

**Tourism business owners understanding of
sustainable tourism development in uMhlathuze
municipality**

BY

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DECLARATION

I declare that this research study entitled: "***The attitudes of tourism business owners towards sustainable tourism development in uMhlathuze municipality***", except where it is specifically indicated to the contrary in the text, is my own work both in conception and execution. All theoretical sources that have been used or quoted have been duly acknowledged by means of complete references. In addition, all generic internet and electronic sources have been duly acknowledged. It is further declared that this dissertation has not previously been submitted to any institution for degree purposes.

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The product of this nature cannot be attributed to the student alone, undoubtedly it can be acknowledged and stated that it was firstly through the power of the almighty God who gave me strength and perseverance to face and conquer this enormous task. It is my heartfelt wish to express my deepest gratitude and appreciation to all people who contributed, in one way or another, to the completion of this research project. This research would never have been possible without their commitment and support.

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DEDICATION

It is with greatest affection that I wish to dedicate this piece of work in its entirety to my parents, my mother MRS Irene JECHE and my late father MR Francis JECHE, I am certain that at this point my father would be very proud of me and giving many thanks to Tapiwa.

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ABSTRACT

This study sought to investigate and assess the attitude of tourism business owners in the accommodation sector, towards sustainable tourism development in uMhlathuze municipality. The business owners were selected from various accommodation facilities within the uMhlathuze municipality ranging from small scale guest houses to 4 star hotels. It was envisaged that this diversity in the types of accommodation businesses would reflect diverse knowledge of sustainable tourism development. The selection of tourism business owners from a wider age range also helped this study in gathering much information and allowed the researcher to assess various trends and practices promoting sustainable tourism development in the study area. The objectives which were set for the study assisted to accomplish the main goals of the study. The fundamental objectives were as follows:

- To investigate if the tourism business owners understand the meaning of sustainable tourism development.
- To explore if practices of sustainability benefit tourism business owners in the study area.
- To find out if tourism business owners are aware of the sustainable tourism development principles.
- To find out if tourism business owners have attended any training related to sustainable tourism development.

These objectives were formulated in order to clarify the intention of the study which was to find out the attitude of tourism business owners towards sustainable tourism development. The data was collected through self-administered questionnaires and interviews with both open and closed ended questions. The Statistical Package of Social Sciences (SPSS) was used to analyse the research data.

Based on the analysis derived from the above, it could be concluded that respondents in the study area have a good idea of what is meant by the concept “sustainable tourism development”. The respondents were asked to give examples of what indicates practices of sustainable tourism development, and they gave examples that include: saving and conserving infrastructure, recycling waste, good maintenance of facilities, increase number of tourists, and protected environment.

The majority of respondents indicated that sustainable tourism development benefits them in their businesses, through education, economy boost, jobs, conserving of environment, protecting businesses and it also helps them to have a sense of wellbeing. Tourism business owners are aware of sustainable principles and how they are important to them and their businesses. Finally, the tourism businesses owners agreed that there are being educated about sustainable tourism development and they do attend training which is organised by uMhlathuze municipality and KZN Department of Economic Development Tourism and Environmental Affairs (KZN-EDTEA).

In conclusion, findings identified that sustainable tourism is important to tourism business owners as it assist them in growing their business and maintaining them for the future generation. Tourism business owners understood that sustainable tourism is not a special type of tourism, but rather all types of tourism must strive to be sustainable.

ACRONYMS AND ABBREVIATIONS

TERM	DEFINITION
BEE	Black Economy Empowerment
EDTEA	Department of Economic Development, Tourism and Environmental Affairs
ENA	European Need Analysis
FIFA	Federation International Football Association
KZN	Kwa-Zulu Natal
NGO	Non-Governmental Organisation
RTTO	Rural Township Tourism Organisation
UNEP	United Nations Environmental Programme
UNESCO	United Nations Educational Scientific and Cultural Organisation
UNWFO	United Nations World Tourism Organisation
WCED	World Commission on Environment and Development
WTO	World Tourism Organisation

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CHAPTER ONE

ORIENTATION OF THE STUDY

1.1 INTRODUCTION

This study sought to investigate and assess the attitude of tourism business owners, particularly those in the accommodation sector, towards sustainable tourism development. A selection of tourism business owners between the ages of 18 to 65, from the uMhlathuze local municipality formed the target population for this research. Tourism business owners were selected from various accommodation facilities within uMhlathuze municipality ranging from small scale guest houses to 4 star hotels. It was envisaged that this diversity in the types of accommodation businesses would reflect diverse knowledge of sustainable tourism development. The selection of tourism business owners from a wider age range also helped this study in gathering much information and allowed the researcher to assess various trends and practices promoting sustainable tourism development in the study area.

Sustainable tourism development refers to tourism that is developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period and does not undermine the physical and human environment that sustains and nurtures it (Cooper, *et al.* 2008:218). The researcher believes that it is of best interest for every tourism business owner to play a role in sustainable tourism development. This study therefore investigated how, if at all, tourism business owners in the uMhlathuze municipality are involved in sustainable tourism development. It was the researcher's assumption that tourism business owners were knowledgeable about sustainable tourism development and that their practices and involvement in could positively influence the communities they operate within by encouraging people to conduct tourism businesses in a sustainable manner.

This chapter outlines the background of the study, problem statement, research questions, objectives, and hypotheses, significance of the study, research methodology and structure of the study.

This study has been titled, '***Tourism business owners understanding of sustainable tourism development in uMhlathuze municipality***'.

1.2 BACKGROUND OF THE STUDY

The development of tourism in a sustainable manner is unattainable without stakeholder participation (Byrd, *et al.* 2009). This research focused on tourism business owners' attitude towards sustaining or protecting the tourism facilities and conducting their businesses that ensure benefits for the future generation in uMhlathuze municipality. There are different tourism facilities within uMhlathuze municipality which include hotels, lodges, and Bed and Breakfast-lodges. The study aim was to find out if the tourism business owners were playing any role in sustainable tourism development which includes participating in different programmes to sustain accommodation facilities around their local municipality.

One main key to success and implementation of sustainable tourism development in a community is the support of stakeholders which includes the tourism business owners (Gunn, 1994). According to Driscoll and Starik (2004:55), a stakeholder is identified as a group or individual who can affect or is affected by tourism development in an area. The tourism facilities offering the tourist services and activities need to be sustained in a good way so as to benefit the community, the tourists and the future generation. UMhlathuze municipality has variety of tourist accommodation facilities that need to be sustained for future generation and for the destination enjoyment by the tourists.

According to Goeldner and Ritchie (2012), it is clear that in order to achieve sustainable tourism development and promote it in the study area, it is important to conserve, preserve and protect tourism facilities. This basically means the development and implementation of policies for sustainable tourism should be based on a number of overarching principles and approaches such as, taking a holistic view of sustainability, pursuing multi-stakeholder engagement, planning for long term, addressing both global and local impacts, promoting sustainable consumption and equating sustainability and quality.

Tourism business owners need to be educated on these principles and approaches to follow in order to protect and preserve tourism for future generation.

1.3 PROBLEM STATEMENT

Sustainable tourism development is "a process of development that meets the needs of the present without compromising the ability of the future generations to meet their own needs" (Goeldner and Ritchie, 2012:372). Post-apartheid South Africa did not only usher in political liberation but also the development of businesses in the rainbow nation. Studies have shown that in the 90's most businesses in South Africa lacked sustainability as they did not grow beyond the survivalist stage (Weaver, 2006; Frey and George, 2010). The cause for this gap is that tourism business owners focused on getting money only, at the expense of sustaining the tourism facilities.

As an example, in 2010, South Africa hosted the Soccer World Cup and many tourism businesses were opened, with a focus on getting revenue and not on sustaining them for the future generations. Study in South Africa exist which focus on contribution of tourism business to poverty eradication, job creation, social cohesion amongst others. Very little has been done to assess the sustainability of tourism accommodation facilities (Scheyvens and Russell, 2012). Flowing from this, this study explored the perceptions of tourism business owners towards sustainability of tourism businesses. The research identified a gap that tourism business owners were not being involved and educated when it comes to sustaining tourism facilities for the future generations. This research sought to identify what the tourism business owners' attitudes are when it comes to tourism development in their fields of working. This study intended to find out the attitudes of tourism business owners towards sustainable tourism development.

1.4 RESEARCH QUESTIONS

A good research question has many different features which includes, concise, clear, elegant, self-explanatory, timely and theoretically rich (Du Plooy, 2009). Below were the research questions of this study:

- Do tourism business owners understand what is meant by sustainable tourism development?

- Does the practice of sustainability in tourism businesses benefit tourism business owners?
- Do tourism business owners in uMhlathuze municipality understand the sustainable tourism development principles?
- Is it necessary for tourism business owners in uMhlathuze municipality to participate or attend any training that are related to sustainable tourism development?

1.5 OBJECTIVES

In order to clarify the intention of the study it was necessary to work out some objectives for the research study. The objectives which were set for the study assisted to accomplish the main goals of the study. The fundamental objectives were as follows:

- To investigate if the tourism business owners understand the meaning of sustainable tourism development.
- To explore if practices of sustainability benefit tourism business owners in the study area.
- To find out if tourism business owners are aware of the sustainable tourism development principles.
- To find out if tourism business owners have attended any training related to sustainable tourism development.

1.6 HYPOTHESES

A hypothesis is a tentative assumption or preliminary statement about the relationship between two or more things that needs to be examined. In other words, the statement of hypothesis is a calculated guess that is useful in shaping the direction of the study. In this study the following hypotheses relative to the objectives of the study, are postulated:

- That the tourism business owners do not understand the meaning of sustainable tourism development.
- That the tourism business owners benefit from the practices of sustainability.

- That the tourism business owners are aware of sustainable tourism development principles.
- That the tourism business owners have attended some form of training related to sustainable tourism development.

1.7 SIGNIFICANCE OF THE STUDY

It is anticipated that the findings of this study would assist uMhlathuze municipality tourism business owners to contribute towards sustainable tourism development. The findings of this study were expected to encourage the involvement of all tourism business owners, to help them understand the importance of sustainable tourism development. These findings will also assist in passing sustainable tourism from one generation to another. This study was also expected to make a significant contribution to uMhlathuze tourism business, in ways that they can gain an understanding of the principle of sustainable tourism development

1.8 DELIMITATION OF THE STUDY

Delimitation is the term used to describe the geographic location of the study area. It is used to make the study understandable and more feasible. In order to cast light on the exact spatial location of this study and some concepts that may cause doubt to anyone reading this study, it is appropriate to start by looking at both the spatial and conceptual delimitation of the study. In other words, delimitation of the study refers to setting conceptual and geographical boundaries regarding the subject matter of the study area, about giving clarification or meaning to the concepts that are continuously used in the study.

The spatial delimitation refers to the physical boundary of the study area. The aim of spatial delimitation was to give a picture of where the study area is located. A map of the study area is provided to give more practical information to the readers about the area in relation to municipalities around and even beyond the province of KwaZulu-Natal.

The researcher decided to conduct the research on tourism business owners in uMhlatuze municipality which is under uThungulu District in Kwa-Zulu Natal province, South Africa, because it is a tourist destination and there are many tourism businesses that need to be protected in a sustainable manner (<http://www.umhlatuze.gov.za>).

1.8.1 Spatial delimitation

The study area is geographically located at uMhlatuze municipality [Figure 1.1]. UMhlatuze municipality was established on 5 December 2000 after the demarcation process and the local government elections of that date. It encompasses the towns of Empangeni and Richards Bay, and township which are eSikhaleni, Ngwelezane, eNseleni, Vulindlela and Felixton as well as the Traditional Authority areas under Amakhosi Dube, Mkhwanazi, Khoza, Mbuyazi and Zungu. UMhlatuze municipality is divided into 30 municipal wards. There are a number of natural and man-made phenomenon that have shaped and continue to shape the uMhlatuze municipality (<http://www.umhlatuze.gov.za>).

Figure 1.1 UMhlatuze Map



Source: uMhlatuze website, [Accessed on 16-02-2016]. The above map indicates the relative location of uMhlatuze municipality areas.

1.8.2 Conceptual delimitation

It is important to delimit the scope, meaning and perspective of the concepts used in the research. Some of these concepts include: attitude, understanding, benefit, and various other concepts that are related to striking a balance between sustainable tourism developments in uMhlathuze municipality. These concepts were expected to provide an ideological framework upon which the uMhlathuze municipality can best make a contribution to sustainable tourism development in the area.

1.9 DEFINITION OF TERMS

Researchers in general have always stressed the need to understand the terminology and usage of concepts in a research inquiry (Magi, 2008). The definition of these concepts assisted the reader in getting a clear picture of what this study is all about.

1.9.1 Tourism

Middleton as cited by Bennett (2002:72) defines tourism as an activity that is concerned with temporary short term movement of people to destinations outside the places they normally live and work and activities during their stay at these destinations. The World Tourism Organisation (2005) defines tourism as comprising of the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. McIntosh *et al.* (2002) on the other hand define tourism as a composite of activities, services and industries that deliver a travel experience; transportation, accommodation, hospitality, entertainment, activity facilities and other services available for individuals or groups that are traveling away from home.

This definition clearly shows that tourism offers a wide range of services and has great opportunities for the tourism business owners around uMhlathuze municipality. The term tourism in this study is used as it is defined by these three authors cited above, which means the tourism business owners are supposed to be made aware of sustainable tourism development that will bring the positive impacts to the accommodation facilities.

1.9.2 Sustainable development

According to the World Commission on Environment and Development (WCED, 1987:8), sustainable development refers to the improvement of human and physical environment with a view of meeting the needs of the present communities "without compromising the ability of future generations to meet their own needs". Sustainable development usually operates on the environment and therefore suggests the natural setting upon which people or humans participate in activities, such as tourism development. Hence, the concept "sustainable development" relates to the careful and strategic utilization of resources in development so that not only the present, but the future generations benefits as well, benefit from the same.

Sustainable development is widely applied in tourism development planning. Weaver (2000:300) defines sustainable tourism as, "tourism that meets the needs of the current generations without compromising the ability of future generations to meet their own needs". However, the research was focusing on the current generation which is the tourism business owners. It is also important to equate sustainable development with responsible tourism, which is defined as, "tourism that promotes responsibility to the environment through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities" (Spencerly, 2012)

Riddell (1985:5) defines development as "the balanced form of broadly beneficial change which is aimed at securing economic growth, social betterment and resource husbandry for the benefit of local communities and posterity". This generalised definition of development and sustainable development by Riddell (1985:6) is adopted for the purposes of this study as a central point of departure.

1.9.3 Sustainable tourism

The WTO stated that sustainable tourism must: make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural

understanding and tolerance and to ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

In 2004 the World Tourism Organization added: "Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary". It can be defined as to ensure the continuity, protection and the development of regional and local features which are the general source of tourism. In this research study, sustainable tourism will be used as a way to guarantee its long term sustainability by considering the environmental, economic and socio-cultural factors and their well-balanced running.

1.9.4 Tourism development

Aaronson (2000) defines tourism development as associated with positive social change, which means moving forward to something that is better than the present context. In this case this change relates to the growth and advancement of sustainable tourism and benefits. Tourism development relates to a process for improving human well-being through re-allocation of resources that involves some modification of the environment (DEAT, 1997b). Tourism development also implies the establishment and promotion of new tourism products and activities, upgrading and marketing of already existing tourism products and creating a safe and user-friendly atmosphere for tourists and local communities.

The phrases 'tourism development' and 'development of tourism' have two cognate meanings depending on the context: in relation to the history of tourism, they refer to the way tourism gradually changed over the centuries. It already existed two millennium ago (the Romans had seaside resorts, spa destinations, attractions as well as accommodation facilities), and it evolved through time, with some landmarks such as the Grand Tour and Thomas Cook's innovations, until the development of mass tourism and alternative tourism in the second part of the twentieth century. Tourism is still developing, for example with e-tourism and space tourism (Lomine and Edmunds, 2007: 186).

In relation to destinations (local, regional, or national), tourism development refers to the process whereby a place develops its facilities and infrastructure to attract tourists and cater for their needs. The concepts of destination, life cycle and planning help to underline the complexity of the process, as it involves strategic, political and economic decisions taken jointly or separately by the managers from the public sector and private sector. To be successful and sustainable, tourism development needs to follow a thorough yet flexible strategy (Lomine and Edmunds, 2007:186).

In the context of this study, the latter definition would be used to sustainable tourism development as a process that puts more focus on the facilities and infrastructure development with a purpose of educating tourism business owners, attracting and catering for tourists needs. In few words, the above defined terms would be often used in the study. The definitions that have been given are used throughout the study, therefore should be kept in mind.

1.10 RESEARCH METHODOLOGY

This study focused on Tourism business owners understanding of sustainable tourism development in uMhlathuze municipality. Leedy and Ormrod (2013:2) define 'research methodology' as a systematic process of collecting, analysing, and interpreting information (data) in order to increase our understanding of a phenomenon about which we are interested or concerned. According to Taylor, *et al.* (2015) research methodology is the way in which we approach problems and seek answers. This term applies to how research is conducted. Assumptions, interest, and purposes shape assist the way we choose methodology.

1.10.1 Research design

In this study, the researcher attempts to ensure the questions that relate to tourism business owners in uMhlathuze municipality. Bless *et al.* (2013) state that a research design relates directly to the answering of a research question; it is a detailed outline for the testing of a hypothesis, spelt out in clear and definite terms similar to a specification of the most suitable procedures which need to be executed in order to test a specific hypothesis under given conditions.

Research design can also be defined as a strategy which moves from the underlying philosophical assumptions to specifying the selection of respondents, the data gathering techniques to be used and the data analysis to be done (Gibson and Brown, 2009). It serves as a bridge between research questions and the execution or implementation of the research (Durrheim in Terre Blanche, *et al.* 2006).

Applied research method was used to conduct this research. In the collection of data a survey method was used for the collection of data.

Survey is a method that requires a sample of respondents to reply to a number of questions that have been previously determined as relevant to the research. By using the same questions for selected sample of respondents, individuals in the sample may be compared. According to Du Plooy, (2009:148), surveys refer to a data collection tool that consists of a series of questions designed to gather information about a relatively large group of people. The advantage of survey was that it is often used to gather demographic information (age, gender and race), as well as data about tourism business owners' attitudes towards sustainable tourism development.

A combined method of qualitative and quantitative research was also used. According to Finn, *et al.* (2000:8), qualitative research is associated with the hypotheticodeductive method of theory testing and qualitative data with seeking patterns in the data to inductively generate theory. Combined method was applied through so as to maximise the strengths and minimise the weaknesses of each method. Combined method was used to analyse the data obtained through questionnaires and interviews. Leedy and Ormrod (2013: 255) attest to the fact that many research problems have both qualitative and quantitative dimensions and to fully address them, the researcher must use both qualitative and quantitative techniques.

The use of combined method assists the researcher to collect relevant data, so that the convergence of data collected by all methods adds to the credibility of the research findings. It also assists in fortifying and enriching a study's conclusions, making them more acceptable to advocates of both qualitative and quantitative methods

(HesseBiber, 2010:3). Hesse-Biber (2010:4), further expands that a combined method approach promotes complementary techniques as it allows the researcher to gain a fuller understanding of the research problem and to clarify research results as both numerical and narrative explanations that are used to understand the social story in its entirety.

1.10.2 Target population

The target population was the tourism business owners with different accommodation facilities which include hotels, lodges, guest houses, Bed and Breakfast and selfcatering. Du Plooy (2009:100) asserts that a researcher must first establish the population parameters – nature, size and unique characteristics of the population before drawing a sample. Bless, *et al.* (2013:162) describe a target population as the entire set of objects or people that is the focus of a research project and about whom the researcher wants to determine some characteristics. The target population for the research study consisted of 84 tourism business owners in the accommodation sectors, based on uMhlathuze municipality data base 2016. This number (84) included business owners from Richards Bay (59), Empangeni (21), Esikhaleni (3) and Ngwelezane (1).

The target population age group was between 18-65 years old. The reason for this age distribution was that from the age of 18 people are matured to be in business. Most of the people above 18 years will be done with their high school hence they will be tourism entrepreneurs' or inheriting tourism businesses. From 50 to 65 years old because they possess characteristics, knowledge or experiences that may be particularly relevant to the research study.

1.10.3 Sampling

Sampling is simply a process of selecting participants for a piece of research (Finn, *et al.* 2000:108). Probability sampling technique was employed, which is the simple random sampling. It is the simplest case of random sampling, each member of the population had the same chance of being included in the sample and each sample of a particular size of the same probability chosen (Welman and Kruger, 2005).

Probability sampling is a technique which ensures a random sample, which is likely to be free of potential bias (Finn, *et al.* 2000). Simple random sample was used so that each element of the population had an equal chance of being selected.

A research sample is a relatively small subset of the population that is needed to represent the entire population (Finn, *et al.* 2000:108). Sampling refers to the points of data collection or cases to be included within a research project with the aim of selecting possible research participants because they possess characteristics, knowledge or experiences that may be particularly relevant to the research (Gibson and Brown, 2009:56). The sample for this study included Richards Bay 21, Empangeni 10, Esikhaleni 3 and Ngwelezane 1, total of 35.

The total sample was 35 tourism business owners in uMhlathuze municipality, 28 answered questionnaires and 7 were interviewed and they were selected using random sampling. Data was analysed using qualitative content analysis because looks directly at communication via texts or transcripts, and hence gets at the central aspect of social interaction and is an unobtrusive means of analysing interactions.

1.10.4 Sampling Frame

A sampling frame is the actual form or range of cases in which a population becomes accessible to us (Terre Blanche, *et al.* 2006). Mouton (1996:135) defines a sampling frame as the set of all cases from which the sample will actually be selected. It is not the sample; rather, it is the operational definition of the population that provides the basis for sampling. According to uMhlathuze tourism database (2016), the number of tourism business owners is 84 (Richards bay 59, Empangeni 21, Esikhaleni 3 and Ngwelezane 1). Below are the categories of the sample which were selected from the population:

Table 1.1 Sample

Area	Tourism facilities
Richards Bay (21)	Hotels (2), Conference facilities (3), Guest houses (5), Bed and Breakfast (7), Self-catering (2) and Holiday flats(2)
Empangeni (10)	Guest Houses (2), Self-Catering (3), Bed and Breakfast (4), and Hotels (1)
Esikhaleni (3)	Bed and Breakfast (3)
Ngwelezane (1)	Bed and Breakfast (1)

(Source: www.umhlathuze.org, 2016)

1.10.5 Data collection

Data collection is the process through which a researcher acquires the data on which conclusions are made. The data was collected through self-administered questionnaires and interview with open-ended questions. Finn, *et al.* (2000) state that research survey are associated with the questionnaire and interviews as the instrument of data collection, and the researcher used these tools. Questionnaires can be completed in the individual's own time thus enabling a relaxed analysis and interpretation of the questions asked (Creswell, 2007). The research focuses on tourism business owners who sometimes do not have time hence they were either interviewed or given a questionnaire to fill in during their own time.

Data was also collected through interviews which were open-ended questions because interviewees answered the same question, interviewer bias reduced and data will be easily analysed using statistical techniques. The chief advantage is that, questionnaires allows the researcher to collect a lot of information in a relatively short period of time (Finn, *et al.* 2000:4).

1.10.6 Data Analysis

In this study the researcher used Statistical Package of Social Sciences (SPSS) to analyse the research data. The bearing of a study rests upon the ability to effectively collect and analyse data. Without this analysis the data is simply a collection of figures and notes.

Without posing questions (which open up, encourage reflection and trigger intellectual activity), it is not possible to develop our knowledge about a particular subject (Alvesson and Sandberg, 2013:1). The data collected came from questionnaires and interviews with open-ended questions. Richards and Morse, (2013:1) assert that collecting and analysing data are not separate procedures in qualitative research. They suggest that the strength of qualitative inquiry lies in the integration of the research question, the data and data analysis. Data analysis in quantitative research includes the use of statistical techniques in two ways; statistics for descriptive purposes that make it possible to provide a summary of certain characteristics of the units of analysis and statistics for inferential purposes that can be used to draw inferences beyond behavioural descriptions (Du Plooy, 2009:234).

1.10.7 Pilot Study

A pilot study is a mini-version of a full-scale study or a trial run done in preparation of the complete study. The latter is also called a 'feasibility' study. It can also be a specific pre-testing of research instruments, including questionnaires or interview schedules. (Polit, *et al.* 2003:33-44; Van Teijlingen and Hundley, 2001:1). The pilot study provides a directive whether to continue or not with the planned research. Four questionnaires and 2 interviews were prepared to pilot the study. This was done to reveal the level of accuracy and understanding of the questions. The basic aim of this procedure was to test whether the questions were clearly understandable and report the issue they intended to address. The researcher took time to speak to the respondents explaining the objectives of the study so as to ease the possibility of any tensions that might arise. All the respondents that participated reside within uMhlathuze municipality. The outcome was that, respondents were able to answer all the questions provided in the questionnaire and also giving relevant information to the study.

1.11 ETHICAL CONSIDERATION

Ethics is defined as, a set of moral principles which is suggested by an individual or a group, is subsequently widely accepted, and which offers rules and behavioural expectations about the most correct conduct towards experimental subjects and respondents, employers, sponsors, other researchers, assistants and students (Welman, Kruger and Mitchell: 2007).

Ethical research includes getting the informed consent of participants and reaching agreements about the uses of this data and how its analysis will be reported and disseminated (Blaxter, *et al.* 2006:158-9).

The researcher undertook a questionnaire survey to the participants and must get their consent to take part in the research. The researcher had to pay cognisance to: the researcher's role in the research study; the aims of the research study; How the participants were selected which is random selection; what the research study involves for the participants; what it took to complete the research study; and what happens to the results of the research study. This information helped the participants to be fully informed and gave informed consent as to whether they participate or not (Finn, *et al.* 2000:36-37).

The researcher had responsibility of protecting participants in the research from harm, which included discomfort and embarrassment. The two ethical issues which were considered during the course of this study are confidentiality and anonymity. Confidentiality is about protecting the respondents from potential harm when research results are made public. All the participants' contributions and responses to questionnaires were treated in the strictest confidence.

1.12 RESOURCES

The researcher used text books, journals, thesis and different dissertations. The university also offers a lot of websites to get journal and thesis from different countries. Different tools were used to get books and journals; and save them for the researcher.

1.13 INTELLECTUAL PROPERTY

Through this research, the researcher found out the possibilities of the tourism business owners being interested in learning about, and understanding sustainable tourism development. The researcher therefore observed the possibilities of how this need can be met. This research does not speak to some of the responsibilities with this regard.

1.14 DISSEMINATION OF KNOWLEDGE

This study will be accessible from the University of Zululand, Faculty of ARTS and the University Library. The researcher intends to present the findings of this research at the University of Zululand, Faculty of ARTS Conference, followed up with the publication of a journal article. As such, this research should be easily accessible and the knowledge and findings will therefore be disseminated to any interested reader.

1.15 STRUCTURE OF THE STUDY

The research document comprises of five chapters including the summary of each chapter. Some aspects of sustainable tourism development through proper environmental management are covered in the research. In brief, the chapters are as follows:

1.15.1 Chapter 1: Orientation of the study

The first chapter deals with orientation of the study. The primary focus is on how the research was conducted. The following aspects are covered, background of the problem, research objectives, research hypotheses, definition of terms, research methodology, significance of the study and structure of the study. In this chapter, the definition of terms are given and explained to place them within the context of this research. The objectives together with the hypothesis of the research are listed and explained to clarify the aim of the study.

1.15.2 Chapter 2: Literature review

The second chapter focuses on the theoretical framework of the study. The theory and literature relevant to the topic was thoroughly examined in this chapter. The emphasis was on the concepts, ideas, key issues related to the topic of the research study.

It is therefore, important also to evaluate and examine the research participants and their work or contribution concerning the research study. In this chapter the focal point of the research study which is sustainable tourism development was closely discussed. This included how sustainable tourism development plays a major role in effective and proper sustainable of tourism.

1.15.3 Chapter 3: Physical setting of the study

Chapter three offers the setting of the study area provides a general background, the history of the study area, and the actual location map of the area will be given. The chapter focuses on the nature of the study area, such as geographical features and geomorphological landscape, climate conditions and vegetation. It considers among other aspects, the historical background, settlement and land tenure matters, physiographic and climate issues. Social services and governance structures are also considered. The relative and absolute location maps that cover the entire area of uMhlathuze municipality are clearly shown. The population of the study area is estimated in this chapter.

1.15.4 Chapter 4: Analysis and interpretation of data

The data analyses and interpretation was done using the information obtained through surveys which are interviews and questionnaires. The reason of choosing these instruments is prompted by their reliability and validity of the answers. This is so because the interaction between the researcher and the respondents, which could bias the responses to the questions in the questionnaire and the interviewer responds in a flexible way to the interviewee (Finn *et al.* 2000:78). In this chapter, the findings are closely looked into by comparing the different responses given in the form of data collection used when conducting the research.

1.15.5 Chapter 5: Conclusions and Recommendations

This chapter will give a summary of the findings and make recommendations pertaining sustainable tourism development in the study area.

1.16 CONCLUSION

The basic aim of this study was to find out the attitude of tourism business owners towards sustainable tourism development for the future generation. According to Blench (1999) the community must actively participate in and promote responsible tourism so that it is sustainable in the medium as well as the long term. In the context of this research, a selected group of Tourism business represents the community and the future generation. Sustainable tourism must be seen as a goal in tourism development.

Achieving such a goal is a difficult task to accomplish; however, developing tourism in a sustainable manner must be an important objective in the developing process. The tourism industry is developing by using some sustainable tools which are, global partnership networking, green economy pillars and green passport campaign (UNEP, 2014). This research focused on how well the tourism business owners are being informed about the benefits of protecting our environment. It also points out how tourism business owners can achieve sustainable tourism development in respect to the tourism sector.

Sustainable tourism is one of the most common concepts in tourism development discussions and at the same time it is also one of the least understood concepts and theorists are still a very long way from reaching a consensus regarding its definition. There are many stakeholders in the field of sustainable tourism. The major areas include; the host community, governmental bodies, public and private sector tourism industry, tourists, pressure groups, NGO (Non-Governmental Organisations) sector, experts, and the media. It is essential that all tourism business owners work together towards the common goal of developing tourism in a sustainable manner.

CHAPTER TWO

THEORETICAL BACKGROUND TO THE STUDY

2.1 INTRODUCTION

This research study focuses on the attitude of tourism business owners towards sustainable tourism development. According to Cooper *et al.* (2008), most academics and practitioners still need time to understand the definition of sustainability.

Sustainability is now one of the most common concepts used in tourism development discussions and it is also the least understood concepts (Mowforth and Munt, 2016). Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems. This chapter will focus on how other authors have discussed sustainability as a whole and sustainable tourism development in particular.

2.2 UNDERSTANDING OF SUSTAINABLE TOURISM DEVELOPMENT

The first objective was focusing on “to investigate if tourism business owners understand the meaning of sustainable tourism development”. The World Commission on Environment and Development (WCED, 1987:8), initiated the definition of sustainable development, which refers to the improvement of human and physical environment with a view of meeting the needs of the present communities “without compromising the ability of future generations to meet their own needs” (Mowforth and Munt, 2016). Sustainable development usually operates on the environment and therefore suggests the natural setting upon which people or humans participate in activities, one of which is tourism development.

In the context of this study, tourism business owners in uMhlathuze municipality are the people participating in tourism development. Their participation, understanding and attitude towards sustainable tourism development are needed since they are part of the future generation. Sustaining the tourism facilities in uMhlathuze for the future generation begin with the tourism business owners and their inputs.

Sustainable tourism development was used as a means to bring together the seemingly contrasting concepts of economic development and environmental conservation. In fact, it reviews a way of thinking about economic development that is inclusive of the environment. Such development cannot take place upon a weakening environmental resource base; neither can the environment be protected when development excludes the cost of its destruction (Anthias and Radcliffe, 2015). It can also be defined as follows: Development that meets the needs of present without compromising the ability of future generations to meet their own needs.

Sustainable tourism development means achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of the servicing businesses, can continue into the near future without damaging the quality of the environment on which the activities are based (Cooper, 2008:265). Therefore sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. The host regions will be the tourism business owners and what tourism accommodation facilities they will be offering to the tourist who visits the local municipality that needs to be sustained. It is foretold as leading to management of all resources in such a way that economic, social, aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

In order to manage sustainable tourism development in the best way, the important element is to consider different features of special region such as weather and climatology, geomorphology, anthropology history, culture, and every other factor, which make a place differ from the other one (Mowforth and Munt, 2016).

If environment and tourism are managed based on these considerations, then it will be more practical and sustainable. UMhlatuze municipality has a good weather condition throughout the year. Most tourists visit the facilities around uMhlatuze municipality because of the most favourable climate that accommodates tourists from different countries. UMhlatuze municipality is in Kwa-Zulu Natal province which is the province of Zulu culture. This environment is well known for marketing their culture to tourists who in turn will also visit to learn more about the Zulu culture.

Zulus are well known as people who respect and are proud of their culture. Most of the community people are involved in different cultural activities which will also help the local municipality to sustain the culture for the future generation

(<http://www.umhlatuze.gov.za/>: accessed 19 January 2016).

2.2.1 Three pillars of sustainable tourism development

There are some general guiding principles, which are necessary to pay attention to. The environment has a deep-down value, which outweighs its value as a tourism asset. Its enjoyment by future generations and its long-term survival must not be opinionated by short-term considerations. Tourism should be recognized as a positive factor with the potential to benefit the community and the place as well as the visitors. The tourism business owners are part of the large community. In this study, the tourism business owners are referred to as the community. The relationship between tourism and the environment must be managed so that the environment is sustainable in the long-term. Tourism must not be allowed to damage the resource, partiality its future enjoyment or bring unacceptable impacts. Three pillars of sustainable development (Streurer and Hametner, 2013) are;

- **Economic Sustainability** – generating prosperity at different levels of society and addressing the cost effectiveness of all economic activities. Crucially, economic sustainability is the viability of enterprises and activities and their ability to be maintained in the long term guarantees the compatibility of development with the preservation and maintaining essential ecological processes, biological diversity and biological resources (Goeldner and Ritchie, 2012:373).

- **Social sustainability** – Respecting human rights and equal opportunities for all in the society. It requires an equitable distribution of benefits, with a focus on alleviation of poverty and emphasis on local communities – maintaining and strengthening their life support systems, recognizing and respecting different cultures and avoiding any form of exploitation guarantees the compatibility of development with the preservation of culture and values of local people in order to secure and origin identity of local community (Goeldner and Ritchie, 2012:373).
- **Environmental Sustainability** – conserving and managing resources, especially those that are not renewable. It requires action to minimise pollution of air, land, and water and to conserve biological diversity and natural heritage (Goeldner and Ritchie, 2012:373) guarantees economic development based on efficient management of resources which will enable the use of area for future generations.

Moscardo and Benckendorff, (2015) has identified different elements that gives people guidance for policy makers and practitioner or pursuing sustainable tourism development goals. It found that sustainable tourism development can be achieved if the tourism is able to:

- Be economically viable in the long-term
- Minimise adverse impacts on the environment and local communities
- Promote conservation of natural resources
- Support preservation of local identity
- Focus on the well-being of future generations
- Promote equity by sharing the benefits of development
- Encourage multi-stakeholder participation in decision making and management □ Promote ethical and environmental responsibility among tourism operators and hold them accountable for their behaviour
- Integrate sustainability criteria into government tourism planning
- Improve research capability in order to provide timely and valid data and information for monitoring

- Provide more equitable access to tourism resources and increase technology effect to use them more effectively
- Establish codes of environmental practice for tourism at all levels
- Provide guidelines and consultancy about sustainable business and government policies for tourism operators - market tourism responsibly

Many authors such as Morrison (2013), Moscardo and Benckendorff (2015), and Mowforth and Munt (2015) focus more on the community as a whole but might not be involving the tourism business owners in education them about sustainable tourism development in their businesses. In order for a community to benefit from sustainable tourism development, the researcher believes that all the stake holders must be involved. Tourism business owners should be educated and made aware of sustainable tourism development. Tourism industry itself has often found it difficult to implement the principles of sustainable tourism at the level of the individual business, especially in the context of developing countries where there can be many barriers to their adoption (Morrison, 2013). The implementation of the principles has become an issue of pressing concern for both practitioners and researchers.

Local involvement in tourism development means that the local communities gain benefits and leakages are limited. Additionally, a proportion of the money derived from the tourism development should go toward the maintenance and enhancement of tourism resources. The economic diversification associated with tourism, along with greater involvement of tourism business owners may help mitigate the issues of dependency and leakage in tourism development.

2.2.2 Implementing sustainable tourism

Tourism is a complex phenomenon due to its global organizational structure, and the often conflicting needs and perceptions of different stakeholders such as local communities, government, and tourist operators (Jovicic, 2014). There are several inherent challenges to applying the principles of sustainable development to the process of tourism industry development.

Hitchcock, *et al.* (1993) argue that sustainable tourism is a model with a clear gap between ideology and practice; this is due to the generality of the sustainable tourism concept and weak institutional frameworks for its implementation.

Past literature has shown that sustainable tourism may not be consistent with sustainable development because it focuses more on specific tourism sites and their protection rather than on the surrounding geographic area. While sustainable development refers to sustainability of economies, society and the environment as a whole and to all stakeholders in a community, region, country or internationally, sustainable tourism often focuses more on itself, or within specific destinations or issues related to the development of the tourism industry (Mowforth and Munt, 2015).

Hunter (2002) argues that with such narrow geographic focus, the potential exists for environmental problems associated with tourism in one location to be passed on to surrounding areas. These concerns are not a reflection of the failure of sustainable tourism development itself, rather the failure of those who are involved in tourism to look towards the progressive work being undertaken in the field of sustainable development (Weaver, 2006).

Several authors suggest that sustainable tourism can be a practical model if it is well planned and managed (Hall and Page, 2014, Edgell, 2016 and Spenceley, 2012) – but without planning, there is little hope for sustainable tourism development. Increasing the role of the local community in sustainable tourism development, and enhancing local participation, are a major focus in current sustainable tourism planning processes (Mowforth and Munt, 2015). Results of previous studies indicate that a framework to facilitate and enhance local collaboration and participation in tourism planning is necessary for sustainable tourism development to occur. If local communities have to bear the cost of tourism development without receiving any benefit, they may be unsupportive of not only tourism but also the conservation of tourism attractions (Benur and Bramwell, 2015). It is obvious that in order to sustain tourism – and to meet the four pillars of sustainability – both well designed planning and effective instruments that support the implementation process will need to play a central role in tourism development.

In terms of the politics of sustainable tourism, (Gossling and Hall, 2012) affirm that you cannot talk about sustainability without talking about people, politics, power and control. The growing gap between 'winners and losers' or 'rich and poor' is inextricably linked to the much wider issues of over-exploitation of tourism resources and the environment (Sloan, *et al.* 2013). For example, while the development of the tourism industry is often credited with generating new employment in a destination, much of this employment may be seasonal and low-paid, and the community's traditional work patterns may be disrupted or even exploited as commercial products by tourist operators. Local people tend to drop traditional occupations and adopt a new and sometimes fragile livelihood strategy based on tourism.

Muangasame and McKercher (2014) argues that, while in principle most stakeholders support tourism sustainability, in practice they find it hard to achieve because the notion of sustainability is so broad and complex. Muangasame and McKercher (2014), states that if we consider sustainable tourism development in the context of a strategy then both economic and ecological considerations are needed because we cannot have true sustainable tourism without addressing both these concerns. It also means that it is impossible to achieve sustainable tourism if we consider either economic or ecological sustainability as dominant components in strategy for sustainable tourism development. A coordination of three aspects – economic, environmental and social, is suggested to achieve sustainability of tourism development.

Sustainable tourism development at a particular destination is influenced by the prevailing social, environmental, economic and political contexts, as well as by the drive of tourism enterprises that wish to develop tourism for commercial reasons (Gossling and Hall, 2012). The management of tourism destinations is more complex than management of a single business or enterprise because there are multiple interested stakeholders with a range of objectives that need to be met, and these objectives may conflict with each other. Destination development models clearly suggest the significance of understanding the nature of tourism enterprises and their motivation: differing types of tourist firms will generate differing impacts on the sustainable development of a destination.

Lusticky and Musil (2016) argue that all of the elements that shape a sustainable tourism destination are influenced by the role of tourism enterprises' attitudes and their willingness to co-operate.

Using Egypt as a case study, Brokaj (2014) found that developing countries face many challenges and obstacles that might negatively influence the implementation of sustainable tourism development. These can be classified into three different types of challenges. Developing countries share internal pressures that undoubtedly affect the successful implementation of sustainable tourism development; examples of these pressures include the need to improve the economic well-being of its population, to create jobs and to attract foreign direct investment. Tourism in developing countries will also face external pressures because large tourism enterprises are often owned by foreign partners, and this leads to high levels of economic leakage (Brokaj, 2014).

The second type of challenges facing the implementation of sustainable tourism development in developing countries is the problems related to planning mechanisms. These could include unclear policy, inefficiency of the planning process or failure to plan comprehensively for sustainable tourism development in relation to the local context. The third type of challenge results from the tourism industry itself. The fragmented nature of the industry, seasonality, and a range of other factors create difficulties and challenges.

Brokaj (2014), concludes that it is still difficult for developing countries to implement sustainable tourism. To accomplish sustainable tourism in developing countries, both existing attitudes and institutional frameworks need to be changed. Moreover, such changes need to be considered within the context of both the tourist destinations and tourism enterprises. UMhlatuze local municipality is located in South Africa which is a developing country. The researcher agrees with Brokaj (2014), that, it is still difficult to implement sustainable tourism in developing countries. For example, tourism business owners in uMhlatuze still need to be educated and made aware of sustainable tourism in their different communities. This research study focuses on tourism business attitude towards sustainable tourism development.

There are many case studies from countries whose economies are moving to a market mechanism, countries such as the Philippines, Thailand, Vietnam, Malaysia and Kenya where sustainable tourism has failed to be implemented (Tran, 2014).

Although the governments in these countries have made great efforts to implement sustainable tourism principles through changes in policies, infrastructure improvements, and increasing different stakeholders' involvement in planning, there remain major constraints to the development of sustainable tourism. For instance, Kenya's tourism is nature-based and so, in order to achieve sustainability, the tourism industry requires conservation and environmental management. The Kenya government gives priority to environmental conservation and management by shifting the emphasis from the current mass tourism to eco-tourism; this is seen as a catalyst for encouraging ecologically sustainable tourism development (Tran, 2014).

In Vietnam, there are four major challenges identified to sustainable tourism development in the context of increasing tourist visitation: the structure and administration, tourism infrastructure, participation of local communities and effective communication across all relevant stakeholders, and low awareness of public about sustainable tourism development. The tourism industry and policy-makers continue to face with these in the process of shifting toward sustainable tourism development Newsome, *et al.* (2012). The newly emerging destinations in developing countries promote sustainability, yet still adopt the same old practices with the same adverse impacts. Many of the structural issues of the poor development practices in these countries fall outside of direct governmental control because there is no strong national sustainable tourism development framework (Telfer and Sharpley, 2015).

2.2.3 Relationship between tourism and sustainable development

Tourism is in a good position in the contribution it can make to sustainable development and the challenges that presents it. The tourism sector has grown and it is still growing, and that major contribution that it makes to the economies of the country and local destination like uMhlathuze local municipality where there are tourist resorts. Tourism is an activity that involves a special relationship between consumers that is visitors, the industry, the environment, and local communities (Cooper, *et al.*

2009). UMhlathuze local municipality was the study area for this research and the tourism business owners around the same area formed the target population. This relationship arise because, unlike most other sectors, the tourist travels to the tourist destination which is the producers and get the product with is the activities, accommodation and so on at the destination. This leads to three important and unique aspects of the relationship between tourism and sustainable development which are:

- Interaction: The nature of tourism, as a service industry that is based on delivering an experience of new places, means that it involves a considerable amount of interaction, both direct and indirect, between visitors, host communities, and their local environments.
- Awareness: Tourism makes people (visitors and hosts) become far more conscious of environmental issues and differences between nations and cultures. This can affect attitudes and concerns of sustainability issues not only while traveling but throughout people lives.
- Dependency: Much of tourism is based on visitors seeking to experience intact and clean environments, attractive natural areas, authentic historic and cultural traditions, and welcoming hosts with whom they have a good relationship. The industry depends on these attributes being in place (Goeldner and Ritchie, 2012:374).

This close and direct relationship creates a sensitive situation, whereby tourism can be both very damaging but also very positive for sustainable. Mowforth and Munt (2015) have argued that the very importance of sustainable tourism lies in its motives and ability to conserve the natural resources and increase the value of local cultures and traditions. Sustainable tourism is responsible tourism intending to generate employment and income along with the alleviation of negatives, such as poverty and any negative impact on the environment and local culture. In simple terms, sustainable tourism suggests and means a type of tourism that is developed and operates in such a manner that it follows sustainable development principles. Some of these principles are given below.

2.3 SUSTAINABLE TOURISM DEVELOPMENT BENEFITS

One of the objectives in this study is “to explore if practices of sustainability benefit tourism business owners in the study area”. Sustainable tourism has got a number of benefits for both tourists and members of the host community, more especially the socio economic benefits. The subsequent paragraphs have been divided according to the different benefits that are brought by sustainable tourism.

- Economic benefits - The main positive economic impacts of sustainable (coastal) tourism relate to foreign exchange earnings, contributions to government revenues, generation of employment and business opportunities. In simpler terms, sustainable tourism contributes economically to the welfare of the country and that of the host communities, (Jamal, *et al.* 2013). Sustainable coastal tourism has the potential to promote social development through employment creation, income redistribution and poverty alleviation, based on the wise usage of the coastal environment.
- Tourism as a force for peace travelling brings people into contact with each other. As sustainable tourism has an educational element it can foster understanding between people and cultures and provide cultural exchange between hosts and guests. This increases the chances for people to develop mutual sympathy and understanding and to reduce prejudices.
- Strengthening communities - The jobs created by tourism can act as a very important motivation to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their job, earnings prospects, through tourism-related professional training, development of business and organizational skills.
- Development of facilities in cases where the tourism industry supports the creation of community facilities and services that otherwise might not have been developed it can bring higher living standards to a destination. Benefits can include upgraded infrastructure, health and transports improvements, new sport and recreational facilities, restaurants and public spaces as well as an influx of better-quality commodities and food (Jamal, *et al.* 2013).

- Reevaluation of culture and traditions sustainable tourism has the potential to improve the preservation and transmission of cultural and historical traditions, often contributing to the conservation and sustainable management of natural resources, the protection of local heritage, creating a renaissance of native cultures, cultural arts and crafts. Tourism that encourages civic involvement and pride in some cases, tourism also helps to raise local awareness of the financial value of natural and cultural sites. It can stimulate a feeling of pride in local and national heritage and interest in its conservation.
- More broadly, the involvement of local communities in sustainable tourism development and operation appears to be an important condition for the conservation in sustainable use of biodiversity, (Jamal, *et al.* 2013).

2.3.1 Positive benefits of sustainable tourism development

A primary concern of this study is to find out if the tourism business owners do benefits from sustainable tourism development in a responsible and sustainable manner. These benefits can be said to fall into four broad categories; economic, environmental, socio-cultural and the building of skills and influence. These categories are not mutually exclusive and despite the categorisations, benefits and their 'on-flows' cross the established boundaries.

2.3.1.1 Economic benefits

- Direct employment opportunities (including, administration, guiding, tours and transport, construction, hospitality, management, accommodation, food and beverage outlets), that is in expanding their business opportunities
- Indirect employment opportunities (including, environmental management, entrepreneurs, other secondary industries)
- Supports the development of multi-sector or mono-sector non-profit enterprises (benefiting/controlled or strongly influenced by communities)
- Provides invigoration and development to local economies
- Provides alternatives to changing or fading traditional industries
- Increases land values, and thus rates payable to council for community services

2.3.1.2 Environment benefits

- Improves environment (changes in subsistence leading to less degradation of natural resources)
- Encourages awareness and appreciation by the community of natural assets and the environment and other resources on which tourism relies
- Enhances management and stewardship of natural resources

2.3.1.3 Socio-cultural benefits

- Provides and stimulates infrastructure development (roads, communications, healthcare, education, public transport, access to drinking water and food supplies)
- Increases safety and security
- Facilitates workforce development (rights and conditions)
- Fosters civic pride (in community, culture, heritage, natural resources and infrastructure)
- Mutually beneficial (to all in the community)
- Creates opportunities (broadening of idea horizons)
- Promotes cultural understanding
- Preserves cultural and social heritage and local languages or dialects
- Supports and preserves local and unique crafts and skills
- Creates a sense of well-being
- Promotes greater cross-institutional understanding
- Appreciation of cross-stakeholder goals and agendas

2.3.1.4 Building of skills and influence

- Influencing and enforcing government policy (national, regional and local)
- Skills enhancement (training; such as administrative, service industry, maintenance, guiding)
- Building capacity collectively and individually
- Fosters empowerment: gender and community; social, financial, political and psychological (Jamal, *et al.* 2013)
-

2.3.2 Planning for sustainable tourism development

Local communities must be involved in tourism planning, development and decision making, and development must provide opportunities for the local population to generate economic benefits from tourism (William and Alan, 2014). The researcher agrees because local people that are including the tourism business people must be involved in sustainable tourism development. Fennell (2014) argues that the tourism planner who uses local knowledge will gain insights into that destination that they would not otherwise have had. In reality, tourism planners often do not consult the locals for knowledge about the environment, or design plans to fit with the socio-cultural patterns of the certain destination; this leads to a failure to successfully implement sustainable development plans.

Bui and Lee (2014), argue that although there is no one way that defines how to plan for sustainable tourism development, with the recent growth of mass tourism worldwide, planning for sustainable tourism has become a specialised area and is attracting the attention of both governments and researchers. They emphasise that tourism planning has been defined as a process based on research and evaluation, which seeks to optimise the potential contribution of tourism to human welfare and environmental quality (Tran, 2014).

This definition means that tourism planning does not solely refer to the tourism industry itself but is also integrated into other sectors. It is suggested that tourism planning should relate tourism development to the more equitable distribution of benefits and it must become a component of any national development planning and strategy. Tourism planning should include a decision-making process between the tourism industry and other sectors of the economy, and between various types of tourism (Tran, 2014). Planning sustainable tourism development at a particular destination can be a challenge for a government because any tourism destination will have a number of stakeholders with interests in its development: the local community, tourism businesses, businesses from other economic sectors, and the government.

Accordingly, planning for management and sustainable development must serve the range of needs of tourists and tourism-related businesses as well as the resident

community and local businesses and industries. Tran (2014), define planning sustainable tourism for a destination as the strategic, organisational and operative decisions taken to manage and promote commercialisation of the tourism product, and to generate manageable flows of incoming tourists that are balanced, sustainable and sufficient to meet the economic needs of the local actors involved in the destination.

Management for sustainable tourism development at a destination must achieve both intra- and inter-generational equity, for example maintaining the scope of ecological diversity available for future generations (inter-generational equity) and improving the well-being of all residents in a community, not just benefiting powerful and rich stakeholders such as the tourism enterprises (intra-generational equity) (Muangasame and McKercher, 2014).

Co-operative planning is an alternative method towards sustainable tourism development, with its emphasis placed on equity of opportunity and the recognition of needs among various stakeholders, and that includes the tourism business people. Planning for sustainable tourism requires a full understanding of the meaning of sustainability and the guiding values for promoting sustainable tourism. Franks and Vanclay (2013), emphasize that planning for sustainable tourism development requires involvement from different stakeholders, and that communities must be made sufficiently aware of, and to understand, the tourism industry and its impacts as well as the various processes to integrate and engage in participatory planning, consensus building and conflict resolution among all stakeholders.

Planning for sustainable tourism development is increasingly focused on bringing these perspectives closer together and increasing awareness of the multiple interests of stakeholders (Gibson, *et al.* 2013 and Franks and Vanclay, 2013). Sharpley and Telfer (2014) suggest that the planning process for sustainable tourism development needs to be understood in its social and environmental context. Sharpley and Telfer (2014), indicates that tourism planning paradigms have emerged from broad traditions of regional planning, including:

- Comprehensive development which is a view of planning that takes on a systems tradition in that all aspects of regional tourism, including its

institutional elements, facilities and service, are planned in a comprehensive manner.

- Community-based planning wherein locally defined goals and local development actions are an integral part of tourism planning.
- Incremental planning, which allows for high levels of predictability and flexibility.
- Collaborative planning where all stakeholders are permitted and encouraged to participate in the decision-making process.

Franks and Vanclay (2013) state that in order to achieve sustainability, tourism must be developed and managed within a hierarchy of controls, ranging from local to national levels, with clear clarification of responsibility and accountability. Planning for sustainable tourism requires a full understanding of the meaning of sustainability and the guiding values for promoting sustainable tourism. Franks and Vanclay (2013) emphasize that planning for sustainable tourism development requires involvement from different stakeholders, and that communities must be made sufficiently aware of, and to understand, the tourism industry and its impacts as well as the various processes to integrate and engage in participatory planning, consensus building and conflict resolution among all stakeholders. In fact, integration of and co-operation between stakeholders is complex; this is why planning for sustainable tourism at a holistic level is required. Planning is also vital if the principles of sustainable tourism development are to be actually implemented.

2.4 GUIDING PRINCIPLES OF SUSTAINABLE TOURISM DEVELOPMENT

One of the research objective was, 'to find out if tourism business owners are aware of the sustainable tourism development principles'. Muangasame and McKercher (2014), state that the tourism industry is ideally suited to adopting sustainable development as a guiding philosophy because:

- Tourism does not directly consume additional non-renewable resources;
- Communities' resources, culture, traditions and leisure facilities represent the core resource base for tourism;

- The tourism industry represents one of the few economic opportunities available to local communities, provides real opportunities for poverty reduction and stimulates regional development; and
- Tourism can provide an economic incentive to conserve natural and cultural assets. Therefore, sustainable tourism is often seen as a strategy focused on how best to encourage tourism development while minimising possible adverse impacts.

Sustainable tourism development is defined as an integrative concept that incorporates growth and a balance between economic viability and social and ecological integrity, development and conservation (Mowforth and Munt 2015). Developing sustainable tourism requires careful consideration of the potential impacts that the industry might have on the environment, culture, local economies and quality of life of all those involved Muangasame and McKercher (2014). Sustainable tourism cannot be achieved unless the social, cultural and natural environments are all well conserved and managed in the development process. This does not mean, however, that sustainable tourism development discourages economic growth and increased prosperity (Muangasame and McKercher, 2014). Below are sustainable tourism development guiding principles that have been mentioned above:

2.4.1.1 Ecological Sustainability

The condition of ecological sustainability need hardly be stated as it is often the only way in which sustainability is publicly perceived. The need to avoid or minimise the environmental impact of tourist activities is clear (Mowforth and Munt, 2015). How does interpretation facilitate ecological sustainability? Interpretation acts as an on-site regulator of visitors' behaviour- it is a key strategy for managing environmental impacts. Secondly, interpretation influences not only what people know and do on-site, but potentially what visitors believe about conservation generally. Interpretation's role can be to influence and regulate visitor's behaviour.

According to Reynolds and Braithwaite (2001), there are several strategies for controlling visitors, which may include physical strategies such as regulating group size and access. It can also be intellectual control, which is described as the use of a

tour guide and other interpretive mechanisms to transmit knowledge and at the same time influence on-site visitors' behaviour. According to Mowforth and Munt (2015), there are three different types of carrying capacity which includes:

- **Physical carrying capacity (PCC):** which is calculated according to the space necessary for one person to move freely in a specified time and assumed to be 1 square metre per person.
- **Real carrying capacity (RCC):** is the physical capacity 'corrected' to allow these factors, precipitation, vulnerability to erosion and degree of slope. The calculations are based on survey data.
- **Effective or permissible carrying capacity (PCC):** is the real carrying capacity 'corrected' to allow for the difference between the actual management capacity and the ideal management capacity.

In other words, ecological sustainability is about knowing the environment carrying capacity to protect and conserve of a particular area. In this research study, the area needs to sustain by the tourism business owners in uMhlathuze municipality.

2.4.1.2 Social Sustainability

Social sustainability refers to the ability of a community, whether the local or national, to absorb inputs, such as extra people, for a short or long period of time. This can continue functioning either without the creation of social disharmony as a result of these inputs or by adapting its functions and relationships so that the disharmony created can be alleviated or mitigated.

If the premise that tourism sets up an intrinsically false and fabricated social division between the server and the served are accepted then it is of course inevitable that tourist developments (resorts, enclaves, condominium) will create such divisions. Some of the purpose tools of sustainability include carrying capacity calculations, environmental impact assessments and sustainability indicators, to minimise the effects of those divisions to a point at which they can be excused (Mowforth and Munt, 2016).

2.4.1.3 Cultural Sustainability

Culture represents a certain group of people's way of life beliefs and values. Cultures involve as mechanisms for survival, maintaining social cohesion and making sense of the world. International tourism can change cultures in a variety of ways which are:

- It brings people from different cultures into direct contact thereby making them aware of different ways of life, beliefs and values.
- It produces components of culture for tourists' consumption thereby changing their meaning.
- It can lead to host cultures adopting aspects of the tourists' culture in order to accommodate them.

Cultural sustainability refers to the ability of people to retain or adapt elements of their culture which distinguish them from other people (Mowforth and Munt, 2016). The tourists may bring in changes but society may be able to continue functioning in social harmony. The relationships within that society, the mores of interaction, the styles of life, the customs and traditions are all subject to change through the introduction of visitors with different habits, customs and means of exchange.

The concept of cultural sustainability must necessarily embrace a degree of change if future generations are to have a better life, which is a fundamental objective of sustainable development. In this study, the tourism business owners should make a difference in their community for the future generation. Their understanding, thinking and awareness of sustainable tourism development will make a difference for the community as a whole.

2.4.1.4 Economic Sustainability

The condition of economic sustainability is no less important than all others in any tourist destination. Sustainability in this case refers to the economic gain from the activity sufficient either to cater for the tourists and to ease the effects of the tourist's presence or to offer an income appropriate to the inconvenience caused to the local community visited without violating any of the other conditions (Mowforth and Munt, 2016). No matter how much damage may be done culturally, socially and

environmentally, it is perfectly acceptable if the economic profitability of the scheme is great enough to cover over damage, ease the discontent or suppress the protest.

Economic sustainability can be divided into two ways which are: by sanctifying customer demand and by creating local employment. Enhancing visitor experiences through interpretation, whether guided or self-guided makes business sense for the operator whose daily concern is economic sustainable. According to Conservation International, a Washington DC based environmental organisation, high quality interpretation "can also improve business by increasing the quality of guests", experience, increasing repeat visitation and occupancy rates, providing unique marketing opportunities and allowing hotels to charge higher rates.

2.4.1.5 The education element

It is often stated that an important difference between the new forms of tourism and conversational tourism is found in an element of educational input into the activity (Mowforth and Munt, 2016). This does not mean that it is necessary to reach high academic levels in order to be a sustainable tourist, but a greater understanding of how our natural and human environment works is often a goal, if not always stated of the activity. This study focus on tourism business owners, the role they play to make the municipality sustainable for the future generation.

According to Saufi, *et al.* (2014), there are many few acknowledgments of need to educate the local people populace of the destination communities about the tourists. By supplying the host population with comprehensive information about tourists and tourism, many misunderstanding could be eliminated, feelings of aggression prevented, more sympathetic attitudes developed and a better basis for hospitality and contact with tourist created. Such information should aim at introducing the host population to the tourists' background: their country, their daily life (working and housing conditions), their reasons for travelling and their behaviour patterns. This research study focuses on tourism business owners if they are being educated about different aspects of sustainable tourism development.

2.4.1.6 Local participation

The importance attached by many parties to the inclusion of the local populations is considerable. According to Mowforth and Munt (2016), there is more debate about the degree of inclusion or control to be exercised by destination communities than about the need for their involvement at all. There different types of participation which includes:

- **Passive Participation:** People participate by being told what has been decided or has already happened. It involves unilateral announcements by an administration or project management without any listening to people's responses. The information being shared belongs only to external professionals.
- **Participation by Consultation:** People participates by being consulted or by answering questions. External agents define problems and information gathering processes, and so control analysis. Such a consultative process does not concede any share in decision-making, and professionals are under no obligation to take on board people's views.
- **Participation for Material:** Incentives People participates by contributing resources, for example labour, in return for food, cash or other material incentives. Farmers may provide the fields and labour, but are involved in neither experimentation nor the process of learning. It is very common to see this called participation, yet people have no stake in prolonging technologies or practices when the incentives end.
- **Functional Participation:** Seen by external agencies as a means to achieve project goals, especially reduced costs. People may participate by forming groups to meet predetermined objectives related to the project. Such involvement may be interactive and involve shared decision making, but tends to arise only after major decisions have already been made by external agents. At worst, local people may still only be coopted to serve external goals.
- **Interactive Participation:** People participate in joint analysis, development of action plans and formation or strengthening of local institutions. Participation is seen as a right, not just the means to achieve project goals. The process involves interdisciplinary methodologies that seek multiple perspectives and make use of systemic and structured learning processes.

As groups take control over local decisions and determine how available resources are used, so they have a stake in maintaining structures or practices.

- **Self-Mobilisation:** People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if governments and NGOs provide an enabling framework of support. Such self-initiated mobilization may or may not challenge existing distributions of wealth and power.

2.4.1.7 Conservation component

The new forms of tourism should assist in the conservation of specific aspects of the biodiversity or culture of a given area, and hence that an essential element of new forms of tourism is or should be such conservation. This criterion has the tendency to divide the conservationists into two distinct camps. On the one hand, we have the proponents of the benefits of specific new forms of tourism who cite examples such as the Annapurna Conservation Area in Nepal, private nature reserves in Costa Rica and selected rainforest areas in Brazil in order to illustrate the relationship between tourist money and the conservation of natural or cultural phenomena by placing a value on their preservation rather than their removal.

Former Head of Ecology and Conservation at the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and former President of the International Ecotourism Society, believes that 'ecotourism cannot survive without conservation and a symbiotic relation must therefore be established' (Budowski, 1996). Ecotourism is a new form of ecological imperialism in which western cultural values override local cultural values and thereby oppose the principles of sustainability which ecotourism claims to support.

Sustainability should be assessed on a scale similar to that of probability, offering different degrees of sustainability. If principles can be applied to the notion, then it can only be in a relative way, relative to each other without conflict, relation to the varying perceptions of those who use them, and relative to the values, ideological and moral,

of those who apply and interpret them. 'Good' and 'bad' are relative terms, as is sustainability. It is worth considering the priorities for sustainable development.

2.4.2 Awareness of sustainable tourism development

The tourism industry has also been blamed for not doing enough to raise tourists' awareness of issues such as sustainable practices. According to (Mason, 2015), tourism industry is only getting on the sustainability bandwagon because the concept is gaining increasing recognition as a marketing tool.

Waligo, *et al.* (2013), argue that without fully understanding how sustainable tourism is perceived by the different stakeholders who live in, use and manage the tourism resources to which management is to be applied, there is a risk that sustainable tourism will not occur. In order to involve tourism enterprises in the planning and management of sustainable tourism, an understanding of their attitudes and adoption is necessary. Waligo, *et al.* (2013), argue that the potentially negative impacts of tourism can be perceived differently by different tourism enterprises. So, understanding enterprises' perceptions could be seen as a preventative mechanism against 'maintainable tourism' which involves management based on assumptions rather understandings. Waligo, *et al.* (2013), conclude, understanding stakeholders' attitudes and adoption can be seen as a prerequisite for sustainable tourism development. A review of literature on sustainable tourism reveals that as well as looking at government environmental policy initiatives, researchers need to study attributes of the different stakeholders and their uptake/adoption of sustainable tourism principles. In this study it is important to understand the tourism business owners attitude and thinking of sustainable tourism development in their local community.

2.4.3 Approaches and principles for achieving sustainability

The development and implementation of policies for sustainable tourism should be based on a number of overarching principles and approaches. Some of these are inherent to the principles of sustainability while others have been identified over time by those working in the field. Guiding concepts and principles are presented below (Larcher and Tarascon, 2015, Telfer and Sharpley, 2015, Epstein and Buhovac 2014).

2.4.3.1 Take a holistic approach

Planning and development of tourism should not take place in isolation. Tourism should be considered as part of the sustainable development of communities, alongside other activities. Its impact on other sectors, in terms of competing resource use and mutual support, should be considered. Over-dependency of an economy and society on tourism should be avoided. A holistic approach is also about taking account of all impacts and relationships within the tourism sector itself, and considering how all public policies may affect or be affected by tourism.

2.4.3.2 Pursue multi-stakeholder engagement

Sustainable tourism is about local control, but also about working together. All those implicated by tourism should have an opportunity to influence its development and management. This may involve formal partnerships or looser arrangements, as well as strengthening and utilizing local democratic structures.

2.4.3.3 Plan for the long term

Short term approaches should be avoided and the long-term view encouraged, with resources committed accordingly. Where possible, actions should be self-sustaining. Projects that are structured around short term inputs and finance must take account of how initiatives, once started, can be maintained into the future.

2.4.3.4 Address both global and local impacts

Impacts on the local environment and communities are often apparent. It can therefore be easier to gain support for policies that address these local impacts rather than for policies that address global issues. However, the sustainable development of tourism should pay equal attention to global impacts, especially with respect to pollution from tourism (such as greenhouse gas emissions) and the use of non-renewable resources. Such global impacts also have a direct effect on tourism itself (for example climate change).

2.4.3.5 Promote sustainable consumption

Sustainability is not just about the supply side. Equal consideration should be given to influencing the pattern and impact of consumption. This means influencing the volume and nature of tourism demand, the choices made by tourists (such as products selected and mode of travel), and their activities and behaviour.

2.4.3.6 Equate sustainable and quality

It should be increasingly accepted that a quality tourism destination or product is one that addresses the full range of sustainability issues rather than simply concentrating on visitor satisfaction. Indeed, tourists should themselves be encouraged to think in these terms of a place that cares for the environment and its workforce is more likely also to care for them.

2.5 TRAININGS RELATED TO SUSTAINABLE TOURISM DEVELOPMENT

One of the objective was “to find out if tourism business owners have attended any training related to sustainable tourism development”. The concept of sustainability first appeared on the public scene in the report made open by World Commission on Environment and Development, well known as the Brundtland Commission of 1987 (Bosselmann, 2016). The idea of sustainable development is that economic growth and environmental conservation are not only compatible: they are necessary partners, they depend on each other. Mowforth and Munt (2015), also agree that sustainable tourism is a kind of tourism that has been developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period, as well as that it does not undermine the physical and human integrity of the environment.

According to Buckley (2012) sustainable tourism should be regarded as the application of the sustainable development principle to the tourism sector. This means that tourism development should meet the needs of the present period, without compromising the ability of future generations to meet their needs.

Buckley, (2012) and Weaver (2007), further indicates that essentially, sustainable tourism involves the minimisation of negative impacts and the maximisation of positive impacts to the environment. Sustainable tourism needs to be viewed in the context of sustainable development.

2.5.1 Sustainability in Tourism

Mowforth and Munt (2015) tries to illustrate the term sustainable tourism. This is tourism which is developed and maintained in an area in such a manner and on such a scale that it remains viable over an indefinite period and does not degrade or alter the natural or socio-cultural environment in which it exists. Bosselmann (2016), further states that sustainable tourism is tourism that developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period and does not undermine the physical and human environment that sustains and nurtures it.

Buckley (2012), also asserts that Sustainable Tourism may be regarded most basically as the application of the sustainable development idea to the tourism sector. This simply means tourism development that meets the needs of the present without comprising the ability of future generations to meet their own needs. Weaver further indicates that essentially, sustainable tourism involves the minimisation of negative impacts and the maximisation of positive impacts. Sustainable tourism needs to be viewed in the context of sustainable development. Sustainable development is not a fixed state; it is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are made consistent with future as well as present needs. It is also important to note that for sustainable tourism to occur, it must be closely integrated with all other activities that occur in the host region.

2.5.2 Relationship between tourism and sustainable development

Tourism is in a good position in the contribution it can make to sustainable development and the challenges that presents it. The tourism sector has grown and it is still growing, and that major contribution that it makes to the economies of the country and local destination like uMhlatuze local municipality where there are tourist resorts.

Tourism is an activity that involves a special relationship between consumers that is visitors, the industry, the environment, and local communities (Cooper, *et al.* 2009). UMhlatuze local municipality was the study area for this research and the tourism business owners around the same area formed the target population. This relationship arise because, unlike most other sectors, the tourist travels to the tourist destination which is the producers and get the product with is the activities, accommodation and so on at the destination. This leads to three important and unique aspects of the relationship between tourism and sustainable development which are:

- **Interaction:** The nature of tourism, as a service industry that is based on delivering an experience of new places, means that it involves a considerable amount of interaction, both direct and indirect, between visitors, host communities, and their local environments.
- **Awareness:** Tourism makes people (visitors and hosts) become far more conscious of environmental issues and differences between nations and cultures. This can affect attitudes and concerns of sustainability issues not only while traveling but throughout people lives.
- **Dependency:** Much of tourism is based on visitors seeking to experience intact and clean environments, attractive natural areas, authentic historic and cultural traditions, and welcoming hosts with whom they have a good relationship. The industry depends on these attributes being in place (Goeldner and Ritchie, 2012:374).

This close and direct relationship creates a sensitive situation, whereby tourism can be both very damaging but also very positive for sustainable. Mowforth and Munt (2015) have argued that the very importance of sustainable tourism lies in its motives and ability to conserve the natural resources and increase the value of local cultures

and traditions. Sustainable tourism is responsible tourism intending to generate employment and income along with the alleviation of negatives, such as poverty and any negative impact on the environment and local culture. In simple terms, sustainable tourism suggests and means a type of tourism that is developed and operates in such a manner that it follows sustainable development principles. Some of these principles are given below.

Kerr (2015), states that the debate over sustainable tourism and the broader role of tourism in sustainable development has been tinged with ambiguity because of attempts to make the concept palatable to everybody. Much of the recent debate on sustainable tourism has concerned itself with developing and analysing a 'new tourism', variously known as eco, green, responsible or alternative tourism. Mowforth and Munt (2015), argue that the so-called sustainability of green tourism and ecotourism is a myth, and that such developments may merely replicate, or even exacerbate, all of the problems associated with mass tourism.

Indeed, it can be argued that eco-tourism or green tourism is simply pushing the industry into areas that have escaped the industry's development – what Butler calls the thin end of the edge (Kerr, (2015), concludes that a wider analysis of sustainable tourism should be adopted, with tourism seen as part of a broad process of moving toward sustainable development. In this context tourism should:

- Be profitable, and thus be able to sustain itself;
- Include both local community participation and local community benefit; and
- Contribute to the conservation of the environment where it is based

Sustainable tourism is developed so that the nature, scale, and location of tourism development will not exceed the carrying capacity of the environment and not marginalize other stakeholders' activities at the destinations. In terms of economic activity, the concept of sustainable tourism is defined as tourism related activities that meet certain criteria to fulfil the needs of different stakeholders and contribute to overall sustainable development.

Such definitions clearly call upon all involved to make sure that a balance is achieved between the dual goals of adopting tourism as a means for economic development and preserving the environment and social/cultural resources for the future.

2.5.3 Economic instruments and sustainable tourism development

The literature on the implementation of sustainable tourism indicates that it is hard to find mechanisms that can enhance the sustainable use of tourism resources. Some argue that the valuation of tourism resources through market mechanisms can potentially lead to greater efficiency, and environmentally sustainable nature-based tourism (Mason, 2015).

Past literature has shown that in order to make the concept of sustainable tourism more practical and 'implementable', some form of accounting framework should be established through which movement towards sustainable development can be evaluated (Aras, 2015). There is a need to define a set of appropriate measurements to evaluate tourism resources. Mason (2015), states that we currently lack effective means to translate the conceptual ideas of sustainable tourism into actions; indeed, some may see the concept of sustainable tourism as irrelevant unless there are clear paths towards implementation.

Great efforts have been made to implement the principles of sustainable tourism at the business level, yet the issue still remains that tourism enterprises show little interest in the adoption of environmentally friendly practices into their daily business. It is stated that the success of the sustainable tourism paradigm depends on two fundamental factors: the instruments needed to implement sustainable tourism development and the indicators needed to assess the performance of this development (Brokaj, 2014).

Sustainable tourism can be promoted by a careful mix of government policies comprising both direct regulation and market-based instruments (for example economic instruments) (Cao, 2015). The major challenge for policy-makers is, therefore, to formulate and effectively apply appropriate regulations for both sustainable tourism development and tourism resource management.

Frederico indicates that the most direct tool for promoting sustainable tourism involves the use of regulatory mechanisms such as integrated land use planning and resource management. It is also essential that government regulations be applied transparently throughout the tourism sector, regardless of business size, the type of tourist activity, or location, thus leading to negative externalities for the local community, and environmental deterioration (Cao, 2015).

2.5.4 Sustainable Tourism Indicators: Monitoring and Evaluating

Tourism is an industry often noted for particularly weak statistical data in developing nations and the questions posed by sustainable development analysis add an additional degree of uncertainty to this. Sustainable tourism indicators can be constructed to improve underlying information and give more concrete content to the concept of sustainable tourism development. They can also be used for evaluating sustainable tourism development (Sharpley and Talfer, 2014).

An indicator is, foremost, a variable that can take a certain number of values (quantitative) or states (qualitative) according to the circumstances. The value or state of indicators can sometimes be directly measured or observed; in the majority of cases they result from analysing and processing basic data (Park and Yoon, 2011). Sustainable tourism indicators are expected to capture and translate a complex reality of sustainable tourism development, and that they are supposed to enable the measurement of trends and allow a comparison of the situation between stakeholders in the tourism industry (Park and Yoon, 2011).

Hall and Page (2014), have advocated the need for sustainable tourism indicators. It is important to note that the establishment of realistic sustainable tourism indicators is the top priority for national tourism organizations. Without indicators the concept of sustainable tourism is meaningless; indicators provide the means to assess the effectiveness of government policies and actions as well as draw attention to problematic areas in the tourism industry so that appropriate management responses are activated.

The World Tourism Organisation (WTO, 2005) identifies ten priority indicators for the private sector in terms of sustainable tourism development: water minimisation, energy conservation and management, management of fresh water resources, land use planning and management, staff involvement, environmental issues, and partnerships for sustainability. The WTO also provides 11 core indicators to compare tourism's sustainability between two destinations. These core indicators are site protection, site stress, use intensity, social impacts, development control, waste management, the planning process, the critical ecosystem, consumer satisfaction, local satisfaction and tourism's contribution to the local economy. These are, so far, considered as a set of internationally acceptable sustainable tourism indicators and an established mechanism for tourism managers to implement sustainable tourism practices.

Despite the WTO's work providing a useful starting point, a closer analysis still reveals many difficulties such as a lack of clear stakeholder participation, and a lack of an appropriate monitoring framework to help translate these indicators into appropriate management actions (Reihanian, *et al.* 2015). The growing concern about sustainability has led to an increased need for tourism studies to develop indicators for monitoring the sustainability of the tourism industry. Sustainable tourism development contains ecological, social, economic, institutional, cultural and psychological dimensions, and these dimensions are found at all levels international, national, regional and community. Hall and Page (2014), suggest the following indicators could be used to monitor the achievement of sustainable tourism:

- Tourism revenues
- Average tourist expenditure
- Taxes from tourism
- The number of registered tourism-related businesses
- Stability and diversity of markets (both international and domestic markets)
- Employment (including direct and indirect jobs) generated by the tourism industry
- Compliance with best practice guidelines in designing, planning and constructing buildings
- Energy savings
- Environmentally sound practices, and

- The percentage of profits reinvested in nature conservation.

There have been several sets of principles for sustainable tourism development proposed in the above literature; these principles will help guide the definition of the indicators needed to monitor the successful implementation of sustainable tourism. Examples of principles behind sustainable tourism management are waste management, sustainable use of resources, and diversity maintenance. Tourism accelerates cultural change; it is definitely not the only driving force of change (Hall and Page, 2014). Accordingly, an indirect measure for socio-cultural sustainability could involve the following indicators:

Number of tourism businesses operated and managed by local people; Number of tourism businesses employing local people; The community's share of profits from tourism; The budget for cultural heritage site conservation; The gap between rich and poor in tourism areas; Community involvement in the planning, research, and decision making processes; Provision of technical support to local tourism businesses (marketing, training and managerial support; and Incidences of discrimination.

2.5.5 Making tourism sustainable

Mowforth, *et al.* (2008) and Buckley (2012) describe sustainable tourism development as the type of development that seeks to meet the needs of the present tourists and host regions, while at the same time protecting and enhancing opportunities for the future generations. This concept is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems. According to Telfer and Sharpley (2015), The United Nations World Tourism Organisation (UNWTO), has argued that sustainable tourism development has guidelines and management practices, which are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.

Sustainability principles refer to the environmental, economic and social-cultural aspects of tourism development, which require that a sustainable balance must be established between these three dimensions, so as to guarantee its long term sustainability. Thus sustainable tourism should:

- Make optimal use of the environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance
- Ensure viable, long-term economic operations, providing socio economic benefits to all stakeholders that are fairly distributed including stable employment and income-earning opportunities and social services to host communities
- Sustainable development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building
- Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and or corrective measures whenever necessary
- Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (Buckley, 2012).

The term sustainable development suggests that the lessons of ecology can; and should be applied to economic processes (Mowforth and Munt, 2015). Sustainable tourism is a subset of both tourism and sustainable development. Sustainable tourism development is not the same as sustainable development although the principles of the latter clearly inform sustainable tourism. The key difference between the two concepts is one of scale.

Sustainable tourism only refers to the application of sustainability concepts at the level of the tourism industry and consequent social environment and economic effects, whereas sustainable development operates at a broader scale that incorporates all aspects of human interaction with the earth's environment. The diagram that follows on the next

2.6 CONCLUSION

The major component of this chapter was to discuss the theoretical background or literature review of what other authors have written about sustainable tourism development. This assisted to identify how tourism business owners engage with sustainable tourism development in their accommodation sector businesses. According to Cooper, 2008:265, Sustainable tourism development means achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of the servicing businesses, can continue into the near future without damaging the quality of the environment on which the activities are based on. Therefore sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. The host regions will be the tourism business owners and what tourism accommodation facilities they will be offering to the tourist who visits the local municipality that needs to be sustained.

The attitude of tourism business owners contribute to sustainable tourism development, because they may influence the local community. Their participation and involvement in sustaining tourism in the study area is important and acknowledge. Many authors (Telfer and Sharpley, 2015, Epstein and Buhovac 2014) focus more on the community as a whole but might not be involving the tourism business owners. Tourism business owners should be involved as the future generation so that they promote and support preservation of local identity. In order for a community to benefit from sustainable tourism development the researcher believes that all the stake holders must be involved. Tourism business owners in uMhlathuze municipality should be aware and educated about sustainable tourism development. Sustainable development is used as a means to bring together the seemingly contrasting concepts of economic development and environmental conservation (Anthias and Radcliffe, 2015). It can also be defined as follows: Development that meets the needs of present without compromising the ability of future generation to meet their own needs.

CHAPTER THREE

THE PHYSICAL SETTING OF THE STUDY

3.1 INTRODUCTION

The aim of this chapter is to familiarise the readers with the study area, which is uMhlathuze municipality. The focus of this study is on the attitudes of tourism business owners in uMhlathuze municipality. The local government is the key role player in the development of this study area, and it should work hand in hand with the tourism business owners to assist in sustaining tourism businesses around uMhlathuze for future generations.

The historical origin, location, physical description, demographic information, infrastructure, vegetation, cultural diversity, accommodation and agriculture are discussed in this Chapter. The study area of uMhlathuze municipality consist of both urban and rural area. Most tourism businesses are concentrated in the urban area mainly, the city of uMhlathuze. Richards bay and Empangeni are the famous and most prominent tourist attractions within the study area (uMhlathuze Annual Review Report, 2012)

3.2 BRIEF HISTORY OF UMHLATHUZE MUNICIPALITY

The uMhlathuze municipality was established on the 5th of December 2000 after the local government elections and the demarcation process of that time, but assumed city status on the 21st of August 2001. The City of uMhlathuze Municipality is a Category B municipality situated within the King Cetshwayo District on the north-east coast of KwaZulu-Natal. It is the one of the six municipalities that make up the district. It is a strategically placed, aspirant metropol due to its close proximity to Durban. It is home to the country's largest deep-water port and an industrial development zone (IDZ) that enjoys the associated economic spin-offs. Richards Bay is considered to be the industrial and tourism hub, Empangeni the commercial hub and eSikhaleni the largest township on the north coast of Kwa Zulu Natal (KZN). The city of uMhlathuze has a total land area of 796km² making it only 9.7%of the King Cetshwayo District.

UMhlatuze municipality contains 32% of the district population and has a majority of economic activity (88%) vested in Richards Bay, Empangeni and Felixton. 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 municipality is from both the urban and rural areas and as a result most people get employment in the nearby industries such as Richards Bay Minerals (RBM), Transnet, Foskor and BHP Billiton, to name a few. The map below shows the locations, and tribal areas of uMhlatuze municipality. The tribal areas of uMhlatuze municipality are that of, Inkosi Dube, Inkosi Mkhwanazi, Inkosi Zungu and Inkosi Khoza (uMhlatuze Annual Review Report, 2012).

The major access road to the City of uMhlatuze from the inland provinces is the John Ross highway which is being in the process of being upgraded and rehabilitated. The road boasts the country's longest road bridge and has been designed to meet the growing transport needs of the City in line with the development plans for the CBD and harbour. Apart from being an industrial and economic hub, the City enjoys a diverse natural environment. Importantly, the City of uMhlatuze is a progressive municipality that appreciates the need to achieve a successful balance and synergy between industries, its rich environmental assets and the community.

Its vision is: 'The City of uMhlatuze, as a port city, is to offer improved quality of life for all its citizens through sustainable development. It aims at being a renowned Centre for trade, tourism and nature-lovers, coastal recreation, commerce, industry, forestry and agriculture. The cities that form the "City of uMhlatuze" are Richards bay and Empangeni. The Main Economic Sector are, manufacturing (46 %), mining and quarrying (12 %), financial, real estate businesses (11 %), community, social and personal services (10 %), transport and communication (9 %), trade (6 %), agriculture, forestry and fishing (3 %) (<http://www.umhlatuze.gov.za> accessed 11-11-2016).

The study area is in the "heart" of Zululand. 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 relatively small Zulu state to become the largest and most populous kingdom in south eastern Africa. 'The city of uMhlathuze derived its name from the uMhlathuze River meaning broken up, *mhlati* mean jaw and *uze* mean does not chew, uMhlathuze river was like a jaw which could not chew, and also according to the legend the river had strong currents and was infested with crocodiles and could not be used by local residents' (uMhlathuze Annual Review Report, 2012/2013).

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) and 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 (Sanders, 2016).

3.3 LOCATION OF THE STUDY AREA

The uMhlathuze municipality is situated within the King Cetshwayo district municipality and one of the local municipalities in the province of KwaZulu Natal. The City of uMhlathuze was formed by joining the towns of Empangeni and Richards Bay together. It is made up of Richards Bay, Empangeni, eSikhaleni, Port Durnford, Vulindlela, Felixton, eNseleni and Ngwelezane as well as the rural areas under Inkosi uDube, Inkosi uMkhwanazi, Inkosi uKhoza and Inkosi uZungu. On the whole, uMhlathuze municipality has five tribal authority areas, twenty one rural settlements and sixty one farms. The study area is made up of urban settlement, rural settlements, rural areas, farms and nature reserves. Most of the rural settlements are situated within tribal authority areas (UMhlathuze Annual Review Report, 2012).

Figure 3.1 The Location areas of uMhlathuze municipality



Source: uMhlathuze website, [Accessed on 16-02-2016]. The above map relatively indicates the location of uMhlathuze municipality areas. These location areas are Esikhawini, Richards Bay, Empangeni, Felixton and Ngwelezana.

3.4 PHYSICAL DESCRIPTION OF THE STUDY AREA

The uMhlathuze municipality is one of the six local municipalities situated within the King Cetshwayo 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 of estimated at 334459 (2011 Census) More than 40% of the residents in the municipal area reside in the nonurban (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 (UMhlathuze annual review report, 2012).

Table 3.1 Physical description of the study area

Area	Square KM	Percentage
Richards Bay	289.9966	36.5
eNseleni	1.3325	0.2
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
Tribal Authorities areas 21 rural settlements and 61 farms	462.1426	5.8
Total	795.9707	100.0

Source: UMhlatuze I.D.P. (2012) (assessed 11-11-2015)

3.4.1 Richards Bay

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 a younger town, it is bigger than Empangeni, 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.org2012>).

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, and

sugar cane fields' wetlands. It began as small fishing town in May 1971 with a good scent of natural vegetation.

Figure 3.2 Built-up areas within natural environment in Richards Bay



Source: (http://www.roomsforafrica.com/images/richards_bay_harbour.jpg) Assessed 11-05-2016

The various racial makeups of the 7 different suburbs are still along the Apartheid-era segregation lines, with Meerensee a mostly white area, while suburbs such as Brackenham and Aquadene predominantly Indian/Asian. In recent years there has been a movement towards more integration, with predominantly Black people moving into other, traditionally higher-income areas, due to the growing Black middle-class in the area. 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 they require an authentic Zulu experience.

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 has most pristine features of nature which symbolise the place. 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 has craft centres in the surrounding areas, (Zulu Kingdom, 2013).

3.4.3 Empangeni

Empangeni is a town within the municipality which is situated 15 kilometres from Richards Bay. Empangeni is approximately 160 kilometres north of Durban, situated in hilly country side of the King Cetshwayo, KwaZulu-Natal, South Africa. Empangeni overlooks a flat coastal plain and has a sub-tropical climate with an average climate of 28.4 degrees in summer and 14.5 degrees in winter. The City of Empangeni is situated in attractive hilly countryside, overlooking a flat coastal plain, 90 to 150metres above sea level with panoramic views of Richards Bay and the Indian Ocean from the higher lying 48 suburbs.

In 1851, the NMS (Norwegian Missionary Society) established a mission station on the banks of the Empangeni River. The Empangeni River was named after the Mpange trees (*Treema guineensis*) growing along its banks. In 1906 Empangeni became a village. Rapid expansion began when a sugar mill was erected. The establishment of the Empangeni Sugar Mill led to rapid development. Empangeni was officially proclaimed as a township in 1931 and declared a borough in 1960.

Empangeni is a wonderful place to stop on the way through Zululand. The main tourist attraction in town is the Empangeni Art and Cultural History Museum, on Turnbull Street. The museum has exhibitions on traditional Zulu culture and the early days of the sugar cane industry, as well as a sizeable collection of oil paintings and temporary exhibits of local art. Highlights include photographs of early sugar farms and displays of traditional Zulu clothing and crafts (<http://www.kznnorthhappenings.co.za/empangeni> Assessed on 11-10.2016).

3.4.4 Vulindlela

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

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 which is about 3km in length.

3.4.6 Ngwelezane

Ngwelezane is a small black dominant township situated approximately 5km on the south west of Empangeni, a township in the City of uMhlathuze.

Figure 3.3 Vegetation at uMhlathuze municipality



Source: http://www.duckinn.co.za/images/images_attractions/bottompic.jpg

[Accessed [11-55-2016]

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

3.5 DEMOGRAPHIC INFORMATION

The demographics 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.

3.5.1 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 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, and also 64% of the household own their dwelling while 17.8% rent.

In population groupings the black Africans are 293 320, Whites are 24 415 and other races are 20 067. Females are 170 240 while Males are 162 213. In household income levels Richard 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 having 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 households 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 months 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 11-05-2016]. According to uMhlathuze annual report (2012) seven hundred houses were built for low-income earners, the municipality has refurbished one hundred and forty houses at eSikhaleni hostels, and also plan on rural houses being built in KwaBhejane, Madlebe and kwaMkwanazi.

Table 3.2 Population by gender and group

Age	Female	Male	Population (N)	Population%
0-4 years	18 395	18 061	36 456	11
5-14 years	31 105	30 770	61 875	19
15-34 years	69 233	73 581	142 814	43
35-64 years	39 801	41 138	80 935	24
Over 65 years	3 679	6 689	10 368	3
Total (N)	162 213	170 239	334 459	100

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

Table 3.3 Population density

Suburb /Area	Population
Felixton, farmland and forestry areas	2-525
Empangeni, Richards Bay	526—2084
Vulindlela, Brackenham and Aquadene, Ngwelezane	2085-3989
Meerensee	
Enseleni urban rural andEsikhaleni	3990-6421
Total average for entire municipality area	3990-6421

Source uMhlathuze IDP [Accessed on 11-0-2016]

3.5.2 Level of Education

The table below indicates the level of education of the population of uMhlatuze municipality. Access to basic education is a right enjoined in the constitution of the country, it should be a serious concern that there are about 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 44 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 to engage local residents in participation and involvement in tourism related activities. (<http://www.richemp.org> [Accessed on 11-052016]).

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 11-05-2016]

3.6 IMPORTANT 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.

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 uMhlathuze is also well endowed with an abundance of natural resources.

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 34 banks of Nseleni River. North Coast holiday destination offer unspoilt beaches [Refer to Figure 3.2], which offer a solid and unblemished attraction to tourists such as Empangeni with its fast growing entertainment and gamblers at Tusk Umfolozi Casino.

Figure 3.4 Unspoilt beaches in Richards Bay



Source (http://www.duckinn.co.za/images/images_attractions/bottompic.jpg) Assessed 11-05-2016

3.6.1 The study area as a tourist attraction

Richards Bay and Esikhaleni have scenic environment and coastal terrains which create opportunities for setting up a tourism infrastructure (Azalea Promotion, 2005). It forms a gateway of some of the country's finest game reserves 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 District Municipality (Azalea Promotions, 2005).

The City has two existing nature reserves; Enseleni nature reserve close to Enseleni and the UMhlatuze sanctuary. Additional nature reserves are at Lake Nsese, Thulazihleka and Lake Mzingazi.

The Big five (lion, elephant, rhino, leopard and buffalos) are only one hour's 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 the dyke to permit the control of water levels. Richards bay also attracts tourists with the love of nature as uMhlatuze has become the focal point of naval cruises with its biggest Harbour. The home of tourism at uMhlatuze municipality accommodated Nigeria for the 2010 FIFA (Federation International Football Association) world cup hosted in South Africa.

The museum is one of the attractions under uMhlatuze 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. (UMhlatuze annual review report, 2012).

3.6.2 Recreation and Entertainment facilities

The local country clubs boast of a magnificent 18-hole championship golf course situated on the banks of Lake Mzingazi. 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, there is 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 a strong cultural feeling.

UMhlatuze has got entertainment facilities which include cinemas, game rooms, pubs, restaurants and coffee. Figure 3.4 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 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 makes an ideal training environment. The protected beaches, the TuziGazi waterfront and the bay area serve 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).

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.

3.6.3 Competitive advantage

The area has become rich because of many industries, to name the few, Foskor, RBM, Hillside and many other industries. The local economic development strategy of the district focuses on its competitive 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 a unique brand and apart from the cultural and historical heritage attractions, it boasts of magnificent game reserves and fascinating wetlands (Azalea Promotions, 2005).

3.6.4 Business Opportunities

During December holidays the community of uMhlatuze makes a lot of profit selling handcrafts to the tourists and their businesses such as Bed and Breakfast lodges make a lot of profit because of tourists visiting the area. Community based tourism is seen as a means 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 Cuthbert services and infrastructure are also to be developed to position uMhlatuze 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.

The uMhlatuze municipality remains committed to providing opportunities to small micro and medium entrepreneurs to showcase to its visitors with an experience of a lifetime by creating partnerships with relevant stakeholders. Cultural, heritage and ecotourism 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 the 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. (UMhlatuze annual review report, 2012).

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 of 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.

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 38 developments as well as to promote social and economic upliftment. (UMhlathuze annual review report, 2006). The community is very skilful in craft making. The tourists visiting the area are 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.

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 KZN Wildlife. UMhlathuze is popular for craft work as well. 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, 2012)

3.7 CLIMATE

The climate conditions of the uMhlathuze municipality are sub-tropical to maritime climate which prevails throughout the year at the coast, seldom lower than 12 or 14 Degrees Celsius in winter and reaching 32 to 35 Degrees 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 28 Degree Celsius in summer and 22 Degrees Celcius 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 Demonina and Mboa in 1984 followed by disasters in 1987(<http://www.richemp,2012>).

3.8 SOIL AND VEGETATION

UMhlatuze generally is well endowed with natural resources whose comparative advantages are that a good climate opens up avenues for productive agricultural tourism development. Agriculture with irrigation infrastructure is in place and together with a scenic environment and the coastal terrain which creates 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.

3.9 INFRASTRUCTURE

On the whole existing infrastructure such as roads, electricity, health facilities, transportation and water reticulation in the uMhlatuze municipality are found in the developed municipal areas. The City of uMhlatuze 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), and also the R34 from Vryheid and Melmoth (West). On the east coast, the study area also can be reached by sea through the Richards port.

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.

3.10 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.

3.11 AGRICULTURE

It has been indicated in this chapter that the soil in the uMhlathuze municipality and surrounding areas is relatively fertile and could maintain planting commercial crops such as sugar cane as well as vegetable gardens. Notwithstanding this benefit, the people of uMhlathuze are not enthusiastic or proficient vegetable growers. (Bathelt and Cohendet, 2014) (www.environmentalaffairsandtourism.org) [Accessed on 1105- 2016].

The city boasts of its fauna and flora and indigenous coastal forests. Sugar cane is the main crop grown in the lower lying 39 coastal belt in commercial agriculture, also subtropical 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).

3.12 ECONOMIC DRIVES WITHIN THE STUDY AREA

Bathelt and Cohendet (2014) 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, and mining of an abundance of mineral

resources, extensive conservation reserves, and large fertile fields for agriculture for example sugar cane (<http://www.un.org/esa/population> Assessed 11-10.2016).

Richard Bay Minerals (RBM), Mondi Kraft, Foskor, Bell equipment, Exaro 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].

3.13 CULTURAL DIVERSITY WITHIN THE STUDY AREA

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 (www.zululand.org.za). 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 uMkhosiwoMhlanga (Reed Dance Festival). The reed dance is an activity that promotes purity among virgin girls and respect for young women, the virgins fetch the reeds from the river to the palace for the king to inspect. The heritages of the people are in their modes of marriage folksongs, cuisines, cultural dances and festivals.

3.14 POLITICAL ORGANISATION

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>) [11-05-2016].

3.15 CONCLUSION

This chapter discussed the history of uMhlathuze municipality. The history is included to give more information to the reader on what makes uMhlathuze municipality so unique. It furthermore elaborated on different components ranging from location, climate, communities, population, tourist accommodation, tourism and geographical elements. 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.

UMhlathuze municipality is vibrant and fast becoming holiday destination offering spectacular scenery and unspoilt beaches for tourists and local communities. It is also worth mentioning that the uMhlathuze municipality has the potential to reveal how tourism development is geared based on the involvement and participation of local residents in community based tourism. This chapter indicates that tourism in uMhlathuze municipality is still developing and the community is involved to keep their municipality expanding within the tourism side. The information given in this chapter lays the foundation for the next activity of this research study, that is, to embark on data analysis and interpretation.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

Analysis and interpretation of data is crucial to the study reaching its objectives, since it is the practical and core of the actual research study. This chapter on analysis and interpretation is achieved through the process of description, explanation and prediction, all these depending on the statistical measure used (Magi, 2007). The researcher understands that data analysis alone does not bring the research study into completion, but the interpretation of data is necessary to bring the study to the level that provide answers to the questions of the research study. "Essentially, interpretation converts the results of analysis and makes inferences about the various sections of research design" (Magi, 2007:125).

This chapter summaries the data so as to fulfil the objectives of the study. The results obtained from analysis and interpretation of data; provide feedback on the flexibility of the original research hypotheses. It should be noted that even if the results obtained from the analysis and interpretation are in agreement with the hypotheses, this does not necessarily mean that the theory is finally and irrefutably proven to be correct, but is only provisionally supported as there is no other theory which may explain the results obtained (Bless, *et al.* 2013).

This chapter also presents the key variables used in assessing the hypotheses. These variables correspond closely to the objectives of the study, as well as with the theoretical concept addressed in Chapter two. The responses from the tourism business owners assist in drawing conclusions through the observed evidence. Various conclusions are drawn and evaluated through the analysis stage of this chapter, to formulate guidelines and recommendations in chapter 5, for the attitude of tourism business owners towards sustainable tourism development.

Statistical Package of Social Sciences (SPSS) was used to analyse and interpret the research data of this study. The bearing of a study rests upon the ability to effectively collect and analyse data.

4.2 RESTATEMENT OF OBJECTIVES AND HYPOTHESES

In essence, the research objectives which refer to what the researcher wants to achieve at the end of the research study are presented here. The hypotheses provide some educated guess about the estimated outcomes of the study (Magi, 2007). The restatement of objectives assists by setting a clear guideline towards respondents' thinking and reflect on their feelings and views of the researcher. As presented below, each objective is made to match each hypothesis. Objectives and hypotheses are therefore below restated in order to refresh the reader and have a guided data analysis.

Objectives 1: To investigate if tourism business owners understand the meaning of sustainable tourism development.

Hypothesis 1: That the tourism business owners do not understand the meaning of sustainable tourism development.

Objective 2: To explore if the practices of sustainability benefit tourism business owners.

Hypothesis 2: That the tourism business owners benefit from the practices of sustainability.

Objective 3: To find out if tourism business owners are aware of the sustainable tourism development principles.

Hypothesis 3: That the tourism business owners are aware of sustainable tourism development principles.

Objective 4: To find out if tourism business owners have attended any training related to sustainable tourism development.

Hypothesis 4: That the tourism business owners have attended some form of training related to sustainable tourism development.

It is anticipated that these objectives and hypotheses would assist the researcher to arrive at reasonable and educated conclusion with regard to this study.

The research hypotheses and the statistical hypotheses which relates to testing the null hypothesis, has been used in this study. This chapter is therefore presenting the analysis of matters related to objectives, as well as giving the findings about the various hypotheses postulated above. In this chapter the objectives of the study are thoroughly interrogated in collaboration with the data collected with a view of achieving the outcomes of this research. As such, the restatement of objectives and hypotheses, seek to facilitate the making of judgmental and drawing of conclusion and recommendations from these research techniques.

The purpose of this chapter is to contextualise and integrate the objectives towards achieving clarification of issues regarding the subject matter of the research study. Data gathered is presented in the next section, in line with the objectives which includes: the demographic characteristics of respondents; to investigate if tourism business owners understand the meaning of sustainable tourism development; to explore if practices of sustainability benefit tourism business owners in the study area; to find out if tourism business owners are aware of the sustainable tourism development principles; and, to find out if tourism business owners have attended any training related to sustainable tourism development.

4.3 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

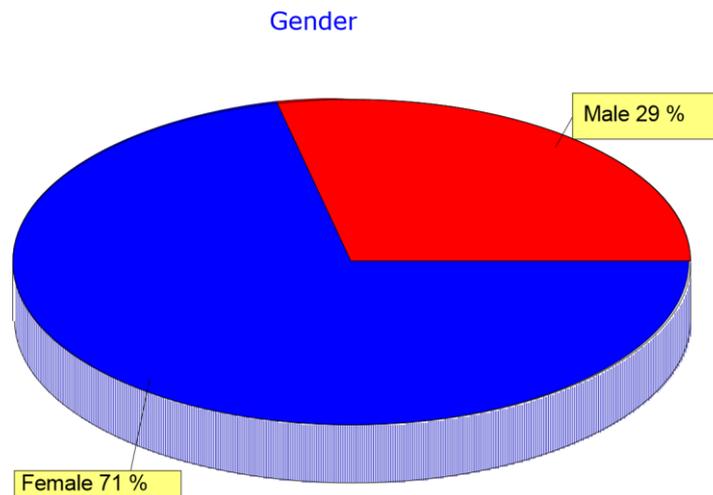
The tourism business owners from whom data was collected emerged from various areas around uMhlathuze Municipality. The demographic characteristics of respondents were used in creating frequency tables and cross tabulations, which enabled understanding about each variable. It is anticipated that the emerging attributes of the demographic variables will make the findings of the study to be better understood, when considering the research problem or research objectives.

4.3.1 Gender of respondents

Gender was the first variable in the questionnaire. Out of 35 questionnaires distributed, 28 questionnaires were returned by the tourism business owners in uMhlathuze municipality. Figure 4.1 shows 71 % were females and 29 % were males. The pie chart below shows that majority of respondents were females which are 71 % and the low percentage came from the males which was 29 %.

According to the Census 2011 data from Statistics South Africa, in 2011 the country's population was 51 770 560, of which 26 581 769 (51 %) were female and 25 188 791 (49 %) were male. This statistics shows that there are more females than males in the population of South Africa.

Figure 4.1 Gender of respondents



4.3.2 Age of respondents

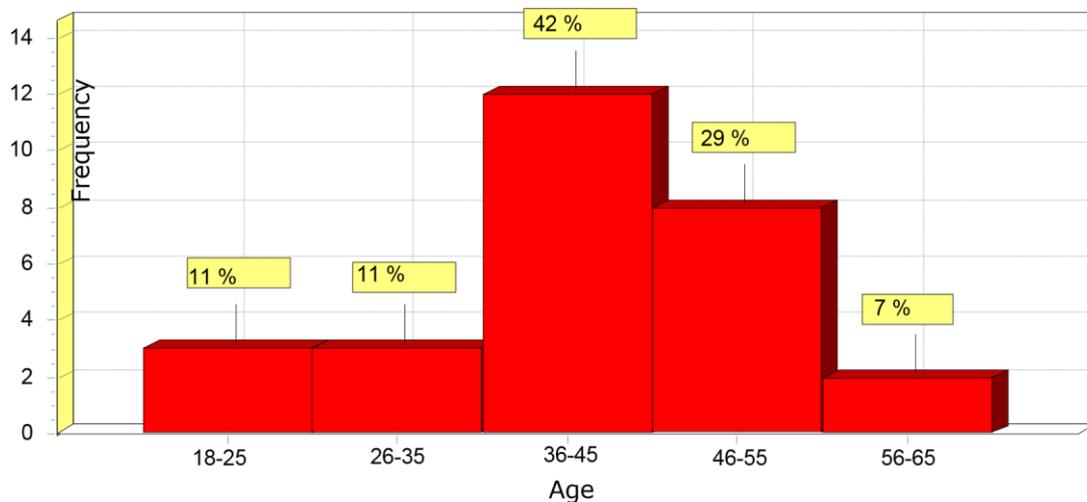
Figure 4.2 illustrates different age groups. The age groups of all respondents were analysed in varying categories which are 18–25, 26–35, 36–45, 46-55 and 56-65 years old. Figure 4.2 shows that the highest percentage was from the age group of 36-45, with 42 %. This age group has a highest number of tourism business owners. The reason for this high number may be because this age is active in looking for opportunities for self-employment. According to Hawkins, *et al* (2010), this age group takes greater responsibility for raising themselves and tend to be less traditional than any other generation. Most of this generation are well educated. Education is a contributing factor that may have enabled these individuals to engage in business and be innovative.

The age group of 46-55 years had the second highest percentage with 29 %. This age group is populated with tourism business owners who are also working in different organisations or companies, so as to have two jobs to assist in sustaining their families.

According Binder (2010), this age group is defined by their career and many of them are workaholics and family responsibility is very important to them, hence they prefer to have two income. Age groups 18-25 and 26-35 had 11 % as shown in figure 4.2.

The least age group was 56-65 years, with 7%. According to Binder (2010), this generation is slow to embrace anything new and distrust change. This may show that they are scared of taking any risks in life such as opening new businesses or venturing in business or to leave their professional jobs. Many people belonging to this generation have substantial wealth in the form of properties, equity and savings hence having a business is not a priority. This is understandable because most of them are starting to plan or are already pensioners and they do not have the energy to start new businesses.

Figure 4.2 Age of respondents

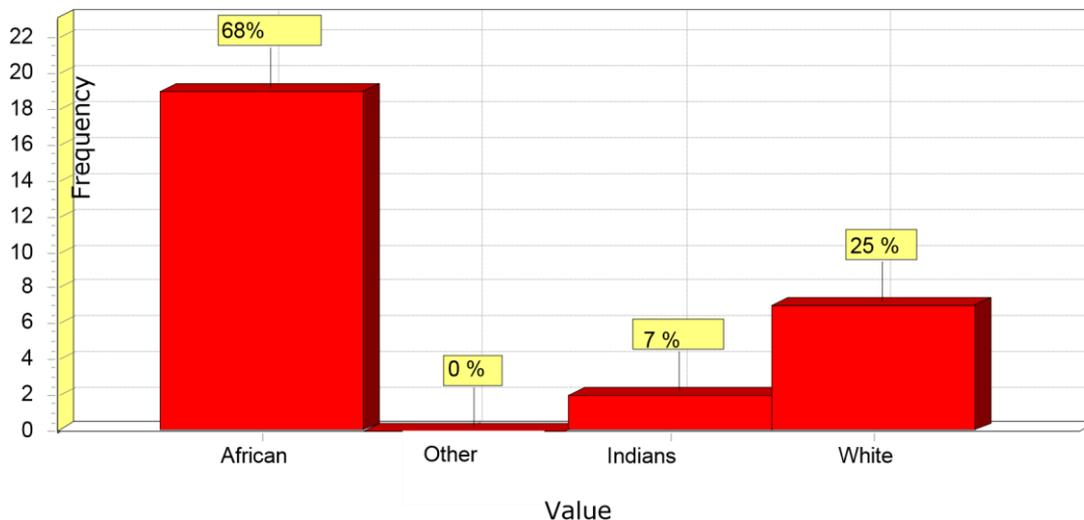


4.3.3 Race of respondents

Figure 4.3 indicates that the highest number of tourism businesses owners was the African with 68 %, whites 25 % and Asian 7 %. South Africa started a programme called Black Economy Empowerment (BEE) and this programme supports black South African to own different businesses. According to the Department of Tourism (DOT) strategic plan and annual performance plan (2014/15), the tourism sector is now focusing on developments and advance sector initiatives to empower black South Africans, but in doing so to make the sector more accessible, more relevant and more

beneficial to all South Africans. The black South Africans need to be more acknowledged, given opportunities and benefits in the tourism sector. This can be one of the reasons why there is a high number of black people owning tourism businesses in uMhlatuze municipality. Department of Tourism is supporting and assisting black people to own businesses that will also boost the country's economy.

Figure 4.3 Race of respondents

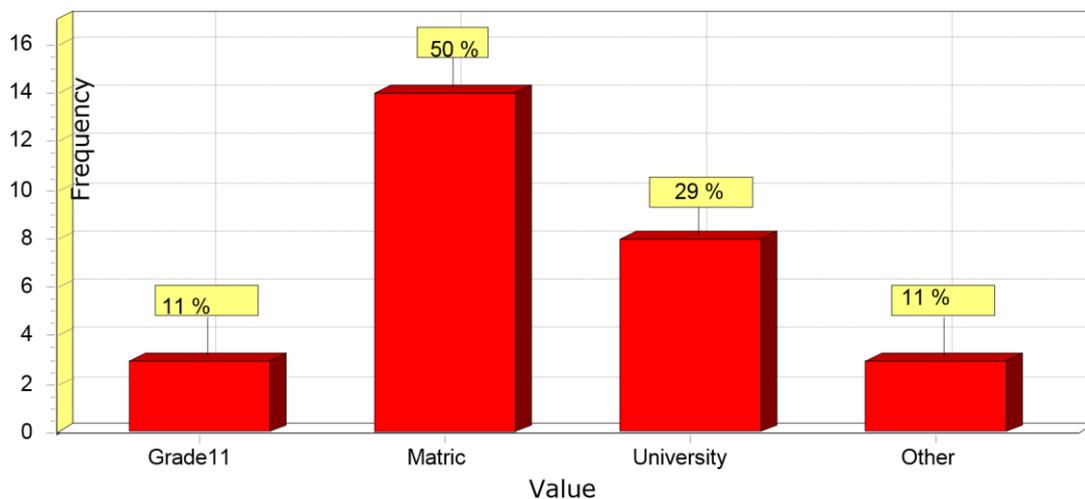


4.3.4 Education Levels

Figure 4.4 indicates that tourism business owners with Matric were the majority with 50 %. Those that have graduated with a university qualification were 29 %. Education makes you self-dependent and helps you become financially independent. Education helps one to be open minded and informed, so as to be able to make informed decisions. The tourism business owners are, like any other business persons, bound to make huge decisions for their businesses. As the business grows they need, amongst other things, to be financially educated. This finding also indicate that the high level of education has influence on the way respondents answered questionnaires and understood them clearly. According to Coleman (2015), it is believed that education is required if you want to see the world as a just and fair place where everyone is given equal opportunities.

Figure 4.4 shows the lowest percentage of 11 % with grade 11 and category which can be concluded as those that have informal education. The overall educational analyses indicate that the tourism business owners are educated and this contributes to the way they run their businesses. It can be assumed that since these are tourism business owners, upgrade their education in order to be educated more about the daily operational of the business.

Figure 4.4 Educational Level of respondents



4.3.5 Respondents' place of residence

UMhlatuze municipality is situated within the King Cetshwayo district one of the 6 local municipalities in the province of Kwa-Zulu Nata. Table 4.1 shows the place of residence for respondents in terms of their community area. The highest number resides in Richards Bay (54 %). The reason for this is that Richards Bay is the largest city in uMhlatuze municipality and is also known as a tourist attraction with the largest port in Africa and other big industries like Richards Bay Minerals (RBM). Empangeni was the second respondents' place of residents with 14 %. Richards Bay and Empangeni have the potential of business development. Eskhawini had a participation of 14 % and other with 18 % of respondents' place of residence. The researcher found out that some tourism business owner have their businesses in Richards Bay but they stay in townships like Eskhawini.

Table 4.1 Respondents' Place of residence

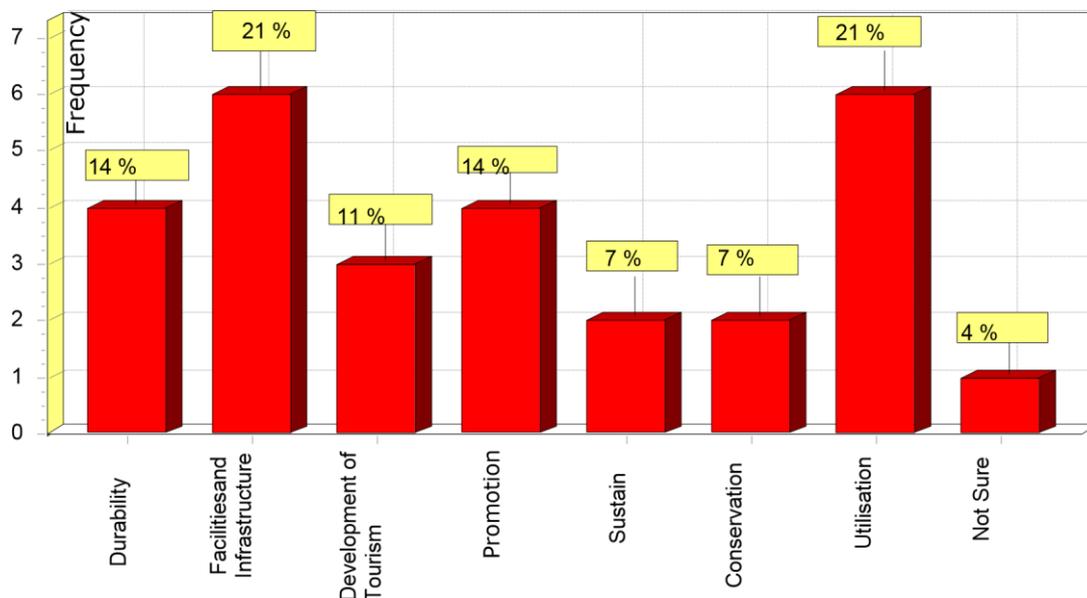
Place of residence	N	%	Cum. %
Richards Bay	15	53.57	53.57
Empangeni	4	14.29	67.86
Esikhawini	4	14.29	82.14
Other	5	17.86	100.00
Total	28	100.00	

According to the uMhlathuze municipal data base, the accommodation registered tourism businesses are, from Richards Bay (59), Empangeni (21), Esikhawini (3) and Ngwelezani (1). The researcher concludes that the tourism business owners from uMhlathuze were not eager to participate in this survey, although eventually, some did spare some time to engage.

4.4 UNDERSTANDING THE MEANING OF SUSTAINABLE TOURISM DEVELOPMENT

The first objective of this study is “to investigate if tourism business owners understand the meaning of sustainable tourism development”. The researcher thought it was appropriate to find out the respondents’ understanding of sustainable tourism development. Figure 4.5 (a) shows the results of the respondents’ understanding of the meaning of sustainable tourism development within the study area.

Figure 4.5 (a) Understanding the meaning of Sustainable Tourism Development



The respondents were requested to provide the meaning of sustainable tourism development. In the questionnaire, the respondents were asked to “provide the meaning of sustainable tourism development as they know it”. Responses were grouped into seven categories which include durability, facilities and infrastructure, development of tourism, promotion, sustaining, conservation, utilisation and the eighth one being for those who were not sure. Figure 4.5 (a) shows that the highest percentage 21 % of the responses was from those who understood sustainable tourism development to be facilities and infrastructure, and utilisation of resources for the benefit of present and future generation.

The other two categories of responses, 14 % were from the respondents who understood sustainable tourism development as something that has durability and establishments that supports the promotion of new tourism products and activities. This can mean that if the tourism business owners work together or promote the new tourism businesses, the same can be taken care of for a long time; and for the future generation. Other responses totalling 11% were from the respondent who understood that sustainable tourism development is development of tourism as a whole. The finding of this research are in line with the definition of sustainable development as presented by the World Commission on Environment and Development (WCED, 1987:8), which is the improvement of human and physical environment with a view of meeting the needs of the present communities without compromising the ability of future generations to meet their own needs.

The other two categories of responses totalling 7 %, were from the respondents who understood sustainable tourism development as sustaining the properties of everyone and conserving all the resources that are part of the tourism industry. Mowforth and Munt (2016), point out that sustainable tourism development usually operates on the environment which suggests the natural setting upon which people or humans participate in activities, such as tourism development.

Only a total 4 % of the responses indicated that the respondents were not sure or do not understand the meaning of sustainable tourism development. The researcher therefore disagrees with Mowforth and Munt (2016) who consider sustainable tourism

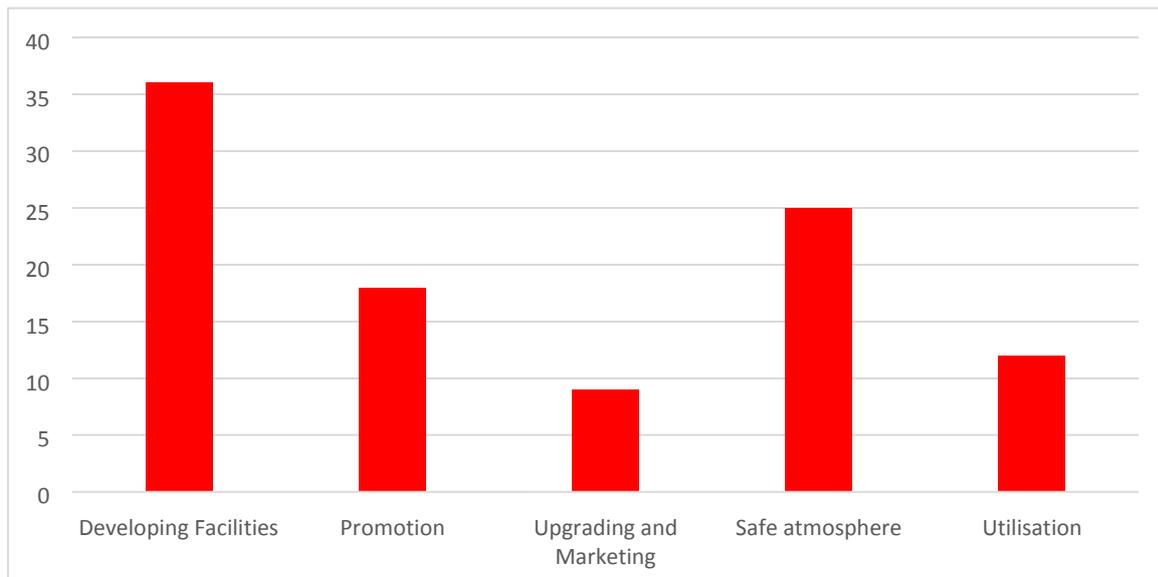
development as one of the most common concepts used in tourism development discussions and it is also the least understood concepts (Mowforth and Munt, 2016). This research shows that 96 % of tourism business owners use the concept of sustainable tourism development and they understand its meaning. The tourism business owners' understanding of sustainable tourism development is essential since they are part of and they lay the foundation for future generation. Sustaining the tourism facilities in uMhlathuze for the future generation begins with the current tourism business owners and their inputs in the tourism sector. Tourism business owners' understanding of sustainable tourism development will assist in sustaining the tourism facilities in uMhlathuze municipality. Their inputs are necessary in developing sustainable businesses that contribute to the development of their communities.

Sustainable tourism development should meet the needs of present tourists and host regions while protecting and enhancing opportunities for the future. The respondents' understanding of sustainable tourism development is important, as it assists tourism business owners to put the theory they know or understand to practice by sustaining their businesses. For example conserving and promotion were mentioned by the respondents. Sustainable development was used as a means to bring together the seemingly contrasting concepts of economic development and environmental conservation. The respondents view reflect a way of thinking about economic development that is inclusive of the environment. Economic development cannot take place upon a weak environmental resource base and neither can the environment be protected when development excludes the cost of its destruction (Anthias and Radcliffe, 2015). The researcher agrees with the above statement, because according to the respondents, sustainable tourism development is about developing tourism facilities, promoting of new businesses, creating safe environment and strategic utilisation of resources, for the future generation.

The positive response indicated that the majority of the respondents understand the meaning of sustainable tourism development. In view of the finding of this research it can be concluded that the first objective was achieved and that Hypothesis 1, which states that, "*The tourism business owners do not understand the meaning of sustainable tourism development*", is not supported.

The basis for this conclusion is that the majority of the respondents are adequately educated and exposed to the tourism industry. It can also be concluded that tourism business owners are knowingly or unknowingly practicing sustainable tourism development in the daily operations of their businesses.

Figure 4.5 (b) Tick definition provided



In order to clarify the respondents' understanding of sustainable tourism development, the respondents were further asked to tick from a list that was provided, their understanding of sustainable tourism development. The questionnaire had a question which required respondents to, "indicate by a tick, their understanding of the meaning of sustainable tourism development". The list was as follows:

- a) Sustainable tourism development refers to the process of developing facilities and infrastructure to attract tourism and catering for their needs.
- b) The establishment and promotion of new tourism products and activities.
- c) The upgrading and marketing of already existing tourism products for tourism business owners to benefit.
- d) Creating a safe and user friendly atmosphere for tourists and tourism business owners.
- e) The carefully and strategic utilisation of resources for the benefit of present and future generation.

Figure 4.5 (b) shows that the majority of respondents 36 % are familiar with the statement, “sustainable tourism development as the process of developing facilities and infrastructure to attract tourism and catering for their needs”, 25 % indicated that sustainable tourism development relates to “creating a safe and user friendly atmosphere for tourists and tourism business owners”. Eighteen percent supporting sustainable tourism development as the establishment and promotion of new tourism products and activities; 12 % indicated that sustainable tourism development refers to “carefully and strategic utilisation of resources for the benefit present and future generation”, and 9 % indicated on sustainable tourism development relates to the upgrading and marketing of already existing tourism products for tourism business owners to benefit.

The researcher also did a one sample student t-test to test the hypotheses. In order to test if a sample mean differs significantly from a hypothesized value. This study intends to establish whether the average weight assigned to the response of the respondents differs significantly from 2.

Hypothesis 1: That the tourism business owners do not understand the meaning of sustainable tourism development.

H0: Tourism business owners do not understand the meaning of sustaining tourism development.

Table 4.2: Descriptive statistic based on understanding of sustainable tourism development

	N	Mean	Std. Deviation	Std. Error Mean
CONCEPT	28	1.2500	.64550	.12199

Table 4.3: One-Sample Test statistics based on understanding of sustainable tourism development

	Test Value = 2					
	T	df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CONCEPT	-6.148	27	.000	-.75000	-1.0003	-.4997

The mean of the sample (1.2500) is statistically and significantly different from the test value of 2 (Table 4.2). Also, the result as presented in Table 4.3 revealed that the t test statistic is -6.148 while the p-value is 0.000. This means that the scoring is above the midpoint (2). The null hypothesis which states that tourism business owners do not understand the meaning of sustaining tourism development is therefore rejected. This implies that the respondents have a significant understanding of what sustainable tourism development means. The 95% confidence interval estimate for the difference between the population mean score and 2 is (-1.0003, -0.4997).

Hypothesis 1: That the tourism business owners do not understand the meaning of sustainable tourism development.

H0: There is no correlation between educational status of business owners and their understanding of sustainable tourism development.

Table 4.4 Correlations based on educational level and understanding of sustainable tourism development

		UNDERSTANDING	EDUCATION
Understanding	Pearson Correlation	1	.425*
	Sig. (2-tailed)	-	.024
	N	28	28
Educational level	Pearson Correlation	.425*	1
	Sig. (2-tailed)	.024	-
	N	28	28

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.4 shows that there is a positive and significant relationship between educational level and tourism business owners' understanding the meaning of sustainable tourism development. This means ($r=0.425$) and it shows 2-tailed p-value is equal to 0.024. The p-value is 0.012 which is smaller than 0.05. This means that the null hypothesis should be rejected at 5 % level significance.

It can be therefore concluded that the correlation of 0.425 is significantly greater than zero, in other words, enough evidence shows that there is positive correlation between educational level and tourism business owners understanding of sustainable tourism development. Also thinking about the effect size, the magnitude of this correlation being 0.425 certainly means that one can conclude the positive relationship.

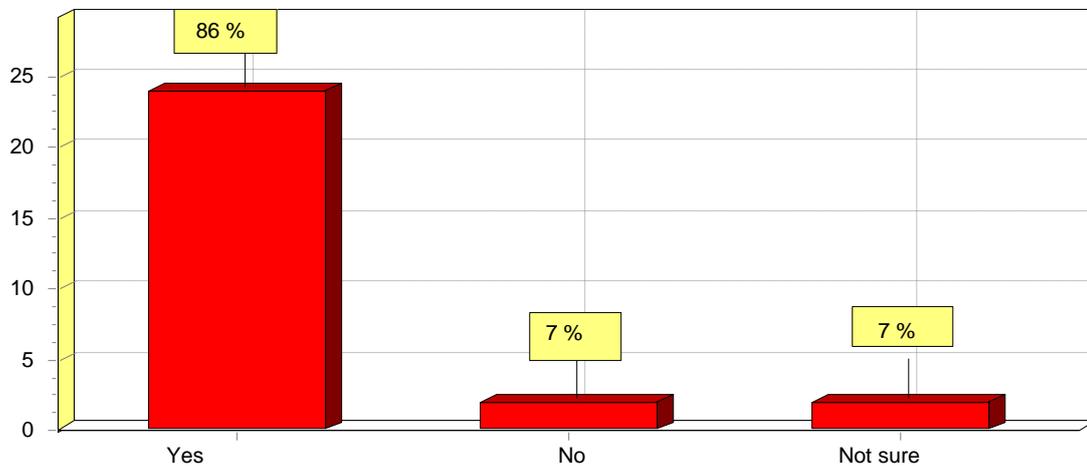
4.5 BENEFITS OF SUSTAINABLE TOURISM DEVELOPMENT

This section focuses on the second objective which is, "To explore if the practices of sustainability benefit tourism business owners". One of the questions asked from the respondents was, "do you benefit from sustainable tourism development". These benefits can be said to fall into four broad categories; economic, environmental, sociocultural and the building of skills and influence. Figure 4.6 shows the number of respondents who agreed and those who did not agree that they benefit from sustainable tourism development. The majority of respondents 86 % answered positively that they strongly believe sustainable tourism development do benefit them in the study area. Sustainable tourism has got a number of benefits for both tourists and members of the host community, more especially the socio economic benefits. Economic Benefits - The main positive economic impacts of sustainable (coastal) tourism relate to foreign exchange earnings, contributions to government revenues, generation of employment and business opportunities. In simpler terms, sustainable tourism contributes economically to the welfare of the country and that of the host communities, (Jamal, *et al.* 2013).

There are a few respondents (7 %) who said that they do not benefit from sustainable tourism development and another 7 % was not sure about the benefits. The possible reason for this response is that sometimes respondents do not acknowledge indirectly benefits such as upgraded infrastructure, health and transports improvements, new

sport and recreational facilities, restaurants and public spaces as well as an influx of better-quality commodities and food (Jamal, *et al.* 2013).

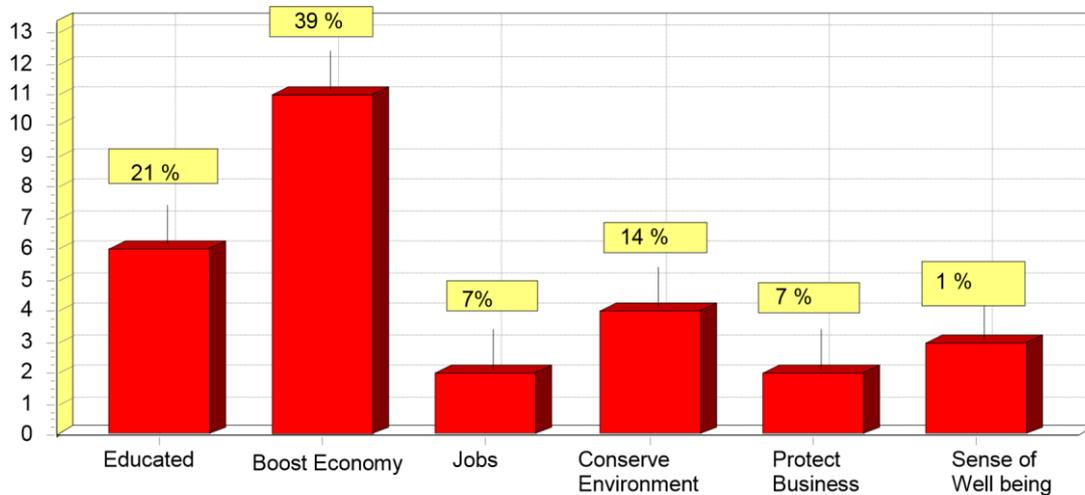
Figure 4.6 Benefits of sustainable tourism development



The respondents were asked to give examples of the benefits they got through supporting sustainable tourism development. Figure 4.7 shows a high number of respondents who gave examples of sustainable tourism benefits. The majority of respondents 39 % mentioned that they benefit through the boosting of the economy. This can be supported because tourism is regarded as a contributor to local economies. And a source of income especially for the tourism business owners (Truong, *et al.* (2014); it is money that would have not been earned if the tourists were not there. UMhlatuze is a tourists' destination and the money that is spent by the tourists is the income of the tourism industry.

The second group of respondents (21 %), gave education as an example. The respondents indicates that they benefit educationally by gaining knowledge on how to sustain their businesses. According to Saufi, *et al.* (2014), there is acknowledgment of the need to educate the local populace of the destination communities about the tourists and development.

Figure 4.7 Example of benefits



There was also a reasonable percentage of respondents (14 %) who think conserving the environment is a benefit. Sustainable coastal tourism has the potential to promote social development through employment creation, income redistribution and poverty alleviation, based on the wise usage of the coastal environment (Jamal, *et al.* 2013).

Figure 4.7 shows that 10 % of respondents still believe that sustainable tourism development improves their sense of well-being and promotes the revaluation of culture and traditions. Sustainable tourism has the potential to improve the preservation and transmission of cultural and historical traditions, often contributing to the conservation and sustainable management of natural resources, the protection of local heritage, creating a renaissance of native cultures, cultural arts and crafts.

Figure 4.7 also indicates that 7 % of the respondents believes that job creation is a benefit for them and their businesses and another 7 % believes that sustainable tourism development protects their businesses for the future generation. It may also protect the businesses in the sense that businesses are always developing and introducing something new at the tourist destination. According to Jamal, *et al.* (2013), the jobs created by tourism can act as a very important motivation to reduce emigration from rural areas.

Local people can also increase their influence on tourism development, as well as improve their jobs, earnings prospects, through tourism related professional training, development of business and organisational skills. Tourism encourages civic involvement and in some cases, tourism also helps to raise local awareness of the financial value of natural and cultural sites. It can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in sustainable tourism development and operation appears to be an important condition for the conservation in sustainable use of biodiversity, (Jamal, *et al.* 2013).

In view of these outcomes, it can be concluded that the second objective was achieved and that second hypothesis which states “*That the tourism business owners benefit from the practices of sustainability*” is therefore supported. It is supported because the respondents, who are tourism business owners, have taken into consideration that they do benefit from sustainable tourism development in uMhlathuze municipality. The majority of respondents (39 %) mentioned that they benefit through boosting of the economy. This research confirms that tourism is an important part of the economy of the study area.

Table 4.5 Descriptive statistics based on benefits

	N	Mean	Std. Deviation	Std. Error Mean
BENEFIT	28	1.2143	.56811	.10736

Table 4.6 One sample test statistics based on benefits

	Test Value = 2					
	T	Df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
BENEFIT	-7.318	27	.000	-.78571	-1.0060	-.5654

The mean of the sample (1.2143) is statistically and significantly different from the test value of 2 (Table 4.5). From the result presented in Table 4.6 the t test statistic is 7.318 while the p-value is 0.000. The p-value of 0.000 is less than 0.05. This means that the scoring is above the midpoint (2).

The null hypothesis that tourism business owners do not benefit from the practices of sustainability is therefore rejected. We can reliably conclude that Tourism business owners benefit from the practices of sustainability. The 95% confidence interval estimate for the difference between the population mean score and 2 is (-1.0060, -0.5654).

Hypothesis 2: That the tourism business owners benefit from the practices of sustainability.

H0: Tourism business owners do not benefit from the practices of sustainability

4.6 SUSTAINABLE TOURISM DEVELOPMENT PRINCIPLES

This section focuses on the third objective which is, “To find out if tourism business owners are aware of the sustainable tourism development principles”. The questionnaire asked the respondents’ to “give examples of sustainable tourism development principles”. These principles include cultural sustainability, economic sustainability, educational element, ecological sustainability, social sustainability, conservation element and local participation.

The majority of the respondents (29 %) believed that cultural sustainability is the most important principles in tourism and in their businesses. Cultural sustainability refers to the ability of people to retain or adapt elements of their culture which distinguish them from other people (Mowforth and Munt, 2009:104). Culture plays important roles in people and it is something that should not be changed easily and people must be proud of their cultures. The process of cultural adaption and change are not assumed by all in all cases to be a negative effect. South Africa as a whole is known for protecting their cultures in different ways, for example in the Zululand region they protect their Zulu culture and many tourists visit this region to observe the Zulu culture and norms. This includes commemorating Shaka Zulu.

Twenty-one percent of tourism business owners believe that economic sustainability is important to them. The researcher supports the respondents, because tourism adds to the country’s GDP and this indicates tourism business and the tourists who visit the beautiful places owned and conserved by tourism business owners. The condition of economic sustainability is no less important than all others in any tourist destination.

Sustainability in this case refers to the economic gain from the activity which is sufficient either to cater for the tourists and to ease the effects of the tourist's presence or to offer an income appropriate to the inconvenience caused to the local community visited without violating any of the other conditions (Mowforth and Munt, 2015).

No matters how much damage maybe done culturally, socially and environmentally, it is perfectly acceptable if the economic profitability of the scheme is great enough to cover over damage, ease the discontent or suppress the protest. Economic sustainability can be looked at in two ways which are: by sanctifying customer demand and by creating local employment. Enhancing visitor experiences through interpretation whether guided or self-guided makes business sense for the operator whose daily concern is economic sustainability and thus makes economic sustainability very important for tourism business owners.

The concept of sustainability first appeared on the public scene in the report made open by World Commission on Environment and Department, well known as the Brundtland Commission of 1987 (Bosselmann, 2016). The idea of sustainable development is that economic growth and environmental conservation are not only compatible: they are necessary partners, they depend on each other. Mowforth and Munt (2015), also agree that sustainable tourism is a kind of tourism that has been developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period, as well as that it does not undermine the physical and human integrity of the environment.

Figure 4.8 shows that, respondents 21 % who believed educational element is very important. It is often stated that an important difference between the new forms of tourism and conversational tourism is found in an element of educational input into the activity (Mowforth and Munt, 2015). This does not mean that it is necessary to reach high academic levels in order to be a sustainable tourist, but a greater understanding of how our natural and human environment works is often a goal, if not always stated of the activity. The tourism business owners' understanding and being well educated about the principles makes a difference in their businesses as they grow every day.

This can be through participating in training programmes that are offered to educate them more about sustainability. The researcher therefore supports the respondents that educational element is important as it equips the host to be a better caterer of the tourists who visit their businesses.

Figure 4.8, shows that 14 % of respondents' think that ecological sustainability is the fourth principle that they know better. Ecological sustainability is about knowing the environment carrying capacity to protect and conserve of a particular area. According to Reynolds and Braithwaite (2001), there are several strategies for controlling visitors, which may include physical strategies such as regulating group size and access. It can also be intellectual control, which is described as the use of a tour guide and other interpretive mechanisms to transmit knowledge and at the same time influence on-site visitors' behaviour. The researcher supports the above statement as this will also protect and conserve the environment sustainably for the future generation.

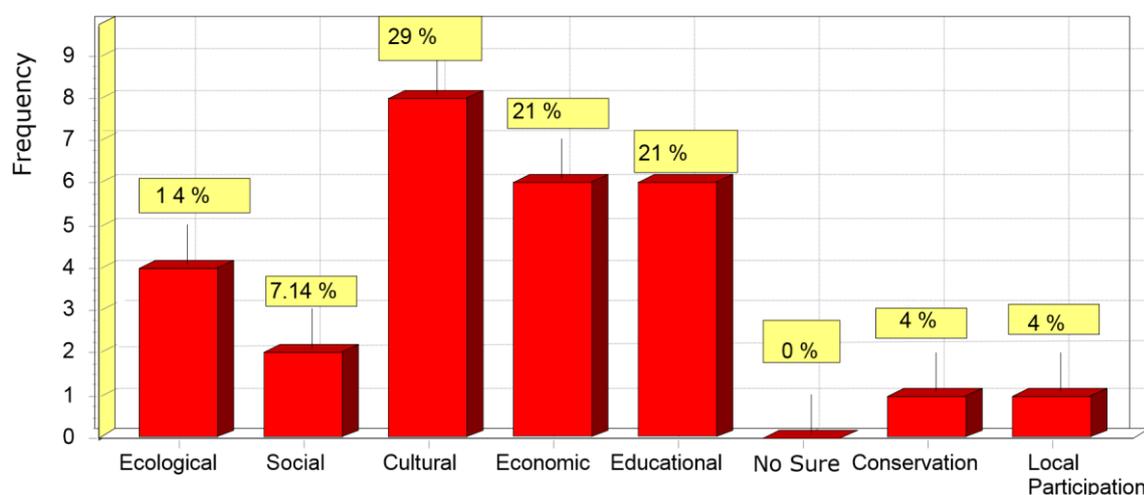
The fifth principle known by the tourism business owners was social sustainability which accounted for 7 %. Social sustainability refers to the ability of a community, whether the local or national, to absorb inputs, such as extra people, for a short or long period of time (Mowforth and Munt, 2016). Social sustainability can continue functioning either without the creation of social disharmony as a result of these inputs or by adapting its functions and relationships so that the disharmony created can be alleviated or mitigated. Social sustainability also goes back to the principle of the resort carrying capacity that needs to be monitored in order to protect our environment.

Conservation element and local participation are the least known principles by tourism business owners with a maximum of 4% each. It is often argued that new forms of tourism assist or should assist in the conservation of specific aspects of the biodiversity or culture of a given area, and hence that an essential element of new forms of tourism is or should be such conservation. Participation of people from the community is still important as people need to know how best they can improve their communities.

According to Telfer and Sharpley (2015), The United Nations World Tourism Organisation (UNWTO), have argued that sustainable tourism development has guidelines and management practices, which are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and social cultural aspects of tourism development, which require that a sustainable balance must be established between these three dimensions, so as to guarantee its long term sustainability.

Muangasame and McKercher (2014), state that the tourism industry is ideally suited to adopting sustainable development as a guiding philosophy because: Tourism does not directly consume additional non-renewable resources; communities' resources, culture, traditions and leisure facilities represent the core resource base for tourism; The tourism industry represents one of the few economic opportunities available to local communities, provides real opportunities for poverty reduction and stimulates regional development; and tourism can provide an economic incentive to conserve natural and cultural assets. Therefore, sustainable tourism is often seen as a strategy focused on how best to encourage tourism development while minimizing possible adverse impacts.

Figure 4.8 Sustainable tourism development principles



In view of these outcomes, it can be concluded that the third objective was achieved and that hypothesis 3 which states that, “tourism business owners are aware of sustainable tourism development principles”, is therefore supported. Developing sustainable tourism requires careful consideration of the potential impacts that the industry might have on the environment, culture, local economies and quality of life of all those involved (Muangasame and McKercher, 2014). But above all, the tourism business owners are aware of sustainable principles and how they are important to them and the future generation. Muangasame and McKercher (2014), state that the tourism industry is ideally suited to adopting sustainable development as a guiding philosophy because:

Tourism does not directly consume additional non-renewable resources; communities’ resources, culture, traditions and leisure facilities represent the core resource base for tourism. The tourism industry represents one of the few economic opportunities available to local communities, provides real opportunities for poverty reduction and stimulates regional development; and tourism can provide an economic incentive to conserve natural and cultural assets. Therefore, sustainable tourism is often seen as a strategy focused on how best to encourage tourism development while minimising possible adverse impacts.

Table 4.7 Descriptive statistics based on principles

	N	Mean	Std. Deviation	Std. Error Mean
PRINCIPLES	28	1.5357	.74447	.14069

Table 4.8 One sample test statistics based on principles

	Test Value = 2					
	T	Df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PRINCIPLES	-3.300	27	.003	-.46429	-.7530	-.1756

The mean of the sample (1.5357) is statistically and significantly different from the test value of 2 (Table 4.7). Also, the result as presented in Table 4.8 revealed that the t test statistic is -3.300 while the p-value is 0.003. The p-value of 0.003 is less than 0.05. This means that the scoring is above the midpoint (2). The null hypothesis that tourism business owners are not aware of sustainable tourism development principles is therefore rejected. We can reliably conclude that tourism business owners are significantly aware of the various sustainable tourism development principles. The 95% confidence interval estimate for the difference between the population mean score and 2 is (-0.7530, -0.1756).

Hypothesis 3: That the tourism business owners are aware of sustainable development principles.

H0: Tourism business owners are not aware of sustainable tourism development principles

Table 4.9 Chi-square test based on understanding principles and educational level

	Education	Understanding of Principles
Chi-Square	11.714 ^a	9.929 ^b
df	3	2
Asymp. Sig.	.008	.007

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 9.3

Therefore, the researcher reject the null hypothesis since the p-value of 0.007 is less that the critical value of 0.05.

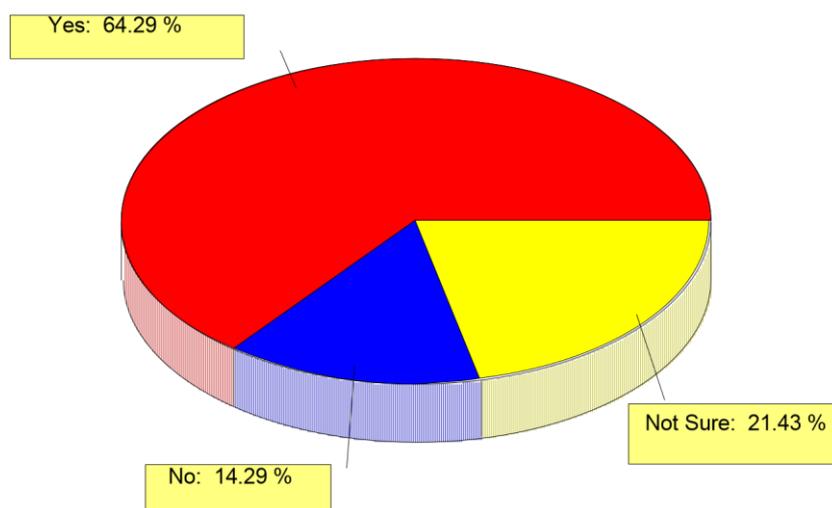
H0: The tourism business owners' knowledge of the principles of sustainable tourism development is independent/not related to their educational status.

4.7 SUSTAINABLE TOURISM DEVELOPMENT TRAINING PROGRAMMES

This section focuses on the fourth and last objective of the study which states that, “To find out if tourism business owners have attended any training related to sustainable tourism development”. The training programmes form an important benchmark for competitiveness and growth in the tourism industry and the achievement of sustainable development goals. These training programmes are important because they address the needs of business destination and host communities to plan and manage sustainable tourism initiatives of any size (Telfer and Sharpley, 2015). The respondents were asked, “Are tourism business owners in uMhlathuze municipality being educated about sustainable tourism development”.

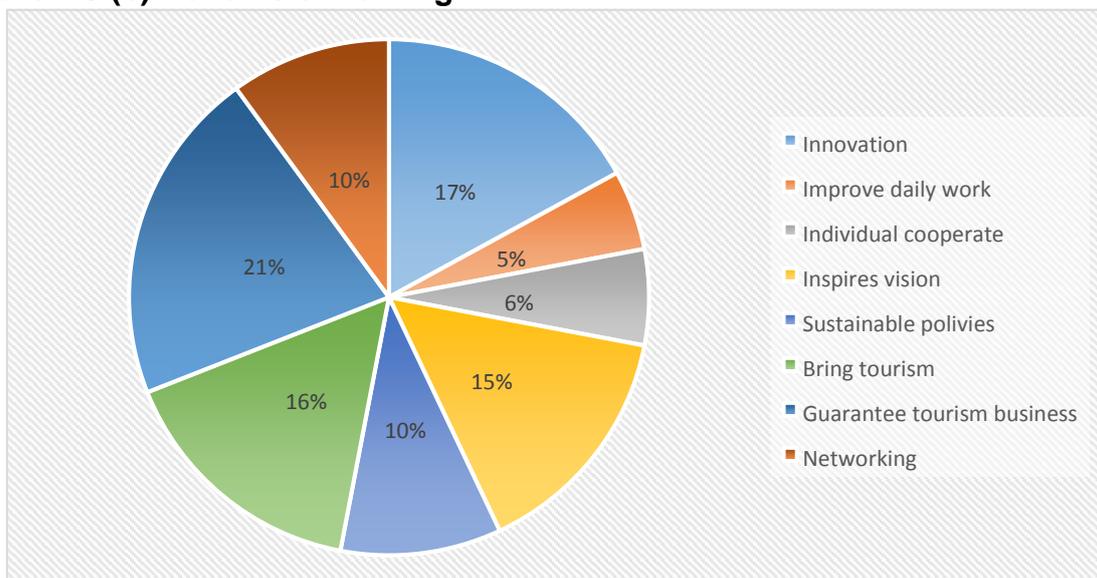
Figure 4.9 shows that majority of respondents, 64 % agrees that tourism businesses owners are educated about sustainable tourism development and they attend training programmes which are organised by uMhlathuze municipality. The workshops are offered by the Kwa-Zulu Natal Economic Development and Tourism (KZNEDT) in conjunction with uMhlathuze municipality. The respondents believe that everyone including KZNEDT, Municipality, and government and stake holders are responsible for training and educating tourism business owners on sustainable tourism development.

Figure 4.9 (a) Sustainable development training programmes



The second group of respondents of 21 % said they are not sure if they have attended any training. 14 % of the respondents indicated that they have never attended any training about sustainable tourism development. Sustainable tourism development training should be designed to support various government objectives to stimulate competitiveness in the tourism sector and support sustainability. What this has developed the biggest challenge the tourism industry currently faces. The sectors has not yet fully understood, that sustainable tourism is not a special type of tourism, but rather all types of tourism must strive to be sustainable. In order to create sustainable businesses and initiatives, a good management and planning method must be applied that will enable the tourism industry to include sustainable principles into their decision making process and daily operations. The lack of such methods will have negative impacts, by causing environment degradation, loss of heritage resources and social alienation (UNESCO, 2013).

Figure 4.9 (b) Benefits of training



The respondents were asked another question which was, “How are the training programmes mentioned above benefiting the tourism business owners?”. The respondents mentioned quite a number of advantages or benefits of training which include: 17 % facilitates innovation and sustainability in tourism projects and destination ; 5 % improves daily work in complex and often abstract team structures; creates impacts at 6 % individual, corporate and destination level; 15 % inspires one’s

thoughts and vision of sustainability; 10 % connects tourism business owners with sustainable leaders, draws up best practices and lessons learned and increase the use of sustainable policies and officials guidelines as a sound support of tourism business; 16 % bring tourism businesses in line with relevant sustainable policies; 21 % guarantee tourism businesses competences and excellence; and 10 % network and communicate with tourism players and stakeholders

In view of these outcomes, it can be concluded that the last objective was achieved and hypothesis which states, “That the tourism business owners have attended any training related to sustainable tourism development”, is therefore supported. The majority of tourism business owners have agreed that they attend training related to sustainable tourism development. The respondents mentioned that they do attend different training programmes and/or workshops and they do benefit from these. Some research carried out at European level by ENA (European Need Analysis), has shown that there is a lack of standard project management methodology at the implementation level. An integrated management approach and tools, that take into account the specific characteristics of the tourism sector, are required to support the integration of sustainable management in tourism business. Therefore, different trainings fill this gap, by providing a structured method to plan and assist tourism businesses.

Table 4.10 Descriptive statistics based on educational training

	N	Mean	Std. Deviation	Std. Error Mean
Educational training	28	1.5714	.83571	.15793

Table 4.11 One sample test based on educational training

	t Test Value = 2					
	t	Df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Educational	-2.714	27	.011	-.42857	-.7526	-.1045

The mean of the sample (1.2500) is statistically and significantly different from the test value of 2 (Table 4.10). The results as presented in Table 4.11 reveal that the t test statistic is -6.148 while the p-value is 0.000. The p-value of 0.000 is less than 0.05. This means that the scoring is above the midpoint (2). The null hypothesis that tourism business owners have not attended any training related to sustainable development is therefore rejected. We can reliably conclude that tourism business owners have attended any training related to sustainable development. The 95% confidence interval estimate for the difference between the population mean score and 2 is (-0.7526, -0.1045).

Hypothesis 4: That the tourism business owners have attended any training related to sustainable tourism development.

H₀: tourism business owners have not attended any training related to sustainable development.

4.8 Content analysis of interviews

In this study area, the researcher used a combined method which is both qualitative and quantitative research. The analysis below is for data which was collected through 7 interviews from tourism business owners.

The first objective of this study is “to investigate if tourism business owners understand the meaning of sustainable tourism development’. The researcher thought it was appropriate to find out the respondents’ understanding of sustainable tourism development.

Table 4.12 Objective 1 content analysis

Question	Response	Remarks
Provide the meaning of Sustainable tourism as you know it'	<ol style="list-style-type: none"> 1. It is management and coordination of environmental, social and financial demands. 2. The marketing and improvement of our tourism facilities so that people will benefit 3. Tourism that continues to develop and attract tourists 4. Tourism with a way forward, a plan for future 5. Presentation of tourism activities for continuous consumption, development and maintenance of tourism 	<p>The tourism business owners were asked to give the definition of sustainable tourism development in their own understanding. The responses were grouped into different categories which are management of environment and social, financial demands; developing destination and conservation. According to Mowforth and Munt (2016), sustainable tourism development usually operates on the environment which suggests the natural settings upon which people or humans participate in activities such as tourism development. The tourism business owners understanding of sustainable tourism development is import since they are part of and lay foundation of the future generation</p>

<p>'Is sustainable tourism development important to tourism business owners'</p>	<ol style="list-style-type: none"> 1. It ensures that our country is a well-developed tourist destinations. 2. it encourages us as business people to protect our environment and what we have in the business for future generation 3. It is good for the country, economically and culturally 	<p>The responses were grouped into different categories which includes well developed tourist destination, protection of environment, increase economically, culturally and job creation. The relationship between tourism and environment must be managed so that the environment is sustained in the long-term (Streurer and Hametner, 2013), and that will also attract many tourists if the environment is well conserved. The</p>
<p>'Give an example of what would indicate practices of sustainable tourism development'</p>	<ol style="list-style-type: none"> 1. the improvement of infrastructure and good service in South African tourism industry 2. The use of resources that can be used again for the future generation 3. The serving and conserving the infrastructure 4. Create more jobs and eliminate poverty in our communities 	<p>main positive economic impacts of sustainable (coastal) tourism relate to foreign exchange earnings, contributions to government revenues, generation of employment and business opportunities. In simpler terms, sustainable tourism contributes economically to the welfare of the country and that of the host communities, (Jamal, <i>et al</i>, 2013). Mowforth and Munt (2015) have argued that the importance of sustainable tourism lies in its motives and ability to conserve the natural resources and increase the value of local cultures and traditions.</p>

This section focuses on the second objective which is, “To explore if the practices of sustainability benefit tourism business owners”. Below are the questions, responses and remarks.

Table 4.13 Objective 2 content analysis

Question	Response	Remarks
'What are the benefits you get from sustainable tourism development, give examples'	<ol style="list-style-type: none"> 1. Well protected and preserved environment and natural resources 2. Creating sense of well being 3. Economic growth 4. Increase number of tourists 	<p>The tourism sector has grown and it is still growing, and that major contribution that it makes to the economies of the country and local destination like uMhlathuze local municipality where there are tourist resorts. Sustainable tourism has got a number of benefits for both tourists and members of the host community, more especially the socio economic benefits (Jamal, <i>et al</i>, 2013). The majority of respondents 39 % mentioned that they benefit through the boosting of the economy. This can be supported because tourism is regarded as a contributor to local economies. And a source of income especially for the tourism business owners (Truong, <i>et al</i>, (2014); it is money that would have not been earned if the tourists were not there. UMhlathuze is a tourists' destination and the money that is spent by the tourists is the income of the tourism industry.</p>
'Who do you think should benefit from sustainable tourism development'	<ol style="list-style-type: none"> 1. All business people 2. Everyone including the tourist 3. The community 4. Consumers 	
'Give reasons why the above mentioned categories should benefit from sustainable tourism development'	<ol style="list-style-type: none"> 1. It will boost their businesses 2. They are the future generation and it will develop the community 3. Everyone want to live in a developed environment 4. Job creation 5. Economic development and success 	

This section focuses on the third objective which is, “To find out if tourism business owners are aware of the sustainable tourism development principles”.

Table 4.14 Objective 3 content analysis

Question	Response	Remarks
'Give examples of sustainable tourism development principles'	<ol style="list-style-type: none"> 1. Social and Cultural sustainability 2. Economic sustainability 3. Local participation 4. Conservation element 5. Educational element 	According to the response from the tourism business owners, they are aware of sustainable tourism development principles. They were emphasising more on cultural sustainability which is the ability of people to retain or adapt elements of their culture which distinguish them from other people (Mowforth and Munt, 2009:104).
'What do you think are the advantages of following the guiding principles of sustainability'	<ol style="list-style-type: none"> 1. To keep the tourism industry on track and protect environment and resources for the future generation 2. To improve economy To remain responsible and to attract more tourists 3. Economic value 4. Growth and development in the tourism sector 5. It helps people to keep on sustain their cultures in different ways 6. To guide and educate the community 	Muangasame and McKercher (2014). Sustainable tourism cannot be achieved unless the social, cultural and natural environments are all well conserved and managed in the development process. South Africa as a whole is known for protecting their cultures in different ways, for example in the Zululand region they protect their Zulu culture and many tourists visit this region to observe the Zulu culture and norms. This includes commemorating Shaka Zulu.

This section focuses on the fourth and last objective of the study which states that, “To find out if tourism business owners have attended any training related to sustainable tourism development”.

Table 4.15 Objective 4 content analysis

Question	Response	Remarks
‘Are tourism business owner being educated about sustainable tourism development’	<ol style="list-style-type: none"> 1. Educated through workshops 2. Not enough programmes or workshops 3. 	The training programmes form an important benchmark for competitiveness and growth in the tourism industry and the achievement of sustainable development goals. These
‘Who is responsible for educating the tourism business owner’	<ol style="list-style-type: none"> 1. Local or Provisional department of Tourism 2. Municipality 3. Tourism officers 4. uMhlathuze Tourism organisations 	training programmes are important because they address the needs of business destination and host communities to plan and manage sustainable tourism initiatives of any size (Telfer and Sharpley, 2015). Franks and Vanclay (2013) state that in order to achieve sustainability, tourism must be developed and managed within a hierarchy of controls, ranging from local to national levels, with clear clarification of responsibility and accountability.

4.9 CONCLUSION

This chapter has endeavoured to provide the analysis and interpretation of data collection in the field through the questionnaires and interviews done to tourism business owners of uMhlathuze municipality. The researcher understands that data analysis alone does not bring the research study into completion, but the interpretation of data is necessary to bring the study to the level answerable to the questions of the research study. This chapter of data analysis has attempted to assess the hypotheses so as to address the objectives set in chapter one of the study. The researcher identified that sustainable tourism is important to tourism business owners as it assist them in growing their business and maintaining them for the future generation. The tourism business owners understood that sustainable tourism is not a special type of tourism, but rather all types of tourism must strive to be sustainable.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The core of the previous chapters was to provide the focus and direction of the study, the theoretical framework that forms the basis of the study, the physical setting of the study and the analysis and interpretation of data collected from tourism business owners in uMhlathuze municipality which includes Richards Bay, Empangeni, Ngwelezane and Esikhawini. This chapter seeks to report on the findings relating to the objectives and hypotheses of the study. This chapter therefore presents the summary of conclusions, recommendations and the final conclusion of the study based on all chapters. In summary the chapter reflects on the attitude of tourism business owners towards sustainable tourism development in uMhlathuze municipality. The summary is also built around the objectives and hypotheses of the study. Therefore, this lead to the objectives of this study, which have to do with the understanding, benefits and training provided for sustainable tourism development in the study area.

In the context of this study, the tourism business owners' attitude referred, but not be limited to; the business owners' views and their thoughts towards sustainable tourism businesses. Tourism business owners were concerned with, for example, sustaining the tourism facilities for current and future generations. The researcher had to assess how the tourism business owners' participation in decision making could benefit them as individuals and also the communities currently and also in future. The researcher also investigated the tourism business owners' attitude towards engaging them in different educational projects, awareness campaigns and workshops aimed at promoting sustainable development in the local municipality.

The researcher believes that it is of best interest of every tourism business owner to play a vital role in ensuring the development and sustainability of tourism. This study sought to investigate how, if at all, tourism business owners in the uMhlathuze municipality are actively involved in sustainable tourism development.

5.2 BRIEF SUMMARY OF THE STUDY

Chapter one gives an orientation of the study and the primary focus is on how the research was conducted. The following aspects are covered in the chapter, for example, background of the problem, research objectives, research hypotheses, definition of terms, research methodology, significance of the study, and structure of the study. In this chapter, the definition of terms are given and explained in the context of the study. The fundamental objectives for this study were as follows; To investigate whether the tourism business owners understand the meaning of sustainable tourism development; To explore if the practices of sustainability benefit tourism business owners; To find out if tourism business owners are aware of the sustainable tourism development principles; and To find out if tourism business owners have attended any training related to sustainable tourism development. The methodology of data collection analysis and interpretation was explicitly stated. Interview and questionnaires were utilised to collect data from tourism business owners in uMhlathuze municipality.

Chapter two focused on the theoretical framework of the study. The theory and literature relevant to the topic was thoroughly examined in this chapter. The emphasis was on the concepts, ideas, key issues related to the topic of the research study. It was therefore, important to evaluate and examine participants and their work or contribution concerning the research study. In this chapter the focal point of the research study sustainable tourism development was closely discussed. Sustainability is now one of the most common concepts used in tourism development discussions and it is also the least understood concepts (Mowforth and Munt, 2016). Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.

Sustainable tourism development is imagined as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems. This chapter focused on how other authors have discussed about sustainability as a whole and sustainable tourism development.

This included how sustainable tourism development plays a major role in effective and proper sustainability of tourism.

Chapter three covers the physical setting of the study area which provides a general background, the history of the study area, and the actual location map of the area was given. The local government was the key role player in the development of this study area, and it is identified that it should work hand in hand with the tourism business owners to assist in sustaining tourism businesses around uMhlathuze for future generations. The geographical location, historical origin, political organisation, economic, social and cultural organisation of uMhlathuze municipality as well as the world view of the people was discussed, together with their demographic data. The study area has got tourist attractions which are Alkanstraand beach and Tuzi Gazi to name but a few. The area also has an industrial area, educational centres; recreation service centres as well as health care centre for all the local and surrounding residents of uMhlathuze municipality both urban and rural. The city of uMhlathuze comprises of the economic power house of Richards Bay and Empangeni, and their supporting areas of Esikhawini, Ngwelezane, Nseleni, Felixton, Vulindlela and rural areas. Richards Bay and Empangeni are the famous and the most favoured tourist attraction within the study area (uMhlathuze annual review report, 2012).

Chapter four was the data analyses and interpretation which was done using the information obtained through questionnaires and interviews. The reason of choosing these instruments was prompted by their reliability and validity of the answers. The researcher identified that sustainable tourism is important to tourism business owners as it assists them in growing their businesses and maintaining them for the future generation. The tourism business owners understood that sustainable tourism is not a special type of tourism, and that all types of tourism must strive to be sustainable.

This Chapter therefore serves as a summary of the findings of this study. It is in this chapter as well that recommendations pertaining sustainable tourism development in the study area are made.

5.3 CONCLUSIONS BASED ON OBJECTIVES

The findings of the study can be summarized and made easily accessible on the basis of the objectives dealt with in the text of this research investigation. After the hypotheses were analysed and considered for acceptance or rejection, a sound argument is presented to create an environment to reach some conclusions. Below are the summary of these objectives and hypotheses:

5.3.1 Understanding the meaning of sustainable tourism development

The first objective of the study sought; *to investigate if tourism business owners understand the meaning of sustainable tourism development*. In this research study, the participants were the tourism business owners in uMhlatuze municipality. The researcher thought finding out their understanding of sustainable tourism development was necessary since they are part of the future generation. Sustaining the tourism facilities in uMhlatuze for the future generation begins with the tourism business owners and their inputs. Tourism business owners' understanding of sustainable tourism development will assist in sustaining the tourism facilities in uMhlatuze municipality.

Sustainability is now one of the most common concepts used in tourism development discussions and it is also the least understood concepts (Mowforth and Munt, 2016). The positive responses given by the participants in the questionnaires proved that the majority of the respondents fully understand the meaning of sustainable tourism development. In view of these outcomes it may be concluded that hypothesis 1 is rejected: *That the tourism business owners do not understand the meaning of sustainable tourism development*.

The basis of this conclusion is that the majority of the respondents are adequately educated and exposed to the tourism industry and also understand what is meant by sustainable tourism development. This may conclude so because as tourism business owners, they are in the tourism industry and practicing sustainability of their businesses every day. Based on the analysis derived from the above, it could be concluded that respondents in the study area have good idea of what is meant by the concept "sustainable tourism development".

The respondents were asked to give examples of what indicates practices of sustainable tourism development, and they gave examples that include: serving and conserving infrastructure, recycling your waste, good maintenance of facilities, increase number of tourists, and protected environment. This indicates that respondents have got a deep understanding of sustainable tourism development.

5.3.2 Benefits of sustainable tourism developments

Sustainable tourism has got a number of benefits for both tourists and members of the host community, more especially the socio economic benefits. The second objective sought: *To explore if the practices of sustainability benefit tourism business owners.* A primary concern of this study was to find out if tourism business owners do benefit from sustainable tourism development in a responsible and sustainable manner. These benefits can be said to fall into four broad categories; economic, environmental, socio-cultural and the building of skills and influence. The majority of respondents answered positively that they strongly believe sustainable tourism development do benefit them in the study area. As sustainable tourism has an educational element it can foster understanding between people and cultures and provide cultural exchange between hosts and guests. Benefits can include upgraded infrastructure, health and transports improvements, new sport and recreational facilities, restaurants and public spaces as well as an influx of better-quality commodities and food (Jamal, *et al.* 2013).

The researcher supports the above statement, that respondents do have different benefits. The tourism business owners indicated that they do benefit in terms of gaining knowledge on how to sustain their business, conserving environment, creating jobs, earning prospects, through tourism related professional trainings. They also gain a sense of well-being, development of business and organizational skills. Tourism also helps to raise local awareness of the financial value of natural and cultural sites. It can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in sustainable tourism development and operation appears to be an important condition for the conservation in sustainable use of biodiversity, (Jamal, *et al.* 2013).

The second hypothesis that states “*That the tourism business owners benefit from the practices of sustainability*” was therefore supported. It was supported because the respondents, which are tourism business owners, indicated that they do benefit from sustainable tourism development in uMhlathuze municipality. The majority of respondents mentioned that they benefit through boosting of the economy. Tourism, primarily is a guaranteed source of income, because the money would not have been earned if the tourists were not there. This research study evaluates that tourism is an important part of economy and the money it earns is helpful to everyone.

5.3.3 Sustainable tourism development principles

The idea of sustainable development is that economic growth and environmental conservation are not only compatible: they are necessary partners, they depend on each other. Mowforth and Munt (2015), also agree that sustainable tourism is a kind of tourism that has been developed and maintained in a manner, and at such a scale, that it remains economically viable over an indefinite period, as well as that it does not undermine the physical and human integrity of the environment. The third objective sought: *To find out if tourism business owners are aware of the sustainable tourism development principles.* The third objective was to find out if tourism business owners are aware of sustainable tourism development principles and if there is any advantage of knowing the principles. These principles include cultural sustainability, economic sustainability, educational element, ecological sustainability, social sustainability, conservation element and local participation.

The majority of the respondents agree that cultural sustainability is the most important principles in tourism and in their businesses. Cultural sustainability refers to the ability of people to retain or adapt elements of their culture which distinguish them from other people (Mowforth and Munt, 2009:104). Culture is an integral component of human existence and it should not be changed easily and people must be proud of their cultures. The process of cultural adaption and change are not assumed by all in all cases to be a negative effect. But cultural sustainability refers to the ability of people to retain or adapt elements of their culture which distinguish them from other people.

The respondents agreed that they are aware of sustainable tourism development principles. The third hypothesis that states, “That the tourism business owners are aware of sustainable tourism development principles”, is therefore supported. Developing sustainable tourism requires careful consideration of the potential impacts that the industry might have on the environment, culture, local economies and quality of life of all those involved (Muangasame and McKercher, 2014). But above all, the tourism business owners are aware of sustainable principles and how they are important to them and the future generation.

Muangasame and McKercher (2014), state that the tourism industry is ideally suited to adopting sustainable development as a guiding philosophy because: Tourism does not directly consume additional non-renewable resources; communities’ resources, culture, traditions and leisure facilities represent the core resource base for tourism.

5.3.4 Sustainable tourism development programs

The training scheme forms an important benchmark for competitiveness and growth in the tourism industry and the achievement of sustainable development goals. These trainings are important because they address the needs of business destination and host communities to plan and manage sustainable tourism initiatives of any size. The final and last objective sought: *To find out if tourism business owners have attended any training related to sustainable tourism development.*

The majority number agrees that as tourism business owners they are being educated about sustainable tourism development and they do attend trainings which are organised by uMhlathuze local municipality. The training or workshops are being offered by the Department of Environment Affairs and Tourism (DEAT) in conjunction with uMhlathuze municipality. The respondents believe that everyone that includes DEAT, Municipality, government and stake holders are responsible for training and educating tourism business owners on sustainable tourism development.

The fourth and last hypothesis which states, “That the tourism business owners have attended any training related to sustainable tourism development”, was therefore supported.

The majority of tourism business owners have agreed that they do attend training related to sustainable tourism development that is being offered by different stakeholders. The respondents mentioned that they do attend different trainings, workshops and they do benefit from these trainings.

5.4 RECOMMENDATIONS

In this research study, the human participation was the tourism business owners in uMhlathuze municipality. Their understanding of sustainable tourism development is necessary since they are part of the future generation. Sustaining the tourism facilities in uMhlathuze for the future generation begins with the tourism business owners and their inputs. Tourism business owners' understanding of sustainable tourism development will assist in sustaining the tourism facilities in uMhlathuze municipality. The recommendations from the study include, but are not limited to the following;

- The government or stakeholders in different organisations need to encourage all tourism business owners to always attend the workshops and training on sustainable tourism development
- There is need for encouraging tourism business owners to practice more of the sustainable tourism development principles in their businesses
- There is a need to establish a range of skills development and training programs for tourism business owners to always attend as they have busy schedules
- Those already practicing sustainable tourism need to inform other tourism business owners about the importance and benefits of sustainable tourism development if they follow it
- Most of the tourism business owners do understand the definition of sustainable tourism development but they are not practicing it or teaching others about it, so they need to teach others.
- Stakeholders from different organisations and tourism business owners need to continue working together to promote sustainable tourism development programs.

5.5 CONCLUSIONS

The reason for undertaking this research was to find out the attitude of tourism business owners towards sustainable tourism development in uMhlatuze municipality. Based on the analysis and interpretation of objectives and hypotheses of this research study, UMhlatuze local municipality is one of the tourist destination area and tourism business owners around are doing very well in sustaining the area.

The researcher believes that it is of best interest for every tourism business owner to play a vital role in ensuring the development and sustainability of tourism. Today, the tourism industry is developing by using some sustainable tools which are, global partnership networking, green economy pillars and green passport campaign (UNEP, 2014). Sustainable tourism is one of the most common concepts used in tourism development discussions and at the same time it is also one of the least understood concepts and theorists are still a very long way from reaching a consensus regarding its definition. Ultimately, it has been identified that sustainable tourism development can be regarded as the best method to cascade information to everyone. This research study evaluates that sustainable tourism development is an important part of the economy and the money it brings is helpful to everyone.

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QUESTIONNAIRE:

The attitudes of tourism business owners towards sustainable tourism development in uMhlathuze municipality

Please read and answer the following questions by putting an [x] in the box provided. All information provided will be treated with utmost confidentiality.

Section 1: Demographic Details

1.1. Gender

Male	01		Female	02	
------	----	--	--------	----	--

1.2. Age

18 - 25	01		26 - 35	02		36 - 35	03		46 - 55	04		56 - 65	05	
---------	----	--	---------	----	--	---------	----	--	---------	----	--	---------	----	--

1.3. Race

African	01		Coloured	02		Asian	03		White	04		Other	05	
---------	----	--	----------	----	--	-------	----	--	-------	----	--	-------	----	--

1.4. Education Level

Grade 11	01		Matric	02		University	03		Other	04	
----------	----	--	--------	----	--	------------	----	--	-------	----	--

1.5. Place of residence

Richards Bay	01		Ngwelezane	04	
Empangeni	02		Other	05	
Esikhawini	03				

SECTION 2: Understanding the meaning of Sustainable Tourism Development

2.1. Do you know the meaning of the concept “sustainable tourism development”?

Yes	01		No	02		Not Sure	03	
-----	----	--	----	----	--	----------	----	--

2.2. Provide the meaning of “Sustainable tourism development” as you know it.

.....
.....

2.3. Is sustainable tourism development important to you?

Yes	01		No	02		Not Sure	03	
-----	----	--	----	----	--	----------	----	--

2.4. Give reasons for your answer

.....
.....

2.5. Give an example of what would indicate practices of sustainable tourism development.

.....

2.6. Indicate by a tick, your understanding of the meaning of 'sustainable tourism development'

a)	Sustainable tourism development refers to the process of developing facilities and infrastructure to attract tourism and catering for their needs	01	
b)	The establishment and promotion of new tourism products and activities	02	
c)	The upgrading and marketing of already existing tourism products for tourism business owners to benefit	03	
d)	Creating a safe and user friendly atmosphere for tourists and tourism business owners	04	
e)	The carefully and strategic utilisation of resources for the benefit of present and future generation	05	

SECTION 3: Tourism business owners benefiting from sustainable tourism development.

3.1. Do you benefit from sustainable tourism development?

Yes	01		No	02		Not Sure	03	
-----	----	--	----	----	--	----------	----	--

3.2. Give examples of the benefits you get from sustainable tourism development

.....

3.3. Who do you think should benefit from sustainable tourism development?

.....

3.4. Give reasons for your answer

.....

3.5. Indicate by ticking, the benefits that the tourism business owner around uMhlatuze municipality has gained because of sustainable tourism development.

Encourages awareness and appreciation	01	
Creates employment opportunities	02	
Promotes protecting assets and opportunities for future generation	03	
Promotes understanding of the principles of sustainable tourism development	04	
Encourages the preservation of local tourism facilities and resources	05	
Encourages the conservation of local tourism facilities and resources	06	
Provides development to uMhlatuze municipality	07	
Create sense of well-being	08	

SECTION 4: Are tourism business owners aware of sustainable tourism development principles

4.1. Do you know any sustainable tourism development principles?

Yes	01		No	02		Not Sure	03	
-----	----	--	----	----	--	----------	----	--

4.2. Give examples

.....

4.3. What do you think are the advantages of following the guiding principles of sustainability?

.....

4.4. Do you think the tourism business owners should know the sustainable tourism development principles?

Yes	01		No	02		Not Sure	03	
-----	----	--	----	----	--	----------	----	--

4.5. Give reasons for your answer

.....

4.6. Of the sustainable tourism development principles listed below, tick those that you are familiar with.

Ecological sustainability	01	
Social sustainability	02	
Cultural sustainability	03	
Economic sustainability	04	
The educational element	05	
Local participation	06	
The conservation elements	07	

SECTION 5: If the tourism business owners have attended any training programmes related to sustainable tourism development.

5.1. Are tourism business owners in uMhlatuze being educated about sustainable tourism development?

Yes	01		No	02		Not Sure	03	
-----	----	--	----	----	--	----------	----	--

5.2. Give reasons for your answer

.....

5.3. Who is responsible for educating the tourism business owners through training programmes on sustainable tourism development?

.....

5.4. What training programmes are you aware of that are being conducted to educate tourism business owners on sustainable tourism development?

.....

5.5. How are the programmes mentioned above benefiting the tourism business owners?

.....

5.6. Kindly respond to the statements given below in their order of importance according to the scale:

Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
1	2	3	4	5

	1	2	3	4	5
The tourism business owners understand the importance of sustainable tourism development					
Tourism business owners are being educated in different training programmes about sustainable tourism development					
Tourism business owners benefits from sustainable tourism development					
Sustainable tourism development in uMhlathuze municipality brought job opportunities to the youths					
Tourism business people sees uMhlathuze municipality as a poor symbol of sustainable tourism development					
Tourism business owners participate in different tourism activities in uMhlathuze municipality					

*******THANK YOU FOR YOUR COOPERATION GOD BLESS*******



ETHICAL CLEARANCE CERTIFICATE

Certificate Number	UZREC 171110-030 PGM 2016/281					
Project Title	The attitudes of tourism business owners towards sustainable tourism development in uMhlathuze Municipality					
Principal Researcher/ Investigator	B Marovatsanga					
Supervisor and Co-supervisor	Prof AT Nzama					
Department	Recreation and Tourism					
Nature of Project	Honours/4 th Year		Master's	x	Doctoral	Departmental

The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above-mentioned project proposal and the documents listed on page 2 of this Certificate.

- Special conditions:**
- (1) This certificate is valid for 2 years from the date of issue.
 - (2) Principal researcher must provide an annual report to the UZREC in the prescribed format [due date-31 July 2017]
 - (3) Principal researcher must submit a report at the end of project in respect of ethical compliance.

The Researcher may therefore commence with the research as from the date of this Certificate, using the reference number indicated above, but may not conduct any data collection using research instruments that are yet to be approved.

Please note that the UZREC must be informed immediately of

- Any material change in the conditions or undertakings mentioned in the documents that were presented to the UZREC
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research

Classification:

Data collection	Animals	Human Health	Children	Vulnerable pp.	Other
X					
Low Risk		Medium Risk		High Risk	
		X			

The table below indicates which documents the UZREC considered in granting this Certificate and which documents, if any, still require ethical clearance. (Please note that this is not a closed list and should new instruments be developed, these would require approval.)

Documents	Considered	To be submitted	Not required
Faculty Research Ethics Committee recommendation	X		
Animal Research Ethics Committee recommendation			X
Health Research Ethics Committee recommendation			X
Ethical clearance application form	X		
Project registration proposal	X		
Informed consent from participants	X		
Informed consent from parent/guardian			X
Permission for access to sites/information/participants	X		
Permission to use documents/copyright clearance			X
Data collection/survey instrument/questionnaire	X		
Data collection instrument in appropriate language		Only if necessary	
Other data collection instruments		Only if used	

The UZREC retains the right to

- Withdraw or amend this Certificate if
 - Any unethical principles or practices are revealed or suspected
 - Relevant information has been withheld or misrepresented
 - Regulatory changes of whatsoever nature so require
 - The conditions contained in this Certificate have not been adhered to
- Request access to any

The UZREC wishes the researcher well in conducting the research



Professor Nokuthula Kunene
 Chairperson: University Research Ethics Committee
 04 August 2016

B Marovatsanga - PGM 2016/281





Confirmation of Project Registration

Registration Number	S522/16						
Project Title	The Attitudes of tourism business owners towards sustainable tourism sustainability in UMhlathuze Municipality.						
Principal Researcher/ Investigator	Marovatsanga B						
Student number	201100423						
Supervisor and Co- supervisor	Prof AT Nzama						
Department	Recreation and Tourism						
Nature of Project	Honours/4 th Year		Master's	x	Doctoral		Other

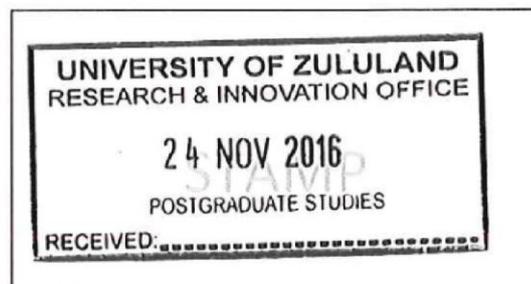
Dear Student

I have the pleasure of informing you that the Higher Degrees Committee, at its meeting held on 20 May 2016, approved your research proposal.

Please note: Your proposal can now be considered for ethical clearance after which you can apply for research funding. Kindly provide this letter with your ethical clearance certificate when submitting your final thesis for external examination.

Yours sincerely,

Mr. Siyanda Manqele
Post-graduate Studies
24 November 2016





Confirmation of Project Registration

Registration Number	S522/16			
Project Title	<i>The attitudes of tourism business owners towards sustainable tourism development in Umhlathuze Municipality.</i>			
Principal Researcher/ Investigator	Marovatsanga B			
Student number	201100423			
Supervisor and Co- supervisor	Prof A.T Nzama			
Department	Recreation and Tourism			
Nature of Project	Honours/4 th Year	Master's	x	Doctoral
				Departmental

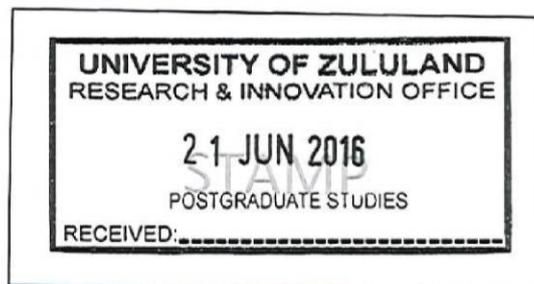
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Yours sincerely,

Mr Siyanda Manqele
Post-graduate Studies
21 June 2016



Marovatsanga Dissertation

by Bervely Marovatsanga

FILE	MAROVATSANGA DISSERTATION.DOCX (1.25M)	WORD COUNT	33297
TIME SUBMITTED	20-JAN-2017 11:17AM	CHARACTER COUNT	193599
SUBMISSION ID	760781217		

Marovatsanga Dissertation

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25 January 2017

To Whom It May Concern

RE: Confirmation of Dissertation editing for Marovatsanga Bervely (201100423).

This is to confirm that I have edited and proof-read Bervely Marovatsanga's MA Dissertation titled 'Tourism business owners understanding of sustainable tourism development in uMhlatuze municipality'. The dissertation is well written and its structure is well organised.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Gift T. Marovatsanga'.

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