| To feel recognized as an active citizen | 15 |
| To contribute in the development of community based tourism within the study area | 16 |
| To seek attention in every role I play | 06 |
| To share my ideas and capabilities | 33 |
| To become rich and famous | 0.625 |
| TOTAL | 100 |

Table 4.6 has 30 percent of the population who have love for tourism and 33 percent of the sample who is inspired to participate in order to share ideas and capabilities. It is concluded that there is 16 percent of the population who want to contribute in the development of community based tourism within uMhlathuze municipality. Only 6 percent who participate because of seeking attention in every role they play. Participation and involvement in community based tourism has a great impact in changing the socio-economic status of the study area. The researcher validate that if within the study area there are people wants to share their capabilities and ideas regarding community based tourism it shows that community based tourism can really change the socio-economic status in future. The next table (Table 4.5) indicates the municipal wards of uMhlathuze which are mostly engaged in community based tourism.

4.6 IDENTIFYING THE AVAILABLE TOURISM FACILITIES FOR THE COMMUNITY OF UMHLATHUZE MUNICIPALITY

The third objective of this study is to identify the types of tourism facilities available in the study area. The respondents were asked of the available facilities to stimulate the opportunities of community based tourism. The findings were analyzed in Table 4.7 categorized according to rural community and urban community. The soccer fields are mostly found in rural communities.

TABLE 4.7 Tourism facilities available for the community

| Facilities | Frequency (Rural community) | Frequency (Urban community) | Frequency (Semi-urban community) |
|---------------------|--|--|---|
| Soccer field | 09 | 06 | 04 |
| Rugby sports ground | 00 | 08 | 03 |
| Tennis court | 00 | 08 | 00 |
| Gymnasium | 00 | 08 | 01 |
| Library | 01 | 14 | 01 |
| Casino | 00 | 01 | 00 |
| Cinema | 00 | 01 | 00 |
| Swimming pool | 00 | 06 | 00 |
| Shopping mall | 00 | 07 | 00 |

The findings of the study revealed that there are tourism facilities available in the study area. Table 4.7 indicated the number of the facilities available in the study area. The objective of the study is achieved and the hypothesis is accepted.

4.6.1 Perceptions of the community regarding the use of the available tourism facilities

The perceptions of the community members regarding the use of the available facilities showed a great influence in involvement and participation in community based tourism. The respondents gave their perceptions and were analyzed in Table 4.8

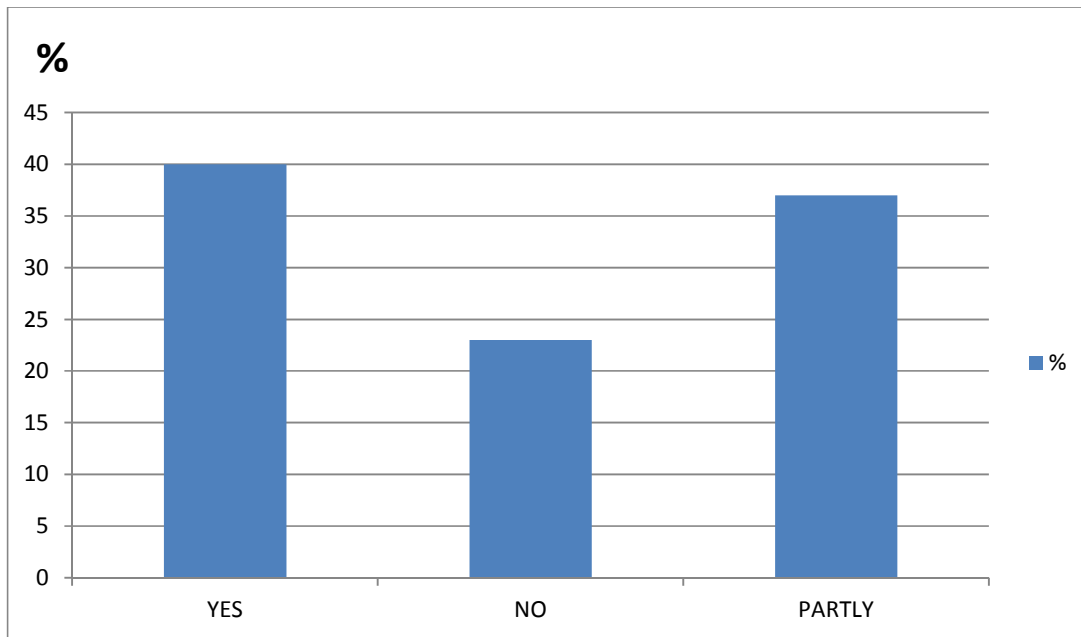
TABLE 4.8 PERCEPTIONS ABOUT THE AVAILABLE TOURISM FACILITIES

| PERCEPTIONS ABOUT THE AVAILABLE TOURISM FACILITIES | PERCENTAGE |
|---|-------------------|
| No clear directive of the usage | 42 |
| Tourism is for white people | 18 |
| Tourism is for rich people | 18 |
| Too far from our homes | 22 |
| TOTAL | 100 |

4.6.2 Communicating the available tourism facilities to community members

The community of uMhlathuze was further asked of the communication of the available tourism facilities available to them for consumption and development of community based tourism.

FIGURE 4.2Communicating the available tourism facilities

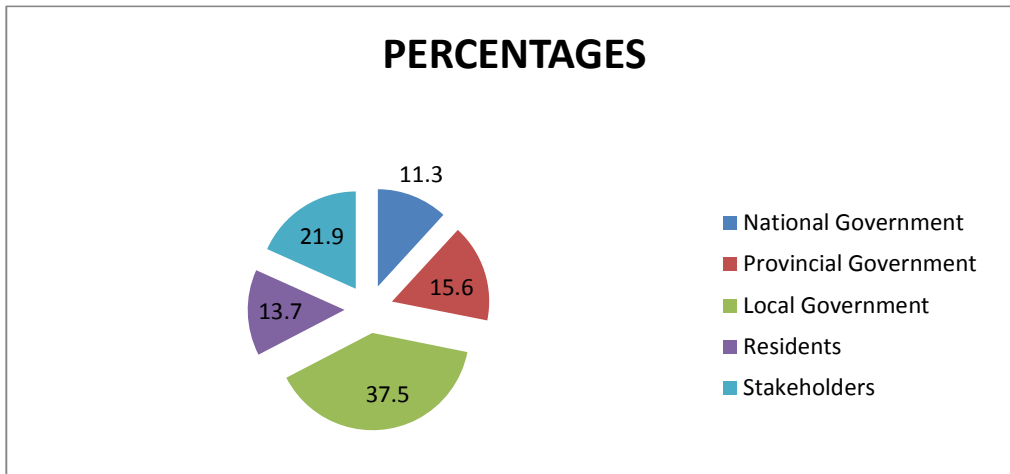


About 40 percent of the population of uMhlathuze municipality considers communication to them, whereas only 23 percent said no communication to them as the community. Then 37 percent rated communication of the available tourism facilities as partly. This gives evidence that some community members do not participate in community based tourism development because there was no communication about tourism facilities available for their consumption.

4.6.3 The improvement of the level of participation in community based tourism

The level of improvement in participation and involvement in community based tourism was studied and the findings were analyzed in Figure 4.3 below.

FIGURE 4.3 The improvement of the level of participation in community based tourism



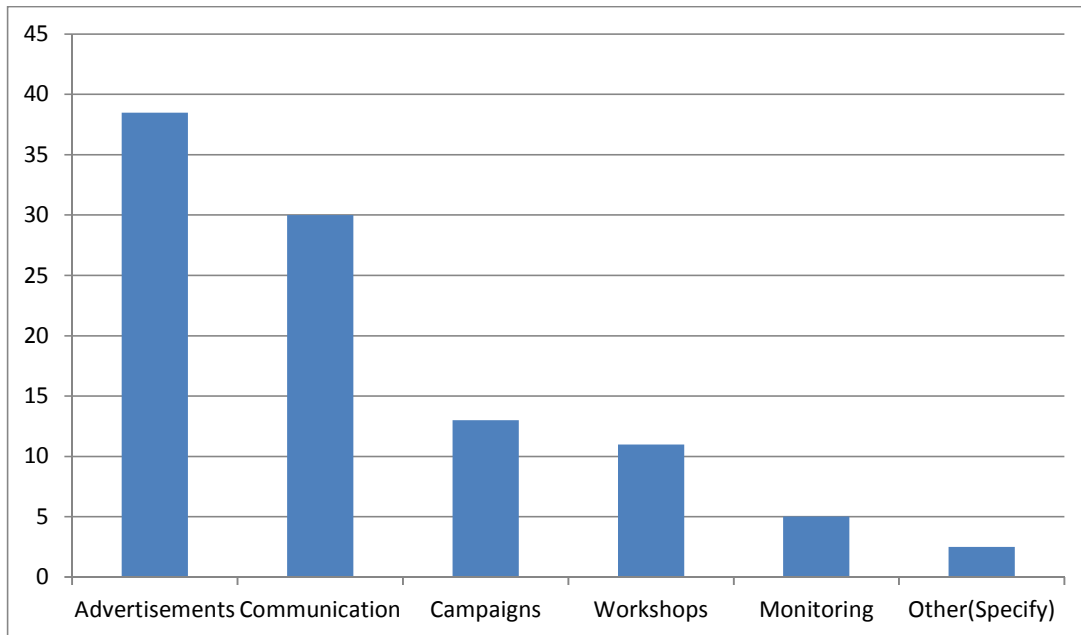
The highest percent 37.5, of respondents believed that Local government of uMhlathuze municipality should increase the level of involvement and participation in community based tourism. Among the given options there was the National government which got the lowest percent (11.3).

The stakeholders, residents and government figures as appeared above may bring the positive outcome of community based tourism if they are working together for the use and management of the available tourism facilities. It is in this case that this objective of the study is achieved and the hypothesis is accepted.

4.7 STRATEGIES TO PROMOTE INVOLVEMENT AND PARTICIPATION IN COMMUNITY BASED TOURISM.

The fourth and final objective of this study is to establish strategies that can be used by the tourism authorities to promote community based tourism within uMhlathuze municipality. The community of uMhlathuze municipality was asked as to what they think should be done to improve participation and involvement of the residents in community based tourism. They were given various options to choose from including, advertisements, communication, campaigns, workshops and monitoring. The respondents gave their responses and are analyzed in the following bar graph.

FIGURE 4.4 Strategies to promote involvement and participation in community based tourism



Advertisement as a strategy to promote community based tourism in uMhlathuze municipality had a highest percent (38.5) of respondents. Based on the findings presented in Figure 4.5, objective 1 was achieved and the hypothesis that there are no management strategies used for promoting community based tourism in the study area is accepted. Very few respondents who believed that monitoring can increase the level of participation and involvement in tourism community based within the study area.

4.7.1 The areas of uMhlathuze municipality where community based tourism is least promoted

UMhlathuze municipality provides the community with the tourism facilities for the community to use in community based tourism; however there are areas where it is least promoted. The respondents gave the answers of those areas where community based tourism is least promoted. The following bar graph shows how community responded according to areas of uMhlathuze municipality given to them.

TABLE 4.9 The areas of uMhlathuze municipality where community based tourism is least promoted

| Areas where community based tourism is least promoted | Frequency | Percentage |
|--|------------------|-------------------|
| Esikhawini | 26 | 16 |
| Empangeni | 15 | 09 |
| Nseleni | 23 | 14 |
| Port Dunford | 05 | 03 |
| Kwa-Dlangezwa | 30 | 19 |
| Richards Bay | 45 | 28 |
| Mpembeni | 12 | 08 |
| Mzingazi | 04 | 03 |
| TOTAL | 160 | 100 |

The respondents revealed that community based tourism is least promoted at Mzingazi, which is the rural area just outside Richards Bay. This is indicated by their low percentage which is believed that people are not familiar with tourism. The respondents believe that there is lack of communication and others recommended the distribution of pamphlets informing them about community based tourism in their local areas. Port Dunford, Mzingazi, Kwa-Dlangezwa and Mpembeni form the rural part of uMhlathuze municipality. Esikhawini got the most percentage as to be the least promoted area for community based tourism. This indicates that most of the respondents believes that community based tourism is least promoted at Esikhawini which is part of urban just outside Richards Bay. There are various possible ways in which the municipality may be promoting the community based tourism within its boundaries.

The population has to respond on the options given to them as to which they think is the tool that is used to promote community based tourism within their areas of residence. It is a good

idea to listen to what the residents have indicated but have a strategy to consider their views in this case of community based tourism development it may result in the success of community based tourism where participation and involvement may become practical. The responses were analyzed as follows:

TABLE 4.10 Strategies to promote community based tourism

| Strategies to promote community based tourism | Frequency | Percentage |
|--|------------------|-------------------|
| Community Dialogue | 75 | 47 |
| Campaigns | 24 | 15 |
| Advertising | 19 | 12 |
| Distribution of pamphlets | 22 | 14 |
| Nothing | 20 | 12 |
| Has never heard of community based tourism | 00 | 00 |
| Total | 160 | 100 |

Based on the findings presented in Table 4.12 the objective was achieved and the hypothesis that there are no management strategies that are used for promoting tourism in the study area is accepted. The analysis of management strategies in promoting community based tourism shows that most people think community dialogue is the best management strategy that may involve the community in participation in community based tourism within uMhlatuze municipality. Community dialogue (47%) had a highest percentage that respondents believed on. The researcher emphasizes that, it is easier to manage and promote the idea when one involves one of the trusted figures of the community. Community based tourism is there to eliminate poverty by engaging the community in projects available in the study area. When the community based tourism is well promoted people may get to know and understand well especially the resources available. This gives evidence that when the community is involved in community based tourism may be more likely to participate effectively in tourism events within the study area.

The study has revealed that there is something that can be done to promote community based tourism in the study area such as tourism campaigns. The shot left campaign which promotes domestic tourism has played a major role in encouraging people to travel local, as the number of visits within the boundaries of our country has increased. It is evident that within uMhlathuze municipality there could be a campaign which should be developed and be communicated by means of media such as local radio station (shine FM), local newspapers (Zululand Observer, Zululand Fever, and Umlozi) and the local TV station which is 1KZN in order to advertise the beauty and the consequences of community based tourism at uMhlathuze Municipality. This may result in the success and the famous uMhlathuze municipality.

The findings of this study indicate that the hypothesis was accepted because of the responses from the sample used. There is a link to the first and the last objectives of the study that the respondents revealed that the community dialogue as a strategy that can be used in promoting involvement and participation in community based tourism.

4.8 CONCLUSION

This study has attempted to map out the various elements that can contribute towards the participation and involvement in community based tourism within uMhlathuze Municipality. In addition to the relatively high population numbers there is also high levels of poverty and unemployment in the area. There are also a large number of dropouts that is the youth out of school which needs to be empowered and be engaged in community based tourism within the study area. These confounding situations urgently suggest that there is a need for the local government intervention to improve the situation.

Furthermore, there is a need for promoting the role of women in community based tourism and in the whole economy as a whole which might be the very important measure in alleviation of poverty and showing a paradigm shift from apartheid to the freedom of participation and involvement in community based tourism. This study has revealed that communication and advertisement should be improved in a way that the information is well communicated to all wards of uMhlathuze municipality. Community based tourism is also seen as the tool to job creation and decreasing the crime level within the study area. The promotion of domestic tourism through media such as television has played a vital role in the local people of uMhlathuze municipality that there is an upcoming local tourism office that

has come to the fore such as the Tourism office displaying in the Boardwalk centre in the CBD, which alone has created job opportunities.

The study has revealed that the promotion of community based tourism is not well promoted in the rural areas of uMhlathuze municipality. This has been revealed when the population was asked to rate the communication between the community and the local authorities, most of them responded as 'they don't even know them'. This indicates the possibility that the local authorities do not promote community based tourism by means of communication to their communities.

There is still a lot to improve in terms of promoting community based tourism within uMhlathuze municipality. The findings gave the directive as to how the fourth objective of the study may be achieved. Furthermore, some of the community of uMhlathuze municipality still believes tourism is for white people and the rich people. The respondents from Richards's bay indicated that they have love for tourism this maybe the fact that most of the respondents had the high income.

The study revealed that the respondents with university level of education had a better understanding of tourism because they had high percentage in participation and involvement. The main objective of the study being involvement and participation in community based tourism; the more pertinent recommendations regarding the findings of this study are presented in the next chapter.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The involvement and participation of residents in community based tourism has opened a wider discussion in this research subject based at uMhlathuze municipality. The involvement does not only focus on the involvement of residents in participation but has gone widely to also focus in the involvement of the local community during the planning phase of the community based tourism. It is vital to consider the residents even in the decision making stage that they take an active part especially as community based tourism usually uses the natural resources of that particular area where it is based.

According to uMhlathuze newsletter,(2011) , there is a tourism forum that is to be formed by the community members of uMhlathuze which aims at involving the local residents of the study area in community based tourism and these members of the forum has to join without paying any fee. The forum will have to coordinate all the tourism related events within the boundaries of uMhlathuze and will advise the Council of the expected needs of the community in support of the community tourism. This chapter therefore, gives a summary of findings and recommendations pertaining involvement and participation of the local residents of uMhlathuze municipality in the community based tourism.

Conclusions and recommendations that pertain to community based tourism of uMhlathuze Municipality are presented with a view to improve the level of participation and involvement of community members of the study area. It is anticipated that uMhlathuze municipality has already started the idea of establishing the Tourism Forum which has to oversee the functioning of Tourism Department of the study area with the specific focus in participation and involvement of the residents in community based tourism. It is believed that when the community members are involved in the planning phase by means of representatives, it is likely that the community project at hand will be a success. (www.umhlathuzenewsletter.co.za, 2013).

5.2 INVOLVEMENT AND PARTICIPATION OF RESIDENTS IN COMMUNITY BASED TOURISM

In order to determine whether uMhlathuze residents are involved and given a chance to participate in community based tourism, this study was undertaken. The study has reached some findings and is making important recommendations. It therefore stands to reason about the involvement and participation in the community based tourism. Beside the Tourism Forum of uMhlathuze there is another initiative which emphasizes the participation of residents in tourism related events.

According to the officials responsible for community based tourism at uMhlathuze municipality there is a provision of community based tourism with the development of the Universal Accessibility (UA). The UA commits to the implementation of 'provide same choice for all'. This ensures full participation of persons, it could be the travelers, consumers and residents but all have the same choice in all the community based tourism. It encourages the local tourism practitioners to engage in this principle of universal accessibility where everyone is having the same choice.

Communication through workshops is very important at uMhlathuze to promote community based tourism as it will also make the improvement in understanding tourism as a whole. Workshops also will increase the level of participation as the residents will feel recognized and participate fully. According to the uMhlathuze newsletter, (2011) the National Department of tourism held the workshop on Greening and Resource Efficiency to promote responsible tourism that gave the attention to the community at large to be involved and participate actively.

It is believed that uMhlathuze municipality is investing in educating people about the importance of tourism so that they participate fully and be involved in community based tourism in their local communities. Residents can even affiliate in local tourism organizations such as the KwaZulu Natal local Government (KWANALOGA) where they can get assistance with their tourism events. Tourism Indaba is also there to affiliate with where all tourism products and services are on the show. When residents are involved are likely to participate and be involved in every tourism event that is taking place, as a result the community based tourism becomes a success.

5.3 THE ASSESSMENT OF OBJECTIVES

In this chapter the following objectives act as educated conjectures pertaining uMhlathuze municipality. All the prevailing circumstances have been taken into cognizance in answering the based tourism. If not there are suggestions as to become the reasons why people are not involved in community based tourism and why are they not participating in community based tourism.

Hence the following objectives are essentially concerned with participation and involvement in community based tourism within the study area. The following objectives are assessed for better clarification.

Objective 1

The community of uMhlathuze municipality does not fully understand the importance of tourism and community based tourism that gives the reason why they do not even participate in community based tourism within the study area. Some of the community of uMhlathuze municipality still thinks tourism is for rich people others think tourism is for white people, that is why they don't even participate in CBT even they are given a chance. The study area sometimes do not involve the community and even when involved they do not participate. The IDP at uMhlathuze is only followed as an attempt to deliver in general a minimum service for all essential needs of the local people but still forgetting about involvement of the community in CBT. The evidence is obtained if there are respondents who don't even know their local authorities who communicate to them about CBT.

Objective 2

The residents of uMhlathuze municipal area do not participate in community based tourism because they think tourism is not theirs is for rich and white people. The apartheid government has contributed a lot to the way community of uMhlathuze view tourism. If they are given a chance to participate they don't bother themselves because they know tourism is not theirs. Looking at the level of education it appears that most of those with primary education are the ones who views tourism as is for rich people and for white people. A total percentage of 12.5 believe tourism is not for them because they are not rich that is why they do not participate in community based tourism.

Objective 3

There are available types of community tourism facilities that the community maybe utilizing but instead some are not used. Most of uMhlathuze residents are using the sport field rather than arts and scuba diving. Its only 1.3 percent who do scuba diving and 18 percent who go for arts, the sport field have a total percentage of 81 who prefers it. This shows that the tourism facilities and activities are available to the residents but they don't consume them.

Objective 4

The authorities of uMhlathuze municipal area have developed the strategies to promote community based tourism within the study area but the citizens have become hard to reach because they do not attend the community meetings and dialogues. The authorities have tried to communicate with the residents through advertising, monitoring, campaigns, and workshops but all has failed. Still the residents of the study area do not understand the importance of being involved and participate in community based tourism. The results shows that advertisements for community based tourism are done but the residents do not respond positively on advertisements. In wards such as Mpembeni just outside Esikhawini, they indicated that they don't even know their local authorities. This alone spells out that there maybe a lack in advertising or in residents' workshops about community based tourism.

5.4 GENERAL CONCLUSIONS

The study has successfully accomplished its objectives; firstly, to establish the extent to which the local community understands the importance of tourism in the study area. Secondly, to find out the level of participation of the local community in community based tourism. Thirdly, is to identify the types of tourism facilities available in the study area. Lastly, to establish management strategies used by the tourism authorities to promote community based tourism within the study area. The participation and involvement of residents and community based tourism may really be a success if the findings of this research study are used properly in order to move away from the point of saying tourism is for rich people and the white people. Community based tourism can also serve as an element to eliminate poverty and crime within the study area.

The involvement and participation in community based tourism need to be fairly communicated to the residents of uMhlathuze municipality. This may increase the level of understanding and participation as well as involvement in community based tourism. The

available tourism facilities maybe utilized and not vandalized because the community will know that they are responsible for the safety and security of the available facilities. The community as well will feel recognized and important, once they have understood clearly the meaning of tourism and community based tourism.

Hence, it is envisaged that through the outcome of this research the community based tourism managers and authorities of the study area will benefit mostly that they have achieved and met the needs of the residents in terms of tourism. The respondents revealed that they think the local government and residents themselves are responsible for improving the level of participation and involvement in community based tourism within the study area. The researcher agrees on the point that both local government and residents are the key elements of increasing the level of participating in community based tourism.

Alongside with other investigations done in the past, when it comes to age, it is the young respondents who believe the lack of participation in community based tourism within uMhlathuze municipal area is because of communication breakdown the elders have the misunderstanding of community based tourism. They do not understand that community based tourism means that tourism is theirs. Also gender contributes to the point whereby the community does not participate especially when considering the tourism activities that they go to. The male respondents are mostly the ones that participate or partake actively in the tourism activities within uMhlathuze municipality. The male respondents are likely to go to the sport field as compared to the female respondents. The promotions such as that of the sho't left campaign which is currently popular on National television in our country are believed to bring positive impact.

Considering the point of exposure of residents in community based tourism, there are more males saying yes they have enough exposure to community based tourism within the study area. This shows that the female respondents are likely that they do not avail themselves when community based tourism is communicated to them. It is only the educated females of the study area who revealed that they participate in tourism because they have love for tourism and they participate because they want to share their ideas regarding tourism and community based tourism.

5.5 RECOMMENDATIONS

As now that various questions have been answered in this chapter, it is significant to make recommendations, which might assist the local authorities to improve the level of involvement and participation in community based tourism. In participation in the community based tourism focus should be on the promotion of community based tourism using various ways of communication such as advertising, monitoring, campaigns and workshops. The advertisements may be done using the local radio station, TV station and local newspapers. All wards of uMhlathuze municipal area should be informed of any community based tourism development available and make them understand so that there would be an increase in the level of participation and involvement.

It is true that approximately 50% of the population of uMhlathuze is from rural and another 50% is from urban. In this case there should be a balance in terms of participation and involvement in community based tourism but with uMhlathuze it's different. Most of the residents are busy with their different professions which are not tourism. Others are busy studying; some are doing technical subjects as Richards Bay has a lot of industries to provide employment. It is the high time that the tourism authorities stand up and advertise tourism within the study area so that community based tourism will have effect in terms of participation and involvement.

The promotion campaigns must be undertaken especially in educational institutions such as in FET Colleges and the University of Zululand where it is possible to reach youth in the making. They may be willing to get involved in community based tourism while they are still at tertiary preparing for the world of work in completion of their studies.

Through this research it has been discovered that most people have limited exposure to community based tourism that is the reason why there is less participation and involvement. The Interim Integrated Development Programme (IIDP) should cater for community based tourism development so that the community as a whole may get involved and participate actively.

The rural community of uMhlathuze municipality is less involved in community based tourism because the information does not reach them at the right time which will allow them to participate and be involved in community based tourism; this alone tells us that the level of communication still needs improvement in different wards within the study area. For

example, announcing community based tourism alone cannot be a success without having conducted community workshop and dialogues where community based tourism will be explained to the community so that they will clearly understand its meaning to them. The researcher believes that there will be an effective method of communication and the response is believed to be positive regarding involvement and participation in community based within the study area. In this study it is highly recommended that uMhlathuze municipality must:

- (a) Formulate the policy which will introduce and implement the community dialogues where tourism is explained and understood by the community members. This is viewed as a great contribution to the understanding of community based tourism which is believed that it may enhance the level of participation and involvement in community based tourism.
- (b) Together with the local authorities of different wards, appoint the community tourism committees which will serve as the representatives of the residents and start doing community mapping to find out what skills does the community have, is the personnel available to conduct community dialogues. This is believed it may increase the number of participants in community based tourism.
- (c) Find out what are the tourism attractions and facilities available within the study area. This will help the community tourism committee to know where to start working with the community so that the residents will be involved, represented and participate in community based tourism within the study area.
- (d) Ensure the promotion of community based tourism to the community that at least has the meaning. Advertisements in local radio stations and the local television should be highly emphasized and be implemented. That alone will improve the standard of living and the success of the implementation community based tourism at uMhlathuze Municipal area.

Finally, it is recommended that a comprehensive study for community based tourism focusing on involvement and participation be done and taken into consideration on implementation for improving the economic level and status of uMhlathuze municipality.

5.6 CONCLUSION

The involvement and participation in community based tourism may bring the positive attitude to the residents and enhance the economic development that is envisaged within the study area, but all goes with understanding with what is community based tourism. It goes without saying that appointing the most trusted community member to represent the residents within the study area may create the positive attitude to them and participate actively because they will trust the project and feel as important citizens of uMhlathuze municipal area. The greater is that feeling the greater is the feeling of recognition as well. Every recognized individual any part is likely to perform better, that is the involvement and the participation in community based tourism.

Promoting community based tourism in a community that understands its meaning may increase the level of participation and that would definitely mean the goal of involving the residents so that they participate is reached. The involvement and participation in community based tourism is believed in this case, to be the solution to the problems that maybe faced by the community such as vulnerable youth out of school, poverty, unemployment and in service training for those who have completed their studies but still unemployed. The greater chances then would be the job creation and the engagement of an unoccupied youth which in many cases usually get involved in crime such as home break-ins, hijacking, murder and rape.

An analytic and interpretive discussion of data collected was presented, attempting to produce judgments emanating from the analysis. An attempt was also made to discuss some general guidelines that ought to be considered doing community based tourism, involvement and participation within the study area. Furthermore the summary of findings and recommendations pertaining the involvement and participation in community based tourism were presented for consumption to the relevant authorities of the study area. Further research at uMhlathuze municipality is highly recommended as a follow up on the participation and involvement of the residents in community based tourism. This is believed to be a great motivator to the tourism authorities to implement and support community based tourism at uMhlathuze municipality.

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APPENDIX – A

A QUESTIONNAIRE

TO THE TOURISM AUTHORITIES OF UMHLATHUZE MUNICIPALITY

RESEARCH TOPIC:

Involvement and Participation of local residents in community based tourism within uMhlathuze Municipality.

Researcher: HB Vundla MRT

Supervisor: Prof: A.T Nzama: Department of Recreation and Tourism

UNIVERSITY OF ZULULAND

KINDLY COMPLETE THIS QUESTIONNAIRE, WHICH PERTAINS TO THE INVOLVEMENT AND PARTICIPATION OF LOCAL RESIDENTS IN COMMUNITY BASED TOURISM WITHIN uMHLATHUZE MUNICIPALITY. YOUR VIEWS WILL BE CONFIDENTIALLY HANDLED.

YOUR CO-OPERATION IN THIS REGARD WILL BE HIGHLY APPRECIATED.

Please make a tick where it is applicable.

A. DEMOGRAPHIC CHARACTERISTIC

1. Please indicate your gender and age:

| | | | | | | |
|---------------|--------|--------------------------|-----|-------|--------------------------|-----|
| Gender | Female | <input type="checkbox"/> | (1) | Male | <input type="checkbox"/> | (2) |
| Age | 15-20 | <input type="checkbox"/> | (1) | 15-20 | <input type="checkbox"/> | (1) |
| | 21-30 | <input type="checkbox"/> | (2) | 21-30 | <input type="checkbox"/> | (2) |
| | 31-50 | <input type="checkbox"/> | (3) | 31-50 | <input type="checkbox"/> | (3) |
| | 51-60 | <input type="checkbox"/> | (4) | 51-60 | <input type="checkbox"/> | (4) |
| | 61+ | <input type="checkbox"/> | (5) | 61+ | <input type="checkbox"/> | (5) |

2. Please indicate your level of education and salary level per month.

| | | | | | | | | | |
|------------------|-----------|--------------------------|-----|---------|--------------------------|-----|------------|--------------------------|-----|
| Education | Secondary | <input type="checkbox"/> | (1) | College | <input type="checkbox"/> | (2) | University | <input type="checkbox"/> | (3) |
| Income | R5000+ | <input type="checkbox"/> | (4) | R15000+ | <input type="checkbox"/> | (5) | R30 000+ | <input type="checkbox"/> | (6) |

3. In which Ward do you live?

.....

4. Please specify the area you live in.

.....

5. How long have you stayed in the area where you live?

| | | | | | | |
|----------|------|----------|------|--------------|------|--|
| 0-14yrs | (01) | 15-20yrs | (02) | 21-30yrs | (03) | |
| 31-50yrs | (05) | 51-60yrs | (06) | 61 and above | (07) | |

B. GENERAL: UNDERSTANING TOURISM ANDCOMMUNITY BASED TOURISM

6.Do you understand tourism?

| | | | | | |
|-----|-----|----|-----|----------|-----|
| YES | (1) | NO | (2) | NOT SURE | (3) |
|-----|-----|----|-----|----------|-----|

7. Do you understand the importance of tourism?

| | | | | | |
|-----|-----|----|-----|----------|-----|
| YES | (1) | NO | (2) | NOT SURE | (3) |
|-----|-----|----|-----|----------|-----|

8. How is your understanding of community based tourism?

| | | | |
|------|-----|-----------|-----|
| Good | (1) | Moderate | (3) |
| Fair | (2) | Excellent | (4) |

C:INVOLVEMENT AND PARTICIPATION IN COMMUNITY BASED TOURISM.

9. Do you have enough exposure in one or more of the above tourism activities?

| | | | |
|-----|------|----|------|
| Yes | (01) | No | (02) |
|-----|------|----|------|

10. Are you, as a community member involved during planning phase of the tourism events within your municipal area?

| | | | | | |
|-----|--|------|----|--|------|
| Yes | | (01) | No | | (02) |
|-----|--|------|----|--|------|

11. Do you participate when given the opportunity in the tourism related events within your municipal area?

| | | | | | |
|-----|--|------|----|--|------|
| Yes | | (01) | No | | (02) |
|-----|--|------|----|--|------|

12. What inspires you to get involved and participate in the community based tourism within your municipal area?

| | | |
|---|--|------|
| Love for tourism | | (01) |
| To feel recognized as an active citizen | | (02) |
| To contribute in the development of community based tourism | | (03) |

13. In which part of uMhlathuze Municipality do you participate the most?

| | | | | | | |
|--------------|------|---------------|------|--------------|------|-------------|
| Esikhawini | (01) | Kwa-Dlangezwa | (03) | Mzingazi | (05) | Mandlankala |
| Port Dunford | (02) | Ngwelezane | (04) | Richards Bay | (06) | Mpembeni |

D: AVAILABLE COMMUNITY TOURISM FACILITIES IN YOUR AREA

14. Identify the community tourism facilities available in your area.

| | |
|--------------------|-----|
| Soccer field | (1) |
| Rugby sport ground | (2) |
| Tennis court | (3) |
| Gymnasium | (4) |
| Library | (5) |
| Casino | (6) |

| | | |
|---------------|--|------|
| Cinema | | (7) |
| Swimming pool | | (8) |
| Beach | | (9) |
| Shopping mall | | (10) |
| Game reserve | | (11) |

15. What are your perceptions about the utilization of available community tourism facilities?

| | | |
|--|--|-----|
| PERCEPTIONS | | (1) |
| No clear directive | | (2) |
| They are mean for whites only | | (3) |
| They are for rich people | | (4) |
| They are too far from public transport | | (5) |
| Don't have entry fee | | (6) |

16. Do you think communication regarding community tourism facilities fair enough to reach the residents of the study area?

| | | | | | |
|-----|-----|----|-----|--------|-----|
| YES | (1) | NO | (2) | PARTLY | (3) |
|-----|-----|----|-----|--------|-----|

E. MANAGEMENT STRATEGIES TO PROMOTE INVOLVEMENT AND PARTICIPATION IN COMMUNITY BASED TOURISM.

17. Which management strategy do you think may best promote participation and involvement in community based tourism?

| | | |
|---------------|--|-----|
| Advertisement | | (1) |
| Communication | | (2) |
| Workshops | | (3) |
| Campaigns | | (4) |
| Monitoring | | (5) |

18. How can you rate the communication between the tourism authorities and the community within your municipal area?

| | | | | | |
|----------|-----|----------------------|-----|-----------|-----|
| Good | (1) | Very good | (2) | Excellent | (3) |
| Moderate | (4) | Don't even know them | (5) | Worse | (6) |

Give reasons for your answer.

.....

.....

.....

19. Who do you think is responsible for promoting the involvement and participation in community based tourism within uMhlatuze Municipality?

| | | |
|-----------------------|--|------|
| National Government | | (01) |
| Provincial Government | | (02) |
| Local Government | | (03) |
| Residents | | (04) |
| Stakeholders | | (05) |
| Other(Specify) | | (06) |

Give a reason for your answer.

.....

.....

20. In which area do you think community based tourism is least promoted?

| | | | | | | | |
|---------------|------|--------------|------|----------|------|--------------|------|
| Esikhawini | (01) | Empangeni | (02) | Nseleni | (03) | Port Dunford | (04) |
| Kwa-Dlangezwa | (05) | Richards Bay | (06) | Mpembeni | (07) | Mzingazi | (08) |

Provide reasons for your answer and give at least 3 suggestions of what do you think can better promote community based tourism.

.....

.....

THANK YOU VERY MUCH FOR YOUR CO-OPERATION!!!

APPENDIX – B

A QUESTIONNAIRE

TO THE COMMUNITY MEMBERS OF UMHLATHUZE MUNICIPALITY

RESEARCH TOPIC:

Involvement and Participation of local residents in community based tourism within uMhlathuze Municipality.

Researcher: HB Vundla MRT

Supervisor: Prof: A.T Nzama: Department of Recreation and Tourism

UNIVERSITY OF ZULULAND

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YOUR CO-OPERATION IN THIS REGARD WILL BE HIGHLY APPRECIATED.

Please make a tick where it is applicable.

C. DEMOGRAPHIC CHARACTERISTIC

6. Please indicate your gender and age:

| | | | | | | |
|---------------|--------|--------------------------|-----|-------|--------------------------|-----|
| Gender | Female | <input type="checkbox"/> | (1) | Male | <input type="checkbox"/> | (2) |
| Age | 15-20 | <input type="checkbox"/> | (1) | 15-20 | <input type="checkbox"/> | (1) |
| | 21-30 | <input type="checkbox"/> | (2) | 21-30 | <input type="checkbox"/> | (2) |
| | 31-50 | <input type="checkbox"/> | (3) | 31-50 | <input type="checkbox"/> | (3) |
| | 51-60 | <input type="checkbox"/> | (4) | 51-60 | <input type="checkbox"/> | (4) |
| | 61+ | <input type="checkbox"/> | (5) | 61+ | <input type="checkbox"/> | (5) |

7. Please indicate your level of education and salary level per month.

| | | | | | | | | | |
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| 0-14yrs | (01) | 15-20yrs | (02) | 21-30yrs | (03) |
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D. GENERAL: UNDERSTANDING TOURISM AND COMMUNITY BASED TOURISM

6. Do you understand tourism?

| | | | | | |
|-----|-----|----|-----|----------|-----|
| YES | (1) | NO | (2) | NOT SURE | (3) |
|-----|-----|----|-----|----------|-----|

7. Do you understand the importance of tourism?

| | | | | | |
|-----|-----|----|-----|----------|-----|
| YES | (1) | NO | (2) | NOT SURE | (3) |
|-----|-----|----|-----|----------|-----|

8. How is your understanding of community based tourism?

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|------|-----|-----------|-----|
| Good | (1) | Moderate | (3) |
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C: INVOLVEMENT AND PARTICIPATION IN COMMUNITY BASED TOURISM.

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|-----|------|----|------|

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| Yes | | (01) | No | | (02) |
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| Casino | (6) |

| | | |
|---------------|--|------|
| Cinema | | (7) |
| Swimming pool | | (8) |
| Beach | | (9) |
| Shopping mall | | (10) |
| Game reserve | | (11) |

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|--|--|-----|
| PERCEPTIONS | | (1) |
| No clear directive | | (2) |
| They are mean for whites only | | (3) |
| They are for rich people | | (4) |
| They are too far from public transport | | (5) |
| Don't have entry fee | | (6) |

16. Do you think communication regarding community tourism facilities fair enough to reach the residents of the study area?

| | | | | | | | | |
|-----|--|-----|----|--|-----|--------|--|-----|
| YES | | (1) | NO | | (2) | PARTLY | | (3) |
|-----|--|-----|----|--|-----|--------|--|-----|

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| Campaigns | | (4) |
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|----------|--|-----|----------------------|--|-----|-----------|--|-----|
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| Moderate | | (4) | Don't even know them | | (5) | Worse | | (6) |

Give reasons for your answer.

.....

.....

.....

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|-----------------------|--|------|
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| Provincial Government | | (02) |
| Local Government | | (03) |
| Residents | | (04) |
| Stakeholders | | (05) |
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Give a reason for your answer.

.....

.....

20. In which area do you think community based tourism is least promoted?

| | | | | | | | |
|---------------|------|--------------|------|----------|------|--------------|------|
| Esikhawini | (01) | Empangeni | (02) | Nseleni | (03) | Port Dunford | (04) |
| Kwa-Dlangezwa | (05) | Richards Bay | (06) | Mpembeni | (07) | Mzingazi | (08) |

Provide reasons for your answer and give at least 3 suggestions of what do you think can better promote community based tourism.

.....

.....

THANK YOU VERY MUCH FOR YOUR CO-OPERATION!!!

APPENDIX – C

TRANSMITTAL LETTER

University of Zululand:

Private Bag X 1001

DEPARTMENT FOR RECREATION & TOURISM

**KwaDlangezwa
3886**

South Africa

Tel: 035 902 6000

Fax: 035 902 6073

Ref:

12 May 2013

To whom it may concern

Dear Sir/Madam

RE: REQUEST TO CONDUCT RESEARCH

Ms HB Vundla is a part time student at the Department of Recreation and Tourism at the University of Zululand. She is doing the Masters in Recreation and Tourism [MRT]. The attached questionnaire is part of her research project seeking to establish involvement and participation of residents in community based tourism within uMhlathuze Municipality, KwaZulu-Natal. The title of the research project is:

*“Involvement and Participation of residents in community based tourism
Within uMhlathuze Municipality”*

This research inquiry is undertaken for academic purpose among the uMhlathuze Local Municipality stakeholders. It is hoped that the findings will make a meaningful contribution to the fields of community based tourism, as well as the understanding of this industry among local people and KwaZulu Natal as a whole.

All information collected you through this questionnaire will be kept in strict confidence.

Your assistance in this regard will be highly appreciated.

Yours faithfully

A.T. Nzama (Prof)

Co-ordinator MRT-PDRT Programme

Department for Recreation and Tourism

University of Zululand

cc. Ms HB Vundla (Researcher)