

**AN INVESTIGATION INTO THE POTENTIAL
OF AMANZIMTOTI AND SURROUNDINGS AS A
TOURIST DESTINATION**

BY

DUMSILE CYNTHIA GUMEDE

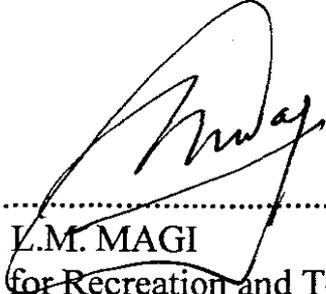
**A dissertation of limited scope submitted to the Faculty of Arts in
partial fulfilment of the requirements for the course-work degree
of Master of Recreation and Tourism in the
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DECLARATION

I declare that this research study: *AN INVESTIGATION INTO THE POTENTIAL OF AMANZIMTOTI AND SURROUNDINGS AS A TOURIST DESTINATION*, unless specifically indicated to the contrary in the text, is my own work in both conception and execution. All the sources that have been used or quoted have been duly acknowledged by means of complete references.

Dumsile Cynthia Gumede

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Dumsile Cynthia Gumede
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 January 2003

DEDICATION

This dissertation, entitled *An Investigation into the Potential of Amanzimtoti and Surroundings as a Tourist Destination*, is written and dedicated to my mother, Sizile Lillian Zondi who has always believed in me and supported me from a distance thus allowing me to be my own person. I love her for her understanding, strength as a single mother of four, encouragement, and for having given me the beautiful gift of life.

ABSTRACT

Tourism is an industry that will be able to alleviate poverty problems for many developing countries. The great multiplier effect in this industry means that every unit of tourist expenditure goes through several rounds of income creation before its effect is exhausted. South Africa, regarded as one of the new destinations, has a chance to plan tourism activities so as to promote sustainable development and avoid the known pitfalls and negative effects of this industry. This means that all its tourism related policies, such as Environmental Affairs and Tourism, Sports and Recreation and Reconstruction and Development, should be based on the principles of sustainable development.

The Durban Metropolitan Area, and its sub-areas, is one of the popular destinations in the KwaZulu-Natal. The mission of the Durban Metro, also called Ethekwini Municipality, is to turn this region into South Africa's premier 'playground'. Its strategies to realise this dream include among other things: the development of Ushaka Marine Island Park, the Suncoast casino, the Sugar Mill casino, and many other initiatives.

Amanzimtoti District is part of Ethekwini Municipality, known as the South Operational Entity (SOE). It therefore should share the vision of the Durban Metro, and also contribute to alleviating unemployment as well as congestion problems for the total area. This study was conducted with a view of finding out if there were any recreation and tourism-related developments taking place in Amanzimtoti, as well as its potential and standing as a tourist destination.

On the whole, the lack of tourism awareness in the study area has been identified as a major hindrance to a superior level of tourism development, promotion and delivery. There seem to be lapses in communication between the tourism stakeholders such as authorities, local communities, service providers and the tourists themselves.

The findings of this study went a long way and conclusively established that Amanzimtoti, as an important component of the Durban Metropolitan area, has not reached its full potential as a tourist destination in terms of the existing recreation and tourism infrastructure and facilities. In addition, perceptions of local authorities, communities and visiting tourists, indicate that the area has not reached maturity as a tourism resort, service area and destination.

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CHAPTER ONE

ORIENTATION TO THE STUDY

1.1 INTRODUCTION

Tourism is generally believed to be one of those industries that will be able to alleviate poverty problems for many developing countries. This is because it is the fastest growing industry in many countries. Even though it is not old as an industry, tourism is already benefiting many people especially the poor and the previously disadvantaged in the case of South Africa. Like many other established industries, tourism has a significant multiplier effect, which means that eventually it benefits even people who are not involved in the industry. South Africa as one of the new destinations has a chance to plan tourism activities so as to promote sustainable development and avoid the known pitfalls and negative effects of this industry.

The Durban Metropolitan Area and its sub-areas is one of the popular destinations in the KwaZulu-Natal. The mission of the Durban Metro, also called Ethekewini Municipality, is to turn this region into South Africa's premier 'playground,' and Amanzimtoti is one of the important parts of this Metropolitan area. This study is therefore conducted with a view of finding out what is the standing and potential of Amanzimtoti as a tourist destination within KwaZulu-Natal and the Durban Metropolitan area in particular.

Historically, Amanzimtoti is one of the towns that fall under the Durban Metropolitan area along the southern coast. It was named after IsiZulu description of ‘sweet-tasting water’ after the river that curves outside it into the sea. ‘Toti’, as this town is commonly referred to – is also where you will find the ‘Place of the Birds’ – Inyoni Rocks, at the northernmost point of the bathing beach. This town was for decades included within a colonial-decreed Native Reserve’, a circumstance that endured until 1928, when it was surveyed as a ‘White Town’. Amanzimtoti attained Municipality status in September 1952 (APA, 2002a).

1.2 STATEMENT OF THE RESEARCH PROBLEM

The vision of Durban Metro Council is to turn the Metro into the ‘playground of South Africa’, which is in line the national goal of the Department of Sport and Recreation of ‘Getting the nation to play.’ Amanzimtoti is supposed to alleviate congestion problems for the Durban Metro, and also grow and develop alongside it. This small town on the south coast of Durban can, however, not develop and grow if the revenue keeps leaking from it back to Durban, due to the shortage of tourism and recreation infrastructure (DEAT, 1996b; Bendheim, 2001 –2002). This investigation therefore seeks to find out about the position and potential of Amanzimtoti as a tourist destination in the context of the Durban Metropolitan area.

Amanzimtoti, a small town on the south of Durban should be developing alongside the Metro, but not much development is taking place. Amanzimtoti has great potential to become a booming tourist attraction, thus providing employment opportunities for its people. It is bordered by such residential areas

as Adams Mission, KwaMakhutha, Ulovu, Isipingo, Athlone Park, Warner Beach, Winklespruit, Illovo, Umgababa, and so on. All these people could benefit financially, socially and otherwise from the development of this town. This study therefore *inter alia* wants to investigate if Amanzimtoti has reached its full potential as a tourist destination in terms of tourism infrastructure and other tourism-related activities. If it has not, this study is also expected to investigate the stumbling blocks associated with such lack of adequate development.

1.3 HYPOTHESES

Hypotheses are educated guesses of the answers that the study will find to the research problem. These hypotheses are then either accepted or rejected at the end as a way of concluding the study following the analysis of accumulated information (Magi, 1999a). The following research hypotheses were set alongside the objectives of this study.

- Hypothesis 1:** That existing facilities and activities in the study area are well equipped and adequately supplied.
- Hypothesis 2:** That the levels of utilisation and patronage of various facilities within the study area are of a high order.
- Hypothesis 3:** That the potential of the study area as a tourist destination has not reached high levels of success in terms of tourism development.
- Hypothesis 4:** That the local community has a negative attitude towards tourism as an activity.

Hypothesis 5: That the tourists have positive opinions and feelings towards tourism development and delivery in the study area.

1.4 OBJECTIVES OF THE STUDY

This study was guided and directed by some objectives, which would help towards the accomplishment of its major goals. These objectives were set at the beginning of the study to keep the researcher focused.

- To find out the nature and standing of existing recreation and tourism facilities and activities in the study area.
- To investigate the levels of utilisation and patronage of the various recreation and tourism facilities in the Amanzimtoti District.
- To determine the potential that the study area has as a tourist destination, through identifying available recreation and tourism facilities and their levels of development.
- To establish what the attitudes of the community towards tourism as an activity and tourism development are.
- To ascertain the opinions and feelings of the tourists regarding tourism development and delivery within the study area.

1.5 DEFINITION OF CONCEPTS

There are a number of tourism related concepts that are used in this research report. These concepts are going to be discussed because they proved to be very important for clarity in this particular study.

1.5.1 Potential

The concept 'potential' refers to capacity or possibility of coming into being or action. It is latent energy to become or do what is required (Fowler and Fowler, 1992). Potential has to do with the likelihood, or embryonic or budding energy to become or to do. It is dormant, unrealised, or undeveloped energy to become or do what is expected (Urdang, 1991).

1.5.2 Tourism

According to Heath and Wall (1992) tourism is derived from the word tour, which means a circular journey that returns to the starting point. It is a study of people about fifty kilometers away from their place of residence and work for a period of about twenty-four hours or more but not exceeding one year. This could be for the purposes of business, pleasure, education, and so on, and the whole industry that arises to cater for the needs of such travelers.

Tourism is described as travel for whatever purpose, which results in one or more nights being spent away from home especially in commercial accommodation (DEAT, 1996a). In this study tourism refers to local, national and international tourism.

1.5.3 Recreation

The word recreation is derived from the Latin word *recreato*, which means restoration to health. It refers to any activity that is undertaken during leisure time, which is pleasurable with socially redeeming qualities, where no delayed reward in the form of money or trophies is expected. Participation and feelings

of satisfaction, rejuvenation, invigoration, and so on are the rewards and ends in themselves (Edginton *et al*, 1995).

1.5.4 Tourism industry

Tourism is a unique grouping of many industries that get tied together by a tourist, who serves as the common denominator. Tourism includes a wide array of people, skills, activities and facilities (the majority of which are bound to be involved in passenger carriage, accommodation, amenities, and attractions, souvenir manufacturers, tourist information centres, and so on), which together form what is termed – the tourism industry. It is a service sector, which therefore is an industry only as it provides employment, and not as it produces some finished goods (Bull, 1998; Seth and Seth-Bhat, 1998).

1.5.5 Tourism development

Tourism is an agent of change and development. It leads to different benefits and costs to the destination region, which are attributable to the variations in the economic structure of the destination regions and their geographical circumstances.

Tourism leads to the development of tourism, recreation and general infrastructure to the benefit even of local people. It creates job opportunities and introduces new growth into stagnant and declining economies. The income from the international guests brings in the foreign exchange essential for major investments (Mathieson and Wall, 1987).

1.5.6 Tourist destination

A destination is a region that has been chosen by the prospective tourists to visit as their main objective because of its physical, social, climatological, ideological, environmental, and even economic appeal to them. This is a region that tourists from visitor generating regions especially Europe and America choose to visit for whatever reason. The host region is known as a tourist destination. Transit points or stopovers on the other hand are usually visited for transport or connection reasons, and not as the main objective of travel (Bull, 1998).

1.5.7 Tourist attractions

Another very important factor in deciding what region to tour are its tourist attractions. This refers to the facilities that guests can visit and enjoy such as casinos, game parks (the Big Five is one of the Unique Selling Features of South Africa), art galleries, world heritage sites (Ukhahlamba, St Lucia, Robin Island, and so on, in the case of South Africa), hospitality, and so on. According to Pearce in Faulkner *et al* (2001), an attraction is a named site with a specific human or natural feature, which is the focus of the visit. It can also be defined as a designed permanent resource, which is controlled and managed for the enjoyment, amusement, entertainment and education of the visiting public (Swarbrooke, 1999). Tourist attractions would also include the activities that the guests can see, or if they choose, participate in, such as cultural dances, rituals (the Reed Ceremony is a good example in the case of KwaZulu-Natal), games and others, which will provide the tourists with exotic experiences because of their uniqueness.

1.6 DELIMITATION OF THE STUDY

This study was conducted in Amanzimtoti and the surroundings, stretching especially along the coast from the Durban International Airport to Ulovu River, which marked the southern boundary of the Durban Metro. It investigated the existing recreation and tourism facilities and compared them to the potential of the place in terms of available land or land that is underutilised.

1.7 THE PURPOSE OF THE STUDY

Tourism is still faced with a number of impediments to its growth and development in South Africa, and particularly in KwaZulu-Natal. Among such impediments are:

- Inadequate tourism education, training and awareness, which is regarded as the greatest deficiency leading to negative attitudes which block development.
- Lack of service excellence generally experienced among the tourism service providers.
- Lack of or poor tourism and recreation infrastructure particularly in the rural parts of this country as well as smaller towns.
- Lack of inclusive, effective national, provincial and local structures for the development, management and promotion of the tourism sector (DEAT, 1996b).

Tourism can be an engine of growth, capable of rejuvenating other sectors of our economy as the world's largest generator of jobs. It employs multiplicity of skills, which bring in ready market. Tourism has competitive advantage which

is no longer natural, but which is getting increasingly man-made, driven by science, technology, information and innovation. Even in the case of South Africa, Durban in particular, it is not simply the stock of natural resources that will determine its competitiveness in tourism, but rather how these resources are managed, and the extent to which they are complemented with innovations and development (DEAT, 1996b).

This study aimed to find out if Amanzimtoti and surroundings had reached its full potential as a tourist destination. This was achieved through interviewing the local authorities to find out development plans that were in the pipeline. Residents of the areas under investigation were also interviewed to find out their views and attitudes towards tourism. The tourists were consulted through survey questionnaires to establish their feelings regarding the level of development in this region. Finally, the views and preferences of local service providers regarding the level of tourism development in the study area were investigated. The study also investigated the stumbling blocks to development in the Amanzimtoti area.

1.8 METHODOLOGY

A variety of methods were employed to collect data for the purposes of answering the research questions of this study. Such methods were as scientific as possible to allow the researcher to make acceptable generalisations basing them on the findings from data gathered in ways that can represent a larger community than the sample, while others (analysis of the feeling and perceptions) were more qualitative (Finn *et al*, 2000). The following methods of data collection were utilised for the purposes of this study:

1.8.1 Literature survey

An intensive literature review was undertaken to provide a conceptual framework for this study. Newspapers (especially the local South Coast Sun), magazines (especially Metrobeat), other publications, the Internet, and books on recreation and tourism and development were consulted.

1.8.2 Interview procedure

Interviews were conducted with a variety of social groups relevant to this particular study such as:

- Tourists that already take Amanzimtoti as a tourist destination (local, national and international visitors who were touring this area during August to September 2002). A questionnaire was used for this purpose.
- Residents of the demarcated area of study were interviewed, and a questionnaire for residents was used to collect such data.
- Local owners of recreation and hospitality facilities were also interviewed using a questionnaire specifically designed for them.
- SOE officials were also interviewed to find out the development plans in the pipeline, and this was achieved through a questionnaire specifically designed for this purpose.
- A letter was written to the Communications Manager of the SOE to find out about the development plans for Amanzimtoti and the surroundings in the whole tourism development plan of the Durban Metro.

These interviews were conducted in order to find out the feelings and views of these groups of people who would be affected by tourism development. The

views of the tourist about the level of development of this district as well as other recreation facilities that could add to the attractiveness of this area were investigated, and also what the authorities had in store for this area in terms of tourism development.

1.8.3 Area survey

The demarcated area was also explored by the researcher through field research and observation in order to see available tourism and recreation resources, the level of patronage, and also areas that could still be developed.

The South Operational Entity as well as the Department of Traditional and Local Government Affairs were consulted for maps, and other documents on Amanzimtoti and surroundings.

1.8.4 Sampling frame

Three main methods of data collection were used for this study namely, literature review, field research and observation, a letter and interviews. Interviews were conducted with local authorities, residents, service providers as well as tourists. It is clear then that it would not be possible to use the same method of sampling for all the groups that were interviewed. Even though random sampling is a better and trusted method of sampling, it would not be possible to use it for some of the groups that had to be interviewed. Consequently the following sampling methods were used:

- A convenience sample was used to collect data from the tourists. Tourists who were visiting Amanzimtoti over the winter holidays, especially from

August to September 2002 were interviewed, to find out their opinions about the level of development of this town, as well as to discover the recreation attractions they would like to see developed. Such tourists were to be met at the local hospitality facilities like the only local hotel (Karridene), randomly selected Bed and Breakfast facilities, nature reserves and gardens, beaches and service stations.

- The residents of Amanzimtoti were interviewed. The residential areas of this town and its surroundings were clustered according to their names (Amanzimtoti, Isipingo, Ulovu, and so on), and then one percent (1%) of each cluster was selected randomly (using the table of random numbers) for interview. A map showing all the plots and homes of this town and surrounding areas was acquired from the Engineering Offices at Ulovu for this purpose.
- The local recreation and hospitality facilities were identified, and a table of random numbers was used to select a ten percent (10%) sample for the interviews of the owners.
- The SOE authorities were interviewed for development plans in the pipeline, and to find out what their attitudes to development in general and tourism development in particular were.

1.8.5 Data analysis

A Chi-square test applied to more than one sample with several categories was done to calculate and compare the responses of the tourists, residents, local authorities and the owners of recreation and hospitality facilities. This test was

used to find out if Amanzimtoti was welcoming enough outside visitors per year and also to test if this district provided them with enough recreation and tourism facilities.

1.9 STRUCTURE OF THE STUDY

This research report was written to follow a certain structure, which would make it easy for readers to understand. The following structure is also in keeping with the requirements of research report writing in the Centre for Recreation and Tourism in the University of Zululand (Magi, 1998).

- Chapter one Orientation to the study

This chapter introduces the reader to the purpose of the study as driven by the research problem. It also explains to the reader how all data used to draw the conclusions was collected and analysed.

- Chapter two Literature review

In this chapter an extensive study of literature related to recreation and tourism is conducted. This chapter is important as it lays the theoretical background of the study which will help the reader understand the basis of all arguments made in this study.

- Chapter three Physical setting of the study

This chapter is meant to introduce the reader to the study area. It describes the area of study in terms of boundaries, the physical landscape, climatic conditions as well as the recreation and tourism infrastructure. This chapter is important as it exposes to the reader the recreation and tourism facilities

that are already available in the study area as well as potential areas of development as perceived by the researcher.

- Chapter four Data analysis and interpretation

Chapter four is used to interpret and analyse all the data that was collected for the study. It is this chapter that lays the foundation for all conclusions and recommendations made in chapter five basing them on the results of hypotheses testing.

- Chapter five Conclusions and recommendations

This is the final chapter of this report. In this chapter conclusions relating to the research problem are made and then some recommendations are put forward.

1.10 CONCLUSION

The researcher aimed to make this research valuable to the future tourism development plans of the SOE. One copy of the finished research report would be given to the South Operational Entity Council. Research findings would be disseminated through articles published in the weekly local newspaper (South Coast Sun). The results of this study would also be made known to the local authorities so as to inform them about the feelings of the residents, service providers, as well as the visitors on the level of development in this area. Hopefully the findings of this study will generate a dialogue for the residents and the local authorities, which will help them to reconcile their views regarding development in the region.

CHAPTER TWO

THEORETICAL FRAMEWORK

2.1 INTRODUCTION

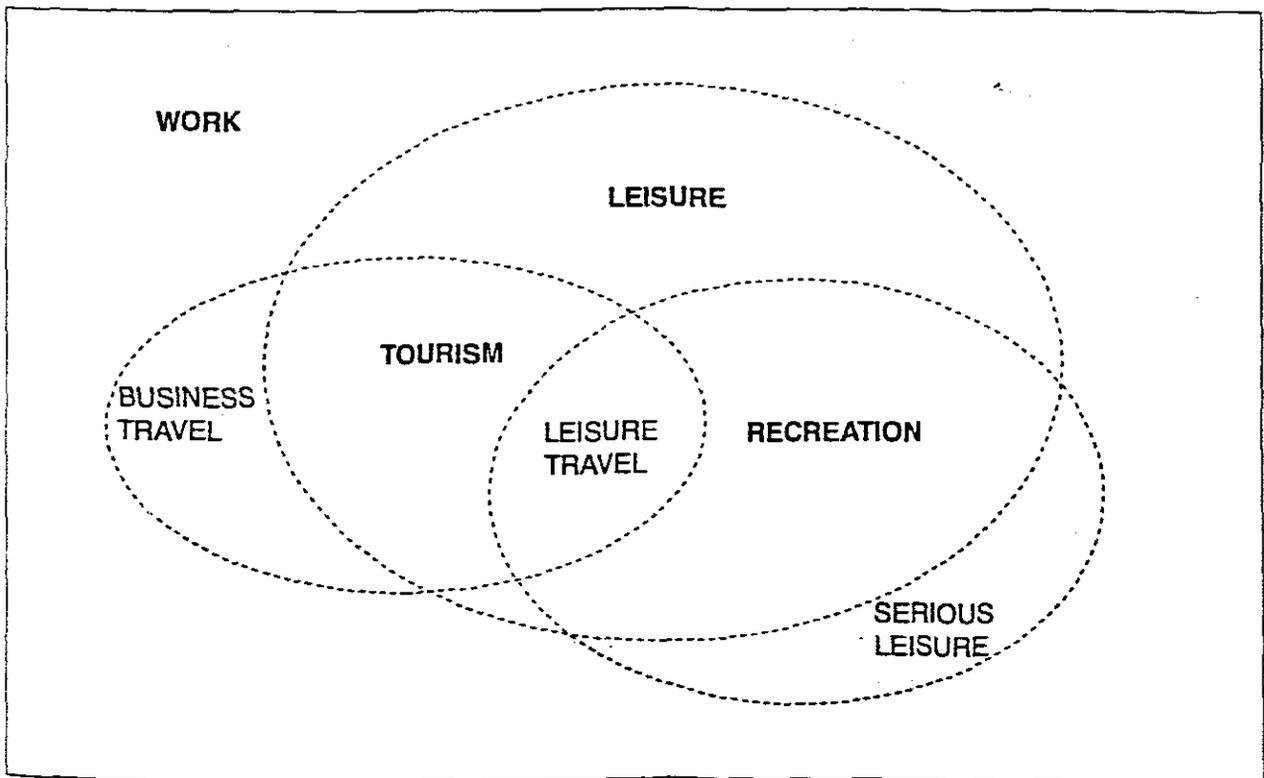
Curiosity has always been an inherent character trait of human beings. It is their curiosity about other parts of the world that has made people leave their places of residence to explore and experience other parts of the world, to discover new places and the unknown and enjoy exotic experiences. This has always happened because no two places are alike in terms of natural and cultural phenomena, otherwise there would be no reason to travel (Hudman and Jackson, 1999). For this to happen successfully and comfortably, there has to be a totality of phenomena and relationships related directly or indirectly to entry, stay and movement within and outside the destination region or city (Towner, 1996).

As a result of technological advancements and improvements in communication, tourism has become one of the fastest growing industries today, and it is expected to continue to expand because people are beginning to discover more and more new destinations, and these destinations have realised that tourism is a great money-spinner. For tourism to have long-lasting economic yield for the destination regions, it has to be humanised and not just driven by market forces. The participation of local people, and attempts to incorporate their cultures and tradition in planning, call for respect of their persons and communities (Mowforth and Munt, 1998).

2.2 RELATIONSHIP BETWEEN LEISURE, RECREATION AND TOURISM

Recreation and tourism are intertwined like two sides of the same coin, the coin being leisure. These two however, stand apart from each other even though parts of recreation and tourism overlap within the phenomenon leisure, while others fall outside and make these two separate from and unrelated to leisure. Leisure, tourism and recreation are seen by Crouch (1999) as an encounter occurring between people, between people and space, among people as socialised and embodied subjects, and in contexts in which they are available. The following diagram by Hall and Page (2001) shows clearly the relationship that exists among these three phenomena.

FIGURE 2.1 THE RELATIONSHIP BETWEEN LEISURE, RECREATION AND TOURISM



Source: Hall and Page (2001: 4)

It would be more meaningful though to call the area of recreation outside leisure, serious recreation and professional sport instead of serious leisure. According to Hall and Page all the three phenomena take place outside work place or outside the state of mind of work. They start with a certain amount of free, unhurried, unobligated, discretionary time, the time that is left over after all the obligations of daily living like work, family responsibilities, and so on have been met. This then leaves the individual with time to choose what to do, when and how, of course within the limits of the environment and culture, even though some dare devils like sky divers and sea divers have defied the limits of the environment.

Goodale and Witt (1980) see leisure as a conceived condition of freedom, a state of having at one's disposal some time to spend as one pleases. When an individual with some disposable income, capability (in terms of health), and enough knowledge to use during the choice trade offs, has some leisure time to spend, such an individual will want to satisfy a certain inner drive, urge or craving. Depending on the amount of available time, knowledge, and disposable income, she may decide to tour her own country or travel abroad. Tourism then becomes a means to an end, the end being recreation within leisure time. During this time the individual may participate in a number of recreation activities, which may include tourism. Tourism is carried out within an essentially recreational framework, and it is one of a range of choices or styles of recreation expressed through travel.

If tourism is carried out within a recreational framework, even the guests to Amanzimtoti would want to be able to recreate while visiting this area. This would mean that the South Operational Entity has to find out what their recreation needs are and then try to meet them.

According to Mathieson and Wall (1987) tourism is a new, evolutionary use of leisure, representing an expanded opportunity to exercise choice in the selection of recreation activities. It is an extreme form of recreation away from home, which needs adequate disposable income. It is travel for the sake of recreation, enjoyment and fulfilment. Leisure, recreation and tourism are seen as abstractions, which only those who stand aside and look on, rather than those who participate perceive. Leisure and recreation are states of mind, and tourism is one of the practical applications thereof.

Edginton *et al.* (1995) argue that recreation embraces a variety of activities undertaken during leisure time. The individual is motivated by internal forces to participate because of the free state she is in. Participation brings a sense of well-being, happiness and good quality of life, as recreation provides immediate rewards of fulfilment and satisfaction. Participating in such activities helps the individual to have respite from stress and tensions of everyday responsibilities, as she unwinds and relaxes for the restoration of depleted energies. Such activities provide the individual with an opportunity for personal choice, expression, independence of mind, development of individuality and character. Leisure time may be used by an individual to earn self-respect and social esteem, especially if she gets involved in community projects. For any individual to utilise leisure time fruitfully, she should have the ability and knowledge to understand options, and then make an informed decision.

The local government has to identify the needs and wants of their guests so as to limit the amount of money that leaks out to bigger areas like Durban. Lack of development leads to loss of the much-needed revenue and therefore curtails further development especially in smaller towns like Amanzimtoti.

Capabilities such as physical, spiritual, and financial, help the individual to best utilise her free time. An understanding of self and personal needs is also important. In cases where the capabilities are curtailed, freedom may also be limited. The individual may have free time at her disposal, but no freedom to engage in recreation activities. Without a sense of direction, leisure becomes goalless and boil down to idleness. Free time does not automatically lead to leisure, the individual gets involved in a lot of trade offs between alternatives. Gratton and Taylor (1988) argue that the individual needs enough information which will enable her to make informed decisions. They further argue that leisure time can be boring without sufficient consumption skill, and if people are confining their leisure time to low skill activities like watching television and drinking.

Leisure, according to Pieper in Torkildsen (1983) is a mental and spiritual attitude, not just a result of external factors and availability of spare time or a holiday. For free time to be leisure time the individual must have an attitude of relaxation, healing and renewal. Leisure, recreation and tourism are believed to have socially redeeming qualities as they involve individuals in specific voluntary activities whose effects spill over to other aspects of their lives.

Bhatia (1967) described tourism as a basic and desirable activity for human populations. The destination region will then have to take advantage of such curiosity by providing all services and goods that this traveling population will demand, to make their stay memorable in anticipation that they will come back and also spread good publicity about the region.

As defined by Bull (1998) tourism is a human activity, which encompasses human behaviour, use of resources, economies, environments and interaction with other people. It involves physical movement of people to localities other than their normal living spaces. Some tourism, such as business travel, and study trips are still linked to some responsibilities and obligations, so they are not regarded as recreational.

2.3 TOURISM PLANNING AND DEVELOPMENT

Tourism is an agent of change and development, which, if properly planned, will yield different benefits attributable to variations in the economic structure of destination regions and their geographical locations. If not properly planned, tourism can lead to more costs than benefits in terms of environmental and cultural degradation. Tourism is a means of introducing new growth to declining economies. The much-needed hard currency from the more affluent countries that the tourists bring is essential for major investments.

Tourism can also supplement the national balance of payments, create job opportunities, lead to infra-structural development and inter-sectoral linkages. It is a major export industry with a big multiplier effect, which means that the income earned through tourism can provide salaries to thousands of people who will then spend it in other sectors of the country's economy.

Tourism expands horizons for host countries as it breaks the regional barriers, leading to acculturation. It de-regionalises people and offers them opportunities to learn and develop as they participate in the industry. The interest of tourists in the cultural artifacts, has led to the revival of handicrafts and cultural

tradition, which has resulted in the extraordinary combination of modernity and tradition.

The renewal of culture helps towards self-identity and national pride (de Kadt, 1979). In the case of Africa cultural renewal is in line with the goal of the President of South Africa, Thabo Mbeki of African Renaissance.

Amanzimtoti is bordered by a number of residential areas occupied by previously disadvantaged communities. Even though the residents of Amanzimtoti may be a bit more financially affluent, the bulk of the communities under the South Operational Entity are poor and unemployed. Development around Amanzimtoti would help a lot towards alleviating such social problems.

Tourism will only flourish and be sustainable under certain appropriate conditions, such as a sophisticated level of planning and organisation. A particular destination's ability depends on the diversity of facilities and standards, quality of services provided, environmental characteristics, accessibility and political situation (Mathieson and Wall, 1987).

Proper planning, which harmonises development and economic growth with nature, is essential to progress that does not become synonymous with assault on nature and culture (Hall and Lew, 1998). The higher standards of living can therefore be achieved without alienating the people from their heritage, and without despoiling nature's freshness and purity essential for their very lives (Seth and Seth Bhat, 1998).

Lickorish and Jenkins (2000) argue that only properly planned tourism can be a sustainable boon to destination regions. Tourism planning is about the conversion of tourism assets and other developments into a marketable state. Before tourism planning starts, it is important to set tourism objectives, which will outline what the plan sets to achieve. The objectives are then formulated into a tourism policy statement, setting parameters or guidelines, which steer planning and future developments. This policy then becomes a point of reference against which planning decisions should be made. Some residents of the Amanzimtoti and surrounding areas were not completely opposed to development, but they wanted it to be planned and not destructive to the environment.

2.3.1 Steps in tourism planning

According to Lickorish and Jenkins (2000) and McIntosh *et al.* (1995) the following steps are important to tourism planning:

- Definition of the system in terms of type, character, size, market and the purpose of the development.
- Establishment of tourism objectives to give the project direction.
- Data collection to find out how the local people will receive the development, and also to analyse existing facilities and identify target markets.
- Consultation of policy guidelines to make sure that the development does not deviate from the national plans.
- Spell out the implementation programme to ensure that the plans are carried out within the planned time period.
- Put monitoring mechanisms in place, to assess if the development plans meet its objectives.

- Review and evaluate progress, to revise and refine the objectives as required.

Tourism development should reflect the unique circumstances of the region. The style and scale of development are the basis for planning. The tourism policy should precede planning, as it provides the framework within which planning and development will take place. This means that the market forces should not dictate tourism development. Mowforth and Munt (1998) argue that tourism should be humanised, and not be driven by greed and ambition of the developers. This implies that it is important that the local communities participate from the very early stages of planning, so as to ensure that their culture and traditions are not ignored.

Lickorish and Jenkins (2000) further argue that tourism planning should also address such issues as:

- The type and scale of tourism products to be supplied.
- How tourism will be marketed.
- Marketing segmentation, which depends a great deal on the facilities that the destination has on offer.
- The likely impacts arising from the policy choices.
- How people are going to be empowered so that they can benefit significantly from tourism in their region.
- Policy guidelines for future development should be in place.
- How the barriers to development are going to be removed to encourage tourism.
- How the negative effects such as pollution, overcrowding, environmental degradation, and others are going to be mitigated.

The tourism policy is a reasoned consideration of alternatives of how to best allocate the scarce resources, opportunity cost involved in using resources this way and not the other. Policy on tourism is the prerogative of the government. It is a dependent variable, depending for its nature on the socio-economic, environmental and political systems. A country that aspires to be a tourist destination should strive to achieve the right policy for the right goals, and policy should not be value-free. There are national values embedded in policy, so if care is not taken, the nation will be stripped off its value system through tourism (de Kadt, 1997 Cook et al, 1999).

The tourism policy of South Africa is not value-free. It caters for the needs and wishes of the communities that will be impacted on. The SOE should ensure that it invites all the communities of this district. Those that have not yet been informed about tourism, its merits and demerits, should be informed through workshops conducted for this particular purpose.

2.4 THE SOCIO-ECONOMICS OF TOURISM

Tourism is based on the elementary principle of supply and demand. In the context of recreation and tourism, regions of supply and demand are usually separated. The person who demands facilities originates from a visitor-generating source, which is in most cases kilometers away from the region that will supply her with what she demands. So, this nature of supply and demand will necessitate movement between the two poles. The visitor generation region forms the source of demand, and the visitor destination forms the centre of supply. These two poles will be linked by the third component, which is transportation. They then form a dynamic system, which remains open to

change. This system is open to influences from wider external social, economic, political, environmental and technological factors. These form the socio-economic basis of tourism (Towner, 1996).

Tourism activities should be related to the overall life-worlds, life cycles and lifestyles of the visitors, if their visit and stay is to be meaningful. The visitor-generating region is as important as the destination region. The host communities play a very important role in the quality of the overall tourism experiences, and their support of the visitors has created labour demands and opportunities. The experience of the visitor of the destination can help shape environments back at home. A good example of this is the idea of villas and chalets in South Africa, which reflect tastes nurtured by foreign travel (Towner, 1996).

According to de Kadt (1979) tourism is a peculiar product, an export consumed by the non – citizens in the exporting country. This helps to create employment opportunities. It also broadens the horizons of the local people as they interact with people from other countries. It results in accelerated acculturation, and many opportunities to learn. In the case of South Africa, tourism reduced the post apartheid neurosis of brooding over the past, instead of venturing into the future. Encounter with many tourists would also remove the inferiority complex, as the local people feel good that what they do attracts people from other countries and that they are able to interact with them as they provide for their needs.

If properly planned to complement the lives and culture of the local people, this industry will help to preserve traditional values, objects and behavioural patterns

for tourist consumption. Aspects of culture such as folklore, crafts and other relics, can be transformed into consumable form and presented as characteristics of contemporary culture. The interest of tourists in cultural artifacts has led to the revival of handicraft and cultural tradition, as well as the extraordinary combination of modernity and tradition. This revitalisation of culture will help towards the development of self-identity, which in the case of South Africa tends to manifest itself in people wearing traditional attire every opportunity they get nowadays. Tourism has provided expanding markets for local artifacts, attire, beadwork, and so on. It has also increased the value of cultural objects, which were regarded as inferior in the apartheid era.

Tourism can have an appreciative and protective relationship with the environment because it is an industry based on the appreciation and enjoyment of particular places and people. It has led to places that would otherwise have remained unknown like the Drakensberg and the St Lucia Wetland Park being given the status of 'World Heritage Sites'. Tourism has a unique way of expressing environmental values and interaction with the land free from the demands of economic necessity. However without proper planning tourism can be cynically commercial, with the ability to reduce the land and its people to measurable and marketable consumables. If properly planned, tourism can also help to conserve the natural environment and the species of flora and fauna through the creation of botanical gardens and nature reserves (Price, 1996; Hall and Lew, 1998).

Tourism that has not been planned properly, or that is not based on a sound policy can and will have 'corrosive' effects on the cultural as well as natural environments of the host countries. The people may lose their dignity and self-

respect, as they are expected to perform sacred rituals and dances for the tourists, and then benefit very little or nothing out of it.

Hugo and Meeuwis (1997) argue that tourism development should be guided by carefully planned policies, based on the ideals and principles of human welfare first, and then on profits. If there are no clear policies in place, tourism falls into the hands of the ambitious developers and businessmen, which leads to tasteless and ubiquitous development that will exceed the carrying capacity of the resource, and despoil the very environment that attracted tourism in the first place.

Anyon in Price (1996) describe tourism as a 'double-edged sword,' which has a potential to destroy that which it originally set out to enhance. He further advises communities to decide exactly what they want out of tourism before tourism development even begins. Unplanned tourism results in the construction of massive infrastructure, which then greatly alters the ecological and social balance of the area in question. It also leads to such feelings and statements as the following:

Belize ... is too good for tourists, ... untainted by tourism, Belizeans are lovely. ... These self-confident people are loyal subjects of the Queen ... They don't know how lucky they are past and present (Mowforth and Munt, 1998: 60).

The feelings expressed above about Belize are shared by some people of Hawaai who expressed their attitude to tourism in the following way:

We don't want tourism. We don't want you. We don't want to be degraded as servants and dancers. This is cultural prostitution. I don't want to see a single one of you in Hawaai. There are no innocent tourists (Smith and Eadington, 1996: 47).

The negative effects of unplanned tourism development are also feared by the Sami as expressed below:

This is our land. We live and work here, we own this ... I hope those who come after us will also feel the same way ... Only Sami used this land. But today more and more Norwegians come here (Price, 1996: 69).

Tourism can have corrosive effects on culture, and cultural activities get degraded as they are commercialised for tourist consumption. Some cultural artifacts and items get produced in big amounts, which leads to quality being compromised for quantity. Local cultures, environments and people get transformed into commodities to be consumed by tourists. Examples of this can be the way in which prices are attached to animals like elephants, buck, lions, and so on for the tourists to cull, and cultural traditions and the ceremonies being packaged and sold to tourists, as well as the timing of some sacred rituals altered to fit the tourists' schedules (Mowforth and Munt, 1998). Unplanned tourism has also encouraged child prostitution and the general decline of morals. The tourists' superior economic wealth rapidly erodes the sensuous and aesthetic wealth of cultures that have developed in isolation from the Western world (Mathieson and Wall, 1987).

Tourism planners should realise that tourism is seasonal, which means that it would not be good planning to develop structures that could not be sustained by local people. The community of Amanzimtoti and surrounding areas could provide enough threshold population for some development as long as they are given enough facilities to keep them from shopping and recreating in Durban instead of in their own area.

The economics of tourism study the choices that people make using their limited resources to meet their needs and wants. The economy that any country has, when it comes to tourism, will include its natural attractiveness, accessibility, infrastructure, and the value of its currency in terms of international indicators. The resources that are available to the potential tourist are her physical ability to travel, the drive to travel, and amount of disposable time and income. If the individual is short in any of these resources the chances to travel will be limited (Cook *et al*, 1999).

There is a widespread belief that tourism can yield rapid and considerable returns on investments, and that it can be a positive force in remedying economic problems for many countries. Tourism is an intangible / invisible export industry, so no huge direct freight costs are incurred by the exporting country, while it brings a considerable amount of new money into the economic system of the destination (Mathieson and Wall, 1987).

Lickorish and Jenkins (2000) describe tourism as a noticeably resilient industry, which is less prone to economic fluctuations than other sectors. There is also no foreseen reason to think that this industry will decline in the future. According to Mathieson and Wall (1987) this industry is problematic in the sense that it is

highly elastic in size and income, which means that it is unstable and seasonal. There are low levels of customer loyalty and so the product cannot be stored. This industry depends on the nature and purpose of the visit, for example, there may have been hundreds of tourists visiting the Durban ICC from the 21st to the 24th of April to attend a Tourism Conference, but they may not have been interested in local outdoor recreation, as the focus of the visit was the conference.

Another problem is that tourists seldom travel to a particular destination more than once. Tourism forces development upon the visitor attractions depending on the magnitude of tourist demand. They consume a spectrum of goods and services, some from tourist businesses like hotel accommodation, and others from other industries like electricity. In this way tourism stimulates the local big and small businesses. The high demand for goods and services creates jobs for the local people. Tourism has a huge multiplier effect for the destination region. Tourism as an industry is multi faceted as it relies for its activities on the inputs from many other sectors of economy, like the primary sector (farming and fishing), secondary sector (electricity supply and industries), tertiary sector (communication systems).

The multiplier effect will lead to further development as the region tries to satisfy the ever-growing demands of the visitors. Some leakages will be experienced, as the country will be forced to import some goods and expertise in order to satisfy the customers. The redistribution effect ensures that new money is brought into the country, which adds to the regional GDP as it earns foreign exchange. In many regions tourism seems to be having a comparative advantage, which means that it brings in more revenue than other industries.

This happens mainly in cases where there are fewer or no minerals / fossils to compete with this industry, and also the places like islands where the mere beauty of a place gives it a comparative advantage as it attracts more and more tourism.

More recreation and tourism development in the Amanzimtoti and environs would create more job opportunities, and the local people would have more money to spend on other facilities that may not even be recreational in nature.

Most international tourists come from the First World countries like Western Europe, Japan and the North America. This means that the high income earned in these wealthy countries is spent in the developing countries. This is the redistribution effect of tourism, which means that the surplus spending power of richer countries is redistributed to the poorer regions. Countries like Japan encourage international tourism as a means of reducing and redistributing surpluses and bringing tariff free export to developing countries (Lickorich and Jenkins, 2000; Seth and Seth-Bhat, 1998).

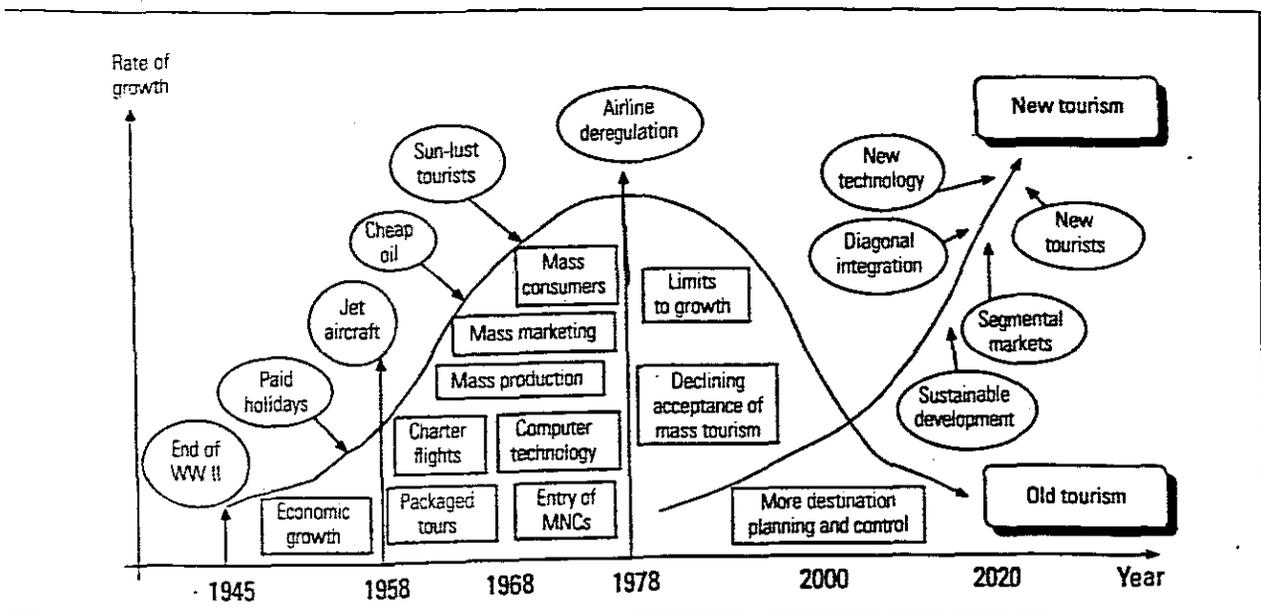
The South African Department of Environmental Affairs and Tourism (DEAT) plans to use tourism to provide quality jobs and contribute to the call for better life for all, while ensuring sustainability. It also plans to use tourism to harness skills, experience, as well as knowledge about the environment. Tourism will also be used to promote education, capacity building, research, information services and the development of management structures (DEAT, 1999b).

2.5 TOWARDS SUSTAINABLE TOURISM

Tourism planning strives to uphold the principles of sustainable development such as holistic planning and strategy making; preserving essential ecological processes; protection of human heritage and biodiversity; a way of productivity that can be sustained over the long term for future generations and achieving a better balance of fairness and opportunity between nations (Hall and Lew, 1998).

To achieve the true potential of the tourism industry, it is clear that any old type of tourism will not work. All forms of old tourism such as mass packages and standardised tourism are making way for a more sophisticated, segmented and customised new tourism. New tourism is based on planning according to the uniqueness of the destination in question as opposed to being driven by profit making and greed (George, 2001).

FIGURE 2.2 THE TOURISM LIFE CYCLE



Source: George, 2001:322

Figure 2.2 shows the life cycle that tourism has gone through from the end of the Second World War through the jet aircraft age to the new era of sustainable tourism.

Alternative tourism is aimed at minimising a negative environmental impact of tourist activities, as well as creating the opportunity for local people to absorb inputs such as extra people for short or long periods of time functioning either without the creation of social disharmony or by adapting its functions and relationships so that the disharmony created can be minimised or mitigated (Mowforth and Munt, 1998; Hall and Lew, 1998).

Sustainable tourism is about ensuring that the benefits are optimally distributed among all impacted persons, and that the ability of future generations to meet their own tourism needs is not jeopardised. Responsible tourism sprung as a reaction to mass tourism, which inevitably led to massive developments that were not sensitive to environmental and cultural carrying capacities. New tourism, (figure 2.2), is encouraged by new paradigms, new tourism offerings, new technologies, new visitor generation regions, new destinations, as well as limits to growth. All these are directed to the creation of sustainable tourism paradises. It is a constant struggle to defend the earth and to protect and sustain traditional communities. It is aimed at creating co-operative relationships between the wealthy and non-wealthy local communities and those sincere, open-minded tourists who want to enjoy the thing itself, as they participate in the culture of truly exotic people (Mowforth and Munt, 1998).

Sustainable tourism is responsible and responsive to the needs of the tourists, communities, employers, employees, as well as to cultural and natural

environments. It is a holistic approach to the development and growth of tourism aimed at long-term prospects. Responsive tourism implies responsibility to the environment through the promotion of sustainable tourism. It means the responsibility of the government and the business sector to involve the local communities that are in close proximity to the tourism plants and attractions through the development of meaningful economic linkages, for example, outsourcing of laundry services and the supply of vegetables. It highlights the importance of respecting, investing in, and development of the local cultures so as to enable the local people to play a meaningful role in tourism, while also protecting them from over-commercialisation and degradation. It connotes the responsibility of both the employer and the employee to the industry, to each other, to the environment and to the client.

The government has the responsibility to set up a suitable policy that is in line with the ideals of sustainable development as outlined in Agenda 21. The tourists have a responsibility to observe the norms and practices of South Africa with respect to the environment, both natural and cultural. They have to school themselves to travel without leaving footprints, and to look, listen and learn without intruding, and accept the resource in its own terms recognising its limits. In other words, they should have moral and ethical responsibility and behaviour towards the resources whether natural or cultural (Cater and Lowman, 1994).

New tourism is a result of the people realising that their welfare cannot be separated from that of the plants, animals, soils, water and the air around them, their realisation that they are part of the environment that surrounds them. It came as a reaction to mass tourism, tasteless and ubiquitous development and environmental and social alienation. It also resulted from the sensitisation to the

mounting global concern about the social costs and environmental damage that was caused by mass tourism (Fuggle and Rabie, 2000).

The Chief Executive Officer of Engen, Rob Angel viewed Environmental conservation and tourism as a new sector that could do a lot for many people in a short space of time (Angel, 1997).

If tourism can do so much for South Africa and Durban in less time than any other form of economic activity, it should also be able to help moderate unemployment and poverty problems for Amanzimtoti. This could be achieved by the SOE identifying the potential of this district, finding out what the needs of the communities are and then developing this area as a sustainable tourist destination.

2.6 TOURISM IN SOUTH AFRICA

South Africa's tourism attractiveness lies in its diversity. Such diversity includes the escarpment, the plateau, beautiful valleys, coastlines, accessible wildlife, (such as the Big Five peculiar to South Africa) varied and impressive scenery, unspoiled wilderness areas, unique archeological sites, battlefields, its diverse cultures, and a number of internationally known attractions such as; Robin Island, the Drakensberg, Sterkfontein Caves, and so on. All these are backed up by excellent infrastructure in terms of transportation, communication, hospitality, and so on. These rest on a tourism policy that was designed to promote sustainable tourism development.

Tourism can be an engine of growth, capable of dynamising and rejuvenating other sectors of the economy, like production for example. The South African

government through the statutory body mandated to market and promote tourism SATOUR (South African Tourism Board) is promoting tourism because it represents a significant opportunity for South Africa, expected to grow by fifty per cent by 2005, and be worth US\$7 trillion to the economy (DEAT, 1996b).

Tourism is the largest generator of jobs (responsible directly or indirectly for 480 000 jobs) because it is a labour intensive industry that can provide immediate employment to multiplicity of skills. A large part of South Africa is still rural, tourism could be used as a tool to bring development to these parts of the country. If it is well managed, it can lead to environmental as well as cultural protection and conservation.

As a final good, an export that is consumed within the exporting country, tourism has a capacity to create many employment opportunities for local communities, and bring the much-needed hard currency to boost the struggling Rand. South Africa has a vision,

To develop the tourism sector as a national priority in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of the quality of life of every South African. As a lead sector within the national economic strategy, a globally competitive tourism industry will be a major force in the reconstruction and development efforts of the government (DEAT, 1996b: 23).

The government will provide enabling framework for the industry to flourish, but the industry itself will be private sector driven and community based. Development will be underpinned by sustainable environmental practices.

Tourism will be used to support the economic, social, and environmental goals and policies of the government. Tourism development will take place in the context of close co-operation with neighbouring states, for example Swaziland. Tourism will be used as a development tool for the empowerment of the previously neglected sectors of the community, for example the blacks, women and the otherwise abled. If properly planned and delivered tourism will foster the spirit of co-operation and close partnerships among all the key stakeholders (DEAT, 1996b).

Policy-making is a political activity and it is the prerogative of the government. Policy is a dependent variable, depending for its very nature on the socio-economic, environmental, and political system of the country. As it is not value-free, the values of the host communities embedded in it affect the nature of the tourism industry.

The tourism policy should therefore be a representation of the value choices of the individuals, groups and organisations as to how tourism should and should not affect their environment and communities (Hall, 1991).

To ensure that this vision becomes reality, the South African government has put an intergovernmental structure (figure 2.3) and some guiding principles in place. The South African government will formulate, monitor, and update the tourism policy in collaboration with relevant stakeholders. It has to develop integrated national tourism plans and promote equitable development of potential attractions. It also has a task to promote the development of major tourism projects that will have local, provincial and national impacts.

FIGURE 2.3 SOUTH AFRICAN INTERGOVERNMENTAL STRUCTURE (Adapted from DEAT 1999)

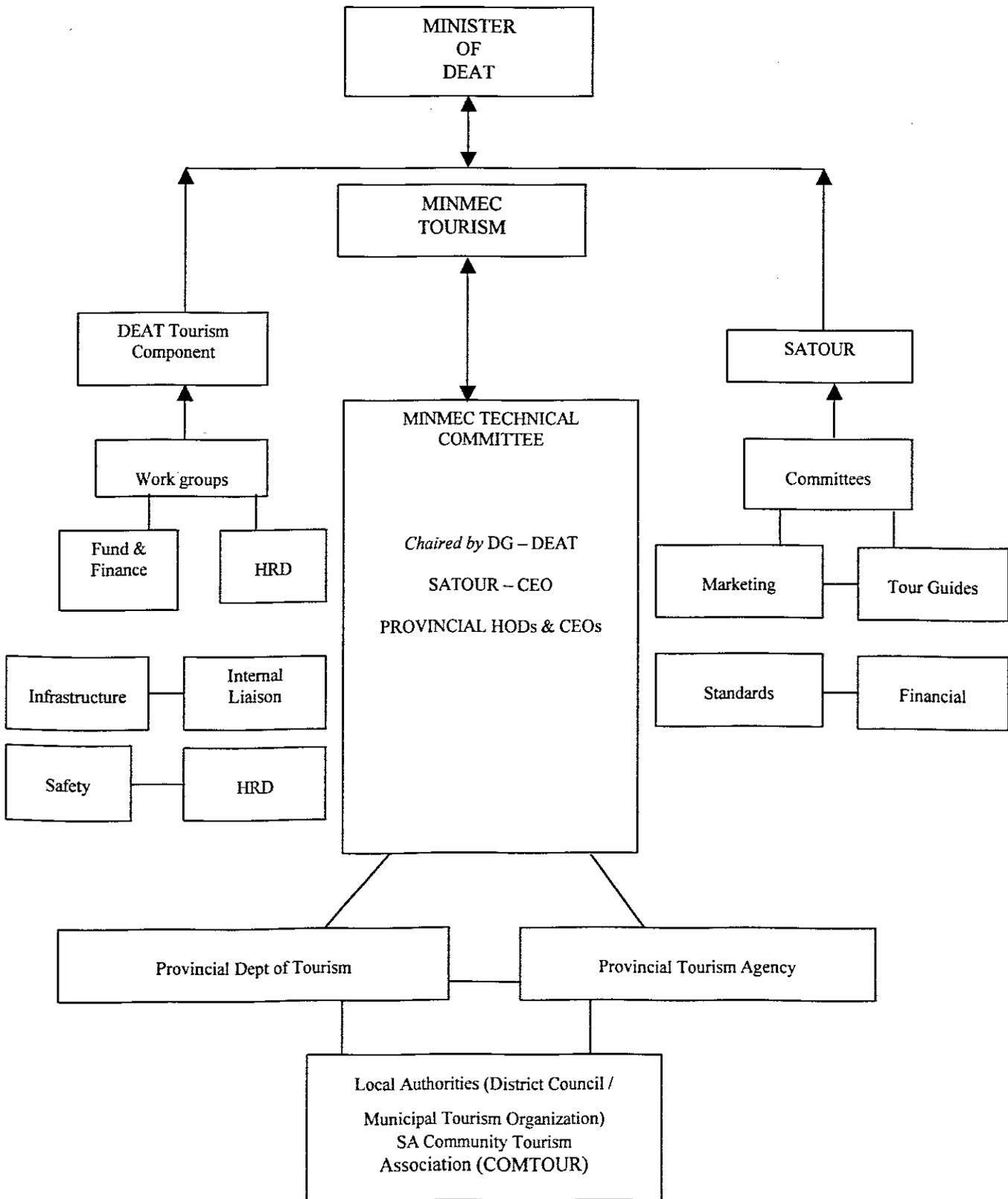


Figure 2.3 shows the South African intergovernmental structure of tourism. This is the superstructure of tourism planning and policy making. It is within this structure that all tourism service delivery takes place.

The targets of the South African government where tourism is concerned are:

- To increase the contribution of tourism to the GDP to 10% by 2005.
- To secure a 15% increase in visitor arrivals over the next ten years.
- To create about a million tourism-related jobs by 2005.
- To increase tourism foreign earnings from about R10 billion in 1996 to about R40 billion per annum by 2005.
- To establish tourism as a school subject by 1998, (already a number of schools are offering Tourism as a subject in the Further Education and Training band (DEAT, 1996b).

The Reconstruction and Development Programme (RDP) is a strategy of the government of South Africa for the fundamental transformation of the country. The RDP integrates growth, development, reconstruction and reconciliation into a united programme. It is a pragmatic and proactive programme, which is community-based, aimed at combating violence of any form to promote peace and security. Some of its goals are nation building and meeting the basic needs of the people of this country through the provision of infrastructure, through programmes like 'Masakhane', whereby people are expected to pay for the services they receive so that the government can provide even more services. Tourism is also aimed at democratising the country through the involvement of the local people in tourism projects to ensure that they benefit from tourism activities taking place in their area (ANC, 1994).

The tourism industry, more than any other, can provide sturdy, effective and sustainable legs for the RDP to walk on as depicted in figure 2.3.

TABLE 2.1 GLOBAL TOURISM MARKET

Tourism Attributes	World	Africa	South Africa	KZN
Tourist numbers	664.4 million	26.9 million	5.7 million	0.5 million
Value	\$455 billion	\$9.6 billion	R53.2 billion	+ R2 – 3 billion
Daily spending	\$685	-	R947	+ R1000
Average length of stay	-	-	16.2 nights	11 nights
Number employed	200 million	-	735 000	+ 200 000
Contribution to GDP	11%	3.6%	7.7%	+ 10%

Adapted from KZNTA, 2001a)

Table 2.1 shows the size of the South African tourism market in comparison to the world. South Africa's market share is 0.86% of the world tourism market, and KZN has a market share of 8.77% of the total South African tourism market. Data was not available for all the blank spaces left in table2.1. It is interesting and encouraging to see that KZN enjoys the average length of stay of 11 nights, which is about 68 per cent of the average length of stay enjoyed by South Africa. Of the 735 000 people employed in the tourism industry in South Africa in 2001, about 27 per cent were in KZN. These figures indicate that KZN has a substantial share in South Africa's tourism market.

2.7 POLICY IMPLEMENTATION IN KWAZULU-NATAL

KwaZulu-Natal Tourism Authority is a provincial tourism agency, which forms part of the South African Intergovernmental structure (figure 2.3). The chairman

of KZNTA describes the role of KZN Tourism Authority, as to take the message of how wonderful KZN is as a tourist destination. This body is strongly committed to working in close co-operation with all the stakeholders, such as the Zulu Royal House, industry, the public sector and the communities. It is also committed to positioning KZN as a globally competitive tourist destination and to growing the provincial tourism economy and employment opportunities between 2002 and 2003. It also aims at aligning tourism institutions, avoiding duplication, reducing costs and providing a focal point for co-ordination. This parastatal body is also committed to empowering the people of this province to play a leading role in the growth of tourism.

The vision and mission of KZNTA are presented respectively:

For the province of KwaZulu-Natal to be recognised nationally and internationally as Africa's premier tourism destination.

To initiate, facilitate and co-ordinate strategic tourism marketing and product development programmes for the province, and to provide an enabling framework within which regional and private sector stakeholders can achieve their tourism goals to the benefit of the province at large (KZNTA, 2001c: 2 – 4).

The provincial tourism authority has a task to ensure that the provincial plans and activities do not deviate from the national policy guidelines. It has bound itself to the following guiding principles and values:

- To forge strategic partnerships and alliances,
- To co-ordinate tourism and promotional platforms, by creating synergies with organisations locally, regionally, nationally and internationally,

- To consult with relevant stakeholders regarding strategy formulation and implementation,
- To empower relevant stakeholders and encourage decentralised actions,
- To provide the enabling environment for community-based and private sector-driven tourism industry,
- To strive for transparent and open communications in all its activities,
- To focus on delivery and monitor and evaluate performance, and
- To utilise resources in a responsible and sustainable manner, as well as to establish and sustain a lean and efficient corporation (KZNTA, 2002: 5).

Durban, (eThekweni) is the biggest metropolitan area in the KwaZulu-Natal province, and the second largest in South Africa. Durban is referred to as the ‘gateway to the Kingdom of the Zulu’. It is also seen as the ‘primary tourist destination in the KZN’ (Muller and Associates, 1997). The reason for this designation is many of the Unique Selling Features (USF) of KwaZulu-Natal located within Durban. Amanzimtoti as part of the Metro should be developing alongside Durban in order to help it achieve its tourism and development goals.

The vision of the authorities of the Durban Metro is to turn it to ‘South Africa’s Playground’, and to create a world-class tourism destination that will attract visitors to the Durban Metropolitan area, which is the way in which the Metro plans to implement the national tourism policy to take advantage of tourism as a rapidly growing industry. There are plans in the pipeline to turn the Metro into a world-class tourist attraction. The Suncoast Casino, Ushaka Marine Theme Park, and Wilson’s Wharf Waterfront development, are some of the projects that point to the commitment of the Metro to turn Durban into South Africa’s Playground.

The key-words that characterise the Metro are: accessible, African, beach, business, clean, colourful, conventions, cool, cultural, diversity, green, lush, holiday, hot, Indian Ocean, music, quality, rock, safe, sand, services, sporting, sub-tropical, sun, superior, surf, swell, unique, variety, waterfront, wild, world-class, Zulu (Muller and Associates, 1997: 50).

Successful tourism development in Durban is based on the following principles:

- All the people of Durban being beneficiaries of tourism development,
- Environmental sustainability,
- Safe and efficient public access within, and into the city,
- State funded infrastructure provision,
- Private sector-driven development of facilities,
- Clustering and packaging of attractions and facilities,
- Removal of planning and physical obstacles to development,
- Cultural conservation and rehabilitation,
- Tourism should not be compromised through unbalanced development, and
- Functional linkages should be forged between key tourism anchor projects and peripheral, SMME driven development (Muller and Associates, 1997: 52).

The Council of Durban has some plans for this metropolitan area that is rapidly growing into a big tourist destination expressed by the Mayor, Mr Obed Mlaba like this:

“We need to manage the Golden Triangle”, which is the area bounded by Village Green in the north, the ICC in the west, and the new Point Theme Park at Bell’s Beach to the south, “as if it

were a world class tourism precinct – which in many ways, it is. To this end, we need to bring together all our resources, from public and private sectors, to address issues relating to aesthetics such as landscaping and street furniture, and signage, policing, waste and litter control, transportation and traffic issues, and of course the mix of arts and culture and entertainment” (Bendheim, 2002: 13).

The Metro is characterised by a number of opportunities including the following:

- Planning for the new La Mercy (King Shaka) airport which is on track and will significantly improve prospects for international tourism,
- Durban’s year-round holiday climate which is amenable to outdoor activities including sport,
- The city has multiple waterfronts, the beach front, Bluff, harbour or bay and the Mngeni river waterfront,
- Durban’s interceptory location allows for considerable broadening of its historical domestic and middle class tourism focus,
- Greater synergy between the port, CBD, and the beach front areas, both physically and economically,
- Redevelopment of existing airport site, either as a new port facility or as a petrochemical site or both, has been mooted, options being considered by the land owner Airports Company of South Africa Limited (ACSA),
- A proposal for the development of the Kingsmead Office Park has been formulated,
- Urban renewal projects are in progress in the Warwick Avenue and Grey street districts and have been mooted for Inanda/Phoenix area, and
- The CBD provides opportunities for significant redevelopment (Muller and Associates, 1997: 49).

It is however amazing that even though there are so many plans in the pipeline for Durban as well as the Durban North, very little gets said in the Metrobeat (Durban Municipality Magazine) about developments in the south of Durban.

TABLE 2.2 REGIONAL TOURISM

	NUMBER OF VISITORS		LENGTH OF STAY		AVERAGE VALUE OF S.A. MARKET	
	Domestic Visitors	Foreign Visitors	Domestic Days	Foreign Days	Domestic Amount (Rands)	Foreign Amount in Rands
Durban	3 224 000	365 000	Mean: 4	Mean: 9	R1 934 400 000	R1 095 M
South Coast	1 527 500	100 000	Mean: 6	Mean: 7	R916 500 000	R200 M
North Coast	1 046 500	137 500	Mean: 5	Mean: 5.5	R627 900 000	R275 M
Pietermaritzburg and Midlands	1 033 500	120 000	Mean: 4	Mean: 5	R620 100 000	R360 M
Battlefields	669 500	70 000	Mean: 8	Mean:	R401 700 000	R140 M
Drakensburg and Griqualand	383 500	135 000	Mean: 4	Mean:	R230 100 000	R270 M
Zululand	214 500	160 000	Mean: 3	Mean:	R128 700 000	R320 M
Maputaland	156 000	80 000	Mean: 2	Mean: 3	R93 600 000	R160 M

Adapted from KZNTA, 2001a

Table 2.2 shows the size of the Durban market share of tourism in comparison to other regions within the KZN. Durban enjoys a market share of 39% of the total tourism market of the KZN, while all the other seven regions share 61%. This shows that indeed Durban is the primary tourist destination of the ZKN, which also enjoys the biggest average length of stay by the international tourists, (9 days). The South Coast, which includes the Amanzimtoti, enjoys the average tourist stay of 6 days for national tourists and 7 days for international tourists.

tourists. According to table 2.2 the South Coast, including Amanzimtoti, is the second most popular tourist destination in KZN especially among national tourists. The missing data such as the average length of stay for foreign tourists at the Battlefields, the Drakensberg and Griqualand and Zululand was not available from the source of table 2.2.

According to Gareth Coleman (CEO of the KZNTA) diversity in this province is characterised by five Bs, namely: Berg, Bush, Battlefields, Beaches, and Buzz, which form an interesting tourism mix hardly found anywhere else (KZNTA, 2000c). KZNTA has the following goals and targets, which were drawn from the national goals and targets set through the National Tourism Action Plan:

TABLE 2.3 GOALS AND TARGETS OF KZN TOURISM AUTHORITY

MEASURE	GOALS AND TARGETS
Growth in domestic tourist arrivals	From 8 million in 1998 to 9.24 million in 2003
Growth in foreign tourist arrivals	From 500 000 in 1998 to 860 000 in 2003
Growth in tourism spending	From R6 billion in 1998 to R17 billion in 2003
Growth in average length of stay	To increase the foreign length of stay to 4 nights by the year 2003, and domestic tourists stay to 6,25 nights.
Increase in the percentage of tourists indicating decisions to visit KZN are influenced by marketing and communications	Domestic tourists from 8% in 1998 to 20% in 2003 Foreign tourists from 35% in 1998 to 40% in 2003
Employment growth in tourism	From 200 000 in 1998 to approximately 297 000 by the year 2003.

Adapted from KZNTA, 2002: 7

According to the goals and targets stated in table 2.3, in 2003 KwaZulu-Natal should see tourism growing into one of the greatest contributors to the Gross

Domestic Product, through drawing a considerable number of national as well as international tourist spending in the country. This will be achieved through the vigorous marketing of the attractions found in KwaZulu-Natal so as to ensure that tourists stay longer and spend more than they do currently. Tourism growth could create and sustain even more jobs for the people of this province.

Based on the National goals and targets, KwaZulu-Natal Tourism Authority has set itself these targets based on the following budgets:

TABLE 2.4 KZN TOURISM JOB TARGETS

	2000 / 2001	2001 / 2002	2002 / 2003
Sustained annual jobs	6 400	7 652	8 167
New jobs	2 400	1 739	2 420
Monetary value (salaries)	R22 million	R27 million	R35 million

Adapted from KZNTA, 2002: 7

These goals and targets should be applicable to all the districts in the province of KwaZulu-Natal, even Amanzimtoti should play its role in creating jobs especially for its communities. Against this background it would appear that the Amanzimtoti area needs tourism development and marketing if it is to help Durban realise its dream to be S.A.'s playground. There are many potential attractions that have not been marketed, probably because they fall outside the town itself. The SOE councillors have to inform the communities about its targets and goals, and invite their views as to how this district could play its role towards the achievement of such goals.

2.8 DEVELOPMENT IN AMANZIMTOTI AND SURROUNDINGS

It would seem that there have been some initiatives to promote development by the South Operational Entity. Some dialogue has been taking place, but for some reason, the SOE and the community of Amanzimtoti have not been able to come to any firm agreement.

2.8.1 Initiatives of the South Operational Entity

According to the communications manager for the South Operational Entity even though this area is part of the Ethekwini, it is not as developed as Durban is because it has a smaller budget, while the Metro attracts more major investments. Some developments are in the pipeline for Amanzimtoti and surroundings such as the shopping complex at the Hutchison Park as well as the development of the estuary. However, according to the South Coast Sun that followed later, alternative sites are being sought for the development of the shopping complex (Mtolo, 2002).

Cultural tourism development is also envisaged, and would involve stakeholders such as the Amakhosi, the police, the communities, and so on, as stated in the letter from the communications manager of the South Operational Entity (Mtolo, 2002).

According to the findings of the Development and Tourism Workshop held on the 25 August 1998, which was part of Masakhane campaign aimed at benefiting the community and businesses in the area, the tourism industry in Amanzimtoti was only successful to a limited extent in these areas:

- Availability of accommodation, in the form of guesthouses and holiday flats,
- Protected beaches with shark nets and life savers,
- Backpackers accommodation,
- Beautiful scenery,
- Restaurants,
- Infrastructure, such as the National Road and Durban International Airport, and
- Free information from the Amanzimtoti Publicity Association.

Tourism in this area was regarded as not successful to a large degree because of the following factors:

- No entertainment facilities such as cinemas,
- Only one hotel in the area,
- No co-ordination of accommodation facilities,
- No advance notice of events or up-to-date information,
- No major shopping centre,
- Poor standard control and cleanliness in some recreation facilities,
- Poor crime control,
- Inadequate water sport facilities,
- Poor access to finance for further development,
- No links with township areas and a poor understanding of the history of the area, and
- Some facilities are accessible only to club members.

It is true that Amanzimtoti lacks some important recreation and tourism facilities. This district has no cinema for example, which means that the local communities have to travel to Durban or other centres to see a movie. Retail fragmentation that is evident in this area has resulted in the building of many small shopping centres, which results in people being opposed to the establishment of one big shopping mall because they fear that the smaller ones will become defunct.

The areas that were identified in the report on the Tourism Development Workshop (TDW) of 1998 as needing development were the following:

- Hotels needed to be built,
- The beaches needed some attention and development,
- Football stadium and other sporting facilities were urgently needed,
- Concert venues were needed, and
- Weekend getaway activities.

According to the TDW report most of the visitors to this areas come from Gauteng and the Free State, which is easily observed from the number of especially Gauteng vehicles that fill the roads in this area during holidays and long weekends.

The research report on the Tourism Development Workshop revealed also, that both residents and tourists wanted the following: clean beaches, safety and security, good municipal services, shopping facilities, an upgraded infrastructure, and no holiday time price increases (TDW, 1998).

Even though the above issues were identified in 1998, not much has been done about them. The shopping facilities are still fragmented and small, and entrance into Amanzimtoti off the N2 freeway is still controlled by traffic officers instead of robots.

APA (2002b) had the following plans in an attempt to market the South Operational Entity as a prime tourist destination:

- To organise and manage publicity ventures, shows, sport, entertainment, cultural and other attractions,
- To improve provision of local information,
- To develop a Tourist Information Bureau, and
- To operate a website on the Internet.

These plans on their own will not help much towards development in this district. The communities of the SOE have to be co-ordinated, educated and their needs identified, so that they can be able to contribute to the realisation of the tourism and development goals of the province in general and the Amanzimtoti area in particular.

2.8.2 The views of the local community

The communities of this area are very divided on the issue of development as is revealed by the submissions that they have made and continue to make to the local newspaper, the South Coast Sun.

Some developers have acknowledged the fact that there is 'outflow of capital from the area to other centres', to which some residents respond by saying that it

is 'nonsensical'. Others make comments such as 'Take Kings Park Rugby stadium, its facilities and surrounding fields and convert all that to a shopping centre and office buildings'.

Some residents felt that all proposed developments were not about the welfare of the people of Amanzimtoti, job creation, and attracting more development as they were about profit for the developers, who are said to be after return on investment at any cost. To prove this the 'Anti Development' group of Hutchison Park submitted a petition with some 4000 signatures of people resident in this area who were for saving this park or estuary as it is mostly referred to.

Residents seemed worried about the fact that any major developments will result in the degeneration of the CBD as well as other centres. Perhaps if an alternative site for development is found to the Hutchison Park, the sporting bodies, environmentalists and concerned citizens would welcome development. This view is supported by the plans for development around the Hutchison Park leaving the sport fields 'untouched'. Development is viewed as, 'destruction' by some residents, since it will necessitate delivery vans, noisy taxis and excessive traffic. Regrettably some people need all this to stay alive (Marshall, 2002).

It is important to mention that not all residents of Toti and its surrounds think alike. Some see development as important to them and the future of their children. It would also boost the value of their properties. Such residents see stagnation as the cause of the current low market value of their properties, development means progress and prosperity, and would give 'Toti' the much needed 'a kickstart'. There is even a move to start the Estuary Development

Campaign with 5000 signatures in order to counteract the 'bad vibes' (Nicholson, 2003). Some residents wanted the Hutchison Park area to be saved for the sake of the Highland Gathering, an annual one-day cultural event.

The Hutchison Park development project is not the only development that some residents of this area are opposed to, they are also opposed to the proposed establishment of the toll plaza between Isipingo and Moss Kolnik interchanges (Thomas, 2002). Amanzimtoti really needs development. Some of the residents confirmed it during the survey that was conducted for this study. Many residents commented that they urgently needed a cinema among other things. The South Coast Sun (2002) included an article to the tune that Amanzimtoti was going to have a movie brought to it on the first Friday of every month. This is how badly this place needs development.

Some residents who say they have lived in Amanzimtoti for about 50 years say that '...no development will ever take place...' (South Coast Sun, 2002). The local newspaper (South Coast Sun) has been accused by some people for failing to contain the arguments and debates that take place over development, and for reporting everything at the expense of the community and its properties. It seems that lack of development is not the problem, but publicising the debates that take place between the residents and the South Operational Entity is.

One of the research hypotheses of this study was that the attitudes of the community of Amanzimtoti were responsible for inadequate tourism and general development in this area. The comments above show that there was some misunderstanding between the SOE and the community of Amanzimtoti. The

community seemed sceptical about development, or they did not trust the SOE's ability to carry out planned development.

2.9 CONCLUSION

The foregoing discussion has made it clear that tourism is a global phenomenon, which is believed to have the capacity to alleviate poverty by distributing the hard currency from the more affluent parts of the world to the poorer ones. It is clear also that if tourism is not controlled by sound tourism, development and other policies, it may fall into the hands of ambitious developers and businessmen, which will lead to tasteless and unsustainable development.

If sound policies are in place, and are in line with the resolutions of the Rio Summit of 1992 aimed at saving nature and Mother Earth, the tourists, communities and investors can reap long-term benefits of a healthy tourism industry, leaving the environment in a healthy state. This discussion made it clear too, that while people welcome the economic benefits of tourism, they are unimpressed by environmental and cultural degradation that results from wanton tourism development driven by market demands and profits instead of by the carrying capacity of the region in question, which actually risks the danger of destroying its own resource base (Harrison and Husbands, 1996). The formulation of tourism policy is the prerogative of the government in consultation with all the relevant stakeholders, but tourism should be driven by the private sector, and be based on the community.

The ANC government sees tourism as a potential major source of employment, and foreign exchange that could ease the balance of payments constraints in a

short period of time, especially if the resources required for tourism are locally sourced. Tourism should therefore be carefully integrated into provincial and local-level development programmes. In South Africa tourism has been interwoven into the RDP, to ensure that it is sustainable, community based, and that it benefits especially the previously marginalised sectors of the society (DEAT, 2000).

Chapter three deals with the setting of this study. It looks into the location of the areas administered by the South Operational Entity, with particular attention to the areas that have been delimited for the purposes of this study.

CHAPTER THREE

PHYSICAL SETTING OF THE STUDY

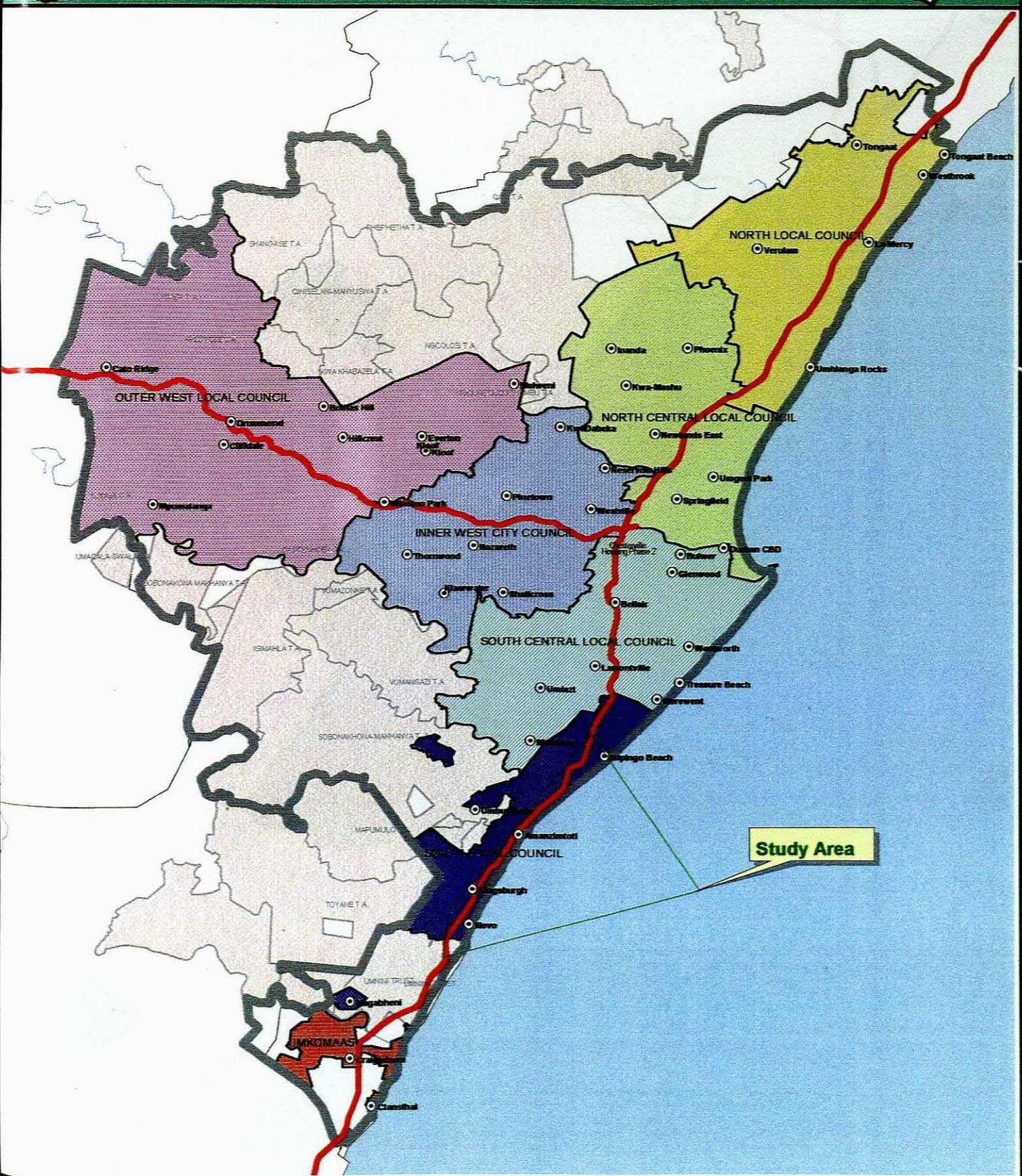
3.1 INTRODUCTION

The area of study is Amanzimtoti and surroundings. Amanzimtoti is located at 32°5'S, 30°20'E. It is in the southern coast of the province of KwaZulu-Natal, referred to locally as the 'South Coast'. The south coast seems to be one of the popular tourist destinations in KwaZulu-Natal. Amanzimtoti is part of the Durban Metro situated about 27 kilometres to the south. It is about 12 kilometres south of the Durban International Airport.

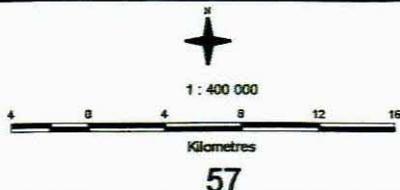
The Amanzimtoti area (figure 3.1) stretches from the Durban International Airport along the coast to Ulovu River and includes Magabheni Township. It is easily accessible for local, national as well as international guests, lying within a short drive from the Durban International Airport, and on the national road (N2 South). It is on the railway line to the South Coast.

Amanzimtoti and surroundings as a part of EtheKwini Municipality is now referred to as South Operational Entity (figure 3.1). It comprises Amanzimtoti, Isipingo, Folweni, KwaMakhutha, Ezimbokodweni, Magabheni, Illovo, Lovu Township, Kingsburgh, Adams Mission, and Umbumbulu (Mtolo, 2002). The areas of the South Operational Entity covered by this study are Adams Mission, Amanzimtoti, Isipingo, Ulovu and Umgababa.

Figure 3.1
GENERAL LOCATION OF S.O.E.



Department of Traditional and Local Government Affairs
 Development Information Services (DIS)
 National Regional Office
 10000 National Road
 Department of Traditional and Local Government Affairs
 Tel: (021) 234 1941/1711
 Fax: (021) 234 1940
 Email: gta@trla.gov.za



- Important Places**
- National Road
 - Other Local Councils
 - Inner West City Council
 - North Central Local Council
 - North Local Councils
 - Outer West Local Councils
 - South Central Local Council
 - South Local Council
 - Umkomaas
 - Ethekwini Municipality
- Other Data Sources**
- Roads: Department of Transport
 - Demarcation Boundaries: Municipal Demarcation Board
 - District Management Areas: Municipal Demarcation Board

Amanzimtoti originated as a rest camp for travelers passing through, who found it to be ideal for recreation, and fishing. Once the railway line reached this area, it developed into a holiday resort. Its first hotel was established in 1898, and from that time it started being a popular holiday resort (Language, 2001).

The first map (figure 3.1) shows the location of the South Operational Entity on the south coast of EtheKwini Municipality, and according to the scale provided, about 27km south of the Durban Metro. The second map (figure 3.2) shows the areas around Amanzimtoti, which are part of the South Operational Entity (SOE) as well as some areas of interest in the study area.

3.2 HISTORY BACKGROUND OF AMANZIMTOTI

Amanzimtoti is a town south of Durban, which was named after the river that curves outside the southern part of the town towards its mouth. The naming of this river, and consequently the town is generally attributed to Shaka, the famous King of AmaZulu. History has it that in 1828 during one of his campaigns (that time against AmaMpondo) further south, King Shaka and his Zulu army stopped to rest in this area, and he was brought a calabash filled with water from the local river. He is believed to have sipped the water and said “Kanti amanz’amtoti” (so the water is sweet). From that day the river was known as Amanzimtoti. The town was then named after this river.

Isipingo was also named by AmaZulu, from the name of the cat-thorn shrubs that were growing at the mouth of the river. Kingsburgh was named in memory of Dick King who passed through the area on his famous 1000km ride to Grahamstown in 1842 (Language, 2001).

FIGURE 3.3 AMANZIMTOTI RIVER



3.3 THE PHYSICAL LANDSCAPE

The area of study is coastal, stretching from the Durban International Airport to Ulovu River. Since all these areas are coastal, they range from low lying (sea level) to about 100m above sea level in the case of Ulovu. The area is undulating, with some high lying areas, solid sand dunes, and some river valleys (Ulovu), and the coast. The study area is served by three perennial rivers namely: Izimbokodo, Amanzimtoti and Ulovu. Coastal waters extend from the low water mark out to sea, to the point where they are no longer affected by land and land based activities. Coastlands refer to the inland areas above the high

water mark, extending inland up to the point at which they are no longer influenced by coastal waters

3.4 THE CLIMATIC CONDITIONS

The climate of South Africa (Southern Hemisphere) is the reverse of the Northern Hemisphere. The spring and summer months are September through to March, and the autumn and winter months are April through to August. Due to the cold Benguela current on the west coast, and the warm Mozambique current on the east coast, the climate varies from hot in summer to moderate in winter.

Amanzimtoti and the South Coast are known for their sub-tropical climate throughout the year. The average temperature for summer is 28°C, and 23°C for winter, and it is quite humid. The eastern coast in South Africa has hot wet summers and warm dry winters. It does, however, receive winter cyclonic rains. The eastern coast receives the highest average rainfall in South Africa, with Durban having the highest average annual rainfall of 1009mm when compared with some other South African towns and cities (table 3.1).

Durban also has one of the lowest temperature variability ranges throughout the year, from about 23°C in winter to about 28°C in summer, that is a variability of only 5°C (table 3.1).

The weather conditions of Durban and surroundings as well as its many unique selling features make it and all the areas around it, attractive to national as well as international guests throughout the year.

TABLE 3.1 SEASONAL CLIMATE OF SELECTED SOUTH AFRICAN TOWNS AND CITIES

Town / City	Summer Temperature [°C]	Winter Temperature [°C]	Average Rainfall [mm]
Bloemfontein	31	17	559
Cape Town	26	16	515
Durban	28	23	1009
Johannesburg	25	16	802
Phalaborwa	32	25	747
Pietersburg	28	20	478
Pretoria	29	19	674
Upington	36	21	189

Adapted from KZNTA, 2002

3.5 AVAILABLE RECREATION AND TOURISM FACILITIES

For any place to be regarded as a tourist destination, it should have available some recreation and tourist attractions. These attractions should be easily accessible to the visitors, their utilisation should be reasonably priced and there should be a fair amount of security for the guests. Amanzimtoti and surroundings qualify to a certain extent as a tourist destination because there are a number of recreation facilities in this region. The Amanzimtoti Publicity Association listed the following recreation and tourism facilities:

- The beaches extend from Isipingo southwards to Umgababa, including Pipeline, Inyoni Rocks, Warner Beach, Winklespruit, Karridene and

Umgababa. The main beaches such as the Pipeline, offer many facilities and full-time lifeguards on duty. Shark nets ensure safe protected swimming. Some beaches provide users with paddling pools, boat hire facility and picnic areas. Between June and July a unique phenomenon occurs, when shoals of sardines migrate north, sometimes coming right onto the shore. This phenomenon could be used for tourist attraction.

- Amanzimtoti Bird Sanctuary provides an opportunity to see various bird species within one setting. It also provides a spot for picnics, relaxation and communion with nature.
- Ilanda Wilds is a peaceful nature reserve also with picnic area. There are three guided trails through the trees and bush and along Amanzimtoti River. The Japanese Garden in Fynn Road (Amanzimtoti) is set in a tranquil setting with open lawns and a sundeck near a miniature lake where visitors can enjoy watching birds.
- Umbogavango nature Reserve is a 36 ha reserve set within the boundaries of African Explosives and Chemical Industries (AECI). Once a wasteland, it is now a reserve centred around two dams and consists of wetlands and indigenous coastal bush, bird life and small game including blue duiker, otter, monkeys and mongoose.
- Hutchison Park is set on the banks of Amanzimtoti River near its mouth. It provides visitors and local people with sporting facilities, a library, and a large multipurpose Civic Hall.

- Illovo Nursery is open seven days a week. It gives visitors an opportunity to wander through the tropical gardens and enjoy bird life. The Terrace Tea Garden offers the visitors a beautiful view of the nursery, while they enjoy a cup of tea.
- The area of study offers tourists a number of hospitality facilities such as the Karridene hotel, holiday flats, Bed and Breakfast facilities, and places for those who like to eat out.

The Amanzimtoti area seems to have quite a number of recreation facilities. These facilities are regrettably concentrated around Amanzimtoti and the areas around it which also form part of the South Operational Entity, have very few or no tourist attractions so they remain unknown to the guests who visit this region.

The district was explored by the researcher for observation, and quite a number of potential recreation and tourism attractions were identified. The next section discusses areas that could be developed and marketed alongside Amanzimtoti and Durban.

3.6 POTENTIAL ATTRACTIONS

Amanzimtoti and its surrounding areas still have areas with developmental potential. Amanzimtoti is already popular as a holiday resort (especially among national tourists from inland provinces, like Gauteng), but not much development is taking place to attract tourists from other parts of South Africa and even the world. It is only about 27 kilometers from Durban, which itself greatly benefits economically from conference and other forms of tourism.

3.6.1 The Beaches

Some development along the beaches especially Warner Beach and Amanzimtoti could benefit many people, even those who do not have their own transport to go to Durban for recreation. It could also provide recreation for the visitors who otherwise would have driven to Durban for such facilities.

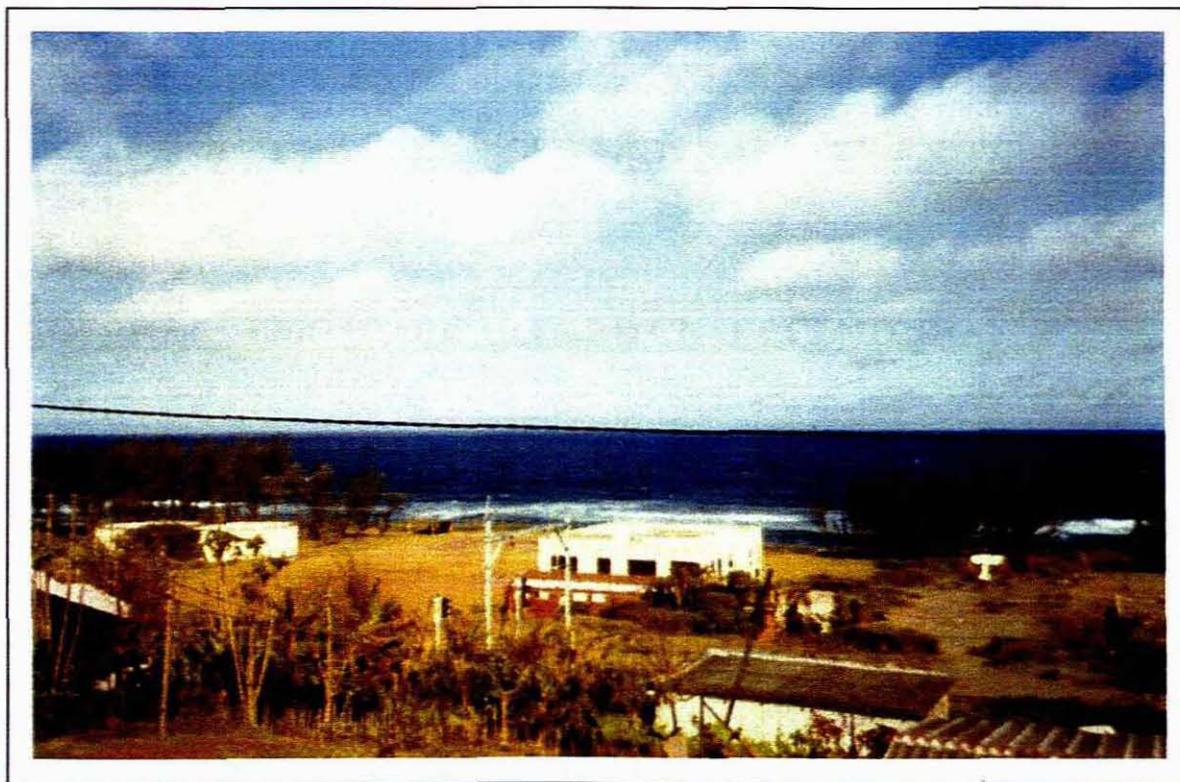
3.6.2 Umgababa

Umgababa, (figure 3.4) used to be a very popular destination especially among Africans, but this is no longer the case since it was destroyed by violence in the area in the 1980s. The site where the Holiday Resort used to be is still available for development and use as a tourist attraction as long as it is protected against vandalism as is the case with other recreation facilities that are privately owned. Its decay did not only affect the people who patronised it, it also affected many local people who used to benefit by selling goods to the visitors in the area. Some of the service providers who were interviewed mentioned this.

The Umgababa River also provides a beautiful estuary that could be developed for recreation purposes. Once developed, such facilities could be fenced off for security reasons, and a fee charged for entrance.

The development of the areas mentioned above could help to create more recreation areas for both the local people and the visitors to this district. It would also help in limiting the number of trips to Durban that has more recreation facilities. Thus revenue would not leak out of this district.

FIGURE 3.4 UMGABABA HOLIDAY RESORT RUINS

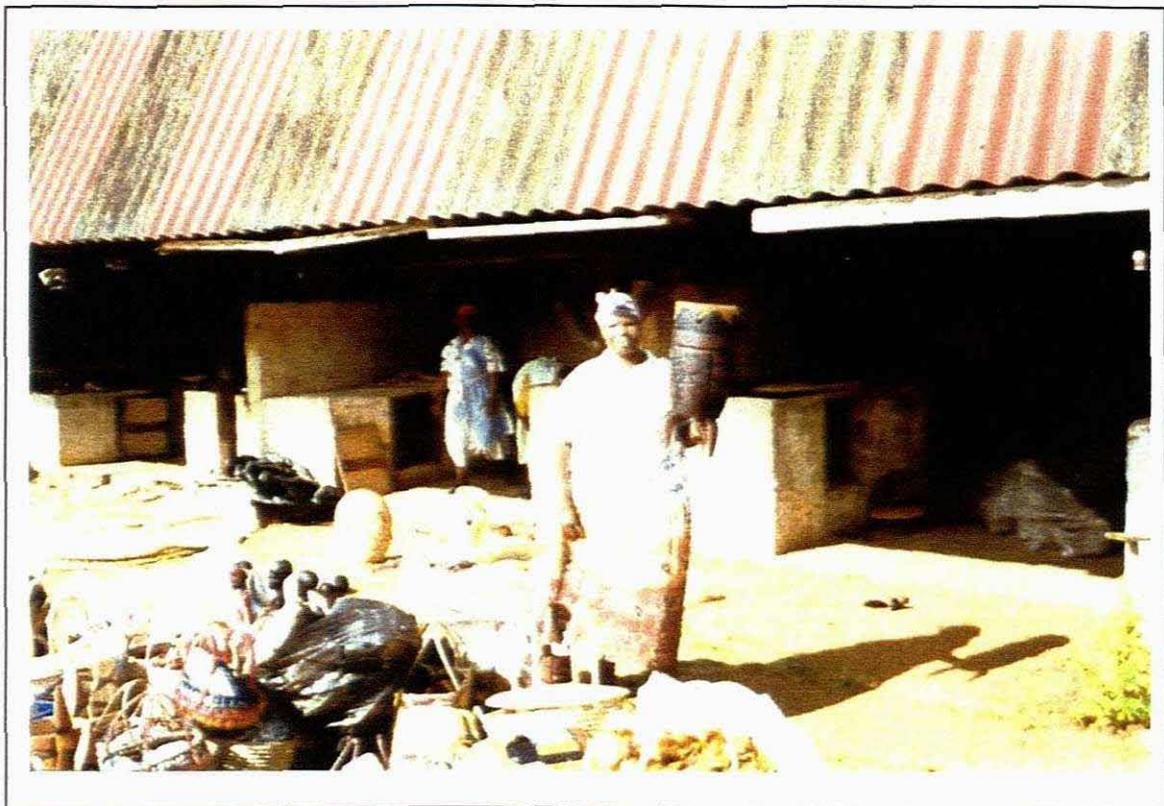


About one-and-half kilometres further south from Umgababa ruins lies an Art and Craft Centre. According to some of the entrepreneurs interviewed at this centre, it used to be a busy place prior to the violence that destroyed Umgababa Holiday Resort.

Figure 3.5 shows some of the entrepreneurs who occupy stalls at Umgababa Art and Craft Centre. They informed the researcher that the place used to be alive with local, national as well as international visitors and they used to make a lot of money. They seem to believe that the high rate of crime after the violence that destroyed Umgababa, was the cause

of people being reluctant to come to buy from their centre. In this Art and Craft Centre most of the stalls were empty, even those that were occupied did not have doors. The ladies in the photograph (figure 3.5) had packed their goods for the end of the day. This situation is not good for their business because they waste money paying for the transportation of goods to and from home everyday.

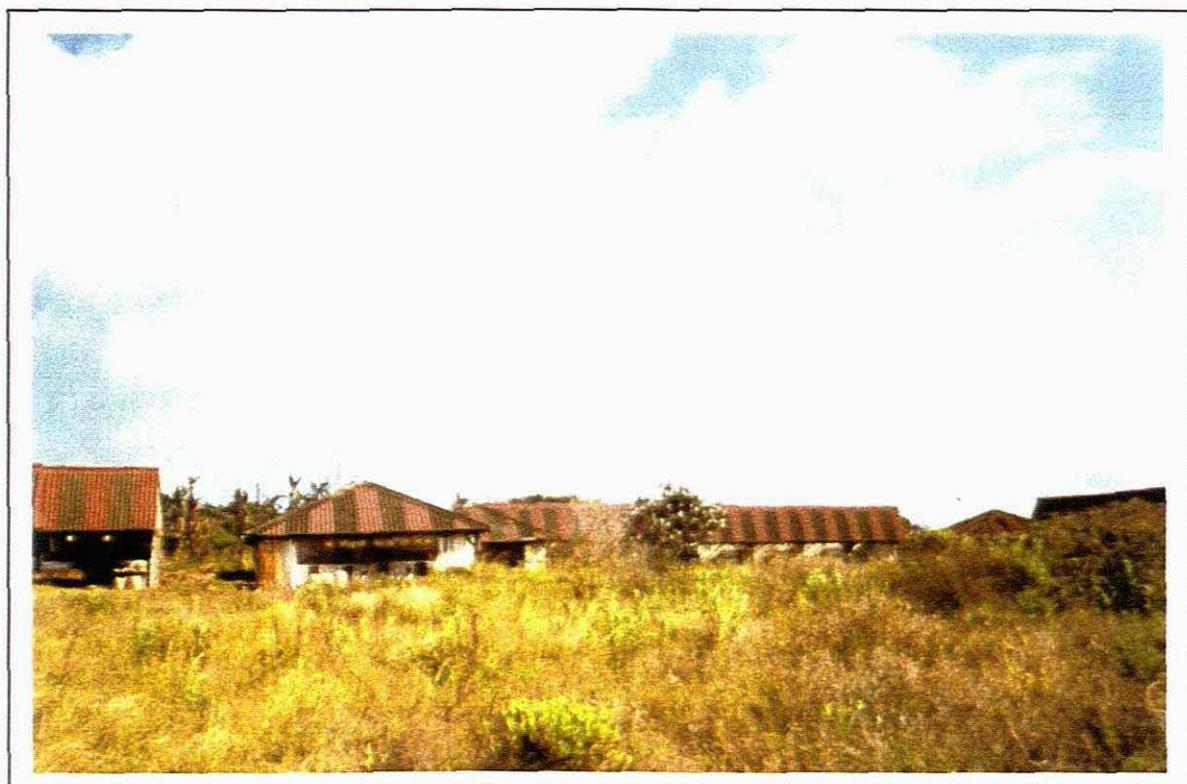
FIGURE 3.5 UMGABABA ART AND CRAFT CENTRE (A)



The fact that not many visitors come to their stalls anymore means that they are no longer benefiting much from tourism. Development of Umgababa Holiday Resort, with more visibility of the police and effective

community education could improve their situation. Figure 3.6 shows the setting of Umgababa Art and Craft Centre with tall grass and weeds. It did not look inviting even to local people.

FIGURE 3.6 UMGABABA ART AND CRAFT CENTRE (B)



3.6.3 Adams Mission

Adams Mission has a very rich history, and so it could be developed and promoted for cultural tourism. On the campus at Adams College, one of the buildings (Jubilee Hall) was renovated with the funding that came from Harmony Gold Mining Company, and was unveiled by our former first democratically elected President (Nelson Mandela) on the 6th June

2000. This facility, which was named Adamhoc, could be used alongside other facilities to attract guests to this area so as to let them see the areas surrounding Amanzimtoti.

3.6.4 Hutchison Park, Amanzimtoti

The controversial Hutchison Park ‘the Estuary’ as it is commonly called locally, could do more for the community than just remain a sport field. A botanical garden could be developed with some fish-ponds and resting benches. It could be used to preserve some indigenous plants, fish and bird species. Ilanda Wilds on the bank of Amanzimtoti River could also be part of this development, which could make it attract more people instead of it remaining a white elephant with hardly ever a soul in it.

Figure 3.3 shows part of the Hutchison Park that includes the Civic Hall and a section of Amanzimtoti River. The river was overgrown with water plants that actually threatened to cover it completely, which could mean that river sport facilities now available could be a thing of the past.

3.6.5 Isipingo and environs

Isipingo Island also has a great potential to become a viable recreation facility. If the funds and development were redirected to other areas of the South Operational Entity it would help attract visitors and benefit the residents. The Palladium is a big multi-purpose hall with a bar and not far from the island, but is it underutilised because there are no other recreation and tourism facilities in its vicinity to attract guests to the area.

These developments would not only give our guests reason to spend more days and money in this district. It would also lead to more infrastructural and other developments as is happening with developments to the north of Durban. More development would create jobs for the local people helping them to derive income from tourism-related services. The multiplier effect that this industry has will also help in alleviating unemployment problems in this district.

3.7 CONCLUSION

Amanzimtoti and surroundings has great tourism development potential, especially because of its close proximity to Durban, Durban International Airport, the local beaches and many other existing recreation facilities. Amanzimtoti is a small town surrounded by extensive residential areas as enumerated in chapter one. Residents from the study area are forced to travel to Durban for many of their daily as well as recreational needs.

The physical setting described in this chapter indicates that Amanzimtoti as a coastal town and holiday resort has great potential to be an important tourist destination. This study actually aims to reveal the extent to which the area can sustain itself with tourism activities for the advancement of the local people.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

This chapter looks closely into the tourism and recreation activities that take place within Amanzimtoti and the surrounding areas, as well as the initiatives of the South Operational Entity (SOE) to develop this area for both residential and tourism purposes. It also looks into the findings of this study as deduced from the research questionnaires that were used to collect data. The ultimate aim was for the researcher to lay out analysis paradigms or models which would indicate whether the data analysed would answer the research questions. The analysis of data can be achieved through the process of description, explanation and prediction, and these vary with the statistical measures used (Magi, 1997).

The views of the authorities, residents, service providers as well as visitors to the area of study that were gathered through the survey questionnaires, were analysed and compared to the development plans of the SOE. The South Coast Sun, a weekly local newspaper, was another valuable tool that was used to collect information, especially the attitudes of the residents regarding development in this area. All this information was then coordinated so as to arrive at generalisations about development and tourism in Amanzimtoti area.

4.2 RESTATEMENT OF HYPOTHESES AND OBJECTIVES

In order to place the objectives and hypotheses of this study in their proper perspective, as well as to reach reasonable conclusions and recommendations, it is necessary to restate the hypotheses and objectives of this research inquiry.

Hypothesis 1: That existing facilities and activities in the study area are well equipped and adequately supplied.

- To find out the nature and standing of existing facilities and activities in the study area.

Hypothesis 2: That the levels of utilisation and patronage of various facilities within the study area are of a high order.

- To investigate the levels of utilisation and patronage of the various recreation and tourism facilities in Amanzimtoti and surroundings.

Hypothesis 3: That the potential of the study area as a tourist destination has not reached high levels of success in terms of tourism development.

- To determine the potential that the study area has as a tourist destination, through identifying available recreation and tourism facilities and their level of development.

Hypothesis 4: That the community has a negative attitude towards tourism as an activity.

- To establish what the attitudes of the community towards tourism as an activity and tourism development are.

Hypothesis 5: That the tourists have positive opinions and feelings towards tourism development and delivery.

- To ascertain the opinions and feelings of the tourists regarding tourism development and delivery within the study area.

On the whole, all the objectives and hypotheses listed above seem to reflect the existing complexity relating to tourism development and delivery in Amanzimtoti. It is therefore anticipated that the empirical analysis undertaken in this chapter will bring forth some solutions to the issues under investigation. It is also expected that the study will come up with suggestions of possible ways of improving tourism development and delivery within the study area.

4.3 ANALYSIS OF OBJECTIVES RELATED DATA

Data analysis refers to the breakdown, categorisation, ordering and summarising of data so as to get answers to research questions. The purpose of data analysis is to reduce data into intelligible and interpretable form. For this study four sets of questionnaires were used to collect data, and data therefrom is analysed and compared in the sections that follow.

A total sample of one hundred and forty seven (147) of the various categories of respondents was drawn. To reiterate, the respondents that were used for this study were distributed as follows: tourists, 41; local residents, 84; service providers, 16 and local authorities, 6. This categorisation did not

pose any problem for the study since all responses solicited were obtained from the various groups.

The section that follows was used to interpret and analyse responses of the various categories of the sample.

4.4 RESPONSES OF THE TOURISTS

Data analysed in this section was gathered from interviewing a sample of 41 incidentally selected visitors to Amanzimtoti and surrounding areas over the period of two months from August to September 2002. The incidental or accidental sample, as Behr (1988) calls it because such respondents are readily available and willing to complete the questionnaires, was chosen by the researcher because it proved impossible to use any other form of sampling not knowing the exact number of guests visiting the area over the specified period, and also because of the fact that some guests were simply unwilling to be interviewed or to complete the questionnaires.

The method that was eventually used to collect data from 41 of the 100 intended tourists was to give the questionnaires to the owners of three of the guesthouses in this region for them to give to their guests to complete at leisure. Even though the questionnaires were given to owners of three guesthouses, only two were able to have some questionnaires completed and returned. The other owner claimed that her guests were unwilling to co-operate.

Eventually the questionnaires were completed by guests who stayed at Beethoven and Falcon Crest Guesthouses and three were completed by guests who stayed at the Karridene Hotel.

TABLE 4.1 AGE AND SEX DISTRIBUTION OF RESPONDENTS

AGE	MALE		FEMALE		TOTAL	
18 - 24	1	3.8%	1	6.6%	2	4.9%
25 - 29	1	3.8%	2	13.3%	3	7.3%
30 - 34	5	19.2%	2	13.3%	7	17.0%
35 - 39	7	26.9%	4	26.6%	11	26.8%
40 - 44	4	15.4%	2	13.3%	6	14.6%
45 - 49	1	3.8%	1	6.6%	2	4.9%
50 - 54	4	15.4%	2	13.3%	6	14.6%
55 and above	3	11.5%	1	6.6%	4	9.8%
TOTAL	26	100%	15	100%	41	100%

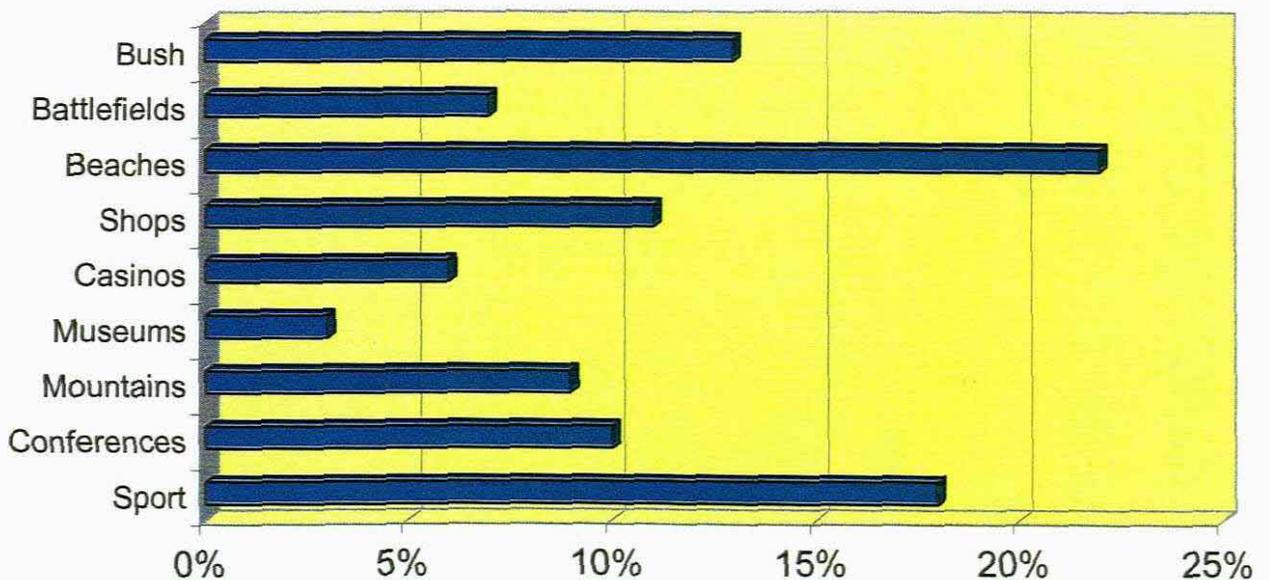
n = 41

Table 4.1 shows that of the sample of 41 respondents 63 per cent were male and only 37 per cent were female, both genders revealing similar age structure. Table 4.1 also shows that about 73 per cent of the guests who visited this region during the period of August to September 2002 were older than 35 years of age. This is probably attributable to the fact that the period of the survey fell outside holiday seasons when schools were in session.

It was also noted from the survey questionnaires that 52 per cent of these guests came for work-related reasons, and that 65 per cent of these guests came from Gauteng province.

Figure 4.1 shows the results of an analysis of the tourism and recreation attractions preferences of the guests who responded to the research questionnaire. It is clear from this graph that the beaches (22%), at least for the sample used for this research, are the most popular attraction in the province of KwaZulu-Natal.

FIGURE 4.1 VISITED ATTRACTIONS IN KWAZULU-NATAL



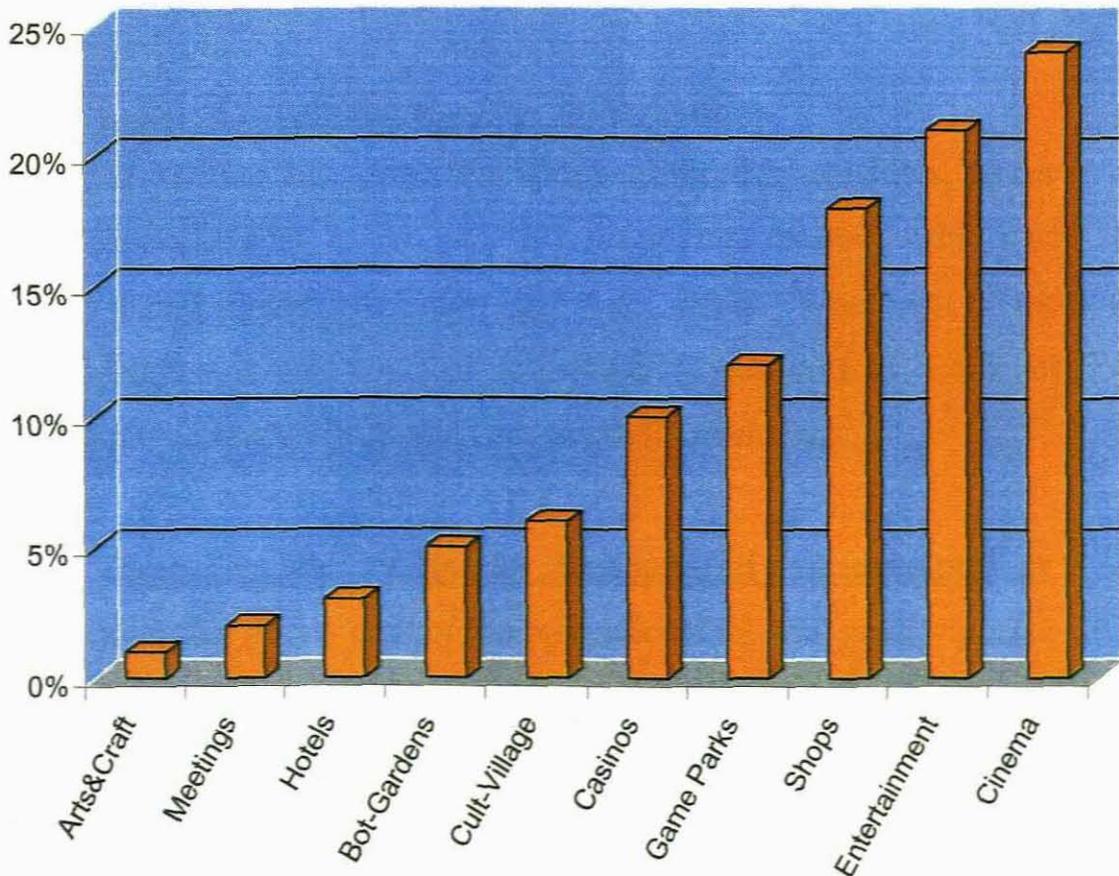
Other important attractions are apparently sport facilities (18%), the bush (13%), shopping malls (11%), conferences (10%) and then the mountains (9%). Amanzimtoti seems to be popular for its beach as it does not have many other attractions.

So it is not surprising that about 22 per cent of the guests that formed the sample for this study had been to the beach.

4.4.1 Attractions that can be developed

The respondents were also asked about the tourism and recreation facilities that they would like to see developed in this region to make it more attractive for would be tourists. Their responses in this regard were analysed and figure 4.2 depicts such responses:

**FIGURE 4.2 ATTRACTIONS THAT CAN STILL BE
DEVELOPED IN THE AMANZIMTOTI AREA**



It is noted (figure 4.2) that the cinema received most attention at 24 per cent. This was proved to be correct by the fact that Amanzimtoti was promised to have a movie brought to it on the first Friday of every month in

the Sun of 23 August 2002. There was also a great need for more entertainment facilities in this region as about 21 per cent expressed. Actually some respondents even wrote the word 'please' next to these. The other two recreation and tourism facilities that the respondents felt would boost tourism in this area were the shopping malls and a game park. It is strange that even though most of the respondents came for work-related reasons, only as few as 1.41 per cent felt the need for conference and meeting facilities. The least needed facility in this region seemed to be the Arts and Craft Centre as it scored only about 2 per cent of the attention from the respondents. These findings seem to negate the first hypothesis that the recreation facilities are adequate and well equipped.

4.4.2 Level of patronage as a tourist destination

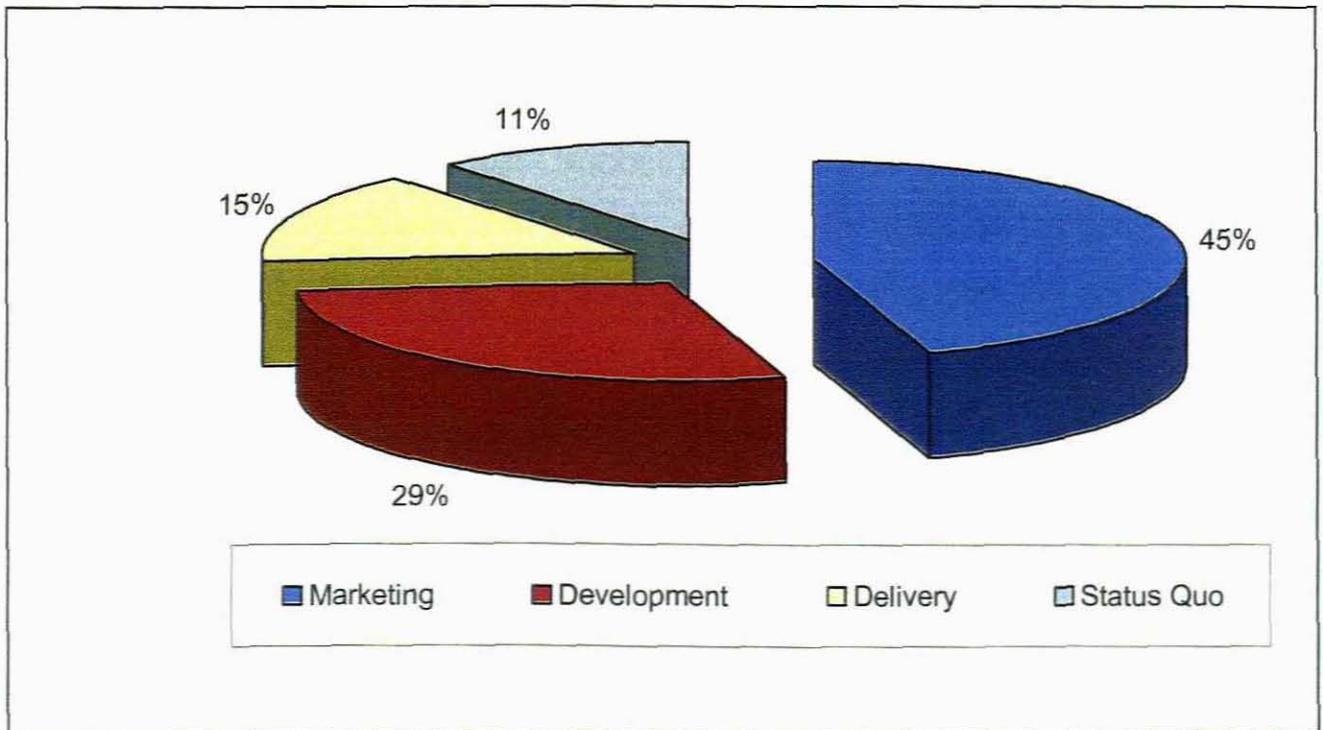
On the issue of whether this region was well patronised by outsiders, 58 per cent of the respondents felt it was, and the most popular reason for this, was the fact that it had enough recreation facilities. About 39 per cent of the respondents felt that it was not well patronised by outsiders as it did not have enough recreation facilities and also not well developed.

4.4.3 Improving the situation for Amanzimtoti and surroundings

Figure 4.3 shows that 45 per cent of the respondents felt that more vigorous marketing of this region would bring in more tourists, while 29 per cent believed that more tourism development in this area held the key to more patronage by outsiders. About 11 per cent of the sample saw Amanzimtoti and the surroundings good as it was, there was no need for more development, nor any marketing. Even though they visited this area, some of the guests felt that it was not well developed, as there were few recreation

facilities. This area however seems to be well resourced when it comes to accommodation facilities. There are many guesthouses, holiday flats and holiday homes. This is not the ideal, because it means that they would use this area for accommodation, and then go to Durban and other parts of KwaZulu-Natal for recreation and entertainment. If this area gets developed alongside the Metro, tourism spending leakages would be minimised.

FIGURE 4.3 **RESPONDENTS PERCEPTION OF NEED FOR IMPROVEMENT IN AMANZIMTOTI**



Most of the respondents were going to visit this region again, some because they liked it, and others because it was peaceful. There were some guests who came from the Western Cape (7.3%) who expressed that even though Amanzimtoti is beautiful, they still preferred the Western Cape and so they did not think that they would come back.

4.5 RESPONSES OF THE RESIDENTS

Data gathered from the residents of Amanzimtoti and its surroundings was collected by means of questionnaires, which were used by the researcher to interview the residents of all the places that fall under the South Operational Entity chosen for the purposes of this study. These residential areas were Adams Mission, Amanzimtoti, Isiphingo, Ulovu, and Umgababa. Attempts were made to interview as many people from each area as possible, which meant that cluster sampling had to be used. Data was gathered from a sample of 84 respondents who were taken from each of the five targeted areas.

4.5.1 Residential areas of the respondents

Table 4.2 shows where the resident respondents came from and the number of respondents from each residential area. Most of the respondents came from Amanzimtoti because there are many smaller areas that form this town such as Athlone Park, Warner Beach, Kingsburgh, Amanzimtoti, and Winklespuit. Consequently Amanzimtoti formed 33 per cent of the sample.

The responses of the people selected for the sample were very important for the researcher to find out their attitude to development in general and tourism development in particular. It was important to draw the sample not only from the residents of Amanzimtoti, but also from other residential areas outside this town, which also fall under the SOE. Other residential areas therefore formed 67 per cent of the sample combined.

TABLE 4.2 ORIGINS OF RESPONDENTS IN TERMS OF RESIDENTIAL AREAS

RESIDENTIAL AREA	FREQUENCY	PERCENTAGE
Adams	11	13%
Umgababa	13	16%
Ulovu	14	17%
Isipingo	18	21%
Amanzimtoti	28	33%
TOTAL	84	100%

n = 84

4.5.2 Perceived frequency of hosting tourists in the study area

The local respondents were asked to respond to the frequency with which they would like to welcome tourists into their areas (table 4.2). It was interesting to notice that 87 per cent of the residents of this region would like to see tourists throughout the year, even though while preparing and completing this study more tourists were seen during summer holidays.

This response by the residents of this region shows that most of the people in the study area appreciate tourism especially as it brings about the much-needed jobs and revenue. Most of the residents of this region (76%) also believe that more tourism would lead to more development and better life, and very few (5%) are opposed to tourism (table 4.3)

TABLE 4.3 RESPONDENTS' PERCEPTION OF THE VISITATION OF TOURISTS IN AMANZIMTOTI

RESPONSE TO HOST	FREQUENCY	PERCENTAGE
Would like to see more tourists in the area	36	29%
More tourism would lead to development	82	65%
More tourism would degrade the area	07	05%
Not very sure	01	01%
TOTAL	*126	100%

*[n=126 Includes residents, authorities and service providers some giving more than one response.]

About 65 per cent of the respondents felt that more tourism would lead to development in this area. Most of the respondents thought that Amanzimtoti was not well developed, which according 65 per cent of respondents residing in the area of study, led to the value of their properties being low.

The service providers (85%) were especially aware of the role that more tourism development would play in boosting the image of this area as well as the performance of their businesses. It would seem that even though there were some residents who appeared opposed to development, some would really like to see some planned development taking place.

4.5.3 Feelings of the residents about tourists

Table 4.4 was used to analyse the feelings of the residents of the selected areas of the South Operational Entity about the tourists that visit this region. It is clear that most of the residents appreciated tourists as they believe that

they bring revenue to this region. About 47 per cent of the respondents felt that more tourists should come to this area, and none were indifferent to them. A total of 93 per cent wanted more visitors to come and bring revenue to this district.

TABLE 4.4 RESPONDENTS' FEELINGS ABOUT THE PRESENCE OF TOURISTS IN THEIR AREA

RESPONSE TO TOURIST PRESENCE	FREQUENCY	PERCENTAGE
Appreciate their visit, more should come	87	47%
They bring revenue and benefits	84	46%
Few tourist should come to the area	10	05%
Not very sure	03	02%
TOTAL	*184	100%

*[n=126 Each respondent gave more than one response]

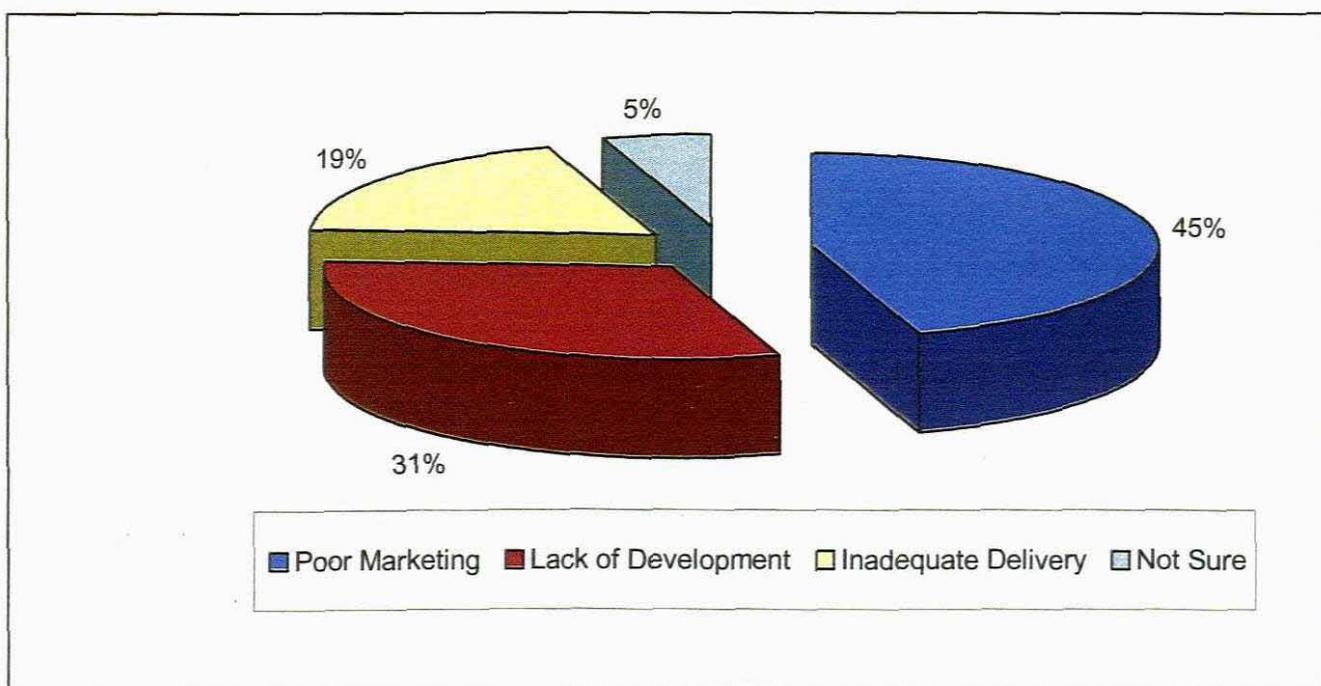
People in residential areas like Isipingo, Ulovu, and Adams stated that they had seen some tourists in Amanzimtoti but they had never seen any in their areas. This could be due to the fact that there are no attractions that would draw visitors to these areas.

At Umgababa people had seen tourists who would stop as they were lured by the Arts and Craft Centre as they went past this place to 'Croc World' near Umkhomazi. This means that the South Operational Entity has a big task ahead to develop recreation attractions in areas under their jurisdiction, and then ensure that Amanzimtoti Publicity Association markets all of them even those that fall outside the town.

4.5.4 Reasons for fewer tourists visiting the study area

About 76 per cent of the respondents felt that this region was not receiving enough tourists (figure 4.4), and the reasons ranged from fewer recreation and tourism facilities to it not being well developed.

FIGURE 4.4 PERCEIVED REASONS WHY LESS TOURISTS VISIT THE STUDY AREA



About a third of the respondents attributed poor patronage of this region by outsiders to fewer recreation and tourism facilities as well as the fact that the region was not well developed, while 45 per cent felt that this district was not well known due to poor marketing (figure 4.4). Some respondents (6%) even mentioned that they did not know what Amanzimtoti Publicity Association was doing, it just was not visible. Others attributed lack of development to the on-going arguments between the SOE and MANCO (Management Committee).

The minutes of the Tourism Development Workshop (TDW) held on the 25 August 1998 show that this workshop was one step toward tourism development as they spelt out areas to concentrate on in trying to develop the Amanzimtoti and areas around it. Unfortunately none of the needs identified as early as 1998 seem to have received any attention. No hotel has been built, no stadiums have been erected, and there are definitely no concert venues that have been built, and Amanzimtoti is still without a cinema.

4.5.5 Facilities that could be developed

When the residents who formed the sample were asked how they would turn the situation around for Amanzimtoti and its surroundings, they responded by mentioning a number of recreation and tourism facilities that they would develop.

One of the most needed recreation facility in this region as perceived by the respondents (table 4.5) was the cinema, which was identified as needed by 24 per cent of the sample. Other urgently needed facilities for recreation are a shopping mall (16%), followed a cultural village (15%) and a botanical garden (14%).

What seems to stand in the way of progress in this area is the fact that the SOE and the developers target the Hutchison Park for development, while some residents would not like it to be touched. Perhaps if some other sites could be identified for development the on-going arguments on development would stop and some development would eventually take place in this district.

**TABLE 4.5 RESPONDENTS' PERCEPTION OF FACILITIES
MOST NEEDED IN THE AMANZIMTOTI AREA**

RECREATION FACILITIES NEEDED	FREQUENCY	PERCENTAGE
Botanical garden	20	14%
Game park	17	12%
Shopping mall	23	16%
Casino	12	09%
Cinema	33	24%
Museum	14	10%
Cultural village	21	15%
TOTAL	*140	100%

*[n=84 Each respondent gave more than one response]

It is important also to mention that the residents of this region were not indifferent to tourists driving to Durban for some of their recreation needs. About 2 per cent of them argued that it was because this region did not cater for most of their needs. This unfortunately meant that the region lost some jobs and revenue to Durban. Some of the respondents felt that more development in general and tourism development in particular was urgently needed in the area.

It appears from the analysis of data gathered from the residents that more tourism development is necessary for this region if it is to help alleviate congestion problems in Durban by limiting the movement of its guests to Durban for most of their recreation needs.

4.6 RESPONSES FROM THE LOCAL AUTHORITIES

Six local authority representatives were interviewed, and they all agreed that the South Operational Entity [SOE] was part of the Durban Metro, and that it was represented at Metro meetings. On the issue of whether the tourism development plans on the Metro included the SOE, 40 per cent felt that they did to a limited extent, 20 per cent felt that they did to a great extent, while the other 20 per cent stated that they did not. The majority of the representatives of the local authorities were of the opinion that the SOE was generally excluded from the development plans of the Durban Metro.

Table 4.6 shows the development plans that according to the sample the South Operational Entity had in the pipeline for this region. All the respondents felt that Amanzimtoti and surroundings has not reached its tourism development potential and this was attributed to the reasons analysed in table 4.6. Attractions like cultural villages, 4x4 trails and museums do not have to be located in Amanzimtoti the town itself.

There are many rural areas that fall under the South Operational Entity, which could be considered for such initiatives. Development has to be taken to where the people are as long as it is the kind of development they need and would benefit from.

There was already at the time of this study a small museum at Adamhoc in Adams Mission. More funding could be concentrated on this initiative until it becomes a big museum that could attract learners, students and even tourists to this area.

**TABLE 4.6 AUTHORITIES' KNOWLEDGE OF
DEVELOPMENT PLANS FOR AMANZIMTOTI**

DEVELOPMENT PLANS	FREQUENCY	PERCENTAGE
Cultural village	2	18%
Township tours	1	09%
4x4 trails	2	18%
Museum	1	09%
Hutchison park development	4	36%
None at the moment	1	09%
TOTAL	*11	100%

*[n =6 Some respondents selected more than one response]

Other areas that fall under the SOE could be explored for unused land that could be converted to 4x4 trails at the request of the residents and bring financial benefits to such areas. It seems from table 4.6 that most forms of development is planned for the Hutchison Park.

Five out of six respondents felt that the attitude of some councillors was responsible for the lack of general development in the Amanzimtoti area. It appears that some people on the council were opposed to development, which led to arguments.

About 20 per cent of the local authority representatives felt that some of the residents of this area are opposed to development and this claim was supported by the arguments and perceptions of such residents published in the local newspaper (South Coast Sun). Another 20 per cent felt that there was much disagreement between the SOE and MANCO, which led to development plans getting abortive.

TABLE 4.7 PERCEIVED REASONS FOR THE FAILURE OF AMANZIMTOTI TO REALISE ITS POTENTIAL AS A TOURIST DESTINATION

REASONS	FREQUENCY	PERCENTAGE
Attitudes of some residents	2	10
Attitudes of some councillors	5	25
Some residents are opposed to development	4	20
Failure to compromise / much disagreement	4	20
No follow up to plans	3	15
Under developed beach	2	10
TOTAL	*20	100%

*[n =6 Each respondent selected more than one option]

It was one of the objectives of this study to find out if the attitudes of some of the people in this area were responsible for inadequate development, and it seems that to some extent the attitudes of the residents and some members of the local council contribute to inadequate development in this area.

The members of the South Operational Entity were also asked to mention the things that they would do for this area if the above problems did not exist (table 4.8). It appears that some people on the council were opposed to development, which led to arguments. About 20 per cent of the local authority representatives felt that some of the residents of this area are opposed to development

TABLE 4.8 PERCEIVED FUTURE DEVELOPMENT DREAMS OF THE SOE FOR AMANZIMTOTI AREA

SOE MEMBERS' PERCEIVED DREAMS	FREQUENCY	PERCENTAGE
Do away with the interference of MANCO	2	5%
Engage the public in talks about what they need	4	9.5%
See to development in the area	5	12%
Promote new ways of accepting change	5	12%
Provide more recreation facilities for the youth	4	9.5%
Keep crime level down	6	14%
No 4x4 on the beach / improve its condition	4	9.5%
Keep the place clean	4	9.5%
Build cinemas, this place needs them	6	14%
Build skateboard and bicycle ramp park	2	5%
TOTAL	*42	100%

[*n=6 Each respondent selected more than one option]

The responses (table 4.8) show that considerable development could have taken place in this region, but the residents cannot agree with those in authority and the developers. The cinema once again received attention (100%) from all the respondents, which goes to show how badly it is needed. It also appears that crime is another stumbling block to development in this area as it received the attention of all the respondents (100%).

None of the respondents in this sample were opposed to development as they brought up a lot of recreation facilities they would develop were there no problems. Four out of six respondents who formed the sample were not happy about the standard of cleanliness in the area. They wanted

Amanzimtoti to be kept cleaner especially the part close to the station and the post office. It became clear then that they were worried about the hawkers who work in that area.

If so many recreation and tourism facilities are still needed, it means that this district does not provide for many of the recreation needs of its residents and visitors.

4.7 RESPONSES OF THE SERVICE PROVIDERS

The researcher thought that it was important to interview the service providers in this region as well since they benefit from tourism. An attempt was made to select the service providers randomly using the table of random numbers after they first had been clustered according to the services provided.

Eventually 16 of the intended 20 service providers were interviewed. 25 per cent of the service providers who formed the sample especially from Adams Mission, Isipingo, and Ulovu had never seen any tourists coming to use their services. They thought that was due to the fact that the funds and the few facilities there are concentrated in Amanzimtoti.

The service providers interviewed for this research were the owners or managers of the following service centres:

TABLE 4.9 SERVICES OFFERED BY THE RESPONDENTS

SERVICES OFFERED	FREQUENCY	PERCENTAGE
Restaurants	3	18.5%
Petrol filling stations	1	6%
Guesthouses	2	13%
Curio shops	2	13%
Recreation facilities	3	18.5%
Bar entertainment	1	6%
Nature reserves	1	6%
Shops	2	13%
Transportation	1	6%
TOTAL	16	100%

[n=16]

It is important to mention that some of the service functions mentioned do not depend on tourism for survival. Filling stations and shops for example do not depend on tourism for most of their income, whereas guesthouses and curio shops do.

Those service providers stationed at Amanzimtoti and Umgababa had benefited from tourism, even though those at Umgababa mentioned that violence had made the tourists reluctant to patronise their area as they had done before. All the service providers, especially those whose businesses depended on tourism like owners of guesthouses, curio shops and restaurants wanted to see tourists in this region throughout the year.

Table 4.10 seems to indicate that the people of this place and its surroundings needed development as long as it was properly planned. There was not much for the residents especially the youth to do over the weekends

and the holidays. The people were forced to use the same recreation facilities over and over again because there is little variety.

About 85 per cent of the respondents in this category felt that tourism was the key for their businesses (table 4.10). Some (86%) of the service providers felt that tourism in this area could be as big an industry as it is in Cape Town with proper planning and development. The service providers were asked for any additional comments to give them freedom to express themselves.

**TABLE 4.10 ADDITIONAL COMMENTS BY SERVICE
PROVIDERS**

STATEMENTS OF ATTITUDE	PERCENTAGE		
	Agreed	Unsure	Disagreed
Tourism is the key for business, we need it.	85%	1%	14%
I have no objection to properly planned development.	64%	8%	28%
I have not seen what Amanzimtoti Publicity is doing.	32%	12%	56%
This area is dead for business	29%	9%	62%
Tourism in this place can be as good as of Cape Town.	86%	2%	12%
I go to the beach because there is nothing else to do.	37%	5%	58%
Shops and the beach are all there is to do in this area.	60%	4%	36%
We need more development here, cinemas, shops, etc.	66%	6%	28%
People in the service industry should be more friendly.	86%	1%	13%

[n=16 Each respondent gave more than one comment and most comments had the same meaning]

If even the service providers felt that there is a need for more development in this area, it means that Amanzimtoti and surroundings had not realised its

potential as a tourist destination in terms of recreation and tourism infrastructural development.

To conclude this chapter it seemed important to bring together the responses of the respondents in all the four samples used for this study, and this will be done in the next subsection.

4.8 COMPARATIVE ANALYSIS OF THE FOUR SAMPLE CATEGORIES

In this section questions common to all four categories that formed the sample for the study are analysed. The responses from all the four samples were compared in this section in order to find out if the respondents saw issues in the same light or differently, and thus come to one conclusion for all the samples used for this research. Even though there were four sets of questionnaires for data collection, some questions ran through all of them, which then made it easy to compare the responses.

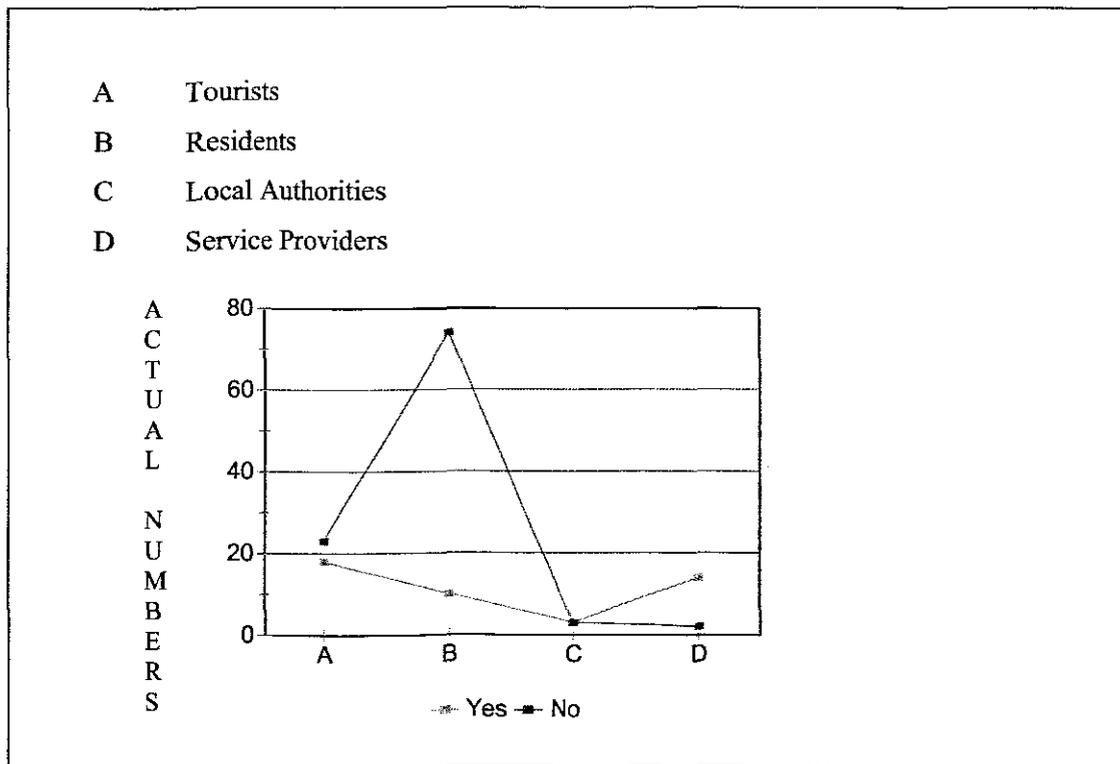
4.8.1 The patronage of Amanzimtoti area by visitors

Figure 4.5 shows that while the majority of residents in the sample (92%) felt that this region was not well patronised by the outsiders, the majority of the service providers (88%) thought it was.

A total of 55 per cent of all respondents of the four samples thought that this area had not reached its potential as a tourist destination, which is supported by the long list of recreation facilities that the respondents thought this area

urgently needed. The researcher could then conclude that Amanzimtoti area had not yet realised its potential as a tourist destination.

FIGURE 4.5 THE PATRONAGE OF AMANZIMTOTI AREA BY VISITORS?



4.8.2 The degree of facility utilisation in the study area

This question was common to all sample groups because it was identified by the researcher from the beginning as crucial to testing the hypotheses and answering the question of whether this area had reached its potential as a tourist destination or not.

TABLE 4.11 THE LEVEL OF UTILISATION OF THE EXISTING RECREATION FACILITIES

RESPONSES	TOURISTS	RESIDENTS	LOCAL AUTHORITIES	SERVICE PROVIDERS	TOTAL
Underutilised	15	28	1	8	52
Adequately utilised	19	32	5	7	63
Crowded	7	24	0	1	32
Total	41	84	6	16	147

n=147

From table 4.11 it is clear that 52 per cent of all the samples thought that available recreation facilities were adequately utilised. Whether such facilities were adequately utilised by the residents or the visitors was not an easy question to answer. If the existing recreation and other facilities were underutilised, it would mean one of the two things; there weren't enough residents and tourists to utilise them, or that there were too many facilities and not enough threshold population. If, on the other hand most of the respondents felt that available facilities were overcrowded especially during the peak seasons, it would mean that there were too many people and fewer facilities.

4.8.3 Constraints associated with tourism development

This was another crucial question to ask especially the local authorities, service providers and the residents. This question would also help a great

deal to answer one of the most important questions of this study. Some of the stumbling blocks to development that were identified by the respondents could easily be supported by the on-going arguments between the SOE and the residents that are opposed to development. Such residents saw development as 'destruction of their area', and the developers were described as 'wanting return on investment at any cost' as already discussed. The residents of Amanzimtoti have to start seeing this area as a part of a bigger whole.

4.9 Testing of some hypotheses

Some of the hypotheses restated at the beginning of this chapter were tested to see if they could be accepted or rejected for the purposes of concluding this study. The hypotheses that are tested are the following:

- That the potential of the study area as a tourist destination has not reached high levels of success in terms of tourism development.
- That existing recreation and tourism facilities and activities in the study area are well equipped and adequately supplied.

These hypotheses were tested in order to achieve the objectives of the study stated below, which would then help the researcher answer the main question and purpose of the study, which was to determine if Amanzimtoti area had reached its potential as a tourist destination.

- To determine the potential that the study area has a tourist destination through identifying available recreation and tourism facilities and their level of development.

- To find out the nature and standing of existing recreation and tourism facilities and activities in the study area.

4.9.1 Chi-square tests

The first chi-square test applied to more than one sample with several categories (Behr, 1988: 84) was used to determine if the Amanzimtoti and surroundings had realised its potential as a tourist destination. This test was used for the question that ran through all the survey questionnaires aimed at finding out from the respondents if Amanzimtoti and surroundings received enough tourists per year.

TABLE 4.12 ACTUAL FREQUENCIES

RESPONSES	YES	NO	TOTAL
Tourists	26	17	41
Residents	15	69	84
Local Authorities	3	3	6
Service Providers	14	2	16
TOTAL	58	91	147

n=147

The formula below was used for both the following calculations

$$\chi^2 = \sum \left[\frac{(A - E)^2}{E} \right] = 40.16$$

**TABLE 4.13 EXPECTED FREQUENCIES AND CHI-SQUARE
VALUES RESPECTIVELY**

RESPONSES	YES		NO	
	E	χ^2	E	χ^2
Tourists	16	6.25	25	2.56
Residents	33	9.8	52	5.6
Local Authorities	2.4	0.15	3.6	0.1
Service Providers	6.3	9.4	9.9	6.3

$\chi^2 = 40.16$

Since there are two categories of response and four groups, degrees of freedom $df = (2-1) (4-1)$, which will be $1 \times 3 = 3$. The chi-square was then read from a table of χ^2 distribution using three degrees of freedom. The calculated chi-square (40.16) proved to be greater than both the table values at 5% and 1% for two-tailed distribution. Since the calculated value is greater than both the table values, the research hypothesis can be accepted at 5% level of significance. It can be asserted with 95% confidence that Amanzimtoti does not receive enough tourists throughout the year because the tourism development potential of this town has not reached high levels of success.

If this area did not receive enough tourists per year, it means that it could receive more if it is well developed and marketed as most of the respondents felt. The second chi-square test was used to find out if this region had enough recreation and tourism facilities and to test the hypothesis that

existing recreation and tourism facilities and activities in the study area are well equipped and adequately supplied.

The recreation and tourism facilities that were used to conduct this test were obtained from the interview questionnaires that had been completed by the respondents of all the samples used. The facilities that were needed in this area as identified in chapter four were as listed in table 4.14.

TABLE 4.14 URGENTLY NEEDED RECREATION FACILITIES (ACTUAL AND EXPECTED FREQUENCIES RESPECTIVELY)

RESPONSES	A	B	C	D	TOTAL
Cinema	19 (11.3)	34 (37.8)	5 (4.9)	11 (6.6)	69
Shopping mall	13 (12)	23 (23)	3 (3)	3 (4)	42
Cultural village	4 (9.4)	22 (18)	4 (2.3)	3 (3.1)	33
Game park	8 (8.9)	18 (17)	2 (2.0)	3 (2.9)	31
Botanical garden	4 (6.6)	19 (12.6)	0 (1.6)	0 (2.2)	23
Entertainment areas	14 (5.4)	4 (10.4)	1 (1.3)	0 (1.8)	19
Casino	7 (6.9)	12 (13.1)	2 (1.7)	3 (2.3)	24
TOTAL	69	132	17	23	*241

*[n =241 Some respondents selected more than one response]

$$\chi^2 = 42$$

The figures that are not in brackets in the table above are the actual frequencies, and those that are in brackets are the expected frequencies. The

expected frequencies were then subtracted from the actual frequencies squared and divided by the expected frequency as the formula demanded, the answers were then added together to arrive at the answer below denoting the chi-square.

Since there were four groups and seven categories of response, the degrees of freedom (*df*) is be $(4-1) (7-1)$, which means $3 \times 6 = 18$. The χ^2 was read from table of distribution of chi-square and found to be 28.87 at 5% and 34.81 at 1%. The calculated chi-square proved to be bigger than both these values, which means that the research hypothesis as stated at the beginning of this subsection can be rejected at 5 per cent level of significance. The researcher can assert with 95 per cent confidence that this town and surroundings does not have enough recreation facilities.

4.10 CONCLUSION

The South Operational Entity may be a part of the Durban Metro and so it may be expected to develop alongside it, but it may not be easy for SOE to implement the South African and the KZN tourism policy if there are no efforts on the part of some of the residents of this area to understand and support the vision of KZNTA and even that of the SOE.

It is important to mention that it is not all the residents of this area who were opposed to development, actually some complained about the depreciating value of their properties because of the reputation that this town has earned itself.

The last chapter on this research report was used to draw some conclusions based on the conceptual framework as well as data collected for this study, and also to put forward some recommendations, which could be used by those in authority to solve some of the problems identified by this study.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

Before data for this study was even collected, the researcher had in mind a specific notion concerning the population characteristics. Hypotheses were then put forward. All the investigations and data gathered for this study were then aimed at rejecting or accepting the research hypotheses (Milton *et al*, 1997).

The conclusions and recommendations made in the study are based on data collected from the questionnaires, arguments about local development obtained from the local newspaper (South Coast Sun), observations and experience gained in the field.

5.2 SUMMARY OF THE FINDINGS OF THE STUDY

The findings of this study are in line with the objectives that it aimed to achieve and are discussed below.

Objective 1

This study set out to find out the nature and standing of the existing recreation and tourism facilities and activities in the study area.

It discovered that there were quite a few recreation and tourism facilities and activities in the Amanzimtoti area. These included the beaches, one hotel (Karridene), a number of guesthouses, some restaurants such as Butcher Boys, some halls such as the civic hall and the palladium, some sporting fields such as golf courses, nature reserves, a bird park, some water sport facilities at the mouth of Amanzimtoti River, a museum at Adams Mission, some small shopping centres, the fun land; the Art and Craft Centre at Umgababa, and others. This study found that some of these facilities were of a good standard, but others like the bird park at Amanzimtoti and the Art and Craft Centre at Umgababa left much to be desired.

Objective 2

The second objective of this study was to investigate the levels of utilisation and patronage of the various recreation and tourism facilities in the study area.

This study discovered that some of these facilities were adequately utilised and patronised even outside the holiday seasons. Some of the service providers like those at the Art and Craft Centre at Umgababa felt that their businesses were not doing as well as they should and very few people came to buy. Some of the guesthouses were without people for weeks, which led to no income despite capital outlay. As a result of this, owners of some guesthouses failed to help with the completion of the questionnaires.

Objective 3

The third objective of this study was to determine the potential that the study area has as a tourist destination through identifying potential recreation and tourism facilities.

The study found that most of the recreation and tourism facilities tended to be concentrated around the town Amanzimtoti and the surrounding areas had very few or none. At the time of this study, for example, the only recreation facility at Lovu Township was the community hall. Some respondents at Isipingo complained that all recreation facilities were concentrated in Amanzimtoti. There are many residential areas that fall under the SOE, which means that the recreation facilities have to be developed in all these areas for both the youth and the adults. Potential recreation and tourism facilities in the study area included provision of a cinema, a big shopping centre, 4x4 trails, a botanical garden, as well as the development and improvement of the existing facilities so as to enable this area to attract more visitors.

Objective 4

The fourth objective of the study was to establish the attitudes of the community towards tourism as an activity and tourism development.

The following conclusions could be drawn from the responses given through the questionnaires as well as the debates and arguments that continue in the local newspaper (South Coast Sun):

- There were some residents especially of Amanzimtoti who were opposed to any form of development in this town.
- There was also a group of residents who regarded development as important especially to boost the image of the town as well as the value of their properties.
- Some of the residents were in favour of development as long as it was planned and sustainable.

- The study also discovered that the SOE had, at the time of this study, not been successful in bringing its areas together, there was still no synergy among the component parts of the South Operational Entity.

Objective 5

The fifth objective of the study was to ascertain the opinions and feelings of the tourists regarding tourism development and delivery within the study area.

This study discovered that most of the visitors to this area felt that there were enough recreation and tourism facilities even though they still left Amanzimtoti to use the facilities in Durban and other areas of KwaZulu-Natal. The study also discovered that most of the guests to Amanzimtoti came from Gauteng, and that they were White. According to some of the Black respondents, these visitors tended to be arrogant and quite racist, an attitude that was also observed by the researcher when attempting to interview them.

On the basis of the findings that have just been discussed, the recommendations that follow are put forward by the researcher for consideration by those in authority especially the council of the South Operational Entity.

5.3 RECOMMENDATIONS

There were a number of observations that were made throughout the research period, and a number of concerns raised especially by the residents. The study was enhanced by reading the local newspaper carefully, as it is often used as a mouthpiece by many residents. The area of Amanzimtoti was explored by the

researcher who documented the condition of the existing recreation facilities for the purpose of making some recommendations to those empowered to upgrade the area. The communications manager of the SOE was interviewed, and much information was gathered.

On the basis of all the information gathered for this study, it is recommended that:

- A forum be formed that will discuss the recreation needs of all the people whose places of residence fall within the boundaries of the SOE. This forum should be formed of representatives from all the areas of the SOE. It would then be obliged to inform the South Operational Entity of the needs of the people.
- An opinion poll could be conducted for all the people living in the areas that form the SOE regarding development in general and tourism development in particular.
- The role of the Council would be clearer if its members were more visible in terms of service delivery.
- Shelters or workshops could be build for the hawkers to help them organise their work better instead of being found all over the town.
- It could also help to control crime if the police were more visible, patrolling the busy areas especially during the peak seasons.
- The nature conservation area along the river (Ilanda Wilds) could attract more people if it were turned into a botanical garden.
- The bird park is neglected and unsafe. There is hardly ever anyone to meet the guests and tell them about the few birds that are there. Advice could be obtained from North Coast Bird Park as it is an asset to tourism in its locality.

- Umgababa used to be a popular holiday resort especially among the Black people. It could be revived and stricter control measures put in place.
- At Adams College (Adamhoc) lies an unknown museum that was established with help of Harmony Gold at the request of our former president Nelson Mandela. It would not be easy for tourists to just go there because there is nothing else attracting them to that side of this region. It is the duty of the SOE and Amanzimtoti Publicity to put mechanisms in place for such areas to be visited.
- Information seminars and workshops have to be conducted for the local people, especially the previously disadvantaged to enable them to derive financial benefits from tourism.
- When people talk about development in this area, it should not just be the town, development is urgently needed outside town.

5.4 CONCLUSION

It can be concluded then that Amanzimtoti area had, at the time of this study, not reached its potential as a tourist destination. The few facilities that were there could still be developed on to enable them to attract more patronage from locals as well as outsiders. This district also did not welcome enough number of tourists per year, which meant that with more development and marketing it could receive more tourists. Development was needed in the area and it was seen by some residents as important to the future of their children, and some residents thought it was important to give this town 'a kickstart', and boost the value of their properties. The arguments that go on in the local newspaper are

not doing this town any good. The people of Amanzimtoti have to start thinking bigger than just themselves and their own territories.

If the vision of the Ministry of Sport and Recreation is to 'Get the nation to play', and that of the Council of the Metro is to turn Durban into South Africa's playground, why shouldn't Amanzimtoti play.

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APPENDICES

APPENDIX A

THE POTENTIAL OF AMANZIMTOTI AND SURROUNDINGS AS TOURIST DESTINATION

This questionnaire was designed for use as a tool to interview the tourists who visit Amanzimtoti and surroundings to find out:

- (a) Where most visitors to this area come from, and the frequency of their visits;
- (b) Their experiences and feelings about the recreation facilities available in this area;
- (c) Other recreation facilities that they would like to see developed in this area.

PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE BY PUTTING A CROSS IN THE APPROPRIATE SPACES PROVIDED

1. PERSONAL DATA

1.1 SEX

Male	1	Female	2
------	---	--------	---

1.2 AGE

1	18 – 24	
2	25 – 29	
3	30 – 34	
4	35 – 39	
5	40 – 44	
6	45 – 49	
7	50 – 54	
8	55 – above	

1.3 EDUCATIONAL QUALIFICATION

1	No formal education	
2	< – Matriculation	
3	Technical College	
4	College of Education	
5	Technikon	
6	University	
7	Hospital	
8	Other (specify)	

1.4 OCCUPATION

1	Unemployed	
2	Retired	
3	Labourer	
4	Artisan	
5	Self-employed	
6	Professional	
7	Other (specify)	

2. TOURISM PROFILE

2.1 WHICH OF THE FOLLOWING REGIONS DO YOU COME FROM?

1	KwaZulu-Natal	
2	Gauteng	
3	Mpumalanga	
4	Western/Eastern/ Northern Cape	
5	Limpopo/North West	
6	Free State	
7	Europe (specify)	
8	America (specify)	
9	The East (specify)	
10	Australia	
11	Other (specify)	

2.2 WHICH ATTRACTIONS ARE YOU GOING TO TOUR / HAVE YOU TOURED IN KZN?

1	Bush	
2	Battlefields	
3	Beaches	
4	Shopping Malls	
5	Casinos	
6	Museums	
7	Mountains	
8	Conference	
9	Sport	
10	Other (specify)	

2.3 HOW OFTEN DO YOU VISIT AMANZIMTOTI AND SURROUNDINGS?

1	First time	
2	Once a year	
3	Regularly	
4	Other (specify)	

2.4 WHY DO YOU VISIT THIS AREA?

1	It is peaceful	
2	There are lots of attractions	
3	I just like it	
4	Other (specify)	

2.5 WHAT FACILITIES DO YOU USE WHEN YOU ARE HERE (AMANZIMTOTI AND SURROUNDINGS)?

1	Beaches	
2	Shops	
3	Nature Reserves	
4	Nursery	
5	Other (specify)	

2.5.1 HOW WOULD YOU DESCRIBE THEIR PHYSICAL CONDITION?

1	Poor	
2	Acceptable	
3	Good	
4	Excellent	
5	Other (specify)	

2.5.2 HOW WOULD YOU DESCRIBE THEIR LEVEL OF UTILISATION?

1	Underutilised	
2	Adequately utilised	
3	Crowded	
4	Other (specify)	

2.5.3 DESCRIBE THE TREATMENT YOU RECEIVE / RECEIVED WHEN VISITING THESE AREAS

1	Ignored	
2	Cold	
3	Warm	
4	Other (specify)	

2.5.4 WOULD YOU VISIT THESE AREAS AGAIN AND WHY?

			REASON
1	Yes		
2	No		

2.6 WHAT KIND OF ACCOMMODATION DO YOU USE WHEN YOU VISIT AMANZIMTOTI AND SURROUNDINGS?

1	Hotel	
2	Holiday Resort	
3	Bed and Breakfast	
4	Holiday Homes	
5	Relatives	
6	Other (specify)	

2.6.1 CAN YOU PROVIDE A REASON FOR YOUR CHOICE?

1	Cosy	
2	Homely	
3	Cheaper	
4	Convenient	
5	Other (specify)	

2.7 WHAT OTHER ATTRACTIONS / SERVICES WOULD YOU LIKE TO SEE DEVELOPED IN THIS AREA?

1	Cultural Village	
2	Shopping Mall	
3	Hotel	
4	Conference Facilities	
5	Entertainment Areas	

6	Botanical Gardens	
7	Game Parks	
8	Casino	
9	Cinema	
10	Other (specify)	

2.8 IN YOUR OPINION, IS THIS AREA WELL PATRONISED AS A TOURIST DESTINATION?

1	Yes	
2	No	

2.8.1 IF YES, WHAT DO YOU THINK THE REASONS ARE?

1	Enough facilities	
2	Well marketed	
3	Well developed	
4	Other (specify)	

2.8.2 IF NO, WHAT DO YOU THINK THE REASONS ARE?

1	Fewer facilities	
2	Not well marketed	
3	Not well developed	
4	Other (specify)	

2.8.3 HOW WOULD YOU IMPROVE THE SITUATION FOR THIS TOWN?

1	More tourism development	
2	Would market it more vigorously	
3	Would leave it as it is	
4	Other (specify)	

2.9 IS THERE ANYTHING ELSE YOU WOULD LIKE TO SAY?

THANK YOU FOR YOUR CO-OPERATION

APPENDIX B

THE POTENTIAL OF AMANZIMTOTI AND SURROUNDINGS AS TOURIST DESTINATION

This questionnaire was designed for use by the researcher as a tool to gather information from the residents of Amanzimtoti and surroundings regarding:

- (a) Their feelings about tourism development in this area;
- (b) If they think that this area has realized its potential as a tourist destination.

PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE BY PUTTING A CROSS IN THE APPROPRIATE SPACES PROVIDED

1. PERSONAL DATA

1.1 SEX

Male	1	Female	2
------	---	--------	---

1.3 AGE

1	18 – 24	
2	25 – 29	
3	30 – 34	
4	35 – 39	
5	40 – 44	
6	45 – 49	
7	50 – 54	
8	55 and above	

1.4 AREA OF RESIDENCE

1	Adams Mission	
2	Amanzimtoti	
3	Athlone Park	
4	Illovo	
5	Umbumbulu	
6	Ulovu	
7	Warner Beach	
8	Winklespruit	
9	Umgababa	
10	Isipingo	

1.5 STATUS OF RESIDENCE

1	Tenant	
2	Bonded	
3	Owned	
4	Other	

1.6 STATUS OF RESPONDENT

1	Father	
2	Mother	
3	Daughter / son	
4	Other (specify)	

1.6 PERIOD OF RESIDENCE

	YEARS	
1	< - 4	
2	5 - 9	
3	10 - 14	
4	15 - 19	
5	20 - 24	
6	25 and above	

1.7 EDUCATIONAL QUALIFICATION

1	No formal education	
2	< - Matriculation	
3	Technical College	
4	College of Education	
5	Hospital	
6	Technikon	
7	University	
8	Other	

1.8 OCCUPATION

1	Unemployed	
2	Retired	
3	Labourer	
4	Artisan	
5	Self-employed	
6	Professional	
7	Other	

2. CONTACT WITH TOURISTS

2.1 DO ANY TOURISTS VISIT THIS AREA?

1	Yes	
2	No	

2.2 WHEN DO YOU SEE MORE TOURISTS IN THIS AREA?

1	Throughout the year	
2	Summer Holidays	
3	Winter Holidays	
4	Easter Holidays	
5	Other (specify)	

2.3 HOW OFTEN WOULD YOU LIKE TO SEE THEM?

1	Throughout the year	
2	Summer only	
3	Winter only	
4	Easter only	
5	Never	
6	Other (specify)	

2.4 CHOOSE THE MOST APPROPRIATE

1	I would like to see more tourists in this area	
2	More tourism would lead to more development	
3	More tourism would spoil the tone of this area	
4	More tourism would degrade this area	
5	Other (specify)	

2.5.1 HOW DO YOU FEEL ABOUT THEM?

1	Appreciate their visit	
2	They bring revenue to our area	
3	More should come	
4	Indifferent	
5	They crowd us	
6	They pollute	
7	They use us and our resources	
8	Other (specify)	

2.5.2 IF YOU COULD, WHAT WOULD YOU DO?

1	Develop more attractions	
2	Promote tourism vigorously	
3	Not come into contact with them	
4	Chase them away	
5	Other (specify)	

2.6.1 DO YOU THINK THAT THIS AREA RECEIVES ENOUGH TOURISTS PER YEAR?

1	Yes	
2	No	

2.6.2 IF NO, WHAT DO YOU THINK THE REASONS ARE?

1	Fewer recreation facilities	
2	Not well marketed	
3	Not well developed	
4	Other (specify)	

2.6.3 IF YES, WHAT DO YOU THINK THE REASONS ARE?

1	Enough recreation facilities	
2	Well marketed	
3	Well developed	
4	Other (specify)	

2.6.3 IF YOU COULD, WHAT OTHER RECREATION FACILITIES WOULD YOU DEVELOP IN THIS AREA?

1	Botanical Gardens	
2	Game Parks	
3	Shopping Centres	
4	Casino	
5	Cinema	
6	Museum	
7	Cultural villages	
8	Other (specify)	

2.7 HOW DO YOU FEEL WHEN THE VISITORS TO THIS AREA DRIVE TO DURBAN FOR OTHER RECREATION FACILITIES AND SERVICES?

1	It doesn't concern me	
2	We lose some revenue to Durban	
3	We lose some jobs to Durban	
4	It is because our area does not cater for most of their needs	
5	We need more development	
6	Other (specify)	

2.8 WHAT RECREATION FACILITIES DO YOU USE OFTEN IN THIS AREA?

1	Beaches	
2	Shops	
3	Nature Reserves	
4	Nursery	
5	Sports Grounds	
6	Other (specify)	

2.8.1 HOW WOULD YOU DESCRIBE THEIR PHYSICAL CONDITION?

1	Poor	
2	Satisfactory	
3	Good	
4	Excellent	
5	Other (specify)	

2.8.2 HOW WOULD YOU DESCRIBE THEIR LEVEL OF UTILISATION?

1	Underutilised	
2	Adequately utilised	
3	Crowded	
4	Other (specify)	

2.8.3 DESCRIBE THE TREATMENT YOU NORMALLY RECEIVE AT THESE RECREATION FACILITIES

1	Ignored	
2	Cold	
3	Warm	
4	Other (specify)	

2.8.4 WOULD YOU VISIT THESE AREAS AGAIN AND WHY?

			REASON
1	Yes		
2	No		

2.9 IS THERE ANYTHING ELSE YOU WOULD LIKE TO SAY?

THANK YOU FOR YOUR CO-OPERATION

APPENDIX C

THE POTENTIAL OF AMANZIMTOTI AND SURROUNDINGS AS TOURIST DESTINATION

This questionnaire was designed for use by the researcher as a tool to find out information from the local authorities regarding:

- (a) The place and role of the South Operational Entity in tourism planning of the Durban Metro;
- (b) Tourism development plans of the South Operational Entity for Amanzimtoti and surroundings.

PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE BY PUTTING A CROSS IN THE APPROPRIATE SPACE PROVIDED

1. PERSONAL DATA

1.1 SEX

Male	1	Female	2
------	---	--------	---

1.7 AGE

1	18 – 24	
2	25 – 29	
3	30 – 34	
4	35 – 39	
5	40 – 44	
6	45 – 49	
7	50 – 54	
8	55 and above	

1.8 AREA OF RESIDENCE

1	Adams Mission	
2	Amanzimtoti	
3	Athlone Park	
4	Illovo	
5	Ulovu	
6	Umbumbulu	
7	Umgababa	
8	Warner Beach	
9	Winklespruit	
10	Other (specify)	

1.9 STATUS OF RESIDENCE

1	Tenant	
2	Bonded	
3	Owned	
4	Other (specify)	

1.5 PERIOD OF RESIDENCE

	YEARS	
1	< - 4	
2	5 - 9	
3	10 - 14	
4	15 - 19	
5	20 and above	

1.6 EDUCATIONAL QUALIFICATION

1	No formal education	
2	< - Matriculation	
3	Technical College	
4	College of Education	
5	Technikon	
6	University	
7	Hospital	
8	Other (specify)	

1.7 OCCUPATION

1	Town Planner	
2	Chief	
3	Councilor	
4	Secretary	
5	Induna	
6	Other (specify)	

1.8 PERIOD OF SERVICE

	YEARS	
1	< - 4	
2	5 - 9	
3	10 - 14	
4	15 - 19	
5	20 - <	

2. CONTACT WITH TOURISTS

2.3 DO ANY TOURISTS VISIT THIS AREA (AMANZIMTOTI AND SURROUNDINGS)?

1	Yes	
2	No	

2.2 WHEN DO YOU SEE MORE TOURISTS IN THIS AREA?

1	Throughout the year	
2	Summer Holidays	
3	Winter Holidays	
4	Easter Holidays	
5	Other (specify)	

2.3 HOW OFTEN WOULD YOU LIKE TO SEE THEM?

1	Throughout the year	
2	Summer only	
3	Winter only	
4	Easter only	
5	Never	
6	Other	

2.5 CHOOSE THE MOST APPROPRIATE

1	I would like to see more tourists in this area	
2	More tourism would lead to more development	
3	More tourism would spoil the tone of this area	
4	More tourism would degrade this area	
5	Other (specify)	

2.5 HOW OFTEN DO YOU COME INTO CONTACT WITH THEM?

1	Very often	
2	Rarely	
3	I avoid them	
4	Other (specify)	

2.5.3 HOW DO YOU FEEL ABOUT THEM?

1	Appreciate their visit	
2	They bring revenue to our area	
3	More should come	
4	Indifferent	
5	They crowd us	
6	They pollute	
7	They use us and our resources	
8	Other (specify)	

2.5.4 IF YOU COULD, WHAT WOULD YOU DO?

1	Develop more attractions	
2	Promote tourism vigorously	
3	Not come into contact with them	
4	Chase them away	
5	Other (specify)	

2.6 DO YOU THINK THAT THIS AREA RECEIVES ENOUGH TOURISTS PER YEAR?

1	Yes	
2	No	

2.6.1 IF NO, WHAT DO YOU THINK THE REASONS FOR THIS ARE?

1	Poor recreation facilities	
2	Fewer recreation facilities	
3	Not well marketed	
4	Not well developed	
5	Other (specify)	

2.6.2 IF YES, WHAT DO YOU THINK THE REASONS ARE?

1	It is well marketed	
2	It is well developed	
3	There are enough recreation facilities	
4	Other (specify)	

2.6.3 IF YOU COULD, WHAT OTHER FACILITIES WOULD YOU DEVELOP IN THIS AREA?

1	Game Parks	
2	Shopping Malls	
3	Casino	
4	Cinema	
5	Cultural villages	
6	I would leave this place as is	
7	Other (specify)	

2.7 HOW DO YOU FEEL WHEN THE VISITORS TO THIS AREA DRIVE TO DURBAN FOR OTHER FACILITIES AND SERVICES?

1	I don't even notice	
2	It doesn't concern me	
3	We lose some revenue to Durban	
4	We lose some jobs to Durban	
5	It is because our area does not cater for most of their needs	
6	We need more development	
7	Other (specify)	

2.8 WHAT RECREATION FACILITIES DO YOU USE OFTEN IN THIS AREA?

1	Beaches	
2	Shops	
3	Nature Reserves	
4	Nursery	
5	Sports Grounds	
6	Other (specify)	

2.8.1 HOW WOULD YOU DESCRIBE THEIR PHYSICAL CONDITION?

1	Poor	
2	Acceptable	
3	Good	
4	Excellent	
5	Other (specify)	

2.8.3 HOW WOULD YOU DESCRIBE THEIR LEVEL OF UTILISATION?

1	Underutilised	
2	Adequately utilised	
3	Crowded	
4	Other (specify)	

2.8.3 DESCRIBE THE TREATMENT YOU NORMALLY RECEIVE AT THESE FACILITIES

1	Ignored	
2	Cold	
3	Warm	
4	Other (specify)	

2.8.4 WOULD YOU VISIT THESE AREAS AGAIN AND WHY?

			REASON
1	Yes		
2	No		

3. TOURISM DEVELOPMENT PLANS

3.1 IS THIS AREA PART OF THE DURBAN METRO?

1	Yes	
2	No	

3.2 IS THIS OPERATIONAL ENTITY REPRESENTED AT METRO MEETINGS?

1	Yes	
2	No	

3.3 ARE YOU AWARE OF THE TOURISM DEVELOPMENT PLANS OF THE METRO?

1	Yes	
2	No	

3.4 TO WHAT EXTENT DO THESE PLANS INVOLVE AMANZIMTOTI AND SURROUNDINGS?

1	To a great extent	
2	To a little extent	
3	They don't	
4	I am not sure	
5	Other (specify)	

3.5 WHAT TOURISM DEVELOPMENT PLANS DOES THE SOUTH OPERATIONAL ENTITY HAVE FOR THIS AREA?

1		
2		
3		
4		
5		

3.6 DO YOU THINK THAT THIS AREA HAS REACHED ITS DEVELOPMENT POTENTIAL AS A TOURIST DESTINATION?

1	Yes	
2	No	

3.6.1 IF YOUR ANSWER IS NO, WHAT DO YOU THINK STANDS IN THE WAY FOR DEVELOPMENT IN THIS AREA?

1	
2	
3	
4	
5	

3.6.2 IF YOU WERE A CEO FOR TOURISM IN THIS AREA, WHAT WOULD YOU DO FOR IT?

1	
2	
3	
4	
5	

2.9 IS THERE ANY THING ELSE YOU WOULD LIKE TO SAY?

THANK YOU FOR YOUR CO-OPERATION

APPENDIX D

THE POTENTIAL OF AMANZIMTOTI AND SURROUNDINGS AS TOURIST DESTINATION

This questionnaire was designed by the researcher for use to collect information from the local recreation, hospitality, and tourism service providers regarding:

- (a) The type of services they provide;
- (b) If they feel that their services are adequately patronized by visitors;
- (c) If they think that Amanzimtoti and surroundings has reached it potential as a tourist destination.

PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE BY PUTTING A CROSS IN THE APPROPRIATE SPACES PROVIDED

1. PERSONAL DATA

1.1 SEX

Male	1	Female	2
------	---	--------	---

1.10 AGE

1	18 – 24	
2	25 – 29	
3	30 – 34	
4	35 – 39	
5	40 – 44	
6	45 – 49	
7	50 – 54	
8	55 and above	

1.11 AREA OF RESIDENCE

1	Adams Mission	
2	Amanzimtoti	
3	Athlone Park	
4	Illovo	
5	Ulovu	
6	Umbumbulu	
7	Umgababa	
8	Warner Beach	
9	Winklespruit	
10	Other (specify)	

1.12 STATUS OF RESIDENCE

1	Tenant	
2	Bonded	
3	Owned	
4	Other (specify)	

1.13 PERIOD OF RESIDENCE

	YEARS	
1	< - 4	
2	5 - 9	
3	10 - 14	
4	15 - 19	
5	20 and above	

1.6 EDUCATIONAL QUALIFICATION

1	No formal education	
2	< - Matriculation	
3	Technical College	
4	Technikon	
5	University	
6	College of Education	
7	Hospital	
8	Other (specify)	

2. SERVICE PROVIDED

2.1 TYPE OF SERVICE PROVIDED

1	Accommodation	
2	Food	
3	Recreation	
4	Transportation	
5	Shopping	
6	Wildlife	
7	Other (specify)	

2.2 PERIOD IN THIS SERVICE

	YEARS	
1	< - 4	
2	5 - 9	
3	10 - 14	
4	15 - 19	
5	20 and above	

2.3 DO YOU THINK THAT YOUR BUSINESS IS WELL PATRONIZED?

1	Yes	
2	No	

2.4 IF NOT, WHAT DO YOU THINK THE REASONS FOR THIS ARE?

1	Fewer recreation facilities in the area	
2	Not too many visitors in the area	
3	Area not well marketed	
4	Area not well developed	

5	It is far from the maddening crowds	
6	It is well marketed and well known	
7	Local people do not use this facility	
8	Other (specify)	

2.5 DO ANY TOURISTS VISIT THIS AREA?

1	Yes	
2	No	

2.5.1 WHEN DO YOU SEE MORE TOURISTS IN THIS AREA?

1	Throughout the year	
2	Summer Holidays	
3	Winter Holidays	
4	Easter Holidays	
5	Other	

2.5.2 HOW OFTEN WOULD YOU LIKE TO SEE THEM?

1	Throughout the year	
2	Summer only	
3	Winter only	
4	Easter only	
5	Other (specify)	

2.6 CHOOSE THE MOST APPROPRIATE

1	More tourism would lead to more development	
2	More tourism would spoil the tone of this area	
3	More tourism would degrade this area	
4	Other (specify)	

2.7 HOW OFTEN DO YOU COME INTO CONTACT WITH THEM?

1	Very often	
2	Not so often	
3	Other (specify)	

2.7.1 HOW DO YOU FEEL ABOUT THEM?

1	Appreciate their visit	
2	They bring revenue to our area	
3	My business depends on them	
4	More should come	
5	Indifferent	
6	They crowd us	
7	They pollute the area	
8	They use us and our resources	
9	Other (specify)	

2.8 IF YOU COULD, WHAT WOULD YOU DO?

1	Develop more attractions	
2	Promote tourism vigorously	
3	Not come into contact with them	
4	Chase them away	
5	Other (specify)	

2.8.1 IF YOU COULD, WHAT OTHER FACILITIES WOULD YOU DEVELOP IN THIS AREA?

1	Game Parks	
2	Shopping Centres	
3	Casino	
4	Cinema	
5	Cultural villages	
6	I would leave this place as is	
7	Other (specify)	

2.9 HOW DO YOU FEEL WHEN THE VISITORS TO THIS AREA DRIVE TO DURBAN FOR OTHER FACILITIES AND SERVICES?

1	It don't even notice	
2	It doesn't concern me	
3	We lose some revenue to Durban	
4	We lose some jobs to Durban	
5	It is because our area does not cater for most of their needs	
6	We need more development	
7	Other (specify)	

2.10 WHAT RECREATION FACILITIES DO YOU USE OFTEN IN THIS AREA?

1	Beaches	
2	Shops	
3	Nature Reserves	
4	Nursery	
5	Sports Grounds	
6	Other (specify)	

2.10.1 HOW WOULD YOU DESCRIBE THEIR PHYSICAL CONDITION?

1	Poor	
2	Acceptable	
3	Good	
4	Excellent	
5	Other (specify)	

2.10.2 HOW WOULD YOU DESCRIBE THEIR LEVEL OF UTILISATION?

1	Underutilised	
2	Adequately utilised	
3	Crowded	
4	Other (specify)	

2.10.3 DESCRIBE THE TREATMENT YOU NORMALLY RECEIVE AT THESE FACILITIES

1	Ignored	
2	Cold	
3	Warm	
4	Other (specify)	

2.10.4 WOULD YOU VISIT THESE AREAS AGAIN AND WHY?

			REASON
1	Yes		
2	No		

2.11 IS THERE ANYTHING ELSE YOU WOULD LIKE TO SAY?

THANK YOU FOR YOUR CO-OPERATION

APPENDIX E

TRANSMITTAL LETTER

7 Launceston Mews
22 Launceston Road
Amanzimtoti
4126
10 August 2002

The Communications Manager
South Operational Entity
2 Liberty Street
Illovo
Amanzimtoti
4125

Dear Ms Mtolo

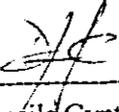
I am a student at the University of Zululand (Umlazi) doing a Masters Degree in Recreation and Tourism, and my topic is, The potential of Amanzimtoti District.

I would be very grateful if you could provide me with some information to help with this research. If it is possible for you, answers to the following questions would help a great deal:

1. Is there any particular reason why there is so much development taking place at Ethekwini and practically none at Amanzimtoti and surroundings?
2. What are the areas that fall under the South Operational Entity?
3. What development plans are in the pipeline for the areas that fall under the South Operational Entity?
4. There is a move in the whole of KwaZulu-Natal towards cultural tourism. What are the plans of SOE in this regard?
5. From reading the local newspaper, the South Coast Sun, I gathered that there have been some initiatives towards developing the Hutchison Park and the mouth of Ulovu River.
 - How far have such plans progressed?
 - What as far as you know/think, stands in the way for development in this area?

I know that you are a very busy person and collecting such information will consume a lot of your time, but as a person committed to serving the community, you will within your busy schedule, try to find the time to help in this regard. In return I promise to provide the South Operational Entity with a copy of the findings of this research.

Thank you for your help.



Ms Dumsile Cynthia Gumede



Our Ref:
Your Ref:
Enquiries:

APPENDIX F

Dear Ms Hlengwa

I hope the following will be of assistance to you. Please feel free to call me if you need more information.

1. There is more development in Durban than in the South Operational Entity for various reasons. The major one being that Durban has a bigger budget than SOE. Also, Durban is a business hub and attracts more investments than here.
2. Cultural tourism is in the pipeline in the South. But be aware that this involves a lot more stakeholders than other types of tourism. These are stakeholders such as Amakhosi in our case, development forums, councillor for that area, the police and the community. Cultural tourism is more community based and orientated and the communities have to take ownership of it. Unfortunately also the management committee of the Publicity Association here is still promoting beach, sand and sea and are not interested in empowering the outlying areas.
3. The developments that are in the pipeline now are the Estuary and the shopping complex at Hutchison Park. But the resumption of work or completion is not known because as you must have read in the local paper the community is split into two with one group being pro and the other against. There are other developments but they are private, like the golf course.
4. The answer on question 3 would apply here as well. Public resistance and lack of funds and planning.

SINDY MTOLO