THE PROVISION OF TOURISM AND RECREATION FACILITIES ALONG THE N2 NATIONAL ROAD IN THE STANGER – MTHUNZINI DISTRICTS

BY

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A dissertation of limited scope submitted to the Faculty of Arts in partial fulfilment of the requirements for the course-work degree of Masters of Recreation and Tourism in the Centre for Recreation and Tourism at The University of Zululand

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DECLARATION

I declare that this research study: *THE PROVISION OF TOURISM AND RECREATION FACILITIES ALONG THE N2 NATIONAL ROAD IN THE STANGER – MTHUNZINI DISTRICTS*, unless specifically indicated to the contrary in the text, is my own work, both in conception and execution. All the sources that have been used or quoted have been duly acknowledged by means of complete references.

By

Ntshekane Goodness Gumede

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DEDICATION

This dissertation is dedicated to my two sons, Ntokozo and Njabulo and my daughter, Thalente who have always stood by me and who have served as a source of hope, light and inspiration even during trying times. They are my reason for breathing.

ABSTRACT

This study is conducted with a view that the provision of tourism and recreation attractions contributes greatly to the social, physical and economic development in the Stanger-Mthunzini Districts. The study is also carried out with a view that tourism has a great potential of boosting the economy of the study area and the entire country of South Africa. The study has therefore operated with the following objectives in mind:

- To determine the adequacy of tourist attractions and service facilities in the study area.

- To investigate the extent to which members of the local community are aware of the existence of the tourist attractions.

- To find out the nature of tourist participation patterns within the study area.

- To establish the extent to which members of the local community benefit from the availability of tourist attractions.

- To examine if there is any co-operation between the managers of attractions, developers and the members of the local community.

- To establish the level of involvement of the local community in tourism related decision-making

Pursuant to the listed objectives, this study identified related hypotheses towards finding answers to the research question. The method of collecting, analysing and interpreting data involved computer manipulation of data utilising the Statistical Package for the Social Sciences (SPSS).

The findings of this study reveal that most of the stated objectives were met. The study revealed that most members of the local community do not associate the development initiatives with their immediate needs. They see the presence of the existing attractions as not benefiting them in any significant manner. It was also established that the members of the local community do not use local attractions extensively, due to the lack of exposure to them and the fact that most of the people in the study are not highly educated. Respondents revealed that most of them are employed to do manual work in the sugar-cane plantations. The conditions under which they work, leave them with neither adequate financial resources nor time to participate in recreation activities. In terms of behaviour and attitudes, the study indicated that the members of the local community have negative feelings towards the provision of tourist recreation. The reasons usually given were that they were not invited to participate in decision-making. Other respondents claimed that they were driven away from the land they originally occupied and owned, for purposes of constructing some of the tourist attractions.

Some recommendations have been made to improve the way in which the members of the local community perceive the attractions in their locality. These include doing public awareness of these attractions, involving the members of the local community in decision-making, providing them with employment. The government should play a role in developing and empowering the youth and women by equipping them with skills required in the tourism industry.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1

ORIENTATION TO THE STUDY

1.1 INTRODUCTION

The provision of recreation and tourist attractions contributes greatly to the physical, social and economical development of any particular area. The provision of such attractions has economic benefits for the local residents in the sense that it provides them with employment and also helps them to develop entrepreneurial skills. It also develops them socially and educationally as they meet tourists of different cultures, and they learn more about their lifestyles. The provision of the recreation and tourist attractions in the study area has changed the subsistence way of life, which was led especially by the African people to the commercial way of life. With the provision of the attractions, the area also develops physically in the sense that it gets electricity and water supply as well as roads and communication networks such as telephones.

This chapter highlights the statement of the problem, which was the main source of inspiration that encouraged the researcher to embark on this research study. In this chapter, the purpose of the study is outlined. The researcher also outlines the hypothesis and defines some terms, which are used in this study. The research methodology that is used to collect data in this research study is briefly discussed. Lastly, an outline of each chapter is presented

1.2   STATEMENT OF THE PROBLEM

During the apartheid era most of the land in KwaZulu-Natal, especially the land parcels along the coast, such as in the study area, were taken away from Black population groups and allocated to the White group. These land parcels were later developed into commercial and recreation businesses, but unfortunately their initial owners, the Black people, were denied access to these areas in terms of the Group Areas Act (1950). The Act stipulated that certain land areas and facilities were reserved for the White population group. After the democratic elections of 1994, this Act was scrapped and the blacks were again allowed access to these places. This led to the availability of employment opportunities and further establishment and development of attractions.

This research inquiry proceed from a stand point that, although access to tourist related attractions is open to everyone, Black or White, South African Blacks are still not using these attractions fully. Black people do not associate themselves with the development of these attractions. Most Blacks still believe that tourism and participation in recreation activities is a "White man's thing" (Magi 1986) or it is only for the rich people who have disposable income.

It is therefore the intention of this inquiry to reveal the extent to which apartheid has affected Black people in the study area, and how they have adjusted to the changing socio-political conditions in KwaZulu-Natal. This inquiry would also make a contribution to the understanding of the role of tourism and recreation in uplifting the quality of life of local communities.

1.3   PURPOSE OF THE STUDY

The main aim of this study is to identify the existence and operation of the number of tourist and recreation attractions in the study area, along the National Road (N2), as well as to show the potential these attractions have for tourism development. More specifically, the objectives of the study are to:

- Determine the adequacy of tourist attractions and service facilities in the study area.

- Investigate the extent to which members of the local community are aware of the existence of the tourist attractions.

- Find out the nature of tourist participation patterns within the study area.

- Establish the extent to which members of the local community benefit from the availability of tourist attractions.

- Examine if there is any co-operation between the managers of attractions, developers and the members of the local community.

- Establish the level of involvement of the local community in tourism related decision-making.

1.4   STATEMENT OF HYPOTHESES

The following hypotheses are advanced, that:

(i)   There is an adequate number of tourist attractions and service facilities that can be found within the study area.

(ii)   The members of the local community are aware of the existence of tourist attractions in their locality.

(iii) The local community benefits from the availability of tourist attractions.

(iv) There is co-operation between the managers of attractions, developers and the members of the local community.

(v) There is a level of involvement of the local community in tourism-related decision-making

1.5 DELIMITATION OF THE STUDY AREA

In this study, Blacks refer to the African people. The Coloureds and Indians are excluded from this definition.

Spatially, the research is delimited to cover places along the National (N2) stretching from Stanger to Mthunzini and the intention is to investigate the potential that these attractions have on the tourists and tourism in general. In the eastern side of the national road, the boundary of the study is the coastline and on the western side of the national road, the study area extends five kilometers towards the interior [refer to Figure 1.1].

The study area is mainly delimitated into two district municipalities, which are Ilembe District Municipality and Uthungulu District Municipality. The ILembe District Municipality is divided into two sub-municipalities, that is KwaDukuza Municipality, which includes Stanger, Darnall and Zinkwazi and eNdondakusuka Municipality that incorporates Newark, Tugela and Mandini. Under Uthungulu Municipality there is the Umlalazi sub-municipality and in this sub-municipality, the towns of Gingindlovu and Mthunzini are found. [refer to Figure 1.1]

4

Figure 1.2 shows the tourism and recreation attractions, facilities and services found in the study area. The attractions in the study area include the nature and game reserves, as well as monuments. In the study area, there are also accommodation facilities, which include hotels, motels, inns, resorts, bed and breakfast facilities, chalets and guesthouses. Camping, caravanning and conferencing facilities are classified under the category of the accommodation facilities.

Figure 1.1

LOCAL MUNICIPALITY MAP
* Covering Study Area from Stanger to Mtunzini

Figure 1.2

Tourism and Recreation Attractions Along the N2 from Stanger to Mtunzini

Legend:

- Tourism attractions.shp
- District Roads
- National Roads
- Provincial Roads
- Main Rivers
- Transitional Local Councils
- District Councils
- Local Councils

Sources:
- Land Parcels:- Surveyor General
- 1:50000 Orthophoto:- Surveyor General

N

1:290 000

4   0   4

Kilometres

Date: 13/12/2002
Reference: Kwadukuza/Mtunzini

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Map labels:

uMlalazi Municipality

UMLALAZI RIVER RESORT
MTUNZINI
KARL'S GUEST HOUSE
MZUNZINI CHALETS
RAPHIA PALMS, MTUN
SIYAM GUEST HOUSE
XAXAZA CARAVAN PARK
MTUNZINI CHALETS TRA
MTUNZINI BEACH
RAPHIA PALM MONUMENT TRAIL

TAMARIN FARM LODGE
NYEZANE BATTLEFIELD, ESHOWE AREA
MINE OWN COUNTRY HOUSE
GINGINDLOVU BATTLEFIELD

FOUR WINDS
AMATIKULU TALMAGE
AMATIKULU SUGARMILL
UMLALAZI NATURE RESERVE

FORT CREALOCK

AMATIKULU RIVER SKI BOATING

eNdondakusuka Municipality

N2

INGWENYA NATURE RESERVE TRAILS
SAPPI PAPER FACTORY
HAROLD JOHNSON NATURE RESERVE

AMATIKULU NATURE RESERVE

JOHN ROSS BRIDGE

NDONDAKUSUKA
TUGELA MOUTH CARAVAN PARK

HAROLD JOHNSON NATURE RESERVE
FORT TENEDOS
TUGELA MOUTH
FORT PEARSON
TUGELA MOUTH LIGHTHOUSE
FORT WILLIAMSON
BOND'S DRIFT, LOWER TUKELA
ULTIMATUM TREE, LOWER TUGELA

SANDY BAY
ZINKWAZI BEACH

KwaDukuza Municipality

SHAKA'S SPRING STANGER
LUTHANDO HOTEL
CHELMSFORD HOTEL
NYAKA MUSI (KWA NYAKAMUBI) STANGER

PRINCE'S GRANT GOLF ESTATE AND LODGE
BLYTHEDALE BEACH
SU SUGARMILL
ROUTVILLE
SALMON BAY

1.6 DEFINITION OF TERMS

It has become evident that most people sometimes confuse words used in the study or attach a certain meaning to them whilst the researcher may have a totally different meaning altogether. The researcher then saw a need for these terms to be defined so that they can have the same meaning to both the researcher and the reader of this research study. The terms that are defined in this study are: recreation, tourist, tourism, attractions, amenities, facilities and provision.

1.6.1 Recreation

Cooper, *et al* (1993) defines recreation as pursuit engaged upon during leisure time. Recreation is also defined by Ward, *et al* (1996) as the activities that, people take part in during their leisure time.

McIntosh *et al* (1995) define recreation as the action or activities of people engaging in constructive and personally pleasurable use of leisure time. It may include passive or active participation in individual or group sports, cultural functions, natural and human history appreciation, non-formal education, pleasure travel, sightseeing and entertainment.

Gray and Palegrino cited in Torkildsen (1992) define recreation as an emotional condition within an individual human being that flows from a feeling of well-being and satisfaction.

8

This research study adopts the definition of McIntosh *et al* (1995) whereby recreation is seen as the activities people engage in, in order to use their leisure time pleasureably enjoying natural or man-made history, sightseeing and engaging in entertainment.

1.6.2 Tourist

Cooper *et al* (1993) defines a tourist as a person who travels away from home, either within the same country or abroad and stays away for at least 24 hours or one night, the reasons for such travel being leisure, recreation, holiday, health, education religion and sport.

According to Burns (1995) tourists are people who have left their normal place of residence, that is, they are away from their own home on a visit, which is short term or temporary.

According to Bennett (1995), tourists can be distinguished between international and domestic visitors. International visitors are defined as people who visit a country other than their usual place of residence, for no longer than one year and whose main purpose in visiting is not the pursuit of an occupation or income. Bennett (1995) further defines domestic visitors as residents of a country regardless of nationality who travel to a place within the same country for no longer than one year.

In this study, the term tourist refers to a person who travels away from home either within the same country or abroad and stays away for at least twenty – four hours or one night for leisure, recreation holiday, health, education, religion

or sport. Therefore this study adopts the definition of the term tourist according to Cooper, *et al* 1993.

1.6.3 Tourism

According to McIntosh *et al* (1995) tourism refers primarily to people who are visiting a particular place for sight seeing, visiting friends and relatives, taking a vacation and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading or simply enjoying the environment. When defining tourism, other people who can be included are people who are participating in a convention, a business conference or some other kind of business or professional activity as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study. Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Cooper, *et al* (1993) define tourism as the temporary movement to destinations outside normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the visitors needs.

McIntosh *et al* (1995:15) define tourism as people taking trips away from home and it embraces the entire range of transportation, lodging, food service and other activities relating to and serving the traveller.

Bennett (1995) states that tourism is deemed to include any activity concerned with the 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. Tourism is defined as the sum of the phenomena and the relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. The South African White Paper on Tourism Promotion and Development (1996) defines tourism as all travel for whatever purpose that results in one or more nights being spent away from home.

All the above definitions of tourism are more or less related to the term tourism as it is used in this study. This study adopts the definition of McIntosh whereby tourism is defined as people visiting a place for sightseeing, visiting friends and relatives, taking a vacation and having good time. These people spend leisure time engaging in various sports, sunbathing, talking, singing, touring, reading or simply enjoying the environment.

1.6.4 Attractions

Bennett (1995) defines an attraction as something interesting unusual to see or to do. According to Gunn (1994) attractions are those developed locations that are planned and managed for visitor satisfaction, activity and enjoyment. He further states that attractions entice, lure and stimulate interest in travel and they also provide visitor satisfaction. Following Bennett (1995) and Gunn (1994), attractions in this study refer to those developed locations that are planned for visitor satisfaction, activity and enjoyment.

1.6.5 __Amenities__

Amenities are defined as a thing or condition that one can enjoy and which make life pleasant. Chambers (1993) also defines amenities as a useful or pleasant facility or service. These are features or facilities conducive to the attractiveness of something. In this study therefore the researcher will be referring to accommodation facilities, natural tourist attractions and tourism distribution channels.

According to this study, amenities refer to the pleasant or useful facility or service that is conducive to the attractiveness of something, therefore, this study supports the definition of Chambers (1993). In the study area, there are many amenities that contribute towards making the study area to be a favorable destination to the tourists. These amenities include attractions and facilities such as the accommodation facilities, nature and game reserves as well as monuments.

1.6.6 __Facilities__

Facilities do not refer only to a physical feature but also a service, for example, a bank facility.

Chambers (1993) defines facilities as means or opportunities that render anything readily possible; anything specially arranged or constructed to provide a service, recreation etcetera. This study will adopt Chambers' (1993) definition where he states that these are means or equipment provided to facilitate an activity, a building or plant serving a particular purpose.

1.6.7 Provision

Nash (1928: 10) specifically referred to the provision of recreation opportunities for the members of the local community which, might be taken to characterise recreation provision:

(a) A safe place of sufficient size in which to participate.

(b) Skilled leadership.

(c) A well selected programme of activities.

Nash (1928) further mentions what can be regarded or taken to be the characteristics of provision. According to him, provision of recreation facilities is based on recreation opportunities characterized by:

(a) Availability and safety of place;

(b) Skilled recreation manager; and

(c) Selection of recreation programmes according to the needs of the community

On the other hand, Torkildsen (1983) addressing the question of who must provide, states that, the providers of recreation facilities need to concentrate on the provision of active recreation facilities while the commercial sector mainly concentrates on the passive recreation facilities.

For the purposes of this study the term provision will refer to a supply of recreation facilities for purposes of letting the community in recreation activities.

1.7 ACCESSIBILITY TO THE STUDY AREA

Accessibility to the study area was very important. Accessibility means how easy or difficult it is to reach a certain point. In this study, accessibility is related to the provision of the recreation facilities and attractions along N2 from Stanger to Mthunzini Districts and their potential for tourism development.

According to the pre-research observation conducted in the study area, it was discovered that the area of study is highly accessible. The study area has a well-developed infrastructure and communication networks such as telephones and secondary roads connecting to the main national road (N2). These communication networks are also in a very good condition, which make the attractions in this area easy to reach.

The communication networks and the infrastructure such as roads, electricity, water and telephones in the study area are well distributed and the availability of these facilities and networks made it easier for the researcher to conduct research in the study area.

1.8 RESEARCH METHODOLOGY

The method used in research determines the success or the failure of the research. In this study, a pilot study was conducted in an endeavour to reduce the margin of error, correct mistakes, eliminate reactive feeling, as well as to check whether the research design will work. For the pilot study approximately ten people were interviewed. The pilot study helps the researcher to change

14

procedure, instructions and questions if they are not clear or unrealistic. The sample in this study included, local people, the management staff and tourists. The researcher used the questionnaires and person-to-person interviews to collect data.

1.9   THE SIGNIFICANCE OF THE STUDY

The significance of this study is to bring to light the adequacy of tourist attractions and service facilities along the N2 from Stanger to Mthunzini. This study is also expected to investigate if the members of the local community are aware and use attractions in their locality. This study's significance is to identify the different types of tourists visiting the attractions in the study area. The researcher also wants to investigate if the members of the local community are involved in decision-making. The researcher has advanced some recommendations to improve the state of affairs and to benefit all the stakeholders involved in the tourism industry.

It is expected that the findings of this study will supply valuable answers to the problem at hand and it is hoped that these findings will close the gap in the existing knowledge on the same topic The findings of this study are also expected to improve the general awareness of tourism and how it can uplift the standard of life of the people living in the area of study...It is anticipated that the findings of this study will assist in improving and strengthening co-operation between the managers of attraction, the private sector and the members of the local community.

1.10 THE STRUCTURE OF THE STUDY

This thesis is divided into six chapters. In chapter one the researcher outlines the purpose of the study.

In chapter two, the researcher focuses on the theoretical background of the research and the literature review.

Chapter four of the research study is deals with history and the physical setting of the study area. In this chapter, the researcher outlines the delimitation of the study area, giving information about its population statistics as well as the historical background of four of the smaller towns found in the study area and these towns are; Stanger, Tugela Mouth, Gingindlovu and Mthunzini.

In chapter five, the researcher analyses and interprets the research data.

The last chapter draws conclusions and advances recommendations.

1.11   CONCLUSION

The provision of recreation and tourist attractions form the basis of tourism. Without the attractions, people would be less motivated to travel. The provision of attractions develops the area physically in the sense that the basic infrastructure such as roads, water, electricity and communication networks are supplied in that particular area. The provision of the attractions also develops the local people socially, educationally as well as economically.

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

This chapter focuses on the literature review. The tourist attractions are classified into three categories, according to the basic resource foundation, natural attractions, socio-cultural attractions and others man-made attractions.

In this chapter, the researcher focuses on the planning considerations and management of the attractions. Clustering of attractions and its advantages is also looked at closely as well as the importance of integrating urban-rural planning. Lastly the investigator describes how the provision of recreation and tourist attractions benefit the local community.

Recreation and tourist attractions form the basis of tourism. Without them, people would be less motivated to visit a destination. According to Gunn (1994), recreation and tourist attractions fulfil two basic functions, firstly, they are strong enough to pull us away form our homes, and secondly, they provide us with the satisfaction we derive from travel. Krippendorf (1982 cited by Bennett 1995) regards an attraction as a major motivator of travel and further states that the needs of the tourists are characterized by the quoted escapism - the flight from the boredom of everyday life, the need for a change of environment, the search for something different, the concept of the holiday as a

contrast experience. The attractions satisfy all the above-mentioned needs of a tourist. The provision of the recreation and tourist attractions is not beneficial only to the tourist but also has an economic benefit to the local communities.

It is therefore the purpose of this study to assess the awareness of the members of the local community with regards to the provision of tourist attractions in the study area. It also seeks to indicate how the availability of these attractions benefit the local community, as well as how the managers of attractions make these facilities known to prospective visitors to the area.

2.2   CLASSIFICATION OF TOURIST ATTRACTIONS

Recreation and tourist attractions are numerous and extremely diverse, therefore they are classified in several ways. Such classification may be of assistance to individual enterprises and other stakeholders in tourism when planning for the future (Gunn 1994). Attractions can be classified according to ownership for example, they may be owned by the government, non-governmental organization (NGO) or the private sector. They can also be classified according to the basic resource foundation, that is, whether they are natural, cultural or man-made. Lastly they can be classified by whether they are best adapted to touring circuit travel or long-stay in place travelled (Gunn 1994). Other attractions are visited for a short period of time, for example, a game reserve and in other attractions a tourist can stay for a long period of time, for example, in the hotel.

Relative to what is cited above, this study hypothesizes that there are many recreation attractions available in the study area and these attractions are owned

either by the government, non-governmental organizations or the private sector. Furthermore, the attractions in the study area are either used as visiting /touring sites or as long stay venues.

2.2.1 Classification Of Attractions By Ownership

Recreation and tourist attractions can be classified by ownership. Attractions are owned and managed by all three sectors - government agencies, non-profit organizations and commercial enterprise. Table 1 lists recreation and tourist attractions classified by ownership extracted from Gunn (1994).

TABLE 1: CLASSIFICATION OF ATTRACTIONS BY OWNERSHIP

GOVERNMENTS	NON-PROFIT ORGANISATION	BUSINESS SECTOR
National parks	Historic sites	Theme parks
State parks	Festivals	Cruises
Wildlife reserves	Organization camps	Shopping centers
Scenic/historic roads	Elder hostels	Specialty food
Recreation areas	Historic architecture	Resorts
National monuments	Theaters	Golf course
Wildlife sanctuaries	Gardens	Theaters
Zoos	Museums	Craft shops
Bike/hike trails	Parades	Plant tours
Sports arenas	Nature reserves	Race tracks

2.2.2 Classification Of Attractions According To The Basic Resource Foundation

According to Bennett (1995), tourist attractions can be classified according to the basic resource foundation. Some attractions are natural, others are man-made and others are socio-cultural attractions.

2.2.2.1 Natural attractions

Kemp and Pearson (1996) define natural attractions as those features, which occur naturally such as mountains, the sea and the landscape. Bennett (1995) defines natural attractions as those that have their origin in the physical environment. One or more of the following factors determines the nature of natural attractions: landscapes, animals, plants, beaches, geographical features and water. Krippendorf (1982 cited by Bennett 1995) states that the scenic attractions of the holiday destination stand at the central focus of tourist needs and are in fact the most important tourism motivation. Therefore there is a great need to preserve the environment for posterity and future use. In this study the natural attractions found in the study area include the sea and the beaches, game and natural reserves, wilderness geographical features such as the landscape, *etcetera*.

Gunn (1995) lists a number of attractions, which can be classified by resource, that is, those with a natural resource foundation and those with a cultural resource foundation. Below is a table of attractions in both categories.

TABLE 2: **GUNN'S CLASSIFICATION OF ATTRACTIONS BY**

FOUNDATION

NATURAL RESOURCE FOUNDATION	CULTURAL RESOURCE FOUNDATION
Beach resorts	Historic sites
Campgrounds	Archeological sites
Parks	Museums
Ski resorts	Ethnic areas
Cruises	Festivals
Golf courses	Medical centers
Nature reserves	Trade centers
Organization camps	Theaters
Bike/hike trails	Plant tours
Scenic roads	Convention centers

Source: Gunn (1994)

In table 2 the attractions that are classified under natural resource foundation, include nature reserves, parks, beach resorts, *etcetera* and under the attractions belonging to the cultural-resource foundation include museums, festivals, historic sites and so on. This study aims at addressing the local natural resources in the context of Gunn's classification.

2.2.2.2 Socio - cultural attractions

McIntosh, *et al* (1995) state that human built attractions such as historical sites and prehistorical and archeological sites such as the ancient monument of Egypt, Greece, Israel, Turkey, Indonesia, India, Mexico and Peru also have appeal for

those inspired to learn more about contemporary and long-vanished civilizations. Great modern cities with their cultural treasures of many sorts provide powerful attractions to millions of visitors each year.

According to Bennett (1995), socio - cultural attractions are closely associated with a particular culture and the more this culture differs from that of a tourist, the stronger the desire to visit such a community. Museums, history, folklore, religion, art, special events language, way of life and opportunities for social interactions which are associated with a particular community can be classified under this category.

Kemp and Pearson (1996) state that historical and cultural attractions include stately homes, castles and art galleries. Culture describes the way of life of the local people and their traditions such as food and drink specialties. It should be noted that reviewing literature is usually advantageous as it gives the researcher a chance to identify the gaps existing in tourism information. As such it is one of the basic intentions of this study to fill in the identified gaps.

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2.2.2.3 Man- made attractions

According to Cooper, *et al* (1993), a large number of man-made attractions are product of history and culture. The range of museums and art galleries in each of the world's top tourist destinations is usually extensive. Other man-made attractions include historic buildings such as the castles, palaces, churches, houses and all these are capable of satisfying the public's interest in bygone times. There are also man-made attractions whose principal role is one of entertainment. Such attractions are user orientated and are capable of handling

thousands of visitors per day, for example, theme and leisure parks, sporting venues, theatres and all weather holiday centres. Theme parks also include an educational function and they also provide exciting rides in the form of roller coasters, runaway trains, log flumes and oscillating pirate ships.

Bennett (1995) defines man-made attractions as those tourist attractions that have been created by the intervention of man. This category includes ancient and modern architectural structures, monuments, parks and gardens, casinos, specialty shops, thematic retail areas, sports events and examples of technological developments.

2.2.3 Classification Of Attractions By Touring Or Long-Stay

According to Gunn (1994) attractions can also be classified by whether they are best adapted to touring circuit travel or long stay in place travel. Gunn (1994) lists in table 3 various attractions according to whether they are touring or long stay attractions.

TABLE 3: TOURING AND LONG STAY ATTRACTIONS

TOURING	LONG STAY
Roadside scenic areas	Resorts
Natural area	Organization campsites
Historic buildings, sites	Vacation-home complexes
Specialty food places	Gaming centers
Shrines	Dude ranches
Zoos	Convention centers

Source: Gunn (1994)

In Table 3 the attractions are classified according to whether they are touring or long-stay attractions. In this study the attractions are also classified in the same way. The examples of touring attractions found in the study area are Amatikulu Game reserves, Rafia Palm Monument, the safe beaches and the wilderness. Other attractions are well adapted to long stay and the examples of that type of attraction are the accommodation facilities such as the hotels, camping and caravanning venues, bed and breakfast facilities and conferencing venues.

2.4   SITE SPECIFIC ATTRACTIONS VERSUS EVENTS

Attractions can also be classified according to whether they are site-specific or events related. According to Cooper, *et al* (1993) the physical location of facilities plays a major role in making the site-specific attractions favourable destinations. In the case of attractions that are also events, it is what is happening at the time that takes priority rather than the location. There is a great relationship existing between these two types of attractions, as these can be complimentary activities. Events are frequently used to raise the image of a destination. Events are also used to give animation to object-oriented attractions such as museums to encourage new and repeat visitors particularly in the off-season. For example, Durban is well known for its warm and safe beaches but in winter Durban hosts Vodacom Beach Africa Games with various activities such as surfing, beach soccer, music performances and beauty pageants. During this time, the events attract people to come to the Durban beaches and not the beach itself.

In the study area, there are also attractions that serve as site-specific attractions such as the beach and the sea, the nature area and game-reserves. There are also

attractions that are events such as the music entertainment and striping that takes place in most of the hotels.

2.5 PLANNING CONSIDERATIONS

Gunn (1994) states that the attractions of a destination constitute the most powerful component of the supply side of tourism. They make up the energizing power unit of the tourism system. Therefore careful planning is essential in order for the attractions to be able to lure and entice visitors. The other purpose of the attraction is to lure travellers and to provide satisfaction. Careful planning considerations are essential for the attraction to perform its function with great success.

2.5.1 How the Attractions are Created and Managed

According to Gunn (1994), a popular error made by promoters of travel is listing attractive features prematurely. Until a site has been identified, designed, built and managed for visitors, it cannot function as an attraction and should not be promoted. Historic homes as well as natural resource sites can be damaged greatly if hordes of visitors come too soon, needing parking, tours and interpretation. Without proper design and management, valuable assets may be eroded. Attractions are places in which the entire array of physical features and services are provided for an assumed capacity of visitors, therefore an estimate of peak visitor volume is essential for the planning of every feature of the attraction-parking, trails, walls, exhibits, lectures, toilet facilities, tour guidance, spectator seating etc. The attractor may be the ecosystem, a rare plant, landmark

25

or animal therefore careful planning and management is important in order to protect it from destruction.

2.5.2 **Resource Management**

Cooper, *et al* (1993) state that tourists should not destroy the natural features that they come to enjoy through excessive use. This view is encapsulated in the concept of sustainable tourism development, which argues that economic growth is acceptable only if it can maintain the stock of tourist assets from one generation to another. Emphasis tends to be placed on the natural environment because it cannot be directly substituted for man-made facilities and the danger of irreversible damage appears more likely. The following strategies can be implemented to protect the natural features from over-use leading to total destruction.

2.5.2.1 Inaccessibility

One way of controlling visitor numbers to a natural resource is to use the degree of inaccessibility. The managing authority may due to time, distance or other restrictions limit access. In some of natural resources drawing visitors at the national and international level, it is common for the authorities to implement park and ride schemes so as to control the flow of cars in the area (Gunn 1994).

Inaccessibility measures are essential to sustain the availability of the tourist and recreation attraction since the excessive usage can lead to its destruction.

2.5.2.2 Honey pot strategy

The other strategy is the use of the honey pot strategy whereby a variety of attractions, shops, restaurants and accommodation are clustered around one or two viewpoints to create a complex capable of absorbing a high visitor density.

The honey pot strategy augments natural attractions with man-made user-orientated attractions capable of drawing visitors away from the rest of the natural resource area. It is well known that the demand for domestic tourism and recreation facilities arises from urban areas and that pressures on attractions and rural areas generally decrease with distance from the city centre. Hence the greater opportunities for protection and management of natural sanctuaries for wildlife and vegetation can be found by locating them in areas remote from urban environments. As the volume of leisure demand increases, so the need to augment natural attractions with man-made facilities arises (Bennett 1995).

2.5.2.3 Clustering of attractions

Gunn (1994) states that attraction themes are best carried out when attractions are grouped together, physically or by tours such as garden tours, historic tours, architectural tours and cruises. National parks can be said to be good examples of attraction clusters, offering many complimentary nature attractions such as beautiful scenery, hiking trails, wildlife conservation parks, challenging topographic features and outdoor recreation sites. Winter sports resorts frequently contain a combination of attractions such as snow and ice sports areas, cross-country ski trails, competitions, indoor entertainment, and sometimes summer attractions for greater revenue production. Clustered

27

attractions have greater promotional impact and are more efficiently serviced with infrastructure for water, waste disposal, police, fire protection and power.

2.5.3   Urban-Rural Planning Must Be Integrated

According to Burns and Holden (1995) the provision of attractions takes place on two separate geographic areas, namely, the urban and rural areas. The development of parks, hunting and fishing areas, resorts, wildlife areas and small historic towns take place mainly in rural areas whereas the creation of sport arenas, historic architecture attractions, new conventional centres fall to the planning and development that take place in the cities. The systems providing various services such as lodging, food, transport and information as well as promotion depend on the decisions taken in both rural and urban areas. In order for the provision of attractions to be a success, plans and decisions taken in the surrounding rural areas should be integrated with city tourism plans.

The population in the study area is divided into different racial groups and these population groups lead totally different lifestyles. Other population groups, that is, Whites, Indians and Coloureds live in the urban areas and the Black people live mainly in the rural areas. For the tourist and recreation attractions to be meaningful to all the members of the local community, planning should be intergrated between the urban and rural areas. According to this study, members of the local community are not aware of the facilities and attractions in their locality and if there is an intergration in rural-urban planning, this problem can be solved.

2.6   GUIDELINES TO EMERGING TOURIST DESTINATIONS

It is important to take precautionary measures when developing new and emerging tourist destination that is the facilities and activities in the area under study. Laws (cited in Bennett 1995) offers the following guidelines to emerging and aspiring tourist destinations:

- Residents should be made aware of the advantages of tourism and be encouraged to share tourist resources and amenities.

- Tourism planning must be based on goals identified by local residents so that they can maintain their lifestyle, keep developments with local carrying capacity, and balance the change of pace with local desires.

- Locals should be asked to endorse the images used to portray the local attractions.

- Public and private efforts to maintain local opportunities for recreation must be co-coordinated.

- Respect must be retained for local traditions and life-styles through local involvement in tourism developments.

- Local capital, enterprise and labour should be invested in tourism development.

- Destinations must adopt themes that are in line with the local history and lifestyles, and attempt to enhance local pride.

- Local growth problems should be mitigated before increasing tourism activity as an agent of change.

The above guidelines, if applied in the study area can help get to the bottom of the problems associated with tourism provision, delivery and experience in the

problem study area. For example, the guideline cited earlier that respect be accorded to local traditions and lifestyles will play an important role in understanding the problem under study. Furthermore, the guideline that the local people be encouraged to get involved in tourism ventures, would be an indicator as to how the local community can benefit from the development or provision of the tourists facilities and services, so as to cultivate a sense of responsibility and ownership of these attractions.

Another important point to mention is that success of the tourism industry can be attained in the study area if tourism planning is based on goals identified by local residents so that they can maintain their lifestyle and balance the change of pace with local desires. In the study area, the members of the local community should be made aware of the advantages of tourism and be encouraged to share tourist resources and amenities.

2.7   ATTRACTIONS AS BENEFITTING LOCAL COMMUNITY

The provision of the recreation and tourist attractions has many benefits to the local community. In the White Paper on Tourism Development and Promotion in South Africa (1996), it is stated that *for the tourism industry to be a success*, the local communities should be involved in the planning and management process. They should also be involved in decision-making. This helps the local community to develop a sense of responsibility and ownership.

The other benefit of the provision of recreation and tourism attractions to the local community is that other people get employment such as tour guides, researchers, tour operators and product owners. Other people end up developing

entrepreneur skills by making cultural arts and crafts and selling them to the tourists. By so doing, they improve their lifestyle economically, socially as well as educationally. The provision of attractions in the locality can also take the local community along the process of transition from that of subsistence economy to the change of lifestyle required by a commercial economy.

Bennett (1995) states that tourism development should not take place without the involvement and participation of local communities. Indeed, one of the objectives of this research study is to reveal the extent to which the local communities should be involved and participate in recreation and tourism activities. It is therefore believed that the participation of community members, will lead to tourism experience, which can be translated in terms of social, economic, or physical benefits.

2.8   CONCLUSION

It has already been stated that recreation and tourist attractions provide the stimulating force for the tourism system to function and that they serve two basic purposes, that is, to lure travelers and to provide satisfaction. There are also many ways in which recreation and tourist attractions can be classified. They can be classified according to ownership, resource foundation, that is whether they are natural, man-made or socio - cultural attractions. They can also be classified according to whether they are site-specific attractions or events.

For the attractions to perform their function well, that is to lure travellers and to provide satisfaction, careful planning and management is essential. Planning

involves guarding against listing attractive features prematurely, protecting the natural resource by controlling the carrying capacity of the attraction, the honey pot strategy which suggests the clustering of attractions. Lastly, careful planning also involves the integration of urban-rural planning.

Guidelines to aspiring tourist destinations state the role that can be played by the local people in order to make the attractions in their locality to be more appealing. The provision of recreation and tourist attractions has a great benefit to the local community. It can change their way of life, economically as well as socially since it provides employment to some people and it helps others to develop entrepreneur skills. The involvement of the local people in decision making, planning and management also develops in them a sense of responsibility and ownership and this will create a tourist - friendly atmosphere that encourages more people to visit the attractions.

The more visitors visiting the area, the more economically active that area can be. If an attraction is developed in the locality, the development of the basic infrastructure becomes evident. More access roads are constructed, in that area there may also be electricity and water supply and the communication networks such as telephones and transport become abundant. The availability of attractions in the locality also develop local people socially since they become well versed with their own culture before they can show it to the visitors and they also get a chance to learn other people's cultures.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The method of research used to collect data plays a major role in determining the success or failure of the study. If the researcher uses the wrong research method, difficulty can be experienced in obtaining the required information. There are so many research methods, which are used when conducting research. According to Magi (1999), research methods can be grouped into two broad categories: the survey research methods and the non-survey research methods.

3.2 RESEARCH METHODS APPLIED IN THIS STUDY

The researcher in this study used the survey research methods because of the following reasons:

- Survey research methods are used with great success in social surveys than in natural surveys.

- The nature of this research study is exploratory and explanatory, therefore survey research is highly recommended.

- This research study covers a wide area since it stretches from Stanger to Mthunzini districts and survey research methods are commonly used for studies covering a wide area.

- In survey research, there are people from whom the researcher collects data and this research study was designed in a way that a

sample of the large population had to be selected to represent the whole population, therefore, the survey research seemed more suitable than the non-survey research.

3.2.1 **Sampling design**

Sampling is the process whereby a group of individual units, items and situations that will be involved in the study are selected.

3.2.1.1 Systematic sampling method

In this research design, the sample to represent the large population is selected in a systematic way. The researcher needs to have a long list of the population and design a system to be followed when selecting the sample from the entire population, for example, the researcher can start from person number five and select every fifth member of the population until the required number of the respondents is drawn.

3.2.1.2 Stratified sampling method

In stratified sampling method, the population is divided into various components and an appropriate sample is selected from each component. Stratified sampling method is highly recommended for the population that is composed of various clearly recognizable, non-overlapping sub-populations. The ultimate function of stratification is to organise the population into homogeneous sets and to select the appropriate number of elements from each. When selecting stratification

variables, the researcher should ensure that the ones selected are related to variables that should be included in the study.

In this research study, the researcher used the stratified sampling method, whereby the population was stratified according to the towns in which they live and according to their racial groups. Subjects in this research study were also stratified according to whether they were urban, rural or semi-urban.

3.2.2 The research sample

In this research, the investigator did research on three categories of people. Firstly to the local community members to find out their awareness of the attractions and facilities available in their locality as well as how they benefit from them. The second category of the population that was researched was the managers of the visited attractions to get information on the tourists visiting the attraction and the facilities available. The third and the last category was that of the recreators visiting the attraction. The investigator tried as much as possible to involve all the racial groups and the research was conducted on both urban and rural people.

The area of study is composed of various racial groups, therefore, the researcher had to ensure that each racial group was included in the sample

3.2.3 Instrumentation

It has been stated that the researcher used the survey research methods in this study. Under the survey research the following types of instrumentation are

available, namely, the self-administered questionnaires, person-to-person interviews and electronic surveys. Their strengths and weaknesses are discussed below. In this research study, the researcher decided to use the self-administered questionnaires and person-to-person surveys.

3.2.3.1 Advantages of self- administered questionnaires

The self-administered questionnaires are generally quicker and cheaper. Magi (1995) states that if the questionnaire is well constructed, it allows for greater uniformity of response. The other advantage of self-administered questionnaires is that they are more effective in dealing with sensitive issues; therefore, they leave enough room for honesty as the respondent completes it on his own free will as it is usually completed anonymously. Mail surveys are more economical since they require small staff to conduct a reasonable research. Self-administered questionnaires make very large samples feasible.

3.2.3.2 Disadvantages of self-administered questionnaires

In order to check for bias and ambiguity in the questionnaire, a pilot study needs to be conducted. The other common weakness of self-administered questionnaires is the misunderstanding of the questions; therefore the researcher should design the questions that are in the respondents' level of understanding. The researcher should use the terminology that the respondents are familiar with.

The other problem of self-administered questionnaire is the problem of the low response rate especially with the mailed questionnaires. To solve the problem of

low response rate, the researcher should send follow-up reminders and personalised letters to encourage the respondents to return the questionnaires. Other people fail to express themselves adequately and many of those who are capable of expressing themselves do not like to do it.

3.2.3.3 Advantages of using the interviews

The interview is adaptable and capable of being used with all kinds of the respondents in many kinds of research. Using interviews is advantageous in the sense that they generally produce fewer incomplete questionnaires. Interview surveys are more effective in dealing with complicated issues. The other advantage of using an interview for a research method is that interviewers when questioning respondents face-to-face are able to make important observations aside from responses to questions asked by an interviewer.

3.2.3.4 Disadvantages of the interviews

The disadvantage of the interviews is that they are costly since the interviewers should be trained and be paid for conducting the interviews and be reimbursed for their travelling costs. Face-to-face interviews are time-consuming. Other interviewers are socio-cultural stereotypes; therefore, they may annoy the respondents. Since the interviewer is in total control of the interview, the respondents may be subject to manipulation and bias of the interviewer.

The self-administered questionnaires were designed for three different categories of the respondents, namely, the members of the local community which was aimed at investigating whether the local people are aware of the

37

attractions in their locality, whether they use them or not and if they benefit from their availability or not. The other questionnaires were used to investigate the popularity of their attractions, the facilities available as well as the type of visitors visiting these attractions. The last category of the questionnaires is for the tourists to check if they did enjoy their stay in the attraction and to get information on their touring patterns. Personal interviews were another instrument that was used in collecting data. This research instrument was used widely with the members of the local community since some of them are illiterate, and they cannot express themselves well in writing, and they needed clarification now and again. This became clear during the stage of the pilot study.

The electronic survey was not used in this research study because most people especially the members of the local community live in the rural areas, most of them are poor and they do not own electronic device such as telephones, computers, e-mail or the Internet.

3.2.4 COLLECTION OF DATA

In this research study, the researcher used the survey research technique since it is capable of studying small populations through selecting a sample of the larger population to determine the incidence, distribution and interrelationships among geographical variables (Magi 1999). Data was collected from all the attractions mentioned in chapter four. The collection of data was done in two sessions. Firstly the researcher did a pilot study in one of the attractions above in order to check if the research design was going to work. After that the researcher then

did the investigation with the sample population in which stratified sampling method was used. The collection of data took place at the end of February 2002.

In this research study, the researcher used the stratified sampling method whereby the population was stratified according to the towns in which they live and according to their racial group. Subjects in this research study were also stratified according to whether they are urban, rural or semi-urban. Each of the above mentioned strata were sampled using the random sampling method.

3.2.5   Carrying a pilot study

A pilot study is used to check if the research design can work. It is also used to check if the questionnaire is well designed and is understandable to the respondents. It allows the investigator to get research feedback from the subjects or items investigated

The purpose of the pilot study is to investigate the feasibility of the proposed project and to detect possible flaws in the measurement procedures as well as to investigate the reliability and validity of the used instrument in an independent project. The pilot study is also used to test out survey questionnaire for the population for which they are intended. The pilot study allows researchers to notice non-verbal behaviour, which may signify discomfort or embarrassment about the way the question is worded.

The researcher in this research study did a pilot at the Umlalazi Game Reserve. Here the investigator investigated a small group of people in each category of the respondents.

3.3   CONCLUSION

In this chapter there is also a brief discussion of the sampling designs whereby a researcher selects a sample to represent the large population. The two sampling designs that are discussed in this study are systematic sampling method and stratified sampling method since the population in the study area is divided into four racial groups and they live in different smaller towns. Some of them lead a rural way of life, others are urbanised whilst others live a semi-urban life.

The research sample of this study is composed of the local community, the managers of attractions and the tourists visiting the recreation attraction during the time of the interview. The instrumentation used when collecting data for this research study is the self-administered questionnaires as well as person-to person interviews, which were meant for those people who cannot express themselves in writing. In order to ensure that the questions in the interview schedule were clear and unambiguous, the pilot study was conducted.

CHAPTER 4

HISTORY AND PHYSICAL SETTING OF THE STUDY

4.1   INTRODUCTION

Chapter four of this research study focuses on the physical setting and historical background of the study.area The main focus is on the following towns:- Stanger, also known as KwaDukuza, Tugela Mouth, Gingindlovu and Mthunzini. The population statistics as well as their composition are also highlighted.

The researcher's main focus is on the historical background of certain smaller towns found in the study area. The researcher investigates about how each of these towns came into existence. The researcher also attempted to find the population demographics of the study area and the various racial groups found in the districts of Lower Tugela (Stanger) and Mthunzini. The smaller towns constituting the study area are displayed on a map and the short history of these towns is outlined. The researcher also mentions all the attractions, which were visited during the research process and the three categories on which these facilities and attractions were grouped. These categories were: (a) the accommodation facilities (b) the attractions and (c) the tour operators

This study hypothesises that there are various types of tourist attractions and facilities in the study area and it is anticipated that this hypothesis will be proven

true. According to the findings of this study, the accommodation facilities in the study area include the hotels motels, inns, bed and breakfast services, chalets, guesthouses and resorts. Under accommodation facilities one finds camping and caravanning facilities as well as conferencing facilities. Nature and game reserves and monuments are amongst the attractions found in the study area. There are also various tour operators facilitating the movement of tourists in the study area.

4.2 DELIMITATION OF THE STUDY AREA

This research study is aimed at investigating the provision of recreation and tourist attractions along the National Roil (N2) stretching from Stanger to Mthunzini Districts, namely, the Lower Tugela District and Mthunzini District. Since the research study stretches from Stanger, therefore the towns that were studied under Lower Tugela Districts are Stanger, Darnall, Zinkwazi Beach and Tugela and towns found in Mthunzini Districts are Mandini, Gingindlovu and Mthunzini (see Figure 3.1).

In the past, various towns in the study area were divided into different districts. These towns were later divided into municipalities. The study area falls into two district municipalities, that is, Ilembe District Municipality and Uthungulu District Municipality. Ilembe District Municipality is divided into two sub-municipalities, namely, KwaDukuza Municipality and eNdondakusuka Municipality.

The towns found under KwaDukuza Municipality are Stanger, Darnall and Zinkwazi. ENdondakusuka Municipality is made of two small towns, Tugela

Mouth and Tugela. Under Uthungulu District Municipality, there are the smaller towns of Gingindlovu and Mthunzini. These two smaller towns are found in the sub-municipality known as Umlalazi Municipality. The municipalities that fall in the study area are shown in figure 5.1.

Figure 5.1 shows the municipalities and sub-municipalities on which the research was conducted. There are so many tourist and recreation attractions, facilities and services in the two district municipalities in which the study area falls.

It is essential to give a brief description of the highway, that is, the National Road (N2) from Stanger to Mthunzini since it is at the centre of this investigation. The National Road (N2) is clearly visible on the map displayed in figure 5.2. This road is so important in the fact that it connects the province of Kwa-Zulu-Natal with Mpumalanga Province towards the North and the Eastern Cape towards the South. This road plays a major role in facilitating the movement of tourists to and from the study area. Since the road is well developed and in a very good condition, therefore it makes the study area highly accessible. The condition of this road has made it possible for the provision of various tourist and recreation attractions along the N2. The availability of attractions in the study area boosts the economy of the area and the economy of the entire country of South Africa.

Figure 5.1

LOCAL MUNICIPALITY MAP
*Covering Study Area from Stanger to Mtunzini
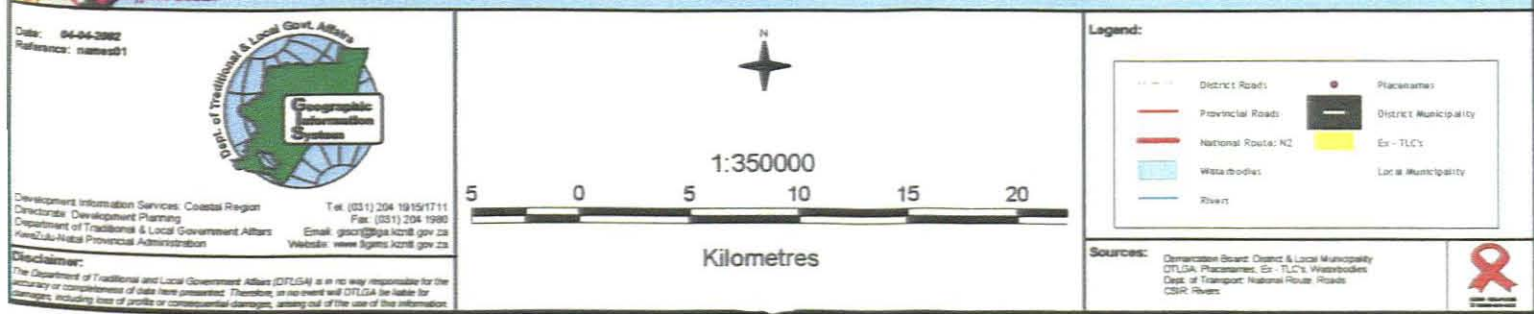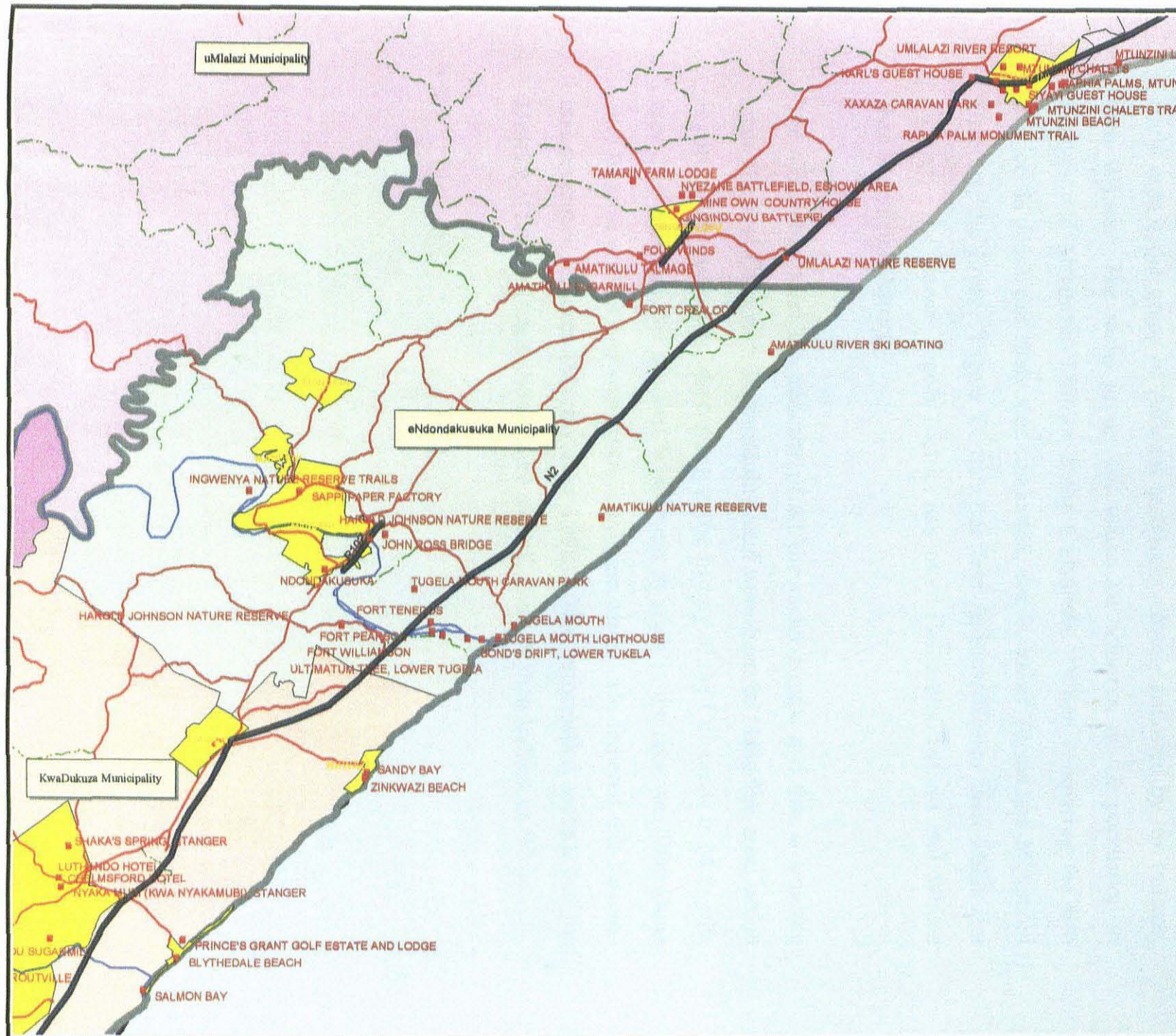
Figure 5.2

Tourism and Recreation Attractions Along the N2 from Stanger to Mtunzini

Legend:

- Tourism attractions.shp
- District Roads
- National Roads
- Provincial Roads
- Main Rivers
- Transitional Local Councils
- District Councils
- Local Councils

Sources:
- Land Parcels:- Surveyor General
- 1:50000 Orthophoto:- Surveyor General

N

1:290 000

4   0   4

Kilometres

Date: 13/12/2002
Reference: Kwadukuza/Mtunzini

Development Information Services: Coastal Region
Directorate: Development Planning
Department of Traditional & Local Government Affairs
KwaZulu-Natal Provincial Administration

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Map labels:

uMlalazi Municipality
UMLALAZI RIVER RESORT
MTUNZINI
MZUNZINI CHALETS
KARL'S GUEST HOUSE
RAPHIA PALMS, MTUN
SIYAN GUEST HOUSE
XAXAZA CARAVAN PARK
MTUNZINI CHALETS TRA
MTUNZINI BEACH
RAPHIA PALM MONUMENT TRAIL
TAMARIN FARM LODGE
NYEZANE BATTLEFIELD, ESHOWE AREA
MINE OWN COUNTRY HOUSE
GINGINDLOVU BATTLEFIELD
FOUR WINDS
AMATIKULU TALMAGE
UMLALAZI NATURE RESERVE
AMATIKULU SUGARMILL
FORT CREALOCK
AMATIKULU RIVER SKI BOATING
eNdondakusuka Municipality
N2
INGWENYA NATURE RESERVE TRAILS
AMATIKULU NATURE RESERVE
SAPPI PAPER FACTORY
HAROLD JOHNSON NATURE RESERVE
JOHN ROSS BRIDGE
NDONDAKUSUKA
TUGELA MOUTH CARAVAN PARK
HAROLD JOHNSON NATURE RESERVE
FORT TENEDOS
TUGELA MOUTH
FORT PEARSON
TUGELA MOUTH LIGHTHOUSE
FORT WILLIAMSON
BOND'S DRIFT, LOWER TUKELA
ULTIMATUM TREE, LOWER TUGELA
SANDY BAY
ZINKWAZI BEACH
KwaDukuza Municipality
SHAKA'S SPRING STANGER
LUTHANDO HOTEL
CHELMSFORD HOTEL
NYAKA MUBI (KWA NYAKAMUBI) STANGER
U SUGARMILL
ROUTVILLE
PRINCE'S GRANT GOLF ESTATE AND LODGE
BLYTHEDALE BEACH
SALMON BAY

4.3   POPULATION CHARACTERISTICS

According to the population statistics of the area in which this research was conducted, the racial group, which forms the majority of the population in the study area is the group of Africans or Blacks, closely followed by the Indians, then Whites.   The racial group that forms the minority of the population in Stanger and Mthunzini District is the Coloureds.   When comparing the two districts in which this study was conducted, that is, lower Tugela and Mthunzini Districts, the Lower Tugela District has less Africans/Blacks than Mthunzini District.   The Lower Tugela District has more Coloureds, Indians and Whites than Mthunzini District.

The Coloureds form the minority of all the racial groups and this is amazing since the first Coloureds in KwaZulu-Natal were born in Mangethe area, which is part of the study area.   According to the history of the Coloureds in Mangethe area, it is revealed that the first White man to settle in the area was John Dunn who became a chief and was given forty nine wives.   He fathered one hundred and seventeen children (Murray *et al* 1998).   This information reveals that the District of Lower Tugela should have more Coloureds than Indians or Whites.

TABLE 4.1   PUPULATION STATISTICS OF THE STUDY AREA

District	TUGELA			MTUNZINI		
	Male	Female	Total	Male	Female	Total
BLACKS	64279	63013	127292	87556	99934	187490
COLOUREDS	673	778	1451	324	326	650
INDIANS	19454	20288	39742	657	667	1324
WHITES	3617	3432	7049	2584	2450	5034
UNSPECIFIES	951	976	1927	2253	2448	4701
TOTAL	88974	88487	177461	93374	105825	199199

Statistics SA: (1999): Figures greater than 0 and less than 5 are randomised to preserve confidentiality]

In the year 2001 the Mathaba clan led by Inkosi Khayelihle Mathaba claimed that the Mangethe area was originally theirs, that is, it was taken away from Macambini Tribal Authority, therefore they wanted it back. They were reclaiming it and were chasing the Coloureds away. That controversy has not been solved yet. The Coloureds also claim that it is their land, since this land was granted to their great great grandfather, John Dunn. The Mathaba clan is still fighting that battle with the hope that they are going to get their land back. On other hand, the Coloureds also are hoping that their land will not be taken away from them as they claim it is theirs.

4.3   HISTORICAL BACKGROUND OF THE STUDY AREA

The historical background of the study area reveals information about how the place was named, when it was built as well as the historical events that took place in it. The history of a place plays a major role in attracting tourists. It is

47

anticipated that the historic sites such as the battlefields as well as traditional folklore attract most people visiting the study area. It would be better if more people in the area of study could be trained in narrating their culture to the tourists.

4.3.1 Town of Stanger

Stanger is also known as KwaDukuza. KwaDukuza is famous as the final resting place of the mighty and fiery King Shaka, founder of the Zulu Nation. Towards the end of his life, Shaka moved his capital to the warmth of the north coast where he established a maze of huts that he named KwaDukuza, "The place of the lost person." On September 22, 1828, Shaka was stabbed to death by his half-brothers, Dingane and Mhlangana as he sat watching the setting sun outside his cattle kraal. Dingane subsequently seized control of the Kingdom and burned KwaDukuza to the ground. In 1873, the British built a town on this spot and named it after William Stanger the Surveyor-general of Natal. Now after 126 years the town of Stanger has been renamed Kwa-Dukuza to pay tribute to its Zulu roots.

Murray, *et al* 1998 state that Stanger is definitely not a resort and retirement enclave – it is an industrial town and altogether on the wrong side of the tracks. Most people on the street are black or Indian and the town has a gritty run-down feel. As the biggest service centre on the section of coast, however it has a lively feel after all those pristine coastal villages basking on their exclusivity.

48

Shaka established a royal settlement called Dukuza (maze) on the site of present day Stanger in July 1825. The settlement of 2000 huts was intended as a hallway station between Zululand and the settlers of Port Natal (Durban). Shaka's royal residence was near the site of the old police station, in the centre of modern Stanger. Dukuza was abandoned and filled with weeds until the site was surveyed for the town of Stanger in 1872 (Murray, *et al* 1998).

4.3.2 Tugela Mouth Town

Tugela Mouth is the place where Tugela River enters the sea. According to Murray, et al (1998), several major battles took place near the river mouth, notably the battle of Ndondakusuka in which Cetshwayo defeated his brother, Mbuyazi and many thousands were killed.

4.3.3 Town of Mthunzini

This attractive resort town of Mthunzini is situated at the mouth of Mlalazi River. Leisure attractions in this town include beach, tropical coastal forests, various trails and walks as well as a vast lagoon.

According to Dovey and Weiss (2000), Mthunzini means the shady place. Mthunzini had a colourful beginning. John Dunn, Cetshwayo granted the first European to settle in the area. He became a chief, took 49 wives and fathered 117 children. He held court under a tree, hence the town's name. Mthunzi is Zulu for shade. To this day, there is a magistrate's court at Mthunzini that follows the procedure of the olden days of John Dunn.

4.3.4 <u>Town of Gingindlovu</u>

Gingindlovu is a small commercial centre for the surrounding sugar-cane farmers. It was once a military kraal established by Cetshwayo after the battle of Ndondakusuka when he defeated his half-brother Mbuyazi to gain control of the Zulu Kingdom. Two battles of the Anglo War of 1879 were fought in the vicinity when the British soldiers won the war in Gingindlovu, they renamed it "Gin Gin I Love You" and then they burnt it down into ashes. They renamed this town because it was not easy for them to pronounce Gingindlovu.

4.4 TOURISM FACILITIES AND ATTRACTIONS IN THE STUDY AREA

According to the information collected by the researcher in the library and in the KwaZulu Natal Tourism Authority, there are many tourism facilities and attractions, which are found in the study area. The study area is endowed with various facilities, which enhance the tourism industry. Below is the outline of the facilities found along N2 from Stanger to Mthunzini Districts. The tourism facilities and attractions in the study area are classified into the accommodation facilities, which include hotels, motels, inns, resorts, chalets, guesthouses and bed and breakfast facilities. Conferencing venues and camping and caravanning facilities are also classified under accommodation facilities. The attractions in the study area include nature and game reserves as well as monuments. The other service that is provided in the study area is the one provided by the tour operators.

4.4.1   <u>Accommodation facilities</u>

Accommodation facilities found in the study area can be classified into several categories such as the chalets, guesthouses, bed and breakfast facilities, camping and caravanning facilities and resorts. The accommodation facilities also include conferencing facilities. These facilities are Hotel Luthando, Victoria Hotel, the Forest Inn, Tradewinds Hotel, Mthunzini Chalets, Umlalazi River, Resort, Inyezane Backpackers and Mine guesthouse.

4.4.1.1   Victoria Hotel and Hotel Luthando

Victoria Hotel is situated on the corner of Couper and Reynolds Streets, Stanger. Costs are as follows, single rooms cost R70 and double rooms cost R100. Double rooms cost R90 to R130 with shared bathrooms and these prices include breakfast. The contact telephone number is (0324) 21803 and their fax number is (0324) 24896. Hotel Luthando is situated on King George Road. The contact telephone number is (0324) 22208 and the fax number is (0324) 28237. The hotel costs are the same to the ones of Victoria Hotel (Murray, et al 1998).

4.4.1.2   Tradewinds Hotel and Forest Inn

Trade Winds Hotel is situated on the main street in the town of Mthunzini and this attraction is a friendly place with friendly staff. Here the visitor gets singles and doubles which cost between R130 to R220, breakfast included. These prices are less on weekends. The contact telephone number is (035) 340 1411 and their fax number is (035) 340 1629. The Forest Inn is located on the highway and has the similar prices with the Tradewinds Hotel and the contact

telephone number of Forest Inn is (035) 340 1431 and their fax number is (035) 340 1363.

4.4.1.3   Mthunzini Chalets

This is an accommodation facility found in dune forest near the coast. It costs R78 per person and the minimum amount that visitors should pay in order to secure a chalet is R216. During the school holidays the cost rises to R86 per person with a minimum amount of R258 to be paid to secure a chalet. This attraction is self-catering.

4.4.1.4   Bed and breakfast services

The other category of the attractions found in the study area is that of the bed and breakfast services Along N2 from Stanger to Mthunzini, there are five attractions, which offer bed and breakfast services. The bed and breakfast facilities found in the study area are:-

(i)	Karl's Guest House B & B	: Mthunzini
(ii)	Highfield Country Home	: Mthunzini
(iii)	Inyezane Backpackers	: Gingindlovu
(iv)	Mine Own Guest House	: Gingindlovu
(v)	Sea Cottage B & B	: Darnall

Inyezane Backpackers and Mine Own Guest House are discussed in greater detail below.

Inyezane Backpackers is a very exciting accommodation facility. This is a great new hostel on an old sugar plantation near Gingindlovu. When visiting this facility, the activities here include visiting craft workshops, which are a regular event in this attraction. The other activities include listening to Zulu music and watching traditional dance, learning about medicinal parts and walks to the battlefields. Inyezane backpackers offers accommodation in huts, either dorms for which tourists pay thirty rands (R30), tiny singles which cost R50 or doubles, one with an en suite for which a visitor pays one hundred and eighty rands (R180) For a visitor to reach this exciting destination, the Interport bus between Durban and Richards Bay stops in Gingindlovu from where it is 3km to Inyezane. Once a visitor reaches Gingindlovu, he/she can phone this number, 083 255 7345 and they come and pick him/her up.

Mine Own Guest House is another accommodation facility in the study area. This facility is a very fine old homestead on a sugar plantation with a bed and breakfast service. The double room costs R400 and their contact telephone number is (035) 3301262 and the fax number is (035) 3301025.

4.4.1.5 Camping And Caravanning Venues

It has already been stated that this research study investigates the tourist and recreation attractions along the National Road (N2), stretching from Stanger to Mthunzini. The list of these attractions is listed below.

(a) Casa Benri and Xaxaza Caravan Park

Casa Benri and Xaxaza Caravan Park are discussed parallel to one another since they share most of their characteristics. These two caravan parks found in

Mthunzini are a 4km walk to the beach, therefore it is not advisable for a visitor who wants to be in the coast to stay in these attractions. The sites in these attractions cost R15 per person and they cost R35 in season. Their contact telephone number is (035) 340 1843.

(b)   Zangozolo tented camp

Zangozolo tented camp is an attraction which offers accommodation. This attraction is built on wooden platform overlooking the Amatikulu River with a panoramic view of the sea. Zangozolo tented camp is a self-catering bush camp, which has four comfortable sparrows, two bedded tents, which are fully furnished and are serviced daily. This camp is made up of a common block, which is connected to the units by a boardwalk. It has hot and cold water with showers, toilets and hand basins. The kitchen at the camp has a gas stove, freezer and a fridge as well as a good supply of crockery and cutlery. The trained cooks of the Zangozolo tented camp do prepare meals in the kitchen or alternatively the visitors may use the braai area. In the dining room, there are tables and benches, which are used by the visitors.

4.4.1.6   Conferencing facilities

The other recreation and attraction facilities found in the study area are those that are conferencing venues. In this study the conferencing venues are classified under the category of the accommodation facilities since they also offer an accommodation service.

The study area has six conference venues, namely:

(I)	Chelmsford Hotel	: Stanger
(ii)	Luthando Hotel	: Stanger
(iii)	Zinkwazi Club Caravielle	: Zinkwazi Beach
(iv)	Forest -Inn	: Mthunzini
(v)	Mthunzini Chalets	: Mthunzini
(vi)	Tradewinds Hotel -	: Mthunzini

It is now evident from the findings of this research study that most places offering the accommodation service also have a conferencing facility.

4.4.2 Attractions

The study area has several attractions that make it a favourable destination for the tourists. The attractions in the study area include nature reserves, game reserves and monuments. Below is a detailed discussion of nature and game reserves found in the study area

.

4.4.2.1 Nature And Game Reserves

There are three nature reserves found in the study area, namely, Amatikulu Nature Reserve, Umlalazi Nature Reserve and Harold Johnson Nature Reserve.

(a)   Amatikulu Nature Reserve at Amatikulu

Amatikulu Nature Reserve is situated approximately 100km from Durban on the Indian Ocean coastline between the Tugela and Amatikulu River Mouths. This attraction is really unique and exciting and wildlife can be seen feeding on forested dunes overlooking the ocean. This attraction offers a variety of activities, therefore different types of tourists can have a great time when

visiting this nature reserve. Amongst the activities in this attraction, there are game drives and self guided walks, which take the visitor through the many vegetation types found in the reserve. As a result of the availability of forest and grasslands, a variety of bird life is found in the area and a keen bird - watcher can be satisfied by its sight. Apart from the bird life in this attraction, there is also a large animal population, which includes zebras, giraffe, waterbuck and a number of smaller antelope in the reserve. Other activities include freshwater fishing in the estuary, canoeing on the Amatikulu Estuary and Nyoni River as well as boating, which is done with the motors up to the maximum of 15hp. From Amatikulu Nature Reserve, there is an easy attraction to the beach where surf angling gives a visitor an experience and a satisfaction, which is out of this world.

There are also rules, which are applicable to those visiting the Amatikulu Nature Reserve. In this attraction, pets are not allowed. The visitors who own firearms should declare them on arrival. Generators are also not allowed. The other regulation is closely associated with water sports such as board sailing, skiing and yachting. All these sports are not permitted in this attraction. Visitors with portable radios are allowed to play them with great discretion. Visitors should take some precautions before visiting this place. One of those precautions is to take anti-malaria tablets as there are so many mosquitoes in the reserve. Swimming is also not recommended due to the presence of crocodiles in the estuary.

The Amatikulu Nature Reserve belongs to the KwaZulu Natal Conservation Services (KZNCS), which is now known as Ezemvelo KZN Wildlife, therefore

bookings or reservations are made through the central Reservations office. The address is   Central Reservation Office

Ezemvelo KZN Wildlife

Private Bag x 9024

Pietermaritzburg

3200

Their contact telephone number is (033) 3946696/7/8 or (033) 8451999

(b)   Umlalazi Nature Reserve

Umlalazi Nature Reserve is another tourist and recreation facility along the N2, which is greatly appreciated by those who have visited it. The entrance to this attraction is 1,5km east of Mthunzini town on the coast. This attraction is characterized by a dense vegetation of the sand dune forest and mangrove swamp. The activities in this attraction include watching the plentiful bird life and there are also crocodiles in the area. There are three walking trails. When the visitors want to visit this attraction, the bookings of the accommodation are done in Pietermaritzburg or Durban since this is a Natal Parks Board reserve. For accommodation in the campsites, the prospective tourists can book on (033) 340 1836 at R22 per person and the five-bed log cabins are R100 per person. In this attraction, there are also several small lakes and the Umlalazi River Lagoon.

(c)   Harold Johnson Nature Reserve

The Harold Johnson Nature Reserve is found north of KwaDukuza. This is not only a reserve but is also a site of Fort Pearson and the Ultimatum Tree. The Fort Pearson was built by the British as a base for the invasion of Zululand during the Anglo-Zulu war of 1879. The Ultimatum Tree became an attraction due to the fact that is was under this ultimatum Tree that Shepstone delivered an ultimatum to King Cetshwayo's indunas that would lead to the war and inevitable defeat of the proud Zulu Kingdom.

A few basic facilities are provided at the Harold Johnson Nature Reserve such as toilets, picnic spots, braai areas and camping sites. Entry into the reserve is six rands (R6) per person and tent sites cost seventeen rands (R17) per person. There is a crocodile dam where feeding time is two o'clock in the afternoon (2 pm) on Saturday Murray et al (1998).

4.4.2.2   Monuments

The study area is endowed with various monuments but only the Rafia Palm Monument in Mthunzini is discussed in detail

The Rafia Palm Monument is found near the mouth of the Mlalazi River. It is characterized by a lush tropical forest. The rafia palm is monocarpic in nature, which means that it only seeds once in its twenty-five year cycle. This rare plant species far south has its closest relatives in the far north of Tonga land near Kosi Bay. It is believed that this palm was planted around 1916 from seeds obtained near Maputo. The activity here is the walking trail over a wooden

boardwalk through the grove and there the visitors can watch the rare palm vulture known as the Gypohierax angolensis, which favors rafia palms.

4.4.3 Tour Operators

Tour operators have a very important role to play in the tourism industry. The role of the tour operators is to facilitate the movement of tourists from the airport to the place of accommodation. Tour operators also facilitate the visiting of the various tourism facilities and attractions in the study area.

The tour operators are not evenly distributed throughout the study area but they seem to be clustered in Mthunzini since four of them are found there and only one is found at Nyoni. The list of the tour operators found in the study area appears below.

    (I)   Eco Peeko "Tours -   : Mthunzini

    (ii)   Msezi Safaris   : Mthunzini

    (iii)   Custom made Tours   : Mthunzini

    (iv)   Zululand Ventures   : Mthunzini

    (v)   Brett Adventure Tours-   : Nyoni

From the discussion above, it is now evident that the study area is very rich in attractions and when the tourist visits this area, he/she can have the time of his life.

4.5   CONCLUSION

Chapter four focuses mainly on the historical background of the study area. The researcher outlines a brief history of each town falling in the study area, giving information about how each town came into existence and how it was named.

The population statistics of the study area for the year 1999 to 2000 are provided. Of the four racial groups found in the study area, the Black people constitute the majority and the Coloureds constitute the minority.

In this chapter, there is a detailed discussion of the tourism facilities and attractions as well as of tour operators who facilitate the movement of the tourists when visiting the facilities and attractions in the study area. The facilities in the study area are classified into accommodation facilities, camping and caravanning facilities and conferencing facilities. The study area is also endowed with attractions such as nature reserves and monuments.

In the light of the above discussion, it is now evident that the study area is very rich in facilities and attractions and when the tourist chooses to visit attractions ranging from Stanger to Mthunzini District, he is going to have an experience he will never forget, that is the experience of a lifetime.

CHAPTER 5

ANALYSIS AND INTERPRETATION OF DATA

5.1   INTRODUCTION

Analysis in research "means the breakdown, categorisation, ordering and summarising of data so as to get answers to research questions. Its purpose is to reduce data into intelligible and interpretable form" (Magi 1997:124

In chapter five the analysis and interpretation of data is done and basic information on the tourism facilities, activities and attractions on which the research was undertaken is displayed.

5.2   RESTATEMENT OF OBJECTIVES AND HYPOTHESES

It is important to restate the objectives and hypotheses so as to remind the reader of this study about what the intentions of the study are, as well as to help focus the important elements of investigation.   The objectives and hypotheses are written in a manner where they follow one another:

- To pinpoint the number of tourist attractions and service facilities that can be found within the study area.

  Hypothesis 1: That there is an adequate number of tourist attractions and service facilities that can be found within the study area.

- To investigate the extent to which members of the local community are aware of the existence of the tourist attractions.

  Hypothesis 2: That the members of the local community are aware of the existence of tourist attractions in their locality.

- To find out the nature of tourist participation patterns within the study area.

  Hypothesis 3: That the tourists participate in the tourist and recreation attractions in the study area.

- To establish the extent to which members of the local community benefit from the availability of tourist attractions.

  Hypothesis: 4 That the members of the local community benefit from the availability of tourist attractions.

- To examine if there is any co-operation between the managers of attractions, developers and the members of the local community.

  Hypothesis: 5 There is co-operation between the managers of attractions, developers and the members of the local community.

- To establish the level of involvement of the local community in tourism related decision-making.

  Hypothesis: 6 That the members of the local community are involved in tourism related decision-making.

5.3 ATTRACTIONS VISITED FOR RESEARCH PURPOSES

The researcher visited twenty-seven attractions along the National Road (N2), starting from Stanger to Mthunzini. The attractions found in the study area can be classified into three categories, namely:

(i) Accommodation facilities comprising hotels, motels, inns, bed and breakfast venues, camping and caravanning sites, and conferencing facilities.

(ii) Attractions such as nature reserves and monuments found in the study area.

(iii) Tour operators that are mainly located in between Stanger and Mthunzini and are doing business in the area.

Of the twenty-seven attractions that were visited along N2, five of them could be classified in more than one category. The examples are Hotel Luthando, Tradewinds Hotel and Forest Inn, which are classified under the group of hotels, motels and Inns but are conference venues at the same time. The other example is that of Umlalazi River Resort which falls in the group of the hotels, motels and Inns. This attraction is also a camping and caravanning site and it is also a nature and game reserve. Harold Johnson Nature Reserve is a Nature and Game Reserve as well as a conference venue.

5.4   GENERAL INFORMATION OF THE RESPONDENTS

The researcher found it necessary to get personal information of the respondents in order to be able to draw accurate conclusions. The researcher starts by getting personal information or the demographic characteristics of all the categories of respondents, that is, the tourists (N = 75), the local community (N = 212) and the managers of attractions or facilities (N = 27), which were found in the study area.

5.5   TOURIST RELATED INFORMATION AND RESULTS

The researcher visited twenty-seven attractions in the study area. At these attractions the researcher managed to survey a total of seventy-five tourists, thirty-three males and forty-two females. The number of males and females, who participated in the survey, and their ages, are shown in Table 5.1.

What can be inferred from the research data displayed in this table is that the respondents who form the majority of the tourists (53%) are the people in the 22-35 years age bracket and females seem to be traveling to the study area more than males do. The age category 36-55 was the second most frequent number (33%).

TABLE 5.1:   AGE DISTRIBUTION OF TOURISTS BY GENDER

AGES	MALES		FEMALES		TOTAL	
	Freq	%	Freq	%	Freq	%
18-21	04	05%	02	03%	06	08%
22-35	18	24%	22	29%	40	53%
36-55	09	12%	16	21%	24	33%
56 and over	02	03%	02	03%	05	06%
Total	33	44%	42	56%	75	100%

[N = 75: Both male and female frequency values were worked out of 75 respondents]

These categories of tourists are great travellers since most of them are employed that is, they are economically active. One cannot expect the unemployed to be active participants in touring as their movements can be restricted by their financial status. This study succeeded in identifying the general participation trends of tourists visiting the attractions in the study area, which are partially

supported in Hypothesis 3 as restated earlier in this chapter. Deducing from the findings displayed in the above table, it is clear that the category of people who are the least travellers is the people who are 56 years and over. This finding is amazing in the sense that the people who are 56 years and over are the ones who should be travelling the most since they should be having more money from the pensions and maturing insurance policies. The people who are 56 years and over should be travelling the most due to the fact that their children are supposed to have grown up resulting in less responsibilities. It has been found out that the people in the study area, more especially the Black people are not exposed to travelling due to the laws of the Apartheid era that restricted them access to the areas allocated to the White people.

5.5.1 Ethnic grouping of tourists

The thirty-three males who were interviewed by the researcher belonged to the four different racial groups, that is, Africans, Whites, Indians and Coloureds. Out of the thirty-three males who took part in the research study, twenty-nine of them filled in the questionnaires and face-to-face interviews were conducted with the remaining four. Amongst the thirty-three males who were researcher's sample, eleven percent of them were Whites, sixteen percent were Indians, nine percent of them were Coloureds and eight percent were Africans. The same thing applied to the females as well. Females of all races were selected to be part of the research sample. Out of the forty-two females taking part in the study, twenty percent were Whites, sixteen percent were Coloureds, twelve percent were Indians and eight percent were Africans.

One of the objectives of this study is to identify the types of tourists visiting the attractions and facilities in the study area. Therefore, the above findings display the various types of tourists who travel to the attractions in the area of study. The findings of this study reveal that the Whites travel the most. The reason is that the White people have been exposed to the tourist attractions and they have had access to the places in which Black people have been denied access. Also, the Black people in the study area are not aware of the tourist and recreation attractions in the study area, which proves hypothesis (c) of this research study incorrect.

FIGURE   5.1:   MARITAL STATUS OF TOURISTS
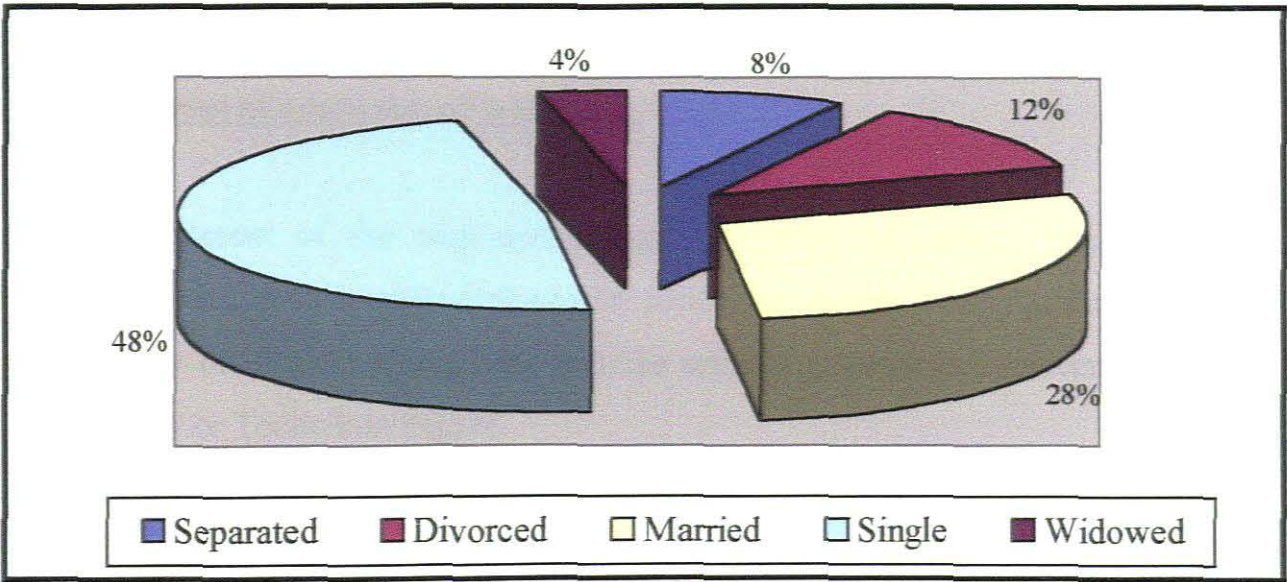
A further reference to the objective of this study relating to the tourists, shows that the population group that travels the most to recreation attractions is the Whites group. When the research was conducted, the researcher also wanted to

know the marital status of the participating tourists. Figure 5.1 reveals the marital status of the respondents. The findings of the researcher are as follows: -

Forty-eight percent of the respondents were single, twenty-eight percent of them were married, twelve percent of them were divorced, eight percent of the respondents were separated and four percent of them were widowed. In the light of the above discussion, it stands to reason that, people who travel the most are the single people since most of them are still young and their responsibilities are not as many as those for the people who are married, divorced or widowed. Most of the single people are free birds without any important commitments. Therefore, they manage to visit the tourist and recreation attractions and facilities at their own free will.

5.5.2   Level of education of tourists

Twenty percent of the respondents had secondary education, twenty-nine percent had a post- matric diploma or certificate, thirty three percent had a University or Technikon diploma and the remaining seventeen percent had a University or Technikon degree.

The findings of this study suggest that the majority of the tourists are the people who have a university degree or diploma. It stands to reason that the more educated a person is, the more are a person's chances of visiting the tourist and recreation attractions facilities and services. This is closely related to one's income. One of the objectives of this study is to identify the types of tourists visiting the study area and it is clear from the findings above that the tourists who visit the study area are the highly educated people who occupy senior

positions at work, who earn high incomes, which allow them to go and visit the
tourists and recreation attractions in the study area.

FIGURE 5.2: OCCUPATION STRUCTURE OF TOURISTS
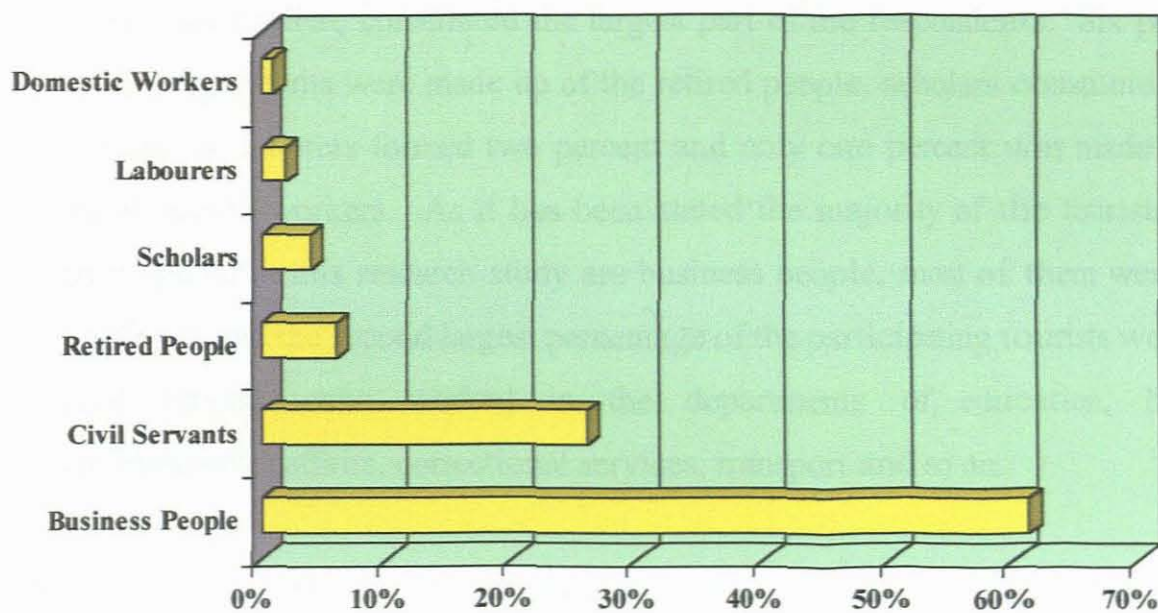
5.5.3 Income structure of tourists

Amongst the seventy-five tourists who took part in the research study, not even
a single tourist earned less than one thousand rands per month, sixteen percent
earned between one thousand and three thousand rands. Thirty-one percent had
incomes ranging between three thousand and five thousand rands per month.
Twenty-eight percent of the tourists were in the five thousand to seven thousand
rand income bracket, fifteen percent earned between seven thousand and ten

thousand rands whereas only ten percent were earning more than ten thousand rands. In the light of the above discussion, it is clear that the more one earns the greater the chances of traveling.

Out of the seventy-five tourists who formed the sample of the research study, business people who made up sixty-one percent, civil servants constituted twenty-six percent, constituted the largest part of the respondents. Six percent of the respondents were made up of the retired people, scholars constituted four percent the laborers formed two percent and only one percent was made up of the domestic workers. As it has been stated the majority of the tourists who participated in this research study are business people, most of them were self employed and the second largest percentage of the participating tourists were the civil servants who worked in the departments of education, health, environmental affairs, correctional services, transport and so on.

In the light of the above discussion, it is clear that the people who travel the most are the business people since they travel the most being engaged in business trips. The people who follow immediately after the business people are the civil servants since these people earn reasonable incomes and they also get reasonable leave days, which allow them time to visit the tourist and recreation attractions and facilities in the study area. One of the objectives of this study is to reveal the relationship between the occupation, income and tourism characteristics. The findings of this study reveal valuable information, which proves that there is a relationship between a person's income and one's touring patterns. According to the findings of this study, the more a person earns, the more are his chances to tour. The study also reveals that the people who travel the most are the business people, closely followed by the civil servants. The

category of people who travels the least is the category of the domestic workers. The reason is that the domestic workers do not earn enough money; therefore their salaries do not allow them to tour and partake in recreation activities.

5.5.4 Tourists' responses on tourism related matters

This section of the research paper has its main focus on the responses of the tourist participants on each questions and statements associated with the research question or objectives. The tourism related matters are presented in the form of tables and graphs, as indicated in the subsequent pages. The tourists were required by this enquiry to respond on the following:

- Frequency of visits to tourist attractions
- Purpose of tourist travel to attractions
- Accommodation preferred by tourists
- Tourist response to preferred attractions

5.5.4.1   Frequency of visits to tourist attractions

The research study was supposed to find out how frequent the tourists visit tourist attractions. Table 5.2 below depicts the responses that were received from the respondents. The responses were varied. Out of 75 tourist respondents, the majority (58%) of respondents indicated that they tended to visit tourist attractions once a year. The reason for these tourists to visit once a year get is that they a bonus only once a year and they also get leave from work only once a year. The next important indication was that 18 percent of the respondents visited the attractions once in two years and 15 percent revealed that they visited twice a year. The reason provided by the tourists who

responded by twice a year stated that they save money to visit attractions and sometimes it takes time and they manage to visit attractions only once in two years On the lower end of the scale, 6 percent of the respondents visited once in three years, 2 percent thrice a year and 1 percent did not visit at all. It is also evident that financial constraints were responsible for this low frequency of visits to the tourist attractions as well as the lack of exposure and the laws of the apartheid era, which restricted people especially the Blacks from entering certain areas. Most people in the study area do manual work in the sugar plantations, therefore, they return home tired and not having enough energy to visit the tourist and recreation attractions in the study area. It has been stated that most people in the study area are not highly educated therefore they do not earn high incomes, which will allow them to visit the tourist and recreation attractions in the study area. It has also been found out that the people in the study area lack awareness of the tourist attractions available there.

TABLE 5.2:   FREQUENCY OF VISITS TO ATTRACTIONS

FREQUENCY OF VISTS	TOTAL	
	Freq	**%**
Thrice a year	02	02%
Twice a year	11	15%
Once a year	43	58%
Once in two years	14	18%
Once in three years	04	06%
No visit at all	01	01%
Total	**75**	**100%**

[N = 75: Each subject responded once for each category]

71

Those, on whom the personal interviews were conducted, stated that they visit the attractions only during the festive season that is during the December holidays because that is when most of them are on holiday and most of them have extra finances that they earn from the bonuses during this time. The reasons the respondents provided for them to visit attractions mainly during the December holidays, are that even the older children who are schooling in far away places are at home to take care of the younger ones. During this time, they are free to visit the tourist attractions and again during this time, they have extra money in their pockets earned through bonuses.

One of the objectives of this study is to examine the relationship between ones occupation, one's income and one's touring patterns, therefore it stands to reason that people who enjoy the benefit of getting leave at work and people who qualify for bonuses are the ones who travel the most.

5.5.4.2   Purpose of tourist travel to attractions

The researcher also wanted to know the purpose of the tourists' travel. From Figure 5.3 it appears that sixty eight percent of the respondents travel for recreation purposes during holidays. Twenty one percent of the people travel for VFR. Nine percent of the respondents indicated that they travel for business purposes. Only two percent of the respondents indicated that they travel for religious purposes

The findings of this study reveal that most people travel for recreation purposes, that is, to go out to the attractions just to have a good time. One of the

objectives of this study is to examine the participation patterns of the tourists and the members of the local community in the study area.

The findings of this study reveal that in the study area, there are various categories of tourist and recreation attractions, facilities and services, which include the accommodation facilities such as the hotels, motels, inns, chalets, guesthouses, bed and breakfast facilities, camping and caravanning facilities as well as conferencing venues. It has also been found out that that the study area is endowed with attractions such as the nature and game reserves, battlefields as well as monuments, which seem to be attracting a large number of tourists.

The findings of this study suggest that the tour operators make the life of the tourists easier once they are in the study area. The tour operators facilitate the movement of tourists from where they are accommodated to the various places they need to visit. The findings above confirm the hypothesis of this study that there is an adequate number of tourist and recreation attractions, facilities and services in the area of study.

FIGURE 5.3:   TOURISTS'PURPOSE OF TRAVEL
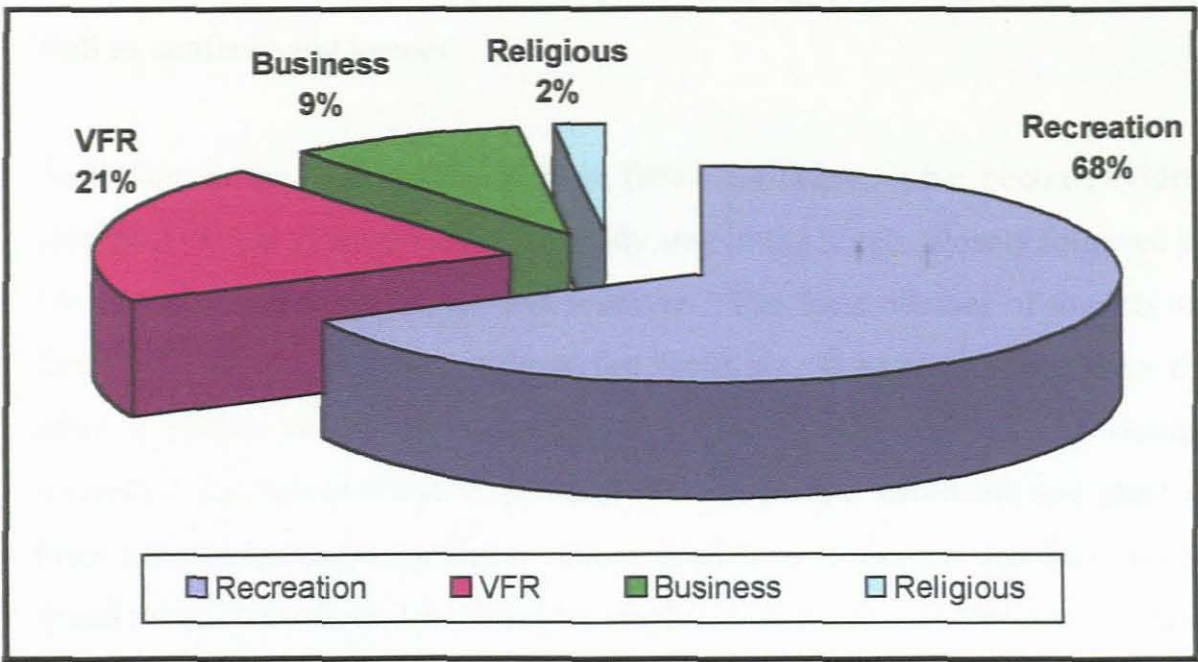
The visitors go to the tourist and recreation attractions for various purposes. Other tourists visit attractions for recreation purposes, others tour for business purposes whilst others visit places for educational or health reasons. This study hypothesises that there is a substantial number of tourists visiting the area of study. This hypothesis is proven correct since people visiting these attractions can be grouped into various categories, that is, business people, scholars and recreationists. The people who constitute the highest percentage of the travellers are the people who visit the tourist attractions for recreation purposes.

5.5.4.3   Accommodation preferred by tourists

It has been found out that the study area is endowed with various accommodation facilities, which include the hotels, motels, inns, chalets,

74

guesthouse, and bed and breakfast facilities. Other facilities that are grouped under the accommodation facilities include camping and caravanning venues as well as conferencing venues.

According to the findings displayed in figure 5.4 below, it has become evident that most people visiting the area of study stay in the hotels, closely followed by tourists who stay with friends and relatives. The least number of tourists are those who stay in the bed and breakfast facilities. It has been found that the more a person earns, the more are his chances of travelling and visiting recreation and tourist attractions. Most of these people afford life and some of them afford time-share facilities. Other tourists save money that they would spend on accommodation facilities by staying with friends and relatives. There is a high number of tourists who stay with friends and relatives.

FIGURE 5.4   TYPE   OF   ACCOMMODATION PREFERRED BY TOURISTS
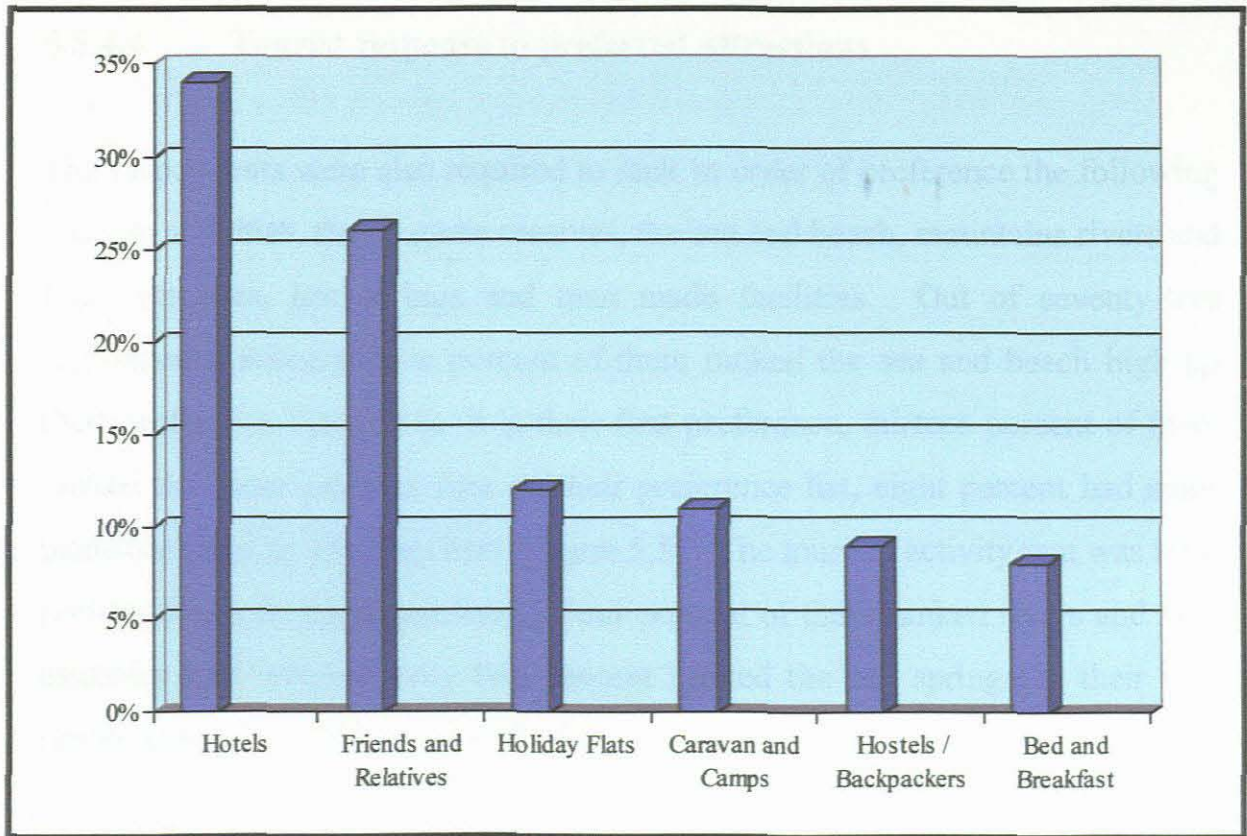
Twenty-six percent of the participating tourists stated that they stay with friends and relatives. Nine percent of the respondents stayed in the caravanning and camping venues, thirty-four percent of the respondents stated that they are accommodated in the hotels, two percent of them are accommodated in the private hotel, twelve percent of the participating tourists were accommodated in the holiday flat. Nine percent of them were staying in the hostels and/or backpackers and eight percent were accommodated in the bed and breakfast accommodation. It is evident from these numbers that the most common type of accommodation is the category of Hotels, Motels and Inns. The above discussion confirms objectives (a) of this study that there is an adequate number

of tourists in the study area and the ones that are discussed above are the accommodation facilities.

5.5.4.4 Tourist response to preferred attractions

The respondents were also required to rank in order of preference the following tourism activities, that is game reserves, the sea and beach, mountains rivers and Lake estuaries, hot springs and man made facilities. Out of seventy-five respondents, seventy-three percent of them ranked the sea and beach high on their preference list, that is, it is their first preference, thirteen percent of them ranked the game reserves first on their preference list, eight percent had man-made facilities on their top lists (Figure 5.5). The tourism activity that was least preferred was the mountain/berg. Four percent of them ranked rivers and lake estuaries first whereas only two percent ranked the hot springs as their first preference.

It is now clear that although research was conducted along the National Road (N2) which is found along the Coast, but the Coastal people are still attracted to the sea and the Coast. It is evident that the other tourism activities are not as popular to the people visiting attractions along the N2. Interestingly, the findings of this study reveal that the natural features and attractions are the ones that attract a large number of tourists to the study area.

One of the objectives of this study is to investigate the participation patterns in the study area. According to the findings of this study the tourists visiting the study area rank the sea and the beach on the top of their list. This is followed by

the game reserves. It is also possible that these findings were influenced by the fact that there are not too many and popular game reserves within the study area.

FIGURE 5.5:   RESPONSE TO PREFERRED ATTRACTIONS
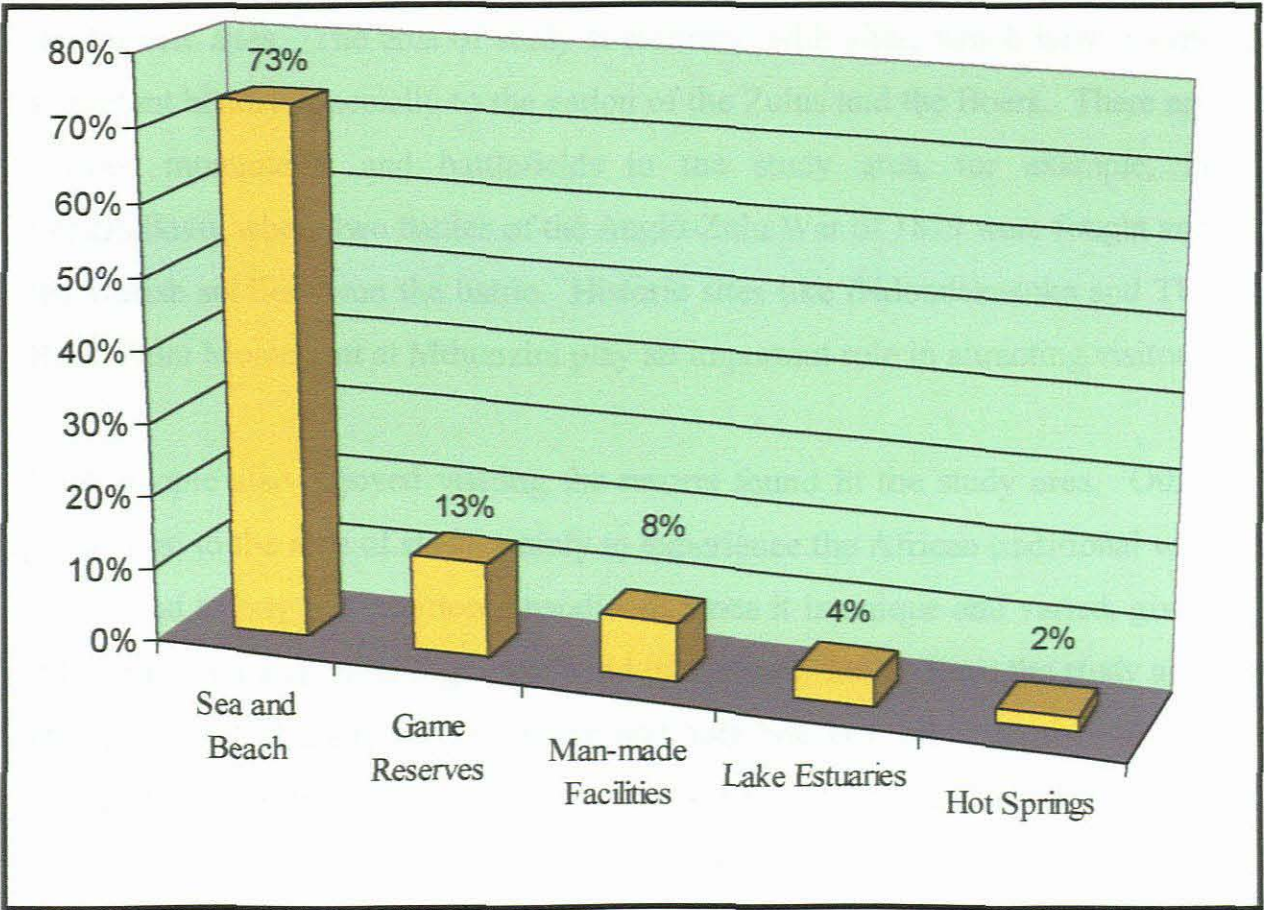
The researcher also listed various attractions and the respondents were required to identify those, which appealed to them the most. The following attractions were listed: Historic sites, which include visiting battlefields, landmarks and political struggle places. The other attractions were mountain sports which

included climbing and hiking, open air activities such as picnicking and camping, hunting sports for example game hunting and fowling, African Life which involves folklore and tribal customs, village life and traditional handcraft, visiting resorts, casino, parks and steam train travel.

In figure 5.6 the respondents revealed the activities that appeal to them the most. The most appealing activity according to the findings of this study seems to be the historic sites. The area of study is endowed with sites, which have a very important history especially to the nation of the Zulus and the Boers. There are various monuments and battlefields in the study area, for example, in Gingindlovu, where two battles of the Anglo-Zulu War of 1879 were fought and the British soldiers won the battle. Historic sites like iNdondakusuka and The Rafia Palm Monument at Mthunzini play an important role in attracting visitors.

Most people also enjoyed visiting the resorts found in the study area. Other visitors go to the area of study mainly to experience the African traditional way of life and to buy the traditional handicraft since it is unique and varied, given different racial and cultural groups found in the study area. Since the study area has a pleasant climate, with its warm and safe beaches, other tourists like to engage in open-air activities such as picnicking and camping and the tourists who engage in outdoor activities have an exciting experience because of the weather and climate of the study area. If more and more people can be introduced to the tourism industry, more especially the Black people, more and more tourists will be attracted to the study area to experience the variety of its cultures and this can benefit the members of the local community economically and socially. Hiking seems to be the least enjoyed activity in the study area. The reason for this is obvious. The study area is along the coast, therefore, this

area is low-lying with no mountains but only a few hills. It is interesting to note that the study area is endowed with various attractions, which offer a variety of facilities and services in which carious activities can be performed.

On the whole a clustering of the attractions and activities suggests that about 53 percent of the visitors to the study area seem to prefer outdoor recreation activities and facilities. On the other hand, about 47 percent of the respondents prefer participating in socio-cultural activities, such as visiting historic, African life experience and gambling or casino gaming. The possible reason for this emerging behaviour is mainly based on the physical setting or locational dominance of the types of facilities found within the study area.

FIGURE 5.6 FACILITIES AND ACTIVITIES PREFERRED BY TOURISTS
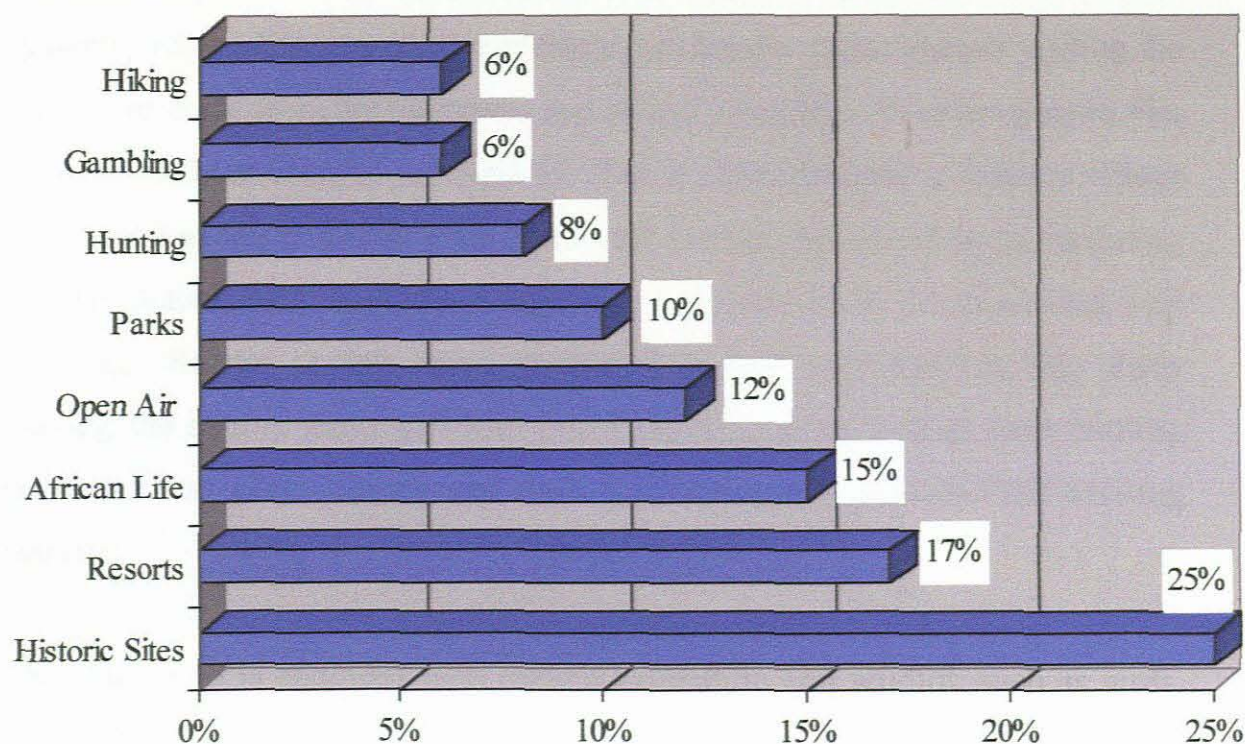
Interestingly, out of the seventy-five tourists interviewed, a significant twenty-five percent of them indicated that they preferred visiting historic sites, such as battlefields, landmarks and political struggle places, which appeal to them the most because of the important history of these sites. Tourists also like to experience the variety of cultures in the area of study emanating from the fact that this area is composed of various racial groups, each one with its own culture, customs, values and traditions.

The second most preferred facility or attraction were identified by seventeen percent of the respondents. They stated that resorts offered the important activities they preferred and enjoyed the most. About 15 percent of the respondents professed to enjoy African life, which involves folklore and tribal customs, village life as well as traditional handicraft. Most tourists visiting the study area come from the big towns and cities. Therefore the urban people who visit the study area enjoy the rural life that is characterized by folklore village life tribal customs and traditional handicraft Twelve percent of the participating tourists stated that they enjoy open-air activities such as picnicking and camping. Related to that, about 10 percent of them indicated that they enjoy visiting the natural parks and also that 8 percent of the tourists have hunting sports such as game hunting and fowling as their most preferred and exciting activity.

The study area is endowed with natural vegetation and wildlife such as birds, guinea fowl, *and etcetera*. This is why some of the tourists visiting the study area are excited by sports such as the game hunting and fowling. Finally, only 7 percent of the respondents were excited by visits to a local casino, and 6 percent stated that they enjoy mountain sports such as climbing and hiking.

5.5.5   Tourists' awareness of tourist facilities and activities

This section of the research study mainly focuses on tourism awareness related matters, as displayed by the visitors to the study area.

In Table 5.3 the respondents revealed the measure from which they got information about the attraction they visited.

Sixty-five percent of the tourists got information about that particular attraction from the travel agent. Twenty-four percent of the participants stated that they got to know about that particular attraction from the members of the family or a friend. Nine percent of the participants responded by saying they got information about the attraction from a newspaper and brochures that is, through advertisement, and the remaining two percent got information about the attraction they were visiting through the word of mouth.

TABLE 5.3: TOURISTS' AWARENESS OF ATTRACTIONS THROUGH AGENT OF INFORMATION

AGENT OF INFORMATION	FREQUENCY	PERCENTAGE
Travel agent	49	65%
Family or friend	18	24%
Advertisement	06	09%
Word of mouth	02	02%
Total	**75**	**100%**

It is one of the objectives of this research study to reveal how the attractions are managed and marketed to the public and potential users. The findings of this research study provide valuable information and answers to the question of the marketing strategies used to make the tourist and recreation attractions found in the study area to be known by the public. The highest percentage of the tourists visiting the study area got information from the travel agents. This finding reveals that the marketing strategies used in the study area are so powerful in

pulling people to come and visit the study area. The least of the travellers, that is, only two percent got the information through the word of mouth. Other managers of attractions use the media and tourism organizations such as KwaZulu-Natal tourism authority to advertise their attractions.

One of the objectives of this study is to examine the participation patterns of the people in the study area and it has been found out that most local people are not aware of the attractions in their locality and the possible reason for that can be the high illiteracy rate, especially amongst the Black populations.

5.5.6 Tourists' preference of recreation activities

The investigator also wanted to find out from the participating tourists, the activities that they enjoyed the most in the study area. The findings of the research study are displayed in figure 5.7.

FIGURE 5.7:   ACTIVITIES MOST ENJOYED BY TOURISTS
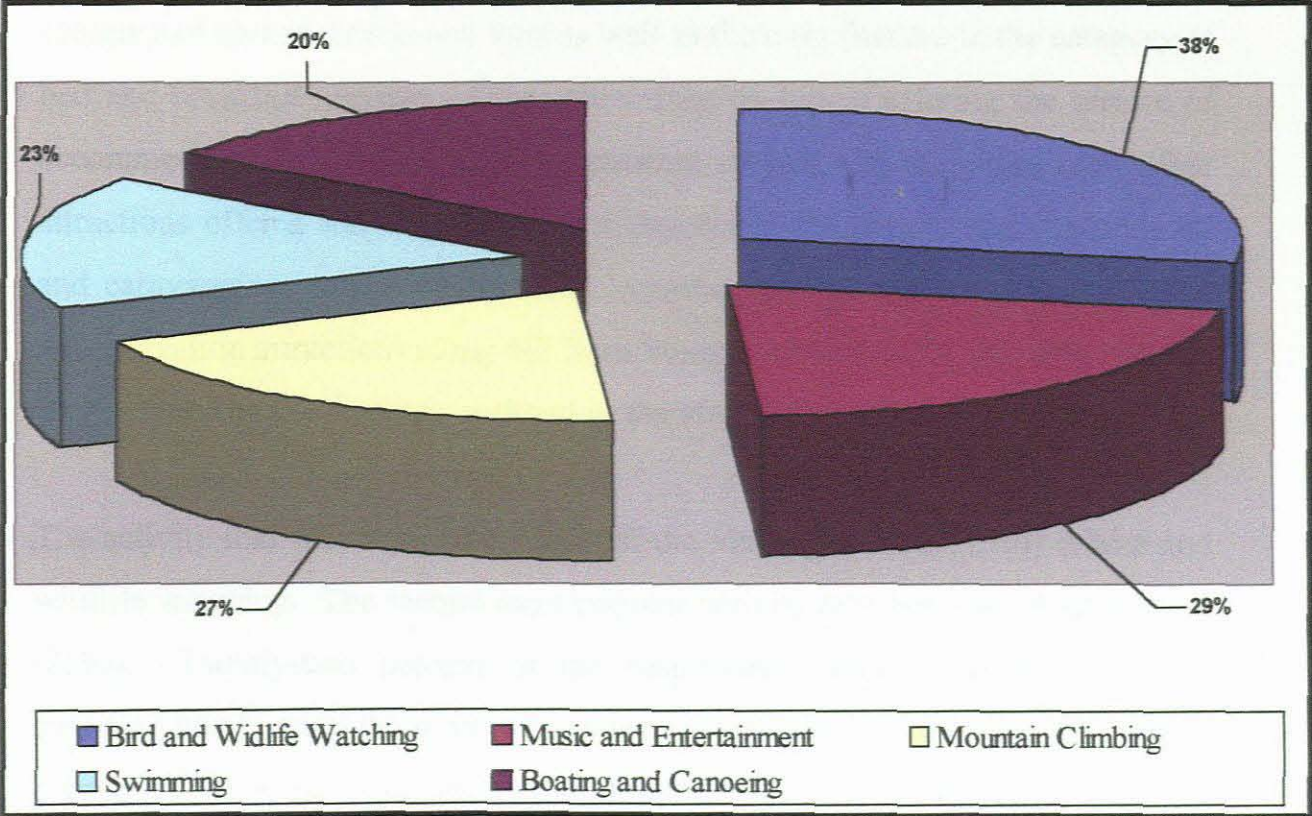
In the study area, there are many recreation and tourist attractions. Other attractions have more than one facility therefore they have many activities taking place in each one of them. Thirty-eight percent of them responded by ticking bird and Wildlife watching as one of the activities found in the attraction, which they were visiting. Twenty-nine percent of the participating tourists stated that in their attraction there was music and entertainment. Twenty-seven percent of the respondents ticked mountain climbing and the same number of respondents stated that there is hiking in the attraction they had visited. This is not amazing since mountain climbing and hiking are related activities. Twenty-three percent of the tourists found swimming as one of the

activities in the recreation attraction they had visited. Twenty percent responded by saying they found boating and canoeing in their visited attraction in the study area are accommodation especially the attractions that are grouped in the category of motels, hotels and inns as well as the ones that are in the category of bed and breakfast services. Other attractions on top of offering the service of accommodation, they also offer a restaurant service. In the study area, other attractions offer a self-catering service especially the chalets and the camping and caravanning venues. This study hypothesizes that there are many tourist and recreation attractions along N2 from Stanger to Mthunzini Districts and this is confirmed by the findings outlined in the above discussion.

The activity that was enjoyed by most of the visiting tourists (29%) is bird and wildlife watching. The second most popular activity is music and entertainment (25%). Twenty-two percent of the respondents stated that they enjoyed canoeing and boating the most, and sixteen percent preferred swimming. Three percent of the respondents chose mountain climbing and/or hiking as the most enjoyable activity. The remaining five percent of the respondents stated that they enjoyed game viewing more than all the other activities in the visited attractions. It is evident from the findings of this research study that most visitors come from busy settings like the urban areas therefore they come to the study area to experience peace offered by wildlife watching.

The participating tourists were also required to state if they could visit the same attraction again. Fifty-five percent of the participants responded by ticking definitely yes and when the responses were inspected closely, it was found out that it is the ones who rated the feeling of the attraction good that would come again. Twenty-eight percent of the respondents responded with a yes, sixteen

percent of the participating tourists responded with a no and only one responded by saying definitely no. The findings depicted in the above discussion reveal that the attractions, facilities and services found in the study area give the tourists good time that is why twenty-eight percent of the tourists responded by saying that they would visit the attraction again. Only one percent responded that they would not visit the attraction again and this confirms that the tourists enjoy visiting the study area.

The same pattern of the responses was followed by the responses to the question wanting to investigate if they can ever advice a person who had never been to the same attraction to visit it, fifty eight percent of the respondents who had previously rated the feeling of the attraction they had visited very good responded with a yes and twenty eight percent of the participants who had previously rated the feeling of the attraction good responded with a no and five percent of the respondents were not sure.

5.6   COMMUNITY RELATED INFORMATION AND RESULTS

It has to be reiterated that the previous section dealt with response matters relating to tourists. This section of the study focuses on the analysis and interpretation of data regarding the recreation and tourism information affecting the local community. Matters relating to the recreation and tourism managers' responses will be dealt with later in this chapter.

5.6.1 Local community's awareness of tourism in general

This research study is aimed at finding out if the members of the local community are aware of tourism under general. It is also aimed at assessing their awareness of the attractions in their locality. The investigator also wanted to find out if they do use the facilities available in their surroundings as well as how they benefit from them. The benefits can be social, economic, physical and so on.

Table 5.4 displays the responses of the participating members of the community about the general awareness of the issues of tourism including their understanding of the meaning of tourism and the usage of facilities in the local tourist attractions. Objective (b) of this research study is to reveal if the availability of attractions benefit the members of the local community economically, socially, physically or otherwise

TABLE 5.4: COMMUNITY'S AWARENESS OF TOURISM MATTERS

AWARENESS RESPONSES	FREQUENCY	PERCENTAGE
Strongly aware	59	04%
Partially aware	23	08%
Not sure	104	49%
Partially unaware	17	11%
Strongly unaware	09	28%
TOTAL	212	100%

Forty-nine percent of the local community members are not aware about the general issues of tourism. They are also not sure if the meaning of domestic tourism is well understood in their locality and they are also not sure about the quality of tourism facilities in their locality. A same percentage of the respondents was not sure if crime and security posed a problem or not in domestic tourism. They were also not sure about who should make money available for improving tourist facilities. Some of them even mentioned that they did not know anything about the tourism authority known as the KwaZulu-Natal Tourism Authority (KZNTA).

The findings of this study do not support objectives and hypotheses 2 and 6, which state that the members of the local community are aware of the existence of tourists attractions in their locality, as well as that the members of the local community are involved in tourism related decision-making. The study also sought to check if the members of the local community are aware of the general issues in tourism. The hypothesis that the members of the local community are not involved in decision-making has been proven true by the findings of this study.

The findings of this study have identified problems about the lack of awareness of the attractions in the locality and the general issues of tourism. Once this issue of awareness is solved, tourism in the study area will boom and this can improve the standard of living of the previously disadvantaged communities. At the end of the day the members of the local community will enjoy the physical social and economic benefits of tourism. Twenty eight percent of the respondents strongly disagreed with the view that tourism has any meaning or is well understood in their locality and the same percentage strongly disagreed

with the quality of tourism facilities available in their locality. Eleven percent of the participants disagreed that the KwaZulu-Natal Tourism Authority (KZNTA) should make money available for the establishment and improving the tourism facilities.

Objective (j) of this research study is to identify the actual provider of attractions and facilities in the study area and the findings of this study reveal that the members of the local community do not agree that the body such as (KZNTA) should make tourism facilities available but they feel that communities should provide facilities.

About fifty four percent of the community members strongly agreed that many from the African community do not use the tourism facilities and they also strongly agreed that most African people in the area are not aware of the value of domestic tourism. The same percentage of the respondents agreed to the fact that African people from other provinces are spending money mostly by visiting KwaZulu-Natal

5.6.2   Local community's awareness of tourist attractions

This section of the research study has its main focus on rating the awareness of tourist attractions. Table 5.5 depicts the findings about the awareness of attractions in their locality.

Twenty eight percent of the participants were very clear and well aware of the tourist and recreation attractions available in their locality. Thirty percent of them were clear and aware. Twenty three percent of the participants were somewhat aware. Eleven percent of them were unaware and not clear about the

attractions in their locality. The remaining eight percent responded by saying that they did not know.

TABLE 5.5:   COMMUNITY'S AWARENESS OF TOURIST ATTRACTIONS

AWARENESS OF ATTRACTIONS	FREQUENCY	PERCENTAGE
Very clear and well aware	59	28%
Clear and aware	64	30%
Somehow aware	49	23%
Unaware and not clear	23	11%
Do not know	17	08%
TOTAL	**212**	**100%**

In the study area the attractions can be grouped into two major categories, namely, the man-made attractions and natural attractions. Seventy-five percent of the participating members of the community felt that the tourist attractions, which were more important for the development of their areas, were natural attractions and only twenty-five percent of the respondents felt that the man-made attractions that were essential for the development of their areas.

The reasons they provided for their answer are that most people visit the study area because of the availability of the sea, the safe beaches and the natural features such as the wildlife and vegetation. Once they have visited the natural attractions, they then visit the man-made attractions

91

According to the findings of the research, it is evident that the local members of the community do not worry about visiting the tourist attractions available in their locality. The majority of them (73%) visit the attractions sometimes whilst twenty seven percent of the respondents have never visited them. The investigator also tried to find out if they plan to use any of the attractions in the near future. Sixty eight percent responded by saying they were not sure, and twenty-seven percent intended to do so in the future. Five percent of the participants responded by saying they do not wish to visit. Objective (d) of this study is to examine the participation patterns of the people in the study area and the findings of this research study reveal that most people do not use the attractions in their locality.

It has already been stated that one of the objectives of this study is to examine the participation patterns of the people in the study area and it is evident from the findings above that the members of the local community do not know about the value of visiting attractions. The possible reason for the local people not to visit the attractions in their locality is lack of awareness as well as lack of exposure due to the restrictions of the apartheid era.

5.6.3 Local community's awareness of tourism benefits

One of the goals of this research study is to investigate the community's awareness of the benefits of tourist attractions in their locality. The study also sought to establish how the existence of the attractions is perceived as benefiting the community presently and in the future.

In this research study, the participating members of the local community were required to rate the awareness of economic, social and physical benefits of the availability of tourist and recreation attractions in their areas. They had to rate this awareness by using the numbers one (1) to five (5).

TABLE 5.6:   AWARENESS OF SOCIO-ECONOMIC BENEFITS FROM TOURIST ATTRACTIONS

PERCEIVED BENEFITS	FREQUENCY	PERCENTAGE
Poor Benefits [01]	15	07%
Mediocre Benefits [02]	25	12%
Moderate Benefits [03]	68	32%
Good Benefits [04]	55	26%
Excellent Benefits [05]	49	23%
TOTAL	**212**	**100%**

It is clear from table 5.6 that the majority of the members of the local community are not sure if the availability of tourists and recreation attractions benefit them or not. Only 23 percent of the respondents are clear about the advantages of the availability of the attractions in their locality

Apart from the benefits and advantages of the availability of tourist and recreation attractions in the local area, the researcher also wanted to find out if the members of the local community were aware of any disadvantages of the availability of the attractions in the local areas. The participants here were also required to rate the awareness of the disadvantages. Twenty-four percent of the respondents rated the awareness of the disadvantages of the available attractions with a 1, twenty one percent rated them with a 2, twenty three percent rated

93

them with a 3, nineteen percent rated them with a 4 and only thirteen percent of the participants rated the disadvantages of the availability of the attractions with a 5.

The findings of this research study reveal that the members of the local community are not aware of the advantages or the disadvantages of the availability of tourist and recreation attractions in their locality. The above findings prove hypothesis (d) of this study incorrect since in this research study it is hypothesized that the members of the local community are aware of the attractions in their surroundings.

The members of the local community are not aware of the advantages or the disadvantages associated with tourist and recreation attractions because these people are never involved in decision-making, administration or the management of these attractions. The findings of this study reveal that once local people are involved in decision-making they will be able to support the development associated with the facilities.

5.6.4   Local community's perception of tourists

This part of the research is aimed at assessing the perceptions of the members of the local community towards tourists. Sixty eight percent of the respondents stated that they would very much like to see tourists visiting their area. Twenty-five percent of the respondents were not sure and seven percent responded with a definite no. The researcher also wanted to find out if they would accommodate tourists in their homes. Seventy three percent of the respondents responded with a yes and twenty seven percent would not do so.

According to the findings of this research study, the tourists are more than welcome by the members of the local community and they would also like to see the tourists being safe. The members of the local community, who responded with a no need to have their attitudes changed, by involving them more in tourism issues and to ensure that they benefit from tourism

The members of the local community who participated in this research study suggested the following as measures, which should be taken to ensure the safety and security of the tourists whilst in their locality: -

- Establishment of community policing forums.
- More involvement of the local communities in decision making on tourism issues.
- A need for more training and education on how to deal with tourists.
- Tourism should create more job opportunities for them as members of the local community. The members of the local community feel that crime arises from poverty and if tourism can bring them jobs, crime can be alleviated.

The members of the local community who participated in the research study also feel that the Government of South Africa should also play a role in ensuring the safety and security of tourists. They came out with the following suggestions: -

- The Government should increase the number of police stations and officers in and around places, which are tourist attractions.
- It should encourage the working together of the local communities to combat crime.

- The Government should provide information to the tourists that will help them avoid dangerous places in which they can be mugged.

- It should design fast and efficient prosecution measures to those people committing crime.

The suggestions about the safety measures of the tourists whilst they are in the locality prove that the members of the local community have positive attitudes towards the tourists.

5.7 PERSONAL DATA OF THE MANAGERS OF ATTRACTIONS

This section of the research study has its main focus on getting information from managers of the tourist and recreation attractions in the study area. The main goal of this section is to find out if local, national or international visitors are using these attractions and whether these attractions are of any benefit to the members of the local community. The investigator also wanted to find out the times of the year during which these attractions are the busiest.

5.7.1 Demographic characteristics of managers

Out of the twenty-seven managers who formed a sample of this research study, seventy percent of them were males and only thirty percent were females. The tourism industry in the study area is still dominated by males. When looking at their ethnic origin, forty-four percent of them were African, thirty three percent were White, fifteen percent were Indians and only seven percent were Coloureds.

Forty-four percent of the respondents had a post-matric diploma or certificate, thirty-three percent had a senior certificate, eleven percent of the participants had a University or Technikon diploma and seven percent of the managers had a University or Technikon degree. Hypothesis (i) of this study states that the managers of attractions are well educated to manage attractions and this hypothesis is proven correct

The exact capacity and position of each respondent in the attraction was also sought. The findings reveal that out of twenty-seven respondents, sixty-seven percent of them were supervisors, twenty-six percent of them were attraction managers and only seven percent of the twenty-seven participants were directors of the attractions. The respondents also supplied information about the period in which they have worked in that particular attraction. Thirty-three percent of the respondents have worked in that attraction for a period between two and five years. Twenty-two percent have worked in the same attraction for eleven to nineteen years. Nineteen percent of them have worked there for less than two years and only seven percent of the respondents have worked in their attractions for more than twenty years.

Working in the same attraction is somehow useful in the sense that one gets new knowledge and becomes well acquainted with the problems, successes and future of the attractions they are managing

5.7.2 Managers' response to visits to attractions

This study was aimed at investigating if there is any interaction between managers of attractions and facilities in the study area. The responses on how

the managers of attractions travel to other tourist attractions were so amazing. Seventy percent of the respondents responded by saying they visit other attractions sometimes. Twenty-two percent responded by saying regularly and only seven percent responded by saying monthly. When asked if the respondents wish to use any of the attractions available in their locality, seventy-four percent of the interviewees responded by saying they were not sure, nineteen percent stated that they would like to visit other attractions and only seven percent of the respondents said they do not wish to visit any of the attractions in their surroundings. The findings above reveal that there is no interaction between the managers of attractions since the majority of the respondents, 74%, to be precise responded by saying they were not sure if they would visit the other attractions in their locality. This proves that there is no co-operation amongst the managers managing the attractions in the study area.

5.7.3   Managers' perception of co-operation with other stakeholders

Objective (f) of this study is to examine if there is any co-operation between the managers of attractions, developers and the members of the local community. The findings of this study reveal that there is no co-operation amongst the managers of attractions since nineteen of the managers responded by saying they visit other attractions sometimes and others say they do not wish to visit the other attractions whilst twenty of them stated that they were not sure if they would use the attractions in their locality or not.

This study also hypothesized that there are good human relations between the managers of attractions, the private sector and the members of the local community. The findings in the above discussion prove this hypothesis

incorrect. If there could be more co-operation amongst all the stakeholders in tourism, the tourism industry would improve.

5.7.4 Managers' response to tourism development initiatives

It was essential for the managers of attractions to respond to tourism development initiatives taking place in the attractions they are managing.

In this research study, the researcher also wanted to identify the natural attraction that the respondents think play a major role in the development of domestic tourism in the study area.

According to Fig. 5.8 it appears that thirty-seven percent of the managers interviewed responded by saying that the sea and the beach are responsible for the development of domestic tourism in the area.

Twenty-six percent of the participants think it is the game reserves, which develop domestic tourism in the study area. Fifteen percent of them responded by saying it is the rivers and lake estuaries, seven percent of them ticked the natural areas such as wilderness and four percent of them stated that it is the hot springs which play a major role in the development of domestic tourism in the study area

The researcher also required the managers of attractions to identify the tourism activities that they think are important for attracting tourists into the study area. Thirty-three percent of the respondents responded by saying that it is that the sea

and the beach activities. This is not too surprising since the study area is found along the coast. Twenty-six percent of the participating managers responded by saying the cultural and folklore activities are the main activities that encourage the development of domestic tourism in the area. Nineteen percent of the respondents stated that it is the hospitality and hotel activities, fifteen percent of them responded by saying it is the entertainment such as the music theatre that attracts tourists to visit this area. Eleven percent of the participating managers responded by saying it is the natural recreation activities and only four percent of the responses chose the sporting activities, gaming and casino as the main factors attracting the tourists to visit the study area.

FIGURE 5.8:   PERCEIVED ATTRACTIONS PROMOTING TOURISM IN THE STUDY AREA
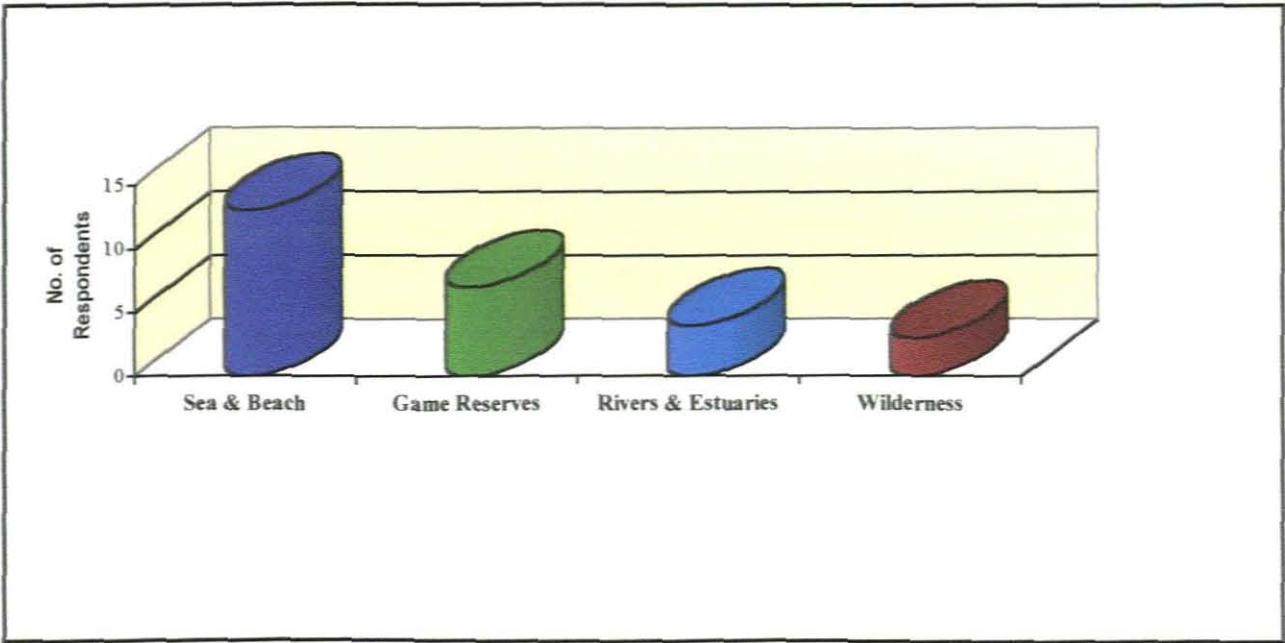
5.7.5   Managers' response about the actual providers of facilities

It is necessary for this study to find out about the actual providers of the attractions, facilities and services in the study area. One of the objectives of this study is to identify the actual provider of attractions and facilities in the study area.

Table 5.7 provides the managers' responses as to whom they think should provide the locality with the tourist and recreation attractions or resources. Most managers (65%) think it is the provincial government that should provide areas with recreation and tourist attractions. Few managers, (7%) to be precise, think that the national government is the one that should provide the locality with attractions.

TABLE 5.7:   PERCEIVED PROVIDERS OF ATTRACTIONS (MANAGERS)

PERCEIVED PROVIDERS	FREQUENCY	PERCENTAGE
Provincial Government	13	48
Private Sector	08	30
Labour Organisations	04	15
National Government	02	07
TOTAL	**27**	**100**

Forty-eight percent of the participants stated that it is the provincial government that should provide attractions and facilities in the locality. Thirty percent of the managers stated that it is the private sector that should provide the local communities with attractions and facilities. Fifteen percent of them feel that it is the labour organisations and only seven percent of the managers think that it is the national government that should provide the communities with tourist and recreation attractions

It is clear that most managers feel that the main body that should provide the locality with the tourist and recreation attractions is the provincial government Only the minority of the respondents feels that it is the national government that should provide the locality with the tourists and recreation attractions. If the provincial government could manage to provide the area of study with attractions, members of the local community can get job opportunities and the local people can also develop entrepreneurial skills. The standard of living of the members of the local community will be improved.

The researcher also wanted to know the actual provider of the specific attraction that was visited in figure 5.9. Out of the twenty-seven attractions which were visited, nine of them were provided by the provincial Government, seven of them were provided by the local Government, the other seven attractions were provided by the private sector, six by the local Government, two of them were provided by the Non-Governmental Organisations (NGO) and only one was provided by the National Government. The possible reason for the highest number of attractions and facilities provided by the provincial government is that the national government is responsible for the designing of policies and the provincial and local governments are responsible for the implementation of

102

those policies, according to the needs of a particular province or a particular community.

FIGURE 5.9: ACTUAL SUPPLIERS OF TOURIST ATTRACTIONS
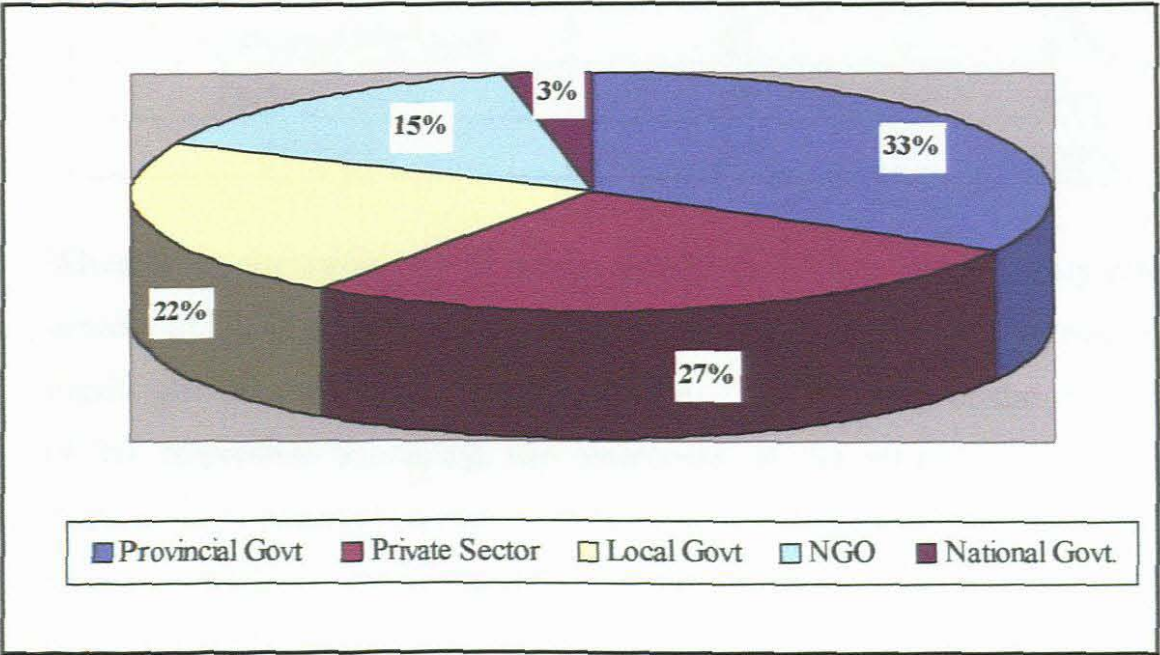
TABLE 5.8:   COMMUNITY'S AWARENESS OF ATTRACTIONS AS PERCEIVED BY MANAGERS

RANKED RESPONSES	FREQUENCY	PERCENTAGE
Very Clear and Aware	05	19%
Clear and Aware	08	30%
Somehow Aware	11	41%
Unaware and Not Clear	02	07%
Do Not Know	01	03%
TOTAL	**27**	**100%**

When rating the awareness of tourist attractions in their locality, only nineteen percent of the managers responded by saying the awareness of recreation and tourist attractions is very clear and aware. The majority of the respondents (41%) responded by saying the awareness of the attractions in the local community is somehow aware. Thirty percent of the participants think that the local community is clear and aware of the tourist attractions in their locality. Out of twenty-seven respondents, only seven percent of the respondents responded by saying that the members of the local community are unaware and not clear of the attractions and only three percent of the managers responded by saying they did not know if the members of the local community were aware of the attractions or not.

According to the managers' knowledge, the members of the local community are not very much clear about the attractions in their locality. The possible reason for this is the lack of co-operation and interaction between the managers of attractions, the private sector and the members of the local community.

Hypothesis (c) of this study states that the public is aware of the attractions in their locality and the findings of this study proves this hypothesis untrue.

5.7.6 **Managers' response to perceived value and benefit of facilities**

Objective (b) of this research study is to reveal if the attractions in the study area are of any economic, social or physical value to the members of the local community.

According to Table 5.9 it becomes clear that the members of the local community are not fully aware of the value of attractions in their locality. The reasons which make the managers think the local community lacks the awareness of attractions in their locality is that, they normally get visitors from far away places and it is rare to find local people visiting these attractions One of the objectives of this study is to investigate if the members of the local community are aware of the presence of the attractions available in their locality. In the light of the above discussion it stands to reason that the assumptions of this study were correct that the members of the local community lack exposure to the recreation and tourism attractions due to the laws of the apartheid era which denied the Black people access to some areas which were allocated to the Whites only.

TABLE 5.9: MANAGERS' PERCEPTION OF THE BENEFITS OF ATTRACTIONS

PERCEIVED BENEFITS	FREQUENCY	PERCENTAGE
Physical Benefits	16	58%
Economic Benefits	08	30%
Psychological Benefits	02	09%
No Benefits	01	03%
TOTAL	**27**	**100%**

One of the goals of this research study is to find out if the availability of the attractions in their locality is beneficial to the local communities. Sixty-seven percent of the managers felt that the availability of attractions in the study area has physical benefits to the local community in the sense that the infrastructure and communication networks such as roads, electricity, water supply and telephones came into existence following the construction of the attractions. Thirty-three percent of the participating managers responded by saying the availability of attractions in the area has an economic benefit for the local community since members are given first preference if there is a vacant post to be filled.

The only problem the managers stated about employment is that most members of the local community do not have basic skills and training on tourism related issues. One of the respondents stated that the availability of some attractions was somehow disadvantageous to the members of the local community in the sense that other people were chased away from their original places so that more

space could be made available for the construction of an attraction The findings outlined in the above discussion proves hypothesis (c) correct which states that the attractions in the study area benefit the local community physically, socially, economically and otherwise.

Out of twenty-seven managers participating in this research study, fifty-six percent of them feel that the natural attractions are important for the development in their areas. Also most people visit this area because of the availability of the beach and the sea. People then get to know about the other attractions available in the area once they get to the natural attractions.

The other reason they gave is that most of the roads leading to the natural attractions such as the beach and game reserves are in a very good condition and they also state that through the availability of these attractions, they now have clean water, communication networks, such as telephones, electricity and roads which are in a good condition in their locality The findings above confirm hypothesis (c) of this study that states that the attractions benefit the local community physically, socially, economically and otherwise.

The researcher also needed information on the strategies that the managers use to market their attractions and make them known to the prospective visitors. Seventy-five percent of the attraction managers responded by saying they use information brochures. Eighteen percent of the participants make their attractions known by organising promotions and only nine percent of the respondents use the media, that is the television, radio, and newspapers to attract the prospective visitors.

5.7.8 Managers' response to perceived visitor-type

Objective (e) of this study is to identify the different types of tourists visiting the attractions and using the facilities and services in the study area

The findings about the tourists visiting the attractions in the study area were so surprising. Sixty-seven percent of the visitors are national visitors, eighteen percent of the visiting people are international visitors, eleven percent of the visitors are coming from all groups and the amazing part of it is that only four percent of the visitors are local people. This further emphasizes the fact that local people are not fully aware of the attractions in their locality

According to the findings of this research study, the recreation and tourist attractions in the study area are visited by different categories of tourists or visitors. Table 5.10 below shows the different categories of visitors and the rate at which each group visits the attractions in the study area. It is evident that various types of tourists, including the business people, individuals and scholars, use the tourist and recreation attractions in the study area.

Private individuals normally use the attractions such as the hotels. The business people and politicians use motels and inns and the attractions such as the conference venues when holding important meetings and conferences. Mainly the school children on excursions use the museums, the archives and the attractions with the sporting facilities.

TABLE 5.10 RESPONSES OF VISITOR-TYPES TO TOURIST ATTRACTIONS IN THE STUDY AREA

VISITOR TYPES	FREQUENCY	PERCENTAGE
Private individuals	115	54%
Business people	48	23%
School children on excursions	41	19%
Politicians and other groups	6	3%
Religious people on church activities	2	1%
TOTAL	212	100%

It has already been stated that this research study was conducted on twenty-seven attractions that can be grouped into three categories. Some of the attractions found in the study area have one specific facility whilst others have more than one facility in the same attraction. Some activities specialize in one activity whilst others serve more than one tourist and recreation function. The examples include Hotel Luthando, which can be classified under the category of Hotels, Motels, and Inns, but it is the conference venue at the same time.

The other example clarifying this point is the Umlalazi Game Reserve, which can be classified under hotels, Motels and Inns. The same attraction is a conference venue and it is also a Game and Nature reserve. The attractions found in the study area also have various facilities being housed in the same attraction. One attraction may offer the service of accommodation, sporting facility, recreation and entertainment facility and also have a Restaurant and many other facilities at the same time. Umlalazi Game Reserve is a good example.

The managers of attractions were also required to furnish information about the time during which the attractions were the busiest. According to the findings of the research study, forty-four percent of the managers stated that their attractions are busy throughout the year. These attractions have more than one activity taking place in them, for example, the Amatikulu Nature Reserve which offers facilities for the following activities: camping and caravanning, boating and canoeing, bird and wildlife watching, swimming and so on, therefore because of the availability of various facilities in the attraction, a variety of tourists visit it to enjoy this variety and this takes place throughout the year. Thirty-three percent of the participants stated that their attractions are the busiest during the festive season; more or less the same number of responses claimed that summertime was the busiest period in their attractions and only seven percent of the respondents responded by saying winter was their busiest time.

Most Bed and Breakfast venues are the busiest during the festive season when most people prefer just to be away from home just to enjoy themselves. Most politicians normally visit places such as the battlefields and places with a history of political struggle.

5.8   CONCLUSION

The findings of this research study reveal that the lifestyle and personality of an individual influence one's visiting or traveling patterns. The factors such as the income and occupation of a person play an important role in one's touring patterns. The higher the income, the greater the likelihood of travel. It has also been found out that the highest percentage of the tourists is made up of the

business people who are closely followed by the civil servants. People who work as ordinary labourers and domestic workers constitute the lowest percentage of the tourists. It is also evident from this research study that the racial groups who constitute the majority of travelers are the Whites, Indians and Coloureds and Africans travel the least. This research study reveals that most tourists travel during the December holidays because that is when they have more finances from bonuses and because the schools are closed and their children are also on holiday.

According to the findings of this study, mainly the sea and the beach, which is closely followed by the historic sites such as the battlefields and political struggle places, attract most tourists visiting the area under study. Other tourists visit the study area to have the African experience such as the folklore, Tribal customs, Village life and Traditional handcraft. The findings of this research study also reveal that the members of the local community do not associate the development of their locality with the existence of tourist attractions. They also revealed that the managers of attractions employ outsiders if there are any jobs available. This research study also reveals that the members of the local community do not form part of the decision-making. The members of the local community are prepared to accommodate tourists in their homes; the only problem is that they lack awareness, education and training on how to deal with them.

CHAPTER 6

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1   INTRODUCTION

Chapter six is the summary of the entire research study.   The conclusions as well as the recommendations of this enquiry are discussed in great detail in the following discussion.

6.2   SUMMARY OF RESEARCH FINDINGS

It is essential to do a summary of the findings of this research study before evaluating the core findings of this study.

The findings of this study reveal that the members of the local community are not aware of the attractions in the study area and are not involved in decision-making about tourism issues.

It has also been found out that the members of the local community are not fully aware of the benefits of the availability of the attractions in their locality.   Members of the local community have positive attitudes towards the tourists.   The findings of this enquiry also reveal that there is little or no co-operation between the managers of attractions, developers and the community members.

It has also been found out that the person's touring patterns are greatly determined by occupation and income. The more a person earn, the more are his chances of touring. The findings of this study reveal that the people who are the greatest travellers are single since they have less commitments.

According to this investigation, the natural attractions such as the sea and the beach are the ones that attract the tourists the most. The findings of this research study reveal that the tourists when visiting the attractions in the study area get an experience of a lifetime.

6.3 CORE FINDINGS OF THE RESEARCH INQUIRY

Given below is the detailed discussion of the core findings of this research study.

6.2.1 Touring patterns and demographic characteristics

There is a close relationship between the person's level of education, his income, the nature of work he does and his touring patterns. The more educated a person is, and the higher the income he earns, the higher is his potential to tour and visit tourist and recreation attractions. The nature of job a person does also determines his chances of visiting places. The people who travel the most are the business people and the civil servants since they get enough leave time per year and in most cases the job they are doing is not manual in nature, therefore it is less tiring.

The people who travel the least are the labourers. Their traveling pattern emanates from the fact that their work is manual in nature, therefore it is tiring and their income also is lower and it does not give them enough freedom to tour. Amongst the least travellers, are the scholars, the reason being that they are still at school and are not economically active. Therefore, one of the researcher's conclusions is that, the more a person earns, the more are his chances of travelling to the recreation places.

6.3.2 Awareness of local community

One of the objectives of this research study is to investigate if the members of the local community are aware of the attractions in their locality, and the researcher hypothesizes that the public is not aware of these attractions and tourism in general

The findings of this research study proves the above hypothesis correct since it has been found out that the members of the local community in the study area are not aware of the attractions in their locality. Amongst the four racial groups on whom the research was conducted, it became evident that the three racial groups, that is, Whites, Coloureds and Indians do visit places such as the hotels and other recreation attractions in far away places such as Durban, Richards Bay and so on but it is rare for them to visit the attractions in their locality.

In the study area the racial group that is traveling less is the Africans/Blacks. Unlike the other groups, the Blacks in the study area

do not visit the attractions available in their areas and they also do not visit the attractions in far away places. The researcher assumed that the Black people in the study area are not active participants in the usage of recreation attractions available in their locality due to various problems outlined in chapter one. This assumption is also proven correct by the findings of this study.

The findings of this research study also reveal that the lack of awareness of the local attractions to the members of the local community results to reduced usage of these attractions by the people of the study area. There were various reasons why the Blacks in the study area do not use the attractions in their locality.

6.3.2.1 Lack of exposure

Apartheid caused great damage in the minds of the people of Kwa-Zulu-Natal, including the people in the study area. Legislation such as the Land Act and the Group Areas Act forced people to live separately. Certain areas were allocated to the Whites only and the other racial groups were not allowed access to these areas.

Most black people in the study area come from the previously disadvantaged and previously neglected rural areas, therefore, they have not been fully exposed to the tourist and recreation attractions.

6.3.2.2 Touring is for the Whites

The Blacks found in the area where this research was conducted perceive touring and visiting tourist and recreation attractions as something that is not meant for them but as something for Whites. They believe that touring is what Whites do when they visit places like Durban and Game Reserves. It is not surprising then to find Blacks in the area of study not being enthusiastic about visiting the attractions in their locality.

It has been found out that one's touring patterns are greatly determined by the level of education, the occupation and one's income. Therefore when the Black people in the study area perceive touring as something for the Whites, it is because the Whites have always been perceived as the richest racial group and who afford to visit the attractions with ease. This perception has left scars in the minds of the Black people because some of them, although they earn enough money but still they do not visit attractions in their locality since they have not been exposed to spending their leisure time by visiting the tourist and recreation attractions, facilities and services in their locality.

6.3.2.3 Jobs types and touring

According to the findings of this research study, most black people living in the area where this research was conducted are not highly educated. Most of them work in the sugarcane plantations and the work they do is manual in nature and they work long hours. Therefore they get home late and are very tired and are unable to visit tourist and recreation attractions.

116

6.3.2.4 Level of education and touring

Most Black people in the study area are not highly educated therefore they cannot be expected to do jobs of a high quality and their incomes are low and therefore they cannot visit the tourist and recreation attractions. The findings of this research study reveal that the more the person is educated, the more are his chances to tour. It has been found out that most people in the study area are less educated, therefore they do not earn high incomes and they cannot be expected to tour.

6.3.2.5   Past inequalities and abuse of power

It has been stated before in this research study that during the apartheid era, there was inequality amongst the various racial groups, which led to the Black people being chased away from their land pieces and not allowed access to other areas, which were only to be used by the Whites. This abuse of power by the Whites caused people to have negative attitudes towards using the attractions in their locality and has created barriers in the minds of African people about visiting attractions. In the past there were Governmental regulations, which were denying the African people access to certain area such as the Beaches. Even if the present Government allows them access to these places, but still skepticism is still embedded in their minds.

6.3.2.6   Negative attitudes and mistrust

Some of the attractions, especially the protected areas and wilderness were taken away from the Black people without proper consultation and permission. People were then denied access to these places without being given proper reasons why they were not allowed access into these places any more. People then developed negative attitudes towards the attractions and mistrust towards the wildlife authorities since they were denying them access into something that used t belong to them.

6.3.2.7   lack of knowledge and understanding

This study hypothesizes that there are good human relations between the managers of attractions, the private sector and the members of the local community. This hypothesis has been proven untrue because if there were co-operation and good relations between the managers of attractions and the members of the local community, local people would be aware of, and would have a clear understanding about, the value of visiting attractions.

The findings of this research study reveal that the Black people in the study area lack knowledge and understanding of the value of visiting attractions. They believe that they cannot afford to visit the facilities. Most of them are unaware of the fact that other attractions do not charge entrance fees. Therefore these people do not experience the aesthetic value of visiting the attractions. The managers of attractions are the ones who are supposed to supply the members of the local community with valuable information that is going to develop their exposure to the tourist and recreation attractions.

6.3.2.8   Lack of involvement

According to the findings of this research study, most people, especially the Africans/Blacks have not been involved in decision-making, planning and development projects taking place in their areas. In the development projects, which have taken place in the previously disadvantaged areas, the members of the local community were not involved or consulted.

Objective (g) in this research study is to establish the involvement of the local community in decision-making. The findings outlined in the above discussion confirm that the members of the local community are not part of the decision-making body. In order to make tourism to be acceptable to the local people, these people should be involved in decision-making on tourism issues. The solutions to the problems dealt with in this research study serve as a tool to improve tourism and the usage of tourist and recreation attractions in the study area.

6.3.3   Benefit from availability of attractions

Most Black people in the area study do not benefit from the availability of the tourist and recreation attractions. They claim that they do not get employed if there are vacant positions, sometimes the managers of attractions employ outsiders. The members of the local community stated that they were not benefiting form these attractions, instead they lost their land when some of these attractions were about to be built.

They also stated that the physical development, which involves the construction of the infrastructure such as roads electricity and water supply robbed them of their land and soil. However, the installation of the physical infrastructure somehow helped them in the sense that in the area there are now well-established roads especially the ones that are leading to the attractions. Also because of the availability of these attractions there is piped water and electricity in the area although not all of them have taps and electricity in their homes. This has reduced the rate of contacting diseases associated with polluted water, diseases such as cholera, and diarrhoea.

This study hypothesizes that the availability of attractions benefits the local community physically, socially and economically. This hypothesis is also proven untrue since the members of the local community do not perceive developments associated with tourism as being beneficial.

6.3.4 Language barriers restrict social benefit

The findings of this research study reveal that most people in the study area especially the Blacks are illiterate, that is they cannot read and write. Therefore it is difficult for them to go to the tourists and recreation attractions because they do not understand English, which is the language most people communicate through. They stated that they are unable to communicate with tourists who come to visit their area and this restricts their ability to tell tourists about their culture, tradition and customs or even to sell local fruits and craft to them. They mentioned that the only people who understand English are their

children who are not always around whenever they are in contact with the tourists.

6.3.5 No relationship amongst managers

The managers of attractions were asked if they ever travelled to other tourist and recreation attractions available in the area not far away from where their attractions are. Only six out of twenty managers responded by saying they sometimes visit other attractions. The others do not worry about mixing with other managers so that they can exchange and share ideas, which can be beneficial to their managerial skills and can also strengthen the bond between them.

One of the objectives of this study is to examine if there is any co-operation between the managers of attractions. The above findings reveal that there is no co-operation and working together of the managers of attractions

6.3.6 Development of infrastructure and tourism

The findings of the research study reveal that the availability of tourist and recreation attractions in the study area has resulted in the physical development of this area in terms of the infrastructure. As a result of the availability of these attractions, there are now roads, which are in a good condition; some of them are even tarred. There is now clean and purified water coming from the taps, there is also the electricity supply,

which means that if there are more attractions being established, there can be more physical infrastructure coming into existence.

6.3.7 The shortage of skilled labour

The members of the local community do not benefit from the availability of attractions in their locality. They stated that they do not get jobs in the nearby attractions. The researcher found out that the members of the local community are not employable since they do not possess adequate training and basic skills required in the tourism industry. The managers of attractions mentioned that it would be easier for them to consider local communities for employment if they had at least basic knowledge and understanding on how to deal with the tourists.

It has been stated that most people in the study area are not highly educated and most of these people do manual labour in the sugar-cane plantations. This proves that they do not have any skills or basic training on tourism related issues. The lack of training and skills restrict their chances of getting employment. The finding that is discussed above proves the hypothesis, which states that the attractions benefit the local community physically, socially, economically and otherwise incorrect since the members of the local community do not get employment from the attractions This proves that the tourism industry will not boom if the members of the local community are not given training and basic education on tourism issues.

6.4 RECOMMENDATIONS

The findings of this study have resulted to the deduction of the following recommendations.

6.4.1 Projects to facilitate the awareness of attractions

One of the objectives of this study is to investigate if the members of the local community are aware of the presence of the attractions in their locality. The findings of this study confirm that the members of the local community are not aware of the tourist and recreation attractions in their locality. This is proved by the fact that the local people do not know the advantages and disadvantages of the availability of tourist and recreation attractions in their locality.

It is evident from the findings of this research study that the members of the local community especially, Black people, lack the awareness of the tourist and recreation attractions in their locality and this results to a reduced usage of these attractions by the members of the local community. It is recommended that the KwaZulu-Natal Tourism Authority (KZNTA) be effective in developing projects, which can develop and facilitate the awareness of tourist attractions in the study area. The other strategy which can be used to develop awareness of the attractions to the local members of the community is for the attraction managers to do promotions and concerts in which members of the community can be invited and may be given discounts on admission fees

and any other costs they may need to pay. This can help to make the members of the local community to be aware of these attractions and this can also increase the number of people who use these attractions.

6.4.2 Black people involvement in decision making

Blacks found in the study area were not involved in the projects, which were aimed at developing their areas. These projects were just imposed upon them and they were also not given a chance to choose, therefore they developed negative attitudes towards the development of tourist and recreation attractions. In order to try and solve this problem, it is recommended that people in the area of study, especially Blacks should be involved in decision making, planning and development projects taking place in their locality. They should be involved in implementation and management in development projects, especially the ones that involve tourism issues in general. This creates a sense of ownership and a sense of responsibility.

If the community is involved in tourism that can increase the potential the tourism industry has on improving the quality of life of the people in the study area. It stands to reason that if more people are involved in decision-making on tourism related issues, the economy of the province of KwaZulu- Natal can flourish since people would be more acceptive to tourists.

6.4.3 Availability of attractions as benefits

124

The findings of this research study reveal that the members of the local group of people, especially the Blacks found in the study area are not aware of how valuable the attractions in the locality are, and they are not aware of how the availability of these attractions benefits them. The availability of these attractions should have an economic, social and physical benefit to the members of the local community.

6 4.3.1   Attractions and economic benefit

The availability of recreation and tourist attractions in the area of study should economically benefit the members of the local community in the sense that they should be the first to be considered if there are any vacant positions to be filled. The availability of attractions should create more job opportunities, especially for the members of the local community. They can be educated and trained as tour guides, they can also be taught to do fabric painting and they can also decorate the lodges. The members of the local community should develop entrepreneurial skills, such as opening their homes to tourists, for example, when they establish guesthouse, restaurants, taverns or offer bed and breakfast facilities in their homes. This is likely to improve their economic status since most of them live in poverty and cannot make ends meet. The solutions to the problem posed in this study are expected to empower and develop the local people, therefore improving their standard of living and their quality of life.

6.4.3.2   The social benefit of attractions

The availability of tourist and recreation attractions should have the social benefit for the members of the local community. The members of the local community should be equipped with basic skills and training on how to deal with tourists with different cultures. They should also be trained in narrating their own culture, customs and traditions to the tourists. This develops a sense of pride in themselves and their lifestyle. The mutual respect for all cultures should be encouraged and discrimination on the basis of race, language, creed, sex and so on should be discouraged.

The findings of this study reveal that most tourists visiting the study area want to get information about the various cultures of the people living in the study area. Therefore if the local people in the study area do not know how to narrate their culture and traditions to the tourists, some of the tourists preferring the African folklore are likely to be discouraged to come back.

6.4.3.3 The physical benefit of the availability of attractions

The availability of the tourist and recreation attractions in the area results in the development of physical infrastructure in the particular area. If an attraction is established in a certain area, there should be an access road leading to the attraction. As a result of the availability of a tourist attraction, the existing infrastructure such as the roads should be continuously maintained and upgraded in order to improve accessibility and mobility. The areas with attractions should be

126

equipped with communication networks such as the telephones and the area with attractions should have water and electricity. All this makes life easier for the members of the local community, for example if the road is in a good condition, it makes transport to be efficient. The availability of electricity is advantageous in the sense that the members of the local community stop practising deforestation in order to satisfy their need for fuel. The availability of water supply develops sanitation and reduces the risk of contacting diseases associated with polluted water.

6.4.4 Tourist-friendly atmosphere should be created

The findings of this research study reveal that the members of the local community are tourist friendly. Most of them were prepared to accommodate a tourist in their houses. The researcher has found out that the members of the local community can be friendlier to the tourists if the availability of tourists and recreation attractions in the study area can create more job opportunities if they can be involved in planning and decision-making and if they can be part of training and awareness programmes. If all this could happen, the members of the local community can even establish policing forums that will be responsible for the safety and security of the tourists whilst in their locality. The members of the local community even came out with the safety and security measures to ensure the safety of tourists whilst in their locality. If the tourists feel safe in the study area, they are likely to advise others to visit this area. The quality of life of the people in the study area will be improved.

6.4.5 The government role in development

The government can play an important role in developing and empowering people in the study area

It has been found out that the members of the local community do not benefit from the availability of attractions in their locality since they are not employed if there are development projects in their locality. The findings of this study also reveal that the members of the local community are not employed if there are vacant posts because they do not have basic training and skills in tourism. If the government can provide basic training to this people, more job opportunities can be available to them and they can experience the economic benefits of the availability of tourist and recreation attractions in their locality.

The government should allocate funds for the training of the people from previously disadvantaged communities including the people in the study area. The government should also provide the introductory courses, which may allow these people entry into the industry. Access to training opportunities can also be improved by providing these people with scholarships or loans that can help them get training that is relevant to the tourism industry. The crafters need to be given more training in production, design quality assurance, marketing and packaging. The National Skills Development Strategy developed by the Department of Labour and the private sector should also target the communities in the study area and provide the people there with

appropriate skills at the introductory level and provide more specialist shorter courses for accreditation. In order to be successful in this, the government should aim at the development of youth and women.

6.4.5.1   The development of the youth

The youth can play a major role towards making a success of the attractions in their locality. The youth are the citizens of tomorrow and sooner or later they will be active participants in the economy of their areas and the country at large. For the youth to be able to do this, they need to be trained so that they can be employable and they can also develop entrepreneurial skills and become employers themselves.

Some of the youth in the study area have been exposed to basic handicraft, especially because some of their parents are doing it. Therefore they need to be polished in what they already know. They need some training on quality assurance, colour combination and they also need to be equipped with marketing skills and financial management skills which include some bookkeeping so that they can be able to market their parents' products and be able to manage finances derived from the sale of these products.

The youth can also be developed if more schools can include subjects like travel, tourism, hospitality and hotel management in their curricula so that they are introduced in the operation of attractions and tourism under general at a younger age.

The problem of the lack of skills and training that was discussed earlier on can be solved if the youth can get training at an earlier age. The lack of awareness of attractions and tourism issues that were discussed earlier can be solved if the youth can be exposed to the tourism industry whilst they are still young.

The tourism business, that is, the attractions in the study area can also develop the youth in their locality by creating summer/holiday jobs to expose the youth to the travel and tourism industry at an earlier age. The youth can also work in the hotels and restaurants. They can also work as tour guides in the tourist and recreation facilities so that they can get basic skills and experience on how these attractions operate.

6.4.5.2   The empowerment of women

Most women in the study area live in the rural areas and are not working. They are greatly dependant on men, who either work in the nearby farms or have migrated to the cities in search for work. Most of these women work in the nearby farms and become subject to hard labour, which earns them low incomes, which does not allow them a chance of a better life.

The women have a role to play in order to uplift their economic status. It is recommended that the women in the study area be made aware of the attractions in their locality and the income generated by these attractions from the tourists. The researcher also recommends that these women be given training which can allow them to be

entrepreneurs, travel agents, tour guides, guest house operators, restaurateurs, and so on. They can also generate income by operating craft stalls next to these attractions.

The managers of attractions can encourage business on women by engaging in public awareness programmes which can encourage women not only to offer services to the tourists but to be recreators themselves. It is also recommended that more women be part of planning and management. Through this they can get first hand experience and are likely to taste the benefits of tourism.

6.4.6 Development of information centres

The members of the local community are not aware of and they do not use, the recreation attractions in their locality. The reason they do not participate in these attractions is the lack of knowledge about these attractions. It has been found out that the tourism information centres in the study area are not enough. The researcher recommends that it would be better if more information or cultural centres were established. These centres should provide visitors with a local arts and crafts experience. The arts will concentrate on music, song, dance and story telling. The craft industry will concentrate on the manufacturing of the products for the tourism market. The findings of this study confirm that the problems experienced in the study area can be solved if more information centers can be built in the area to make people aware of the value of using the attractions in their locality.

6.4.7 Improved communication mechanism

One of the objectives of this study is to examine if there is any co-operation between the managers of attractions and the members of the local community. The findings of this study reveal that there is no co-operation between the managers of attraction and the local people. The lack of communication between the public and the tourism authorities has contributed to the lack of awareness and reduced usage of the attractions in the locality. The communication breakdown between the managers of attractions and the members of the local community has also led to the members of the local community not associating with the development accompanying the attractions.

The recreation attractions can operate more successfully and can generate a lot of income if there is be improved communication between the managers of attractions and the members of the local community. The local communities should be made to feel welcome in the attractions in their locality and the managers should operate in a way that sends the message that they are part of the community.

6.5 CONCLUSION

The availability of tourist and recreation attractions in the study area is of less value and importance to the people in the study area who are not highly educated, their income is also not satisfactory and the nature of

work they do does not give the chance to visit the attractions found in the locality.

The members of the local community in the area of study do not attach any value in visiting the attractions in their locality since they see it is as something for the whites. This attitude is due to the lack of exposure due to the restrictions of the apartheid era.

There would be more development if the managers of attractions could work co-operatively with one another. The findings of this research study also reveal that the members of the local community need to be involved in decision-making so that they can develop a sense of responsibility and ownership. In that way they can experience personal benefit from the availability of the attractions in their areas. The attraction managers should also employ these people if there are any projects in their neighbourhood. This research study also reveals that tourist attractions lead to the development of infrastructure especially in the rural areas.

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QUESTIONNAIRE TO THE TOURISTS VISITING THE ATTRACTION

1. **PERSONAL DETAILS**

1.1 Gender				
Male			Female	

1.2 Age				
18-25			36-55	
25-35			56-and over	

1.3 Ethnic Group				
African			Indian	
Whites			Coloured	

1.4 Marital Status				
Single			Divorced	
Married			Separated	
Widowed				

1.5 Level of education				
Primary education			Post Matric diploma /certificate	
Secondary education			University/Technikon degree	
University/Technikon diploma				

1.6 Your income per month			
Less than R1000		R5001 – R7000	
R1001 – R3000		R7001 – R10 000	
R3001 - R5000		More than R10 000	

1.7 Occupation			
Domestic		Business person	
Civil Servant		Scholar	
Labourer		Retired	
Unemployed			

1.8 Name of the employer

2. TOURISM – RELATED ISSUES

2.1 How often do you visit tourist attractions?			
Once in five years		Twice a year	
Once in two years		Three times a year	
Once a year		Other (specify)	

2.2 Specify reasons for your answer in 2.1

2.3	What is the purpose of your travel?	
Business	School tour	
Holiday	Religious tour	
Other (specify):		

2.4	In which accommodation are you staying?	
Friends/Relatives	Holiday resort	
Caravan/Camping	Holiday flat/cottage	
Private Hotel	Hotel	
Hostel/Backpacker	Bread & Breakfast	

2.5	Rank in order of preference (01-08) the following tourism activities.			
Game Reserves				
Sea and beach		Hot springs		
Mountain/berg		Man-made facilities		
Rivers and lake estuaries				
Other (specify):				

2.6	Please tick those types of attractions that appeal to you the most historic sites:	
Visiting battlefields, landmarks, and political struggle places.		
Mountain sports: climbing and hiking		
Open air activities: picnicking and camping parks		
Casino: the exciting of a short visit to a casino		
Visiting resorts		
Hunting sports: game hunting and fowling		
Steam train travel		

African Life: folklore and tribal customs. village life traditional handicraft.	
Any other particular interest:	

3. DATA ON A SPECIFIC ATTRACTION VISITED ON THE TIME OF THE INTERVIEW

3.1 How did you know about this attraction travel agent?			
Advertisement		Friend	
Other (specify):			

3.2 Tick the recreation activities, which are found in this attraction.			
Game viewing		Mountain climbing	
Bird & wildlife watching		Hiking	
Music and entertainment		Swimming	
Canoeing and boating			
Others (specify):			

3.3 On the activities you ticked above which one did you enjoy the most?

3.4 How do you rate the feeling of the attraction?			
Very good		Bad	
Good		Very bad	

3.5 Would you visit this attraction again in future?			
Definitely yes		No	
Yes		Definitely no	

3.6 Would you advise a person who has never been here to visit this attraction			
Yes		Not sure	
No			

QUESTIONNAIRE TO THE LOCAL COMMUNITY

This survey is designed to investigate if the local people are aware of the tourist and recreation attractions available in their locality. The results will be used in the writing of a dissertation.

1. PERSONAL DETAILS

1.1 Gender			
Male		Female	

1.2 Age			
13-16		22-35	
17-21		36-55	
56 and above			

1.3 Ethnic Group			
Whites		Indian	
African		Coloured	

1.4 Marital Status			
Single		Separated	
Married		Widowed	
Divorced			

1.5 Level of education			
Primary education		University/Technikon diploma	
Secondary education		University/Technikon degree	
Post Matric diploma /certificate			

1.6 Occupation			
Domestic		Business person	
Civil Servant		Scholar	
Labourer		Retired	
Unemployed			

1.7 Your income per month			
Less than R1000		R5001 – R7000	
R1001 – R3000		R7001 – R10 000	
R3001 - R5000		More than R10 000	

1.8 Name of the employer

2. PERCEPTION OF TOURISM ELEMENTS

How do you feel about the following activities, which are facilitating the development and promotion of domestic tourism in this province? Please tick [✓] at the appropriate response level of the following statement.

Keys

SD	=	Strongly disagree
PD	=	Partially disagree
N	=	Not sure
PA	=	Partially agree
SA	=	Strongly agree

		SP	PD	N	PA	SA
3.1	The meaning of domestic tourism to people is well understood in this area.					
3.2	I'm satisfied with the quality of tourism facilities in the area.					
3.3	Our tourism facilities are not used by many from the African Community.					
3.4	The availability of tourism related facilities in our Immediate area.					
3.5	Crime and security are not a problem in affecting domestic tourism.					
3.6	Most African people in the area are not aware of the value of domestic tourism.					
3.7	The KwaZulu-Natal Tourism authorities should make money available for improving tourism facilities.					
3.8	African people from other provinces are spending money mostly by visiting KwaZulu-Natal					

3. INFORMATION ON ATTRACTIONS

3.1 How would you rate the awareness of tourist attractions in your area?			
Very clear and well aware		Unaware and not clear	
Clear and aware		Don't know	
Somewhat aware			

3.2 How would you rate the awareness of the following?	1	2	3	4	5
(i) Local tourist attractions/destinations	1	2	3	4	5
(i) their usage	1	2	3	4	5
Natural attractions	1	2	3	4	5
Man-made attractions	1	2	3	4	5
Social benefits	1	2	3	4	5
Physical advantage of their availability in your area	1	2	3	4	5
Disadvantages of their availability	1	2	3	4	5
The number of tourists visiting your area.	1	2	3	4	5

3.3 Which one of the following tourist attractions is for important for the development of your area?			
Natural attractions		Man-made attractions	

3.4 Give reasons for your answer

3.5 How often do you travel to the tourist attractions available in your area?	
Never at all	Monthly	
Regularly	Weekly	
Sometimes	Daily	
Yearly	On special occasions	

3.6	Specify, when was your last visit.		
Early this year		Two years ago	
Last year		Have never travelled before	

3.7	Do you wish to use any of these attractions in the near future?		
Yes		Sports activities	
Not sure		Sea and beach activities	
Don't wish to			

3.8	Rank in order of importance (01-07) the attractions which you think play a major role in the development of domestic tourism		
Natural areas or wilderness		Rivers and lakes/estuaries	
Game reserves		Sea and beach	
Hot springs			
Other (specify)			

3.9	Rank in order of preference (01-08) those tourism activities, which are important for tourist attraction in your area.		
Cultural and folklore activities		Gaming and casino activities	
Entertainment (music theatre)		Hospitality or hotel activities	
Natural reaction activities			

3.10	Who do you think are the main people who should provide your area with tourist and recreation attractions? Rank them in order of importance and/or preference (01-08).			
National Government		Community agencies		
Provincial Government		Non-governmental organisations		
Local Government		Labour organisation		
Private Sector i.e. industries				
Other (specify):				

4. ABOUT TOURISTS

4.1	Would you like to see tourists visiting your area?		
Yes		Not sure	
No			

4.2	Would you accommodate tourists at your house?		
Yes		No	

4.3	Have you stayed with a tourist before?		
Yes		No	

4.4	What would you like the tourist to see and experience in your area?			
Lifestyle / culture of the people		Sporting activities		
Shacks and shanty towns		Religious ceremonies		
Political struggle history		Wildlife and game		
Sheebens / taverns				
Other (specify)				

4.5	What measures would you take to guarantee the safety of tourists whilst still with you.

4.6	What precautions do you recommend for the government to ensure the safety of tourists

1. PERSONAL PARTICULARS

1.1 Gender			
Male		Female	

1.2 Age			
18-25		36-55	
25-35		56-and over	

1.3 Ethnic Group			
African		Indian	
Whites		Coloured	

1.4 Level of education			
Primary education		Post Matric diploma /certificate	
Secondary education		University/Technikon degree	
University/Technikon diploma			

1.5 Marital Status			
Single		Divorced	
Married		Separated	
Widowed			

1.6 Your capacity in this attraction		
Supervisor	Director	
Manager		
Other (specify)		

1.7 How long have you worked in this attraction? less than 2 years?		
2 – 5 years	11 – 19 years	
6 – 10 years	More than 20 years	

1.8 How often do you travel to other tourist?		
Never at all	Weekly	
Yearly	Daily	
Monthly	Sometimes	
Regularly		

1.9 Specify when was your last visit			
Early this year		Two years ago	
Last year		Never travelled before	
Other (specify)			

1.10 Do you wish to use any of the attractions in the area in the near future			
Yes		Do not wish to	
No			

2. TOURISM – RELATED ISSUES

2.1 Rank in order of importance (01 – 05), the natural attractions, which you think, play a major role in the development of domestic tourism.

Rivers and lake estuaries		Mountains	
Game reserves		Natural areas / wilderness	
Sea and beach		Hot springs	
Others (specify):			

2.2 Rank in order of preference (01 – 08) those tourism activities, which are important for tourists.

Attraction in your area		Hospitality or hotel activities	
Natural recreation activities		Cultural and folklore activities	
Gaming and casino activities		Entertainment (music theatre)	
Sea and beach activities		Sports activities	
Other (specify):			

2.3 Who do you think are the main people who should provide your area with tourist and recreation attractions Rank them in order of importance / preference.

National Government		Community agencies	
Provincial Government		NGO's	
Local Government		Labour organisations	
Private sectors i.e. industries			
Other (specify)			

2.4 How would you rate the awareness of tourist attractions in your area?

Very clear and well aware		Unaware and not clear	
Clear and aware		Don't know	
Somehow aware			

2.5   How would you rate the awareness in the local community of the following?

Local tourist attractions /destinations		Social benefits	
Their usage			
Natural attractions		Physical advantage of the availability in your area	
Man – made attractions		Disadvantages of their availability	
Economic benefits to the community		The number of tourists visiting your area	

2.6   Which one of the following tourist attractions is far important for the development of your area?

Man-made attractions		Natural attractions	

2.7   Give reasons for your answer above.

2.8   What precautions do you recommend for the government to ensure the safety of
       tourists?

3.   DATA ON A SPECIFIC ATTRACTION BEING VISITED

3.1   Who provided this attraction ?

National Government		The private sector	
Provincial Government		NGO's	
Local Government		Labour organisation	
Community agencies		Other (Specify)	

3.2   How do you make people (locally, nationally and internationally) aware of this
       attraction?

Information brochures		Promotions	
Media (TV, radio, newspapers)			
Other (specify) :			

3.3   How far do the tourists visiting this attraction come?

Locally		Internationally	
Nationally		All groups	

3.4   Which categories of people visit this attraction?

Business people		Religious people on church activities	
Private individuals		Politicians	
School children on excursions		Other (specify):	

3.5   What do you expect the tourists to see and experience in this attraction?

Shacks or shanty houses		Sporting activities	
Lifestyle/culture of the people		Wildlife and game	
Political struggle history		All	
Other (specify)			

3.6   Which facilities are available in the attraction you are managing?

Sporting

Education

Accommodation

Recreation and entertainment

Museum

Parks

Casino

Other (specify) _____

3.7   In which activities do visitors engage in whilst in this attraction?

Game drives

Guided walks

Boating and canoeing

Swimming

Fishing

Hiking and mountaineering

Bird and wildlife watching

Picnicking and camping

Other (specify) _____

3.8   On the activities ticked above, which one is widely enjoyed tourists ?

_____

3.9   During which time of the year is this attraction the busiest?

Throughout the year

Summer

Winter

Festive season

Other (specify) _____

3.10   Give the reason for the answer above.

_____

_____

_____

3.11   Which measures do you take to guarantee the safety of the tourists whilst in your
       destination?

25 February 2002   5.1.9.900557

TO WHOM IT MAY CONCERN

This is to certify that Ms N.G. Gumede (Student No. 900557) is a registered Masters in Recreation and Tourism (MRT) student at the Durban-Umlazi Campus [DUC] of the University of Zululand. He is presently preparing to work on a research project, which is part of the requirements for completing her MRT programme. Kindly help her with any kind of information or assistance she may require.

Secondly, our students are required to undergo an apprenticeship or internship with a recognised agency for a continuous or broken period of about six months. Ms.Gumede also requires assistance in that regard. Kindly assist her by offering an opportunity to undergo internship. You are at liberty to conclude an agreement with him, which mainly satisfies the working practice of your organisation.

The MRT organisers are ready to assist in assuring work quality, consistency and commitment, on the part of the MRT student. At the end of the period of internship the student is expected to submit a report, which must be affirmed by your organisation. It is the University's policy to treat all information acquired from such agencies with the strictest confidentiality possible. We will appreciate your valued assistance in this regard.