

**THE STATUS OF TOURISM SKILLS DEVELOPMENT  
PRACTICES FOR THE PREVIOUSLY DISADVANTAGED  
COMMUNITIES AROUND RICHARDS BAY &  
TOWNSHIPS**

**BY**

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**[2044443]**

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## **DECLARATION**

I declare that this research study entitled: *The Status of Tourism Skills Development Practices for the Previously Disadvantaged Communities around Richards Bay & Townships*, except where specifically indicated to the contrary in the text, is my own work both in conception and execution. All the sources that have been used or quoted have been duly acknowledged by means of complete references. It is further declared that this research project is my own and has not previously been submitted to any institution for diploma or degree purposes

By Phumza Happiness Cembali

November, 2010

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## **DEDICATIONS**

This piece of work entitles: *The Status of Tourism Skills Development Practices for the Previously Disadvantaged Communities around Richards Bay & Townships*, is in its entirety dedicated to the following:

- To God who is the source of my hope and pride no matter what the future holds for me.
- To my mother Noyise Cembali, thank you for instilling in me the love for education from an earlier age and for encouraging me to strive to be a better person, and served as a source of hope, light and inspiration even during hard and trying times of my life, thank you my mother for growing me up to be an independent person otherwise I would not have survived in this world.
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## **ABSTRACT**

The South African tourism industry has largely been designated as the playing grounds for the previously advantaged communities [PACs] where they acquire many benefits, and not in favour of the previously disadvantaged communities [PDCs]. Various tourism-related government policies and strategies have been put in place so as to improve the status and access of the previously disadvantaged communities into the tourism industry. On the one hand, the tourism policies and strategies are viewed as reverse discrimination by some previously advantaged individuals [PAIs], while on the other hand, they are viewed as an outstanding opportunity and justice for many previously disadvantaged individuals [PDIs]. This is more specifically when the policy of skills development, among others, is designed to improve the living status and employment opportunities of the previously disadvantaged communities [PDCs].

This research study has the intention of investigation the *status of tourism skills development practices for the previously disadvantaged communities around Richards Bay & Townships*. The study also sought to establish whether there are any emerging opportunities of improving the lot of the black people within the areas where they stay. In other words, this study views the tourism policies and strategies as critical for establishing a demographic representation in the tourism industry. Furthermore, the study believes that in order for these policies and strategies to succeed they must adopt principles of skills development practice that are acceptable and well-regarded among the previously disadvantaged communities in the industry.

The main objectives of this study seek to reveal the *status of tourism skills development practices for the previously disadvantaged communities*, in the study area. This goal may be achieved through objective such as: how stakeholders understand the importance of tourism skills development practices; respondents' access to the tourism skills development opportunities; how the Richards Bay tourism authorities facilitate tourism skills development; respondents' perceptions of the implementation of the tourism skills development policies and practices; and establishing whether there are any tourism skills development practice-benefits for the PDCs in the study area.

The methodology of this study deals with the selection of the sample, instrument for data collection in 3 Richard Bay Townships and the analysis and interpretation of data. The form of research approach that was used in this research was the survey method. The face-to-face interviews were used where questionnaires were used to collect data from a sample of stakeholders in Townships. The sample size selected was 132 respondents which are not necessarily representatives of the entire population of Richards Bay and Townships. The sample size was categorised into the following stakeholders: tourism officials [15], service providers [20], and local community [97]. The sampling technique selected was the stratified random sampling techniques.

In conclusion the study established that, on the whole, the respondents fully understood the meaning and importance of tourism skills development practices. The respondents also felt that the skills development opportunities were inaccessibility in the study area. The findings also indicated that the respondents felt that the provision of tourism skills development practices and policies in the area were not adequate. The respondents were seen to perceive

the implementation of the tourism skills development policies and practices as not up to the required standard. Finally, the respondents felt that the tourism skills development practice-benefits were not adequate in the study area.

The research study concludes by offering recommendations, which proposed that all the authorities ranging from tourism, labour, education and municipality must investment significantly in skills training and development practices. Finally, the community must be encouraged to learn more about the benefits of tourism.

## ACCRONYMS AND ABBREVIATIONS

TERM	DEFINITION
ABET	Adult Basic Education and Training
ACSA	Airport Company of South Africa
AET	Adult education and training
ANC	African National Congress
ARP	African Recovery Programme
BEE	Black Economic Empowerment
CBD	Central Business District
DEAT	Department of Environmental Affairs & Tourism
DOE	Department of Education
DOL	Department of Labour
DTI	Department of Trade and Industry
EEA	Employment Equity Act
KZN	KwaZulu-Natal
MRT	Masters in Recreation and Tourism
NGO	Non-Governmental Organization
NQF	National Qualifications Framework
NSDS	National Skills Development Strategy
NQF	National Qualifications Framework
PAC	Previously Advantaged Communities
PAI	Previously Advantaged Individuals
PDC	Previously Disadvantaged Communities
PDI	Previously Disadvantaged Individuals
SAQA	South African Qualifications Authority
SDA	Skills Development Act
SDLA	Skills Development Levy Act
SPSS	Statistical Package for the Social Sciences
SSA	Statistics South Africa
RBSDI	Richards Bay Spatial Development Initiative
RSA	Republic of South Africa
RSBSOI	Richards Bay Spatial Development Initiative
RBTA	Richards Bay Tourism Association
TKZN	Tourism KwaZulu-Natal
ULM	uMhlathuze Local Municipality
UNWTO	United Nations World Tourism Organisation



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# **CHAPTER 1**

## **ORIENTATION TO THE STUDY**

### **1.1 INTRODUCTION**

The South African tourism industry has largely been designated as the playing grounds for the previously advantaged communities [PACs] where they acquire many benefits, and not in favour of the previously disadvantaged communities [PDCs]. Various tourism-related government policies and strategies have been put in place so as to improve the status and access of the previously disadvantaged communities into the tourism industry. On the one hand, the tourism policies and strategies are viewed as reverse discrimination by some previously advantaged individuals [PAIs], while on the other hand, they are viewed as an outstanding opportunity and justice for many previously disadvantaged individuals [PDIs]. This is more specifically when the policy of skills development, among others, is designed to improve the living status and employment opportunities of the previously disadvantaged communities [PDCs]. In order to rectify this situation the tourism policies and strategies were being implemented in the tourism industry, so as to improve job creation and employment opportunities as well as alleviate poverty in the less advantaged communities.

The main intention of this research study is to investigate the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and Townships. The study seeks to see if



there are any opportunities of improving the lot of the black people within the areas where they stay. In other words, this study views the tourism policies and strategies as critical for establishing a demographic representation in the tourism industry. Furthermore, the study believes that in order for these policies and strategies to succeed they must adopt principles of skills development practice that are acceptable and well-regarded among the previously disadvantaged communities in the industry.

## **1.2 BACKGROUND TO THE PROBLEM**

In the tourism sector, owing to the apartheid related policies, there has been very fewer previously disadvantaged individuals who have benefited substantially from the tourism industry. The most prominent factor affecting these individuals was the lack of tourism skills development in the industry. Among other limiting factors are black community participation, unemployment, poor infrastructure, lack of access to financial resources, and lack of expertise that is crucial to planning, implementation, and management of tourism activities and facilities. The situation demands an urgent commitment by the tourism industry authorities and other stakeholders towards the promotion of tourism activities among the previously disadvantaged population groups (Spykes, 2002).

According to the Tourism White Paper (DEAT, 1996), tourism in South Africa was previously largely influenced by apartheid policies. During this period, also known as 'the pre-Mandela period' (Magi & Nzama, 2009b) the tourism industry was thus characterised by restrictions of domestic tourism and very little international tourism due to anti-apartheid sentiments from the international community. The Tourism White Paper refers to this situation as

‘missed opportunities’ (DEAT, 1996: 19). Some of these missed opportunities include the following:

- That there was a limited flow of international investments on tourism facilities thus the industry was protected from foreign competition.
- The movement of tourists was limited to certain areas, which were for the White population group.
- The resources that South Africa has were not used to their full potential, they were monopolized by a certain section of the society to an extent that it was perceived as a “White man’s thing”.
- There were limited opportunities for entrepreneurship directed at creating new services that would drive other sectors of the economy, strengthen rural development, generate foreign exchange and lead to job creation.
- The society was characterized on one hand by abject poverty spread across the majority of the people mainly in rural areas and on the other by lavish wealth.
- There were glaring socio-economic inequalities among the citizens of South Africa.

The new principles and policies aimed at achieving community-driven tourism, integrated and sustainable tourism and tourism assessment and accountability were then initiated. Effective tourism policies and strategies have become critically important for developing countries such as South Africa, because tourism, by its nature, requires less capital outlay than other

forms of economic activities to get going (Wahab & Pigram, 2000). Over the last decade various tourism authorities have struggled to initiate additional policies and strategies that have sought to establish skills development of tourism as a new trajectory for job creation, employment and poverty alleviation (Magi & Nzama, 2009b).

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

In recent years tourism policies and strategies have been seen as a viable means of improving and developing community livelihood, through employment and poverty alleviation in South Africa (Ashley & Roe, 2002; Magi, 2009b). The realisation of the success of these policies and strategies is dependent on the effective utilisation skills development practices to enhance the previously disadvantaged communities. The effective implementation of these tourism strategies is usually based on two views held by the previously disadvantaged communities: (a) That notwithstanding a decade's existence of the tourism policies and strategies, there have been negative and poor achievements from the stakeholders (Matola, 2005; Lediga, 2006). (b) That legislation aimed at benefitting the previously disadvantaged communities [PDCs] has ushered in some modicum of economic benefits to those concerned (DTI, 2004). Furthermore, there is a viewpoint that the majority of stakeholders have seen strategies for benefitting PDCs as an appropriate policy to address inequalities from the past (Magi, 2009a).

The main intention of this research study is to establish the extent to which the *status of tourism skills development practices among the previously disadvantaged communities, plays a role in enhancing community tourism*

*benefits within Richards Bay & Townships.* In other words, this study views the tourism policies and strategies as critical for establishing a demographic representation in the tourism industry. Furthermore, it is worth mentioning that a large number of the previously disadvantaged individuals, who are employed belong to low earning category, and hence contribute less in the economy of the study area. The improved earnings can be achieved by enhancing the *skills development practices* of the previously disadvantaged individuals. The policy and strategy based on the tourism skills development practices has the ability or potential to nurture entrepreneurship and other employment possibilities in the study area.

While the authorities have been mainly responsible for developing policies that seek to support tourism development, local communities have been expected to participate actively in tourism development, at times by not acquiring the necessary tourism skills development practices (Hall & Lew, 1998; Wahab & Pigram, 2000; Rogerson & Visser, 2004). This approach was instigated by the notion that tourism can be an efficient tool for fighting poverty by creating jobs and employment. Over the last decade the South African government, in an effort to create job opportunities, has come up with a number of policies and strategies for enhancing tourism development.

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

For the purpose of this research investigation, the delimitation of the study is categorised into two: the conceptual delimitation and the spatial delimitation. According to the Tourism White Paper (DEAT, 1996), conceptual delimitation may revolve around concepts and principles that emphasise democratic values. For example these concepts include: transparency,

accountability, community involvement and others. The second category of delimitation relates to spatial delimitation of the study, which gives one the idea where the study area is located. The study is delimited to the areas along the North Coast of KwaZulu-Natal.

#### **1.4.1 Conceptual delimitation**

In this research study it was assumed that the respondents responding to the research problem in a manner that is transparent, accountable, all-inclusive and is working for the benefits of the community and others involved. It was also assumed that the respondents would respond normally to the conceptual usage and interpretation of research procedures expected of them. For example, the subject would be willing to answer questions without undue protest and also that the concepts Black, White, Coloured and Indians would be understood as they are understood by the broad South African tourism community,

#### **1.4.2 Spatial delimitation**

The study is geographically delimited to areas around Richards Bay in the north-eastern coastal area of KwaZulu-Natal. The study area also includes the Townships around Richards Bay such as Esikhawini and Enseleni. The study area is located approximately 160 kilometres Northeast of Durban and 465 kilometres South of Maputo on the Eastern seaboard of South Africa.

The Province of KwaZulu-Natal is one of the leading tourism destinations in South Africa. It is a warm, fertile province bordered in the North by Swaziland, Mozambique and Mpumalanga Province, in the west by Free State and Lesotho, in the South by Eastern Cape. KwaZulu-Natal is a region

of great diversity, ranging from the beaches washed by the warm Agulhas current to the spectacular Drakensburg range in the south-east.

This study area around Richards Bay and related townships can be considered to be somewhat semi-rural and encompasses some of the poor and underdeveloped areas occupied by the previously disadvantaged communities of the region of KwaZulu-Natal. The population in the areas of study are approximately 85 percent black with a sprinkling number of white communities. This area has been chosen as a research study area because of its natural beauty and the abundance of natural resources which, if properly utilised, would easily uplift the living standards of the township communities. Also, the majority of the people in this municipal area of Richards Bay fall within the category of the previously disadvantaged people. It is worth mentioning that even though this area is endowed with a variety of natural resources and industrial businesses, it is still dominated by high levels of unemployment.

A more detailed description of the geographical location of the study area and the related methodological procedure adopted for collecting data, is given later in this chapter. Furthermore, details about the physical, social and demographic characteristics of the study area and surroundings are discussed in Chapter 3.

## **1.5 OBJECTIVES OF THE STUDY**

Being able to identify the objectives of undertaking research basically indicate what researcher wishes to achieve at the end of the research process, as well as the kind of research the investigator must undertake or engage in.

The main objectives of this study seeking to reveal the *status of tourism skills development practices for the previously disadvantaged communities*, in the study area, include the following:

- (a) To establish the extent to which the stakeholders understand the meaning and importance of tourism skills development practices in the study area.
- (b) To examine the level of awareness of the tourism skills development practices in the study area.
- (c) To reveal how access to the tourism skills development opportunities are viewed by the PDCs in the study area.
- (d) To indicate the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area.
- (e) To identify the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area.
- (f) To reveal whether there are any tourism skills development practice-benefits for the PDCs in the study area.

The usefulness of the objectives cited above, create a link between the research question and the intended research outcome. The objectives seek to find valid answers to the research questions and to make relevant suggestions concerning the study area. The proper accomplishment of the objectives can be achieved by using the hypotheses as a means of accepting or rejecting the postulated hypotheses. What is described in the next section are hypotheses which have been derived as well as structured to match the various objectives of this study.



## **1.6 HYPOTHESES OF THE STUDY**

In any research paper, it is important to give an outline of an educated guess based on the objectives of the study. In order to make an educated foundation for the analysis and interpretation of data in research study, it is necessary to design some statements of hypothesis. These statements are intended to assist in asking questions and providing educated answers to what the researcher intends to investigate (Magi, 2007).

For the purpose of this research investigation, the following hypothesis are presented, in relation with the objectives of the study

- (a) That the stakeholders understand the meaning and importance of tourism skills development practices in the study area.
- (b) That the level of awareness of the significance of tourism skills development practices in the study area is inadequate.
- (c) That accessibility to the tourism skills development opportunities in the study area, is viewed by the PDCs as insufficient.
- (d) That the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area, is below the required standard.
- (e) That the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area, is negatively viewed.
- (f) That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area.



The above-stated hypotheses were designed as calculated guesses for addressing the research question. These postulated hypotheses were subject to acceptance or rejection pending on the outcome of data analysis. It should further be understood that these hypotheses would facilitate the process of arriving at interpretive findings and conclusions

## **1.7 DEFINITION OF TERMS**

In order to avoid confusion and misinterpretation of word used in this study, there were some terms that have been defined. The terms used in this study, therefore have to be understood in the context of tourism as well as skills development practices. This section of the study aims at giving a clear meaning of the operational terms that are used throughout the study, so as to eliminate any additional meanings that could cause misunderstanding and ambiguity in the study. It is important to note that a variety of definitions have been used in a number of ways. In the following section concepts that are used in this study have been defined to focus on their relevance and applicability to this research study. The definitions utilised in this study are expected to yield functional meaning, which would be appropriate in meeting the objectives and hypotheses of the study. The definitions presented are specially constructed to match the intentions of this research.

### **1.7.1 Tourism**

According to Goelder & Ritchie (2009) tourism comprises the activities of people travelling and staying in place outside their usual environment, for not more than one consecutive year for leisure, business and other purposes. The term when relating to the environment, is intended to exclude trips undertaken within the areas where residents stay or frequent on a regular

basis. Trips between the domestic and work environment are also included. Whereas according to Halloway (1998: 36) tourism is related to movement of people and their stay away from their home for more than 24hours.

The United Nations World Tourism Organisation (UNWTO, 2000: 4) defines tourism as comprising of the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The Tourism Society as cited by Youell (2000) defines tourism as temporary, short term movement of people to destinations outside their places or residence an work, and activities during their stay at these destinations, it includes movement for all purposes, as well as day visits or excursions.

The definitions cited above, about tourism are appropriate for the purpose of this study. In addition, it may be argued that they also convey the essential element of tourist activity associated with the previously disadvantaged communities, which is part of the tourism industry (Cooper, *et al.* 2008).

### **1.7.2 Tourism Development**

According to Aaronson (2000) the concept of 'tourism development' is associated with positive social change, which means moving forward to something that is better than at present. In this case this change relates to the growth and advancement of tourism activities and benefits, In the context of this research study, it should be noted that the notion of tourism skills development practices play an important role in enhancing development among the previously disadvantaged communities. In other words, tourism development relates to a process for improving human well-being through re-allocation of resources that involves some modification of the environment

(DEAT, 1997). That is, tourism development also implies the establishment and promotion of new tourism products and activities, upgrading and marketing of already existing tourism products, and creating a safe and user-friendly atmosphere for tourists and local communities.

### **1.7.3 Tourism Skills**

The term skills refers to the ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carryout complex activities or job functions involving ideas (cognitive skills), things (technical skills), or people related skills (interpersonal skills), which work towards improving society [[http://www.businessdictionary.com/ definition/skill.htm](http://www.businessdictionary.com/definition/skill.htm), (2009)]. As an extended concept 'tourism skills' in this study, refers to capacities in tourism, which related to knowledge, expertise, competence and skilfulness, and are expected to benefit the tourism stakeholder and local communities.

### **1.7.4 Skills Development**

As a broad concept 'development' refers to the process of acquiring social action wherein people with a common identity and purpose work together towards achieving a better quality of living. The notion of sustainable development is the kind of development that meets the needs of the present without compromising the ability of the future generations to meet their own needs. The concept is also considered by Todaro & Smith (2009) as the capacity of a national economy, whose initial economic condition has been more or less static for a long time, to generate and sustain annual increase in its gross national product.

In the context of this study, the concept 'skills development' relates to the ability of local communities to use their capacity to improve their standard of living. This state of affairs related to the local people acquiring knowledge, expertise, competence and skilfulness in handling matters associated with tourism. Tourism is important in national and local economic development processes. More specifically, tourism is vital in developing poor communities as it is the source of jobs (Williams & Shaw, 1991).

#### **1.7.5. Training**

The term *training* refers to the acquisition of knowledge, skills and competencies as a result of the teaching of vocational or practical skills and knowledge, which relate specifically to useful competencies. Training in tourism is one of the used strategies of empowering the stakeholders and local communities that are not well-versed with tourism principles. Training also forms the core of apprenticeship and provides the backbone of content at technical colleges and polytechnics in addition to the basic training required for trade, occupation or profession. People within many professions and occupations may refer to this sort of training as professional development [<http://en.wikipedia.org/wiki/training> (2010)].

In this research study the term 'training' relates to those programmes offered to the tourism stakeholders with the aim of improving the knowledge and attainment of the skills related to tourism processes as well as to tourism organisations.

#### **1.7.6 Status**

For the purpose of this research study the concept 'status' relates to the position or standing of a particular phenomenon or tourism occurrence, as it is affected by the state of growth and development (Theodorson &

Theodorson, 1970). In other instances the term 'status' refers to the social and operational position of an organisation or its constituent parts, which are responsible for its economic development.

These organisational development components in an organisation, can be viewed in terms of its superiority or inferiority, understanding that people tend to equate status with rank and prestige or hierarchical position. In this study the status of tourism skills development practices among the previously disadvantaged communities is investigated.

#### **1.7.7 Previously Disadvantaged Communities**

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

A community is a group of people who are socially interdependent, who participate together in discussion and decision-making, and who share certain practices that both define the community and are nurtured by it.

In the context of the above definition the notion of a previously disadvantaged community [PDC] is one which has been integrated and thus become socially interdependent, because of the policy of *apartheid* in South Africa. This term is typically South African and related to those individuals who have been discriminated against through the apartheid policies of the pre-1994 South African Government (Magi & Nzama, 2002).

According to Nefcorp (2005:10) cited in Mokoena (2006) the term historically disadvantaged persons (HDP) or previously disadvantaged community (PDC) refers to those persons who, prior to the new democratic dispensation, were marked by the coming into force of the constitution of the Republic of South Africa Act 1996 (Act No. 108 of 1996), were disadvantaged by unfair discrimination on the basis of their race and include juristic persons or associations owned or controlled by such persons.

#### **1.7.8 Tourism Industry**

Lubbe (2003) believes that tourism industry comprises a combination of industries, activities and services that deliver travel experiences, services, such as transportation, accommodation, hospitality facilities, recreation facilities, are important for the kind of life experience and the optimum satisfaction that individual or group of visitors are looking for at any destination at any given time. The study focuses on the perception of opportunities for small business entrepreneurs in the tourism industry around Richards Bay and the study also attempts to indicate how the tourism industry helps in providing the opportunities for the small business entrepreneurs.

According to Cooper, *et al* (1999) tourism industry means the organised industry which is concerned with the promotion and handling tours in national organizations, and provision of services and facilities, as well as the provision for the needs of people who undertake such tours, in the preparation for such tours, while they are under way and during their stay at the destinations. Cooper, *et al* (1999), have also argued that the tourism industry cannot thrive without education and appropriate skills development, which would produce a well-informed group of tourism operators.

### **1.7.9 Strategy:**

According to the Wikipedia Dictionary the term 'strategy' relates to introducing some procedural plan which seeks to influence the behaviour of organisations or persons against their counter-parts. These procedural plans may be following on existing policies or not. [<http://www.en.wikipedia.org/wiki/Strategy>. (2007)]. *In other words, a strategy is a plan of action relating to how a specific campaign shall develop, as well as how the plan components are fitted together so as to contribute most advantageously, to achieving its objectives. Strategy generally leads to some organisations doing well in their business, for periods of time in conditions of relative stability, low environmental turbulence and little competition for resources* [<http://www.en.wikipedia.org/wiki/Strategy> (2007)]. This research study adopts this approach in defining the concept of strategy.

### **1.7.10 Policy**

According to Hall (2000:10) the argument on policy is wide and diverse, and thus should be seen as a consequence of the political environment, values and ideologies, the distribution of power, institutional frameworks, and of decision making processes. On a similar approach Amoah & Baum (1997:4) define policy as a process as well as a product. It is used to refer to a process of decision-making and also to the product of that process.

Policy should serve the public interest. It regulates the actions of not just the government, but also those in the private and non-profit organisations. It always provides guidance and limits within which tourism skills development can occur. For the purpose of this study the definition by Amoah & Baum



(1997) is adopted. This definition shows that policies provide directions to be observed during implementation.

#### **1.7.11 Practice/Practices**

The term 'practice' is generally understood to refer to 'action' taken as opposed to 'theory'. Usually both the terms 'policy and practice' are intertwined, since practice has to do with the translation of the policy into action, which is doing what the policy stipulates (Van Niekerk, 1988: 32). The emphasis on practice is on action rather than on theory (policy). The notion of practice further emphasises the idea of continuous actions with regard to use of facilities at hand and by being less premeditated, and often practically executed. Practices are used to make the problem easier to understand and solve [<http://www.en.wikipedia.org/wiki/practice> (2009)].

#### **1.7.12 Community**

The concept of 'community' was defined earlier in this section. In this instance it is evident that the term has a diverse set of meanings depending as to who is using it. McIntosh, *et al.* (2002) regard the notion of community as relating to the local people, who get employed as a result of tourism related activities, and who have a face to face relationship with the tourist.

Community refers to the enhancement, at the local level of the capability to participate in the tourism development process, which is also influenced by the levels of tourism skills development opportunities. The latter should be provided for local participation in tourism, both directly through investments in and employment in tourists businesses as well as in supporting activities such as agriculture and craft industries (Mathieson & Wall , 2006). According to Gilmour & Fisher (1995) a community is a set of people with



mutually recognised interest in the resources of a particular area rather than people living in that area. In this research study the term is used to mean the people who are the citizen of the Richards Bay and Townships area.

### **1.7.13 Perception**

According to Magi & Nzama (2009b) perception is the ability to look at the world around us and make certain judgements. They further say in the economic terms, we might conclude that there are certain possibilities for making a living in a given area because of the combination of what we perceive to the physical environment.

On the other hand perception refers to the subjective information, image, impression, experience that people have about giving to various parts of the environment (Magi & Nzama, 2009b). In the context of this study researcher is observing there are opportunities for local communities and small business entrepreneurs in the tourism industry around Richards Bay.

## **1.8 SIGNIFICANCE OF THE STUDY**

The significance of the study was to investigate the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and townships. This topic is essentially a new approach at investigating tourism skills development, and was expected to make innovative contributions in the field of tourism. It was also hoped that the success of this study would make decision-makers and tourism authorities aware of the state of tourism skills development, so as to introduce improvement where it is necessary.

On the whole it was anticipated that the study would be able to provide the valuable information about the role of the tourism industry in providing the relevant skills and knowledge for the previously disadvantaged communities in the study area. The study would come with acknowledgements that all the people who are responsible for tourism and its facilitative attributes, must make it a point that they acquire a certain amount of education and skills development. The knowledge acquired would help people with skills needed in the tourism industry.

## **1.9 METHODOLOGY**

The methods and procedures of enquiry are very important for the achievement of valid and reliable data collection, analysis and interpretation (Magi, 2007). In collecting data, different methods were used depending on some characteristics of the study area and the target population. The study actually had sought to examine the status of tourism skills development practices among the previously disadvantaged communities in Richards Bay and Townships, with a view of enhancing community tourism benefits. Therefore the methodology followed is that which sought to appropriately selects a representative sample, by collecting data using the right procedure and instrument for data manipulation, which would provide suitable data analysis and interpretation.

### **1.9.1 Research Design and Instrumentation**

A number of research methods are used when conducting research. Forms of research methods that were used in collecting data for this research investigation include the followings: the survey method which involved

interviewing 132 stakeholders in the study area; the face to face interviews were predominantly used to collect data from a sample of stakeholders. The questionnaires were categorised among the stakeholders such as officials, service providers, tourists and the community. The instrumentation structure actually constituted questionnaires which had questions that were open-ended and closed-ended, as well as aimed at various stakeholders: officials, service providers, tourists and the community.

### **1.9.2 Sampling**

The sampling technique selected was the stratified random sampling techniques which was utilised in conducting the survey. The stratification was in the use of stakeholder categories [officials, service providers, tourists and the community] as well as utilising the various demographic variables such as age, gender, education levels, occupation, and so on.

The total percentage of the Richards Bays population was estimated at 72 532 (Azalea Promotions, 2005) and the sample size selected was 132 respondents which are not necessarily representatives of the entire population of Richards Bay. The sample size was categorised into the following stakeholders: service providers [18], domestic tourists [20] tourism officials, and [12] local community [82]. It was agreed between the researcher and the research supervisor that the sample selected was adequate for doing this research for academic purposes and for the uninitiated or beginners in the process of undertaking research. The representivity of the sample was estimated with or through the assistance of a table of sample-values offered in Isaac & Michael (1983), where the population of Richards Bay and Townships was the basis upon which the actual sample was approximated.

### **1.9.3 Collection of data**

According to Weaver & Lawton, (2006) the actual collection of data can include various situations: the timing of interviews or observations, the consistency in the application of research of methods and the collection of all results in a short as time as time period as possible. It is important that specific issues have had to be considered depending on the research methods used and the conditions that were encountered in the study. The data for this research study was collected in three main areas: the Richards Bay CBD, the Townships of Enseleni and Esikhawini.

### **1.9.4 Data Analysis and Interpretation**

In analysing the data collected the Statistical Package for the Social Sciences [SPSS] was used as a computer-based programme to analyse data. The SPSS programme is readily available at the University of Zululand. The collected data was analysed and the results thereof presented in the frequency tables, pie-charts and also bar-graphs as well as cross-tabulation of data analysed. These statistical methods were used to determine the number of respondents who responded positive or negatively to the various questions asked. The SPSS programme was also used in determining the relationship that exists between dependent and independent variables. The outcomes of data analysis were presented in various graphical and tabular forms in this instance.

According to Magi (2007) interpretation of the data has the intention of converting the results of analysis and make inference and good judgements about the various sections of the research design that is research objectives, theory, literature and the actual experiment. Furthermore, Magi (2007) argues that it is the responsibility of the researcher to see to it that the

outcomes of the interpretation are integrated into the study in such a way that the hypotheses are well assessed or explored and are understandable and convincing.

This section on research methodology has attempted to outline the research design, procedure and techniques that the study has used. It was expected that this subsection would allow the reader to understand the methods used for presenting, analysing and interpreting data.

#### **1.9.5 Pilot Study**

Pilot work was conducted as a preliminary investigation survey. The pilot study was conducted on about 10 respondents of the total sample of 132 respondents. All 10 respondents were interviewed within the study area and the primary purpose of the pilot study being to test whether the questions included in the questionnaire elicited the expected responses. The pilot study also sought to reveal the consistency in the meaning of the terms and expressions used in the study. In other words, the pilot study was done in order to test the reliability and validity of questions.

It was pleasing to observe that the outcomes of the pilot study did not have many misinterpretations or errors to be corrected. However, where there were misinterpretations and ambiguities in the questions, these were immediately corrected.

### **1.10 ETHICAL CONSIDERATIONS**

In terms of the requirements of the University of Zululand a statement of ethical considerations of conducting this research investigation has to be presented in this research report. The aim of this statement by the researcher,

is to give an assurance relating to undertaking the research ethically, within the respondents and communities of the study area. In this regard, the study was designed in a way that focuses on the expected ethical standards and principles related to research. These include the following:

- Ethical issues relating to individual researcher, which are that the research study shall not be undertaken for personal financial gain.
- Research and academic plagiarism shall be totally precluded from this study, particularly as relating to failing to acknowledge all secondary sources used in the study and any materials cited.
- Misuse of privileges afforded to the researcher by the respondents, that is, invading the respondent's privacy during the data collection stage of the research process.
- Confidentiality and privacy of the information provided by the respondents shall be protected by keeping the information given not to be disclosed, without reasonable considerations.
- Anonymity of the respondents, as well as the identity and privacy of the respondent shall be protected as was promised from the very onset of the investigation.
- The researcher shall acquire voluntary and informed consent from the respondents to be interviewed.

In addition to the ethical considerations listed above, there are those that directly relate to the researcher such as the dissemination of research findings as well as the fair implementation of the findings, which will be publicised. Finally, the observation of academic freedom as well as institutional rights, relating to issues of intellectual property, are some of the matters that would be given due recognition.

## **1.11 STRUCTURE OF THE STUDY**

The structure of the study refers to the number of chapters that the study consists of. The structure of the dissertation is organised into five chapters. The chapters are as follows:

Chapter 1 of this study is called the orientation to the study. This chapter is a prelude presenting the scenario and procedure against which the study is conducted. It provides the aims and objectives, hypotheses, delimitation, and significance of the study. It also outlines the methodology followed in conducting research as well as the statistical analysis of the study.

Chapter 2, offering the theoretical background plays a significant role in explain the conceptual setting of the study. In other words, it provides a conceptual framework for purposes of generating a theoretical base for the study with an intention of giving background related to objectives and hypotheses. It actually looked at the existing literary works and investigated how previous scholars have addressed the concepts that are covered by this study, more specifically the status of tourism skills development practices among the previously disadvantaged communities in the area. It is upon the basis of these literary works that authentic generalisations may be made where possible.

Chapter 3 examines the physical setting of the study area. This chapter provides the actual spatial location of the study area within the Richards Bay and surrounding townships. It also deals with the geographical setting and socio-economic features of the study area, which is aimed at giving spatial and functional features in and around Richards Bay.



Chapter 4 deals with data analysis and interpretations of the data collected. It provides the methods used in identifying area, collection of data, as well as analysing and interpreting it. Arguments and interpretations of data based on empirical information collected from the various respondents are presented. The outcomes of the analysis have led to drawing conclusions about the acceptance or rejection of the various hypotheses postulated in terms of the prescribed objectives. The chapter also sets the scene for generating conclusions and recommendations of the study.

Chapter 5 covers the conclusions and recommendations of the study. The chapter deals with the findings, which are converted to general conclusions and recommendations from the investigation. This final chapter gives the fundamental conclusion emanating from hypothesised statements and then proposes a list of recommendations.

## **1.12 CONCLUSION**

This chapter has attempted to give a brief overview of the subject matter of this research study. It achieves this by stating the problem, setting up objectives and hypotheses, as well as indicating the research methodology, and the research procedure the researcher intended to implement. Some of the words that are important in the study have been defined to enhance their meaning and to be more relevant to the study. It can be concluded that although there was some limitation of procedure in the study, which was addressed through the pilot study by making the questions more relevant. In this regard the researcher would like to acknowledge that the study has its worth and needed to be undertaken. The study has dealt with a subject matter that has not been hitherto thoroughly and substantially investigated.



## **CHAPTER 2**

### **THEORETICAL FRAMEWORK**

#### **2.1 INTRODUCTION**

A theoretical framework is an important basis upon which a researcher could introduce the theory and literature associated with the subject-matter or problem statement of his or her research. This theoretical framework involving the reviewing of literature normally would facilitate the understanding of concepts used in the research study. For the purpose of this study, the concepts used are the following: background of tourism, skills development, managerial skills, skills and knowledge, tourism education and training and the factors affecting tourism training requirements. The literature review describes, summarises, evaluates and clarifies the literature and the background of the subject matter of the study. As such, the aim of the chapter is to give a theoretical overview, information and background about the subject matter of this research inquiry. The people who work in the tourism industry and the stakeholders are crucial to the success of the industry in any part of the world. Tourism attractions will not succeed in attracting tourists and improve the economy of the industry, if the people working in the industry are not well educated and do not come up to tourists' expectations and give support to the small businesses in local communities (DEAT, 1996; Cooper *et al*, 2008).

The skills and attitudes of those directly employed in the tourism industry are a major part of what visitors notice and what they remember when they return home. The unexpected service can discourage tourist to return back to the destination and that may carry bad reports of the place back home with them, discouraging others from trying the same destination, in the context of this study foreign language skills would make the communication easier and tourist would feel comfortable in visiting a destination where people understand their needs (Baum, 1996).

Managers and owners of the tourism agencies have realised that the people employed in tourism industry play a major role in determining the success or the failure of the industry. For this reason a great growth in interest has taken place in skills and attitude, which come together to make successful and professional employee in the tourism industry within the study area.

## **2.2 UNDERSTANDING OF THE TOURISM INDUSTRY**

The nature and state of tourism in South Africa is relatively a young one. The history of local tourism actually began to emerge and stabilise since new democratic order. It is common knowledge that the South African tourism industry has learnt a great deal from the international community. This study therefore, is not paying much attention to the international history of tourism but more to the South African situation [National Skills Development Strategy], (NSDS, 2000).

In South Africa for a long time there was discrimination on the basis of race, gender, disability, age as well as other characteristics. During the apartheid period Black people, that is, people classified as Africans, Indians and Coloured did not get same education and training as White people. They

only did jobs requiring lower-skills and lower-paying jobs. Few women were found in the hospitality industry and women did the same jobs as men and they were often less paid (DEAT, 1996).

Workers were expected to obey orders and do the same repetitive tasks each and every day. They were not expected to think and not given opportunities to develop their skills. Unskilled workers were treated as if they had no knowledge or skills at all, even if they have worked for many years in a particular industry. These unskilled workers were treated like this because they did not have formal education and training (DEAT, 1996). These observations therefore give justification why this research study investigated the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and Townships.

## **2.3 DEVELOPMENT OF TOURISM IN SOUTH AFRICA**

Without doubt historical development of tourism in the country has played an important role in characterising tourism delivery in the country. It is perhaps from this perspective that the nature and status of tourism skills development practices for the previously disadvantaged communities has to be investigated. Magi & Nzama (2002) have proposed that there are possibly three broad historical periods that characterise the evolution of tourism in South Africa in the last few decades. These are discussed below.

### **2.3.1 The Pre-Mandela Period**

What has been observable in South Africa, particularly during the pre-democracy period or the pre-Mandela period (1970 – 1990), is that most of the tourism resources and facilities have been the sole preserve and privilege of White South Africans. This was not achieved and encouraged by

discriminatory legislation alone, but also by the socio-economic inequalities prevalent in South Africa. This was in spite of the reality and argument that tourism was recognized as common human needs, the satisfaction of which must be equitable and specific to limited individuals, social or ethnic groups (Magi, 1999b; Khuzwayo, 2002).

The pre-Mandela period was thus characterised by restricted and exclusive domestic tourism and very little international tourism due to anti-apartheid sentiments from Black South Africans and the international community. The Tourism White Paper refers to this situation as “missed opportunities” (DEAT, 1996). Some of these missed opportunities include the fact that:

- There was a limited flow of international investments on tourism facilities thus the industry was protected from foreign competition.
- The movement of tourists was limited to certain areas, which were for the White population group.
- The resources that South Africa has were not used to their full potential, they were monopolized by a certain section of the society to an extent that it was perceived as a “White man’s thing”.
- There were limited opportunities for entrepreneurship directed at creating new services that would drive other sectors of the economy, strengthen rural development, generate foreign exchange and lead to job creation.
- The society was characterized on one hand by abject poverty spread across the majority of the people mainly in rural areas and on the other by lavish wealth.

- There were glaring socio-economic inequalities among the citizens of South Africa.

### **2.3.2 The Mandela Period of National Unity**

The Mandela period (1990–1999) in tourism was characterised by the demise of apartheid and a transformation of the entire social political system into new democratic values, principles and policies. The tourism landscape was remodelled on the basis of the “Reconstruction and Development Programme” (ANC 1994) and “Tourism White Paper” (DEAT 1996) policy framework which identifies weaknesses or “missed opportunities” (DEAT 1996) in the industry. A broad summary of these weaknesses include (a) inadequate funding directed towards tourism; (b) deficient tourism education and training; (c) limited involvement of local communities; (d) ineffective safety and security measures and crime prevention; and (e) the lack of integrated national, provincial and local tourism development and management structures. New principles and policies aimed at achieving responsible tourism; community-driven tourism; integrated and sustainable tourism and tourism assessment and accountability.

Essentially the greatest achievement of the Mandela period of national unity was the transformation and setting up of the fundamentals of values, principles and policies. The planning, management and utilisation of recreation and tourism resources and facilities had now passed joint governance by all population groups.

### **2.3.3 The Post-Mandela Period**

Roughly the post-Mandela period (2000 – onwards) can be estimated at the beginning of the new millennium. It is a period identified with new visionary principles of a transformation –based delivery, African renaissance and the

African Recovery Programme. These new plans saw tourism as playing a significant role in achieving economic growth, development and increased employment, reduction in poverty and inequality, enhance international competitiveness, and increased African integration (MAP 2001). The main contributors to these initiatives are the public and private sectors and academic institutions. Details in this regard are given later in this chapter.

The post-Mandela period has spawned an accelerated pace in the tourism industry. There has been a rapid upsurge of new tourism businesses and existing ones have their capacities and developed new products, which they use in an attempt to become more competitive. However, this economic growth within the tourism industry has not fully realized the empowerment of Black communities and fully executed any relevant policies, such as Black Economic Empowerment [BEE] (DIT, 2004, SAGG, 2004).

## **2.4 SKILLS AGENDA OF THE TOURISM INDUSTRY**

The tourism industry has special characteristics that distinguish it from other industries. In this regard, to do work in the tourism industry, there is need to demonstrate the existence of some special skills such as: occupational skills, economic skills, information skills and foreign language skills. In the context of this study, the staff members who are adequately trained in these skills are sure to make a positive impact on the tourist destination. It should also be understood that the tourists are most likely to revisit a tourist destination that has satisfied their tourism interests, mainly because of the service quality that they experienced (Morrison, 1999). The development of good service quality can start an organization on an upward spiral. Some studies have found that service quality is related inversely to staff turnover. Properly trained employees can deliver quality service, which helps the image of the tourism

organisation, attracting more guests and employees to the organisation (Jafari, 2000).

#### **2.4.1 Occupational Skills**

Occupational skills are the basic skills that enable people working in the tourism industry to do their job completely. Travel consultants must be able to help and give out the information needed by the consumers. Much of the education and training that takes place in the training institutions like colleges, universities, universities of technology and other training centres, must be up to date. New technology plays an increasingly important part in the tourism industry. These occupational skills would facilitate the improvement of the status of tourism skills development practices for the previously disadvantaged communities in the study area.

#### **2.4.2 Information Skills**

Tourists need information on a variety of topics, from travel directions to explanation of unfamiliar menus. They need to know where some of the places to be found and what there is to see and do locally, as well as information on the history and tradition of the places they are visiting. Tourists tend to regard all those working in the tourism industry as the source of answers to their questions, whether the person is a travel consultant or a tourism officer. For this reason the ability to understand what is being asked and to provide information and answers is regarded as an important communication skill for the tourism industry staff everywhere (DEAT, 1996). Hence, the training of communities and the understanding of the status of tourism skills development practices within the study area, is important for the success of the tourism industry.



Most people working with visitors come to build up a range of knowledge about the place where they work and surrounding area. Great emphasis is also placed by tourism training staff on giving information as accurately as possible. (DEAT, 1996).

### **2.4.3 Foreign Language Skills**

For staff working in the tourist attraction wishing to attract overseas tourists, foreign language skills are greatly valued. The majority of tourists that are travelling to other countries need tour guides and tourist information officers who understand their language. The English language itself is important for communication between employee and the employers as well as the tourists themselves.

Nevertheless, the importance of English as a common language of communication in the tourism industry, as well as other fields, has meant that British and American people above all other nationalities, have the highest expectations that overseas visitors will speak their language when they come to South Africa. British tourists speaking English will be readily understood in any tourist information centre in Britain, if the centre were to produce members of staff who are fluent in English. As more and more of British overseas visitors are drawn from the Middle East countries, the need for Britain tourism staff to equip themselves with foreign language skills will greatly increase. (McIntosh *et al*, 2001).

### **2.4.4 Customer Relations Skills**

Customer relations skills are a name given to a person's ability to make a visitor feel welcome, properly looked after and are confident that they are receiving the standard of service they expect from the service providers. The need for the employees in this industry is to give good customers relation skills related to visitor's expectations of enjoyment and comfort, despite



being away from home. Visitors expect the staff that serves them to be cheerful, polite and helpful at all times. The ability to remain cheerful and co-operative to thousand of individual customers every year is something to be learned and something staff should regard as part of their professional skills to the job (Halloway, 1998).

It is also desirable for all staff to be courteous and polite in their dealings with visitors. Cultural differences are important here because different people around the world show courtesy and politeness in different ways. As tourist travel further to new destinations, they come into contact with cultures that differ from their own, and misunderstanding over standard of behaviour towards tourists inevitably arises. (De Wagen, 1998).

## **2.5 MANAGERIAL SKILLS IN TOURISM DEVELOPMENT**

Effective managers require certain managerial skills. The major skills categories that are critical to effective management include communication and human skills. The skills and abilities required at top management level differ from those required at supervisory management level.

Supervisory managers on the other hand require a high level of communication and human skills, which are used to achieve effective management. The availability of these skills in the tourism industry within the study area ensures that visitors are satisfied with the quality of service they receive. (Katz, 2002).

### **2.5.1 Communication Skills**

Communication skills involve the ability to impart written or oral information to others in an effective manner. The ability to communicate is particularly vital when managers are dependent on the effort of the organisation.

clearly, handling conflict and providing support and practice, are all human or people skills necessary in the field of tourism (Hall, 2000).

### **2.5.3 Leadership Skills**

Because the managers cannot do everything themselves they need the assistance of staff and therefore must have the ability to lead and inspire others with the vision and excellence. A manager must not only have high standards, but must also teach standards through word and example.

The integrity of character is an essential part of service. From integrity flows trust and trust is especially important in a service organisation. Integrity and trust are important because guests are in a strange environment and because they are vulnerable while they are sleeping they entrust themselves to the enterprise. Customers thus have a special need to trust the service provider and they rely on the integrity of the tourism industry. The manager must be therefore to possess integrity of character, strong moral principles and a willingness to put these into practice (Matheson & Wall, 1989).

## **2.6 SKILLS AND KNOWLEDGE**

It is important to mention that in spite of the significant national gains brought about by democracy in South Africa, racial and gender inequalities remain as people's noble ideas. In the tourism industry there is still behaviour reminiscent of racial segregation. The Tourism White Paper (DEAT, 1996) has proposed that tourism education and training is one of the fundamental pillars of the development of a new responsible tourism in South Africa. Some of the main principles governing the approach to skills training are: involvement of the private and public sectors in the provision; encourage capacity building among the previously neglected groups; make training

more accessible to the PDIs; develop and invest in an education system that will lead to self-sufficiency and reduce reliance on imported skills; and encourage the local media and NGOs to become partners in the tourism education and training.

### **2.6.1 Cultural awareness**

Providing culturally appropriate service to the individuals requires consideration and planning across a range of issues. Important among the issues that must be addressed are dietary practices. Thought must be given about the type of that must be given in order for the tourist to accept advice about dietary preference and cultural prescriptions.

A multicultural environment can be developed by encouraging language proficiency among staff especially who are dealing with customers. Speaking the language can obviously assist in appreciating the exact needs and desire of tourists. It is also important in that it can build a deeper understanding of the history and development of another culture. Training in cultural sensitivity is important in building multicultural awareness; such training can include training in the art of communication and in the important of appreciating how various cultures can have different perception of a given communication (Kartz, 2002)

## **2.7 TOURISM EDUCATION AND TRAINING**

Tourism education and training is not constant. In order for employees to succeed in an ever changing work environment they must acquire transferable skills that provide skills with opportunity and mobility. Industry professionals must be taught the fundamental skills necessary for working in various occupations, including cross-occupational skills and essential skills.

The need to upgrade skills is equally as important as the life cycle of the jobs and specific skills associated with particular job change. Therefore the currency of skills learned is significant commodity (Jafari 2000; 594).

To ensure that a tourism work force remains competitive in the global market place, educators and employers must work together to meet the training needs of the industry. Specific technical skills can be readily acquired in the workplace, for example an employee can learn how to serve customers, process a reservation guide tourists. Essential skills such as problem solving skills, effective communication skills are probably taught in a formal environment before applying them to the workplace.

Training in tourism industry will continue to evolve as the work climate changes. To meet demands of a global market and ever increasing service tourism professionals will have to continue to seek meaningful ways to increase repertoire of knowledge and skills. Formal education alone will not adequately meet the training needs of the (Jafari, 2000: 601).

According to Tourism White Paper (DEAT, 1996) tourism education and training is one of the fundamental pillars of the development of a new responsible tourism in South Africa. Some of the main principles governing the approach to education and training (DEAT, 1996: 26) are as follows:

- Promote the involvement of the private sector and public institution in the provision of education and training.
- Encourage the tourism private sector to increase its commitment to training.
- Make training more accessible to the previously neglected groups of society.

- Develop and invest in education system that will lead itself to sufficiency and reduce reliance on tourism skills.
- Ensure the training is accessible to the previously neglected groups in society in terms of appropriateness, affordability, location, duration costs and language of instruction.
- Execute training as a joint responsibility of the national and provincial government.
- The Department of Environmental Affairs and Tourism, (DEAT, 1996) further states that the government is committed to the promotion of human resource development through the following policy guidelines:
  - Support the provision of introductory/ bridging courses to facilitate entry into the industry by previously neglected groups and others
  - Improve training to training opportunities through a system of scholarship, student loans and incentive schemes.
  - Assess the current training curricular to ensure that the standards comply with industry requirements.
  - Effectively coordinate the efforts of government department involved in tourism training and education for example Department of Labour, Education and environmental affairs and Tourism.
  - Develop a series of linked and accredited courses in accordance with the National Qualification Frame work.
  - Institute a system of practical training through summer jobs, internship and practical attachment within the tourism industry and develop placement schemes for trainees.

The development of good training programmes can start organisation on an upward spiral. Some research studies (Holloway, 1998; George, 2006; McIntosh *et al*, 2006) have found that service quality is related inversely to staff turnover. It has been estimated that adequately trained employees can deliver quality service, which helps the image of the firm, attracting more visitors and employees to the organisation (DEAT, 1996). Training is a planned process to modify attitude, knowledge or skill through learning experiences to achieve affective performance in an activity or range of activities. Its purpose in the work situation is to develop the abilities of the individual and to satisfy the current and the future human resource needs of the organisation (Cushway, 1994).

According to Van der Merwe (2000: 178) the following aspects are important with regard to the training of emerging tourism professionals: desired state of standard, predetermined skills, knowledge information and attitudes. One needs to invest in lifelong training programmes that keep one abreast with the new developments of the tourism industry. Employees and employers need to attend more training workshops, seminars and conferences related to tourism.

## **2.8 THE STATE OF TOURISM SKILLS DEVELOPMENT LEGISLATION**

In addressing the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and Townships, it is necessary and important to briefly examine the position of the skills development act in South Africa. This act more than usual, attempts to empower the people with low income status and mainly the previously disadvantaged communities, with entering the tourism industry.

### **2.8.1 Skills Development Legislation and Related Elements**

The tourism industry has special characteristics that distinguish it from other industries. The implementation of the skills development legislation was recently instituted. In April 1999 the National Skills Authority was established. Since the 20th March 2000, the 25-Sector of the Education and Training Authorities came into existence. From the 1st April 2000 a payroll levy was introduced to fund the new skills development implementation framework and to provide grants to encourage employers to invest in training and development of their workers or staff. It is therefore the intention of this research study to examine the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and Townships. Related elements of the skills development act, skills development levy and skills development in tourism fall under such legislation and are discussed below

### **2.8.2 Skills Development Act and Skills Development Levy**

The Government's commitment to promote active labour market policies is well documented in the Skills Development Act, 1998 and the Skills Development Levy Act, 1999. These two pieces of legislation introduce new institutions, programmes and funding policies designed to increase investment in skills development. This development of skills was meant for the lowly employed workers.

Employers employ employees to make the effective and profitable operation of the organization or company possible. Employees offer their person and skills to the employer for this purpose, and expect a fair and market-related



reward for their efforts. The entire process is governed by a framework of government laws and regulations, aimed at preventing injustices and ensuring future prosperity for the individuals, the organisations, and the country. One of the primary laws governing human resource practices is the Skills Development and Employment Equity Act (EEA), which mandates employers to develop the relevant skills of their employees, within the National Qualifications Framework (NQF) and in compliance with standards set by the South African Qualifications Authority (SAQA). An essential element in any skills development programme is assessment, to determine what development is required and to ensure that training is conducted effectively. In other words, there exist a potential in these legal frameworks to improve the status of tourism skills development practices for the previously disadvantaged communities in the study area.

The Skills Development Levies Act applies to all employers except the public service; religious or charity organisations; public entities that get more than 80% of their money from Parliament; and employers whose total pay to all its workers is less than R250 000 per year; and who do not have to register according to the Income Tax Act.

### **2.8.3 Skills Development Training in Tourism**

Skills development for tourism has attracted only a limited learning and scholarship among the previously disadvantaged communities in KwaZulu-Natal. In this research study the role of skills development in advancing South Africa's tourism-led development strategy is investigated. Skills development has a central role to play in ensuring the effective and sustainable transformation and development of the tourism industry in developing countries and, in the case of South Africa, in ensuring that poorer South Africans begin to benefit from this industry. It is argued that the



current lack of an integrated and co-ordinated approach to tourism skills development seriously limits the potential of skills development to impact positively on tourism transformation and development in South Africa.

## **2.9 FACTORS AFFECTING TOURISM TRAINING REQUIREMENTS**

One of the fundamental objectives of this study is to ascertain whether students have necessary skills that are required by the tourism industry. Hence there are factors that need to be taken into account that can affect the training requirements (Jafari, 2000). Some of these factors are:

- **Staff turnover.** The greater the number of new recruits, the greater the need for training job skills and for induction training. Changes in technology in the new system and processes will require staff to be fully trained in their application many new computer systems fail not for technical reasons but because staff have not been trained how to use them.
- **Changes in jobs.** Jobs invariably change over time, as the organisation itself changes and employees need to be trained to adapt the new situations.
- **Changes in legislation.** In status of the law or in the government regulations, these frequently mean that new systems and approaches are required and this is particularly true of the impact of the Employment Equity Act.
- **Economic developments.** In the economic downturn, organisation are particularly concerned about reducing cost and maximising productivity which implies having better trained

staff who have a range of skills so that they can be used flexibly by the organisation.

- **Market pressure.** The need to remain competitive means that the organisation has to ensure that employees are aware of the latest developments and skills to innovate. (Cushway, 1994)

Thus it is evident that there might be a need for developing or perhaps not developing ways of upgrading skills in the tourism industry. Nonetheless, it should be noted that this research project seeks to establish the existence or status of tourism skills development initiative in the tourism industry, not only in the Province of KwaZulu-Natal, but also more specifically in the Richards Bay environment. In other words, the research study seeks to assess the status of tourism skills development practices for the previously disadvantaged communities in the area.

## **2.10 THE TRAINING AND DEVELOPMENT PROCESS**

According to Cooper *et al*, (1999: 458), it has been suggested that human resource challenges for the tourism industry can:

“only be met successfully by a well-educated, well-trained, bright, energetic, multilingual and entrepreneurial workforce that understands the nature of tourism and has had professional training”.

In many countries of the world, as it is the case in South Africa, the education and training infrastructure for tourism is still being put into place and developing. As tourism continues to grow, the need for training and education continues to grow. These subheadings are discussed under the concepts dealing with development needs, plans, training and evaluation of training programmes.

### **2.10.1 Identification of the development needs**

The development of needs must include the present and future approaches in the carrying out of tasks. Identification of development needs might be looking at different things like kind of training that is necessary for employees and job description as well as programmes that need to be followed.

### **2.10.2 Formulating a development plan**

The following steps include the development of suitable programmes. In this step of the process much attention must be given to the work performance of every section of the work. If the above-mentioned matters are considered formulation of task of every section can be made which is important in the training of staff. To achieve an effective and long lasting training regime, a development plan or strategy must be put in place.

### **2.10.3 Developing a training programme**

After the formulation of the development plan mentioned above, it becomes important to develop a training programme. The development of a good training programme can be achieved through techniques such as upgrading of procedures, introducing new techniques in design, which can be unique to the tourism programme. Professionals must be the ones who do the design while they will be looking at programme quality, selection instruction as well as the objective instruction (Morrison, 1999).

### **2.10.4 Evaluating the training programme**

The evaluation and assessment of the training programme is the last stage of the process of the development and certainly the most important for two basic reasons (Morrison, 1999).

- To find out whether the various training programmes were successfully implemented.
- To integrate and harmonize the expected scope of the development process with the aims and objectives of the training.

Without doubt, different people will have their position according to their particular background and their occupational skills. The chosen occupation might reflect individual values and interest with people, a strong interest in providing them with high-quality service. Supervisors, managers and entrepreneurs must possess additional values and interest, which enables them to face the challenges as they attempt to meet the needs of a demanding and ever-shifting marketplace (Morrison, 1999).

## **2.11 TOURISM SKILLS AND SERVICE PRACTICE**

The concept and practice of service quality or service excellence is an illusive concept that contains a meaning that varies from one person to another and one society to another. Fundamentally, the service quality of activities such as accommodation, attractions, entertainment, food service and safety and security, depend on skills training and development and needs to be managed in a systematic and proficient manner. The quality of service delivery is also important for the development of hospitality and tourism as a whole, as most major job requirements in the hospitality sector are attached to quality and service excellence. Increasingly, tourists in KwaZulu-Natal are delighted in eating out and trying the quality of the host country's cuisine. In the study area, many hotels and restaurants preparing and serving local foods are coming forward to impress the tourists and achieve high level of service excellence.

According to Jafari (2000) there is some debate as to whether personal attributes and qualities can be taught towards achieving high levels of service excellence. The review of qualifications has raised expectations amongst several stakeholder groups that new or revised qualifications could incorporate opportunities to develop personal attributes in learners to make them more service excellence oriented and effective workers in the industry. For the researcher, it there becomes imperative and desirable that the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and Townships, should be investigated so as to improve the benefits of these communities.

## **2.12 EMPLOYMENT OPPORTUNITIES IN TOURISM**

In order for employees to succeed in an ever changing work environment they must acquire transferable skills that provide skills with opportunity and mobility. Industry professionals must be taught the fundamental skills necessary for working in various occupations, including cross-occupational skills and essential skills. The need to upgrade skills is equally as important as the life cycle of the jobs and specific skills associated with particular job change. Therefore the currency of skills learned is significant commodity (Jafari, 2000; 594).

To ensure that a tourism work force remains competitive in the global market place, educators and employers must work together to meet the training needs of the industry. Thus the status of tourism skills development practices for the previously disadvantaged communities in the study area, are important for all to access the employment opportunities in tourism around Richards Bay and Townships. Specific technical skills can be readily acquired in the

workplace if skills development practices are promoted. For example, the tourism workers can learn how to serve customers at various levels if well trained. Essential skills such as problem solving skills, effective communication skills are probably taught in a formal environment before applying them to the workplace.

Training in the tourism industry will continue to evolve as the work climate changes. To meet demands of a global market and ever increasing service tourism professionals will have to continue to seek meaningful ways to increase repertoire of knowledge and skills. Formal education alone will not adequately meet the training needs of the (Jafari, 2000: 601).

#### **2.12.1 Challenges in Tourism Skills Development**

The White Paper on Tourism Development (DEAT, 1996) mentions the following constraints as existing in the tourism development environment:

- Limited integration of local communities and previously neglected groups into tourism.
- Inadequate tourism education, training and awareness.
- Lack of inclusive, effective national, provincial, and local structures for the development, management, and promotion of the tourism sector.
- There is the concern from the black people that tourism is white man's thing and not for them. Tourism is perceived as catering to the white upper middle class.
- The majority of South Africans have never been meaningfully exposed to tourism industry. Communities have reduced access to natural and agricultural resources.

- Lack of knowledge and understanding of what tourism really is. There is perception that tourism refers only to travelling around and staying in hotels.
- Wider opportunities offered by tourism are not appreciated. Lack of training opportunities affectively limits participation in tourism industry.
- Lack of involvement: the majority have not been involved in planning, decision-making, investment, development or promotion of the industry. Inequalities and past abuse of power have led to the exploitation of local cultures and community groups.
- Language barriers: English language is predominant in tourism, communication, effectively excluding the majority of population where there are eleven official languages.

From the above factors, tourism education and training can be considered as the core of the solution towards involving the previously disadvantaged communities in the tourism industry. The implementation of the Government's official language policy for eleven languages can enhance access to information and better understanding of the reality of tourism by all races.

### **2.12.2 Benefits of the tourism skills development practices**

Tourism can be an engine of growth, capable of dynamism and rejuvenating other sectors of the economy. For example, tourism activities do not only involve travelling, but also consider the amount of boarding or hospitality. In the modern era the packaging of the tourist's experience mainly revolved around the rapid changes in the socio-economic structure of the Western society, leading to the changing phase in tourism and hospitality. As such Western Europe has been leading in the food, accommodation, transport,

entertainment, the training, the management and governance of the tourism and hospitality industries (DEAT, 1996).

Job opportunities at the ordinary level in tourism can be a start up for a travel and tourism student. A tourism industry ensures success is based on outstanding services, an exceptional management team and outstanding people. [<http://www.tralinsured.com/company/careers.htm> (2010)]. Travel and tourism student working in the hospitality industry any ordinary level can be a change of a life time for a student who is seeking a job opportunity and experience. Jobs that are available include the following: general manager; head chef; conference manager; restaurant manager; food and beverage manager in international hotels and cruise liners.

Employers and recruiters for event management and co-coordinators can match to suitable jobs and also the jobs that you are qualified in [<http://www.careersearch.com>. (2010)]. Examples of job opportunities in South Africa: event managers; conference coordinator; tourism commissioner; exhibition companies and professional conferences; organisers and convention bureaus; and event organizers and regional festivals.

Consultants with outstanding destination knowledge of South Africa are required. This exceptional opportunity will suit team player who also has good knowledge of tourism. To be considered for this position you will need to have customer and communication skills with a passion for travel. Company is expected to operate with the luxury travel market. Some examples of those job opportunities [<http://www.careersearch.com>. (2010)] are the following: reservation incentive consultant; travel consultant; cruise reservation consultant; and travel agencies.



In concluding this section, it is important to note that understanding these training related ideas, is important in linking them up with the objectives of this research study. According to Brink (2006) the notion of tourism can be related to training and offering of jobs, with a view of promoting and handling of tourism in South Africa.

### **2.13 CONCLUSION**

The theoretical background given in this chapter suggest that the tourism industry is playing an important role in satisfying the needs of the tourism stakeholders within the study area. In order for the workers to be able to satisfy the leaders in the tourism industry, the service providers and ordinary people in tourism must have the required skills and expertise in the field. Job opportunities that are in the study area must offer training so that the workers could clearly understand what tourists require from the destination. Training is an important aspect of the tourism industry. New staff must be trained in different programmes that are accessible. Small community businesses must get the opportunity to operate in the study area (DTI, 2004).

This chapter has further attempted to describe the theoretical framework associate with observance of the status of tourism skills development practices for the PDCs around Richards Bay and Townships. The study sought to see if there are any opportunities of improving black people within the areas. In other words, this study views the tourism policies and strategies as critical for establishing a demographic representation in the tourism industry. In describing the theoretical information given, the approach used was to build it from the main objectives of the research study. It is therefore expected that the linkage between the objectives and the theoretical basis of the study will lead to a better understanding of the research problem.

## **CHAPTER 3**

### **PHYSICAL SETTING OF THE STUDY AREA**

#### **3.1 INTRODUCTION**

To be able to coordinate the research, the size of the research must be chosen and be more based on a specific research area; the research must be undertaken in a specific area which serves as the location of the study area. It is common knowledge that we have tourism elements that help to shape tourism industry Mwandla (2002). It is important to note that the tourism industry has its own unique features that make it attractive, not only to the tourists, but also to the research specialists. Normally the physical setting as well as recreation activities and facilities are provided at the tourism industry.

Richards Bay has many and diverse industries, which form a largest economic contributor to gross geographic product in the region. Within the tourism industry, there are a number of strategic development opportunities. This particular study area, is rich in natural resources and is surrounded by a number of tourism destinations which offer different kinds of attractions (Bely & Associates, 2007).

It is important at this stage of the research investigation to include detailed geographical information as well as relevant spatial attributes related to recreation and tourism within the study area. This kind of information helps the reader to have a clear understanding of the physical features and tourism facilities in and around Richards Bay and the study area in particular. Since the main intention of this research study is to investigate the status of tourism

skills development practices for the previously disadvantaged communities around Richards Bay and Townships, this chapter therefore seeks to see if the tourism employment-creation potential does exist in the area. These skills development practices should be evident through analysing the objectives and hypotheses of this research study.

### **3.2 A BRIEF HISTORY OF RICHARDS BAY**

Richards's bay is named after Fredrick William Richards, born November 1833 in county of Wexford, Ireland. In October 1878 he was appointed by the British monarch to explore the west coast of Africa, and on arrival at the Cape of Good Hope, and on hearing of the British defeat at Isandlwana (1879) in Zululand, he proceeded and landed on the east coast of Zululand. Under Fredrick William Richard's command, 250 men proceeded with him to relieve Eshowe. He established a beachhead at Umhlathuze mouth, from whence King Cetshwayo was deported to England. (Van der Walt, 2007).

Fredrick William Richard's called ship HMS Forrester surveyed the nearby coast in 1879 and his map is the earliest to record Mhlathuze lagoon as Richards Bay. Historically, Richard Bay was visited by the Portuguese warriors long before the British occupation of Natal and was known as Rio-dos Peixes (the river of fish). From the fifteenth century the only evidence of the explorations to visit the Bay were those from numerous shipwrecks along the Zululand coast trekking past on their way to Delagoa Bay (Azalea Promotions, 2005).

In 1906 George Higgs founded Zululand fisheries and 1907 the first wagon track was pioneered. Hotel and the stores were added in 1928. Richard Bay

became a health committee in 1954 and became a town board on 10 June 1969 (RBTA, ca2007).

Richards Bay Game Reserve was proclaimed as early as 1935 followed by Richards Bay Park, then followed by Richards Bay in 1943. The lagoon and surroundings began to draw a growing number of holiday makers who preferred the genuine bush experience without the luxury of an urban environment (Mwandla, 1998)

In the 1960s Richards Bay was a small fishing village overlooking the natural Umhlathuze estuary and wetlands. In 1965 saw the beginning of transformation of the Richards Bay deep-water harbour, and this facility became the closest port to the economic heartland of the country, more specifically the Witwatersrand. From its conception, the development of Richards Bay has been closely linked to that of its harbour. This development was guided by the original framework plan of the entire Zululand area. The Richards Bay industrial and residential development has not been at the expense of the natural environment. The plan incorporates defined green areas based on the garden city concept of neighbourhood planning. The Mhlathuze flood plain was retained and the southern sanctuary was created. Wetlands, freshwater lakes, and sugar and timber plantations surround the town. It is a heaven from those who seek the peace and tranquillity of a remote Zululand lifestyle (Van der Walt, 2007).

The Richard Bay Municipality has constantly upgraded and launched new development projects in the area, to ensure that the town's tourism potential is realized. These include Tuzi-Gazi Water Front, Marina Project and a Crocodile Sanctuary Place, and the Cruise Liners, which are now regular

callers at the port and passengers are eager to visit the local Game Park and the Zulu Cultural Village (Richards Bay Tourism Association, 1999, ca2007).

### **3.3 LOCATION OF THE STUDY AREA**

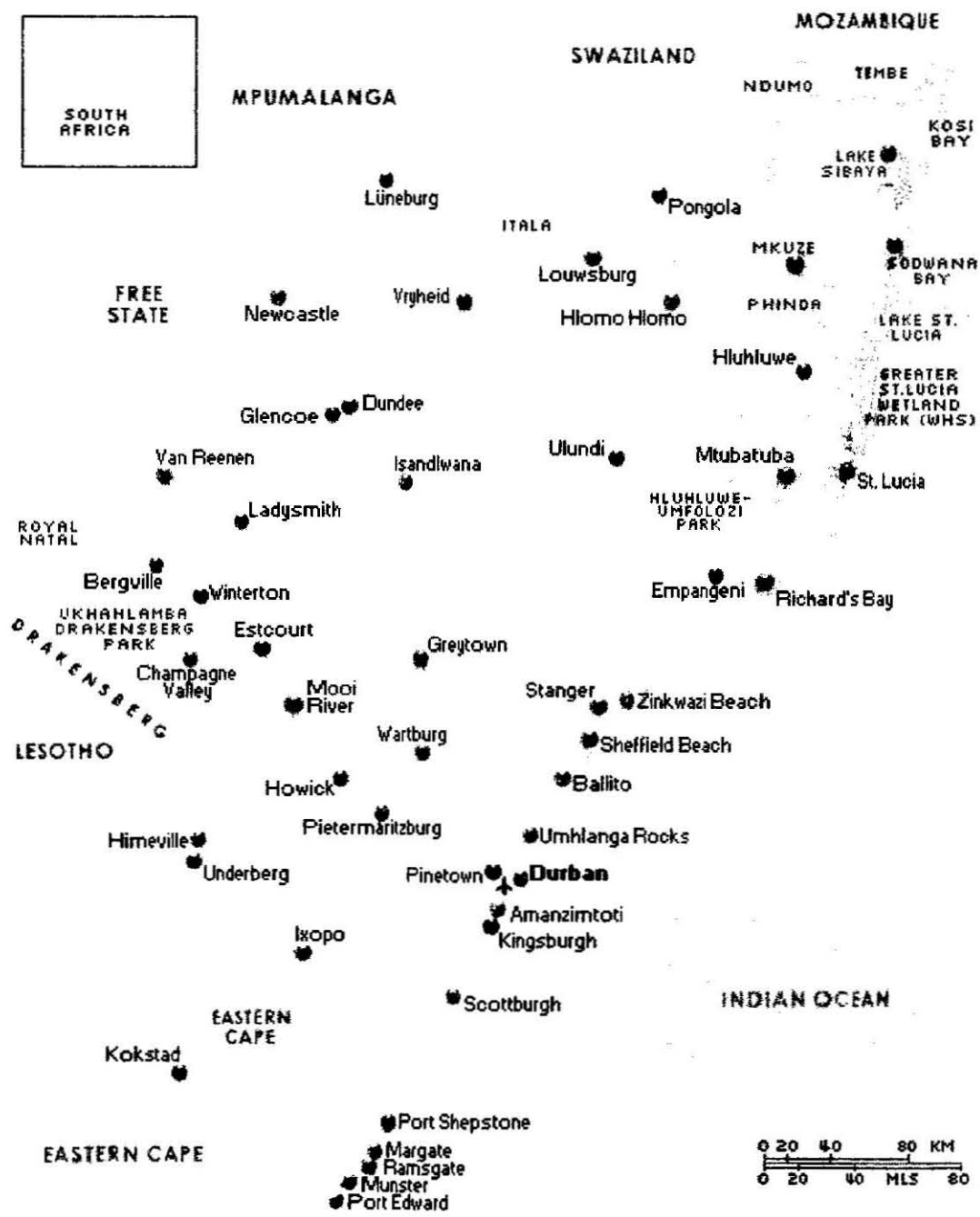
It is important to understand the physical location and attributes of study area, so that its natural recreation and tourism resources can be appreciated. In this instance, the researcher's intention is to investigate the status and promotion of the tourism skills development practices for the previously disadvantaged communities in Richards Bay and its main townships. Richards Bay is one of the best tourism destinations in the North-Coast Region of KwaZulu-Natal. Richards Bay is centrally situated and serves as a perfect base when exploring Zululand (Van der Walt, 2007).

As indicated in Figure 3.1, Richards Bay and its surrounding townships, such as Esikhawini and Enseleni, can be regarded as an important recreation, leisure and tourism resources area. As a geo-political park and entity, it is known to be rich in tourism diversity, with internationally acclaimed game reserves and visit spectacular wetlands. Richards Bay is regarded as the main urban complex in the Zululand north-coastal region.

The City of Richards Bay is located approximately 260 kilometres Northeast of Durban and 465 kilometres South of Maputo on the eastern seaboard of South Africa. Relative to other major cities in KwaZulu-Natal, the City of Richards Bay is located approximately 340 kilometres north-east of Pietermaritzburg, about 320 kilometres west of Newcastle. The City of Richards Bay and the town of Empangeni are centrally situated on the north-coastal region of KwaZulu-Natal [Refer to Figure 3.1], where the complex is

regarded as the main socio-economic, administrative and commercial hub of the area.

**FIGURE 3.1      RELATIVE LOCATION OF RICHARDS BAY**



[Source: [www.sa-venues.com/searchkzn/richardsbay.htm](http://www.sa-venues.com/searchkzn/richardsbay.htm), (2008)]

The City of Richards Bay [Refer to Figure 3.1] is situated or relatives located on the east coast of South Africa approximately 260 kilometres North East of

Durban. It is considered as the industrial and tourism hub of this area. Some of the town and townships relatively located in its jurisdiction as the uMhlathuze Local Municipality, include the following: Town of Empangeni, which is located on the West of Richards Bay is also regarded as the commercial hub, second to Richards Bay. Owing to the time constraints this research study has examined only two townships in the Richards Bay environment also known as uMhlathuze Local Municipality. The findings from these selected representative areas, eNseleni and Esikhawini, were applied to the rest of the municipal area (the uMhlathuze Local Municipality) (City of uMhlathuze, 2003, 2005). It should be noted that some townships not included in the sample of this study, include: the Town of Empangeni, Ngwelezane Township, Vulindlela, Felixton and several Traditional areas or rural areas under the jurisdiction of uThungulu Authority.

What is interesting is that the Richards Bay development area is not only the industrial centre in northern KwaZulu-Natal, but also an important tourism and recreation node that is well regarded by many tourists visiting the game reserves located in the in the north. Some of the game reserves [Refer to Figure 3.1] are found at places such Ndumo, Tembe, Pongola, Louwsburg, Mkuze, Phinda, Hluhluwe and so on.

### **3.4 ABSOLUTE LOCATION OF RICHARDS BAY & TOWNSHIPS**

Richards Bay and the Townships of eNseleni and Esikhawini are the core of the study area. They all constitute the main city of the [Richards Bay] and the two dormitory Townships, which basically accommodate communities working in Richards Bay. The City of Richards Bay is already home to some of the country's most productive and lucrative industries, such as the metallurgy industry, aluminium smelting industry and paper and pulp industries. The city is vibrant and fast becoming the holiday destination

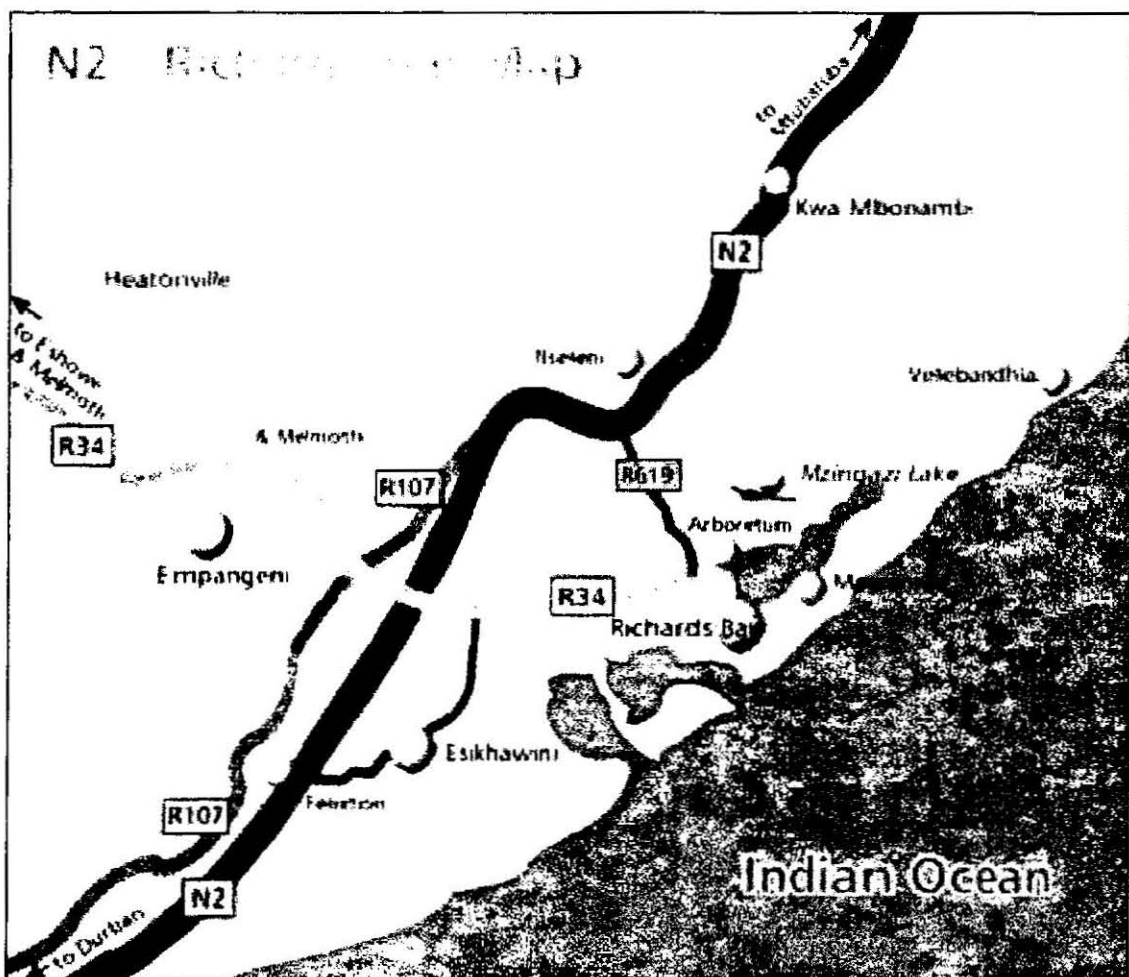


offering spectacular scenery and unspoilt beaches. It is one of the closest sea destinations from Gauteng and enjoys a summer climate all year around (RBTA, 1999, ca2007). [Refer to Figure 3.2].

### 3.4.1 The City of Richards Bay

Richards Bay is a progressively growing seaport-town located in an attractive natureal environment. The City is also considered to be the tourism centre in Zululand and occupies 37% of the total 79659 kilometres municipal area. Richards Bay began to flourish with the development of the port facility. As the deepest and largest port (RBSDI, 2000).

**FIGURE 3.2      ABSOLUTE LOCATION OF RICHARDS BAY**



[Source: [www.proteahotelrichardsbay.co.za/MapsPictures](http://www.proteahotelrichardsbay.co.za/MapsPictures) (2008)]



Besides rapid industrial expansion, the tourism industry of this region is flourishing. The commercial and industrial development of Richards Bay has been a bonus for the sophisticated tourist and holiday makers. Its bustling business centre has every modern facility and the town boasts excellent recreational facilities for tourists (Van der Walt, 2007).

Industrial tourism is actively promoted and groups are able to visit tourism destinations. The town also offers visitors' entrance to Zululand. This once forgotten corner of the African continent is a land of exquisite beauty characterized by the incredible diversity (Azalea Promotions, 2005):.

#### **3.4.2 The Townships of eNseleni and Esikhawini**

Both eNseleni and Esikhawini are known as the so-called black townships. As shown in Figure 3.2, eNseleni is situated about 15km west of Richards Bay on the highway from Durban to Swaziland. Whereas, Esikhawini is situated on 20km away from Richards Bay and on southern side of the city. eNseleni Township has for a long time no had proper infrastructure, no electricity and piped water. Many of the houses were no more than mere shacks. Poverty was apparent everywhere and the town had a rampant crime-rate. In the early nineties, the people at the Sikhawini suffered much as a result of violent clashes between two rival political parties, the African National Congress and the Inkatha Freedom Party. People were killed by unknown attackers in the middle of the night, houses were burnt down and many left homeless. The situation has now fully stabilized since the general election in April 1994.

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Richards Bay and Mtunzini, is the third largest township in KwaZulu-Natal. In the Richards Bay and Townships areas, there are smaller residential or settlement areas made up of smaller townships, such as Ngwelezane, Vulindlela, Felixton and so on. These are not part of the investigation.

The uThungulu District Municipalities is responsible for all these settlement areas. The uMhlathuze Local Municipality where Richards Bay is the main administrative centre, has continually upgraded and launched new development projects in the entire area, including the two townships of eNseleni and Esikhawini. The upgrades have attempted to ensure that the infrastructure and recreation and tourism facilities are improved as well as that the tourism potential is realised.

In addition, Richards Bay and surroundings are seen as a recreation, leisure and tourism entities, which are of international repute in biodiversity and conservation planning and development. However, many a recreation and tourism stakeholder expects that this industry has numerous rewards for the local communities. Hence, these questions have encouraged the researcher to investigate the extent to which the goals of community reward and beneficiation have been achieved. Consequently the aim of the study is, in other words, to investigate the status of the tourism skills development practices, as a mechanism for benefitting the previously disadvantaged communities in Richards Bay area and townships.

### **3.5 GEOGRAPHICAL AND TOURISM ELEMENTS OF THE STUDY AREA**

In order to get a clear understanding of the features or attributes of the study area, in the context of tourism skills development practices, it is important to make an overview of the key tourism related elements of the study area.

These elements make it an attractive tourist destination as well as the industrial hub for other provinces in South Africa. The area combines natural resources that promote heavy industry, manufacturing, commerce and tourism. Some of these industrial related components and attributes that promote the attractiveness of Richards Bay are discussed in some detail and include: transportation, population, weather and climate, some spatial characteristics, vegetation and man-made features. (Van der Walt, 2007)

### **3.5.1 Tourism and Geographical Elements in the Study Area**

The Richard Bay and Townships related transport systems promote full development of the area and facilitate quick and easy movement. Richards Bay is having a rail transport which is linked to the national system with direct lines to major industrial centres. Another mode of transport that is used in Richards Bay is water transport which offers a direct link to the outside world through the port of Richards Bay, mainly for importer, exporter and cruiser liner passengers (Van Der Walt, 2007).

Excellent highways have brought Richards Bay closer to Durban and the interior. A fully-equipped airport is situated to the North of Richards Bay and deals with passenger flights, car hire, airfreight handling and tourist information facilities. The kind of transport that is available for Richards Bay includes buses, minibuses and metered taxis. Buses are used to transport people to and from the townships, when they go to work and visit other parts of the study area. On the other hand, some residents are using mini buses to go from work and to their residential areas (Van der Walt, 2007).

### **3.5.2 Population**

In the great vibrant Richards Bay Area, the population figures approximate a total of 886 000 people. Diverse ethnic groups make up the population and

provide a unique mosaic of cultures. The group consists of Zulu people, the Coloured and Indian people, as well as the white population with a variety language groups: English, Afrikaans, German, etc. A majority of the latter are persons of English descent as well a substantial number of Afrikaans speaking people [<http://www.richemp.org.za>. (2010)].

### **3.5.3 Climate**

The climate of Richards Bay is characteristically subtropical and is constantly so throughout the year mainly along the coast. It is seldom lower than 12 degrees Celsius in winter and reaching up to 35 degrees Celsius in summer. Summers are hot and humid, with rainfall mostly during this period while winters are warm with occasional frost in interior. The climate of Richards Bay suites all kinds of tourists. You can visit its beaches anytime and you will not feel the cold, instead they tend to accommodate every activity that is associated with water sport [<http://www.richemp.org.za>. (2010)].

The average daily temperature is 28 degrees Celsius in summer and 22 degrees Celsius in winter. Prevailing winds are North-easterly and South-westerly. The long term average annual rainfall for the Richards Bay area is about 1200mm decreasing to about 1000mm inland towards Empangeni with most of the rainfall occurring between January and May (Azalea Promotions, 2005).

### **3.5.4 Soils, vegetation and plants**

Richards Bay has got coastal plains and endless unspoilt beaches and conservation areas, while there are grassy plains and dense bushes. Forest sanctuaries and reserve are abundant in the study area. The study area has got a flat landscape and the development of buildings or new centres are taking place. Its central business district is growing rapidly and more developments are continuing taking place (Van der Walt, 2007)

Ecological research on vegetation, rivers, lakes, estuaries, the bay and the sea has been undertaken to ensure that the environment may be developed with as little disturbance to economic activities. Planning is based on an open-space system and is characterised by landscape parkways and large open areas which include the immediate environs of Lake Mzingazi and Lake Nsese (Van der Walt, 2007). The vegetation of the region is categorized into four basic types:

- Indigenous where there is coastal bush and wetland
- Commercial farms-sugar cane and timber plantation
- Substantial agricultural and communal grazing grassland
- Municipal and port green areas
- The main one which is Cycads

Cycads are only found in the summer rainfall areas and this may be the key to their cultivation. The cycads are known to require that they should be watered and fed freely during summer and may be left alone in the winter months, especially in those areas which experience heavy or severe frost. [[www.benthic.info/thread.cfm?thread=111&login=N](http://www.benthic.info/thread.cfm?thread=111&login=N) (2010)]

#### **(a) Soil.**

The pH of the soil in Richards Bay and Townships is ideal and tolerant for many sub-tropical plants. For example, sugar cane and the cycads thrive well in a fairly wide range of soil types. However, where extremely acid or alkaline soils occur, these may require neutralising [[www.benthic.info/thread.cfm?thread=111&login=N](http://www.benthic.info/thread.cfm?thread=111&login=N) (2010)]. The soils in the area are very fertile and suitable for growing a variety of subtropical trees, shrubs and grasses.

**(b) Flora.**

The following flora related species are endemic to the area. These are: *E. ferox*, *E. villosus* and all the *Macrozamia*s. Full sun: The blue leaved species e.g. *E. horridus*, *E. trispinosus*, *E. lehmanii*, *E. cycadifolius*, *E. frederici-guiliemi*. The following species may be planted in either sun or semi-shade where they will produce longer, more luxuriant leaves: *E. altensteinii*, *E. lebomboensis*, *E. centipoises*, *E. natalensis*, *E. transvenosus*, *W. woodii* hybrids and *Zamia fufuracea* [<http://www.benthic.ca/thread.cfm?thread=111&login=N> (2008)].

**(c) Planting**

The planting of subtropical plants such as sugarcane, cycads, etc. Is relatively trouble free in the study area. All you do is dig a hole that is sufficiently deep, as well as sufficiently or well spaced and away from the boundary of the property or any building, as well as sufficiently away from any other or most sub-tropical plants. Fertilize evenly at the bottom of the hole and cover with one bag of compost mixed with soil, then place in the ground and water well. [<http://www.benthic.ca/thread.cfm?thread=111&login=N> (2010)].

**(d) General information**

The detailed description of soils, plant, planting of sub-tropical plants and their preservation is not only important for the Richards Bay environment, but the Province of KwaZulu-Natal as a whole. The description is offered to highlight the plant and nature endowment of the region and its potential to attract tourists to this destination and study area. The protection and propagation of plants and natural vegetation, symbolised in the planting of indigenous and exotic plants, which may be valuable and endangered plant species, suggests that young tourism students have to be well-taught about



the attributes of such plants. This is where the investigation the status of tourism skills development practices for the previously disadvantaged communities around the Richards Bay Townships, become imperative.

Relating to the discussion of soils, vegetation and plants engaged in the preceding sections above, it was mentioned that the cycad is a special subtropical plant in the study area. The main reason is that it is not only well-regarded and found everywhere [Refer to Figure 3.3], but it is endangered, and is an expensive commodity that is protected by law. In such circumstances, Richard Bay has to be constantly upgraded and launched new development plant and natural vegetation projects which seek to ensure that the town's tourism potential is realised [Refer to Figure 3.3].

What is reflected in Figure 3.3 is a coastal vegetation environment that depicts the flourishing state of palms and cycads, these are, somewhat exotic and in danger of extinction. The cycad plants are protected by law and are regarded as highly valued conservation-wise, financially and aesthetically [<http://www.benthic.ca/thread.cfm?thread=111&login=N> (2010)]. Like the protea plant, the cycad is a unique species typically endemic to South Africa and more specifically to KwaZulu-Natal.

In bringing this section to a close, particularly in over-viewing the soils, vegetation and plants in the context of tourism, it is proper to emphasise that these elements cannot be well understood and well conserved, if the local people are not educated to know and appreciate their value. It is therefore this thinking that has encouraged the researcher to investigate the status and promotion of the tourism skills development practices for the previously disadvantaged communities in Richards Bay and Townships.



**FIGURE 3.3      SPECIAL VEGETATION IN RICHARDS BAY**



[Source: <http://www.benthic.ca/thread.cfm?thread=111&login=N> (2010)]

This section has paid more attention to soils, vegetation and plants because they constitute the most typical ‘evergreen’ environment of the study area.

The green environment makes up a selling and an employment point for any local people who may want to work in the tourism industry.

### **3.5.5 Other characteristics of the study area**

Richards Bay is one of the areas that are having diversity of resources and it caters for many activities. It is well endowed with natural resources. Its comparative advantages are a good climate that opens up avenues for productive agricultural tourism and tourism development. Richards Bay has scenic environment and coastal terrains [Refer to Figure 3.4], which offers opportunities tourist visitation (Azalea Promotion, 2005).

**FIGURE 3.4      UNSPOILT BEACHES IN RICHARDS BAY**



[Source: <http://www.virtualtourist.com/m/84bf2/21d4f6/>. (2010)]

The Big five (lion, elephant, Rhino, leopard and Buffalo) are only one hours pleasant drive away. Richards Bay is the gateway for the tourists wishing to

explore the 100 square metres of lakes, lagoon, swamps, mangrove forests, high coastal dunes, barrier reefs and pristine wilderness [Refer to Figure 3.4] (Van der Walt, 2007).

A dyke protects the Southern Sanctuary from the harbour activity. Tidal gates have been built into dyke to permit the control of water levels. A new access to the sea has been cut through the sand dunes, re-establishing direct contact between lagoon and sea. The waterfront consists of 72 walk-on moorings, restaurants, shops and offices. Other facilities include the Gazi Shopping Centres, up market restaurants, Tuzi Gazi Sports Arena, which provides entertainment for visitors. The Naval Island and Pelican Island earmarked for resort development (Van der Walt, 2007).

### **3.6 OVERVIEW OF TOURISM IN RICHARDS BAY**

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

The eNseleni Nature Reserve which is home to the wildebeest, Zebra reedbuck and other small mammals offers hiking trails that take visitors

through Zululand bushveld and along the banks of Nseleni River. The North Coast holiday destination offer unspoilt beaches [Refer to Figure 3.4], which offer a solid and unblemished attraction to tourists (Van der Walt, 2007)

Richards Bay is also a sporting enthusiast area. The all year around summer and warm Indian Ocean make an ideal training environment. The protected beaches, the Tuzi-Gazi waterfront and the bay area serves as the water sports play ground. Over weekends vibrant buzz echoes the shores as all kinds of vessels take to the water, providing pleasant entertainment for those basking in the sun or relaxing in the cool shade of the trees where local joggers and walkers and cyclists zooming about a phenomenon.

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

Not only is the Richards Bay environment [Refer to Figure 4.5] endowed with lush vegetation and forestry, but also with large water-bodies for water transportation, recreation, leisure and tourism. In Figure 4.5 we see a variety of water boats and yachts ready to sail the sea. These boats are also involved in tourism activities such as: bay cruising, deep-sea sailing and yachting for leisure and competition purposes.

Richards Bay also has a vibrant urban environment with a booming central business district [CBD]. A large variety of shops in the business district offer

all of the modern day conveniences and services that all we take for granted. Entertainment facilities include cinemas, game rooms, pubs, restaurants and coffee shops. The modern shopping centres have everything you need under the air conditioned roofs, making shopping a pleasure. The community health care needs are taken care of by the caring and competent doctors at the Medi-cross facility and Netcare Richards Bay Hospital. Visitors have a wide selection range of accommodation to choose from, depending on their budget and requirement.

One of the Richards Bays assets is its people. The community is made up of different cultures, each of which plays an important role in enhancing town and characteristics. Obviously some of these people stay in the Townships of eNsleni and Esikhawini. Visitors are encouraged to experience these cultures first hand and local tour guides offered. Township tours have been initiated to Esikhawini.

There are a number of natural resources that are found in the study area and contribute to the high number of tourists in the study area. Community-based tourism is seen as a mean of promoting economic development in a geographically equitable manner and creating job opportunities that match the skills of the local people. A viable and stakeholder-involving tourism crime and security programme has been put in place so as to create a safe and secure environment for tourists, through proactive security measures. The job creation potential of local and neighbouring tourism assets is maximised by developing specific products for water- sports, culture and ecotourism around Richards Bay and Lake Cubhu services and infrastructure are also to be developed to position uMhlathuze as a tourism focal point for cruise liners and deep sea yachts.

### **3.7 TOURISM INFRASTRUCTURE**

All forms of physical construction required by the inhabited area in communication with the outside world, which supports and make economic development possible, are regarded as tourism infrastructure. It involves roads, harbours and airport, as well as public utility services. The tourism infrastructure can be regarded. The tourism infrastructure can be regarded as a set of attractions and amenities that are geared to the satisfaction of the needs of the tourists. Tourism infrastructure includes accommodation, communications, transport, recreation facilities, roads, restaurant and souvenir shops (Mwandla, 1998).

McIntosh *et al* (2006) believes that a tourist is often more attracted by a facility designed in conformance with local architecture as a part of the local landscape than a modernistic hotel that might be found at home.

#### **3.7.1 Roads**

The condition of the roads in and around Richards Bay is excellent for tourism. The municipality maintains the roads in good order. The huge chunk of annual budget is spent on the construction and maintenance of streets as well as sidewalks and pedestrians. Most of the attractions are accessible through tarred road. Traffic police are a common sight, which reduces bad driving and road accidents. There are traffic lights (robots) in all busy and intersection of roads.

#### **3.7.2 Air Transport**

The Richards Bay area has a fully equipped Airport. The airport is situated to the to the North of Richards Bay and offers car hire and tourist information facilities. The Richards Bay Airport Company of South Africa (ACSA)



recognises and fully accepts and fully accepts responsibility of being South Africa's image bearer to millions of people visiting South Africa. It operates a network of airports and modernises and improves their services levels. It plays a crucial role of job creation and economic development in that businesses operating within its airport network generate sizable revenue-ACSA Review 2004.

### **3.7.3 Sea Transport**

The major purpose for the sea transport is to transport ship cargo exported or imported from other countries. However, there are occasional visit of the port of Richards Bay by sea cruise liners. The small craft harbour provides small boats and powerboats for tourists who like water sport and to general public for recreation purpose at an affordable fee. transport contribute significantly to the tourism industry, not only in carrying people, but also in providing job opportunities and skills development probabilities for people.

### **3.7.4 Accommodation**

Accommodation is an important part of tourism because the type of accommodation, the service provided and the price can influence people's choices about where to travel. Accommodation is also an important aspect of every tourist budget and planning. It is important in that the kind of accommodation fulfil the tourist needs and fits within the budget. It is important for the accommodation sector to be aware of the changing needs of the tourist. <http://www.zulu.org.za>

Accommodation is regarded as one of the oldest component of tourism. The study area boasts with the different types of accommodation facilities. There are hotels, bed and breakfast, guest house, self catering facilities and caravans. All sorts of tourists are accommodated ranging from those who

seek a tranquil natural experience to those favouring the boisterous urban lifestyle

### **3.8 ATTRIBUTES OF TOURISM IN THE STUDY AREA**

The town planning and stringent nature conservation principles observed in the study area, have given Richards Bay a success story. This has ensured that industry, and nature co-exist in harmony. The town and its surroundings have vast expanses of untouched indigenous vegetation and many natural lakes and marshes, making it one of the most picturesque tourist destinations in the country. The town boasts an abundance of wildlife including the leopard, hippos, crocodile, and monkeys. Over 300 species of birds can be sported in and around town, making it a bird watchers paradise [<http://www.wordreference.com/tourism>, (2010)].

The Richards Bay is a sporting enthusiast haven. The year round summer and warm Indian Ocean make an ideal training environment. The protected beaches, the Tuzi Gazi Water front and the Bay area serve as a water sport playground. Over weekends a vibrant buzz echoes along the shores as all kind of vessels take to the water providing pleasant entertainment for those basking in the sun or relaxing in the cool shade of the casuarinas trees where local joggers, walkers and cyclists zooming are about common phenomena. A golf course estate is at present developed, with the anticipated date of completion of one of the phases. The breathtaking scenery and unexpected visits from local hippos, crocodile monkeys and fish eagles compliment this challenges course (Azalea Promotion, 2005).

For those to exercise indoors activities there is a modern fully equipped modern franchised health gym. The numerous public swimming pools are



ideal for serious training or simply for cooling down. A large variety of shopping central business district offers all of the modern day conveniences and services. Businesses are always prepared to go the extra mile and visitors can look forward to excellent friendly service. Entertainment facilities include cinemas, games room, pubs, restaurants and coffee shops.

The modern shopping complex has everything any one would need under one roof making shopping a pleasure. The community's healthcare needs are taken care of by the caring and competent doctors at the Medicross clinic and Netcares Bay Hospital. Visitors have a wide selection of accommodation facilities to choose from, depending on their financial circumstances, budgets and requirements

### **3.9 CONCLUSION**

This chapter has attempted to describe the physical setting of the study area as well as provide information regarding the overview of tourism facilities available in Richards Bay. It has also attempted to clarify and enlarge on the various tourism attribute found within the study area. A clarification of this study area has also attempted to simplify that commercial and industrial development of Richards Bay has been a bonus for the sophisticated tourist and holiday makers. Its bustling business centre has every modern facility and the town boasts excellent recreation facilities for tourists. Industrial tourism is actively promoted and groups are able to visit tourism destinations.

The sophisticated tourism facilities available in the study area, provide a challenge for the authorities to involve the local communities in townships to participate in the management of these resources. Hence it is essential to promote tourism skills development for local communities in the study area.

## **CHAPTER 4**

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

#### **4.1 INTRODUCTION**

This chapter is dependent on the data collected and the methods used in data collection. In this chapter the study makes an attempt at clarifying the issues that have been discussed throughout the study. Mahaye (1996) maintains that it is generally accepted that in an attempt to make collected data more understandable and easy to analyse, it is essential to have it presented in a logical and systematic manner. In support of this view, Magi (2007) has argued that the purpose of analysis in a research inquiry is reducing data into intelligible and interpretable forms. Furthermore, interpretation of results aims at achieving what the meaning and implication of the analysis is, as well as drawing some conclusions from the results.

It has been further argued that data analysis in research means breaking down, categorizing, ordering and summarising data so as to get answers to questions and reach conclusions. The answering of research questions can be achieved through the process of description, explanation and prediction; however these differ with statistical measurements used (Magi, 2007).

In this chapter, the study makes an attempt to clarify issues that have been discussed in previous chapters. In order to make this study more understandable various statistical and analytical techniques were used to

make the data clearer and more interpretable, so as to answer the main objectives and hypotheses of the study.

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

It is important to place the objectives and hypotheses of this study into proper perspective. It is therefore necessary to restate the objectives and hypotheses before engaging in the analysing and interpreting data. This restating of objectives sets clear guidelines to be followed when analysing and interpreting data. The objectives and the related hypotheses are stated as follows:

**Objective 1:** To establish the extent to which the stakeholders understand the meaning and importance of tourism skills development practices in the study area.

**Hypothesis 1:** *That the stakeholders understand the meaning and importance of tourism skills development practices in the study area.*

**Objective 2:** To examine the level of awareness of the tourism skills development practices in the study area.

**Hypothesis 2:** *That the level of awareness of the significance of tourism skills development practices in the study area is inadequate.*

**Objective 3:** To reveal how access to the tourism skills development opportunities are viewed by the PDCs in the study area.

**Hypothesis 3:** *That accessibility to the tourism skills development opportunities in the study area, is viewed by the PDCs as insufficient.*

**Objective 4:** To indicate the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area.

**Hypothesis 4:** *That the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area, is below the required standard.*

**Objective 5:** To identify the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area.

**Hypothesis 5:** *That the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area, is negatively viewed.*

**Objective 6:** To reveal whether there are any tourism skills development practice-benefits for the PDCs in the study area.

**Hypothesis: 6** *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area.*

It must be accepted that the presentation of findings of the research study, were also designed to focus on the above objectives and hypotheses. Keeping focus on these objectives and hypotheses while relating them to the research problem, and facilitating the achievement of meaningful results for the study.

### **4.3 DEMOGRAPHIC CHARACTERISTICS**

Demographic characteristics of data reflect the personal attributes of respondents. These respondents differed widely with respect to personal attributes, which involve gender, age, marital status, level of education,

employment status and monthly income. The demographic variables are clustered into two types: the personal demographic variables and the socio-economic demographic variables. The former are: gender, age, marital status, and the latter are: level of education, employment status and monthly income. The information gathered here is instrumental in the interpretation of data in the study as a whole.

#### **4.3.1 The Personal Demographic Variables**

The researcher found it important to obtain personal information about the respondents in order to be able to draw accurate conclusion, about the role of

**TABLE 4.1 DISTRIBUTION OF PERSONAL DEMOGRAPHIC CHARACTERISTICS**

VARIABLE	SUB-VARIABLE	FREQUENCY	PERCENT	CUMULATIVE PERCENT
<b>Gender</b>	Male	49	37	37.0
	Female	83	63	100.0
	<b>Total</b>	<b>132</b>	<b>100%</b>	<b>100%</b>
<b>Age</b>	Less than 25 yrs	21	6	06.0
	26-30	39	44	50.0
	31-35	28	25	75.0
	36-40	23	19	94.0
	41-45	21	06	100.0
	<b>Total</b>	<b>132</b>	<b>100%</b>	<b>100%</b>
<b>Marital Status</b>	Single	35	25	25.0
	Married	51	44	69.0
	Divorced	21	19	88.0
	Widowed	25	12	100.0
	<b>Total</b>	<b>132</b>	<b>100%</b>	<b>100%</b>

and influence of *tourism skills development practices for the previously disadvantaged communities in the study area. Furthermore, how skills development plays a role in enhancing community tourism benefits within the Richards Bay and its townships.* The study in this regard starts by looking at

the understanding of tourism as well as the awareness of the job opportunities in the study area and availability of the job opportunities in the sense that the researcher can determine the extent to which demographic characteristics have a bearing on making the subjects respond the way they did. As indicated in Table 4.1 a number of demographic variables were analysed and results are described below.

**(a) Distribution of Respondents by Gender**

Distribution of respondents and analysis of respondents by gender are important to establish the role played by the males and females in tourism industry. Various studies (Rogerson & Visser, 2000) have tended to interview or utilise more females than males because, these studies argued that there are more females than males in the working environment as well as in South Africa. This study has focused more on females because they were found to be the majority gender working in the tourism industry.

The study discovered that more than half of respondents (63%) were females. Males only constituted (37%) of respondents. The figure includes employers and employees. The reason why there are more females than males is because historically women were denied education and their role was to look after the family, but now with affirmation and women empowerment initiatives, women opportunity horizons have been widened, to visit and participate in recreation and tourism activities. It will be therefore interesting to note the extent to which the culturally dominant females influence the operation process in the tourism industry. The reason for the majority of respondents to be females is that females were in abundance and willing to be interviewed than the males in the study area. It should be noted that this gender distribution also include service providers, staff and community members. It should therefore be important for this research study to establish the extent to

which the management of tourism and hospitality activities and operations is understood and perceived by the various stakeholders in Richards Bay.

***(b) Distribution of Respondents by age***

The respondents were asked to reveal their age with the view of later establishing their perception of job opportunities in the study area. Regarding the analysis and distribution of respondents by age, it was found respondents between 26-30 years of age were 44% and this percentage is evidence that a significant majority of the respondents contributed the youth group. There were fewer (25%) middle aged (31-35 years) and (61%) mature aged (41-45) subjects that responded to the questionnaire.

It is therefore noticeable that the majority of respondents are relatively young which signifies high potential for tourism growth in the near future as they still have more years to live. Furthermore, young people are expected to easily assimilate the tourism skill development practice in the area. It is also feasible that the high proportion of the young respondents is because of the readily available and willingness of youth to respond to the questionnaires. In addition, it may be argued that the study tended to be biased toward the youth than otherwise.

***(c) Distribution of Respondents by Marital Status***

Since marital status plays an important role in determining employment requirement process, therefore it became necessary to analyse the marital status of the respondents. Furthermore, the distribution and analysis by marital status are important for discovering whether there are married and single/ divorced and widow participates in the tourism industry. It is worth noting that the majority of respondents who were married came from the youth age group (20-25 and 26-30). A possible reason for this observation is



that these respondents are more educated and future orientated, and that they identify with the tourism skill development practice in the area.

#### **4.3.2 The Socio-Economic Demographic Variables**

The Socio-economic demographic characteristics of data reflect the personal attributes of respondents. These respondents differed widely with respect to personal attributes, which involve level of education, employment status and monthly income.

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

<b>VARIABLE</b>	<b>SUB-VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENT</b>	<b>CUMULATIVE PERCENT</b>
<b>Level of Education</b>	<b>Primary</b>	<b>23</b>	<b>13</b>	<b>13.0</b>
	<b>Secondary</b>	<b>55</b>	<b>50</b>	<b>63.0</b>
	<b>Tertiary Diploma</b>	<b>33</b>	<b>31</b>	<b>94.0</b>
	<b>Tertiary Degree</b>	<b>16</b>	<b>06</b>	<b>100.0</b>
	<b>Total</b>	<b>132</b>	<b>100%</b>	<b>100%</b>
<b>Employment Status</b>	<b>Professionals</b>	<b>22</b>	<b>17</b>	<b>17.0</b>
	<b>Manager</b>	<b>28</b>	<b>21</b>	<b>38.0</b>
	<b>Workers</b>	<b>66</b>	<b>50</b>	<b>88.0</b>
	<b>Unemployed</b>	<b>16</b>	<b>12</b>	<b>100.0</b>
	<b>Total</b>	<b>132</b>	<b>100%</b>	<b>100%</b>
<b>Monthly Income</b>	<b>R501.00-R1000.00</b>	<b>26</b>	<b>20</b>	<b>20.0</b>
	<b>R1001.00-R1500.00</b>	<b>58</b>	<b>44</b>	<b>68.0</b>
	<b>R1501.00-R2000.00</b>	<b>25</b>	<b>19</b>	<b>83.0</b>
	<b>R2001.00-R2500.00</b>	<b>16</b>	<b>12</b>	<b>95.0</b>
	<b>&gt;R2501.00</b>	<b>07</b>	<b>05</b>	<b>100.0</b>
	<b>Total</b>	<b>132</b>	<b>100%</b>	<b>100%</b>

##### **(a) Level of education of respondents**

The distribution of the level of education of respondents emerged as shown in Table 4.2. In the education column, 50 percent indicated that they had acquired secondary education. On the other hand, about 31 percent of the



respondents had diplomas. Only 13 percent of the respondents had acquired primary education and 6 percent indicated they had university degrees. These findings were expected to assist the investigation in determining if education played a role in responding to tourism skill development practices as well as the perception of opportunities for the local communities in the Richards Bay and surrounding townships.

**(b) The Employment Status of Respondents**

The analysis in Table 4.2 indicated that the majority of workers were 50 percent whereas the managers and officials employed were only 21 percent, professional at director's level were about 17 percent of the respondents. About 12 percent of the respondents indicated that they were unemployed. The reason for these findings is that the respondents interviewed were relatively well educated and accessible for interviewing. The occupation structure, suggest that there were a relatively high number of professional, officials and managers of resources. Some people interviewed in the study area indicated that they were unemployed, yet relied on getting hand-outs from the public. This data shows that the level of employment may have a bearing on the perception of tourism skill development practices.

**(c) Income of the respondents**

As reflected in Table 4.2, it came to light that in the education column 6 percent of respondents owned tertiary qualification, and were expected to influence high employment categories as well as high income levels. However, that was not the case with the income status. Expectedly, the majority respondents [44%] indicated that they earned between R1500-R2000 per month. The latter is supported by the high figure of the workers plus the unemployed. Only 12 percent of the respondents earn more than R2000 and this is not high earning at all. Understandably, income influences

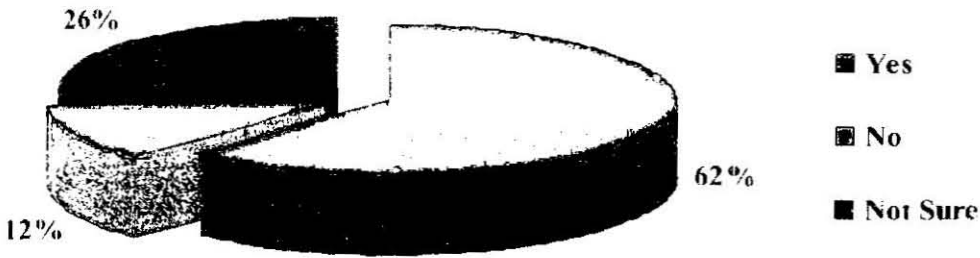
the level of enthusiasm on tourism participation and skill development practices adopted. This suggests that income plays a major role in people's perceptions and choices regarding tourism related matters.

It is generally accepted that the level of education, income and occupation have a significant influence on perception of respondents regarding recreation and tourism matters (Torkildsen, 2001). In this regard, it is important to explore some of the emerging characteristics of respondents pertaining to their alignment with tourism skill development practices in and around Richards Bay.

**4.4 UNDERSTANDING AND AWARENESS OF TOURISM SKILLS**

It has been suggested that tourism and hospitality are all leading employing sectors of the South African economy. As such, it was expected that many respondents would be opting to follow a career in tourism and hospitality. In this regard respondents were asked to indicate if they understood tourism and related skills was all about. Figure 4.1 shows that there were people in study area who had an understanding of tourism.

**FIGURE 4.1 UNDERSTANDING OF TOURISM RELATED MATTERS**



Tourism education and training is not constant. In order for employees to succeed in an ever changing work environment they must acquire transferable skills that provide skills with opportunity and mobility. Industry professionals must be taught the fundamental skills necessary for working in various occupations, including cross-occupational skills and essential skills. The objective relating to the adequacy of opportunities and understanding of tourism and related matters in the study area, respondents were asked to answer some questions on this matter.

About 62 percent of the respondents indicated that they understood the meaning and importance of tourism and related matters, 12 percent indicated they did not understand, while interestingly 26 percent were not sure. It is generally accepted that the level of education, has a significant influence on perception of respondents regarding recreation and tourism matters and sustaining them in an ever changing work environment (Sikhakhane, 2006). The possible reason for the positive responses is that a substantial number of those educated contributed to the response. It is also possible that understanding was positively considered, but that it did not translate actual participation and involvement in tourism activities.

The responses given above and related justifications, suggest that by implication **Hypothesis 1** - which states: *That the stakeholders understand the meaning and importance of tourism skills development practices in the study area*, should be supported. The basis for the support of this hypothesis is that, the majority of respondents, by implication, had shown that they understood the situation.

#### **4.5 ACCESS AND AWARENESS OF TOURISM OPPORTUNITIES**

Tourism can be an engine of growth, capable of dynamite and rejuvenating other sectors and tourism activities. These tourism activities did not only

involve travelling, but also engaged various amount of boarding, hospitality, and entertainment. According to Jafari (2000) there is some debate as to whether personal attributes and qualities can be taught towards achieving high levels of service excellence. The review of qualifications and skills development had raised expectations among several stakeholder groups that new or revised policy approaches could incorporate opportunities to develop personal attributes in apprentice to make them more service and skills workers in the industry.

**TABLE 4.3      STAKEHOLDERS' AWARENESS OF TOURISM OPPORTUNITIES**

<b>Awareness of Tourism Opportunities</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Aware</b>	<b>51</b>	<b>44%</b>
<b>Unaware</b>	<b>35</b>	<b>25%</b>
<b>Not sure</b>	<b>46</b>	<b>31%</b>
<b>Total</b>	<b>132</b>	<b>100%</b>

In view of these difficulties stakeholders were asked to indicate their views whether they are aware of the tourism opportunities that are in the study area. As shown in Table 4.3 the majority [44%] of respondents indicated that they were aware of the situation. A significant number of respondents [25%] indicated that they were unaware of the tourism, as well as that 31 percent were 'not sure' of the opportunity situation. It is interesting to note that a combination of the 'unaware' and 'not sure' add up to 56 percent of the respondents who did not support the situation. The main reason advanced for such an outcome is the prevalence of ignorance and unavailability of tourism opportunities in the area. Furthermore, some respondents highlighted the

occurrence of poor knowledge about the management of tourism in the study area.

Following on the analysis engaged in above, it may be concluded that Hypothesis 2, which states: *That the level of awareness of the significance of tourism skills development practices in the study area is inadequate*, should be supported. The justification for this outcome is that there were a significantly high number of respondents who expressed levels of 'unaware' and 'not sure' in the study area.

#### **4.6 PERCEIVED ACCESSIBILITY TO TOURISM SKILLS DEVELOPMENT OPPORTUNITIES**

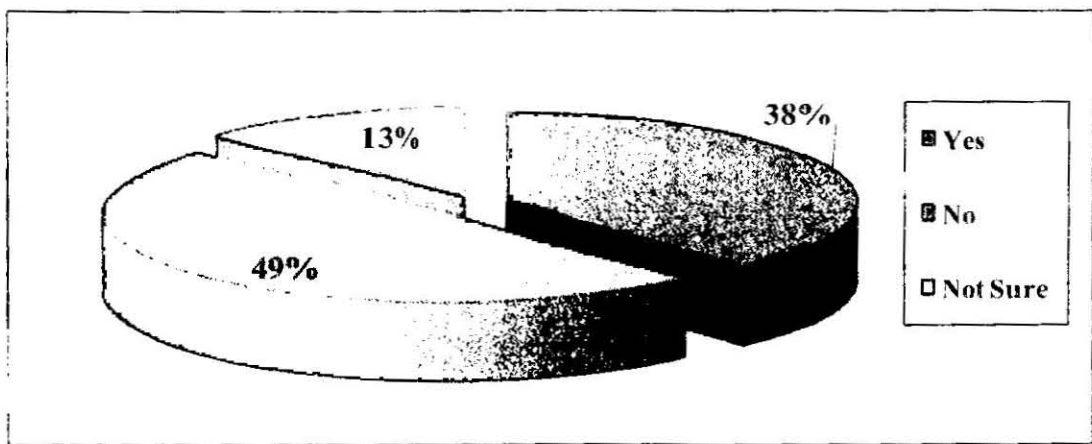
It is important point out, as Bergdall (2003: 3) proposes, that the inaccessibility of information is usually a problem in remote rural communities because underdeveloped physical capital has left them inaccessible. It is the responsibility of authorities to ensure that local community residents, associations, businesses and institutions know how to find information; effective authorities usually connect people with each other and with their existing resources. Furthermore, according to Tamas (2000: 3) tourism development has the potential to alleviate poverty in rural areas but it requires open regional and community systems which allow for the inflow of people, ideas, knowledge, resources and income especially because it works with foreign and national visitors.

In the context of the above argument, the respondents in the study area were asked to reveal how access to the tourism and related tourism skills development opportunities are perceived by the previously disadvantaged communities (PDCs) in the study area. What is shown in Figure 4.2 are the

responses, which represent the views of the people of Richards Bay and surrounding townships, regarding the question of accessibility to facilities and ideas.

The majority of respondents [49%] were somewhat negative about the level of accessibility to tourism and tourism related skills development opportunities. The respondents' attitude towards tourism skill development, was negatively influenced by the fact that there was little knowledge about tourism practices, as well as that a substantial number of these respondents live in poverty and do not seem to see the benefits of tourism.

**FIGURE 4.2: PERCEIVED ACCESSIBILITY TO TOURISM SKILLS DEVELOPMENT OPPORTUNITIES**



In other words, many of these respondents thought nothing was accessible relating tourism opportunities in the study area. What is also significant in these findings is that about 13 percent of the respondents indicated that they were 'not sure' about the accessibility matter. It is interesting that only about 38 percent of the respondents were positive about the state of accessibility to tourism and tourism related skills development opportunities in the study area. It is apparent that most of these positive respondents were categorised

as tourists, officials and service providers. Perhaps some of these stakeholders responded so because they were aware of the tourism situation in the area. It may be assumed that the respondent from the local community group could not have contributed positively and significantly in last situation. Another possible reason could be that community members were less financially capable, accessibility was low and they did not have adequate education knowledge about tourism management practices in the study area.

On the basis of the outcomes of the analyses discussed above, it may be concluded that Hypothesis 3, which state: *That accessibility to the tourism skills development opportunities in the study area, is viewed by the PDCs as insufficient*, should be supported. The basis for supporting this hypothesis is that the majority of the respondents have actually negatively viewed access to *tourism skills development opportunities*, in the study area.

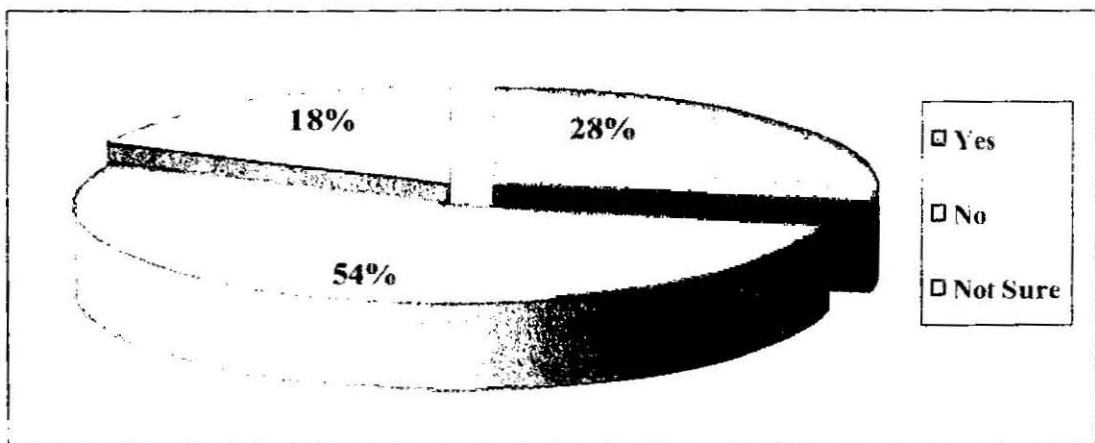
#### **4.7 PERCEIVED MUNICIPAL CONTRIBUTION TO PDC's DEVELOPMENT**

According to Baum (1996) the early growth of tourism and hospitality was based on the new economically empowered middle classes copying what was previously done by the upper-class. These tourism activities did not only involve travelling, but also consider the amount of boarding or hospitality. In the modern era the packaging of the tourist's experience mainly revolved around the rapid changes in the socio-economic structure of the Western society, leading to the changing phase in tourism and hospitality. On the whole tourism authorities have played a role in facilitating tourism development among the less privileged classes.



In this regard, respondents in the Richard Bay and surrounding townships were asked to reveal their perceptions of the extent to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area. What is shown in Figure 4.3 is what the respondents think of the municipal contribution to tourism skills development provision in the study area.

**FIGURE 4.3**      **RESPONDENTS' PERCEPTION OF MUNICIPAL CONTRIBUTION TO PDCs**



About 54 percent of the majority of respondents indicated that they perceived as negative, the contribution of municipal authorities to tourism the provision of tourism skills development in the area. In addition, about 18 percent of the respondents revealed that they were 'not sure' about the municipal contributions to PDCs in the area. The reasons for the negative perceptions are that the municipality has poor record of service delivery and management of tourism resources. On the positive side, about 28 percent of the respondents indicated a 'Yes' to the notion of the existence of tourism and skills development opportunities in the study area. The respondents' positive perception towards tourism skill development was due to the fact that some



of these subjects possessed adequate knowledge about tourism practices and could have been exposed to the benefits of tourism in the study area.

Based on these findings, it may be concluded that **Hypothesis 4**, which states: *That the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area, is below the required standard*, should be confirmed. The basis for this outcome is that the majority of respondents perceived the municipal contributions to PDCs in the area as negative.

#### **4.8 THE IMPLEMENTATION OF TOURISM SKILLS POLICIES**

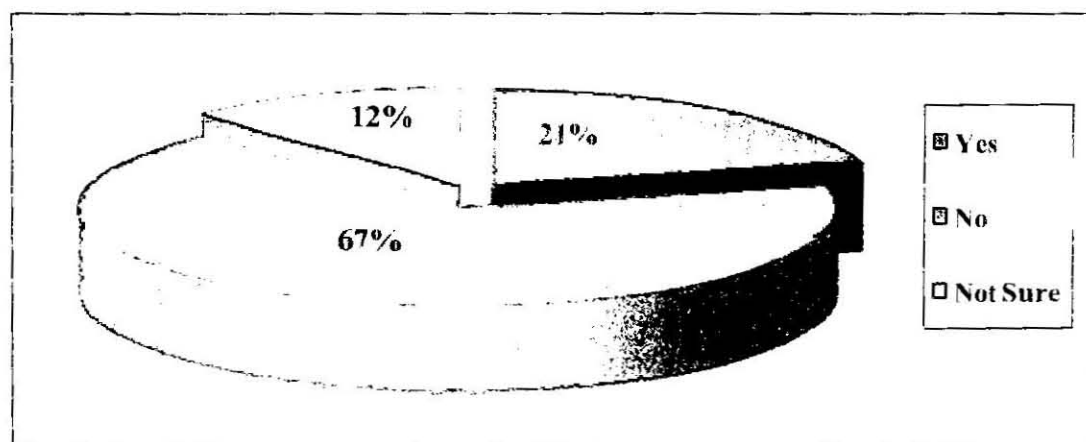
It has been argued (Wahab & Pigram, 2000; Rogerson & Visser, 2004), that the South African government has been mainly responsible for developing policies that purport to support tourism development and that local communities have been expected to participate actively in tourism planning and development. This approach was, among others, instigated by the notion that tourism can be an efficient tool for fighting poverty by creating jobs and employment. Policies such as the Skills Development Act and the Black Economic Empowerment Act (BEE), have tried to stimulate job creation and reduce unemployment. However, some of these policies have not succeeded and have received much criticism from labour unions (Magi & Nzama, 2009a, 2009b). It was further anticipated that the uMhlathuze Local Municipality (Richards Bay authorities), would as a result embrace tourism promotion and opportunities far more than it may be doing at the present moment.

Respondents in the study were asked to indicate what they thought about the implementation of the tourism skills development policies and practices in

the study area. The first approach was to ask the respondents to indicate whether there was any policy existing on tourism skills development or not. Secondly they were to respond on the perceived implementation of the same policies in the study area.

In this regard, the analysis of the existence of policies is shown in Figure 4.3, where the majority of respondents [67%] indicated that they thought no policies existed in the study area. The reasons for the negative response is that respondents thought that official of the municipality not marketing the tourism activities sufficiently and were also poor in delivering the services available. That is, there was no evidence of policy implementation in the study area.

**FIGURE 4.4      PERCEIVED EXISTENCE OF TOURISM SKILLS  
POLICIES IN THE AREA**



Only about 12 percent of the respondents indicated that they were 'not sure' about the existence of tourism skills development in the study area. On the other hand, about 21 percent of the respondents indicated that they perceived the existence tourism and skills development policies as available in the study area. The respondents who perceived the question of tourism policies

could possibly be coming from the municipal officials and some service providers, who actually work with tourism issues from day to day. These respondents could be possibly be well educated and are able to keep abreast with tourism developments.

From the analysis give above, it may be concluded that **Hypothesis 5**, which states: *That the respondents ' perceptions of the implementation of the tourism skills development policies and practices in the study area, is negatively viewed*, should be supported.

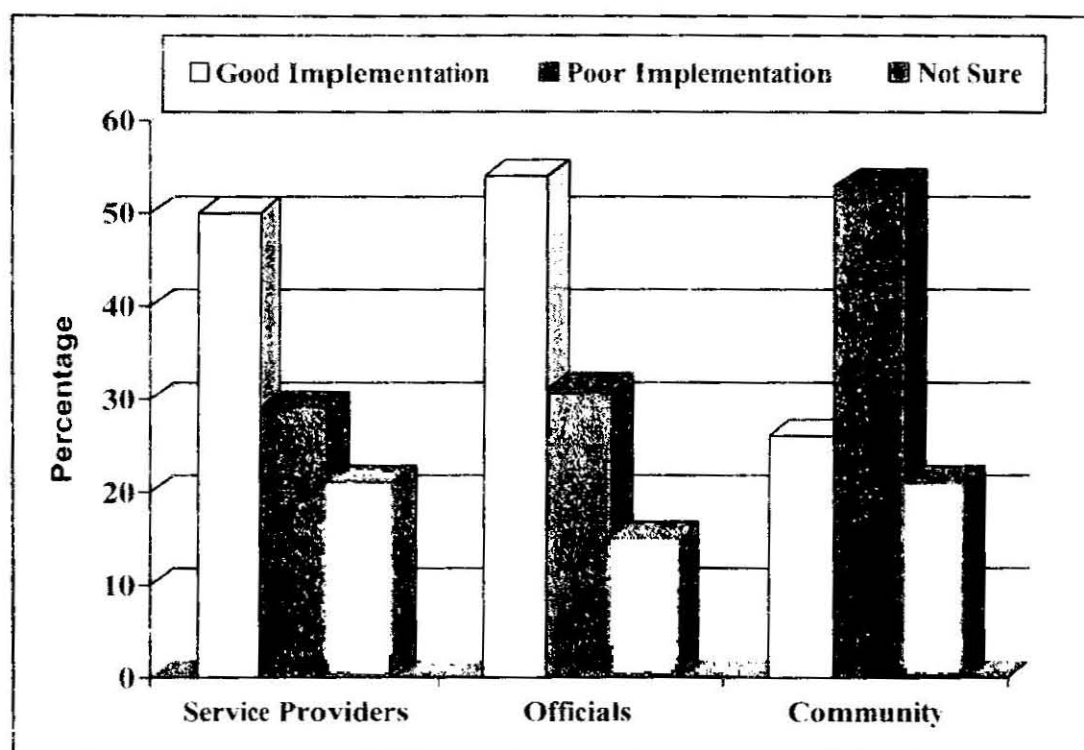
In terms of the secondly approach, respondents were to respond on the perceived implementation of the skills related tourism policies in the study area. The overriding principle here is that polities are formulated in order that they should be implemented. Further that a successful implementation exercise would lead to the improvement of the tourism industry. In other words, if the implementation of the tourism skills development policy is executed effectively, the local community and the previously disadvantaged individuals would benefit from the available tourism opportunities.

Since the implementation of tourism policies varies from area to area as well as from stakeholder to stakeholder, it was thought appropriate to analyse this objective in terms categorised respondents, such officials, service providers and the community. What is therefore shown in Figure 4.5 is how the respondents perceived the implementation of tourism policies in the study area, in terms of various stakeholders.

Responses from municipal and tourism officials show that the majority of them [54%] perceived the implementation of tourism policies in the study area to be positive. About 31 percent of the respondents perceived

implementation to be poor, as well as that about 15 percent of the respondents indicated that they were 'not sure' of the situation. The main reason for the positive response, that good implementation, is that the officials were simply responding in the manner that their employment expects. The officials were not prepared to criticise their employees or the job they are supposed to do efficiently.

**FIGURE 4.5      PERCEIVED IMPLEMENTATION OF TOURISM  
SKILLS DEVELOPMENT POLICIES**



With regard to the service providers, the majority of them [50%] were of the view that the implementation of tourism policies in the study area was also good. Only less than 30 percent, [29%] of the service providers thought that implementation of skills related policies were poor and only 21 percent of the respondents were not sure. The main reason for the positive response is that the most service providers were experienced small business people and were

aware of the various policies, even though they might have known little of the skills development policy. Alternatively, the respondents who perceived tourism implementation to be negative could have experienced some difficulties when they were trying to access the policies that are related to tourism business opportunities.

When it came to the community, the responses that emerged were totally in opposition to the other two stakeholders, the officials and service providers. As shown in Figure 4.5, the majority of respondents [53%] in the community held or expressed a viewpoint that the implementation of tourism policies in the study area was not good, but rather poor. A significant 21 percent of them also indicated that they were 'not sure' about the implementation of policies in the area. These findings were suggesting that an aggregate of 74 percent were not supporting the implementation matter. The main reason for these outcomes was that the community was not well informed about tourism matter, Further that the community was not adequately educated, about 63% [13% + 50%] of the respondents had acquired on primary and secondary education, respectively [Refer to Table 4.2]. The community also considered the municipal authorities as not doing very well in the service delivery of tourism related matters. Finally, only 26 percent of the respondents in the community category thought that the implementation of tourism policies was good. Perhaps the skills development policies were also included. This outcome obviously came from the well educated and somewhat affluent members of the community.

It is reasonable to deduce that the analysis given above has led the researcher to conclude that **Hypothesis 5**, which states: *That the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area, is negatively viewed*, should be supported.

The basis for this support is that the majority of the community category in the study area held negative viewpoints about the matter of the implementation of tourism policies. Although some of the official and service providers were positive about implementation of policies, it should be remembered that their numbers were far less than those of the local community.

#### **4.9 THE BENEFITS OF TOURISM SKILLS DEVELOPMENT PRACTICES FOR THE PDCs**

It has been suggested in Chapter 2 that community benefits from tourism related activities and opportunities, are an important end product of sustainable tourism that every destination should strive to achieve. However, these tourism-related community benefits are relatively scarce and hard to come by in municipal areas in KwaZulu-Natal and other provinces. Nonetheless, the uMhlathuze Municipality [Richards Bay and Townships] tend to perceive tourism as an economic catalyst with a potential of eradicating poverty. According to Mowforth & Munt (1998), for tourism to have a long-lasting economic yield for the communities and destination regions, it has to be humanised and not just driven by market forces. The participation of local communities, and attempts to incorporate their cultures and tradition in planning, suggests that there should be respect of these host communities. It is also unfortunate that most of the big tourism benefits, such as new tarred roads, employment, electricity and skills development usually go unnoticed in some cases as they are sometimes taken for granted (Wahab & Pigram, 2000).

Tourism benefits are therefore seen as the key factor in achieving sustainable tourism development (Mbaiwa & Darkoh, 2009). In an attempt to ensure

tangible and direct benefits to local communities, the custodians of some of the local municipalities have initiated various projects which have achieved success (Magi & Nzama, 2009a, 2009b).

It is important to remember that this objective of our current study sought to reveal whether there are any tourism skills development practice-benefits for the PDCs in the study area.

#### **4.9.1 Community Benefits from Tourism Opportunities**

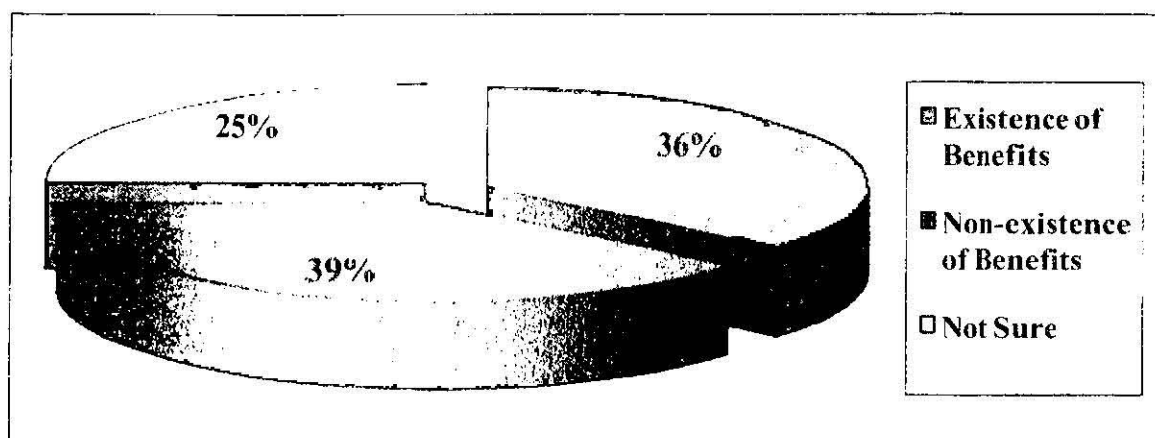
It was argued in the preceding section above that tourism has been perceived by the state as an economic catalyst for job creation, employment and poverty alleviation. It was further argued earlier that the tourism related benefits can only be achieved if the ordinary people or communities are empowered with skills development opportunities. To address the question of these community benefits, the respondents in the study areas were asked to reveal whether there are any benefits associated with tourism skills development and practices for the previously disadvantaged communities in their area.

In this context, Figure 4.6 given below, shows that the responses of subjects on the existence or non-existence of community benefits need to be addressed with the earnestness the municipal authorities can master. In this regard, the majority of respondents [39%] indicated benefits from tourism and related tourism skills development were not adequately in existence for the local communities in the study area. On the other hand, 36 percent of the respondents indicated that benefits from tourism and related skills development were non-existent in the study area. A significant number of respondents [25%] indicated that they were 'not sure' about the existence of tourism related benefits in the area. It is important to note that an aggregated



number of respondents [64%] indicating non-existence and 'not sure' responses [39%] and [25%], respectively, were decidedly negative about the state of tourism benefits.

**FIGURE 4.6: PERCEIVED BENEFITS ARISING FROM  
TOURISM SKILLS DEVELOPMENT.**



The possible reasons for the negative response was that the uMhlathuze Local Municipality and Richards Bay in particular, were obviously perceived as not delivering adequately on the municipal responsibilities, specifically in terms service delivery. This was intimated earlier in the previous sections where the implementation of tourism skills related policies were considered to be poorly executed.

In the context of the previous statement about service delivery, Magi & Nzama (2008; 2009a; 2009b) in other tourism studies, fittingly suggest that poor management and lack of participation in tourism, translates into: (a) non-appreciation of the management practices pursued by the tourism and municipal authorities; (b) decrying the inadequacy of development-related initiatives that would benefit the community; (c) ignorance about emerging tourism practices, which were geared to promote tourism principles; (d) lack of skills and understanding of tourism as the key constraint on achieving



community benefits; and (e) the needed incorporation of community-related tourism within the broader rural development programme. If such constraints are overcome, then the emerging tourism skills development strategies would translate into community involvement and job creation in the study area.

On the basis of the outcomes given in this section, it may be deduced that Hypothesis 5, which states: *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area*, should be supported. The acceptance of this hypothesis is simply based on the fact that the majority of respondents have given a negative response to the question under discussion.

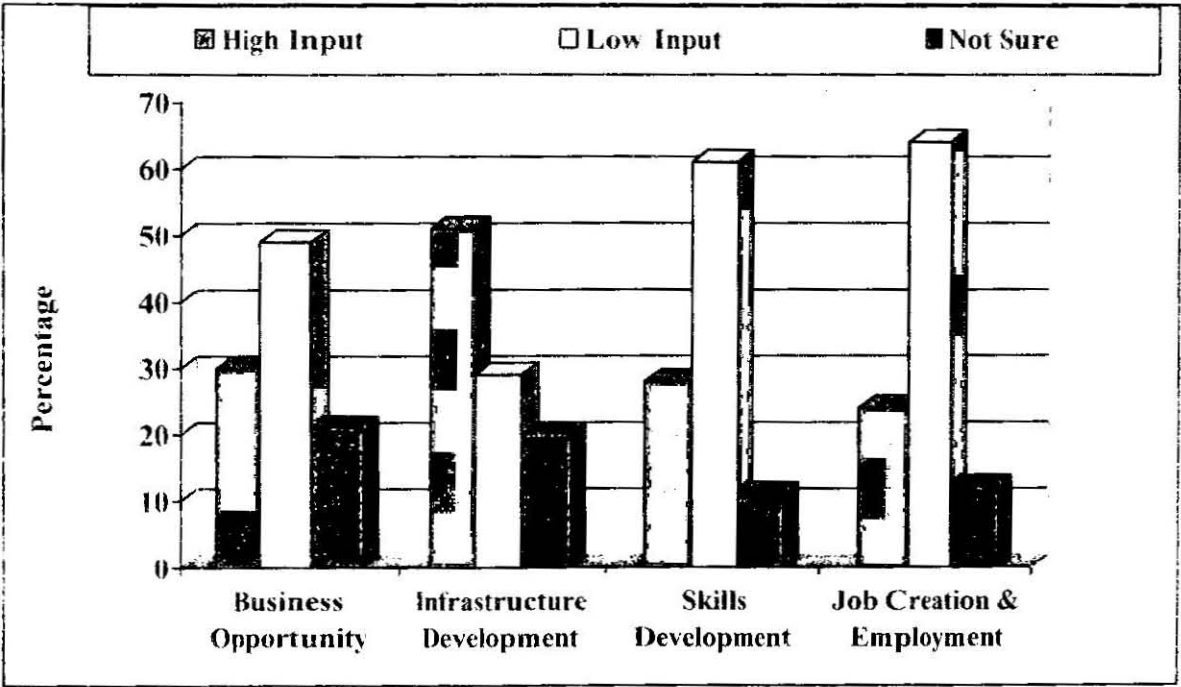
#### **4.9.2 Benefits as Perceived by the Stakeholders**

According to Spenceley & Goodwin (2007) some studies have demonstrated that isolated efforts from individual tourism companies show that tourism benefits have little tangible impact on the majority of people living in highly populated rural communities, but impacts are substantial for the few people who directly benefit from tourism. They (Spenceley & Goodwin, 2007) further argue that despite the presence of strong supportive policies and attempts by various stakeholders to generate socio-economic benefits for local communities through tourism, there are still questions regarding the extent to which tourism growth and investment actually benefits South Africa's poor. This research study, therefore, wants to make a contribution in addressing the benefits problem.

In this research study respondents were asked to indicate the nature or type of benefits they perceived as high input or low input for their wellbeing in the study area. To analyse these types of benefits, respondents were given a pre-

selected list of possible tourism benefits they might expect. The benefits included the following: small business opportunities; building of schools; development of tourism facilities; sports and events tourism; infrastructural development; community public facilities; skills development; job creation and employment as well as land acquisition for business. For the analysis of these benefits only those most preferred and popular with the stakeholders were selected. These are: small business opportunities; infrastructural development; skills development; job creation and employment.

**FIGURE 4.7   LEVELS OF TOURISM & SKILLS DEVELOPMENT  
BENEFITS IN THE STUDY AREA**



N = 132. [Some of the subjects gave more than one response for each variable]

As shown Figure 4.7, it is important to note that the respondents varied in terms of benefit variable to benefit variable in identifying those that were perceived as high input or low input for their wellbeing in the study area. Some of the respondents in the area have intimated that the tourism service quality is not bad in the study area, since some respondents indicated that the

skills development in certain instances is high, particularly among the officials and service providers. On the other hand, respondents who were in doubt about the levels of tourism and skills development benefits in the study area, invariably came from the community or the previously disadvantaged individuals (PDIs). The most preferred levels of tourism related benefits are now analysed below.

**(a) *Small Business Opportunities***

As shown in Figure 4.7, the majority of respondents [49%] have agreed that there were low inputs on small business opportunities for the community's well-being or beneficiation in the study area. A further negative perception is that 21 percent of the respondents indicated that they were not sure about the benefits situation. Only a small number of respondents [30%] reported that there were high inputs on small business opportunities for the community's beneficiation in the study area. The main reasons for this negative response was that in reality small business opportunities are hard to be achieved by the disadvantage people that need them most. This viewpoint was expressed because there was: inadequate funding; inadequate tourism education and training; limited involvement of local communities; and lack of integrated national, provincial and local tourism development structures (DEAT, 1996).

On the basis of the above analysis, it may be concluded that Hypothesis 5, which states: *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area*, should be approved or supported.

**(b) *Infrastructural Development***

The development of the infrastructure is in reality a competence of the tourism authorities in the study area. As reflected in Figure 4.7, the majority

of the respondents [51%] indicated that there were high inputs on infrastructure development for the benefit of the entire community in the Richards Bay and Township areas. On the other hand, about 29 percent and 20 percent of the respondents indicated that there were low inputs and were ‘not sure’, respectively, about the state of infrastructural development in the study area. The main reasons for this finding may be that the Richards Bay authorities are taking full control of the delivery of the infrastructure, which they seem to be handling far better than the other tourism benefits.

Following on the outcomes of the analysis above, it may be concluded that Hypothesis 5, which states: *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area*, should not be supported.

### **(c) Skills Development**

The benefits associated with tourism skills development are the cornerstone of this research investigation. The basic thesis for this study is based on the thinking of Cooper, *at al.* (2008: 675) who state that challenges to the tourism industry:

*will only be met successfully by a well-educated, well-trained, bright, energetic, multilingual and entrepreneurial workforce who understand the nature of tourism and have professional training.*

Relating to skills development shown in Figure 4.7, not surprisingly, the majority [61%] of respondents indicated that there were low inputs on skills development initiatives for the benefit of community or PDCs in the Richards Bay and Township areas. On the other hand, about 28 percent of the respondents thought there were high inputs on skills development in the

study area. Only about 11 percent of the respondents indicated that they were ‘not sure’ about the status of tourism skills development in the study area. The main reasons for these outcomes could be that respondents were aware that there are relatively insufficient training centres for many of the PDCs in the study area. The positive response could be connected with the relatively high [87%] number of respondents who had acquired secondary [50%] and tertiary [36%] levels of education. [Refer to Table 4.2].

Following on the responses given above, it may be concluded that Hypothesis 5, which states: *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area*, should be approved or supported. The basis of acceptance is that the majority of respondents perceived the skills development related benefits in the study area to be of low input for the local community and specifically, the PDCs.

#### ***(d) Job Creation & Employment***

In an attempt to discover how job creation and employment opportunities, are important benefits to reward the local community and previously disadvantaged communities, respondents were asked to reveal their perceptions in this regard. What is shown in Figure 4.7 is that the majority of respondents [64%] indicated that there were low inputs on skills development initiatives for the benefit of the previously disadvantaged communities in the study area. On the other hand, about 24 percent of the respondents indicated that there were high inputs on skills development in the study area. Finally, about 12 percent of the respondents point out that they were ‘not sure’ about tourism skills development in the Richards Bay and surrounding area. The reasons for this response are that job creation and employment are highly needed benefits, yet there seems to be poor delivery of jobs in the study area.

Furthermore, it is generally known that the unemployment rate is about 26% in KwaZulu-Natal (SSA, 2007b).

In terms of the analysis given above, it is reasonable to conclude that Hypothesis 5, which states: *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area*, should be supported. The basis of the support is that the majority of respondents were of the view that job creation and employment were highly needed in the study area.

In concluding this section, it worth noting an assertion by Jafari (2000) who has argued that there is some debate as to whether personal attributes and qualities can be taught so that achieving high levels of service excellence and quality tourism become a possibility. The latter can be achieved if tourism skills development becomes a number one priority for the tourism stakeholders, and more specifically the previously disadvantaged community of the study area.

#### **4.10 CONCLUSION**

The analysing and interpretation of various responses from the stakeholders revealed that there is a lot that needs to be done for the people of the study area. Amongst others, there was a great need to offer tourism as an industry that offers training opportunities for all, as it encompasses the essential part of tourism development. As for training institutions, there was a great need to offer comprehensive training programmes that included tourism development and management in the tourism industry.

Finally, a well balanced person with all the skills and expertise to work as an employee and employer, with great understanding of the importance of the tourism industry, with its entire dynamics, should be produced by training institutions as well as on the job training in many organisations. The findings of this research study, in relation to its objectives, have attempted to address the question of understanding the meaning and importance of tourism skills development, awareness of the significance of tourism, accessibility to tourism skills development opportunities, the provision of tourism, implementation of tourism policies, and the existence tourism benefits for the PDCs in the study area.

Although the tourism industry is still not clearly understood in respect of the previously disadvantaged communities as well as the value of good skills development practices that should be available in the study area, it is hoped that this chapter in its analysis has made a contribution to that field of study. The government of the day in South Africa is highly pressed to produce good service delivery in many areas places and civil society. The inclusion of skills development in its programme, particularly for the PDCs, would without doubt improve the standard of living of many communities in South Africa, as well as avert possible socio-political protest.



## **CHAPTER 5**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

This chapter attempts to give a summary, general conclusions and recommendations pertaining to this research study. Taking into consideration the facts about the study area and the characteristics of the population, one is able to summarise what has been discussed in the preceding chapters. The chapter also presents some recommendations as to what can be done to improve the conditions and the local community opportunities related to the tourism industry in the study area. Most recommendations are derived from studying and inferring from the analysis and interpretation of data. Lastly, the chapter serves to give a final conclusion about the outcomes of the study, by indicating how feasible it is that the stakeholders in the tourism industry may accept the proposed recommendations.

#### **5.2 SUMMARY OF FINDINGS**

To a large extent, the objectives set out at the beginning of the study have been the engine that initiated the analysis of the study. Most of these objectives were relatively achieved. The main intention of the study was to establish the status of tourism skills development practices for the previously disadvantaged communities in the study area.



(a) The first objective sought to establish the extent to which the stakeholders understand the meaning and importance of tourism skills development practices in the study area.

Based on extensive analysis of respondents' data, the first hypothesis which stated: *That the stakeholders understand the meaning and importance of tourism skills development practices in the study area*, was supported. The basis for the support of was that the majority of respondents, by implication, indicated that they understood the meaning and importance of tourism skills development practices in the study area.

(b) The second objective sought to examine the level of awareness of the tourism skills development practices in the study area. In other words, the stakeholders were to indicate their views whether they are aware of the tourism opportunities that are in the study area.

Based on the analysis of data acquired from respondents, it was concluded that the second hypothesis which stated: *That the level of awareness of the significance of tourism skills development practices in the study area is inadequate*, was supported. The justification for this outcome was that there were a significantly high number of respondents who expressed responses such as 'unaware' and 'not sure' of the situation in the study area.

(c) The third objective sought to reveal how access to the tourism skills development opportunities are viewed by the PDCs in the study area. In other words the objective sought to establish the perceptions or responses of the people of Richards Bay and Townships, regarding the question of their accessibility to tourism facilities, programmes and skills development ideas.

It was anticipated that addressing this objective would alleviate poverty and unemployment in neighbouring townships and rural areas.

Centred on the analysis of data from respondents, it was concluded that Hypothesis 3, which stated: *That accessibility to the tourism skills development opportunities in the study area, is viewed by the PDCs as insufficient*, should be supported. The basis for the support was that the majority of the respondents have actually negatively viewed the accessibility process to tourism skills development opportunities in the study area. The main justification for this outcome was that PDCs in the area were less financially capable of accessing the tourism opportunities.

(d) The fourth objective sought to indicate the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area. Basically, the approach in this analysis was to establish the perceived municipal contribution to the previously disadvantaged communities in the study area.

Based on the analysis and resultant findings of this objective, it was concluded that Hypothesis 4, which stated: *That the degree to which the Richards Bay tourism authorities facilitate the provision of tourism skills development in the area, is below the required standard*, should be confirmed. The basis for this outcome was that the majority of respondents perceived the municipal contributions to PDCs in the area as negative and therefore not meeting the expected standards.

(e) The fifth objective sought to identify the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area. In other words respondents in the area were asked to

indicate the role implementation played in executing policies related to tourism skills development practices in the study area.

The analysis of this objective adopted a two-thronged approach: firstly, to establish whether there was any policy existing on tourism skills development or not. Secondly, the analysis sought to respond on the perceived implementation of tourism skills development policies in the study area. In this instance three stakeholders' responses were assessed.

On the basis of the first approach, the analysis concluded that Hypothesis 5, which stated: *That the respondents' perceptions of the implementation of the tourism skills development policies and practices in the study area, is negatively viewed*, should be supported. The basis for the support was that the majority of respondents revealed that they thought that there were no policies that existed in the study area, more particularly that related to tourism skills development opportunities.

On the basis of the second approach, relating to perceived implementation of tourism skills development policies by three stakeholders, it was concluded that the same Hypothesis 5 cited above, should be supported. The basis for this support was that the majority of the community category of stakeholders in the study area held negative viewpoints about the matter of implementation of tourism policies. Although some official and service providers were positive about implementation of policies, it was thought that their numbers were far less than those of the local community.

(f) The sixth objective sought to reveal whether there are any tourism skills development practice-benefits for the PDCs in the study area. In other words the objective sought to find out if there were any tourism benefits in

the study area that were readily available to the previously disadvantaged communities.

This analysis was achieved through a two-thronged approach: firstly, it was to establish the perceived benefits arising from tourism skills development. Secondly, the analysis sought to establish the types of tourism & skills development benefits available in the study area. In this instance four preferred types of benefits were analysed.

On the basis of the outcomes relating to the first approach, it was concluded that Hypothesis 6, which stated: *That there seems to be inadequate tourism skills development practice-benefits for the PDCs in the study area*, should be supported. The support of this hypothesis was based on the finding that the majority of respondents had given a negative response to the research question discussed.

On the basis of the second approach relating to the types of tourism and skills development benefits, such as the four preferred types available in the study area, the hypothesis was supported. The basis of support was that benefits such as small business opportunities; infrastructural development; skills development; job creation and employment, were all perceived to be of low input to the stakeholders, except for infrastructural development, which was seen to be of high input to the respondents.

In concluding this section on the summary of findings, it is worth mentioning that this study has been able to clearly reveal and confirm some outcomes to the hypotheses that were postulated. It is also interesting to note that out of the six hypotheses that were structured in a negative sense only one was in a positive sense. All the six hypotheses were supported or accepted during their

analysis. The above comment suggests that the study which sought to investigate the status of tourism skills development practices for the previously disadvantaged communities around Richards Bay and Townships, has had negative outcomes. In other words, these outcomes suggest that the status of tourism skills development do not sufficiently exist and do not seem to benefit the position of previously disadvantaged communities around Richards Bay and Townships.

### **5.3 GENERAL CONCLUSIONS**

In making well-informed conclusions about the subject matter of this research study, which had sought to establish the status of tourism skills development practices and benefits to the previously disadvantaged communities around Richards Bay and Townships, it is necessary to state the final conclusions of the research based on the summary of findings given earlier. Several conclusions can be drawn from the findings of this study, particularly on the significant variables that have come across as influencing the PDCs in the Richards Bay area and townships. The main findings of the study are summarised below.

- On the whole the status of tourism skills development in the Richards Bay and surrounding townships, does not sufficiently exist and does not seem to benefit the position of previously disadvantaged communities.
- The research study has established that most of the variables analysed in the study have been influenced by the large number of the community stakeholders, which may translate to the previously disadvantaged community.

- It has emerged that the majority of respondents in the study were females, who were in abundance and willing to be interviewed, thus somewhat influencing the outcomes of the research study. Also considering that females in the study area are not well represented in management and decision-making positions.
- Considering that the unemployment variable is generally known to be around the rate of 26% in KwaZulu-Natal and many of the municipalities (SSA, 2007b), the rate of unemployment had had a negative impact on the research question in the study area.
- The respondents in the study area regard accessibility to tourism resources as difficult owing to the scarcity of financial resources for non-basic need such as recreation, leisure and tourism. They would rather use money on food, housing, health, electricity, housing, etc.
- It is evident from the study that the implementation of policies related to tourism and tourism skills development in the study area is not well executed or well advertised. Thus, some respondents may inadvertently think that there are no tourism policies in the study area.
- The people of Richards Bay and Townships do not seem to get tourism benefits in the study area. Many of the township people or the previously disadvantaged seem to hold a negative perception about tourism benefits acquisition.
- The priority types of tourism and skills development benefits, such as business opportunities; infrastructural development; skills development; job creation and employment, which were preferred by the people of Richards Bay and Townships, were negatively regarded, save for the infrastructural development which was positively viewed.
- The study has also established that Richards Bay has vast potential to develop into a world class destination. If a greater number and variety of tourism developments were put in place, they would enable

Richards Bay to compete with the best and famous tourism industries within the rest of KwaZulu-Natal, as well as internationally.

Most importantly, this study has established that Richards Bay as a tourist destination is one of the major attractions for tourism development in the Province of KwaZulu-Natal. This viewpoint has been highlighted and strengthened by the various tourism development initiatives, facilities and programmes, which also require skills development as a point of departure in the study area. It is therefore hoped that this study would add values to tourism development, literature and information within the study area.

#### **5.4 RECOMMENDATIONS**

The advancement of the tourism skills development initiatives and opportunities, as discussed in this research study, cannot be understood in isolation to the various findings cited above. It is imperative that this advancement of tourism skills development should be understood in the context of many unresolved problems and challenges associated with the status of the previously disadvantaged communities in the Richards Bay and Townships environment. On the whole, the objectives and hypotheses discussed in this study have led to outcomes that play an important part in coming up with some recommendations.

The recommendations proposed in this section are aimed at clarifying some aspects of this research study as well as to generalise on some of the findings, which would facilitate reasonable suggestions that would propose some solutions to the study area investigated. The reasonable suggestion would help in avoiding some of the issues or problems that have been found in the field of tourism and tourism skills development.



Some of the recommendations have emerged from the data analysed and interpreted in the preceding chapter. The emerging recommendations in this section are also presented as a contribution to the formulation of policies or strategies that seek to introduce skills development that would enhance the tourism knowledge of the PDCs in the study area. It is therefore considered appropriate to make the following recommendations for the Richards Bay and Townships area.

- The tourism municipal authorities should participate in developing programmes and skills development initiatives that seek to enhance the livelihood and opportunities of the previously disadvantaged communities in the Richard Bay and Townships area.
- Engage in the translation and interpretation of skills development legislation and policies, with a view of increasing the participation and involvement of PDCs in the study area, as well as enhance the economic well-being and balance among the tourism stakeholders in KwaZulu-Natal.
- The local municipal authorities should introduce tourism programmes that encourage more females to participate in management, recreation and decision-making activities in the study area. This latter considering that considering that females in the study area are not well represented in such positions.
- The municipal authorities need to up-grade their service delivery in general, so that this may improve the operations of the PDCs, and thus enhance the practices of job creation, employment and alleviate poverty in the study area, and more specifically in the township areas.

- The authorities have to improve accessibility of all the respondents in the study area, so that the previously disadvantaged communities could have their livelihood and opportunities enhanced.
- This research study had established implementation of policies related to tourism and tourism skills development were not well executed in the study area. This finding is clear and loud call to the tourism and municipal authorities to improve their management practices.
- The people of Richards Bay and Townships do not seem to get tourism benefits in the study area. Therefore, it is the responsibility of those in authority to improve the tourism industry systems for the benefit of all stakeholders.
- The Richards Bay authorities have to improve not only the variables and practices such as business opportunities; infrastructural development; skills development; job creation and employment, but all those that need attention in the study area.
- Finally, the Richards Bay authorities have to encourage the establishment of township tourism in the study area, so that the stakeholders in these areas should identify with the tourism industry and begin to understand its worth.

In concluding this section, it has to be acknowledged that the success of developing and promoting tourism in a manner that incorporates skills development practices and opportunities, lies primarily in mutual co-operation between all stakeholders: the government officials, the tourists, the service providers and community members. The employment of local people and their involvement in decision-making could help solve many problems

associated with tourism as well as those that have come up in this research study.

## **5.5 CONCLUSION**

In finalising this chapter, cognisance has to be taken that the bulk of the findings have been achieved through the analysis and interpretation of objectives and hypotheses. These analyses have been developed into general conclusions, which in turn have assisted in co-ordinating and the revelation of the essence of different chapters of the study. Finally recommendations have been made to ensure that pitfalls identified in the skills development study are addressed, so as to bring about new solutions to the research problem in the study.

In conclusion, many tourism processes are increasingly criticised for conveying images that fail to enhance the value of tourism. Some of these failures relate to having tourism for communities that do not have the benefit of skills development practices. It is for this reason that many critics of the tourism industry are urging it to get back to its basic of encouraging 'sustainability' as its root concept (Nzama, 2010). Sustainable tourism can only improve if the local community and PDCs are taken on board its practices and processes. In other words, the local community must always be part of tourism development. At another level Bowden (2003) argues that tourists may not even engage with the local people, see the local environment or taste local food. Skills development is necessary if the community is to learn more about tourism and all its elements.

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## APPENDIX A

### QUESTIONNAIRE

<b>THE STATUS OF TOURISM SKILLS DEVELOPMENT PRACTICES FOR THE PREVIOUSLY DISADVANTAGED COMMUNITIES AROUND RICHARDS BAY &amp; TOWNSHIPS</b>
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#### SECTION A: BIOGRAPHICAL INFORMATION

1. Gender

Male		01
Female		02

2. Age

Less than 25yrs		01		46-55		04
26-35		02		56 and over		05
36-45		03				

3. Marital Status

Single		01		Widowed		03
Married		02		Divorced		04

4. Level of education

Primary		01		Tertiary Diploma		03
Secondary		02		Tertiary Degree		04

5. Employment

Professionals		01		Workers		04
Manager		02		Unemployed		05



6. Income per month

R501.00-R1000.00	01		R2001.00-R2500.00	04
R1001.00-R1500.00	02		>R2501.00	05
R1501.00-R2000.00	03			

## SECTION B: UNDERSTANDING AND AWARENESS OF TOURISM

7. What do you understand the meaning of tourism?

.....

.....

.....

8. Do you think you have a good understanding of tourism?

Yes	01	
No	02	
Not Sure	03	

9. Give reasons for your response.

.....

.....

10. Rank the statements describing Tourism in order of their correctness as you see them.

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

11. Are you aware of the tourism activities taking place in your area?

Yes	01	
No	02	
Not Sure	03	

12. Give reasons for your response.

.....

.....

.....

**SECTION C: AWARENESS OF TOURISM SKILLS DEVELOPMENT**

13. Are you aware of tourism skills development?

Yes		01		
No		02		
Not Sure		03		

14. Support your answer

.....

.....

.....

15. What forms of tourism awareness arousing activities are you familiar with in your area?

		01		
		02		
		03		
		04		
		05		
		06		

**SECTION D: ACCESSIBILITY TO TOURISM SKILLS DEVELOPMENT**

16. Is there any accessibility to tourism skills development in your area?

Yes		01		
No		02		
Not Sure		03		

17. Support your answer

.....

.....

.....

18. List some of the accessibility limiting factors that you know to exist in your area.

(a)		01		
(b)		02		
(c)		03		
(d)		04		
(e)		05		

## SECTION E: MUNICIPAL CONTRIBUTIONS TO TOURISM PROVISION

19. Is there any municipalities that you are aware of in the study area?

Yes		01		
No		02		
Not Sure		03		

20. If yes, list the municipalities that you are aware of in your area?

(a)..... (c).....

(b)..... (d).....

21. Is there any municipality contribution to tourism that you aware of?

Yes		01		
No		02		
Not Sure		03		

22. Support your answer

.....

.....

## SECTION F: IMPLEMENTATION OF TOURISM POLICIES

23. Are you aware of any policies that promote tourism and tourism skills development in your area?

Yes		01		
No		02		
Not Sure		03		

24. Please give a reason for your response.

.....

.....

.....

25. What type of policies and implementation procedures and strategies have you engaged in yourself?

(a)		01		
(b)		02		
(c)		03		
(d)		04		
(e)		05		

26. Of the listed tourism related policies, which of these do you think are available in the area you stay in?

(a)	Small Business Opportunities	01	
(b)	Marketing of Tourism Activities	02	
(c)	Infrastructural Development	03	
(d)	Skills Development Opportunities	04	
(e)	Job Creation & Employment	05	
(f)	Poverty Alleviation Practices	06	
(g)	Any other (specify)	07	

**SECTION G: TOURISM SKILLS DEVELOPMENT RELATED BENEFITS IN YOUR AREA**

27. Do you think there are any tourism skills development benefits in your area?

Yes		01		
No		02		
Not Sure		03		

28. Please give a reason for your response.

.....

.....

.....

.....

29. Kindly list in rank order those Benefits you think are available in your area.

(a)		01		
(b)		02		
(c)		03		
(d)		04		
(e)		05		
(f)		06		
(g)		07		

30. From the list of possible benefits given below, select those your prefer most and try to rank them in order of preference.

(a) Small business opportunities		01		
(b) Building of schools		02		
(c) Development of tourism facilities		03		
(d) Sports and events tourism		04		
(e) Infrastructural development		05		
(f) Tourism safety and security		06		

(g) Skills development		07		
(h) Marketing of tourism		08		
(i) Job creation		09		
(j) Employment		10		

31 Who in your opinion should be responsible for funding the tourism facilities and skills development initiatives?

(a) Central Government		01		
(b) Local Community		02		
(c) Business Sector		03		
(d) Local Municipality		04		
(e) Private Agencies or Organisations		05		
(f) Provincial Government [KZN]		06		
(g) Others [Specify]		07		

32. Any Additional Comments:

.....

.....

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## **APPENDIX B**

### **Transmittal Letter**

**University of Zululand  
DEPARTMENT OF RECREATION  
& TOURISM**



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Ref: mrt/ms/2010

1 November, 2009

To whom it may concern

Dear Sir /Madam

### **RE: REQUEST TO CONDUCT RESEARCH: MS. P.H. CEMBI**

The above-named student, Ms Phumza Happiness Cembi [2044443] is a *bona fide* part-time postgraduate student of the Department of Recreation and Tourism at the University of Zululand. She is registered for the Master's in Recreation and Tourism [MRT]. As part of her academic programme, she is required to conduct a research study on an appropriate research topic. Your assistance is solicited in giving her permission to undertake this study in your municipal areas. The accompanying questionnaire is part of her research project seeking to establish the status of tourism skills development in the study area of her choice: The actual title of her research study is:

***The Status of Tourism Skills Development Practices for the  
Previously Disadvantaged Communities around  
Richards Bay & Townships.***

This research inquiry is undertaken mainly for academic purposes among the Richards Bay and surrounding township communities and stakeholders. It is



hoped that the findings of the research investigation will make a meaningful contribution to the fields of tourism, as well as the relative understanding of the operation of policies, activities and opportunities associated with tourism skills development in the study area.

All information collected from you, your organisation or the people of Richards Bay and Townships, through the interview or questionnaire, shall be kept in strict confidence possible. The Department of Recreation and Tourism shall assume no responsibility for the interaction between the researcher and respondents that goes bad or sour.

Your assistance in this regard will be highly appreciated.

Yours faithfully

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Lindisizwe M. Magi (Prof)  
Department of Recreation & Tourism  
University of Zululand

CC. Ms P.H. Cembi

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