

**TOURISM PROMOTION AND DEVELOPMENT AMONG THE
PREVIOUSLY DISADVANTAGED COMMUNITIES
IN UMKHANYAKUDE MUNICIPALITY.**

BY

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DEDICATION

This document is dedicated to my husband Thembinkosi Dube, who has been a pillar of strength in all my endeavours. My dearest children Simphiwe; Mzwandile and Sanele, who have imbued a sense of maternal achievement in me. Finally, my children's two grannies maSosibo and maGumede, who have offered emotional and familial support to our extended family.

DECLARATION

I declare that this research study: *Tourism Promotion and Development Among the Previously Disadvantaged Communities in Umkhanyakude Municipality*, except where specifically indicated to the contrary in the text, is my own work both in conception and execution. All the theoretical information and related sources that have been used or quoted have been duly acknowledged by means of complete references.

BY

CYNTHIA NOKUBONGA DUBE

ABSTRACT

The study on tourism promotion and development of the previously disadvantaged communities in Umkhanyakude District Municipality was conducted against the background that, the area has got all it takes to be considered a well developed tourist destination. It was surprising to see that the majority of school leavers in the area are loitering around the streets and eventually caught up in drug addiction. In most families, the head and bread winners are women and relatively unemployed. Women and men are also caught up in liquor consumption. Very few or none of these communities in the study area conceive of tourism as salvation industry that would create employment opportunities for them. The study had specific objectives, some of which are:

- (a) To established the level of tourism understanding and awareness among the Umkhanyakude communities.
- (b) To investigate the adequacy and provision of the tourism infrastructure in the study area.
- (c) To find out whether the previously disadvantaged communities in the study area participate in tourism activities.
- (d) To determine the perceptions of previously disadvantaged communities towards tourism and tourism opportunities in the study area.
- (e) To ascertain the strategies used by the Umkhanyakude Municipality to encourage local communities to participate in tourism.

A number of hypotheses directly related to the objectives of the study were postulated and assessed towards finding answers to the research question, undergoing a series of analyses and interpretation of research data collected.

The findings of the study were considered to be constructive, despite shedding substantial negative viewpoints on aspect of tourism understanding and awareness, provision of the tourism infrastructure, participation in tourism activities, availability of tourism business opportunities in the study area as well as the role of Umkhanyakude District Municipality in improving the situation. The study is concluded by recommending the intensive participation of the local Municipalities in providing funds; training and development of the local communities.

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CHAPTER 1

ORIENTATION TO THE STUDY

1.1 INTRODUCTION

Prior to 1994 some racial groups in South Africa with the exception of Whites were neglected. The above mentioned racial groups were not afforded the opportunity to participate in any kind of decision making including matters relating to tourism. Such a state of affairs was observed in cases where members of the above mentioned marginalised racial groups were simply removed from their original places and relocated somewhere else.

In 1994 South Africa became a democratic country and things started to change. It was then that all racial groups in South Africa were given a chance to participate in everything taking place in this country. In order to ensure participation at the local level, the national and provincial governments of South Africa could not manage to assist people at a local level and decided to make use of district and local municipalities. The study area is located in one of the local municipalities called Umkhanyakude.

This study focuses on the role of Umkhanyakude Municipality in tourism promotion and development among the previously disadvantaged communities. The study seeks to answer the following questions:

- (a) Do the previously disadvantaged communities understand tourism and are they aware of issues related to tourism promotion and development within Umkhanyakude Municipality
- (b) Is tourism infrastructure adequately provided in the study area, so as to encourage community involvement?
- (c) Do the previously disadvantaged communities Umkhanyakude actually participate in tourism-related activities?
- (d) What are the perceptions of previously disadvantaged communities towards tourism promotion and development in the study area?
- (e) What strategies are used by the Umkhanyakude Municipality to encourage local communities to participate in tourism development?

It was anticipated that these research questions would be answered using the standard research design techniques, such stating objectives, hypotheses, conceptualisation, collection of data, analysis and interpretation of data. The next section of this study focuses on what motivated the researcher to undertake such a study.

1.2 BACKGROUND TO THE PROBLEM

This study intends to explore tourism promotion and development among the previously disadvantaged communities in Umkhanyakude District Municipality. The Umkhanyakude Municipality covers a beautiful area which stretches from Umfolozi River in Mtubatuba in the South to Umhlabuyalingana in the North [see Figure 1.1]. This area comprises of the ocean; the game reserves; the indigenous forests. Also found in this area are

art and craft centres, and accommodation facilities. The physical attractions and facilities in the area could be used by the municipality for tourism development.

The population of an area comprises mainly the previously disadvantaged communities who could benefit from tourism development. One of the problems in the area which could be solved by tourism promotion and development is unemployment. The area is characterized by the heads of the family who are the main bread winners and by youth (school leavers) with matriculation that are loitering around without any jobs. This state of affairs has resulted in a high rate of drug abuse as these youth find themselves frustrated because they are not employed. Women and men are also caught up in liquor. It is believed that if the municipality were to create opportunities for tourism development most of these young people would be employed. According to Bennett (2002) tourism is strongly linked to employment and generation of income for any nation or local community. This statement therefore highlights the significance of involving this community in tourism development in an attempt to eliminate alcohol and drug abuse among youth and adults in the area.

The previously disadvantaged communities have a lot offer to the tourism industry such as their diverse culture. Their culture alone can be packaged into a marketable tourism product. Cultural activities that can be of interest to tourists include the following: Zulu dance, display of attire, telling fairy tales and making arts and craft work. Bennett (2002) further states that tourism can induce a new awareness of old cultures, traditions and dying local arts and craft, as tourists attach great value to what is different and unfamiliar. The municipality can play a role in conscientising the community about these tourism opportunities.

The White Paper on Tourism Promotion and Development (DEAT, 1996) states that tourism is the world's largest generator of jobs which can provide immediate employment and is labour intensive. The White Paper (DEAT, 1996) further states that tourism brings development in rural areas and that it creates entrepreneurial opportunities. As indicated above the community in the study area can benefit from tourism development. It is on the basis of the above background that the researcher was motivated to investigate the role Umkhanyakude Municipality in tourism promotion and development among the previously disadvantaged communities. The researcher believes that promotion of community tourism within Umkhanyakude would boost the economic development of the area.

Keyser (2002) argues that community tourism is a form of tourism aimed at including and benefiting local communities, particularly indigenous people. While this study intends exploring tourism promotion and development among the previously disadvantaged communities in Umkhanyakude Municipality, it also seeks to evaluate whether these communities are aware of the tourism opportunities in their area. Now that the motivation behind the undertaking of this study has been presented, the study now focuses on the real area of investigation.

1.3 OBJECTIVES OF THE STUDY

It is of utmost importance that the objectives which underpin this study be stated as they would serve as guidelines and give direction to the study. Hereunder are the objectives that the study:

- (a) To established the level of tourism understanding and awareness among the UMkhanyakude communities.
- (b) To investigate the adequacy and provision of tourism infrastructure in the study area.
- (c) To find out whether the previously disadvantaged communities in the study area participate in tourism activities.
- (d) To determine the perceptions of previously disadvantaged communities towards tourism promotion and development in the study area.
- (e) To ascertain the strategies used by the UMkhanyakude Municipality to encourage local communities to participate in tourism development.

The list of objectives given above serve as a basis for stipulating what the study intends to do, as well as for construction hypotheses, which can be looked at as educated guesses about answers to the research question.

1.4 HYPOTHESIS

The hypothesis as defined by Wellman and Kruger (2001) is a tentative assumption or preliminary statement about the relationship between two or more phenomena that need to be examined. In other words, a hypothesis is a tentative solution or explanation of a research problem and the task of a research is to investigate it. The hypotheses that have been postulated to put the study in focus include the following:

- (a) That there is limited tourism understanding and awareness among the UMkhanyakude communities.
- (b) That the tourism infrastructure in the study area is not adequately provided.

- (c) That the previously disadvantaged communities in the study area do not adequately participate in tourism activities.
- (d) That the previously disadvantaged communities have negative perceptions towards tourism and tourism opportunities in the study area.
- (e) That UMkhanyakude Municipality does not have adequate strategies in place to encourage local communities to participate in tourism.

Together with the objectives of this study, the validity and assessment of the above stated hypotheses were either accepted or rejected.

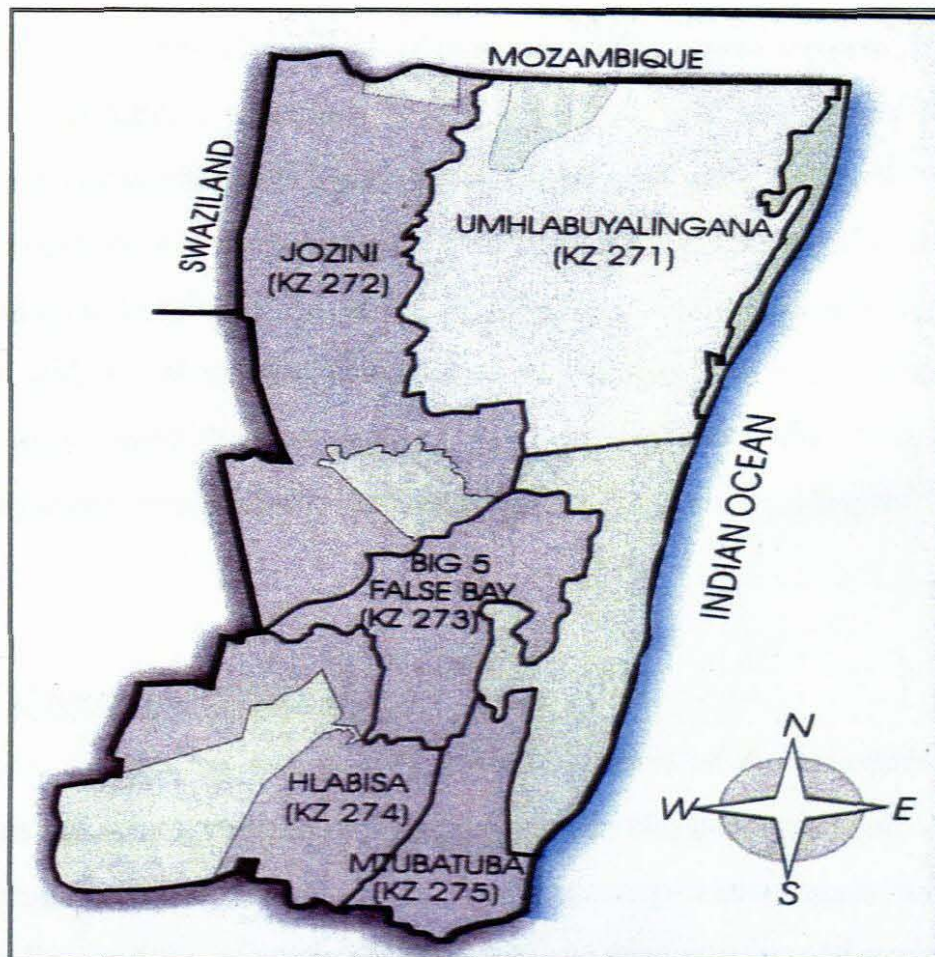
1.5 DELIMITATION OF THE STUDY

In order to cast light on the exact spatial area that this study is referring to as well as refer to some concepts that may cause doubt to anyone reading this study, it was felt appropriate to start by looking at both the spatial and conceptual delimitation of the study.

1.5.1 Spatial Delimitation

Spatially speaking, the study is based at Umkhanyakude District Municipality with special reference to the two local municipalities, that is, Mtubatuba and Hlabisa. As shown in Figure 1.1, the Umkhanyakude District Municipality stretches from Umfolozi River in the South and in the North bordered by Mozambique and Swaziland neighbouring states. On the west it is bordered by the Zululand District. The East is bordered by Greater St Lucia Wetland Park, a World Heritage Site, which encompasses the entire coastline into the Indian Ocean.

FIGURE 1.1 SUB-AREAS OF UMKHANYAKUDE DISTRICT MUNICIPALITY



[Source: Umkhanyakude District Municipality (2005)]

This newly demarcated district council encompasses some of the poorest and most underdeveloped regions of KwaZulu-Natal: Umhlabuyalingana, Jozini, Big Five False Bay, Hlabisa and Mtubatuba. About 99 percent of Hlabisa is rural community, with the total population of about 574 431, and is unevenly distributed among the five local municipalities. Jozini and Hlabisa are the most populated with about 32 percent (184090) and 31 percent (176890) of the district population residing in these two local municipalities respectively. Hlabisa only covers 11 percent of the total land area but accounts for 31

percent of the population, which suggests substantially higher population densities.

This area has been chosen as a research study area because it has an abundance of natural resources which, if properly utilised, would uplift the lives of the communities of Umkhanyakude Municipality. Also, the majority of the people in this municipality fall within the category of the previously disadvantaged people. It is worth mentioning that even though this area is enriched with a variety of natural resources, the area is so much stricken with poverty and related diseases as well as unemployment. The description of Umkhanyakude Municipality is further given in detail in Chapter Three of this study.

1.5.2 Conceptual Delimitation

It has been decided to conceptually scrutinise some of the concepts in order to delimit the scope, meaning and perspective of the concepts used. Some of these concepts include: minimise the misinterpretation such as district municipality, and the previously disadvantaged community, and various other concepts that are related to striking a balance between tourism promotion, tourism development. These concepts are expected to provide an ideological framework upon which the Umkhanyakude Municipality can best make a contribution to tourism development in the area.

1.6 DEFINITION OF TERMS

The concepts that are often used in this study need clarification so as to avoid misinterpretation and ambiguity. The use of these concepts apply only to the study area. Such terms include: District Municipality; Previously Disadvantaged Communities; Blacks; Tourism; Recreation and Development.

1.6.1 District Municipality

According to KwaZulu-Natal Tourism Act of 1996, of the Department of Economic Affairs and Tourism (1996), the District Municipality is a body that shares municipal, executive and legislative authority in an area that includes more than one local municipality. This spatial legal entity was established through the local government legislation. The District Municipalities have evolved over time and have incorporated or designated various local municipalities. For the purposes of this research study this concept is used as stipulated both the district municipalities and the local municipalities.

1.6.2 Previously disadvantaged communities

According to the White Paper on Tourism Development (DEAT, 1996), previously disadvantaged communities are population groups that were largely excluded from mainstream tourism activities by apartheid legislation and policies. As for the content of this study, this definition refers specifically to Black people who reside within the borders of Umkhanyakude District Municipality.

1.6.3 Blacks

The term “Blacks” refers to the indigenous dark-skinned inhabitants of South Africa, and are fundamentally distinguishable from Whites, Indians and Coloureds (Magi, 1986). This term may also be used to be synonymous with the term “Africans” (Magi 1986).

The term “Blacks” has also been defined by Gabela (1983) to mean indigenous people of South Africa who call themselves Black on the basis of language and other cultural traits, broadly classified into Nguni: Tsonga;

Sotho and Venda. For the purpose of this study the term “Black” is used on the basis of both definitions cited above, but mainly refers to the Nguni group, which predominantly found within Umkhanyakude District Municipality.

There was a need to define the terms Tourism and Recreation as such terms are so much related and form that basis of the activities investigated in the study area.

1.6.4 **Tourism**

Middleton as cited by Bennett (2002) defines tourism as an activity that is concerned with temporary short term movement of people to destinations outside the places they normally live and work, and their activities during the stay at these destinations.

McIntosh *et al* (2000) on the other hand define tourism as a composite of activities, services and industries that deliver a travel experience; transportation; accommodation, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality services available for individuals or groups that are travelling away from home. This definition clearly shows that tourism offers a wide range of services and has great opportunities for employment. The main problem that is observed is that local communities are normally not employed or are employed as cleaners and people from afar hold higher positions. The term tourism in this study is used as it is defined by these two authors cited above.

1.6.5 **Recreation**

Recreation in recent times, has taken on a three-fold interpretation which includes behavioural, institutional, and psychological perspectives (Magi. 1986,

1989a 1989b). Weiskopf (1982) views *recreation* behaviourally as an activity carried out under certain conditions during leisure time. Institutionally, *recreation* is conceived as the 'wholesome' use of leisure time, beneficial with personal and social end results and is value-oriented (Torkildsen, 2004). Psychologically, *recreation* refers to the human emotional and inspirational experience arising out of the recreation act (Clawson and Knetch, 1966; Magi, 1986, 1992).

The term recreation as defined by Torkildsen (2004) is perceived by most people as the organised leisure activities for personal and social benefits. Torkildsen (2004) continues to say that this term stems from the Latin word *recreatio* which means restoration to health. This definition is said to be a historical approach as it considers recreation as an activity that renews people for work. Torkildsen (2004) also defines recreation as any activity pursued during leisure, (either as an individual or collectively), that is free and 'pleasureful', having its own immediate appeal, not impelled by a delayed reward beyond itself.

In the context of this study the concept recreation is used to mean what largely has been defined by Magi (1986, 1989a 1989b, 1992); Weiskopf (1975) and Torkildsen (2004) above.

1.6.6 Development

Aaronson (2000) defines development as associated with positive social change, which means moving forward to something that is better than at present.

According to the White Paper on Environmental Management (DEAT 1997) development is defined as a process of improving human well being through

a reallocation of resources that involves some modification of environment. It addresses basic needs, equity and the redistribution of wealth. It focuses on quality of life rather than the quantity of economic activity.

In this study the term *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.

1.6.7 Community

This concept is defined by Stoddart (1993) as a social organization based on (a) shared values and beliefs by the individuals; (b) direct and many-sided relations between individuals and (c) on the practice of reciprocity. On the other hand Bernard (1973) restricts the definition to an aggregation of people at a particular locale. Communal groups have been observed to distinguish themselves by providing identity, meaning and a sense of self-worth to their members while providing a manageable scale through which to manage day-to-day affairs (Hall and Lew 1998). In the context of this study this concept will be adopted the definition as given by Stoddart (1993).

1.7 SIGNIFICANCE OF THE STUDY

The majority of previously disadvantaged communities in our country are characterized by poverty and unemployment. The unemployment rate among Blacks in particular, is very high. It has been stated that tourism development at Umkhanayakude Districts would provide great potential for job opportunities. It is hoped that the findings of this study would be able to reveal the role of Umkhanyakude Municipalities in tourism promotion and development among the previously disadvantaged communities.

The study would also reveal the areas of development in which the community is interested regarding tourism. Municipalities would recognize the importance of promoting tourism by involving local communities in tourism. The research study would also help to establish the level of tourism understanding and awareness among the Umkhanyakude Municipality as the whole study investigates the role of Umkhanyakude Municipality in tourism promotion and development.

It was also hoped that the study would find out whether the previously disadvantaged communities in the study area participate in tourism activities. The participation of the previously disadvantaged communities would ensure that their level of tourism awareness and understanding is developed. The study would help in determining the perceptions of previously disadvantaged communities towards tourism and tourism opportunities. The study also looked at the strategies used by the Umkhanyakude Municipality to encourage local communities to participate in tourism. Having said all that the study was aimed at achieving, it is clear that the study was of a really great significance.

1.8 METHODOLOGY

For this investigation to be a success, the methods used for data collection; analysis and interpretation played a major role in understanding procedures followed. The methods used when conducting this research included: Sample design which, according to Wellman and Kruger (2001), is the plan according to which we obtain research participants and collect information from them. Research instrument, data collection and data analysis were also included as methods that were used in the study.

1.8.1 Research Sample

The study was conducted on a sample of 120 people. A random sampling was done as this would give all the members of the previously disadvantaged community a chance to be included. Municipal managers of Hlabisa and Mtubatuba, the two local municipalities at Umkhanyakude Municipality as well as councilors were supplied with questionnaires to which they had to respond. This study was done on the previously disadvantaged communities, including both males and females between the ages of 16 and 75

1.8.2 Instrumentation

Information was obtained from the previously disadvantaged communities by means of questionnaires. Other questionnaires were also distributed to municipal managers and councillors in each of the two municipalities as well as the Assistant Director for tourism at Umkhanyakude Municipality.

1.8.3 Collection of data

Information was collected from the previously disadvantaged communities by means of questionnaires, which were distributed through the school children in the two local municipalities in Umkhanyakude Municipality. Information was also collected through second set of questionnaires which were delivered personally by the researcher to the municipal managers and councilors in the two local municipalities of Umkhanyakude.

Most of the questionnaires were close-ended so as to avoid subjectivity and a ambiguous answers. All questionnaires were in English, but, questions were well explained to the people that helped with the distribution of questionnaires so that such assistants could be able to help respondents.

1.8.4 Analysis of data

A computer program called Statistical Package for the Social Sciences [SPSS] was used to analyse data so as to ease the construction of tables and graphs. The SPSS program is available within the Centre for Recreation and Tourism at the University of Zululand. The responses were captured into the computer program so as to observe frequencies of each response and this made it easy to formulate graphs and tables which facilitated the analysis and interpretation of data.

These graphs and tables are discussed and explained in some detail in Chapter 4 of this study for easy understanding. Secondary sources such as books, journals, and recent news papers were also used in supporting the interpretation of data.

1.8.5 Pilot Study

A small group of 12 people was chosen and it was on this group that a pilot study was conducted. The pilot study was done in order to check whether there was no ambiguity on questions and to find out whether the intended research was possible.

1.9 STRUCTURE OF THE STUDY

This research study consists of five chapters. Chapter 1 is a prelude presenting the problem scenario against which the study is conducted. It provides the aims and specific objectives, hypothesis, definitions, and significance of the study. It also outlines the methodology followed in conducting research, which includes the research design, research sample, data analysis and pilot study.

Chapter 2 is giving a review of the related literature pertaining to the related aspects of tourism promotion and development of tourism among local communities.

Chapter 3 contains the physical setting of the research study. It is therefore a bridging point in the dissertation where theoretical work is combined with some empirical investigation on the ground. Chapter four is the main empirical core of the study, engaging in the analysis and interpretation of data collected. In this section (chapter 4) responses are justified and hypotheses are either accepted or rejected.

Chapter 5 is the final section of this study which summarises, concludes and makes recommendations on the information collected, analysed and interpreted. It also attempts to make careful generalisations on some of the findings, as well as propose a way forward for research in this area of study.

1.10 CONCLUSION

This research is a necessary instrument for matching theory with spatial and non-spatial reality for tourism promotion and development. It is a fountain of discovery ready to provide answers and basis for initiating change (Magi, 1986). This chapter has attempted to outline the motivations, problems, objectives, hypotheses and methodology underpinning this study. The chapter also gives a plan of action that has been devised and followed towards resolving the main problems of the study about tourism promotion and development.

The study also offered some basic perspective of the research on the role of Umkhanyakude in tourism promotion and development among the previously

disadvantaged communities. The next chapter reviews and provides a theoretical framework or background associated with tourism promotion and development in the study area.

CHAPTER 2

THEORETICAL BACKGROUND

2.1 INTRODUCTION

In the first chapter it was highlighted that this study seeks to investigate the role of Umkhanyakude municipality in tourism promotion and development among the previously disadvantaged communities. This chapter gives a theoretical framework of tourism promotion and development which obviously have economic benefits for the local communities. McKenzie *et al* (2005) states that tourism is one of the activities that is popular among many countries of the world and has a potential for economic growth for communities. Several authors (DEAT, 1996; Cooper *et al*, 2000; McIntosh *et al*, 2000; Lubbe, 2003; William, and Shaw, (1991) have agreed that tourism brings both economic and non-economic benefits to host communities. The researcher believes that these economic benefits of tourism can accrue from tourism promotion and development among previously disadvantaged communities residing within the Umkhanyakude Municipality.

2.2 THE ROLE OF MUNICIPALITIES IN TOURISM DEVELOPMENT

Any development, be it tourism development needs to be well planned so as to be effective. Aaronson (2000) defines development as meaning different things, and that it is associated with positive social change, which means moving forward to something that is better than at present. Municipalities have the

national mandate to promote tourism development within their areas with an aim of bringing a positive social change, for example, job creation. This notion of development is also advocated by the White Paper on Environmental Management (DEAT 1997), which sees development as the process of improving human well-being through a reallocation of resources that involves some modification of environment. The application is particularly needed in Umkhanyakude Municipality. Also included in this thinking is the addressing of basic needs, equity and redistribution of tourism wealth for the local community.

At another level, McKenzie *et al*, (2005) argue that municipalities are responsible for planning and regulating development, within their areas of jurisdiction. Municipalities therefore play a key role in determining where tourism development can take place, how it takes place and when it takes place. Regulation of development is critical to ensuring the attractiveness of the area to tourists, but, regulation can also result in delays in the building of tourism facilities while the necessary permissions are obtained. Obtaining the necessary approvals can often be more difficult for community-based enterprises because of lack of experience in dealing with development, regulation and because of complexities regarding obtaining permission to develop on communal land.

When one looks at tourism development around Mtubatuba and Hlabisa Municipalities, which are part of Umkhanyakude, very little has been done regarding tourism development. This municipal area has a great potential for tourism development, for example, the presence of Majamisa lake near Kwa-Msane at Mtubatuba. This lake can be developed into a wonderful tourist attraction thus creating jobs for the local people. The taxi owners can also be

motivated to take part in transporting tourists to various attractions around the area. The Umkhanyakude Municipality has got a number of game reserves, for example, Umfolozi-Hluhluwe Game Reserve. There is a beach at St Lucia and many other attractions, so that the taxi owners can really play a great role in transporting tourists around.

2.3 PROMOTION OF COMMUNITY INVOLVEMENT IN TOURISM

Municipalities have a great role to play in ensuring that the people they lead are fully involved in tourism development activities. McKenzie *et al*, (2005) have looked at what municipalities can do to promote community involvement in tourism. They state that tourism is a major growth area in South Africa, and a key to the way many municipalities can plan to promote local economic development within their areas. McKenzie *et al* (2005) further state that the growth of the tourism industry also provides an opportunity to promote community involvement in tourism, and so distribute the financial benefits of tourism beyond the traditional beneficiaries. Most of the potential opportunities for involvement within the tourism section by communities include; catering; accommodation activities and attractions; services; community based tourism and transportation (DEAT,1996; Cooper *et al*, 2000; McIntosh *et al*, 2000; Lubbe, 2003).

McKenzie *et al*, (2005) argue that individuals can take advantage of these opportunities, for example, individual community members or micro-enterprises can provide small scale services (such as security services) and products (such as craft products). These products and services can be directly related to tourism or could be in support of tourism businesses, for example, small scale

farmers can supply fresh produce to tourism business; individual community members can be employed in tourism business; community land can be leased to an investor for the purpose of establishing a tourism enterprise. Communities can enter into partnerships with a private sector partner to operate a tourism business; and communities can operate a tourism business as a sole venture.

Umkhanyakude Municipality has the responsibility to assist local communities seize the above mentioned opportunities so as to promote and develop tourism in the communities under its jurisdiction. The main problem with the local communities of Mtubatuba and Hlabisa is a lack of the necessary skills such as business management skills; knowledge and expertise in the areas of interest to the tourist and well developed customer service.

Municipalities also have the responsibility to guard against some of the negative impacts that tourism has on disadvantaged communities, for example, developments that result in limited financial benefits for communities and prevent access to important natural resources on which the community may be reliant; tourism that does not respect local culture; and tourism that causes damage to local environment, that is, tourism which is not sustainable. Nzama *et al*, (2005) defines sustainability as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Aaronson (2000) on the other hand argues that sustainability means that tourism must be ecologically bearable in the long term, economically viable, as well as ethically and socially equitable for the local communities. For tourism to be sustainable and to be a success, it requires that the culture of the local community be respected, and local communities must be involved in decisions

pertaining to their area. In their attempts to promote tourism development municipalities should be guided by the principles of sustainable development.

The White Paper on Tourism Development (DEAT, 1996) states that some of the specific functions of local government which relate to community involvement include:

- Responsible land use planning and land allocation.
- Provision and maintenance of tourist services; sites and services, for example, camping and caravan sites; recreational facilities and public services.
- Facilitation of participation of local communities in the tourism industry.
- Provision of road signs in accordance with nationally established guidelines.
- Marketing and promotion of specific local attractions and disseminate information in this regard.
- Facilitation of the establishment of appropriate public transport services.
- Licensing of establishments in accordance with national framework.
- Control public health and safety.

Umkhanyakude municipality can use this list of functions as a guide for promoting tourism development and community involvement in tourism related activities. These functions are relevant to the study in question as the second function of governments corresponds with the second objective of this study which is aimed at investigating the adequacy and provision of tourism

infrastructure. The third function on the list above is also in line with the third objective of this study which intends finding out whether or not the previously disadvantaged communities in the study area participate in tourism activities.

It is widely accepted that tourism is now one of the largest industries in the world (Cater and Lowman, 1994). The large-scale tourism activity obviously has a number of inevitable impacts on a wide range of economies in both the developed and developing world. According to Shaw and Williams (1994) the continued growth of tourism in many economies, has enhanced its importance for a number of governments. These impacts of tourism include, among other influences, economic impacts, social and cultural impacts, environmental and ecological impacts.

2.4 PRACTICES OF TOURISM PROMOTION IN MUNICIPALITIES

It is of utmost importance to look at what is currently taking place within municipalities, so that one can be able to see the short comings and make the necessary recommendations. McKenzie *et al*, (2005) has highlighted a number of strategies through which local governments can play in promoting emergence of viable community-owned tourism enterprises. Such strategies include the following:

2.4.1 Tourism Marketing

Municipalities have the responsibility to market their area of jurisdiction and provide information to tourist (KZNTA 2005). Many municipalities have specially established bodies to undertake tourism marketing of their areas. Marketing and information providing tools include:

- Physical information centres in the area where tourists can collect information on tourism products and services and receive assistance.
- Websites which advertise the destination and at the same time provide tourist information.
- Advertising of the destination in various media and through the development of brochures on the area.
- Establishing a tourism identity or tourism route for linked products.
- Attending trade fairs and other appropriate tourism related events.

It is of utmost importance that municipalities engage in aggressive marketing of their areas of jurisdiction as this would make the area known globally. The broader the information is spread about the area the more tourists will be attracted and more job opportunities will be created. According to McKenzie *et al*, (2005), destination marketing and information provision is of benefit to all tourism service providers in a municipality, including community owned entrants into the tourism industry. Some municipalities even go further than this and use the opportunities provided by the municipal marketing infrastructure to provide additional marketing opportunities for these community-owned enterprises. Tourism marketing would definitely mean tourism promotion within municipalities (Holloway and Robinson, 1995; Holloway, 1999).

2.4.2 Brokering the Development of New Tourism Products

Theobald (1994) says that many municipalities play an active role in brokering the development of new tourist attractions within their areas of jurisdiction, for example, eThekweni Municipality has played a leading role in promoting the development of the Point Waterfront area which is ultimately intended to be a

major tourist attraction within Durban. The development of new tourism products creates a downstream opportunities for community based enterprises, and can also increase the ability of an entire area to attract tourists. The establishment of more and more attractions of this sort can really boost the economy of the country and at the same time help create job opportunities. If all municipalities could stand up and make certain that they establish new tourism products within their municipalities, this would really help involve local people through job creation, and this could also help in tourism promotion and development within municipalities.

2.4.3 Managing Tourism Sites

Municipalities are expected to play an important role in the management of tourist attractions in their area and the provision of economic access to tourists, for example, Cape Town Municipality is responsible for regulating activities such as informal trading in the Cape Town city centre, as well as ensuring that the area is clean and well maintained. This regulatory and maintenance role is important in ensuring the continuing attractiveness of the area to tourists. Municipalities can therefore use this regulatory function to create opportunities for community owned enterprises, thus aligning with the third objective of this study which is about community participation in tourism activities. The maintenance of tourism sites would definitely ensure tourism promotion and development within Umkhanyakude Municipality is achieved.

Owing to the high level of unemployment within the Mtubatuba and Hlabisa municipalities (local municipalities of Umkhanyakude Municipality), there are huge social and economic problems. The town of Mtubatuba is characterized by informal traders in almost all streets and passages. The local municipality of

Mtubatuba seem to be doing nothing about this. Instead of attracting tourists, this situation makes the town look unattractive and might even chase the tourists away.

2.4.4 Providing Tourism Infrastructure

Authors like Tribe (1995) stress that the key contribution that municipalities make to tourism is the provision of infrastructure that promote tourism and make areas accessible to tourism. Examples of important infrastructure include: ablution facilities; safe parking; information kiosks and good roads that allow easy access to an area. It is a fact that in South Africa the legacy of apartheid has played a key role in ensuring that even to day, predominantly Black areas do not have the required levels of infrastructure to support certain forms of tourism. An example is Umgababa area, south of Durban. This area is a Traditional Authority area that includes some attractive beaches. Residents in the area have started a home-stay association that aims to attract tourists interested in a reasonably priced beach holiday. One of the obstacles to the success of the home-stay association is the lack of ablution facilities.

2.4.5 Providing Support to Emerging Tourism Businesses

McKenzie *et al*, (2005) state that in addition to their regulatory and support role in tourism, some municipalities provide direct financial support to emerging tourism enterprises in their areas of jurisdiction. This can vary from providing finances and the identification and establishment of a community based tourism enterprise, to support for specific activities, that is, paying for community members to receive accredited tour guide training. It is true that no development can take place without the provision of funds. For tourism to develop within Umkhanyakude Municipality, the municipality would have to be

willing to fund local communities in whatever tourism project they engage themselves in.

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

The previously disadvantaged communities can benefit from being provided with funds by municipalities. It is true that some of these local people have tourism related business ideas, but the problem is unavailability of the capital to start their businesses. Even the perceptions of communities towards tourism and tourism opportunities might be in a position to change if they are provided with finance and community based tourism enterprises are identified and established. The third; fourth and fifth objectives of this study are catered for in the above paragraph.

2.5 ECONOMIC BENEFITS OF TOURISM

McIntosh *et al*, (2000) state that tourism brings both economic and non economic benefits and costs to host communities. The benefits include: provision of employment opportunities as it is a labour-intensive industry; generating a supply of needed foreign exchange; increases incomes; develops an infrastructure that will also help stimulate local commerce and industry, helps to

diversify the economy; spreads development; improves the quality of life related to a higher level of income and improved standard of living. Umkhanyakude Municipality can play a significant role in ensuring that the local communities within their jurisdiction get these benefits by engaging in tourism development and promotion. It is hoped that this study would reveal whether the previously disadvantaged communities of Umkhanyakude Municipality are aware of the benefits and opportunities tourism can bring to their area.

Matheson and Wall (1982) on the other hand have stated that tourism development gives rise to different benefits in different areas, and that many of these differences are attributed to variations in the economic structures of destination areas and their geographical locations. What these two authors have just said would be proven in the second objective of this study which is aimed at investigating the adequacy and provision of the tourism infrastructure in the study area.

Keyser (2002) states that Governments are willing to invest public funds in National Tourism Marketing organizations; investment incentives for developers of facilities and the construction of infrastructure such as airports and roads, because of the perceived economic benefits of tourism. The second objective of this study seeks to investigate the adequacy and provision of the tourism infrastructure in the study area. The researcher believes that the study would reveal whether the Umkhanyakude Municipality does also invest public funds to construct infrastructure necessary for tourism development, thus facilitating tourism development.

Keyser (2002) further states that Governments in developing countries often regard tourism as a desirable road to development, that is, tourism is able to bring about a positive change to the community. McIntosh *et al*, (2000) on the other hand say that tourism is a powerful economic force providing employment; foreign exchange income and tax revenue, and that tourism is overlooked as an employer by those unfamiliar with tourism. This study seeks to establish the level of tourism understanding and awareness among the Umkhanyakude community.

A discussion on benefits and cost of tourism has further been elaborated on by Williams and Shaw (1991) as they stated that tourism is a major source of income for many countries, and that in 1980 it accounted a quarter of total trade services. The above authors further state that tourism has been promoted in a number of countries specifically so as to increase foreign exchange earnings and to improve the invisible components of the balance of payment (Page and Dowling, 2002).

Different authors have written much about the benefits of tourism, which relates to tourism promotion and development. Some of their writings include statements such as the following:

- Tourism is regarded as the largest earner of foreign exchange for South Africa (DEAT 1996:4)
- Tourism has the highest employment multiplier effect in all economic sectors, for example, in South Africa every 25th job is linked to tourism (SATOUR, 1995)
- Tourism has stimulated investment and employment, modified land use and economic structure and made a positive contribution to the

balance of payment in many countries throughout the world. (Matheson and Wall 1982)

- South African Tourism Board has estimated that some 800000 overseas visitors entered South Africa in the 1990's and provided the reserve bank an additional 700 million rand in foreign exchange, and creating 4500 additional direct and 9000 indirect job opportunities (Wood 1995: 22).

2.5.1 Tourism and Employment Creation

The World Tourism Council [WTO] cited by McIntosh *et al*, (2000) anticipates that 100 million jobs will be created in the tourism sector within the next decade. The White Paper on Tourism Development (DEAT, 1996) states that the World Tourism Council estimated that tourism is now the world's largest generator of jobs. It has also been estimated that between 1995 and 2000 travel and tourism added one new job every 2.5 seconds and created 125 million direct and indirect jobs. This state of affairs shows that tourism plays a great role in tourism development among communities.

Tourism generally creates two types of employment: the direct employment as well as indirect employment (Keyser 2002, McIntosh *et al* 2000). These two types of employment are elaborated further in the paragraphs below:

2.5.2 Direct Employment

These are jobs whereby employees are in direct contact with the tourist, or directly affect the tourist experience (Cooper *et al* 2000). Direct employment is mainly provided by businesses like hotels; restaurants; airlines; cruise lines; resorts, attractions and many more. The people generally included under direct

employment are: general managers; receptionists; chefs; waitresses; cleaners; maintenance staff; Concierge and many more. All of these people are in direct contact with the tourists or directly affect the tourist experience. Travel Agents; Attractions; Tour Operators; and Tourism Information Offices also provide direct employment (Holloway and Robinson, 1995)

The above list of employment opportunities indicates that Umkhanyakude Municipality still needs to work hard to make local communities aware of these opportunities. The majority of the previously disadvantaged communities are mainly involved in selling arts and craft. The first objective of this study is about tourism understanding and awareness, and the third one is about participation in tourism. Local communities need to understand what tourism is as well as be aware of a wide variety of employment opportunities within the tourism industry. It is clear that both the municipality as well as the local communities have to work together in order to create employment opportunities. It is also common practice for the KwaZulu-Natal Tourism Authority to promote direct tourism employment among local Small Medium and Micro Enterprises [SMMEs] and local communities.

2.5.3 Indirect Employment

Indirect employment is provided by the companies that provide goods and services to tourism operations. Such goods and services include vehicles; brochure design and printing; website design and maintenance; accounting services; and equipment such as baskets; hot water flasks; and reference books about the destinations; etc. Companies that provide indirect employments are those that serve and support direct employment companies. These companies include construction firms that build hotels; convention centres; and other tourist

facilities; aircraft manufacturers; and suppliers of catering equipment. Tourism therefore has a lot to offer to the previously disadvantaged communities in the form of employment.

2.6 DETERMINANTS OF ECONOMIC IMPACTS OF TOURISM

The impacts of tourism on society can be either positive or negative. The impact is positive when tourism yields benefits that are for societal consumption. If tourism leads to the construction of an infrastructure, provides job opportunities, improves communication levels within the community can be viewed as having positive impacts. According to Ryan (1991) there are a number of key variables that must be considered when assessing the economic impact of tourism. Those key variables include:

2.6.1 Level of Economic Development of a Destination

Ryan (1991) argues that if a tourism facility is in a town or a city, it will not generate as much profit as it would if it was on a village because within a town, a tourist spending will represent a small proportion of a total spending, while in a village, tourist spending will be a significant addition to the total income of the village. This statement therefore means that attractions located away from urban areas (where there is a high expenditure due to a variety of facilities), are expected to make less contribution to local economy due to lack of facilities tourists can pay for. The two areas of focus under study, Mtubatuba and Hlabisa (local municipalities of Umkhanyakude Municipality) are just situated in a country side. For areas to make a bigger profit, they must be developed so that tourists can pay for several services thus spending and leaving more money to

the local economy. The development of local tourist attractions would lead to tourism promotion within municipalities.

2.6.2 Nature of Tourist Facilities and Their Attractiveness

The nature of tourist facility helps to determine the total expenditure that takes place (Ryan 1991). A tourist staying in a country side accommodation facility will pay and most of his payment will be used locally by a farmer, and the rest of the local community does not benefit, whereas in a hotel, a small amount of a tourist's payment will go to local economy. Local community therefore gain more from a hotel. This therefore means that tourist facilities have to be up to standard so that they can make a bigger profit.

At Mtubatuba, the presence of the Greater St Lucia Wetland Park, a World Heritage Site, is supposed to make a bigger profit for the area. The Umfolozi Game Reserve at Hlabisa also attracts a number of visitors and should make a bigger profit for the local community. The problem with Hlabisa attractions is that they are outside the urban area and profit is only generated from nature and there is nothing more to generate more profit. The situation is even better at Mtubatuba because in St Lucia there are boat cruises; restaurants; B&Bs; curio shops; arts and craft centres, etcetera, and more money is generated to boost local economy. The Umkhanyakude Municipality need to play a role in the development of country towns as this in return would develop and promote tourism.

2.6.3 Foreign Ownership of Tourism Facility

Foreign ownership in general means that something is owned by people from outside the country. Ryan (1991) argues that the ownership of a tourism hotel

plays a big role in the local economy. If the hotel is in the hands of foreign ownership, then the profits may be remitted back to the parent company, leaving the local economy. The St Lucia Wetland Park is a government property, and the income generated does help in developing the local area. Also, there are quite a number of privately owned accommodation facilities around the area, and income generated is for the local community, most of which are White. Very few businesses are owned by Blacks. It is indeed true that unless Blacks are encouraged to open businesses, foreigners will. The local municipalities are therefore faced with a challenge of training local communities about entrepreneurship and the ability to see and seize business opportunities. The ownership of businesses by local people will help generate more income which will develop local economy.

2.6.4 Employment of Foreign Labour

It is of utmost importance that the first priority be given to local labour as compared to foreign labour. However, there are many reasons that may cause local community not to be employed in the local tourism industry, and according to Ryan (1991) such factors include: insufficient local labour to meet the demands of the peak season, or local people are reluctant to be involved because of the availability of other job opportunities, or local people do not have skills that qualify them to work in the tourism industry. Sometimes non-indigenous people are employed because such labour is cheap. It is true that the payment of wages to non-local people make a proportion of such wages to be remitted home.

Westerhausen and Macbeth (2003) gave an example of Byron Bay in Australia whereby local community decided not to be disempowered spectators, faced

with developments at all costs mentality. Local community regained and maintained control of both its natural and socio-cultural environment. Westerhausen *and* Macbeth (2003) further It is also said that as soon as the local community became involved, there was a rapid growth fuelled by outside investment. Byron Bay has maintained its status quo as one of the largest backpacker centres in Australia, a must see on the way between Sydney and Cairns. The elected council has also proven to be full of good intentions and its aims were to facilitate greater community consultation and define the social and environmental threshold standards for various forms of development. The Umkhanyakude Municipality must therefore see to it that opportunities are created by local municipalities for the local people, so that income generated can be used locally, thus creating opportunities for tourism promotion and development within the area.

2.7 POLICY FRAMEWORK FOR TOURISM DEVELOPMENT

For a development of any kind to be a success, it must be implemented under a particular policy framework which will specify guidelines to be followed. The White Paper on the Tourism Development (DEAT, 1996) provides the overarching policy framework for tourism in South Africa and is stated as follows (DEAT, 1996: 99):

Our vision is to develop the tourism sector as a national priority in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of the quality of life of every South African. As a lead sector within the national economic strategy, a global competitive

tourism industry will be a major force in the reconstruction and development efforts of the government.

As the government so wishes to develop tourism as a national priority to improve quality of life of all South Africans, the researcher strongly believes that the first step should be to make the local communities aware of and understand what tourism really is. It was anticipated that objective one of this study which was to establish the level of tourism understanding and awareness among the Umkhanyakude communities, would serve this purpose of finding out if local communities are aware of what tourism is about.

The White Paper also outlines principles that should underpin tourism development in South Africa, and these principles are as follows:

- The government will provide the enabling framework for the industry to flourish.
- Effective community involvement will form the basis of tourism growth.
- Tourism will be used as a development tool for empowerment of previously neglected communities and should particularly focus on the empowerment of women in such communities.

The above principles seem to be the strategy that the South African government intends using in order to put its plan into action. McKenzie *et al*, (2005) adds to the above principles that there are a number of objectives outlined for the National tourism policy, three of which highlight the commitment of the policy for creating economic opportunities for disadvantaged communities. Such objectives include the following:

- To optimize opportunities for Small-Medium-Micro-Enterprises specifically for emerging entrepreneurs.
- To use tourism to aid the development of rural communities.
- To encourage community participation in the planning, development, implementation and management of tourism projects.

The intentions of the policy for tourism in South Africa as outlined above, which relates to the improvement of the quality of life of every South African, seems not to have been achieved. The previously disadvantaged communities, besides their involvement in arts and crafts, are far from benefiting and knowing how else they can contribute or be involved in tourism.

The previously disadvantaged communities really need to be equipped with the necessary skills and knowledge. The principles outlined in the White Paper (DEAT, 1996), that the effective community involvement will form the basis of tourism growth will also take very long to become a reality, unless the municipalities devise means by which local communities can be engaged in programs related to tourism. Also, the principle that tourism will be used as a development tool for the empowerment of previously neglected communities , and should particularly focus on the empowerment of women in such communities is according to the researcher still a dream to come true.

The White Paper on Tourism Development (DEAT 1996) states that a great deal of work has to be done by both the government and the tourism private sector to redress previous imbalance to win back the support of the previously neglected groups, and to demonstrate that tourism in the new South Africa can benefit all South Africans. It is further stated that a great deal of deficiency in tourism

industry in South Africa is the absence of adequate education; training and awareness opportunities. The previously disadvantaged groups are highly disadvantaged and the job of levelling the playing field is a massive one, and that one of the key vehicle of doing so is education and training, a basic necessity that the majority of the population has not had access to. It is nonetheless the aim of this study to investigate the role of Umkhanyakude Municipality in tourism promotion and development among the previously disadvantaged communities.

The level of unemployment among the communities of Umkhanyakude Municipality is still very high. The National Department of Environmental Affairs and Tourism as cited by McKenzie *et al*, (2005) provides a guideline for responsible tourism development in South Africa. These guidelines provide for social; economic and environmental responsibility. These guidelines also have a strong emphasis on the need to ensure local community involvement in tourism, while at the same time putting in place measures to prevent local communities from experiencing negative consequences from tourism. McKenzie *et al*, (2005) further states that the National Department of Environmental Affairs and Tourism has recently highlighted its drive to promote the entry of Black South Africans into the tourism industry. The following are some of the goals that were outlined by the previous Minister Mohamed Valli Moosa:

- Growing the tourism volume by seven percent a year.
- Growing the number of jobs created through tourism to eight percent of the total formal employment.
- Achieving thirty percent of Black ownership in tourism enterprises; and

- A twenty percent increase in domestic tourism into township and rural areas.

It is nevertheless interesting to note that the national government of South Africa is so ambitious, and has strong goals about tourism and the involvement of Blacks in tourism and in ownership of tourism enterprises. The greatest challenge now lies with the local municipalities to implement these goals and objectives.

Cooper *et al*, (2000) has given reasons for the government's involvement in tourism, and such reasons include the following:

- Foreign exchange earnings and their importance for the balance of payments.
- Employment creation and the need to provide education and training.
- Maximise the net benefits to the host community.
- Spread the benefits and costs equitably.
- Build the image of the country as a tourist destination.
- Provision of public goods and infrastructure as part of the tourist product.
- Protect tourism resources and the environment.

The above reasons are of utmost importance, especially that of employment creation; education and training and maximization of benefits to host communities. Should the government of South Africa stick to the above reasons, people would really benefit from tourism. On the same breath foreign exchange earnings would enhance developments in areas where people reside

and the profits could be used to improve and construct even more tourism infrastructure, thus attracting more tourists.

2.8 CONCLUSION

It is clear that local municipalities are the ones that can determine the economic development of an area. Local municipalities can do this by providing the necessary infrastructure and resources. Unless local municipalities fully commit themselves and involve local communities, the economy will fall into the hands of outsiders and leave the area. It can therefore be concluded that the tourism industry wide as it is, has a great potential for tourism promotion and development within municipalities.

CHAPTER 3

PHYSICAL SETTING OF THE STUDY AREA

3.1 INTRODUCTION

The previous chapter gave the theoretical background related to tourism promotion and development as it applies to Umkhanyakude Municipality. The study area largely comprises of a rural community which is predominantly characterised by poverty and under development. On the other hand, the area has a great potential for tourism, due to a wide variety of natural resources such as game reserves; the wetland park; the sea; etc. The researcher therefore feels a need to describe the physical setting of the study area as it forms the springboard for tourism development in the area.

In this chapter, the researcher gives a detailed description of the study area which includes the historical background, location, climate, demography, the environmental issues, natural resource use as well as tourism infrastructural provision of the study area.

3.2 BRIEF HISTORY OF UMKHANYAKUDE MUNICIPALITY

The name Umkhanyakude is a Zulu word meaning “Light in the distance”, and refers to the emblem which the District Council has adopted. Umkhanyakude is also the name of a tree that can reach the height of five meters, and it has a

yellowish green bark. The name is significant to the local people who regard it as symbolising a place full of hope and promise. For tourism marketing purposes Umkhanyakude Municipality is branded as “The Elephant Coast”.

The Assistant Director for tourism at Umkhanyakude Municipality, Mr PS Khuzwayo, stated that Umkhanyakude Municipality is a relatively new council as it was established in the year 2000. This municipality was formerly under Uthungulu Municipality which incorporated the current Uthungulu Municipality which stretches to the boundaries of the current Umkhanyakude Municipality. The reason for the establishment of the Umkhanyakude Municipality was to ensure effective and efficient management. When Tourism KwaZulu-Natal was branding the eight tourist destinations they saw a need to establish the brand for the newly formed municipality.

After lengthy discussions and extensive consultation, all stakeholders agreed that Umkhanyakude Municipality be branded as the “Elephant Coast” using the elephant which is the largest of the Big Five roaming the game reserve of the region. The slogan for the Elephant Coast is “The Untamed Spirit of the Zulu Kingdom” referring to the variety of wildlife prevalent in the region. The brand was launched in September 2003.

The leadership of the District Municipality of Umkhanyakude is committed to tourism growth, and has instituted a number of mechanisms to attract visitors and to protect the natural resources of the area. Local people are being encouraged and assisted in an effort to enable them to play a meaningful role in tourism development. The local government policies are aimed at promoting

tourism for local people, yet in reality things are not as fluid and promising as the policy hopes to do.

3.3 THE LOCATION OF THE STUDY AREA

According to Shuter and Shooter's New Secondary School Atlas (Shuter and Shooter, 1995), Umkhanyakude Municipality is located between latitudes 27 degrees and 33 degrees south, and longitudes 27 degrees and 28 degrees east. The area is situated in the north eastern part of KwaZulu-Natal, extending from Umfolozi River up to the Mozambique border, being bounded in the east by the Greater St Lucia Wetland Park, which spreads to the coastline of the Indian Ocean.

The entire Umkhanyakude District Municipality could be visualised as consisting of two geographical sections. On the one hand, the northern section, which has places such as Umhlabuyalingana and Jozini. The northern section which is characteristically a flat low-level area away from ridges evident more towards the south, hence it is called 'Umhlabuyalingana' (homogeneously flat land). This area is not the focus of our investigation or study area [see Figure 3.2]

On the other hand, the southern section, which has areas such as The Big-Five False Bay, Hlabisa and Mtubatuba, contains portions of the St Lucia Estuary which is the central feature of the Greater St Lucia Wetland Park, the World Heritage Site. The study area falls mainly within the jurisdiction of the southern section, covering the Hlabisa Local Municipality and Mtubatuba Local Municipality [see Figure 3.2].

FIGURE 3.1: RELATIVE LOCATION OF UMKHANYAKUDE DISTRICT MUNICIPALITY



[<http://www.zulu.org.za>. (2005)]

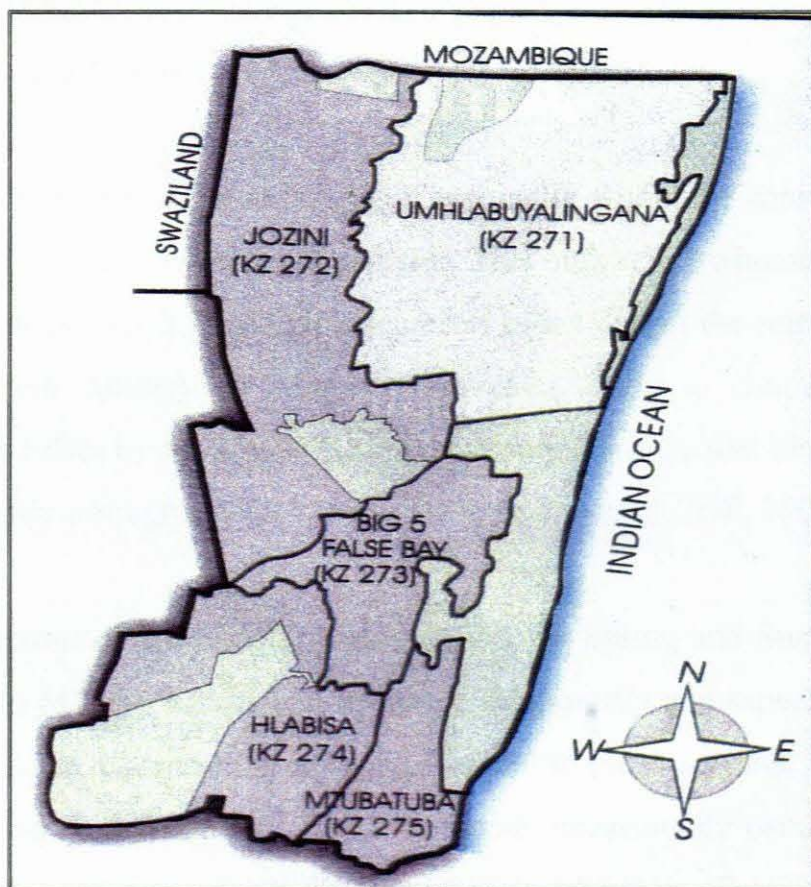
The St Lucia Estuary opens into the Indian Ocean, with open beaches, which attract many tourists. The estuary contains features such as vegetated dunes, beaches, water-bodies, diverse wetland systems and some grasslands. St Lucia Estuary is the largest estuary in Africa, which is linked by 20km of tidal channel to the sea.

The Umkhanyakude Municipality encompasses the whole of Uphongolo sub-region and part of Umfolozi sub-region. This newly demarcated District Council encompasses some of the poorest and most under-developed Regions of KwaZulu-Natal, such as Umhlabuyalingana; Jozini; Big Five False Bay; Hlabisa and Mtubatuba [refer to Figure 3.2]. The urban areas constitute a very little part of Umkhanyakude Municipality. This study was, therefore, conducted mainly in the rural area. The vastness of the area which predominantly rural has great implications for tourism potential, promotion and development in the study area. The study area is not only rural, but also constitutes mainly previously disadvantaged communities. This research study however, looks at the role of Umkhanyakude Municipality in promoting and developing tourism among the previously disadvantaged communities.

The absolute location map [see Figure 3.2] shows five local municipalities which form part of Umkhanyakude Municipality. This study was conducted in two of the local municipalities, Hlabisa and Mtubatuba. As indicated in Figure 3.2, these two local municipalities are bordered by the Hluhluwe-Mfolozi Game Reserve on the West and the Greater St Lucia Wetland Park in the East both which fall outside the jurisdiction of Umkhanyakude Municipality. The Hluhluwe-Mfolozi Game Reserve and the Greater St Lucia Wetland Park are a

para-statal facilities managed by Ezemvelo-Wildlife or KwaZulu-Natal Nature Conservation Service (KZN-NCS). The facilities are a draw-card for tourists in the municipality and have a potential of spreading tourist activities and benefits into the neighbouring areas.

FIGURE 4.2 ABSOLUTE LOCATION OF THE LOCAL MUNICIPALITIES OF UMKHANYAKUDE



[Source: Umkhanyakude District Municipality (2005)]

Pursuant to the objectives of this research investigation, it becomes an important responsibility of the Umkhanyakude District Municipality to create conducive

conditions for the promotion and development of tourism activities among the previously disadvantaged communities in the area.

3.4 THE CLIMATE AND TOPOGRAPHY OF THE STUDY AREA

According to the Umkhanyakude Integrated Development Plan (UIDP, 2002) the area falls within the Subtropical Eastern Margin of Africa, with tropical qualities also present within the most eastern and northern components of the area where altitudes are lowest and the presence of the warm Mozambique current is most influential.

The relative humidity of the area is high, especially within the coastal plain, and for much of the year it exceeds 90 percent. This high relative humidity, coupled with hot summers result in a high discomfort index during the summer months, especially from January to March. However, being a coastal area, this discomfort is offset by the North-Easterly prevailing winds, that blow parallel to the coast mostly throughout the year, peaking in August (UIDP, 2002).

About 60 percent of the rainfall occurs during the Spring and Summer months (September to March). Rainfall is, however, temporarily and especially variable in the area, in a pattern that is typical of subtropical regions. Cut-off-lows regularly cause heavy rainfall. Episodic floods occasionally occur, caused by tropical cyclones moving down the Mozambique channel. The implications of such a climate to tourism in the area is that there is an all-year round tourism climate, with some discomfort levels in the hot and humid summer months (UIDP, 2002).

Virtually three quarters of the area is flat, comprising the coastal plain. The low relief makes it easier in terms of servicing particularly water supply. The construction of roads presents a problem on the flood plain area which is very sandy, and transportation of road-making material in the area is very expensive. The study area is also characterized by perennial rivers with associated flood plain, natural lakes and wetland systems which have environmental and tourism values, and are more than adequate if utilized as tourism resources properly. The water table is very high on the coastal plain which presents a problem for water reticulation projects (UIDP, 2002)

3.5 DEMOGRAPHY OF UMKHANYAKUDE MUNICIPALITY

The supplement for the Zululand Observer (July, 2004) stated that the district is largely rural with the total population estimated at 573341 people, South Africa Population Census 2001 (SAPC, 2001), and is spread evenly among the five local municipalities. Jozini and Hlabisa are the most populated municipalities with about 32 percent (184090) and 31percent (176890) of the district population respectively. Only one percent of the total population resides in District Management Areas (DMA) which covers 22 percent of the land area. District Management Areas are areas like Game Reserves which are managed by the District itself, not by Municipalities. The DMA encompasses Mkhuze; Hluhluwe-Umfolozi Game Reserve; and Greater St Lucia Wetland Park. Hlabisa covers only 11 percent of the total land area, but accounts for 31 percent of the population, which suggests substantially high population densities. The district population has grown by about 69465 people between 1996 and 2001.

As indicated earlier, the two local municipalities that are under study, are Hlabisa Local Municipality and Mtubatuba Local Municipality. These local municipalities are basically far more rural than urban, however, it has been argued that Mtubatuba has got high opportunities and potential to become the largest city north of the Umfolozi River. The many tourist destinations and the World Heritage Site may contribute to this assumption. The two local municipalities are now discussed in some detail.

3.5.1 Hlabisa Local Municipality

Hlabisa Local Municipality is situated in the southern part of Umkhanyakude District Municipality, and consists predominantly of land under tribal authorities. The area under the jurisdiction of Hlabisa Municipality comprises a total of 22284 households. Only 0.9 percent of households (in 2002) have access to reticulated water within their dwellings, while a further 0.7 percent of the households have access to reticulated water on site. About 72 percent of the population obtain water from public taps. As many as 89,5 percent of the households are dependent on natural sources of water, such as boreholes. As far as sanitation is concerned, only 1.7 percent of the households have access to water borne sanitation, while 45.4 percent make use of pit latrines. As many as 53.3 percent of the households, have no access to any form of ablution facilities, what so ever.

The Town Council of Hlabisa Municipality consists of 37 councillors, 19 ward councillors, 18 proportionally elected members. The Town Council has a Mayor; Deputy Mayor; a Speaker as well as five other members of the executive committee. The Hlabisa Local Municipality is not directly engaged in the provision of services. Most services are mainly provided by external service

providers on a contractual basis. In addition, the entire finance function, including the preparation of the operational budget, is undertaken by an organization called Guarantee Trust, whose offices are in Richards Bay. The Hlabisa Local Municipality has only a limited capacity to deal with administrative matters. All other financial areas, as well as the technical provision of services have been outsourced on a contractual basis.

The above comments on the administrative powers of the Hlabisa Local Municipality indicate that there is a lack of skills which are necessary for promotion and facilitation of development projects within the Hlabisa Local Municipality.

3.5.2 Mtubatuba Local Municipality

The Mtubatuba Local Municipality is the most southern of the local municipalities of Umkhanyakude District Municipality. The area of jurisdiction of the Mtubatuba Local Municipality comprises a total of 5105 households. About 36 percent of the households have access to reticulated water within their dwelling, while a further 10.55 have access to reticulated water onsite, and 29 percent obtained water from public taps. As far as sanitation is concerned, it must be noted that 42.9 percent of all households had access to waterborne sanitation and 27.1 percent made use of pit latrines.

The Town Council of Mtubatuba Local Municipality consists of ten councillors, that is, five ward councillors and five proportionally elected members. Each of the five wards has a committee which is operative and provides input to the Integrated Development Plan (IDP) process. There are four council committees operative within the Mtubatuba Municipality, that is, the Social and Human

Development Committee; the Tourism and Business Development Committee; the Finance and Audit committees. Each of the committees comprises three council members.

Mtubatuba Municipality is still in the initial stages of coming into grips with the issue of rendering services to the communities within the municipality as a whole. Currently, the focus is still on service areas of the former transitional local councillors. The delay in finalizing the structure of the organisation, has meant that a number of individuals are presently operating in an acting capacity which limit their efficacy. One is therefore not surprised as to why tourism development and development in general is so slow at Mtubatuba.

3.6 ENVIRONMENTAL MATTERS IN UMKHANYAKUDE

There are a myriad and variable geographical and environmental features and elements that can be associated with tourism development in Umkhanyakude. A few of these are directly important for a sub-tropical and humid area such as Umkhanyakude, and these are the ones that are presented in this section in order to justify the efficacy of the area for tourism. The diseases that are climatically and environmentally related and important for tourism are now briefly discussed below.

3.6.1 Cholera

Cholera outbreak with some mortality has occurred within the area. It is a waterborne disease, and outbreaks are principally related to poor water supply, poor hygiene, inadequate sanitation and the pollution of water bodies by faecal pollution.

3.6.2 HIV/AIDS

HIV/Aids is prevalent in this municipality. It is stated in the Umkhanyakude Integrated Development Plan(March 2002) that poverty and its associated poor nutrition and health levels, lower resistance to other diseases within the local environment, for example, tuberculosis; malaria; both of which are very significant local diseases.

3.6.3 Malaria

This disease is also endemic to the area and is a significant disease affecting the local population. It is also a significant deterrent to potential tourists. It is estimated that there is a reduction of 44 percent in tourism visits to the malaria infected areas.

These diseases are important for any area that aspires to become an important tourist destination. It is therefore incumbent on the Umkhanyakude Municipality to play an important role in controlling these diseases, if it is to become successful in promoting and developing tourism within the area for the previously disadvantaged communities.

3.7 NATURAL RESOURCE USE WITHIN THE DISTRICT

The use of natural indigenous resources is a significant activity in the district for both subsistence and commercial purposes. The particularly rich and unique availability of natural resources and the traditional life style provide a fertile ground for tourism development. The woodlands and forests contain many tree species used for art and craft such as wood carving, for both tourism and

domestic purposes. The wetland and floodplain areas of the district provide a rich supply of reeds and hygrophilous for weaving purposes. Very large quantities are extracted and used for this purpose, both locally and also exported to other regions. There are several game farms and extensive public game reserves within this area. Besides their tourism value, these areas are also used for commercial trophy hunting and also for the sale of game products, such as, meat; skins and trophies from both hunting and culling activities associated with game management of these areas.

3.8 TOURISM INFRASTRUCTURAL PROVISION

Current lack of infrastructure is a constraint on tourism in the region, in particular when moving away from existing main road routes through the area, and the Spatial Development Initiative [SDI] road currently under construction through the more northern parts of the district. According to the Greater St Lucia Wetland Park Authority, there are serious shortcomings in the provision of all aspects of infrastructure, which if not resolved will be constraints to the development of tourism in the area. These shortcomings include: roads; electricity; water and waste disposal.

Water and electricity have been identified as the most pressing concerns which are obstacles to tourism and general development of the area. The need for the provision of airports has also been identified as important for tourism development in the area and easy access for tourists from northern countries such as Mozambique. This large infrastructural development in the area may in future be associated with the Lubombo Spatial Development Initiative operating in the north-coastal part of KwaZulu-Natal.

3.9. CONCLUSION

This chapter has attempted to describe as well as briefly discuss the physical setting of the study area in terms of various components ranging from location elements, climatic features and to tourism facilities under the command of the Umkhanyakude District Municipality and local community structures. The history of the Umkhanyakude District Municipality has been presented in such a way as to give the readers an understanding of what happened in the past pertaining the administration of the area and the local people. It is expected that from the findings drawn from the analysis of physical settings, the researcher will be able to draw further interpretations and conclusions based on the empirical outcomes of this study area.

In addition, the topographic, demographic and environmental matters of the study area have also been discussed, so that we should be able to understand the physical attributes of the area and what attracts the tourist to this area. It has also been described what tourist facilities and activities are to be found in the area, as well as what the tourist can do during their visit in the study area. Community tourism and development areas have given us an overview of the nature of community adjacent to the local municipalities and the benefits these communities derive from the tourism facilities and natural environment. On the whole, the findings in this chapter indicate that there is an important link between the tourism policy formulation and management, and the local community. To further support this statement we have to look at the next chapter which is about empirical analysis and interpretation of data.

Having described the area under study, one is tempted to believe that the area, because of its coastal location, has a potential for tourism. The researcher believes that through integrated planning Umkhanyakude Municipality together with the local municipalities can facilitate the provision of the infrastructure and create a conducive environment necessary for the development and promotion of tourism.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

This chapter is of vital importance to the study as it deals with the presentation, analysis and interpretation of statistical information collected from respondents. It is from this chapter that one can make sense of all the data that was collected during the research investigation. During analysis and interpretation of data, one is also able to see whether objectives of the study have been met, and through assessing the statements, one can then be able to accept or reject the proposed hypotheses.

The above two processes, analysis and interpretation of data, work hand-in-hand and should be well integrated. Analysis on one hand makes it possible for the interpretation of data. It helps break down categories, then orders and summarises data in order to get pertinent answers to the research question. According to Magi (1994) the purpose of analysis is to reduce data into an intelligible and interpretable form. It therefore goes without saying that interpretation is the more important of the two processes as it helps the researcher to find answers to the research question. Interpretation also enables the researcher to make evaluations and conclusions, deduced from the responses of subjects. In other words, this suggests that to interpret the results of data is to explain and find meaning to the results of analysis

This chapter therefore focuses on analysis and interpretation of data. To make it easy to present data, using tables and figures such as bar and pie graphs. These were used to give a more understandable picture of data collected. It is therefore evident that analysis (even in the form of graphs and tables) on its own would be meaningless to the reader if not easily understood. This is the reason why interpretation is so important in this phase of the research study. Interpretation therefore means attaching meaning to data collected. When properly analysed and interpreted, data in this chapter assists in making meaningful conclusions and recommendations for the next chapter of this research inquiry.

4.2 RESTATEMENT OF THE OBJECTIVES AND HYPOTHESES

On the one hand, research objectives refer to what the researcher wants to achieve at the end of the research study. On the other hand, the research hypothesis refers to the statement of what the researcher deems to be the most probable answer to the research question. In other words, it is a tentative statement of solution, which is subject to verification through actual research. In this chapter, both the objectives and hypotheses help serve as guidelines to what is to be analysed and interpreted, as well as the research questions to be addressed at the end of the study.

It is important that objectives and hypotheses be restated so as to avoid the misdirection and misinterpretation of data collected. Hereunder are the objectives and hypotheses of the study

- Objective 1:** To establish the level of tourism understanding and awareness among the Umkhanyakude communities.
- Hypothesis 1:** That there is limited tourism understanding and awareness among the Umkhanyakude communities.
- Objective 2:** To investigate the adequacy and provision of the tourism infrastructure in the study area.
- Hypothesis 2:** That the tourism infrastructure in the study area is not adequately provided by the Umkhanyakude Municipality.
- Objective 3:** To find out whether the previously disadvantaged communities in the study area participate in tourism activities.
- Hypothesis 3:** That the previously disadvantaged communities in the study area do not adequately participate in tourism activities.
- Objective 4:** To determine the perceptions of previously disadvantaged communities towards tourism and tourism opportunities in the study area.
- Hypothesis 4:** That the previously disadvantaged communities have negative perceptions towards tourism and tourism opportunities in the study area.
- Objective 5:** To ascertain the strategies used by the Umkhanyakude Municipality to encourage local communities to participate in tourism.

Hypothesis 5: That Umkhanyakude Municipality does not have adequate strategies in place to encourage local communities to participate in tourism.

After the objectives and hypotheses have been restated, it becomes easy for the researcher to refocus on what is to be analysed and interpreted in this chapter. Understandably, both the analysis and interpretation are based on the main focus of the objectives of the study. For example, the responses of subjects were assessed on the basis of whether they produced a positive or negative feedback to the research question. The objectives and hypotheses also helped the researcher to see whether she was able to achieve what she intended achieving at the end of the study.

4.3 GENERAL RESPONSE TO QUESTIONNAIRES

It is worth restating that data collected from respondents in the study area, Mtubatuba and Hlabisa, were acquired by means of questionnaires. Out of a total of 150 questionnaires distributed, only 120 were returned, resulting into an 80 percent response rate. The number of responses and the nature of responses to the questionnaires were almost similar in both municipalities. It is assumed that the reason for the similarity was that only one racial group was involved in the research study. The questionnaires were distributed with the aid of senior school learners and educators, and these were responses from the previously disadvantaged communities that were analysed.

The researcher noticed that some respondents, mainly those that were less educated, were disturbed by the fact that they thought that the questionnaires

were from the municipality, which belongs to their opposite political party. Respondents therefore expressed their anger by adding vulgar, and not responding to or addressing the questions asked. Also, most of the questions were inter-linked and if one responded negatively to one question, he or she would not be able to answer the following question. This procedure resulted in a number of questions with no adequate responses, hence the 20 percent non-response rate. It also became evident that a significant number of people in Umkhanyakude Municipality are unemployed.

The further source of concern was that a significant number of questionnaires distributed to Hlabisa could not be returned. As a correcting-measure the researcher had to re-distribute an additional 22 questionnaires to Hlabisa, which resulted in the total of 54 respondents [45%] for Hlabisa. The researcher resides at Mtubatuba and so it was easy for her to distribute and collect most of the questionnaires herself. In this study, all three processes of presentation; analysis and interpretation are carried out simultaneously and in an integrated manner.

4.4 DEMOGRAPHIC INFORMATION

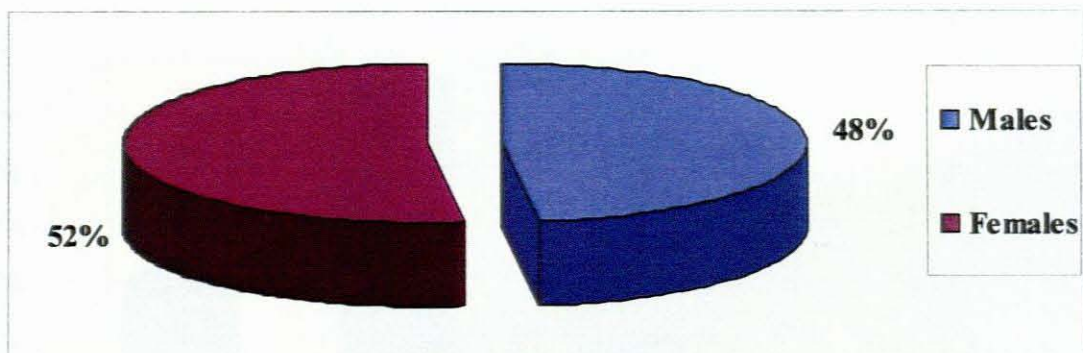
With regard to demographic responses, variables that were considered included: gender; age; race; locality; and level of education. The tables used below indicate the variables, sub-variables, frequencies and frequency percentages involved in the analysis.

4.4.1 The Gender Variable

The first variable to be analysed was that of gender. From Figure 4.1 it is evident that 52 percent of the respondents were females and 48 percent were

males. The reason why there were more females is that the people that assisted with distribution of questionnaires were females, and they might have found it easier to approach females than males. Furthermore there are more females in the study area than there are males.

FIGURE 4.1 DISTRIBUTION OF RESPONDENTS BY GENDER



It is also important to note that the number of male respondents was significantly increased by the number of Umkhanyakude municipal managers and councillors, who are predominantly male.

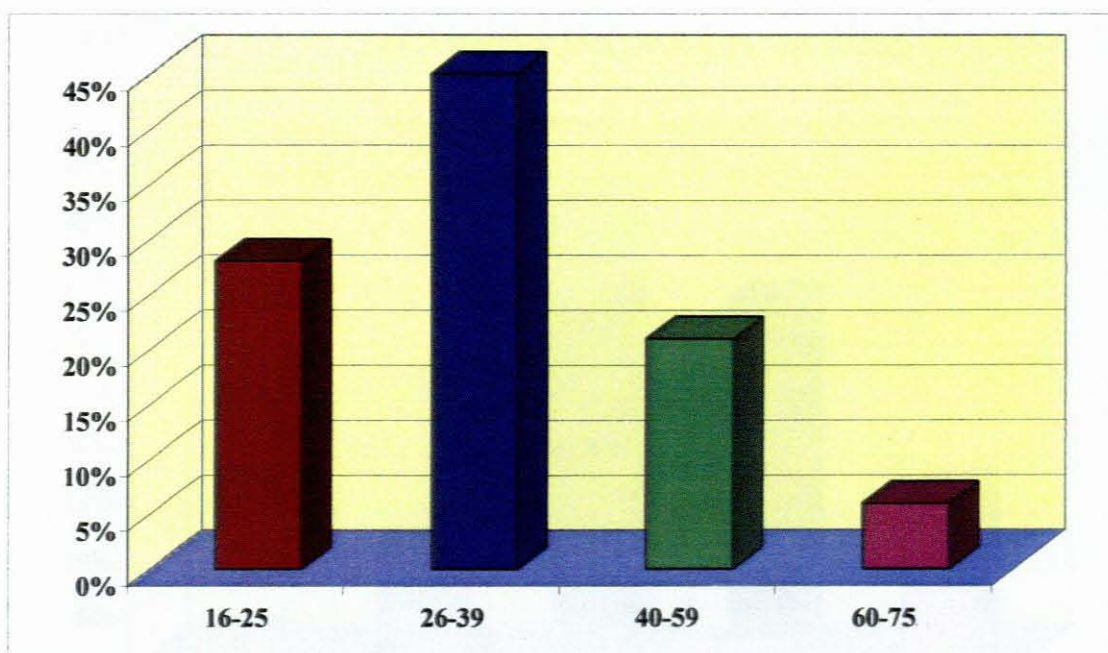
4.4.2 The Age Variable

The promotion and development of tourism in any area is highly dependant on the age of the people participating in tourism. The distribution of the age variable is reflected in Figure 4.2, which was categorised in terms of the following ages: 16-25; 26-39; 40-59; and 60-75. This distribution was designed to represent the age levels of the youth, the young adult, the mature adult and the aged, respectively.

The distribution of the frequency percentages are shown in Figure 4.2 and are as follows: 28%; 45%; 21%; and 06%. It is worth noting that there were more

respondents between the ages of 26-39. This category was the most accessed because it is the category of people that are readily available and are part of the economically active population. The second highest group among the respondents was the youth, ranging from age 16-25 which consisted of school-going youth, employed and unemployed youth.

FIGURE 4.2 DISTRIBUTION OF RESPONDENTS BY AGE



The third highest group was consisted of the mature adult, which ranged from 40 to 59 years. This group consists of many established homestead owner and leaders of the community, some of which economically active. There is a great possibility that most of the people ranging from the age of 26 upwards, have left their homes in rural areas to go and look for jobs in urban areas. A large number of respondents below the age of 26 could be regarded as those that are still at school, and others might have just completed matriculation and are still looking for employment.

4.4.3 The Education Variable

The level of education in any society significantly influences the provision and usage, promotion and development of tourism. The higher the educational level of the subject the more the need and usage of recreation and tourism facilities in any study area.

FIGURE 4.3 DISTRIBUTION BY LEVEL OF EDUCATION

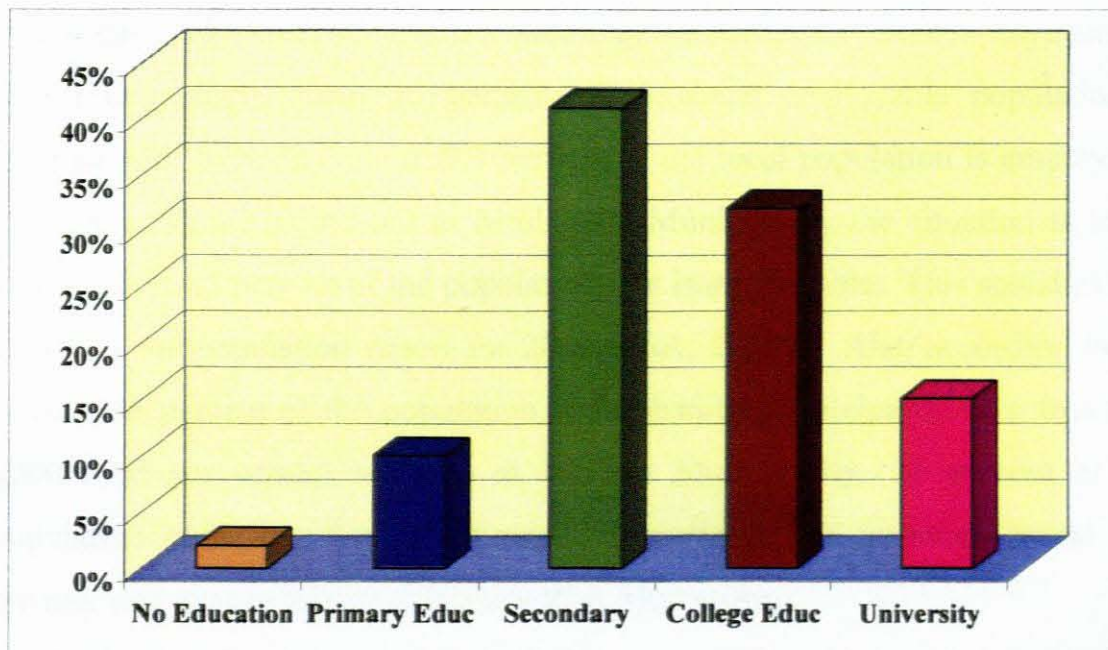


Figure 4.3 shows that respondents who were in possession of secondary [41%] and college education [32%] were in the majority, constituting about 73 percent of the respondents. There was a significant number of respondents who indicated that they had university education. The reason for the above situation is that there are a number of schools, colleges and university facilities in and near Umkhanyakude District. Only 2 percent of the respondents did not have any education, where as only 10 percent indicated that they gone through

primary education. The reason why only 10 percent had primary education is perhaps that questionnaires were not given to learners in primary schools but only those in high schools as well as adults in the community.

4.4.4 The Employment Variable

In promoting tourism local governments have argued that tourism is an important creator of jobs and opportunities. The levels of employment and unemployment in the study area are very important. In fact it has been observed that in the Umkhanyakude District Municipality the levels of unemployment are significantly high, about 35 percent of the local employable population is unemployed. In reality, about 9.3 percent of the local population is employable at Hlabisa Municipality, but at Mtubatuba Municipality the situation is much better as it is 65 percent of the population that is employable. This statistics is based on the population report for 2000 (SSA, 2000). Also according to the census, 35 percent of the population at Mtubatuba Municipality earn less than 6000 rand per annum whereas at Hlabisa Municipality, 55 percent of the population earn less than 6000 rand per annum. This statistics reveal that poverty rate is even higher at Hlabisa than Mtubatuba.

With regard to the employment variable, Table 4.1 shows that a significantly high value of 32 percent stated that they were not employed. The main reason is that there is general unemployment in country and this is most felt in rural and semi-rural areas of KwaZulu-Natal such as Umkhanyakude District. About 23 percent of respondents indicated that they are employed in agriculture related industries such as sugarcane milling. Many of the respondents participating in subsistence and small-garden agriculture do not see their activity as part of the economic or employment engagement.

TABLE 4.1 DISTRIBUTION OF RESPONDENTS BY EMPLOYMENT

CATEGORY	ABSOLUTE FREQUENCY	FREQUENCY PERCENT
Self Employment	25	21
Government Employment	20	17
Non-Governmental	08	07
Manufacturing Industry	28	23
Unemployment	39	32
TOTAL	120	100

About 21 percent responded that they were self-employed, whereas 17 percent are employed by Governmental departments. A relatively small number [7%] of the respondents indicated that they were employed by Non-Governmental Organisations [NGOs].

From Table 4.1, it is further evident that a small portion of respondent [17%] indicated that it was employed by the government. Many of the respondents are expecting that the national and local government would provide opportunities of employment to them.

4.4.5 Local Municipalities

It has been indicated that the local municipalities of Mtubatuba and Hlabisa have been the investigated sub-areas of Umkhanyakude District Municipality. Regarding the distribution of respondents as shown in Table 4.2, it became evident that the majority of respondents [55%] came from Mtubatuba and 45% came from Hlabisa.

TABLE 4.2 RESPONDENTS BY LOCAL MUNICIPALITIES

MUNICIPALITY	ABSOLUTE FREQUENCY	FREQUENCY PERCENT
Mtubatuba Local	66	55
Hlabisa Local	54	45
TOTAL	120	100

It should be remembered that in discussing the sample distribution in Chapter one, it was mentioned that in this study only two local municipalities of Umkhanyakude District Municipality would be investigated. The reasons for the 45% versus 55% distribution is that there were more respondents from Mtubatuba because the researcher also stays in Mtubatuba, and was able to distribute and collect questionnaires more easily herself. Due to the fact that Hlabisa is a bit far from the researchers' place of residence, the researcher made use of assistants that helped with the distribution of questionnaires at Hlabisa, and so some questionnaires could not be returned.

4.4.6 The Race Variable

Since the main task of this study is to establish notions of tourism promotion and development among the previously disadvantaged groups, it was important to consider the race variable. However, since the intention of the study was mainly directed to the previously disadvantaged communities of Umkhanyakude District Municipality, with particular reference to Blacks, the entire questionnaires were therefore distributed among Blacks only. It should be understood that despite the fact that Umkhanyakude Municipality contains and employs all population groups, the focus of this study is on the previously

disadvantaged persons. It follows therefore that the finding of this analysis may not be generalised for the entire population within the study area.

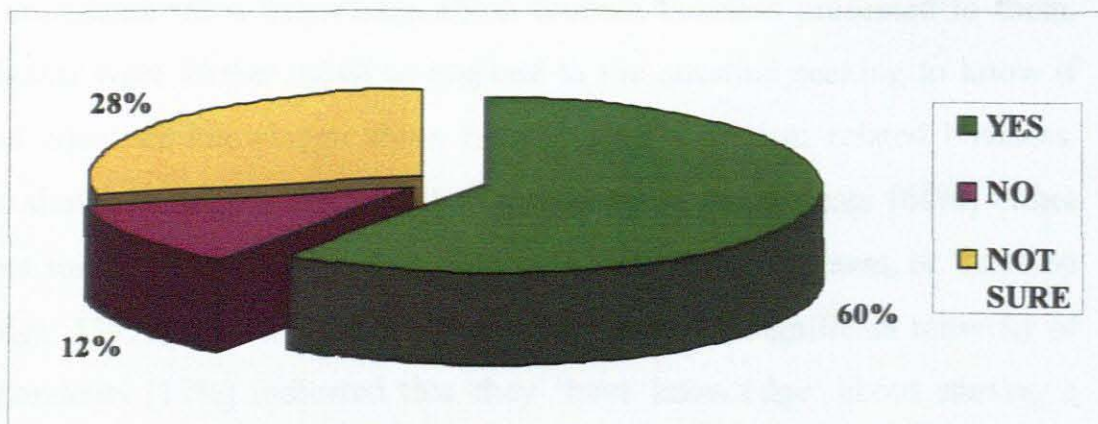
4.5 LEVELS OF TOURISM UNDERSTANDING AND AWARENESS

It is a fact that before the previously disadvantaged communities can be expected to participate in tourism and for them to make a meaningful contribution, they must understand what tourism is, and they must be aware of the benefits and opportunities of tourism.

4.5.1 Tourism Understanding

The respondents were asked to show their level of understanding relating to the concept of tourism. On the whole, a significant majority of respondents [60%] indicated that they understood the basic meaning and intention of tourism, particularly when it relates to people that visit their area and as a result bring more money into their area, which would offer opportunities for employment. The researcher included the other 40 who did not or were not sure of their understanding for the sake of obtaining information on other aspects of the study

FIGURE 4.4 UNDERSTANDING WHAT TOURISM MEANS

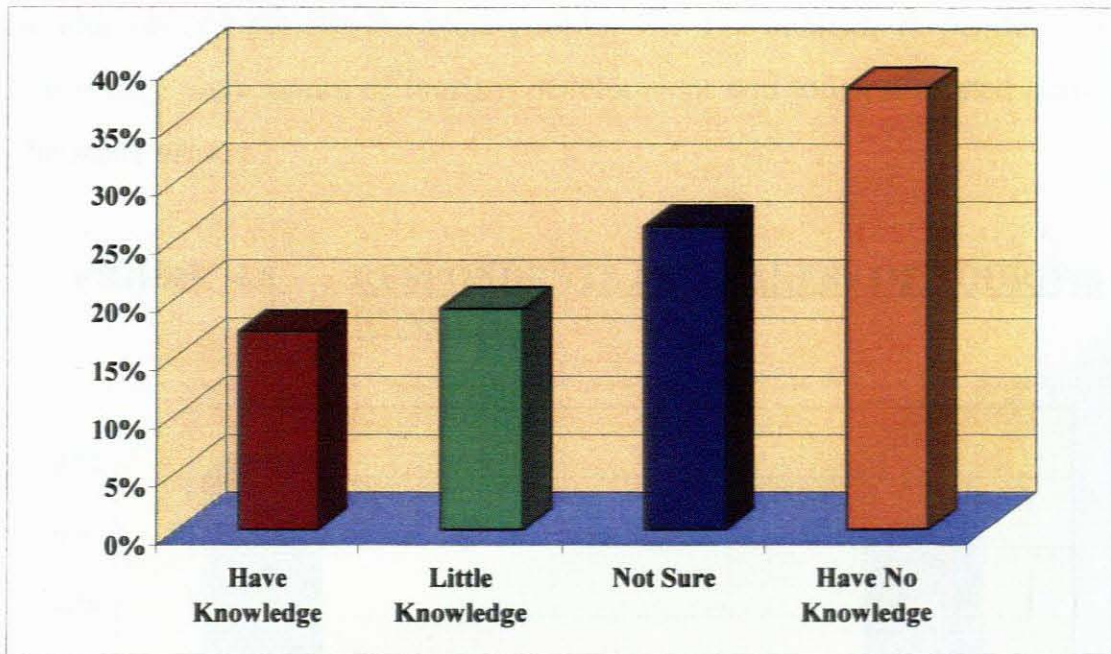


As shown in Figure 4.4 a significant majority of respondents [60%] in both local municipalities indicated that they understood the meaning of tourism, whereas a relatively large number [28%] stated that they were not sure. Only 12 percent of the respondents did not know or understand the meaning of tourism. A significantly large percentage of the positive response [60%] may be accounted for in that both the local municipalities of Mtubatuba and Hlabisa are located in an area which is endowed with natural outdoor recreation and tourism facilities. These areas are located next to a variety of natural facilities in the north coastal region of Zululand. Some of these are game reserves, beach areas and Greater St Lucia Wetland Park [a World Heritage Site] and cultural villages.

Both Mtubatuba and Hlabisa are located in an area where tourists pass through when they visit the Hluhluwe Game Reserve, Umfolozi Game Reserve, Greater St Lucia Lake, Ndumo Game Reserve, and Sodwana Bay. In this regard local communities in the study area may be understanding the usefulness of tourism, but may not have the knowledge of how it works to create job and gain employment.

A further analysis and interpretation of the understanding of tourism was elicited from respondents when knowledge about tourism business presented to them. The subjects were further asked to respond to the question seeking to know if they had adequate knowledge about how to start a tourism related business. What is shown in Figure 4.5 is that the majority of respondents [64%] either were 'not sure' [26%] about how to start a tourism-related business, or 'have no knowledge' [38%] of how to start a tourism business. A significant minority of the respondents [17%] indicated that they 'have knowledge' about starting a business.

FIGURE 4.5 KNOWLEDGE ABOUT STARTING A TOURISM BUSINESS

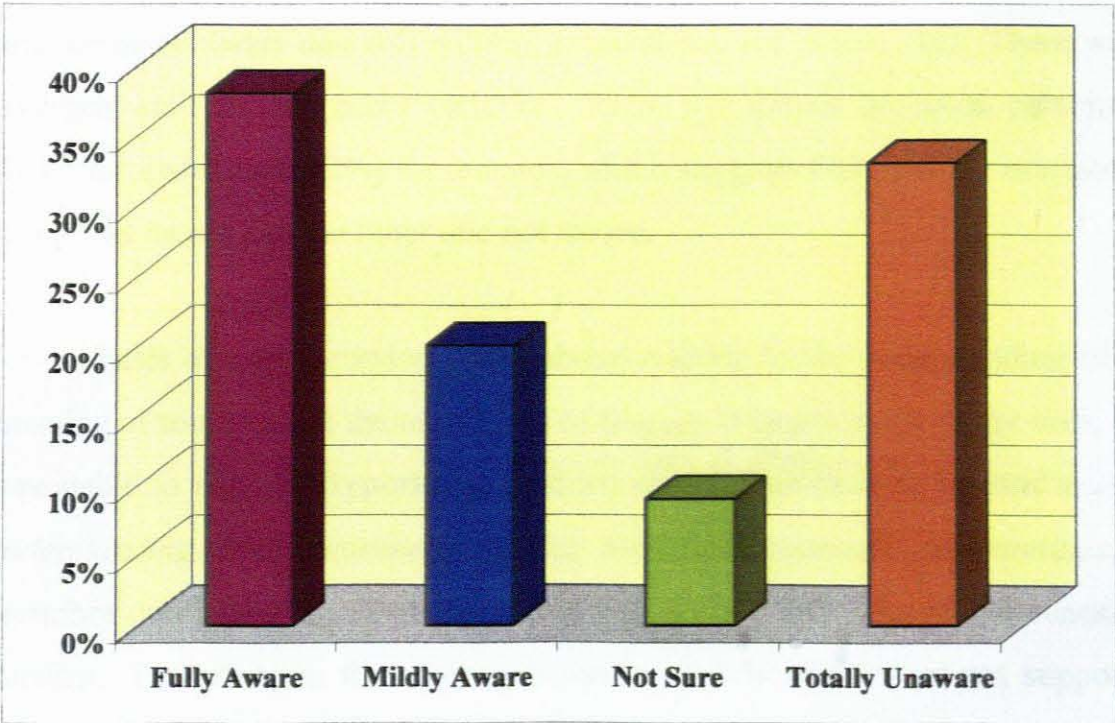


On the whole respondents in the study area have not been incorporated into business creation ventures as either capacity-building partners or Black Economic Empowerment [BEE] partners. The kind of responses shown above support what the researcher had suggested earlier that local communities will not be able to participate in tourism unless they understand what tourism is all about. The responses given above and the related justification, suggest that **Hypothesis 1** which states: *That there is limited tourism understanding and awareness among the Umkhanyakude communities* is fully supported and accepted. Notwithstanding that the hypothesis stated that “there is limited tourism understanding”, there is in fact a significant percentage [38%] of the respondents who indicated that they “Have no Knowledge” of starting a tourism business.

4.5.2 Tourism Awareness

Tourism awareness in this study means being conscious, interested and knowledgeable about tourism related facilities in the study area, and knowing how tourism can benefit the local people. In this context, respondents were asked if they were aware of tourism development and tourism related activities in the study area.

FIGURE 4.6 RESPONDENTS AWARENESS OF TOURISM BENEFITS



The results shown in Figure 4.6 indicate that there is a strong representation of respondents who suggested that they were ‘fully aware’ [38%] of the tourism benefits, and equally a strong cluster of respondents who suggested that they were ‘totally unaware’ [33%] of the benefits of tourism. About 20 percent of the respondents were ‘mildly aware’ and 9 percent ‘not sure’ about the benefits

of tourism in their area. It was hoped that even if some respondents did not know what tourism mean but would be able to think of benefits of tourism.

The reasons for this divergence in feelings about the awareness of tourism benefits are that: (a) About 45 percent of respondents had college as well as university education and the other 55 percent had secondary school education and lower. Understandably, respondents at the tertiary level might be more aware while the other respondents not aware. (b) About 65 percent of respondents are between the age of 16 and 39, these age groups are of people who are more aware and still willing to travel and see places. (c) There was a divergent split in the gender variable. There was almost the same percentage [48%] for males and [52%] for females, which suggests that possibly one gender group was aware and the other one not aware.

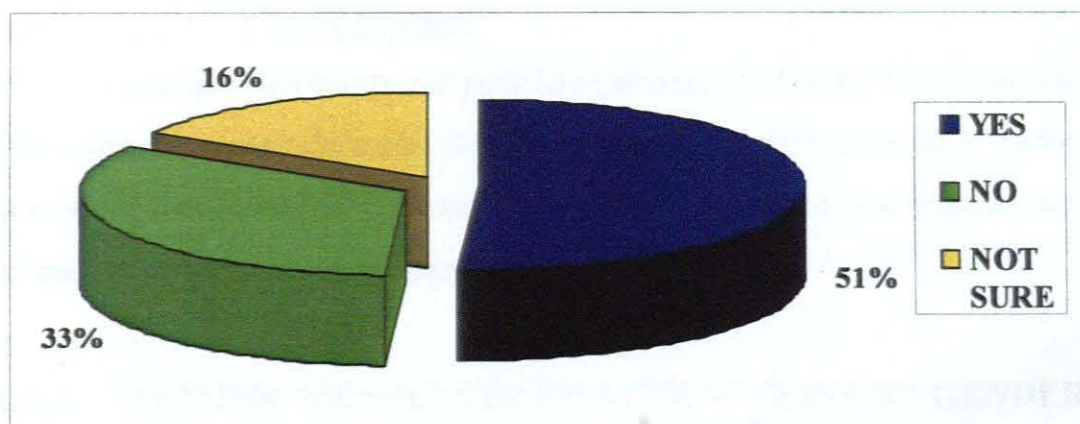
On the basis of the discussion given above relating to the understanding of the meaning of tourism and the awareness of tourism benefits in the study area, it is reasonable to address **Hypothesis 1** which states: *That there is limited tourism understanding and awareness among the Umkhanyakude communities*, is therefore confirmed or supported for understanding and general awareness of tourism. However, on the contrary Hypothesis 1 is rejected or not supported when it relates to knowledge about starting a tourism business.

To further get a clearer understanding of tourism awareness in the study area, respondents were asked to show if they were aware of tourism attractions within and near the study area. As shown in Figure 4.7 the respondents indicated that they were generally aware [51%] of the tourism attractions in the study area. The main justification for such a positive response was that the study area

consisting of Mtubatuba and Hlabisa local municipalities are located in an area endowed with natural recreation and tourism facilities. These facilities consist of major tourists attractions such as nature areas, game reserves, which are Hluhluwe Game Reserve, Umfolozi Game Reserve and Ndumo Game Reserve, as well as beach and estuary natural facilities.

It is to be noted [see Figure 4.7] that a small majority of subjects [51%] responded negatively to the notion of awareness of tourism attractions. About 33 percent of the respondents felt they were not aware of tourism attractions, whereas 16 percent were not sure about the process.

FIGURE 4.7 AWARENESS OF TOURISM ATTRACTIONS



To display awareness of tourism facilities, it was interesting to note that respondents were able to name examples of various attractions. These included the following: Veyani cultural village [5.7%]; Ifafa Tours [2.3%]; St Lucia Lake [13.6%]; Hluhluwe Game Reserve [15.9%]; Dukuduku Forest [3.4%]; Arts and Craft Centre [6.8%]; King Mtubatuba Monument [2.3%]; Beach area [2.3%]; and Others [5.7%] such as guest houses and bed and breakfast services. The total value of these attraction responses add up to 58 percent. It is assumed that

the remaining 42 percent may have not responded to the question or might have indicated that they were not aware of tourism attractions in their area. Judging from these responses, one can say that the fact that about 58 percent of responses were able to give examples of tourism attractions in their area, gives an indication that there are tourism attractions in the area and people are aware of them. The above discussion on responses and justification on awareness of tourism facilities suggest that Hypothesis 1 which states: *That there is limited tourism understanding and awareness among the Umkhanyakude communities* is not fully supported. Pertaining to the naming of tourism facilities [58%], as away of conveying awareness, accounts for the rejection of the notion of “limited tourism understanding and awareness” in the study area.

4.5.3 Tourism Awareness by Gender

The variable on gender was compared with the variable on awareness of tourism attractions using the cross-tabulation statistical technique. As indicated in Table 4.3, it is evident that a total 60 percent of the male and female respondents are fully and mildly aware of tourism attractions in the study area.

TABLE 4.3 TOURISM AWARENESS OF ATTRACTIONS BY GENDER

AWARENES OF ATTRACTIONS	FEMALES		MALES		TOTAL	
	Freq	%	Freq	%	Freq	%
Fully Aware	14	12	37	31	52	43
Mildly Aware	10	08	11	09	20	17
Not Sure	4	03	02	02	06	05
Totally Unaware	31	26	11	09	42	35
TOTAL	59	49	61	51	120	100

From the same table [Table 4.3], about 40 percent of the males are fully and mildly aware of tourism attractions. On the other hand only 20 percent of the females are fully and mildly aware of tourism attractions. The majority of females [29%] are not sure and totally unaware of the tourism attractions, and only 11 percent of the males were not sure and totally unaware of tourism attractions. It is not surprising that more males were aware of tourism attractions than females because in most cases males travel a lot and may have come across such attractions. The study area in this investigation was more of a rural area where females are regarded as people that have to stay at home and take care of the young ones, and there is very little time to visit places.

From the above discussion on tourism awareness of attractions by gender, it has been noted that the majority of males are aware of tourist attractions than females do. Having analysed this data and having given the justification, the findings therefore suggest that Hypothesis 1 which states: *That there is limited tourism understanding and awareness among the Umkhanyakude communities* is fully supported for females and is rejected for males.

4.5.4 Awareness of Tourism Businesses

It is reasonable to believe that, for previously disadvantaged communities to see the need to participate in tourism activities, they have to be aware of the tourism business environment. These communities can do in tourism that which can help them earn a decent living. On the question of awareness of tourism businesses, Table 4.4 indicates that 47 percent of responses agreed that they are aware of tourism business opportunities, whereas on the other hand 32 percent revealed that they are not aware of such business opportunities. The other 21 percent was not sure whether they are aware of such business opportunities one

can take up in tourism. It should be noted that the awareness of tourism business opportunities, is a superior level of tourism understanding and awareness in general, and far more significant for the rural environment like the Umkhanyakude District Municipality.

TABLE 4.4 AWARENESS OF TOURISM BUSINESSES

RESPONSE	PERCENT	FREQUENCY
Yes	47	57
No	32	38
Not Sure	21	25
TOTAL	100	120

From the Table 4.4 above, it can also be noted that the people that responded negatively together with those that were not sure amounted to 53 percent, which is even more than the responses that said they are aware of tourism business opportunities available in the study area. This is therefore inline with Hypothesis 1 which states: *That there is limited tourism awareness and understanding among the Umkhanyakude communities.* As such, the hypothesis is confirmed and accepted.

4.5.5 Awareness of the Tourist Information Centres

The saying that knowledge is power is a fact that no one can deny. It is true that without the knowledge of where information can be acquired, the previously disadvantaged communities of Umkhanyakude would find it hard to make progress in tourism related matters. The respondents in the study area were asked whether they are aware of the presence of the tourist information centres in their area.

Preliminary observations indicated that there are two information centres in the study area. The researcher was however disappointed by the fact that 43 percent of the respondents said they do not know whether there is a tourist information centre in the study area. The researcher discovered that the facility is there, but the problem is that people do not know what it is for. The other 32 percent of the respondents revealed that there is no information centre in the area, while only 25 percent said they are aware of it. The above responses are indicated in Table 4.5 below. The above response really shows that the previously disadvantaged communities need a lot of orientation to tourism facilities and what they are used for.

TABLE 4.5 AWARENESS OF TOURISM INFORMATION CENTRES

RESPONSE	FREQUENCY	PERCENT
Yes	30	25
No	38	32
Not Sure	52	43
TOTAL	120	100

From Table 4.5 it is clear that 75 percent of respondents are either not sure [43%] or are not aware [32%] of the presence of the tourist information centres. The above responses may be caused by the fact that there is lack of communication between the municipal officers and the people they lead. This has been stated in the discussion below that the majority of respondents said that they have never been addressed by the municipal officers. Another reason may just be ignorance on the part of the community because the information centres has always been there for some years now and the community does not even bother to know what they are.

From what has been said under this objective, on tourism awareness, it was noted that in most of the questions local communities were not aware of the availability of different facilities. So **Hypotheses 1** of this study, which states: *That there is limited tourism awareness and understanding among the Umkhanyakude community*, is applicable and is accepted for tourism awareness. On the contrary, the hypothesis is rejected for tourism understanding. It should be remembered that tourism awareness is an easier exercise than tourism understanding.

4.6 TOURISM INFRASTRUCTURAL PROVISION

Without the necessary infrastructure, it can really be impossible for tourism to prosper. It is also true that no matter how much the communities of Umkhanyakude may wish to participate in tourism activities, without the relevant infrastructure, their dream will remain a myth. It is indeed the duty of municipalities to provide the necessary tourism infrastructure in their areas, which will enable tourism practices to take place. In chapter two of this study it was clearly stated that the government of South Africa is committed to providing the enabling framework for the industry to flourish. The main expectation of this research inquiry is that all municipalities, in particular the Umkhanyakude Municipality, should put their written policies into practice.

When the subjects were asked whether there was sufficient infrastructural facilities in the study area, about three in one [32%] of them responded on the affirmative [see Table 4.6]. About 55 percent of the subjects responded negatively to the same statement, while only 13 percent were not sure of the

adequacy of infrastructure. These responses show that the majority of respondents [55%] feel that the tourism infrastructure in the area is not enough.

TABLE 4.6 INFRASTRUCTURE ADEQUATELY PROVIDED

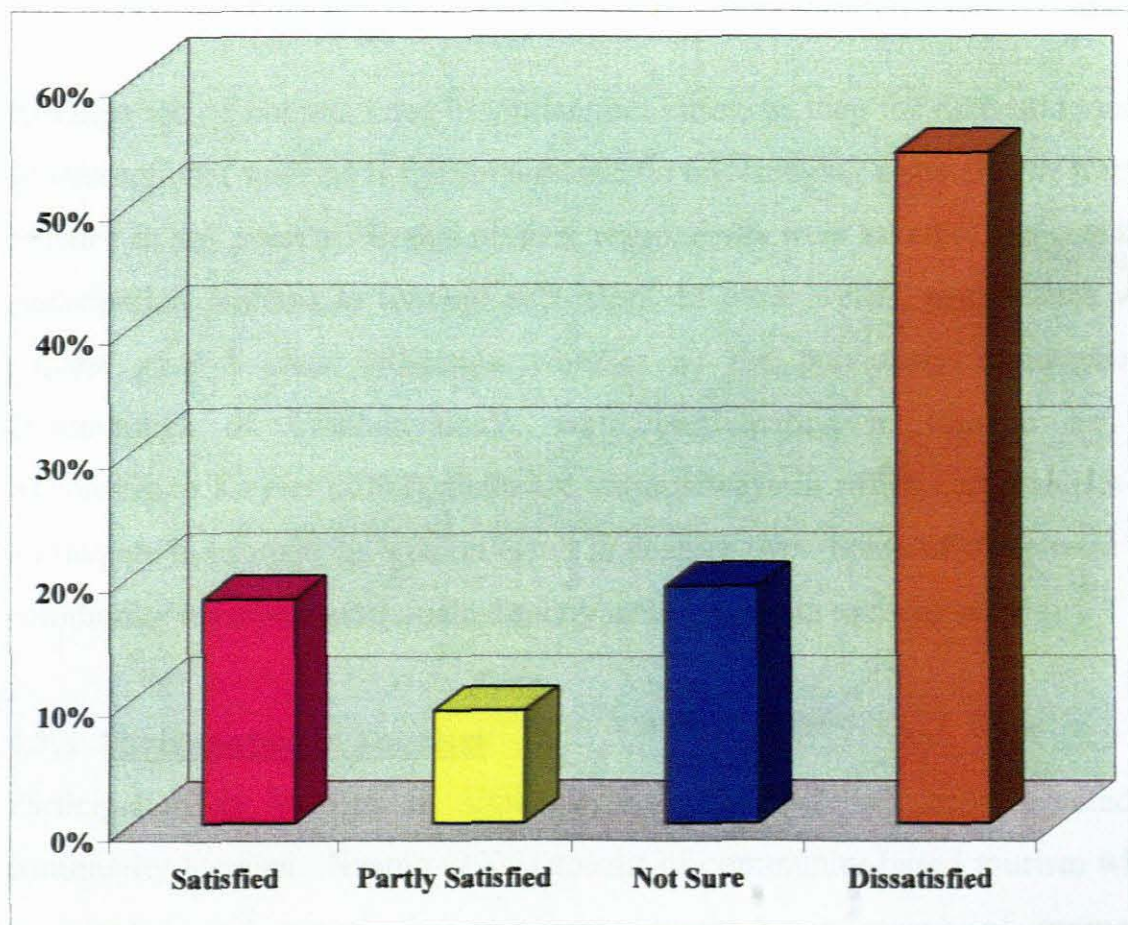
RESPONSE	FREQUENCY	PERCENT
Enough	38	32
Not Enough	66	55
Not Sure	16	13
TOTAL	120	100

It is possible that such a high level of negative response was due to lack of understanding as to what was meant by infrastructure. The majority of respondents have education qualifications up to the secondary school level, and also have English as their second language, which may have made them not to understand the meaning of infrastructure. In this regard **Hypothesis 2** of this study, which states: *that the tourism infrastructure in the study area is not adequately provided by the Umkhanyakude Municipality*, is supported and therefore accepted.

It is also important to note that 73 percent of respondents indicated that they were dissatisfied [54%] and not sure [19%] about the conditions of the roads [see Figure 4.8]. They felt that the available infrastructure is not good to attract tourists. Respondents also expressed their dissatisfaction about the condition of roads to different attractions. Furthermore, Figure 4.8 also shows that only 30 percent of the respondents felt that they were satisfied as well as partly satisfied about the conditions of the roads. In conclusion, the above responses indicate

that the tourism infrastructure such as roads needs serious attention in the Umkhanyakude District Municipality.

**FIGURE 4.8 RESPONSES ABOUT ROAD CONDITIONS IN
UMKHANYAKUDE.**



From the above discussion it is clear that communities of Umkhanyakude are not satisfied with the infrastructural provision in the area. The subjects are also not happy about condition of roads as well as the other infrastructural facilities. On average, the percentages of those that are happy with the above conditions is very minimal [30%] when compared with those not happy [70%]. Having presented the responses and the related justification it stands to reason that

Hypothesis 2 which states: *that the tourism infrastructure in the study area is not adequately provided by the Umkhanyakude Municipality*, is confirmed and therefore accepted.

4.7 PARTICIPATION IN TOURISM ACTIVITIES

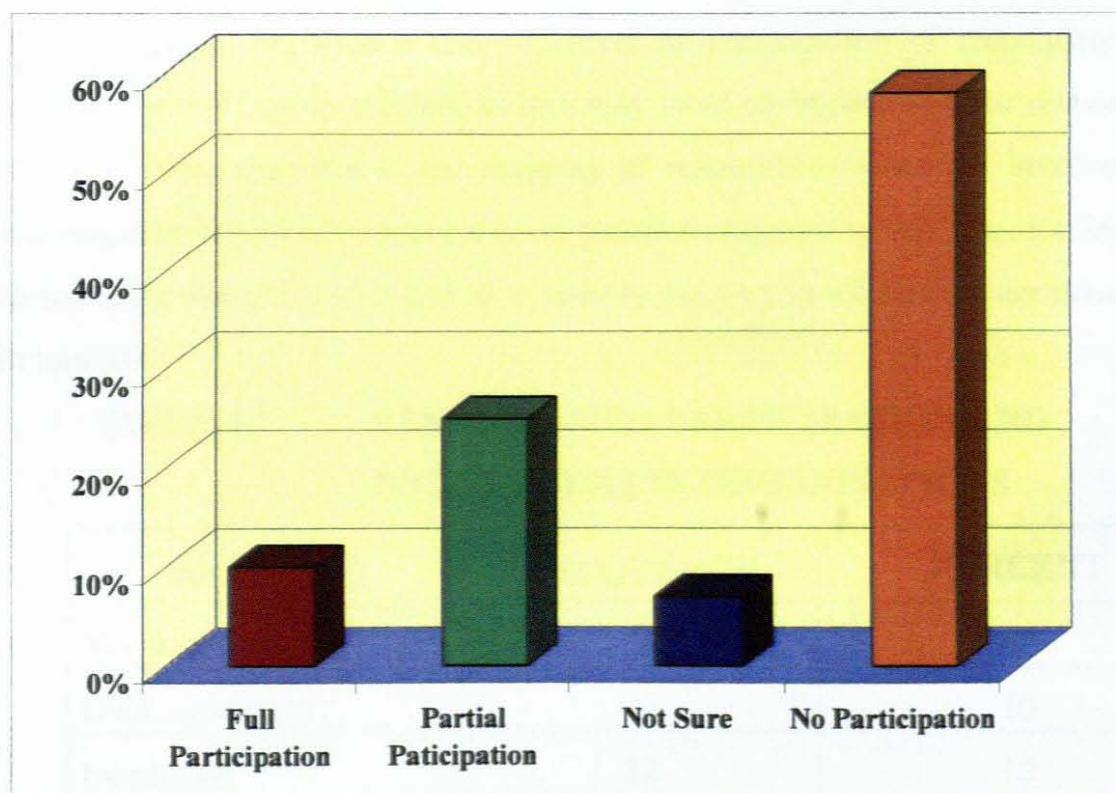
Participation of communities in tourism activities, be they for domestic tourists or international tourists, is the cornerstone for encouraging a sustainable tourism practice in any society. In this section, respondents were asked to indicate their participation patterns in tourism activities. In other words, respondents were request give a clear indication whether as the previously disadvantaged communities of Umkhanyakude, were participating in tourism or not. According to Keyser (2002), there are various ways in which communities can participate in tourism, as was reflected in chapter two. Some of these were that community members participate directly or indirectly in tourism activities.

4.7.1 Participation in Tourism

Participation in tourism in Umkhanyakude District has been equated to community tourism. Nzama (2005) speaks of community-based tourism which is initiated and propelled by the community as a means of promoting development and uplift the standard of life of every member of the community through tourism related activities. There is a need therefore to involve local people in tourism activities. Nzama (2005) further argues that community-based tourism is seen, by many, as the answer and a solution to the unemployment crisis and development problems in rural areas. The approach to community-based tourism in Umkhanyakude District is an important objective of this study.

The question of involvement in tourism is related to the third objective of this study, which was to find out whether the previously disadvantaged communities of Umkhanyakude Municipality participate in tourism activities. The data shown in Figure 4.9 below, indicated that 35 percent of the respondents participate fully and partially in tourism related business. On the contrary, 58 percent of respondents do not participate and 7 percent of them are not sure whether they participate in tourism or not. Respondents that are employed in tourism or own tourism related business are said to participate fully in tourism as according to this study.

FIGURE 4.9 PARTICIPATION IN TOURISM BUSINESS



From this graph [Figure 4.9] it is also clear that the majority of respondents [58%] do not participate in tourism businesses. There can be a number of

reasons for such a response, some of which being the lack of knowledge or skill about tourism business. This result also means that the Umkhanyakude Municipality needs to train previously disadvantaged communities on how to run tourism related businesses.

The above responses and justifications given, therefore suggest that **Hypothesis 3** of this study, which states: *That the previously disadvantaged communities in the study area do not adequately participate in tourism activities*, should be confirmed or accepted.

4.7.2 Level of Participation in Tourism

It is of utmost importance that the level of participation of respondents in tourism, be thoroughly studied, as this may have an impact on their responses. It is obviously true that if the majority of respondents were not involved in tourism, one would not expect a good positive response to this question either. Respondent were, therefore asked to specify the way in which they are involved in tourism.

**TABLE.4.7 RESPONDENTS’ PARTICIPATION AND
ENGAGEMENT IN ORGANISATIONS**

RESPONSE	FREQUENCY	PERCENT
Not sure	54	45
Own a business	12	10
Employed	12	10
Member of organisation	14	12
Unemployed	28	23
TOTAL	120	100

It is not surprising that 45 percent of the respondents maintained that they were not sure about participations levels in tourism. Respondents were not able to respond to this question because, if one looks at the graph in Figure 4.9, the majority (58%) of respondents indicated that they do not participate in tourism related businesses, and so they could not indicate the way in which they are involved.

On considering the question of participation in relation to organisational affiliation [Table 4.7], it became evident that 10 percent of the respondents indicated that they were employed within the tourism industry. A further 10 percent indicated that they owned tourism related businesses, whilst about 23 percent stated that they were unemployed. Furthermore, 12 percent of the respondents revealed that they are members of tourism organisations. A significant majority of the respondents revealed that they were not sure about their participation level and organisational affiliation. The main reason for this poor response is that either the question was not well understood, or the respondents actually did not know their participation and organisational affiliation in tourism.

The above responses as indicated in Table 4.7 above really depict an unpleasant situation for the tourism industry in Umkhanyakude Municipality. It was the gross or total of 32 percent of respondents that could clearly state their level of participation relative to organisational affiliation. The majority of respondents [68%] either said they were unemployed [23%] or were not sure [45%] of their participation characteristics. The reason for such low levels of participation could be that the majority of the previously disadvantaged communities have only recently been involved in tourism, and in most cases they are involved in

the services department as cleaners; kitchen staff; security personnel or as receptionists. The above responses and the accompanying analysis and justification support Hypothesis 3, which states: *That the previously disadvantaged communities in the study area do not adequately participate in tourism activities.* The hypothesis is therefore confirmed.

A further development and analysis of the participation patterns was achieved through asking the respondents to reveal the forms of municipal support of the tourism effort in the study area. Respondents were also asked whether their participation was facilitated by the Umkhanyakude Municipality. This question was included specifically to find out whether the municipality has an impact in the low participation levels by not assisting the local communities.

FIGURE.4.10 SUPPORT FOR TOURISM PARTICIPATION

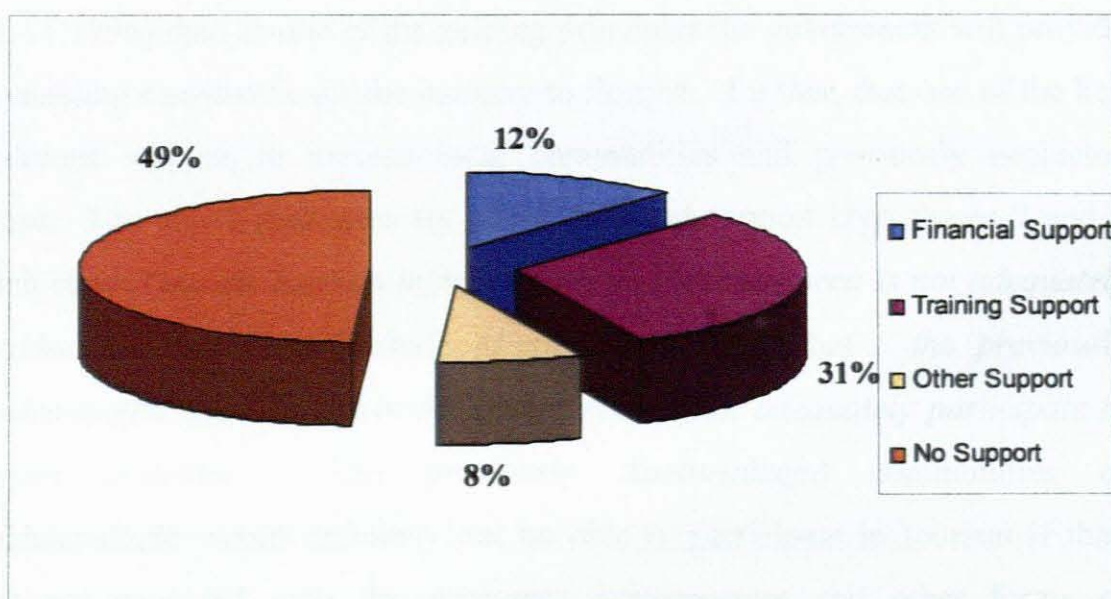


Figure 4.10 below shows that 49 percent of respondents said they received no support, while 31 percent said they were assisted in the form of training.

Furthermore 12 percent of the respondents received financial assistance and only 8 percent mentioned that they received other form of assistance which they did not specify. The tourism business participation levels and municipal support are inadequate in the study area. This is despite the language of partnerships and co-operatives which are today's spoken and popular language among communities. However, it is not everybody that is aware of these approaches and so municipalities need to tell local communities about them and how they could access funds.

Such responses really show that Umkhanyakude Municipality is still faced with a big challenge of providing even great assistance to the local communities. The results shown above are so poor, that is, 12 percent for financial assistance, 31 percent for training and 49 percent for no support. These results are unlike what is argued in the White Paper on the Development and Promotion of tourism (DEAT,1996) that, as one of the guiding principles the government will provide the enabling framework for the industry to flourish. Further, that one of the key conditions will be to involve local communities and previously neglected groups. The above responses are inline with and support Hypotheses 2 and 3 which state: *That the tourism infrastructure in the study area is not adequately provided by the Umkhanyakude Municipality,* And that : *the previously disadvantaged communities in the study area do not adequately participate in tourism activities.* The previously disadvantaged communities of Umkhanyakude would definitely not be able to participate in tourism if they were not provided with the necessary infrastructure and other forms of assistance by the Municipality. The two hypotheses 2 and 3 are therefore accepted for the variable of assistance by the Municipality.

It is interesting to note that the responses by the authorities of Umkhanyakude Municipality differ greatly from what the local community said, for example, 100 percent of the authorities agreed that the Umkhanyakude Municipality does assist people that want to start businesses in the form of training; mentorship; source funding; and identifying noble tourism projects for funding. The Assistant Director for Tourism at Umkhanyakude specified that they at Umkhanyakude are also faced with a problem of local municipalities that do not want to co-operate with them, for example, they do not attend meetings when called to. He also stated that while things are happening in one municipality, nothing is happening in the other due to failure to co-operate.

4.8 PERCEPTIONS OF TOURISM OPPORTUNITIES

There is just no doubt that for people to have positive perceptions about something, it calls for them to see the benefits thereof. Should the government of South Africa really apply what was argued in chapter two, from the White Paper on Tourism Development (DEAT, 1996) that a great deal has to be done by both the Government and private sector to redress previous imbalances to win back the support of previously disadvantaged groups. It is necessary to demonstrate that tourism in the new South Africa can benefit all communities, then the perceptions of peoples can become positive.

The previously disadvantaged communities of Umkhanyakude Municipality were asked whether they see tourism as something for Whites only. This variable was included solely to find out whether the local communities of Umkhanyakude Municipality see themselves as worthy of participating in

tourism activities or whether they think of it as belonging to other people. Their response to this question would really affect their response to other questions.

TABLE4.8 TOURISM OPPORTUNITIES ARE FOR WHITES

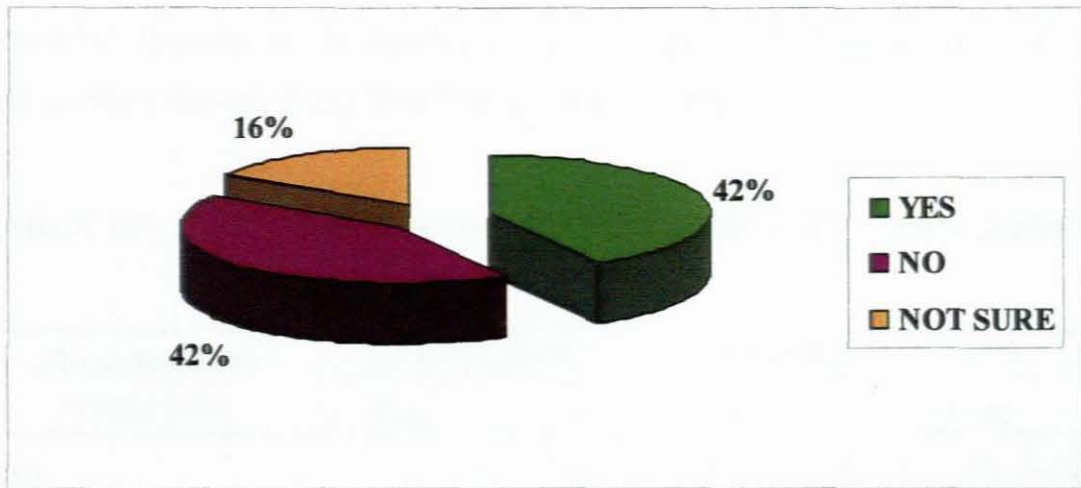
RESPONSE	FREQUENCY	PERCENT [%]
Agree	19	16
Undecided	25	21
Disagree	76	63
TOTAL	120	100

Table 4.8 above shows that only 16 percent agreed to the question; the other 21 percent was neutral; 63 percent disagreed. It is really interesting to see that a large percentage of the respondents strongly disagreed with the statement. With regard to this variable, **Hypothesis 4**, which states: *That the previously disadvantaged communities have negative perceptions towards tourism and tourism opportunities*, is rejected.

4.8.1 Perceived Tourism Employment and Job Creation

On the one hand, tourism in South Africa has been identified as a high income generator and a big employment sector. On the other hand, unemployment rates in South Africa are relatively high in various national and provincial sectors of the economy. It therefore stands to reason that any new initiative or project that is introduced in South Africa should mainly aim at creating jobs. The creation of jobs would really make the proposed projects a success. It also can be deduced that the previously disadvantaged communities in the Umkhanyakude District would have positive perceptions towards tourism if they were to see its benefits, such as job creation.

FIGURE 4.11 DOES TOURISM CREATE EMPLOYMENT?



From Figure 4.11 above it is clear that 42 percent of respondents agreed that tourism does create employment, while the other 42 percent of the respondents disagreed. It was only 16 percent of respondents that was not sure whether tourism does create employment or not. Such an even-split in the analysis could be that those respondents that participate in tourism in tourism activities feel that it does create jobs, and those that do not participate feel it does not create jobs.

When the variable on gender was compared with this variable on whether the municipality is doing its best to create tourism related jobs, Table 4.9 shows that 45 percent of the males indicated that municipalities are doing their best while 23 percent argued that they were not. The other 32 percent of the males was not sure. With regard to female respondents, 26 percent indicated that municipalities were doing their best, whereas 40 percent argued that municipalities were not doing their best to create tourism related jobs. The rest of the 34 percent of females was not sure. Regarding these results, it is not surprising that with females being the larger population, they felt that the municipality is not doing the best to create tourism related jobs because, the

majority of the males were employed and are bread winners in their families, whereas the majority of the females are unemployed. The females also feel that municipalities are not doing their best to create tourism related jobs.

**TABLE 4.9 PERCEIVED MUNICIPALITIES CREATING JOBS
BY GENDER**

Municipalities create jobs	FEMALES		MALES		TOTAL	
	Freq	%	Freq	%	Freq	%
Yes	16	26	27	45	43	71
No	24	40	14	23	39	63
Not sure	21	34	18	32	39	66
TOTAL	61	100	59	100	120	200

Following from the responses above, it is clear that male respondents have a positive perception with regards to municipalities doing their best to create tourism related jobs, while female respondents have a negative perception. As such we may deduce that **Hypothesis 4**, which states: *That the previously disadvantaged communities have negative perceptions towards tourism and tourism opportunities in the study area*, is rejected for males and is accepted for females.

4.8.2 Perceived Resources that Promote Tourism

It has be argues that tourism promotion cannot succeed unless it is supported by viable and sustainable resources. These resources may be those that are tangible and intangible or those that natural and man-made. Umkhanyakude District as indicated in Chapter 3 is one of the district that is heavily endowed with natural resources. such as natural parks, game reserves, ocean beaches, estuaries and flora and fauna.

**TABLE4.10 AVAILABILITY OF RESOURCES TO PROMOTE
TOURISM**

RESPONSE ON RESOURCES	FREQUENCY	PERCENT [%]
No Resources	45.5	38
Undecided	17.0	14
Adequate Resources	45.5	38
No Response	12.0	10
TOTAL	120	100

With regards to resources that can be used to promote tourism within Umkhanyakude Municipality, 38 percent of the respondents agree that there are no resources that can be used to promote tourism within Umkhanyakude Municipality. On the other hand, 38 percent of respondents argued that there are adequate resources for promoting tourism. About 14 percent of the respondents were undecided. Finally, 14 percent of the respondents did not respond to the question. It must, therefore be noted that the number of those that agreed is equal to those that disagreed. However, it is evident that the adding of negative responses including the undecided and none responses, may be interpreted that 62 percent of the responded reacted negatively to the statement. Finally we conclude that the majority of respondents agree that there are no resources that can be used to promote tourism in Umkhanyakude District.

The above sub-variable on resources that can promote tourism being available or not, was a related to the sub-variable on tourism infrastructure like hotels and attractions, was seen as adequate. It should be noted that again there was a contradiction of some kind, because on the first sub-variable, responses were 50 percent positive and 50 percent negative. On the second sub-variable, results

were 32 percent for yes and 68 percent for the negative. The researcher pointed out earlier on, that respondents were somehow negligent as they responded to the questionnaire.

With regards to the notion that there is inadequate knowledge about how to start tourism related businesses, 21 percent strongly agree and 32 percent agree that there is inadequate knowledge about how to start tourism related businesses. Only about 11 percent were neutral, while those that disagreed and those that strongly disagreed amounted to 20 percent. A further 16 percent of the subjects did not respond to the question.

In an attempt to summarise or make an overview of the various findings about the perceptions of the peoples towards tourism as it was been stated earlier in the chapter, it is clear that the majority of respondents have a negative perception towards tourism. For example, more people believe that municipalities do not create tourism related jobs, and that there are no tangible benefits of tourism. Again, there are more respondents who felt that funding for tourism businesses is not available, and that there is inadequate information related to opportunities within tourism. It was also noted that the majority of respondents felt that there is inadequate knowledge about how to start tourism related businesses.

On the basis of most of the analyses made above, it therefore goes without saying that **Hypothesis 4** of this study which states: *That the previously disadvantaged communities have negative perceptions towards tourism and tourism opportunities in the study area*, is accepted. This finding is a

generalised outcome which has emerged from several variables and statements discussed earlier in this chapter.

4.9. STRATEGIES FOR TOURISM ENHANCEMENT

Municipalities following on the provincial tourism authority, ought to have well planned tourism strategies in place so that there can be development and progress within their area of jurisdiction. Umkhanyakude as a district municipality has to make use of the local municipalities because the latter are closer to the people and have more contact with local communities. Should municipalities fail to plan their program of implementation, there can be no development within the municipalities.

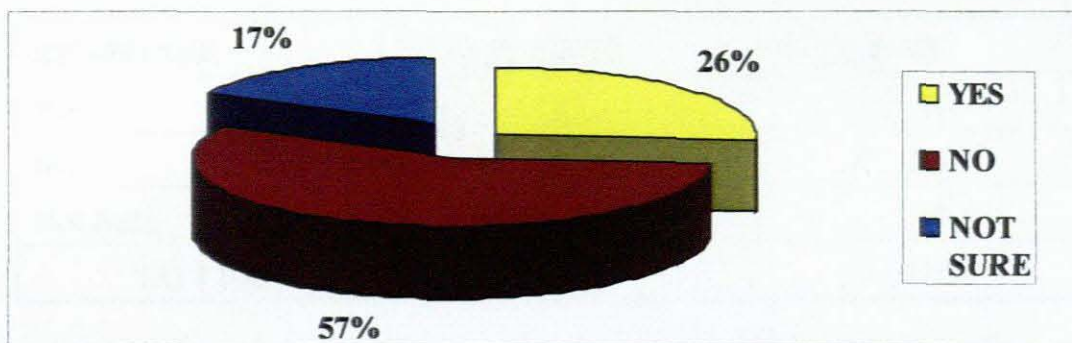
4.9.1 Tourism Advertising Strategy

This section looks at the strategies used by Umkhanyakude Municipality so as to see whether they are effective and are appreciated by the members of the local community at Umkhanyakude. Some of the strategies used by Umkhanyakude Municipality include: advertising; training; financing; and communicating strategy. Concerning the strategies used by Umkhanyakude Municipality, it is clear that advertising as a strategy is used not extensively. As indicated in Figure 4.12 about 26 percent of the respondents confirmed that they have seen tourism related jobs advertised within their municipality. On the contrary, 57 percent of respondents revealed that they have never seen tourism related jobs advertised in the study area. A relatively high number of respondents [17%] did not respond to this question. The reason for the negative response [57%] indicating that there have not been any tourism related job advertisements in the

study are, may due to the fact that there is no local news paper in the area, except the regional “Zululand Observer”.

Advertising seems to be the easiest of all strategies because there are different ways via the media through which it can be done. The previously disadvantaged communities of Umkhanyakude were asked whether they have ever seen tourism related jobs advertised within Umkhanyakude Municipality. What is shown in Figure 4.12 confirms the negative response revealed by the Umkhanyakude local communities.

FIGURE 4.12 TOURISM JOBS ADVERTISING RESPONSES



From the above pie graph shown above it should be noted that advertising of tourism related jobs as a strategy used by Umkhanyakude Municipality seems not to be working well, because the majority of respondents [57%] has denied seeing tourism related jobs being advertised. It is disappointing that such a large percentage of respondents has never seen tourism advertisements in the area. It is evident that ignorance can be said to account for the negative response. It plays an on the part of the community or the jobs are not advertised. It must therefore be deduced that **Hypothesis 5**, which states: *That the Umkhanyakude Municipality does not have adequate strategies in place to encourage local*

communities to participate in tourism, has been supported, as it relates to the Umkhanyakude local community.

4.9.2 Tourism Training Strategy

The respondents were also asked whether there were adequate training facilities and programmes offered by Umkhanyakude Municipality to the local communities. Table 4.11 also reveals that 27. percent of respondents said yes, there are training sessions available related to tourism within Umkhanyakude Municipality.

TABLE 4.11 TOURISM TRAINING IN THE AREA

RESPONSE	FREQUENCY	PERCENT
Yes	32	27
No	65	54
Not Sure	23	19
TOTAL	120	100

On the contrary 54 percent of the subjects responded negatively, and it was such a large percentage that indicated that there are no training sessions in the study area. About 19 percent of respondents were not sure whether there are training sessions at Umkhanyakude Municipality. It is possible that a large number of negative responses to this sub-variable on training sessions was due to the fact that indeed the Umkhanyakude Municipality does not provide training. Furthermore, the local community is just ignorant or is not aware of such training sessions. It therefore rests upon the municipality to make sure that information is effectively communicated to all the local people, and training must really be provided. The responses recorded above suggest that **Hypothesis**

5, which states: *That the Umkhanyakude Municipality does not have adequate strategies in place to encourage local communities to participate in tourism,* should be accepted. The above responses nonetheless differ from what the authorities of Umkhanyakude have stated, as they all agreed that they do have training sessions for local communities.

4.9.3 Tourism Financing Strategy

The respondents in the study area were asked to indicate if the local Municipality does offer loans to those that want to start tourism related businesses. Table 4.12 below clearly indicated that 38 percent of respondents indicated that there was no financial assistance granted to those who want to start tourism related businesses. On the contrary 21 percent of the subjects responded on the affirmative, that Umkhanyakude does offer loans to those that want to start tourism related businesses. Interestingly and surprisingly, the largest percentage [41%] indicated that they were not sure whether there were any loans offered by Umkhanyakude Municipality to those that want to start tourism related businesses.

TABLE 4.12 AVAILABILITY OF FINANCIAL ASSISTANCE

RESPONSE	FREQUENCY	PERCENT
Yes	25	21
No	46	38
Not Sure	49	41
TOTAL	120	100

It is really surprising that such a large percentage does not know of any loans, and this clearly shows that information is not properly communicated to the

community at large. It also shows that there is lack of direct communication from the Municipality about the kind of assistance local communities can get to help them start tourism related businesses. From the above responses on financing as a strategy, **Hypothesis 5** which states: *That the Umkhanyakude Municipality does not have adequate strategies in place to encourage local communities to participate in tourism*, is accepted.

4.9.4 Tourism Communicating Strategy

Without proper communication, it can really be impossible to transfer information to all the members of the community. It therefore calls for channels of communication to be open at all times. The previously disadvantaged community of Umkhanyakude was asked whether they have ever been addressed by the municipal officers.

From Table 4.13 it can be read that 58 percent of respondents have denied that they have been addressed by the Municipality. On the contrary, 33 percent indicated that the Municipality does address the community about tourism opportunities. Only 9 percent of the respondents were not sure.

TABLE 4.13 ARE COMMUNICATION CHANNELS AVAILABLE?

RESPONSE	FREQUENCY	PERCENT
Yes	40	33
No	70	58
Not Sure	10	09
TOTAL	120	100

The responses above also show that the Umkhanyakude Municipality uses rallies and addresses to the local community as a strategy of communication, to a very little extent. Again, this variable makes one to believe or accept **Hypotheses 5**, which states: *That the Umkhanyakude Municipality does have adequate strategies in place to encourage local communities to participate in tourism.*

The respondents suggested that the government must fund businesses; provide training; provide information; advertise jobs and build more attractions in their environment. These responses further revealed that respondents are willing to be involved in tourism, provided the government is willing to help them. If one were to give an overview of the general response on the strategies used by Umkhanyakude Municipality, one would argue that generally, a large percentage of respondents is not aware of the strategies such as financing; training; advertising and communicating within Umkhanyakude Municipality. It would be of great help if the municipality would make maximum use of these strategies for the benefit of all the members of the community. Concerning the variable on strategies used by Umkhanyakude Municipality, **Hypothesis 5**, which states: *That the Umkhanyakude Municipality does have adequate strategies in place to encourage local communities to participate in tourism*, should continue to be accepted.

4.10. CONCLUSION

The researcher has really found it interesting to do the analysis as well as interpretation of data in this section. All that the researcher was hoping to achieve at the end of the study seems to have been actually achieved. The

objectives and hypotheses of the study have truly helped in giving direction to the study. It is needless to argue that the findings of the study need to be generalised for a wider area than the Umkhanyakude District Municipality. The study has attempted to give answers to some of its central objectives. The findings of this study really assisted in making conclusions and recommendations, which are presented in the next chapter.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

This is the last chapter of this research study, and it is where conclusions and recommendations are made. Such conclusions and recommendations are usually drawn from the findings of the research investigation. In the previous chapter the researcher related the objectives and hypotheses of the study to the actual analysis and interpretation of research data. In this chapter, the outcomes of the study are revisited turned into conclusions and recommendations. The outcomes of the study are of great value to this chapter, because they provide valuable information about tourism promotion and development among the previously disadvantaged communities in Umkhanyakude Municipality.

The proposed recommendations are expected to cast some light on how Umkhanyakude Municipality should plan and manage the provision of recreation facilities in the area. The recommendations will also form a basis for future involvement of the communities in recreation and tourism.

5.2 OBJECTIVES AS RELATED TO FINDINGS

Under this topic the objectives are related to the findings with a view of establishing what outcomes matching the objectives would be transformed into

recommendation. The recommendations are based on the outcomes of some of the objectives presented earlier in the research study.

The first objective was *to establish the level of tourism understanding and awareness among the Umkhanyakude community*. On the whole, a significant majority of respondents, three in five, understood the basic meaning and intention of tourism, particularly when it relates to people that visit their area and as a result bring more money into their area, which would offer opportunities for employment. A significantly large percentage of the positive response, three in five, may be accounted for in that both the local municipalities of Mtubatuba and Hlabisa are located in an area which is endowed with natural outdoor recreation and tourism facilities.

When asked if they were aware of tourism development and tourism-related activities in the study area, it was interesting to note that more males than females are fully and mildly aware of tourism attractions. On the other hand only one in five females is fully and mildly aware of tourism attractions. On the other hand, one in two respondents, were not aware of tourism business opportunities available in their area. The researcher was however disappointed by the fact that less than half of the respondents do not know whether there is a tourist information centre in the study area, and only one in four of the respondents are aware of it.

With regards to whether respondents are aware of tourist attractions in their area only 51 percent of the respondents are aware of attractions in their area. and this might be because these attractions are lacking in the area or. people are not aware that those are tourist attractions. This therefore poses a challenge upon

the Umkhanyakude Municipality. It was also stated in the previous chapter that only one in ten respondents have knowledge of how to start tourism related businesses.

The second objective was to *investigate the adequacy and provision of the tourism infrastructure in the study area*. The responses under this objective showed that the three in five of respondents felt that the tourism infrastructure in the area is not enough. It is possible that such a high level of negative response was due to lack of understanding as to what was meant by infrastructure. The saying that knowledge is power is a fact that no one can deny. It is also important to note that seven in ten respondents were dissatisfied with the condition of the available infrastructure in the study area.

The third objective was to *find out whether the previously disadvantaged communities in the study area participate in tourism*. A majority of three in five respondents, indicated that they do not participate in tourism related business. It was the gross or total of 32 percent of respondents that could clearly state their level of participation relative to organisational affiliation. About half of the respondents received no support for tourism participation from the municipality.

The fourth objective was to determine the perceptions of the previously disadvantaged communities towards tourism. Only about two in five of the male respondents expressed a view that municipalities are doing their best to create tourism related jobs. With regard to female respondents, only one in four were also for the same idea that municipalities are doing their best to create tourism related jobs. Regarding these results, it is clear that the majority of female respondents have a negative perception towards tourism.

It is interesting to note that the previously disadvantaged communities are aware that tourism is for everybody, not for Whites only. Three in four of respondents disagreed to the statement which said tourism is for Whites only. The researcher believes that these communities are wondering as to why they are not involved in tourism as it is for everybody. Almost half of the respondents also agreed that there are no tangible benefits of tourism. These kinds of responses really place a great pressure on the Umkhanyakude Municipality to make people see the tangible benefits of tourism, and to create more tourism related jobs.

The last objective was *to establish the strategies used by Umkhanyakude Municipality to encourage previously disadvantaged communities to participate in tourism*. The majority of three in five respondents, revealed that they have never seen tourism related jobs advertised in the study area. Furthermore, two in five of the subjects responded negatively that there are no training sessions in the study area. Only one in five of the subjects responded on the affirmative, that Umkhanyakude does offer loans to those that want to start tourism related businesses. Interestingly and surprisingly, a significant number [41%] indicated that they were not sure whether there were any loans offered by Umkhanyakude Municipality to those that want to start tourism related businesses. In addition, three in five of the respondents have declined that they have been at any point in time been addressed by the Municipal officers on tourism related matters. All these responses clearly indicate that the strategies used by Umkhanyakude Municipality do not necessarily benefit any of the community members. It was therefore felt that the policies and procedures relating to recreation management need to be reviewed and readjusted. Most of the objectives in this section of the research study have been attended with a measure of success.

5.3 GENERAL CONCLUSION

The researcher was delighted that the research findings of this study made it possible to draw the general conclusions of this study. The fact that the majority of respondents understand the meaning of tourism implies that more tourist attractions and facilities should be established within municipalities. When local communities see tourists visiting their area, and when they also see the job opportunities that are created thereof they get some understanding of what tourism means.

It was also not surprising that more male than female respondents are aware of the development of tourism related activities. In general, males from previously disadvantaged communities tend to travel more often than females. Their traveling can be attributed to work or to the fact that they are unlike females who in addition to work have to look after the children. It therefore calls for municipalities to also create more opportunities for females so as to give them exposure and to prove their capabilities.

For previously disadvantaged communities to acknowledge the tourism business opportunities, it also calls for the district as well as local municipalities to create business opportunities for the local communities. The previously disadvantaged communities need not be involved in tourism only as cleaners or by making arts and craft, but if they can be owners of hotels; tour operators; travel agents; etcetera. Their involvement in the above types of businesses can make them see the tourism business opportunities. Also, such a large number of respondents not aware of the presence of the tourist information centre. is not surprising

since it is indeed common among the previously disadvantaged communities to be ignorant of any construction within a town unless a name is written in big letters stating what the building is for.

The fact that very few respondents are in a position to start tourism related businesses is not surprising because indeed, there are very few people from the previously disadvantaged communities that own businesses of any kind, not to mention tourism related ones. Such a large number of respondents feeling that the infrastructure in the study area is not adequately provided, and not in a satisfying condition also make one conclude that it is a common occurrence that the rural areas of South Africa are so much underdeveloped in as far as infrastructure is concerned, and tourism infrastructure is even worse.

The researcher is also tempted to conclude that the participation of previously disadvantaged communities in tourism solely rests upon the municipalities supporting the local communities in whatever way they can. The support can be in the form of finance; training; education; etcetera. It is true that for any project to be a success, there has to be enough funds invested on it, the people partaking in a project have to be skilled and also with education such partakers will have knowledge. Should the municipalities therefore be supportive to the local communities, the rate of participation can increase among the previously disadvantaged communities.

The researcher also feels that advertising; training; financing and communicating are good strategies for tourism promotion and development if properly applied. The researcher also believes that tourism in other places is well developed because of some of the above strategies which are well applied.

5.4 RECOMMENDATIONS

When the findings of the study were related to the objectives, the researcher came up with the following recommendations: firstly, the researcher would like to recommend that the local municipalities establish local community tourism organizations which should consist of community members and which would know exactly what the local community anticipates and feel about tourism in their area. The establishment of such an organization will help the local communities to contribute their views in matters related to tourism as they would be represented in the structure.

Secondly, the researcher recommends that the local as well as district municipality work closely with schools, and subsidise learners with entrance fees to the nearby attractions like game reserves and the Greater St Lucia Wetland Park. This allowance will give learners more exposure to the available tourism attractions in their area. The female learners would get exposure at their early age when they are not faced with a challenge of looking after the young ones.

Thirdly, the researcher recommends that Umkhanyakude Municipality review their strategies because good as they may be, such strategies do not benefit all the members of the local communities, for example, training centres should be known by all the members of the local community, and everybody must know how to access funds if they want to start their businesses. The communication channels should be known and accessible to everybody.

The researcher would also like to recommend that the municipality should take note of tourism events and celebrate days like *Tourism Day*. Such celebrations will improve people's tourism awareness and understanding. The researcher recommends that structures such as the information centres should be written in big letters for everybody to know where they can get information related to tourism.

The researcher would also like to recommend that the tourism infrastructure and facilities such as hotels and roads be developed to an international standard. The presence of the World Heritage Site, the Greater St Lucia Wetlands Park, means that a number of international tourists would visit the area and so a number of five star hotels must be established. Lastly, the researcher would like to recommend that more job opportunities for females be created by the Umkhanyakude Municipality so that their negative perceptions towards tourism can change

5.5 CONCLUSION

Considering that this is the last chapter of this study, this research inquiry was able to refer and create a link among other chapters of this study, through this link this chapter has been able to make the necessary conclusions and recommendations. Relating the objectives of the study with the findings really played a big role in helping this research inquiry in drawing the necessary conclusions and recommendations. It was from the findings of the study that the researcher could see what is lacking in the study, and what the perceptions of the previously disadvantaged communities are towards tourism, and so the researcher was able to make the general conclusions and recommendations

Although the issues of tourism promotion and development among the previously disadvantaged communities in Umkhanyakude Municipality, are still clouded with lack of information to the local community, it is hoped that in the near future people will gradually understand tourism and its related development. The outcry from local people about the shortcomings of the Umkhanyakude Municipality, including the fact that they are not thoroughly consulted when tourism decisions are taken, needs to be given serious attention. Once people feel that their voice is not given enough respect, they will begin to accept the intricacies of tourism and therefore begin to search for lucrative development initiatives which will be manned by them. Such state of affairs will bring prosperity and social development and stability amongst the people of Umkhanyakude.

Umkhanyakude District Municipality is doubtless one of the tourism destinations imbued with potential. It needs to be handled with care, so that it can provide optimum benefits in the world of tourism. All promotion and development initiatives need the involvement of local people so that local policies and principles can be better understood and implemented for the benefit of all the people, including the previously disadvantaged communities.

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APPENDIX - A

A QUESTIONNAIRE TO THE TOURISM AUTHORITIES OF UMKHANYAKUDE MUNICIPALITY

Kindly respond to the questionnaire by putting X next to the response that is most applicable to you. Please note that questions asked are for study purposes and you do not have to give your name and identity

Topic: The Role of Umkhanyakude Municipality in Tourism Promotion and Development among the Previously Disadvantaged Communities.

1. Indicate the location of your office

01	Umkhanyakude District	
02	Mtubatuba local	
03	Hlabisa local	

2. Which position do you hold?

01		
02		
03		
04		
05		

3. How long have you been in this position?

01	0-5 years	
02	6-10 years	
03	More than 10 years	

4. Are the previously disadvantaged communities in your municipality involved in tourism?

01	Yes	
02	No	
03	Not sure	

5. If your answer is yes, in which way are they involved?

01	
02	
03	
04	

6. If your answer is no, what could be preventing them from getting involved

01	
02	
03	
04	

7. Does your municipality assist people that want to start tourism businesses?

01	Yes	
02	No	

8. What kind of assistance do you give?

01	Finance	
02	Training	
03	Other(specify)	

9. Are there strategies you use to create tourism related opportunities in your municipality?

01	Yes	
02	No	

10. If yes specify the strategies

01	
02	
03	
04	

11. Are there enough tourism resources in your area?

01	Yes	
02	No	

12. If yes, specify the resources

01	
02	
03	
04	

13. Are the previously disadvantaged communities in your municipality made aware of other job opportunities available in tourism?

01	Yes	
02	No	

14. Further

Comments: _____

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

APPENDIX - B

A QUESTIONNAIRE TO THE LOCAL COMMUNITY OF UMKHANYAKUDE MUNICIPALITY

Kindly respond to the questionnaire by putting an X next to the response that is most applicable to you. The questions asked are for study purposes and you do not have to provide your name and identity.

.SECTION A

Personal Details

1. Gender

01	M	
02	F	

2. Age

01	16 - 25	
02	26 - 39	
03	40 - 59	
05	60 - 75	

3. Race

01	Black	
02	White	
03	Asian	
04	Coloured	
05	Other	

4. Indicate Local Municipality to which you belong and specify the actual location e. g Kwa-Msane

	Municipality	Actual Location
01	Mtubatuba	
02	Hlabisa	

5. How long have you lived in this area?

01	Less than 10 years	
02	10-20 years	
03	More than 20 years	
04	Other(specify)	

6. Level of education

01	No education	
02	Primary level	
03	High school level	
04	Tertiary level	
05	Other specify	

7. Are you employed

01	Yes
02	No

8. Employer

01	Self employed	
02	Government	
03	NGO	
04	Other (specify)	

SECTION B

Tourism understanding

9.Do you understand what tourism is?

01	Yes
02	No
03	Not sure

10.Do you know how to start tourism related businesses?

01	Yes
02	No
03	Not sure

11.Do you know of tourism developments and activities in the area?

01	Yes
02	No
03	Not sure

Awareness of tourism opportunities

12. Are you aware of any tourism attraction in or near your area?

01	Yes
02	No
03	Not sure

13. If your answer in 12 is yes, give examples.

01	
02	
03	
04	
05	

14. Are you aware of businesses one can do in tourism?

01	Yes
02	No
03	Not sure

15. If your answer in 14 is yes, specify the type of businesses.

01	
02	
03	
04	

16. Are you aware of the presence of the information centers in your area?

01	Yes
02	No
03	Not sure

17. Are you satisfied about the condition of roads in your area?

01	Yes
02	No
03	Not sure

Involvement in Tourism

18. Are you involved in any tourism business?

01	Yes
02	No

19.If your answer in 18 above is yes, in which way are you involved?

01	Own a tourism related business	
02	Employed within the tourism industry	
03	A member of a tourism organisation	
04	Other(specify)	

20. Indicate the level of involvement in tourism

01	Management (specify position)	
02	Administration (specify position)	
03	Cleaner	
04	Security	
05	Kitchen staff	

21.Was your involvement in tourism facilitated by your municipality?

01	Yes
02	No

22.If you answer in 21 above is yes, specify.

01	Financial	
02	Training	
03	Other (specify)	

23.Do you think your municipality is doing the best to create tourism related jobs in your area?

01	Yes
02	No
03	Not sure

24If your answer in 16 above is no what would you suggest they do in order to create tourism related jobs.

01	
02	
03	
04	

25.Perception towards tourism

	01	02	03	04	05
--	----	----	----	----	----

STATEMENT	SA	A	N	D	SD
Tourism is something for Whites only.					
Municipalities do not create tourism related job opportunities.					
There are no tourism related jobs within our municipality.					
There are no tangible benefits of tourism start our own tourism businesses.					
Funding for tourism businesses is not available					
There is inadequate information related to opportunities within the tourism industry.					
There are no resources that can be used to promote tourism e.g. hotels, B&Bs, attractions.					
There is inadequate knowledge about how to start tourism related businesses.					
Training can help provide skills necessary for tourism development.					

The following is the key for the above table

SA=STRONGLY AGREE

D=DISAGREE

A=AGREE

SD=STRONGLY DISAGREE

N=NEUTRAL

Strategies Used By Umkhanyakude

26. Have you ever seen tourism related jobs advertised within your municipality?

01	Yes
02	No
03	Not sure

27. Does your municipality conduct training sessions about tourism?

01	Yes
02	No
03	Not sure

28. Does your municipality offer loans to people that want to start tourism related businesses?

01	Yes
----	-----

02	No
03	Don't know

29. In your knowledge, has the municipality addressed the community structures about tourism opportunities?

01	Yes
02	No
03	Not sure

30. Does your municipality provide information related to tourism events?

01	Yes
02	No
03	Not sure

31. Has the municipality explained to you if there are tourism opportunities in the area?

01	Yes
02	No
03	Not sure

Further Comments:

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

APPENDIX - C

TRANSMITTAL LETTER

**University of
Zululand:**

**CENTRE FOR RECREATION
& TOURISM**



Private Bag X1001

KwaDlangezwa 3886

South Africa

Tel: 035 902 6000

Fax: 035-902 6073

Ref:

1 August 2005

To whom it may concern

Dear Sir /Madam

RE: REQUEST TO CONDUCT RESEARCH

Ms NC Dube is full-time student of the Centre for Recreation and Tourism at the University of Zululand. She is doing the Masters in Recreation and Tourism [MRT]. The attached questionnaire is part of her research project seeking to establish the promotion and development of tourism facilities for the previously disadvantaged communities at Umkhanyakude District Municipality, KwaZulu-Natal, as well as whether the authorities can empower local communities with tourism related businesses and employment. The title of the research project is:


*"Tourism Promotion and Development Among the Previously
Disadvantaged Communities in Umkhanyakude Municipality".*

This research inquiry is undertaken mainly for academics purposes among the Mtubatuba and Hlabisa communities located in Umkhanyakude Municipality. It is hoped that the findings of the study will make a meaningful contribution to the fields of tourism, as well as the understanding of these industries among local people and KwaZulu-Natal as a whole.

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

Your assistance in this regard will be highly appreciated.

Yours faithfully



L.M Magi (Prof.)

Co-ordinator MRT-PDRT Programme
Centre for Recreation and Tourism
University of Zululand

cc. Ms NC Dube (Researcher)