

AFRICAN TOURIST POTENTIAL IN THE
EMPANGENI-RICHARDS BAY COMPLEX

BY

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N D MWANDLA

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PRELUDE

In the 1980s the Black South Africans, simply called Africans, have seen the growing affluence of their middle class, spurred by the government easing of economically-restrictive laws on Blacks. This is to be seen as offering a new opportunity for the Africans to utilize the tourist scene. The sunny climate, sandy beaches, beautiful scenery, and a unique culture provide very favourable conditions for the tourist market.

What is tourism therefore? Tourism denotes the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations (Burkart and Medlik, 1974). By its very nature, tourism is a symbol of affluence. The incidence of a mobile population visiting places outside their normal domicile is in itself an expression of high quality living standard.

Tourism is also a highly complex phenomenon. "It is a socio-economic phenomenon capable of exercising decisive influence on the world" (O'Grady, 1981:vii). It involves the activities and interests not only of large transport undertakings, owners of tourist sites and attractions, and of various tourist services at the destinations; but also of central and local governments. Each of these serves both the resident population and visitors, and their management must reconcile the needs of tourists with the needs of the resident population (Burkart and Medlik, 1974).

In short tourism is an important human activity not only of economic significance; but also of social, political, cultural, and educational significance. In addition, tourism is an important economic and industrial activity. This nature of tourism implies that many academic disciplines are involved in its study. Basic disciplines such as geography, economics, psychology, sociology, as well as the newer disciplines of politics, management, and marketing; all have a contribution to make. In this research project, therefore, the approach adopted is spatial, involving the geography of tourism as the point of departure for the systematic examination and formulation of how the tourist attractions are distributed over the surface of the earth and how man uses or is bound to use them in future.

The context of man in this dissertation means potential African tourists with a reasonable knowledge of tourist attractions in and around the so-called "Empangeni-Richards Bay Complex". Finally, the dissertation will endeavour to draw a synthesis between theory and practice and to reflect the dynamic nature of African tourism as it contemporarily manifests itself.

DEDICATION

To J N M, my wife, who provided
the necessary enthusiasm.

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CHAPTER ONE

ORGANIZATION OF THE STUDY

1.1 INTRODUCTION

The purpose of this chapter is to draw an outline of the entire study by firstly, discussing the background to the problem; secondly, presenting the problem; thirdly, stating the assumptions; fourthly, defining the terms; and lastly, describing the structure of the project.

It could be noted at this stage that this study is to a large extent adapted from the work of Ferrario (1978) on the tourist potential of South Africa.

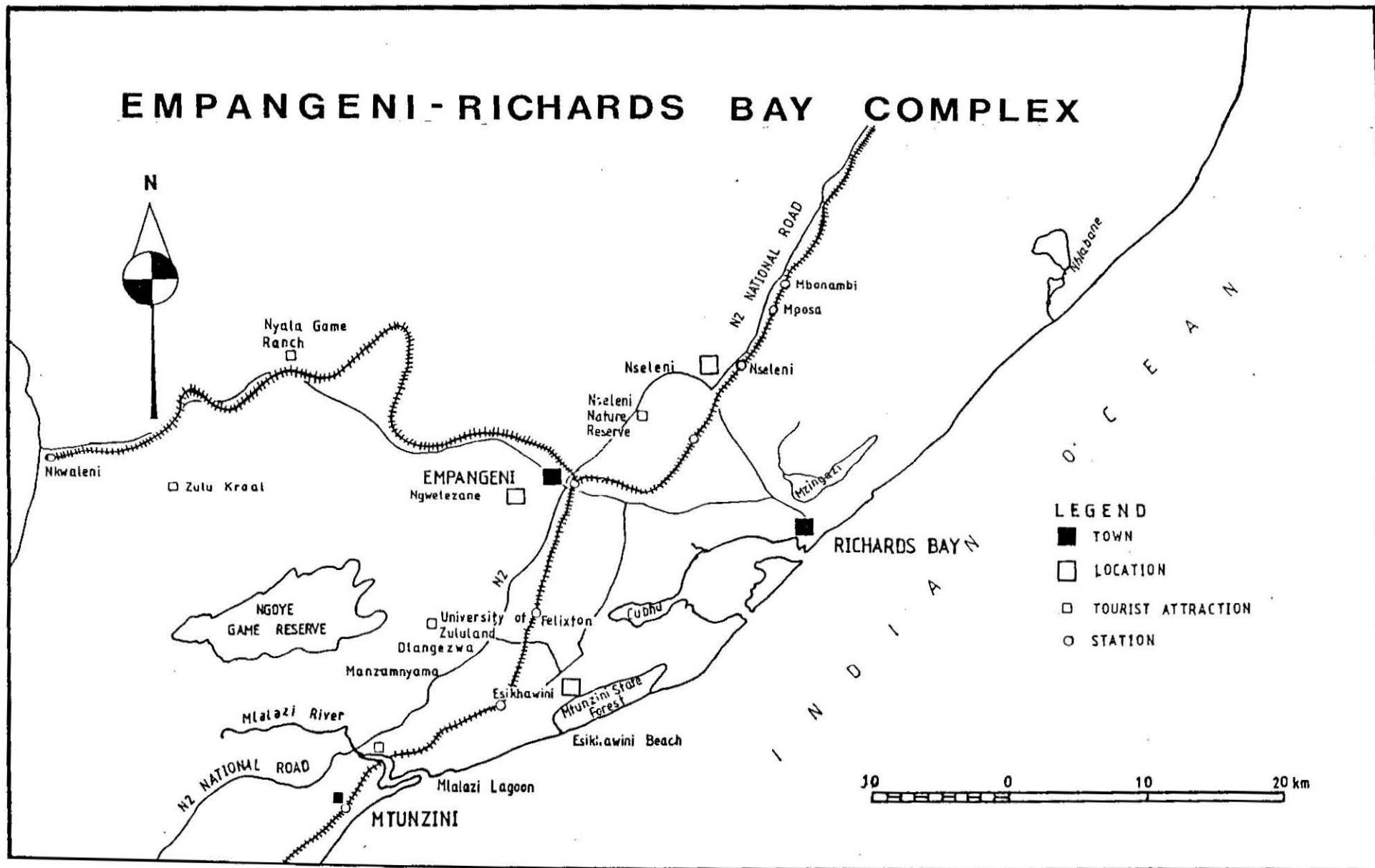
1.2 BACKGROUND TO THE PROBLEM

Black tourist requirements and their future projections have up till now received insufficient attention especially in South Africa. Since there is a change from the past in the tourist market - a change from relying heavily on foreign market to domestic market, Blacks should now be initiated into the tourist scene.

This point of changing tourist market was made in a report of the chairman of the Toerismekamer, J F Kotze, and in the opening address at the Thabanchu Sun near Bloemfontein on the 19th May, 1987 by a well known conservationist, Prof Fritz Eloff (Zululand Observer; May 22, 1987.)

Both speakers emphasised the change from a White dominated industry to include a growing interest from other population groups. The industry must accommodate this change if it is to realise full potential as South Africa's second largest generator of foreign and local revenue.

FIGURE 1.1 : MAP OF EMPANGENI-RICHARDS BAY COMPLEX



Prof Eloff stressed that the problems surrounding the question of open beaches, the Toerismekamer felt that the solution at this stage did not lie with privatisation of beaches, or open beaches, but rather in the development of equal and sufficient facilities for groups with access control not on the grounds of race, but rather on norms of life style, that is standard and acceptability of behaviour ("Zululand Observer", May 22, 1987.)

The standard and acceptability of behaviour is not something to come from the blue, but it is a challenge for tourist planners and administrators to help the Blacks to realise their full tourist potentiality. Development of the Black tourist market must also be in accordance with the user preference. This means that Blacks themselves must be consulted as much as possible on their tourist demands and preferences.

It is, therefore, the aim of this project to analyse scientifically the Black tourist potentiality from the geographic perspective. Mitchell (1979) claims that the geographer as an analyst has the ultimate goal of obtaining insights and understanding of the spatial allocations of resources, relationships between man and his environment, or the complexity of regions. The researcher, therefore, undertakes such an academic exercise of analysing the spatial aspect of tourism at the Empangeni-Richards Bay Complex.

1.3 PRESENTATION OF THE PROBLEM

As it was stated in the last paragraph, this study aims at using scientific measures to evaluate the Black tourist potential. We now look at the objectives, significance of the study and the hypotheses to be formulated.

1.3.1 Objectives

The project concerns itself with an evaluation of tourist potential for Africans residing at the Empangeni-Richards Bay Complex (see Fig.1.1.) It aims at exposing African tourist interests by establishing the most demanded tourist attractions in and around the study area; how these attractions are demanded by African

potential tourists; and how the Africans can be motivated to use them to the fullest. It is worth noting that the ultimate aim of this work is to undertake a more comprehensive plan of African tourist development as well as to initiate specific tourist projects in the study area.

1.3.2 Significance of the Study

The study involves an evaluation of the tourist landscape which falls under tourist geography. Geography focusses directly on relationships between people and environment, their spatial consequences, and the resulting regional structures that have emerged on the earth's surface (Haggett, 1979.) The study, therefore, will examine and assess the whole complex spatial local attractions to provide a factual basis upon which tourist decisions can be made and policies formulated.

Recreation research in the study area has established that, in general, few Blacks as compared to Whites spend much of their time visiting natural recreation areas (Magi, 1986.) Seeing this short-coming in Black recreation activities, especially in tourism, the researcher in this study seeks ways and means to motivate Blacks to utilize and enjoy tourist resources without disturbing the ecological balance. To accomplish this objective, one need not only apply conservation related legislation but to liaise with the potential tourists, the tourist organizations, the local and national statutory bodies concerned with tourism, the private sector and the public to promote a comprehensive plan for the promotion and development of African tourist schemes. In other words the study provides a multi-dimensional approach to the development of tourism among Africans who until now fall behind in the tourist scene. The study, therefore, serves both as an academic exercise in tourist geography as well as a means to improve African tourism in general.

1.3.3. Hypotheses Formulation

Although the study seeks to evaluate tourist attractions most favoured by potential African tourists in the study area, the following hypotheses could be formulated as a matter of convenience:

- (i) It is hypothesized that the higher the socio-economic status, the more will be the tourist potentiality among Africans.

Stated differently the above hypothesis could read:

It is hypothesized that in general, Blacks in the higher level of socio-economic status are more potential tourists than those in the lower level.

- (ii) It is hypothesized that Africans, provided with necessary tourist facilities and education, will utilize the tourist resources to the fullest without harming the ecological balance.
- (iii) It is hypothesized that Africans need knowledge of tourist attractions and some motivation to utilize tourist resources reasonably.

The above hypotheses are tested scientifically in this research to provide a documentary evidence about tourism among Africans.

1.3.4 Delimitation of the Study

This study is delimited geographically to include the area around Empangeni and Richards Bay. This area is known as the Empangeni-Richards Bay Complex. It includes small towns, settlements, locations and rural lands surrounding Empangeni and Richards Bay. The towns are Empangeni, Richards Bay and Mtunzini. Mtunzini is situated 40 km south of Empangeni. Settlements comprise Nkwaleni - 40 km west of Empangeni, KwaMbonambi - 25 km north-east of Empangeni, and Felixton - 12 km south-east of Empangeni. A few African townships are found in the study area.

These are Esikhawini, Vulindlela near the University of Zululand, Ngwelezane near Empangeni and Nseleni on the north-east of Empangeni (see Figure 1.1).

Secondly, the study is basically limited to the African or Black potential tourists found in the study area. The reason behind this selection of the sample is to get information from people who possess reasonable knowledge of tourist resources in and around the study area.

It is also important to note that the game reserves such as Umfolozi and Hluhluwe, though situated further than the study area, are included in the study since they are of particular importance as tourist resources in Natal and Zululand.

1.4 ASSUMPTIONS AND LIMITATIONS

The Africans interviewed in the study area were assumed to be potential tourists. This implies those tourists who think can undertake tourist journeys if necessary tourist facilities are provided. In the study, however, it was found that most respondents are confronted by several limitations and constraints. The main limitations observed in the study were their inexperience and inaccessibility with some of the attractions; lack of finance and transport; prohibition of Africans to visit some tourist resources; and some cultural constraints.

1.5 DEFINITION OF TERMS

It is imperative for the study to be clear that the reader familiarizes himself with the definition of the following terms which are frequently used in this project:

1.5.1 Tourism

The concept of tourism was first formulated in the period between the two World Wars (Burkart and Medlik, 1974.) The first definition was put forward by Swiss Professors, Hunziker and Krapf and their definition was adopted by the International Association of

Scientific Experts in Tourism (AIEST):

'Tourism is the sum of the phenomena and relationships arising from travel and stay of non-residents, in so far as they do not lead permanent residence and are not connected with any earning activity' (Jeffries, 1978:39).

Since these two World Wars the basic concepts has been broadened to include various forms of business and vocational travel, because as long as they do not lead to permanent residence or remuneration from within the destination visited. The movement to the destination must be of a temporary, short-term character, with intention to return within a few days, weeks or month.

An important distinguishing feature between tourism and recreation is that tourism involves travelling and sleeping out for at least a day, whereas recreation includes all activities carried on during one's leisure time. "Recreation refers to the human and inspirational experience arising out of the recreation act." (Clawson and Kneitch, 1966:6). All tourism, therefore, includes some travel but not all travel is tourism. The temporary short-term character of tourism distinguishes it from migration (Burkart and Medlik, 1974).

A basic distinction is drawn between domestic or internal tourism and foreign or international tourism. In domestic tourism people travel outside their normal domicile to other areas within the country. International tourism is when people travel to a country other than that in which they normally live.

According to the United Nations Conference on Travel and Tourism held in Rome in 1963, "a tourist is a temporary visitor staying at least twenty-four hours in the country or place visited and the purpose of whose journey can be classified under one of the following headings:

- (a) leisure (recreation, holiday, health, study, and sport);
- (b) business (family, mission, meeting)"¹.

The binding factor in the above definition is that the visitor must stay at a destination for at least a day away from home. For those temporary visitors staying less than twenty-four hours in the country visited a term 'excursionists' was given to them by the Conference.

1.5.2 Mass Tourism

Mass tourism refers to the participation of large numbers of people in tourism, a general characteristic of developed countries in the twentieth century.

1.5.3 Popular Tourism

Popular tourism denotes tourist activities meeting with a wide acceptance by people, because of their attractiveness and availability.

As a distinct from mass tourism and popular tourism, social tourism is, according to Burkart and Medlik (1974) concerned specifically with the participation in tourism of people of limited means and others disadvantaged through age, disability or family circumstances. Two countries are prominent in promoting this type of tourism, namely, Bulgaria and Rumania (de Kadt, 1979.)

1.5.4 Tourist Attraction

Tourist attractions may be site attractions (for example, climate, scenic, historical) or event attractions (for example, congresses, exhibitions and sporting events), both of which exercise a gravitational influence on non-residents.

1. Development of Tourism Act, 1969.

1.5.5 Accessibility

Accessibility is a function of distance from centres of population, which constitute tourist markets, and of external transport and communications, which enables a destination to be reached.

1.5.6 Amenities

Amenities at the destination comprise accommodation, catering, entertainment, as well as internal transport and communications, which enable the tourist to move around during his stay.

1.5.7 Accommodation

Accommodation could mean the place of stay during the tourist period. Accommodation and passenger transport represent the two backbones of tourism. Accommodation may be conveniently classified into four main categories (Burkart and Medlik, 1974):

- (i) service accommodation, including hotels, pensions, guest and boarding houses;
- (ii) self-catering accommodation, including camping, caravans, rented flats, and houses;
- (iii) homes of friends and relatives, where no payment is made for the use of accommodation;
- (iv) other accommodation, including, for example, boats, youth hostels, and similar.

1.5.8 Tourist destinations

These are countries, regions, districts, towns, villages, or other geographical areas visited by tourists.

1.5.9 Tourist Markets

Tourist markets may be viewed as networks of dealings between buyers and sellers of tourist products (i.e. between tourists and providers of tourist facilities and services) or as existing or potential tourists (existing markets and potential markets) and represent tourist demand (Burkart and Medlik, 1974.)

1.5.10 Tourist Products

Tourist products in a narrow sense consist of what tourists buy; in a wider sense tourist products are amalgams of what tourists do at the destinations and of the facilities and services they use to make it possible.

1.5.11 Tourist Facilities and Services

Tourist facilities and services are facilities and services used by tourists; they include passenger transportation; accommodation; catering; entertainment; tour operations and travel agencies; and other such as information services. Tourist facilities and services represent tourist supply.

1.5.12 Tourist Industry

Tourist industry is the sum total of providers of tourist facilities and services; that part of the economy which has a common function of supplying tourist needs; firms and establishments deriving income from tourists (Mathieson and Wall, 1982)

As stated earlier on in this chapter, the above terms will be used frequently in this study.

1.6 STRUCTURE OF THE PROJECT

The project is structured in such a way that Chapter 2 examines the related literature on tourism by citing case studies on the use of tourism by developing countries to promote economic growth. Chapter 3 will be the project itself.

Chapter 4 analyses and interpretes the data, and Chapter 5 comprises the final conclusion and the formulation and recommendations of policies for the development of the tourist scene in the Empangeni-Richards Bay Complex.

1.7 CONCLUSION

This chapter has endeavoured to draw a broad outline of the entire study by elucidating the various research components of the project. This summary of the research project has stated how an analytical approach could produce results which can form the basis upon which tourist bodies can promote tourism among Africans, not only in the Empangeni-Richards Bay Complex but in the entire tourist spectrum of South Africa.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

This chapter examines the historical development of tourism, and some case studies in tourism, the relationship that exists between tourism and geography. The case studies reviewed are those of the Seychelles, Cyprus, Malta and South Africa. The ultimate aim of the chapter is to make a broadly based comparison of South Africa and these islands.

2.2 HISTORICAL DEVELOPMENT OF TOURISM

Tourism is a recent phenomenon (Burkart and Medlik, 1974:3). The word tourism did not appear in the English language until the early nineteenth century, and the word tour was more closely associated with the idea of a voyage or perigrination or a circuit, as in the case of a theatrical tour, than with the idea of an individual being temporarily away from home for pleasure purpose which is a significant feature of the use of the word "tourist" today (Burkart and Medlik, 1974).

Three principal epochs of tourism may be distinguished. The first takes the story to the early days of the railway age, that is, to about 1840 in Britain, a little later elsewhere. The second epoch covers the railway age itself. The third epoch covers the years between the two world wars, which witnessed the significant development of the private motor-car and of the bus and coach, and the period after the Second World War when civil aviation came to share with the private car the principal transport role in tourism (Burkart and Medlik, 1974).

Now, various modes of transport that promoted the growth of tourism are to be discussed.

2.2.1 Pilgrimage

Travel before the Industrial Revolution was largely a matter of pilgrimages and of travel business or official purposes, and there is little evidence of the extent and volume of private travel in the medieval period. However, from the end of the sixteenth century some growth in private travel can be detected, initially for educational purposes, and later as satisfying a new curiosity about the way in which inhabitants of other parts of the globe, and indeed foreign countries, lived. Following shortly after the pilgrimages is the period of stage-coaches and mail-coaches.

2.2.2 Stage-coaches and mail-coaches

The most usual form of transport during the eighteenth century was the horse, and on horseback nearly all individual travel was performed. Today, when public transport in large vehicles is perfectly familiar, it is easy to overlook the fact that historically the one-man one-vehicle principle predominates (Burkart and Medlik, 1974).

The increasing demand for travel and the improvement of the road system in the eighteenth century were associated with an increase in coach services. These coach services were seasonal, rudimentary and offered a speed rarely in excess of five or six kilometres an hour. Shipping and sea travel were the next mode of transport to be experienced after the coaches.

2.2.3 Shipping and sea travel

Increasing business activities in the eighteenth century led to a vigorous demand for a better transport system. Since overseas travel had to be by sea, there emerged a growth of sea services especially in Europe (Jeffries, 1978). The long indented coastline of Europe made water transport important for the carriage of goods. This period of shipping and sea travel was highly marked

by the Voyages of Discoveries in particular the finding of the sea route to India via the Cape (Burkart and Medlik,1974). Shipping and sea travel was gradually followed by the age of coal and steam.

2.2.4 The age of coal and steam

Travel and tourism in the nineteenth century were dominated by the railway inland and by the steamship internationally. The extension of railway services encouraged the urbanization of the population which had already begun after the Napoleonic Wars. In Europe, especially London, increasing prosperity in real terms brought sufficient income to match leisure, and the first manifestations of the entertainment industry began to appear (Burkart and Medlik,1974).

Much of Britain's trade was with the United States and Canada, and much of the emigration was in the same direction. By the end of the century American visitors to London were a familiar group of travellers. Perhaps because there were fewer political disturbances across the Atlantic than there were in India and Africa, it is easy to overlook the tranquil development of trans-Atlantic trade, only punctuated by the American Civil War.

Throughout the century, the idea of leisure took hold on the minds of urban man. The railways by making it possible to live at some distance from one's work, to commute in fact, had underlined the distinction between work and leisure; once this distinction had been made on a daily basis, it soon came to be applied to the working year, and the concept of an annual holiday began to be formulated as a condition of work. Town dwellers sought escape from the towns, at least occasionally (Burkart and Medlik,1974).

As the railway and the steamship provided the transport, so the emergence of the modern hotels and resorts altered the accommodation picture. The modern hotel even by the early twentieth century was more than a place in which to sleep, and had become an element in attractions of the resort (Burkart and Medlik,1974).

2.2.5 Motorization

Another event which had a very great impact on tourism is the invention of the internal combustion engine in the middle of the nineteenth century. By the outbreak of the First World War there were already some 132 000 private cars in use in the United Kingdom and the estimated 2 million in the United States. The internal combustion engine was also applied to taxis, coaches and buses. The car has profoundly changed the nature of domestic tourism. It has engineered the abandonment for most families of the coach and the railway as the preferred means of transport for holiday purposes, and it has enabled its owner to extend his leisure by short holidays and day trips in a way which would be impracticable by public service transport (Burkart and Medlik, 1974; Jeffries, 1978).

Another important invention ever to promote tourism by causing the world to shrink is the advent of aviation.

2.2.6 The mastery of the air

The years immediately after the First World War witnessed the first stumbling attempts to create commercial airlines in Europe. The well-known airlines like French Airlines, KLM and Lufthansa (the Netherlands and Germany respectively), and British Airlines were all founded and started to compete against one another. Later, the British Government due to foreign competition and defence considerations established the Imperial Airways which was converted to BOAC in 1940. Routes to serve the British Commonwealth were established. The routes include the Far East route, routes to Northern Europe and the Middle East. By the mid-1930s routes to West Africa and South America appeared.

The steady fall in the real cost of flying has been chiefly productive of traffic across the Atlantic and within the U.S.A., stimulated first by the introduction of tourist fares in 1952 and followed by economy class fares in 1958. In Europe with the complexities of national states, the development has been the

creation of a wide range of promotional fares with specific validities attached to them. Both types of fare have been instrumental in promoting the growth of tourism, particularly holiday tourism (Burkart and Medlik, 1974).

2.3 STUDIES OF TOURISM

A large proportion of studies which examine the significance of tourism for developing countries have attempted to isolate ways in which tourism can contribute to the process of economic development (Mathieson and Wall, 1982). These studies include supplements to the national balance of payments, the creation of employments, the creation of infrastructural investments and the external economies. Taken together these studies offer significant support to the promotion of tourist industries in order to develop the Third World countries. However, few studies have explicitly examined the successes and failures of countries using tourism for that end. Mathieson and Wall (1982) point out the problems and precautions involved in planning tourist development in developing countries. Among the problems cited are the lack of experience by Third World countries of various tourist manifestations prompted by mismanagement and under-utilization of tourist sources. Some of these countries "have only rudimentary tourism and others are still considering possible development" (Popovic, 1973:187). Countries which have shown disappointing results in spite of persistent attempts to promote tourism, to name a few, are Turkey, Malawi and Tanzania. Diamond's (1977) case study of Turkey indicated that, that country is typical of those developing nations which are endowed with tourist potential but whose resources are grossly under-utilized and mismanaged. Malawi, Tanzania and some of African countries suffer the worst from political and economical instability.

On the credit side, however, most developing countries exhibited marked economic successes. Turner (1976:253) claims that "Mexico, for example, was able to avoid industrial stagnation and inflation found in Latin America because of the buoyancy of her tourist industry." He furthermore argues that tourist receipts permitted

Mexico to import more than the other countries of that continent. Mathieson and Wall (1982:42) confirm this point by stating that by the 1970s tourism had also emerged as a major export industry in Spain, Greece, Kenya, Tunisia and Morocco.

If, then, tourist attractions are appraised on a global scale, it is evident that developing countries are often richly endowed with outstanding tourist assets. Popovic (1973:189), writing on East African tourism, predicted that once the tourist attractions are better known, and sufficient facilities are created for less expensive travel and a more comfortable stay, the Africans will enjoy an important share of the worlds international tourism. The natural tourist resources in most African countries, including South Africa, are very appealing to both the local and foreign tourists. These resources include wildlife, coastlines, mountain and lake scenery, and above all, their amenable climate. Gray (1974:387) contends that "the non-reproducible resources of climate and ocean beaches are essential ingredients in the provision of 'sunlust' tourism." The favourable climate and physical features of the land have already contributed to the growth of Caribbean, Spanish and Greek tourist industries (Mathieson and Wall, 1982). Many developing countries, therefore, stand to gain both from their possession of natural resources and their amenable climate.

Let us now look at some tourism studies in South Africa with an aim of establishing some common grounds among them.

2.3.1 Tourism studies in South Africa

Very little studies on tourism have ever been undertaken in South Africa. The most remarkable studies done in South Africa are those by Ferrairo (1978 and 1981). Since these two studies form the conceptual framework of this research project, it will be dealt with in the next chapter. However, a number of recreation studies have been undertaken in South Africa. Some geographers who have contributed in the field of recreation geography are Hugo and Hattingh (1972); Hugo (1974); Butler-Adam (1977, 1981, 1984);

Butler-Adam and Sutcliffe (1977); Steyn (1978, 1983); Sutcliffe (1981); Van der Wal and Steyn (1981); Preston (1983); Taylor (1984); Steyn et al (1985); and Magi (1979, 1986).

The contribution of the above geographers, however, remain small in the face of the recreation research which needs to be undertaken (Magi, 1986.) Magi further contends that recreation researchers undertaken by geographers in South Africa highlight the following characteristics:

- physical or resource aspects of the recreation system;
- recreation behaviour patterns;
- the research that conceptualizes the theoretical and practical problems of recreation discourse; and
- looking at the behavioural patterns of the recreationists.

As it has been stated earlier in this sub-section the studies are concerned with recreation. The main concern of this research work is on tourist geography.

Let us now look at a few studies on tourism planning that have ever been undertaken. A common feature in all the studies reviewed is that the governments of these developing countries endeavour to promote tourism in order to earn more foreign exchange, to increase national income and employment, and, sometimes, to achieve regional development of backward areas.

Attention is now focussed on two modern tour organizations, namely, the tour operators and the travel agents.

2.4 TOUR OPERATION

In the 1960s tour operation led to the extensive use of package holidays, particularly in Europe and from the northern industrial countries like Scandanavia, West Germany and the United Kingdom, to the Mediterranean and African countries including South Africa.

The rate of growth of tour operation has been threefold that of scheduled services, and tour operation has become the most vigorous sector of the holiday market (Burkart and Medlik, 1974).

In doing so, the tour operations have penetrated markets untapped by the scheduled airlines, and in a real sense have offered to the holiday tourist product making a holiday part of the good life, as much as the television or the car are.

2.4.1 Tourism in the Seychelles

The Seychelles islands, which lie in the Indian Ocean north of Madagascar, were a quiet, unfrequented backwater until the opening of an international airport in 1971 (Wilson, 1974). Since then they have become one of the more fashionable of international resorts, and tourism now challenges agriculture as the major feature of the economy.

The islands were uninhabited when first settled by the French, who came from Mauritius in 1770, accompanied by their slaves, allegedly in response to rumours that the English were thinking of occupying the group themselves. Land grants were standardized at 112 acres and accorded only to White settlers. Freed slaves were entitled to quarter-size "habitations." Kuczynski (1949) claims that by 1826 the population had risen to 743 Whites, 407 free Coloureds and Blacks, and 6 146 slaves. The colonial experience of Seychelles thus parallels that of South Africa. These islands are distinguished by a common experience of intense colonization, slavery, indentured labour, cultural bias and multiracial societies (Wilson, 1974).

Widespread miscegenation over the years has dissolved the boundaries between these racial groups, and it is no longer possible to quantify the population on the basis of race, although the majority are of darker colour.

Following the opening of the first international hotel in 1972 the government embarked on the programme of "Africanization" of all employment opportunities previously reserved for Whites. One of the prime socio-economic changes taken place from 1960 to 1975 is the emergence of a middle class of skilled artisans, traders, civil servants, teachers, and those employed in expanding sectors such as transport. "The people in these occupations have perhaps

benefited most from the growth of tourism" (Wilson, 1949:205). This remarkable growth was matched by an equally rapid expansion in the number of hotels and beds available for tourists.

The Seychelles, therefore, are the blueprint for developing countries still needing the benefits of good tourist planning and management. The implicit assumption made throughout all the development plans for Seychelles of the last fifteen years has been that tourism would benefit Seychelles.

2.4.2 Tourism in Cyprus

Situated at the crossroads of three continents - Europe, Asia, and Africa - Cyprus is the third largest island in the Mediterranean with an area of 3 572 square miles. Cyprus has one of the healthiest climates in the world.

Cyprus attained its independence from British colonial rule in August, 1960. The government of the newly established Republic of Cyprus was faced with the immense and serious task of restructuring the economy and placing it on a sound basis. Social conditions in Cyprus compare favourably with those in other developing countries.

After independence the government of the newly born Republic launched its first five-year Economic and Social Development Plan for 1961-66 and two subsequent five-year plans for 1961-71 and 1972-76. The basic objectives of these plans were full utilization of the productive resources of the island, rapid and balanced economic growth, a sound balance of payments, full employment and improved social services and standard of living, and balanced regional development.

In all these ventures, the development of the tourist sector stimulated the economic development. Under proper planning conditions tourism may also provide an impetus to social change - directly through education and training to meet the needs of a service industry and indirectly by introducing social habits and patterns (Andronicon, 1974).

In the case of Cyprus, the planners saw tourism as a means of restructuring the economy, and earning the badly needed foreign exchange. Thus tourism was accorded a high degree of priority in the development effort.

2.4.3 Tourism in Malta

Malta is composed of three islands, Malta, Gozo and Comino, covering a total of 300 square kilometres. Malta is one of the smallest and most densely populated countries in the world.

For centuries it was run as an island fortress, first by the Knights of St. John (1532-1798), then by France (1798-1800), and finally by Britain, from whom the country received independence in 1964.

In 1946 a British financial adviser declared that it was quite improbable that Malta could derive much of tourism. Nonetheless, in November 1958 a Government Tourist Board was statutorily established to devise and execute a programme of tourist development. After a series of extra programmes tourism yielded more foreign exchange.

2.4.4 Tourism in South Africa

In order to develop fully, the tourist industry in the Republic of South Africa, the South African government established the South African Tourist Corporation under an Act of Parliament on August 1, 1947. The objects of Tourist Corporation are:

"To develop the tourist industry of the Republic by encouraging persons to visit the Republic from elsewhere and to travel about therein, and by encouraging the development and improvement of travel services to and within, and of accommodation for travellers within the Republic" (Section 8).

The Corporation receives its funds annually from Parliament and is responsible to the Minister of Tourism for the proper disbursement of such funds.¹

1. 'South African Tourist Corporation', 23rd Annual Report, 31st March, 1970.

The South African Tourist Corporation and other national and provincial tourist organizations are vigorously striving to attract increasing numbers of tourists to their respective spheres of influence. These bodies regard the Republic in the category of a tourist destination with unique appeal. Satour's marketing strategy is thus aimed at specially chosen segments of the inclusive or package tour markets, particularly in the United Kingdom and Germany, where South Africa's unique appeal can be regarded as readily saleable. Satour is also aware that the over-border traffic from neighbouring African countries makes a valuable contribution to the national travel economy.

In spite of the qualitative influence of this policy of marketing to selected segments of travelling publics overseas, South Africa experienced a tourist boom in the 1960s and 1970s.

But such an acceleration in tourist flow depends almost entirely on the availability and cheapness of transport facilities. Furthermore, it should be noted that the petroleum price had tremendously spiralled in the 1970s causing some restraints on travelling public. Another blow in the tourist scene is the present political climate of the late 1970s and the 1980s which has drastically curbed the tourist industry. The stage, therefore, could now be created to promote tourism amongst the Black community of South Africa. To contribute in large measure to the tourist scene, efforts must be made to teach Blacks themselves to secure maximum tourist advantages for themselves. The main emphasis of tourism plans and policies should be "upon increasing the gross returns from this activity by maximizing net returns, let alone ensuring that those returns are distributed in a fashion which corresponds to stated objectives regarding income distribution" (de Kadt, 1979:21). Furthermore, de Kadt argues that the consumption patterns of tourism are particularly conspicuous example of consumerism that is now being challenged in the industrialized world, out of reach of the poor countries' masses but within the reach of their elites.

The point is that no development strategy can hope to be successful without involving the participation of all the sectors of the community and all the races of a country. However, recently South Africa has seen the opening of White-only hotels and beaches, but there still remains the task to encourage the Black community to involve itself in the tourist scene.

2.5 TRAVEL AGENTS

Retail travel agents began to appear at the turn of this century, but the principal transport carriers, the railways and the shipping lines, had already established their own outlets. The emergent airlines were in no position to build an adequate chain of retail outlets of their own, and preferred to sell tickets through the travel agent. With the decline of rail travel and sea travel, the retail agent has come to depend on the airlines and more recently on the tour operators for his existence.

A brief look at the modern accommodation industry is now relevant at the stage.

2.6 THE ACCOMMODATION INDUSTRY

After the Second World War, the airlines, concerned that the supply of aircraft seats might outstrip the supply of hotel beds, entered the hotel field, notably Pan American and the Intercontinental Hotel chain. Later TWA acquired the Hilton International, and both BEA and BOAC, as well as European airlines, developed interests in hotels. At first these interests were chiefly in the provision of Western-standard hotels in developing countries, but increasingly the emphasis has been on city centre hostels in Europe (Burkart and Medlik, 1974).

The growth of tour operation in the 1960s has led to the closer association of airline and resort hotel, often in common ownership, and some tour operators have built purpose-designed hotels exclusively for their own use.

The growth of private motoring has given a new importance to existing hotels. But additionally there have come into existence special forms of accommodation for the motorist, the motel and the

motel hotel. Caravanning represents a new form of accommodation, firstly as a genuinely mobile home for holiday use, and secondly as a means to escape more expensive holiday cottages of conventional construction.

2.7 CONCERN FOR THE TOURIST ENVIRONMENT

During the 1960s there was an increasing concern for the impact of man's economic life on the quality of his environment. The most feared horror is the prospect of dangerous atmospheric radiation as a result of uncontrolled nuclear explosions. This concern was followed by the discovery of the world-wide contamination of all living creatures by residual DDT insecticide. Several other incidents occurred of a local nature, such as the wrecks of oil tankers and uncontrolled discharge of industrial effluents on coasts. These incidents stimulated awareness that the natural environment needed protection from pollution caused by the very economic activity which made the enjoyment of the environment accessible to so many people.

By the early 1970s an apprehension about the effects of tourist demand itself began to appear. Resident populations in resort areas began to question the claims of tourism to benefit the resort and the reception areas, and phrases like 'pollution by tourism' began to be current (Burkart and Medlik, 1974).

As a result of these considerations, not only was the natural environment conceived of as of clearly finite extent, to be conserved and managed by man for his enjoyment, but also pleas were made for the more positive management of tourism itself. It was recognized that a tourist attraction itself might be destroyed by the very tourist visiting it, that Westminster Abbey might literally be trodden into the ground by its visitors.

At the Empangeni-Richards Bay Complex there is a growing concern for pollution of the natural environment such as the landscape, the coast and the air. The hazards caused by industrial effluents emitted by local industries cause serious concern among local residents and environmentalists. In 1984 a pipeline was built in Richards Bay

to carry wastes from Mondi Paper Mills as well as macerated sewage from Richards Bay Municipality and gypsum from the Triomf Fertilizer plant and discharge them in the Indian Ocean five kilometres offshore (Zululand Observer, February 11, 1983.) Environmentalists have criticised the construction of the pipeline on the grounds that the middle and long-term effects of discharging the effluent are not fully foreseeable, but the proponents of the scheme cited studies from California and elsewhere as proof that the effluent will be dispersed harmlessly. However, ecologists expressed concern over the pipeline's possible effects on fish, crustaceans and plant life in the ocean.

The residents of Richards Bay and surrounding areas are also very much concerned with an unpleasant smell from Mondi Paper Mills. The authorities of the plant have tried to allay the fears of the complainants by assuring them that the smell will be reduced to acceptable levels.

In towns, it stands to reason that with the tremendous influx of people into the area from all corners of Zululand numbering anything between five and ten thousand on any month-end Saturday morning, that a rethink on littering on the part of the authorities is essential (Zululand Observer, February 4, 1984.) The Provincial Ordinance distinctly states that littering is an offence. The Municipalities of Empangeni, Mtunzini and Richards Bay should be responsible for keeping their respective towns clean. The tremendous task of keeping towns clean cannot be effectively implemented without including the people themselves. The people should be made to appreciate the rich natural heritage of Empangeni-Richards Bay Complex as well as its scenic and wild-life potential.

2.8 CONCLUSION

This chapter has looked at a few case studies in tourism at a macro level with a view of highlighting special projects for promoting economic growth in developing countries. The chapter has also discussed the historical development of tourism from the days of

pilgrimage to the present epoch of airlines. Contemporary tour operation, travel agents, accommodation industry and the concern of the tourist environment were also discussed in this chapter.

The overriding factor in the chapter is that transport is the necessary pre-condition of tourism. Mechanized transport has made travel possible for a significant part of the populations of the developed countries at least, and thus tourism has become a matter of interest and concern to governments and tourist bodies alike.

DATA COLLECTION AND ANALYSIS

3.1 INTRODUCTION

This chapter first discusses the conceptual model upon which this research project is based, the inventory of the main tourist attractions to be evaluated, the collection and analysis of the data, and the computation of the final index of tourist potential. The model adopted in this study is that of Ferrario (1981) which was first used by him in 1978 and replicated in 1981 on a Natal/KwaZulu study of tourism.

3.2 FERRARIO'S CONCEPTUAL MODEL

Ferrario (1981) was requested by the KwaZulu Development Corporation to organize a research programme for the tourist development of KwaZulu. He then offered to organize a comprehensive study of an evaluation of the tourist potential not only of KwaZulu but of the whole Natal region, "to which KwaZulu is inevitably tied" (Ferrario, 1981:9). He then started to work on an evaluation of the tourist resources of the Natal/KwaZulu region during 1980 and the first part of 1981. In his words Ferrario (1981:9) stresses that:

"Essentially the project followed the methodology of my previous study of the tourist potential of South Africa; prepared for my doctoral degree at the University of California at Berkeley, and later published by the University of Cape Town."

This latter study won the W.B. Keeling Competition, organized by the Travel Research Association (U.S.A.) for the best dissertation in the field of tourism for its sound and acceptable scientific standards (Ferrario, 1981).

In the study (Ferrario, 1981) the fundamental procedure is the identification and evaluation of the local "tourist product" - that complex of attractions and amenities which would entice people to visit a place. Faced with the main problem of how one can arrive at a meaningful evaluation of the vast range of different tourist

attractions, Ferrario (1981) applied the principle of supply and demand. "The tourist value of the complex of local resources, therefore, is determined by the balance between patterns of tourist demand and patterns of local supply" (Ferrario, 1981:12).

This simple principle was applied in assessing the potential for tourism of the study area. Each individual attraction in Natal/KwaZulu ultimately received a tourist evaluation on the values of two fundamental coefficients:

- (a) the preferences and interests of the tourists themselves, in order to identify demand;
- (b) the opinions and evaluations of local tourist professionals and other experts, in order to determine supply.

After obtaining the two values, called the coefficient of local demand and the coefficient of local supply, Ferrario (1981) computed the final value, called the index of tourist potential using the formula:

$$T = \sqrt{\frac{A \times B}{100}}$$

where T = index of tourist potential
A = coefficient of tourist supply
(local availability)
and B = coefficient of tourist appeal
(tourist demand)

This device expresses the degree of tourist importance of an attraction in relation to its two components, namely tourist supply and tourist demand, and however, "it does not indicate a true and objective quantitative value" (Ferrario, 1981:228). In this research study substantial reliance is placed on Ferrario's conceptual model.

As it was pointed out earlier in this chapter, the fundamental step is the identification of the local attractions or the compilation of an inventory of tourist attractions.

For some readers of this research study, the use of "coefficients" instead of percentages may pose a little difficulty. In order to alleviate some difficulties that may prop up in the reading of the coefficients, it would be of great assistance to equate some coefficient or index values to some percentages, although in the initial studies by Ferrario (1978, 1981) no percentage coefficients were indicated.

Since, if 100 percent of the respondents chose A (excellent) as their response the total value would be 100×4 which equals the coefficient of 400, that is:

A	B	C	D
400	0	0	0

One can, therefore, regard 400 as the maximum value of any criteria. It would be remembered that the final coefficient or index is weighted (averaged), so even if there are three criteria the final number will still be 400. Taking 400 as the maximum coefficient, we then have the following percentage equivalents of coefficients or indices:

COEFFICIENT	PERCENTAGE
400	100%
300	75%
200	50%
100	25%
0	0%

To reiterate., the above guide, is merely used to assist those readers who would see the percentage equivalents of the coefficients. For more explanation about the symbols the reader is referred to the explanation found in Appendix A.

3.3 AN INVENTORY OF TOURIST ATTRACTIONS

Tourist attractions range widely, and often have little in common that can be measured in a conventional way (Ferrario,1978). There are, however, some basic traits and qualities, the presence or absence of which can respectively enhance or limit the tourist value of any natural feature or leisure activity, whatever its nature, character, or function (Ferrario,1981). Ferrario (1978, 1981) list a set of these criteria as the following: seasonality, accessibility, admittance, interest, fragility and popularity.

To compile, therefore, a list of tourist attractions that could be better perceived by Africans staying at the Empangeni-Richards Bay Complex, the researcher collected information from several tourist guidebooks and brochures; guide maps; information leaflets; recreation and tourist reports from KwaZulu Government, Parks' Board and Nature Conservation authorities; newspapers and the people themselves. Some were adapted from Ferrario's study itself. A list of the main 32 tourist attractions was drawn (see Appendix A). The attractions could be categorised as follows:

3.3.1 Scenery and Landscape of only a few hours travelling on national highways and roads from the major towns. The drives comprise the following: Empangeni to Melmoth via Nkwaleni, Empangeni to Mtubatuba, and Empangeni to Gingindlovu.

3.3.2 Game View Rides on game reserves, ranches, and parks: Nyala Game Ranch, Umfolozi Game Reserve, Hluhluwe Game Reserve and Enseleni Nature Reserve.

3.3.3 Game Watching at the following tourist resources: St Lucia Park, Umfolozi Game Reserve, Hluhluwe Game Reserve, Richards Bay Game Reserve and Ngoye Forest Reserve.

- 3.3.4 Open-Air Activities include camping, hunting, mountaineering and various games.
- 3.3.5 Urban Environments include shopping and strolling at town centres of Empangeni, Richards Bay and Mtunzini.
- 3.3.6 Sea Sports like bathing, fishing, boating and yatching in the sea.
- 3.3.7 Animal Shows like watching hippos and crocodiles at St Lucia Park.
- 3.3.8 Inland Water Sport includes scenic launch trips, boating and skiing on lakes, dams and lagoons.
- 3.3.9 African Life and Tradition at the stalls along the national highways and at Zulu Kraal at Nkwaleni.
- 3.4 ASSESSMENT OF TOURIST ATTRACTIONS

The above features were listed into 32 tourist attractions as shown in Table 3.1. The problem which had to be faced at this stage resolved around the necessity to assess in a meaningful way the degree of availability and possible utilisation of each feature listed in the inventory (Ferrairo, 1981.) Following Ferrairo (1981) a set of six basic criteria common to every type of attraction was identified. These six criteria are:

- (a) Seasonality - how long in the year can each attraction usually be enjoyed, visited or engaged in by tourists;
- (b) Accessibility - the degree of physical accessibility of each attraction from the nearest town, or from the nearest point of public transport;
- (c) Admittance - how difficult it is for tourists to obtain a permit, or how high a fee must be paid to visit or make use for the attraction;

TABLE 3.1 : THE INVENTORY OF TOURIST ATTRACTIONS

RANKING ORDER	ATTRACTION	CATEGORY
01	Empangeni to Melmoth	Scenic drive
02	Empangeni to Mtubatuba	Scenic drive
03	Zulu Kraal at Nkwaleni	African life and tradition
04	Nyala Game Ranch	Game view ride
05	Umfoloji Game Reserve	Game view ride
06	Umfoloji Game Reserve	Game watching
07	Umfoloji Game Reserve	Scenery and landscape
08	Hluhluwe Game Reserve	Game watching
09	Hluhluwe Game Reserve	Game view ride
10	St Lucia Park	Aquatic birdlife
11	St Lucia Park	Watching hippos
12	St Lucia Lake	Scenic launch trips
13	Enseleni Nature Reserve	Birdlife
14	St Lucia Beach/Lagoon	Bathing
15	Empangeni Town Centre	Shopping and strolling
16	Richards Bay Town Centre	Shopping and strolling
17	St Lucia Lagoon	Scenic tropical vegetation
18	Empangeni to Gingindlovu	Scenic drive
19	Richards Bay Beach	Water sport
20	Richards Bay Beach	Bathing
21	Richards Bay Nature Reserve	Game watching
22	Richards Bay Park	Bird watching
23	Port Durnford/Esikhawini Beach	Bathing
24	Port Durnford/Esikhawini Beach	Tropical vegetation
25	Mtunzini Umlalazi Lagoon	Water sport
26	Mtunzini Umlalazi Lagoon	Scenic tropical vegetation
27	Umlalazi Nature Reserve	Birdlife
28	Mtunzini Beach	Bathing
29	Mtunzini Beach	Water sport
30	Umlalazi River Valley Resort	Resorting
31	Ngoye Game Reserve	Game watching
32	Ngoye Forest Reserve	Scenic drive

- (d) Interest - the intrinsic importance of the attraction and how it ranks among other features of the same nature;
- (e) Fragility - the degree to which the present number of tourists visiting the attraction can be expanded without damaging its natural characteristics or spoiling its cultural value;
- (f) Popularity - the degree of acceptance already achieved by each attraction.

By assessing every attraction in the inventory according to these six criteria, it was possible to obtain the coefficient of tourist supply and the coefficient of tourist demand.

3.4.1 The Coefficient of Tourist Supply (Availability)

To compute a coefficient of tourist supply, the researcher used the first three criteria (seasonality length, period, and accessibility.) Like any other qualitative consideration, the degree of supply could not be stated in measurable units, but could nevertheless be adequately assessed through a rating scale of nominal values, to which indicative alphabetic values were attached, such as:

Excellent	Good	Mediocre	Poor
A	B	C	D

Ferrairo (1981:175) argues that such a device, known as a "semantic differential scale" and widely used in information polls, marketing analyses, behavioural studies, and even in some tourist studies, does not imply that an attraction with excellent access is four times better than an attraction with poor access. It merely expresses a comparative evaluation based on reasonable and commonly accepted judgements. It does not provide an exact measurement or indicate a specific quantity, even when actual numbers are introduced (1,2,3,4 instead of A,B,C,D).

Table 3.2 shows an extract from the questionnaire on how the coefficient of tourist supply was to be ringed by the respondents. The respondents were asked to assess, by ringing appropriate letters, the degree of seasonality length, period and accessibility of the feature submitted to them, according to their experience and judgement.

TABLE 3.2 : EXTRACT FROM THE QUESTIONNAIRE SHOWING COEFFICIENTS OF TOURIST SUPPLY VARIABLES

ATTRACTION	SEASONALITY LENGTH	PERIOD	ACCESSIBILITY
Empangeni to Melmoth - scenic drive	A B C D	1 2 3 4	A B C D
Empangeni to Mtubatuba - scenic drive	A B C D	1 2 3 4	A B C D
Zulu Kraal at Nkwaleni	A B C D	1 2 3 4	A B C D
Nyala Game Ranch - game view ride	A B C D	1 2 3 4	A B C D
Umfolozi Game Reserve - game view ride	A B C D	1 2 3 4	A B C D
Umfolozi Game Reserve - scenic countryside	A B C D	1 2 3 4	A B C D
Umfolozi Game Reserve - game watching	A B C D	1 2 3 4	A B C D

Since these ratings were expressed on nominal scales (excellent, good, mediocre, poor), it was then necessary to convert them into numerical values before they could be averaged and then aggregated into the coefficients of local supply for the various attractions.

The answered questionnaires were then coded and logged in the computer which calculated the results of 77 respondents as shown in Appendix A. The numbers for each criterion are all expressed as percentages.

From the results shown in Appendix A each criterion was rated at regular spaced interval of 4-3-2-1 in order to get the final coefficient of tourist supply (see Table 3.3). For more information regarding the ranking order, the reader is referred to the explanation of the evaluation procedure and the numerical ranking system elaborately discussed by Ferrario (1981:175-176).

TABLE 3.3 : COEFFICIENT OF TOURIST SUPPLY (LOCAL AVAILABILITY)

ATTRACTION	QUESTIONS			VALUES	UNWEIGHTED	WEIGHTED
1. Empangeni to Melmoth - scenic drive	Q1	Q2	Q3	213 + 224 + 341	778	259,33
2. Empangeni to Mtubatuba - scenic drive	Q8	Q9	Q10	252 + 236 + 353	841	280,33
3. Zulu Kraal at Nkwaleni	Q15	Q16	Q17	364 + 250 + 322	936	312,00
4. Nyala Game Ranch - game view ride	Q22	Q23	Q24	209 + 214 + 268	771	257,00
5. Umfolozi game reserve - game view ride	Q29	Q30	Q31	283 + 276 + 278	837	279,00
6. Umfolozi game reserve - game watching	Q36	Q37	Q38	270 + 236 + 287	801	267,00
7. Umfolozi game reserve - scenic countryside	Q43	Q44	Q45	252 + 217 + 277	746	248,67
8. Hluhluwe game reserve game watching	Q50	Q51	Q53	246 + 196 + 271	713	237,67
9. Hluhluwe game reserve - game view ride	Q57	Q58	Q59	275 + 216 + 279	770	256,67
10. St Lucia Aquatic birdlife	Q64	Q65	Q66	256 + 228 + 323	807	269,00
11. St Lucia Park - watching hippos	Q71	Q72	Q73	272 + 295 + 296	863	287,67
12. St Lucia - scenic launch trips estuary	Q78	Q79	Q80	289 + 203 + 318	810	270,00
13. Enseleni Nature Reserve - birdlife	Q85	Q86	Q87	258 + 216 + 322	796	265,33
14. St Lucia beach/lagoon - bathing	Q92	Q93	Q94	258 + 248 + 326	832	277,33
15. Empangeni town centre - shopping & strolling	Q99	Q100	Q101	354 + 201 + 362	917	305,67
16. Richards Bay town centre - shopping & strolling	Q106	Q107	Q108	355 + 202 + 388	945	315,00
17. St Lucia lagoon - scenic tropical vegetation	Q113	Q114	Q115	269 + 221 + 345	835	278,33
18. Empangeni to Gingindlovu - scenic drive	Q120	Q121	Q122	282 + 225 + 356	863	287,67
19. Richards Bay beach - water sport	Q127	Q128	Q129	278 + 213 + 353	844	281,33
20. Richards Bay beach - bathing	Q134	Q135	Q136	272 + 196 + 354	822	274,00
21. Richards Bay game reserve - game watching	Q141	Q142	Q143	252 + 213 + 334	799	266,33
22. Richards Bay - bird watching	Q148	Q149	Q150	212 + 217 + 328	757	252,33
23. Port Dunford or Esikhawini beach - bathing	Q155	Q156	Q157	298 + 205 + 327	830	276,67
24. Port Dunford or Esikhawini beach - tropical veg.	Q162	Q163	Q164	264 + 224 + 305	793	264,33
25. Mtunzini Umlalazi lagoon - water sport	Q169	Q170	Q171	283 + 204 + 313	800	266,67
26. Mtunzini Umlalazi lagoon - scenic tropical veg.	Q176	Q177	Q178	238 + 211 + 302	751	250,33
27. Umlalazi nature reserve - birdlife	Q183	Q184	Q185	244 + 214 + 297	755	251,67
28. Mtunzini beach - bathing	Q190	Q191	Q192	265 + 209 + 323	797	265,67
29. Mtunzini beach - water sport	Q197	Q198	Q199	289 + 203 + 316	808	269,33
30. Umlalazi River Valley Resort	Q204	Q205	Q206	258 + 204 + 301	763	254,33
31. Ngoye game reserve - game and bird watching	Q211	Q212	Q213	252 + 218 + 285	755	251,67
32. Ngoye game reserve - scenic drive	Q218	Q219	Q220	271 + 216 + 293	780	260,00

Referring to Table 3.3 one notices that the coefficient of tourist supply in Empangeni-Richards Bay Complex is likely to range high due to prominent tourist characteristics such as favourable climatic conditions; availability of world famous game reserves; its situation near the sea which provides water sports and beaches; and its possession of a number of perennial dams and rivers besides its beautiful scenery.

A remarkable observation in the table of coefficients of tourist supply is that shopping and strolling at the town centres seem to be the main pre-occupations of Africans in the area (315,00 at Richards Bay and 305,67 at Empangeni.) The fact that the second highest coefficient of local supply is "Zulu Kraal at Nkwaleni" denotes that Africans are still adhering steadfastly to their traditions and customs. This fact will be discussed in depth at the interpretational stage in the next chapter.

Another observation from the Table 3.3 is that one can furthermore categorise the features into the groups of high-coefficient attractions and those with the lowest coefficients. The first group could be the first top ten features (Table 3.4):

TABLE 3.4 : ATTRACTIONS WITH HIGH COEFFICIENTS OF TOURIST SUPPLY

CODE NO.	ATTRACTION	TOURIST SUPPLY COEFFICIENT
16	Richards Bay town centre - shopping & strolling	315,00
03	Zulu Kraal at Nkwaleni - tradition & culture	312,00
15	Empangeni town centre - shopping & strolling	305,67
18	Empangeni to Gingindlovu - scenic drive	287,67
11	St. Lucia Park - watching hippos	287,67
19	Richards Bay beach - water sport	281,33
02	Empangeni to Mtubatuba - scenic drive	280,33
05	Umfolozi Game Reserve - game view ride	279,00
17	St Lucia lagoon - scenic tropical vegetation	278,33
23	Port Durnford/Esikhawini beach - bathing	276,67

Some reference to some of the features in Table 3.4 has been made in the above paragraph, so further discussion for each feature will be dealt with in the next chapter. Table 3.5 depicts features with low coefficient of tourist supply.

TABLE 3.5 : ATTRACTIONS WITH LOW COEFFICIENT OF TOURIST SUPPLY

CODE NO.	ATTRACTION	COEFFICIENT OF TOURIST SUPPLY
01	Empangeni to Melmoth - scenic drive	259,33
04	Nyala Game Ranch - game view ride	257,00
09	Hluhluwe Game Reserve - game view ride	256,67
30	Umlalazi River Valley Resort - resorting	254,33
27	Umlalazi Nature Reserve - birdlife	251,67
31	Ngoye Nature Reserve - game watching	251,67
22	Richards Bay - bird watching	252,33
26	Mtunzini Umlalazi Lagoon - scenic tropical vegetation	250,33
07	Umfolozi Game Reserve - scenic countryside	248,67
08	Hluhluwe Game Reserve - game watching	237,67

A closer look at Table 3.5 reveals that the features listed can be construed as inaccessible, "restricted" (Magi, 1986:249) or unidentified as tourist or recreational features. Umlalazi River Valley Resort, for example, is still prohibited for use by Non-White tourists or recreationists. Nyala Game Ranch is either not known (unidentified) or inaccessible or both. Scenic countrysides and scenic tropical vegetation do not receive high priorities among Black and as a result "are characterized by a progressive decrease or disappearance" (Magi, 1986:264). More will be said about this fact at the interpretational stage in the next chapter.

Another coefficient to be discussed is the coefficient of tourist demand which has been used to compute the final number, the index of tourist potential.

3.4.2 The Coefficient of Tourist Demand

The coefficients of tourist demand are computed from the four criteria (admittance, interest, fragility, popularity) by using the same method used to calculate the coefficients of tourist supply.

Table 3.6 comprises all the coefficients of tourist demand. From Table 3.6 one can extract the first ten features with the highest coefficients of tourist demand in order to analyse common attributes among them.

Table 3.7 comprises these ten features:

TABLE 3.7 : ATTRACTIONS WITH HIGH COEFFICIENTS OF TOURIST DEMAND

CODE NO.	ATTRACTION	COEFFICIENT OF TOURIST DEMAND
23	Port Durnford/Esikhawini beach - bathing	234,25
07	Umfoloji Game Reserve - scenic countryside	232,50
14	St Lucia beach/lagoon - bathing	225,25
09	Hluhluwe game reserve - game view ride	224,25
20	Richards Bay beach - bathing	224,00
15	Empangeni town centre - shopping and strolling	222,75
05	Umfoloji game reserve - game view ride	220,25
12	St Lucia estuary - scenic launch trips	219,25
10	St Lucia - aquatic birdlife	218,75
11	St Lucia Park - watching hippos	218,75

It should be clear to anyone examining Table 3.7 that most of the features listed involve active-participation from the recreationists or tourists. Most respondents (83%) prefer bathing at Esikhawini beach (see Appendix A).

To visit some of these attractions, for example Umfolozi and Hluhluwe game reserves, the tourist would need financial and transportational facilities. There are, however, some political constraints in some of these features like bathing at Richards Bay beach which is still prohibited to Blacks. Magi (1986:248) argues Blacks "would like to visit all the quality recreation areas and facilities pending

TABLE 3.6 : COEFFICIENT OF TOURIST DEMAND (TOURIST APPEAL)

ATTRACTION	QUESTIONS				VALUES				UNWEIGHTED	WEIGHTED				
	Q4	Q5	Q6	Q7										
1. Empangeni to Melmoth - scenic drive	Q4	Q5	Q6	Q7	256	+	164	+	222	+	202	=	844	211,00
2. Empangeni to Mtubatuba - scenic drive	Q11	Q12	Q13	Q14	267	+	179	+	216	+	204	=	866	216,50
3. Zulu Kraal at Mkweloni	Q18	Q19	Q20	Q21	251	+	227	+	206	+	206	=	890	222,50
4. Nyala Game Ranch - game view ride	Q25	Q26	Q27	Q28	179	+	229	+	191	+	190	=	789	197,25
5. Umfolozi game reserve - game view ride	Q32	Q33	Q34	Q35	256	+	236	+	187	+	202	=	881	220,25
6. Umfolozi game reserve - game watching	Q39	Q40	Q41	Q42	221	+	234	+	186	+	229	=	870	217,50
7. Umfolozi game reserve - scenic countryside	Q46	Q47	Q48	Q49	272	+	234	+	203	+	221	=	930	232,50
8. Hluhluwe game reserve - game watching	Q53	Q54	Q55	Q56	249	+	222	+	188	+	212	=	871	217,75
9. Hluhluwe game reserve - game view ride	Q60	Q61	Q62	Q63	259	+	228	+	194	+	216	=	897	224,25
10. St Lucia Aquatic birdlife	Q67	Q68	Q69	Q70	270	+	219	+	195	+	191	=	875	218,75
11. St Lucia Park - watching hippos	Q74	Q75	Q76	Q77	250	+	252	+	175	+	198	=	875	218,75
12. St Lucia - scenic launch trips estuary	Q81	Q82	Q83	Q84	263	+	233	+	189	+	192	=	877	219,25
13. Inseleni Nature Reserve - birdlife	Q88	Q89	Q90	Q91	285	+	194	+	180	+	168	=	827	206,75
14. St Lucia beach/lagoon - bathing	Q95	Q96	Q97	Q98	275	+	221	+	161	+	244	=	901	225,25
15. Empangeni town centre - shopping & strolling	Q102	Q103	Q104	Q105	278	+	199	+	157	+	257	=	891	222,75
16. Richards Bay town centre - shopping & strolling	Q109	Q110	Q111	Q112	282	+	193	+	155	+	233	=	863	215,75
17. St Lucia lagoon - scenic tropical vegetation	Q116	Q117	Q118	Q119	274	+	158	+	205	+	196	=	833	208,25
18. Empangeni to Gingindlovu - scenic drive	Q123	Q124	Q125	Q126	271	+	151	+	190	+	179	=	799	199,75
19. Richards Bay beach - water sport	Q130	Q131	Q132	Q133	265	+	205	+	197	+	212	=	879	219,75
20. Richards Bay beach - bathing	Q137	Q138	Q139	Q140	247	+	220	+	202	+	227	=	896	224,00
21. Richards Bay game reserve - game watching	Q144	Q145	Q146	Q147	252	+	219	+	176	+	185	=	832	208,00
22. Richards Bay - bird watching	Q151	Q152	Q153	Q154	259	+	198	+	191	+	190	=	838	209,50
23. Port Dunford or Esikhawini beach - bathing	Q158	Q159	Q160	Q161	280	+	222	+	203	+	232	=	937	234,25
24. Port Dunford or Esikhawini beach - tropical veg.	Q165	Q166	Q167	Q168	272	+	194	+	190	+	193	=	849	212,25
25. Mtunzini Umlalazi lagoon - water sport	Q172	Q173	Q174	Q175	267	+	193	+	177	+	172	=	809	202,25
26. Mtunzini Umlalazi lagoon - scenic tropical veg.	Q179	Q180	Q181	Q182	262	+	192	+	202	+	178	=	834	208,50
27. Umlalazi nature reserve - birdlife	Q186	Q187	Q188	Q189	253	+	198	+	217	+	164	=	832	208,00
28. Mtunzini beach - bathing	Q193	Q194	Q195	Q196	263	+	223	+	191	+	219	=	896	224,00
29. Mtunzini beach - water sport	Q200	Q201	Q202	Q203	254	+	193	+	186	+	191	=	824	206,00
30. Umlalazi River Valley Resort	Q207	Q208	Q209	Q210	268	+	184	+	224	+	178	=	854	213,50
31. Ngoye game reserve - game and bird watching	Q214	Q215	Q216	Q217	256	+	193	+	200	+	202	=	851	212,75
32. Ngoye game reserve - scenic drive	Q221	Q222	Q223	Q224	266	+	169	+	179	+	162	=	776	194,00

the availability of resources, and removal of financial and administrative constraints."

More would be said about Black tourist aspirations in the next chapter. It is important at this stage to look at the combination of the two coefficients (the coefficient of tourist supply and the coefficient of tourist demand) to form the index of tourist potential.

3.4.3 The Index of Tourist Potential

Matching of the supply and the demand for tourist potential is no simple equation. A variety of sources from within and outside a country are generating a growing demand for a variety of facilities and both supply and demand are changing in time (Burkart and Medlik, 1974).

Nevertheless, the results of the above two coefficients, namely the coefficient of tourist supply and the coefficient of tourist demand, were used to compute the final index of tourist potential.

By applying this procedure on the two coefficients, the researcher was able to obtain 32 indices of tourist potential as shown in Table 3.8. These indices became narrowly spread, from a minimum of 194,00 to a maximum of 263,48. See Table 3.9 for a merit list of the indices.

Furthermore, the indices are evenly pread except the lowest index (194,00) which is proportionately expanded from the rest. This difference in tourist value will become more clearly evident in chapter 4 and will be taken into account for a more meaningful comparison among other attractions.

It is interesting to see what the features are that have the best tourist potential. A quick look through the list on Table 3.8 confirms some widespread opinions of the African tourist potentialities but also produces some remarkable surprises which will be discussed in greater depth in the next chapter. These values, however,

TABLE 3.8 : INDEX OF TOURIST POTENTIAL

A T T R A C T I O N	COEFFICIENT OF	COEFFICIENT OF	INDEX OF TOURIST POTENTIAL
	TOURIST SUPPLY A	TOURIST DEMAND B	$T = \sqrt{\frac{A \times B}{100}}$
01 Empangeni to Melmoth - scenic drive	259,33	211,00	233,92
02 Empangeni to Mtubatuba - scenic drive	280,33	216,50	246,36
03 Zulu Kraal at Mkweleni	312,00	222,50	263,48
04 Nyala Game Ranch - game view ride	257,00	197,25	225,15
05 Umfolozi game reserve - game view ride	279,00	220,25	247,89
06 Umfolozi game reserve - game watching	267,00	217,50	240,98
07 Umfolozi game reserve - scenic countryside	248,67	232,50	240,45
08 Hluhluwe game reserve - game watching	237,67	217,75	227,49
09 Hluhluwe game reserve - game view ride	256,67	224,25	239,91
10 St Lucia Aquatic birdlife	269,00	218,75	242,58
11 St Lucia Park - watching hippos	287,67	218,75	250,85
12 St Lucia - scenic launch trips estuary	270,00	219,25	243,31
13 Enseleni Nature Reserve - birdlife	265,33	206,75	234,22
14 St Lucia beach / lagoon - bathing	277,33	225,25	249,94
15 Empangeni town centre - shopping & strolling	305,67	222,75	260,94
16 Richards Bay town centre - shopping & strolling	315,00	215,75	260,69
17 St Lucia lagoon - scenic tropical vegetation	278,33	203,28	240,77
18 Empangeni to Gingindlovu - scenic drive	287,67	199,75	239,71
19 Richards Bay beach - water sport	218,33	219,75	248,64
20 Richards Bay beach - bathing	274,00	224,00	247,74
21 Richards Bay game reserve - game watching	266,33	208,00	235,36
22 Richards Bay - bird watching	252,33	209,50	229,92
23 Port Durnford or Esikhawini beach - bathing	276,67	234,25	254,58
24 Port Durnford or Esikhawini beach - tropical veg.	264,33	212,25	236,86
25 Mtunzini Umlalazi lagoon - water sport	266,67	202,25	232,24
26 Mtunzini Umlalazi lagoon - scenic tropical veg.	250,33	208,50	228,46
27 Umlalazi nature reserve - birdlife	251,67	208,00	229,80
28 Mtunzini beach - bathing	265,67	224,00	243,95
29 Mtunzini beach - water sport	269,33	206,00	235,55
30 Umlalazi River Valley Resort	254,33	213,50	233,02
31 Ngoye game reserve - game and bird watching	251,67	212,75	231,39
32 Ngoye game reserve - scenic drive	260,00	194,00	224,59

TABLE 3.9 : THE FINAL LIST OF INDICES OF TOURIST POTENTIAL

CODE	A T T R A C T I O N N A M E	TOURIST INDEX
03	Zulu Kraal at Nkwaleni	263,48
15	Empangeni town centre - shopping and strolling	260,94
16	Richards Bay town centre - shopping and strolling	260,69
23	Port Durnford or Esikhawini beach - bathing	254,58
11	St Lucia Park - watching hippos	250,85
14	St Lucia beach / lagoon - bathing	249,94
19	Richards Bay beach - water sport	248,64
05	Umfoloji game reserve - game view ride	247,89
20	Richards Bay beach - bathing	247,74
02	Empangeni to Mtubatuba - scenic drive	246,36
28	Mtunzini beach - bathing	243,95
12	St Lucia - scenic launch trips around estuary	243,31
10	St Lucia Aquatic birdlife	242,58
06	Umfoloji game reserve - game watching	240,98
17	St Lucia lagoon - scenic tropical vegetation	240,77
07	Umfoloji game reserve - scenic countryside	240,45
09	Hluhluwe game reserve - game view ride	239,91
18	Empangeni to Gingindlovu - scenic drive	239,71
24	Port Durnford or Esikhawini beach - tropical veg.	236,86
29	Mtunzini beach - water sport	235,55
21	Richards Bay game reserve - game watching	235,36
13	Enseleni Nature Reserve - birdlife	234,22
01	Empangeni to Melmoth - scenic drive	233,92
30	Umlalazi River Valley Resort	233,02
25	Mtunzini Umlalazi lagoon - water sport	232,25
31	Ngoye game reserve - game and bird watching	231,39
22	Richards Bay - bird watching	229,92
27	Umlalazi nature reserve - birdlife	228,80
26	Mtunzini Umlalazi lagoon - scenic tropical veg.	228,46
08	Hluhluwe game reserve - game watching	227,49
04	Nyala Game Ranch - game view ride	225,15
32	Ngoye game reserve - scenic drive	194,00

reflect the result of a systematic analysis of the main tourist attractions at the Empangeni-Richards Bay Complex. As such, they represent an objective assessment of the potential for tourism of each resource on the list.

3.5 CONCLUSION

This chapter has provided a broad outline of how the results of the tourist supply and tourist demand were calculated and how these coefficients were computed to obtain the final indices of tourist potential. The way in which these indices can be interpreted is a matter for discussion in the next chapter. A whole range of these indices are used to determine how policies regarding tourism among Blacks especially at the Empangeni-Richards Bay Complex can be formulated. Planners of tourism can do little to promote greater utilization and conservation of tourist attractions without careful assessment and evaluation of these attractions with reference to the standard of acceptability and behaviour of the potential African tourists themselves.

CHAPTER 4

INTERPRETATION OF DATA

4.1 INTRODUCTION

The results and analysis of the previous chapters provided a basis for considering some interpretations and conclusions about the African tourist potential in the Empangeni-Richards Bay Complex. The emerging interpretation of the findings in this chapter seeks to reveal the balance or the imbalance between the demand and supply of tourist resources as apprehended by Africans residing in Empangeni-Richards Bay Complex.

Some of the remarks made during the previous chapters have already highlighted the fact that Africans, especially those interviewed for this study, do not adequately use or visit the tourist attractions. If this is the case then, what measures should be adopted to promote greater utilization and conservation of tourist resources? It is the aim of this chapter, therefore, to present a scientific interpretation of the tourist potentiality of Africans inhabiting the Empangeni-Richards Bay Complex.

4.2 INTERPRETATION

All the attractions are now duly assessed, weighted, and ranked in the final list (Table 3.8). Its composition highlights the 32 attractions representing an objective assessment of the potential for tourism of each resource on the list.

4.2.1 Awareness of the Tourist Attraction contributes to its Utilization

In this study an attraction ranks high on the list if it is locally available and has a very high demand from the potential tourists. However, some survey responses (Butler-Adam, 1981; Ferrairo, 1981; Magi, 1986) reflect that some Blacks are not aware of the existences of some of the attractions. For example, Zulu Kraal at Nkwaleni, Nyala Game Ranch, Enseleni Nature Reserve

and St. Lucia Park were among those features not known or not even heard of by some respondents. Magi (1986:244) argues that "awareness implies that if people do not know that something exists then they will obviously not bother to go to see it." He furthermore quotes Mercer (1977); and Tinsley and Kass (1978) that theory states that people passing or coming to know of a leisure area or facility that has all the attributes of quality, accessibility, beauty, openness and safety, will be more likely patronized than others that have negative attributes. Since this situation also exists in the study area, the implication therefore, is that, there is a dire need for the initiation of tourist awareness campaigns among the Blacks in the Empangeni-Richards Bay Complex.

4.2.2 Aspiration of African Potential Tourists

A remarkable fact depicted on Table 3.8 is that all the features listed, except Ngoye Forest Reserve, have tourist coefficients of above 200. These above-average coefficient values can be construed as evidence that Blacks aspire to utilize tourist resources. These in fact include tourist components or facilities such as finance, transport, awareness campaigns, and free time, necessarily available. This fact is evidenced by the study conducted by Magi on Black recreation perception in the Natal North-Coastal Region which revealed that Blacks "like to visit all the quality recreation areas and facilities pending the availability of resources, and removal of financial and administrative constraints" (1986:248). With this consideration in mind, it is obvious to view the pending socio-economic changes as conducive to increase demand for utilization of tourist resources by Africans. In this connection, therefore, the tourist aspiration of Africans needs immediate consideration by tourist management and planning bodies in South Africa.

The Ngoye Forest Reserve, on the other hand, received a below average index (194,00). Magi (1986) contends that natural recreation places such as Ngoye Forest, St. Lucia Park, and Steinbank Nature Reserve are characterised by progressive

decrease in preference for game parks which actually depend on the animals and wilderness habitat to be viable. However, deterioration of the Ngoye Forest Reserve could also be viewed as mismanagement on the part of the management body concerned. For example, the reserve is not properly fenced, patrolled and maintained. As such, very few respondents (8%) in this study regard it as a nature or game reserve.

4.2.3 Cultural Dimension of African Potential Tourists

At the top of the list in Table 3.9, ranked features which involve active participation by tourists include those such as shopping, strolling, bathing, and scenic trips. The top value (263,43) belongs to "Zulu Kraal at Nkwaleni", attraction No.3. An attraction like this one which involves cultural aspect of a people tends to appeal most as a tourist or recreational feature. "This can be explained by the existing notion that urban people have lost touch with day to day traditional life patterns and are therefore reminiscing the past" (Magi, 1986:279). The latter is supported by the fact that in the sample of this study 63 percent of the respondents were urban residents. However, research in general reveals that culture among Blacks, whether urban or rural, still plays an important role in their life.

4.2.4 Urban Tourist Attractions favoured by Potential Tourists

Also near the top of the list are features concerning urban tourist attractions: "Empangeni town centre - shopping and strolling," attraction No.16. Shopping and strolling form the main pre-occupation of Africans during their leisure time. It is also interesting to note that due to adequate public transport means to the town centres (tourist supply coefficients of 305,67 and 315,00 - see Table 3.9) there appears to be no difficulty in travelling between residential areas and the town centres. One should, however, be able to draw a clear distinction between shopping and strolling at town centres which is part of a recreational experience rather than a tourist undertaking. Shopping and strolling in this case could

be regarded as falling under tourism if the recreationists have travelled long distances and will skip at least a day from home.

4.2.5 The Beach as a Tourist Attraction

The first beach to appear on the list, attraction Number 23, "Port Durnford or Esikhawini Beach - bathing" ranked the 4th with a value of tourist potential of 254,58. The main reasons for this feature to be ranked amongst the top could be that it appeals to most local inland Africans from Esikhawini who are presumably originating from the non-coastal areas (coefficient of tourists demand of 234,5), and it is one of the nearest, easily-accessible feature (coefficient of tourist supply of 276,67. A number of respondents is aware of the existence of Esikhawini beach and much has been referred to in this chapter about awareness factor, and need not be reiterated.

4.2.6 The Game Reserves as Tourist Attractions

The two tourist attractions, Umfolozi and Hluhluwe Game Reserves which were ranked or perceived as the best of all South African tourist features in Ferrairo's (1981) study, follow immediately the top four attractions in this study. The reasons for their not being ranked highest in the list can be attributed to their not being easily accessible to most respondents. The lack of proper transport and finance facilities among most African potential tourists interviewed is tantamount to these attractions not to feature very high in the list. However, the survey responses from recreation agencies suggested that Blacks do not bother to visit natural recreation facilities (Van der Wal and Steyn, 1981; Magi, 1986). Magi (1986) argues that Blacks do not visit them because in reality there are few recreation areas used and created for Blacks in South Africa. In addition to this qualification recreation research in the Natal North-Coast has established that, in general, fewer Blacks as compared to Whites spend much of their time visiting natural recreation areas (Magi, 1986). Blacks in this study, however, have been found to be under-utilizing the tourist resources. The latter

stems from the fact that tourist demand is less than tourist supply. More will be said about this point in paragraph 4.3.

4.2.7 The Other Tourist Attractions

Gradually, down the list, attractions of other categories begin to appear, from scenic drives, game watching, bird watching to scenic tropical vegetation. It is worth noting that among these African respondents scenic tropical vegetation, as a tourist feature, is not favoured by the majority (Table 3.6). Reasons for low attainment of the tropical vegetation could be that most respondents view vegetation as simply the "veld."

Money-demanding features like scenic drives (Numbers 02, 01, 18) and water sport (Number 25) receive average or below average tourist indices. What would be interesting to note is the question: What would the recreation situation be like if there was general socio-economic equality among different ethnic groups (Magi, 1986)? The answer to this question, if directed to tourism, would be indicated by an increase in the utilization of tourist resources. Support for this argument is found in the fact that most Africans are willing to visit tourist features on condition suitable facilities are made available (Hugo, 1974; Steyn, 1978; Magi, 1986). Theory shows that as socio-economic status of a people rises, the recreational aspiration will increase too.

At the bottom of the list (see Table 3.9) are the game ranches, lagoons and the most inaccessible tourist spots which need advance booking and are often highly patronized by White tourists.

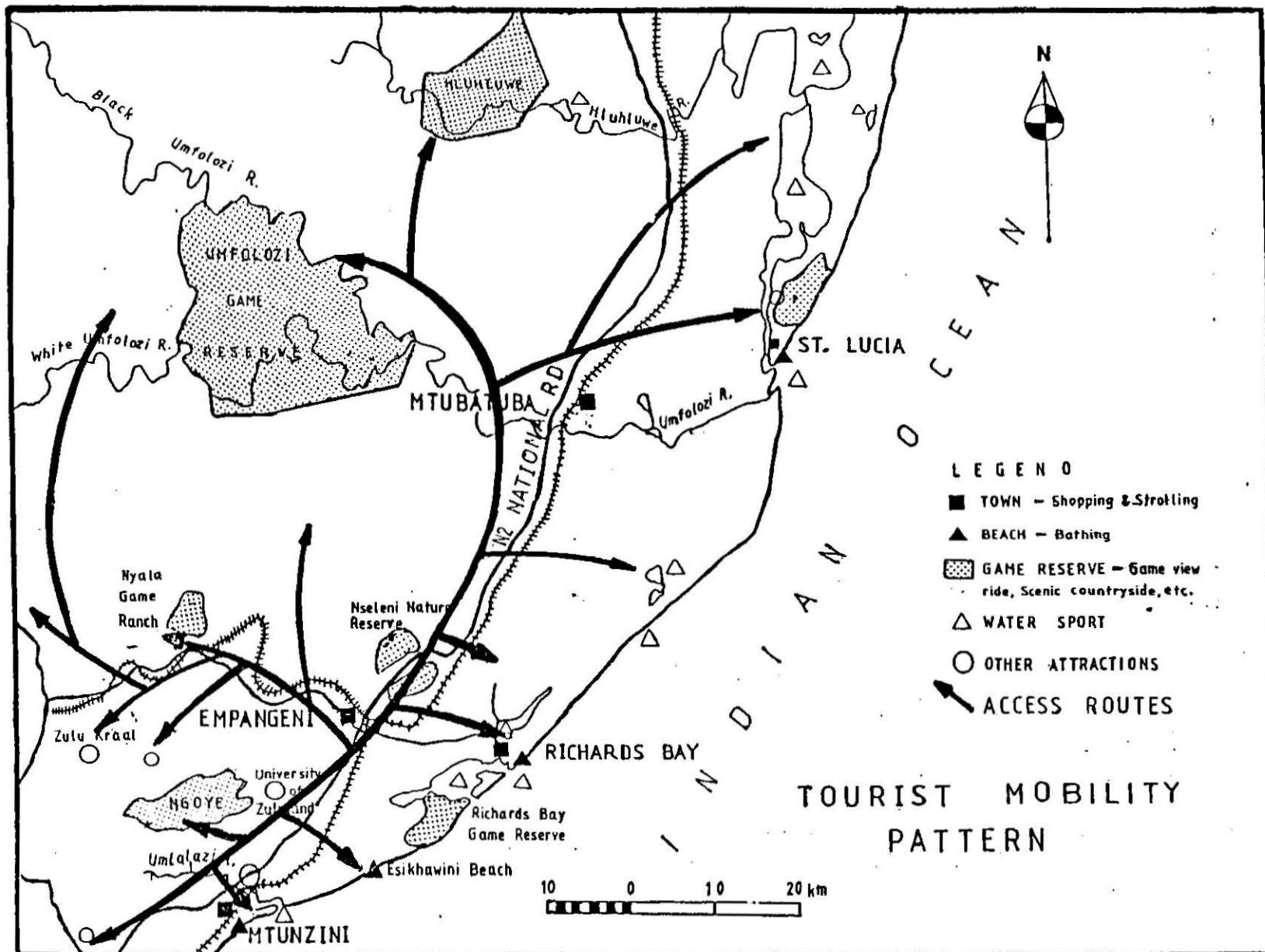
The list is extremely interesting in itself but represents an initial step towards the final analysis of the tourist patterns in the study area. Attention is now focussed on the map of the Empangeni-Richards Bay Complex depicting the tourist mobility pattern.

4.3 A PROFILE OF TOURIST MOBILITY PATTERN

The map drawn (Fig.4.1), shows a summarized tourist mobility pattern at the Empangeni-Richards Bay Complex. The access routes drawn on the map follow the national and district routes commonly used by tourists in the Empangeni-Richards Bay Complex. Of immediate importance is that the map depicts a relatively well-spread distribution of attractions all over the study area, often following road lines or river valleys. The implication for this location of tourist attractions may be that the most favourable location of tourist features is next to well developed transportational infrastructure. Since tourism by definition, involves the movement of people from their places of permanent residence to new locations, this implies that decisions made in one location have implications for other places which may be far removed from the locations in which decisions are made (Mathieson and Wall, 1982).

The second remarkable characteristic of the pattern is that most tourists tend to move from urban areas like Empangeni, Richards Bay and from their surrounding Black locations to rural areas. Mathieson and Wall (1982) further argue that the homes of most tourists, the head offices of most hotel chains and transportation companies are in the major cities of the developed world. In this study 65 percent of the respondents reside in the urban areas. Because of the concentration of tourist decision-making in the large cities, some authors view tourism as involving metropolitan demands being met by peripheral supply and to suggest that the core-periphery concept could be of utility in tourist studies (Britton, 1980). However, not all tourism is of the centre-periphery type. In fact this study has revealed that 83 percent of the African potential tourists regard towns as major resources of tourists and are important destinations in their own rights. Most big cities in South Africa are multifaceted tourist attractions. They possess a wide range of facilities, including museums, art galleries, theatres, cinemas, restaurants, specialized shopping facilities, public buildings,

FIGURE 4.1 : MAP OF TOURIST MOBILITY PATTERN



Source: Trigonometrical Survey Office (1973)

sports stadiums and parks. Wall and Sinnott (1980) contend that cities are foci of road, rail, and air transport network which channel travellers in their directions, and the transportation and accommodation infrastructure which is required for the functioning of any city is also necessary for tourism.

The map of Empangeni-Richards Bay Complex (Fig. 1.1) displays the predominance of high values of tourist potential sports around the centre of the Complex. The implication is that the "agglomeration principle" applies also to the tourist trade: the greater the variety of supply concentrated in one area, the more the demand is stimulated. "Tourist circuits tend to follow closely these geographical clusterings of attractions, which, ultimately, influence the whole tourist image of the area" (Ferrario, 1981:57).

The only individual cell with high tourist potential is the "Zulu Kraal at Nkwaleni" (index of 263,48). Another individual cell, but with low tourist potential, is "Nyala Game Ranch" (index of 225,15). The two attractions are privately-owned. The former is owned by Graham Stewart of Nkwaleni and the latter by the Scott-Barnes family.

Having seen the mobility patterns of the tourists at the Empangeni-Richards Bay Complex, we now examine the tendency of the two coefficients, namely the coefficient of tourist supply and the coefficient of tourist demand, as to how they correlate using statistical regression.

4.4 REGRESSION OF COEFFICIENT OF TOURIST SUPPLY AND TOURIST DEMAND

In order to observe the correlation between the coefficients of tourist supply and tourist demand regression graphs are drawn (Fig. 4.2 and 4.3). The Figure 4.2 depicts the actual graph but seeing that the points are concentrated at the far right upper corner and reading is more difficult, a close-focus graph on the cluster of points (Fig. 4.3) is then drawn.

FIGURE 3.2 : REGRESSION OF COEFFICIENTS OF TOURIST SUPPLY AND TOURIST DEMAND

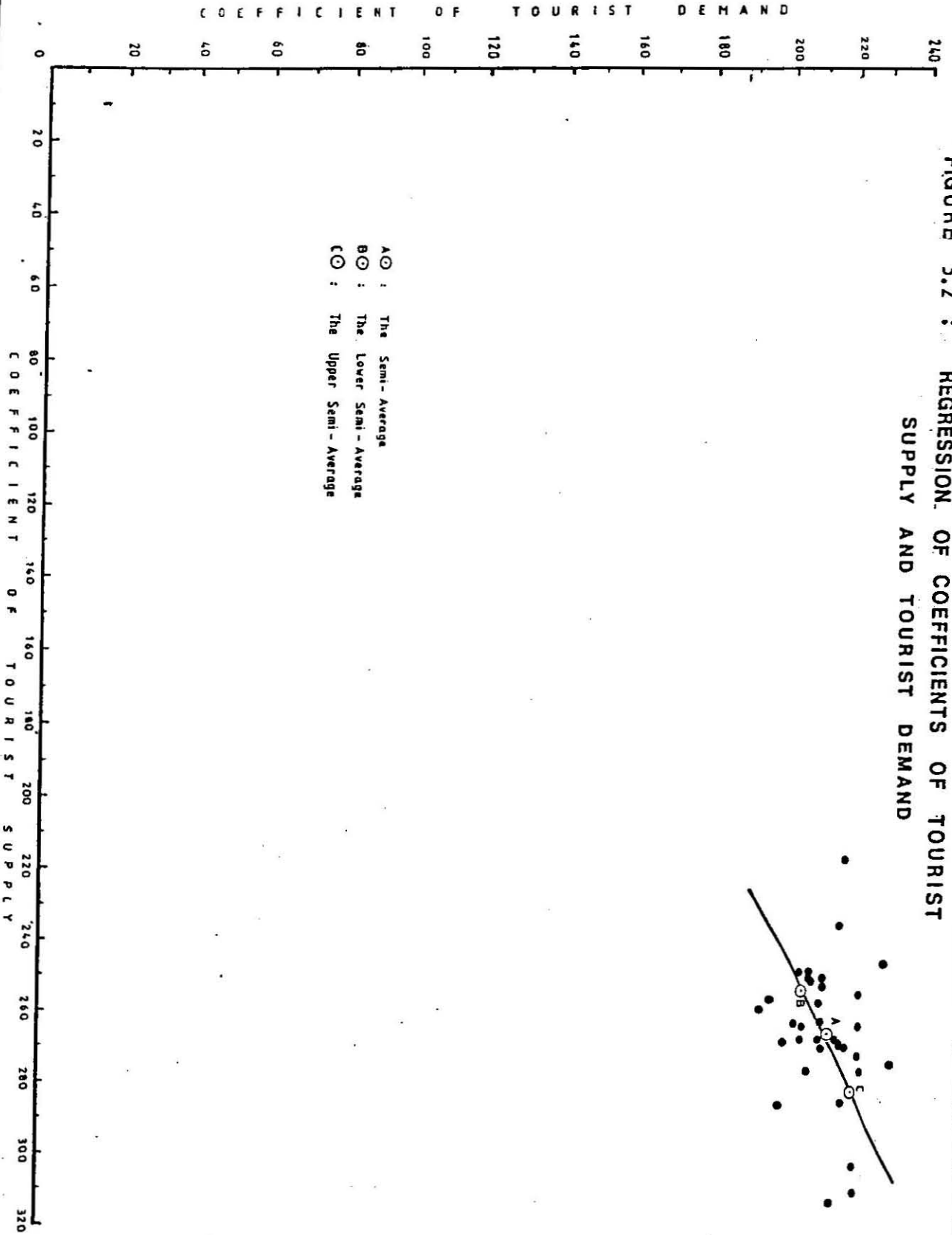
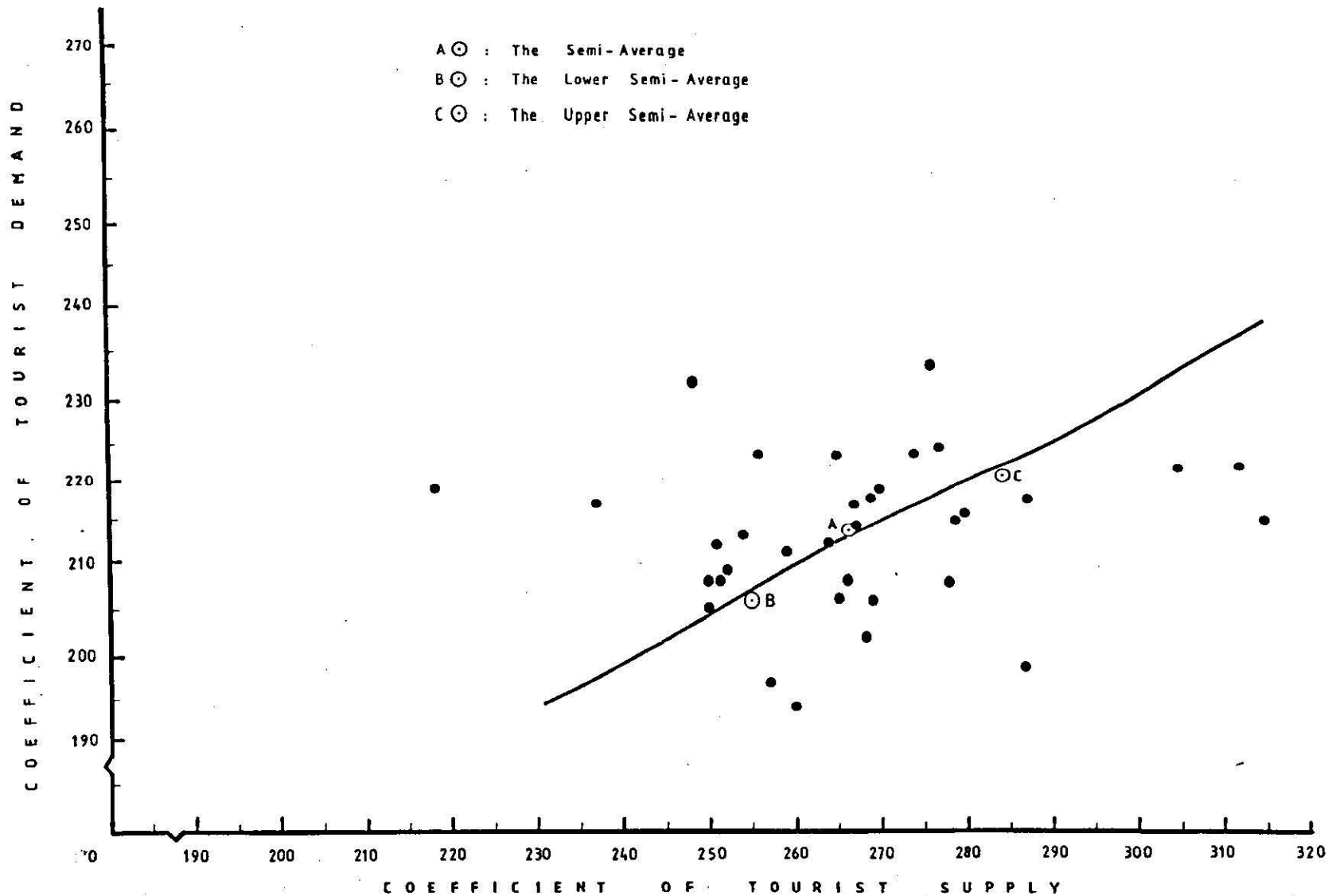


FIGURE 4.3 : REGRESSION OF COEFFICIENTS OF TOURIST SUPPLY AND TOURIST DEMAND



A closer look at the graph shows that the slope of the regression line rises from left to right and this gradient implies a positive correlation of the points. The correlation is moderate too high because of some dots that appear to lie very close to the regression line (high correlation) and others lie a little further to the line (moderate correlation).

It can be deduced, therefore, that there exists a good relationship between the supply of tourist attractions and the demand by potential tourists of these attractions.

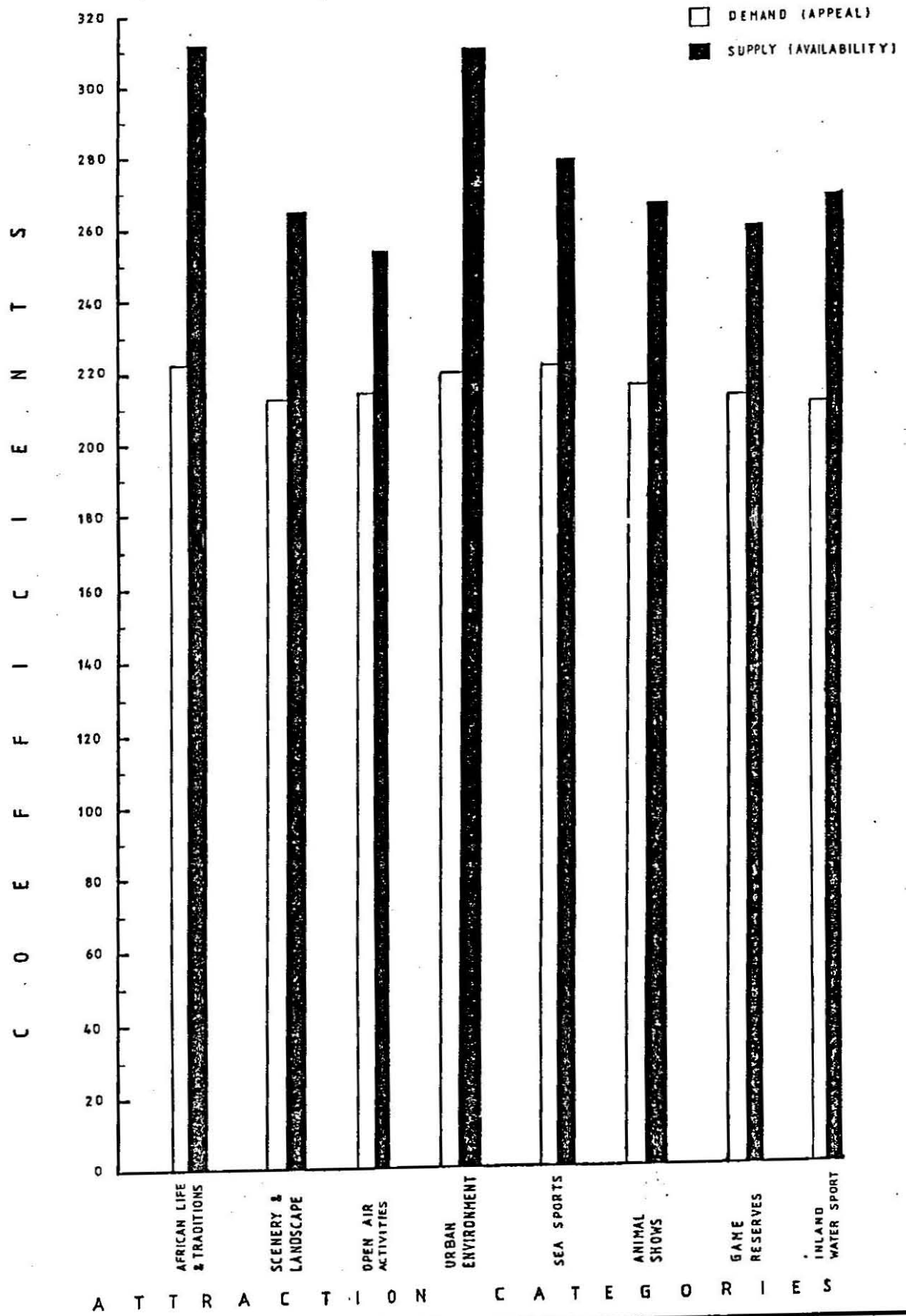
The general implication drawn from this correlation, therefore, is that the tourist aspiration of Africans in the Empangeni-Richards Bay Complex should be viewed as positive but, as it will be proved in paragraph 4.5. Africans still need motivation to utilize reasonably the tourist resources. Attention is now drawn to this discrepancy between the supply and demand of tourist resources.

4.5 SUPPLY AND DEMAND OF TOURIST ATTRACTIONS AT EMPANGENI-RICHARDS BAY COMPLEX

The Figure 4.4 depicts the eight categories representing 32 tourist attractions at Empangeni-Richards Bay Complex.

The most striking feature about these attractions is that their supply to potential tourists is greater than their demand. This discrepancy can be attributed to the lack of intensive interest on the part of African potential tourists, the attitudes of Black and White population towards utilization of local tourist resources, the size of the attractions, the relatively low prevailing socio-economic status of Blacks, the cultural dimension of Blacks, the lack of tourist motivation programmes for Blacks, and the uncertain political conditions prevailing in South Africa. These socio-cultural aspects of the local population should be taken into consideration in planning tourism projects.

FIGURE 4.4 : DEMAND AND SUPPLY OF TOURIST ATTRACTION CATEGORIES



Demand and supply influences of the tourist resources at Empangeni-Richards Bay Complex reflect a variety of factors as shown in Fig. 4.5. The factors include economic, transportational, technical, political, physical, ecological and others not listed in the figure.

Between the demand conditions and the supply conditions lie the potential tourist's own behavioural response which is governed by his perception, socio-economic status and the political aspect administering the tourist attraction.

In assessing the impacts of demand and supply of tourist attractions in the Empangeni-Richards Bay Complex, it was revealed that the supply is greater than the demand. Measures, therefore, to improving the tourist demand among Africans are dealt with in the next and final chapter.

Let us now consider how the hypotheses formulated in chapter 1 have come to be after the analysis procedures have been addressed.

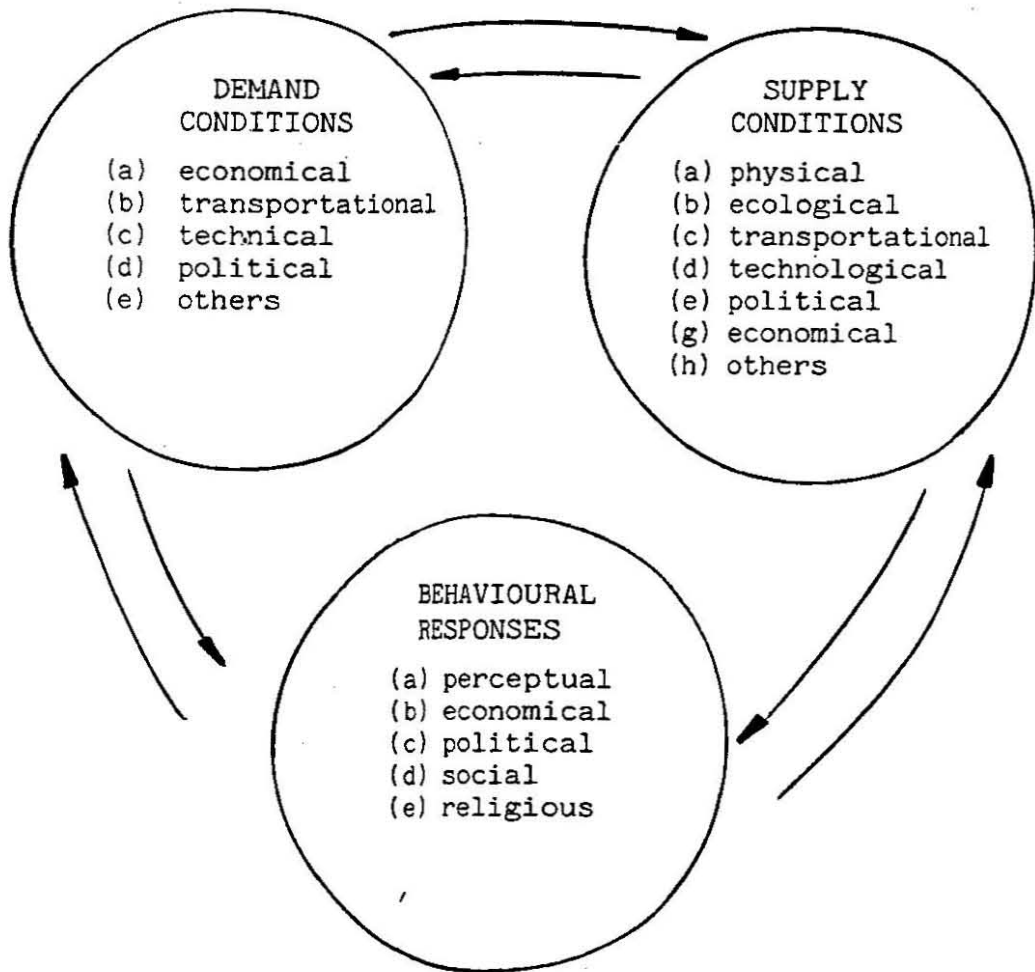
4.6 HYPOTHESES

This study, as it was often reiterated, seeks merely to evaluate tourist resources mostly favoured by potential African tourists, the hypotheses formulated in paragraph 1.3.3 were included as a matter of fact. The hypotheses are now reviewed:

- (i) 'It is hypothesized that the higher the socio-economic status of respondents, the more will be the tourist potentiality among Africans. This hypothesis is accepted in full.

The study revealed that among the respondents interviewed, those who own private vehicles (38 percent) are the most potential tourists. Car-ownership is used as a measure to indicate a higher socio-economic status.

FIGURE 4.5 : FACTORS GOVERNING DEMAND-SUPPLY CONDITIONS
FOR TOURIST ATTRACTIONS



(Source: Hodder & Lee, 1974)

- (ii) It is hypothesized that Africans, provided with necessary tourist facilities and education, will utilize the tourist resources to the fullest without harming the ecological balance. The specific contentions of this hypothesis are accepted in general. This is so despite the fact that no specific ecological analysis has been undertaken in chapter 3.

The results of this study shows that Africans do not participate fully in tourist pursuits. The main reasons for their inactiveness being the lack of necessary facilities like transport, finance, administrative restriction, and knowledge about some tourist resources.

- (iii) It is hypothesized that Africans need knowledge of tourist attractions and some motivation to utilize tourist resources reasonably. This hypothesis is accepted.

Awareness programmes about tourist resources are needed to promote meaningful utilization of tourist resources, since the study has revealed ignorance of Africans of some tourist resources.

The above hypotheses have been duly tested in this study. The tests reveal that Africans aspire to engage themselves in tourist pursuits, but due to the lack of tourist facilities, are unable to realise their full tourist potential. Of immediate importance revealed by the tests is that Africans should be educated about tourist resources. The implication drawn from the results of the tests is that necessary tourist facilities and awareness programmes are needed to promote meaningful utilization of tourist resources.

4.7 CONCLUSION

In concluding this chapter, the evaluation and interpretation of African tourist potentiality can be summarized by referring to Figure 4.4 whereby it is emphasized that Africans do not utilize the resources situated at reasonable distances from them.

Despite the fact that some constraints like transport, socio-economic status, statutory restrictions and the like, are the main stumbling blocks; Africans themselves lack intrinsic interest and motivation on their part. Necessary motivational policies are needed to boost their participation in the tourist scene. When one visits the tourist or recreation areas, one is appalled by small numbers of Africans touring such spots as against large numbers of Whites.

It is the aim of the next chapter to put forward some recommendations and possible policies that can be followed to boost the low interest of recreational resource utilization among Africans.

CHAPTER 5

FINAL CONSIDERATIONS

5.1 INTRODUCTION

The main object of this research project, as stated at the beginning of the study, was to evaluate the tourist potential for Africans in the Empangeni-Richards Bay Complex. The study was completed with a full list of tourist resources (Table 3.8) within the area and a definition of their individual and compounded tourist values.

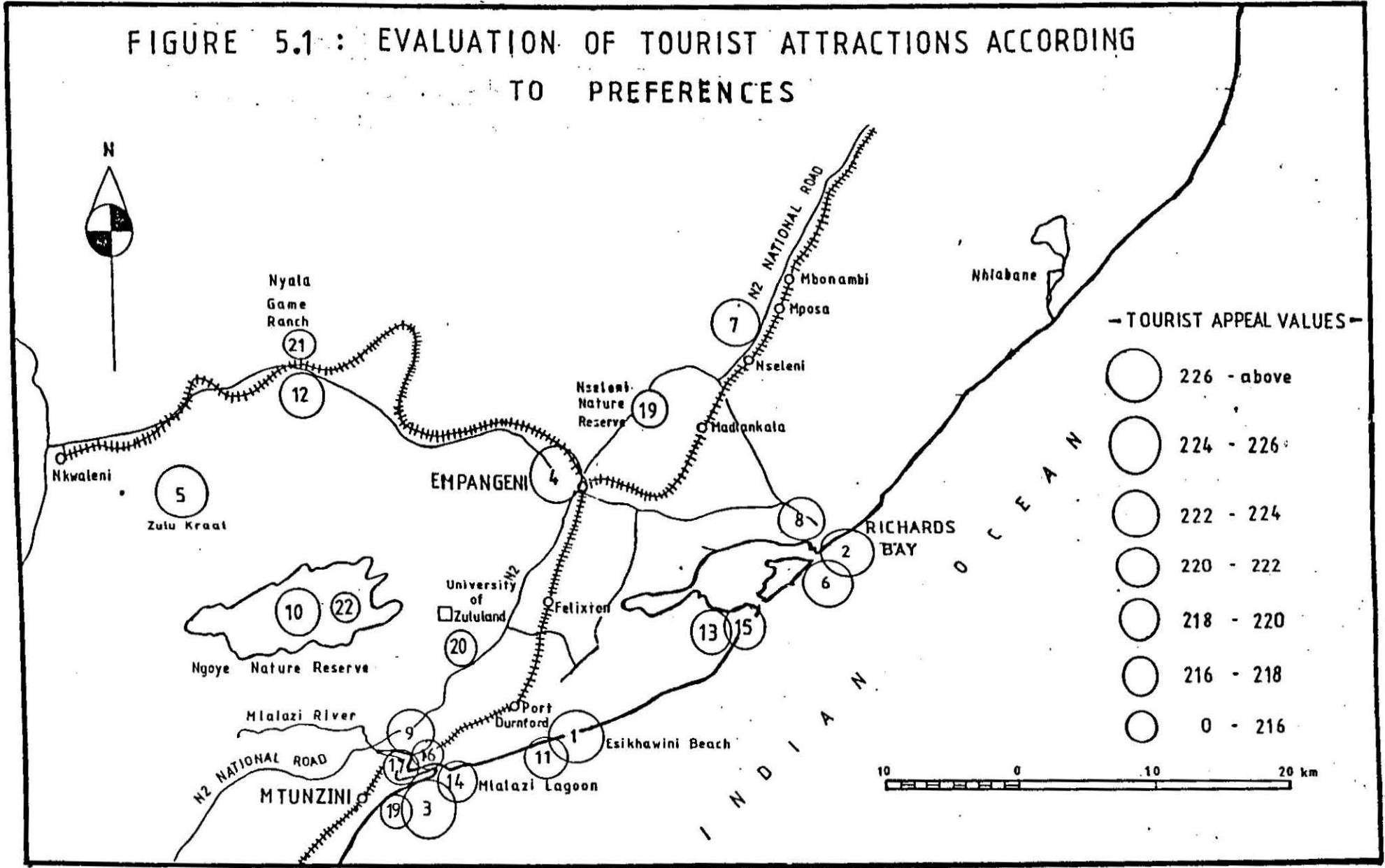
As a result, the most important tourist assets in the area, as defined by Africans, have been identified, classified and evaluated. Also, the geographical patterns of all the resources have been identified by establishing areas with the most defined tourist potential (see Table 3.8). The series of data, therefore, represent the conclusion of the whole operation.

At this stage, however, the researcher would like to add some personal considerations that have developed through his working on this project. These considerations summarise the most indicative results of the whole complex operation and outline suggestions and recommendations derived from a comprehensive interpretation of the data. They are presented here mainly as a contribution toward formulation of a policy of tourist development.

5.2 FIRST CONSIDERATION : PHYSICAL DEVELOPMENT

The most remarkable discovery in the study is that Africans are willing to utilize or visit the tourist resources. There is no doubt about the clear predominance of tourist interest and preferences. Using the data found in Table 3.6 (Coefficients of Tourist Demand) the researcher was able to evaluate the tourist attractions according to the preferences of the respondents. Figure 5.1 represents the map depicting the preferences

FIGURE 5.1 : EVALUATION OF TOURIST ATTRACTIONS ACCORDING TO PREFERENCES



Source: Trigonometrical Survey Office (1973)

- 61 -

or appeal values. The number in the ring stands for the appeal order of merit for each attraction.

From the study it was discovered that the natural assets of the area, its nature reserves, its game parks, its scenic landscapes, plus its coastline and sea, appear to offer a more secure basis for tourist expansion. Game parks appear to attract more people (92 percent of respondents), therefore, a well-managed game park or nature reserve will feature well for tourist development.

It was also noted that attractions representing African life, for example the "Zulu Kraal" seem to be most appreciable even to the Africans themselves. It is advisable, therefore, to improve on local traditions by establishing and developing historical sites like, for example, building a monument at Esikhawini - "esikhaleni seNkosi" (at the passage of the King) on the spot where King Cetshwayo made an exist. A number of monuments could be established and developed in the study area which is endowed with rich historical and traditional heritage. It is commendable that the KwaZulu Government has established the KwaZulu Tourist and Monument Committee to look at this matter. Ferrario (1981:86) vividly stresses on the importance of traditional tourist development as follows:

'The authenticity and the vitality of historic traditions, local arts, and other cultural aspects are all assets that improve and enhance the tourist offer. They should be protected, encouraged, and intelligently utilized through a plan of local tourist development.'

The present success of "Zulu Kraal" at Nkwaleni Valley can be regarded as an example to be emulated by other White or Black individuals or groups to establish such "kraal" in various areas of the Complex.

The shopping centres in towns, as we have seen in the previous chapters, represent the most frequently visited tourist resources. Again, one should refer to the "Agglomeration Principle." In order to develop a successful shopping centre, it is not enough to bring a sufficiently large number of different shops together. It requires the presence of a leading "anchor" store, with sufficient drive and potential to ensure a basic flow of customers (Ferrario, 1981).

Beaches and the sea also featured very well in this study. Infrastructural development of beaches used by Africans has received very little or no attention from the tourist planning and management bodies. Blacks should be consulted when development plans for tourist resources are undertaken.

To conclude this paragraph, the suggested tourist theme "Nature + African life + nature + shopping centres + beaches" points out by itself quite clearly that type of policy and development that are required. Let us look at the human development for the African future tourists.

5.3 SECOND CONSIDERATION : HUMAN DEVELOPMENT

Since tourism involves travelling and expenses, it is therefore far beyond reach of the poor African potential tourists, less so to more affluent African people. To the poor African, travelling means going on foot, or in a crowded bus, to the next village or town. In many cases they travel to attend a wedding, a funeral, or some religious festival, but rarely is travelling undertaken for pleasure. Equally important is the fact that some tourist attractions like the Esikhawini beach lacks recreational infrastructure like hotel amenities, electrification, drainage facilities, security, refreshments and food. This problem can be resolved by establishing tourism authorities and tourist agencies to attempt to take over direct planning and management of all infrastructure, social services, investments in tourism superstructures, preservation of cultural heritage,

and development of artistic creation necessary to tourism development.

The following are general recommendations necessary to increase the demand for tourism among potential Black tourists:

- (a) Potential tourists should be presented with adequate information with regard to tourist attractions and how they can be used.
- (b) National tourist offices should give incentives to tour operators and travel agencies to distribute such material to potential tourists.
- (c) Appropriate training courses on tourism should be given to taxi and bus operators and related transportation agencies.
- (d) The local population should be assisted with the tourist contact by educational programmes in schools and through the media, designed to strengthen appreciation of the accessible attractions.
- (e) Local tourist officials, entrepreneurs, hotel managers, shop owners should be assisted with the tourist contact by training. In addition, recognition should be given to the social usefulness of the functions performed by employees in the tourism sector.
- (f) Sufficient educational background to tourism could be undertaken with the assistance of a local university, parks boards, international agencies and town planners.
- (g) Activities such as environmental festivals of art, cultural exhibitions, historical activities of an African type could form "modules" for tour packages.

- (h) The government should render accessible to everyone the country's cultural and natural physical resources either in situ or in well-conceived places and areas, for example museums.
- (i) Deregulation of laws restricting movement, utilization and ownership of tourist recreational resources and facilities must be encouraged.

5.4 FINAL CONSIDERATION

In this study tourist traffic tends to follow the patterns of road traffic. The main artery being the N2 National Road from Durban to Swaziland. Taking into consideration, transport facilities such as organized bus tours, could be successfully organized to cater for less-fortunate African tourists whose accessibility to attractions is remarkably restricted by transport, economic and other means.

The study area provides all the ingredients to become a major tourist attraction not only for Africans but for all population groups. It has natural assets, including its climate, beaches, natural beauty and historical association.

Hotel facilities could be developed in urban areas. An easy way to provide accommodation for African tourists is to allow top-class hotels in the study area to be open for all. Training of Black hotel staff and tour operators would be vital for motivation of Black tourists in particular. In short, tourist planners should embark on an extended project of accommodating Blacks into the tourist industry.

The South African Board executive director, Spencer Thomas, said in 1987 Fedhasa Congress that the Black market segment was lucrative, involving mainly middle - to upper-class Blacks, and offered rich rewards for those who ventured into it. ("The Natal Mercury," 25 May 1987).

In recent decades it has become essential for tourist or recreation planners to base their plans on user preference psychology and patterns to use levels. In this study user preferences show that African tourist prefer inter alia historical or cultural attractions such as "Zulu Kraal at Enkwaleni" (88 percent), "Shopping and Strolling at Empangeni and Richards Bay town centres" (78 percent), bathing at Esikhawini beach (84 percent), and Richards Bay (84 percent), and visiting game reserves (92 percent). The development of these attractions and improvement of means to reach these spots need not be overemphasised.

5.6 CONCLUSION

A project of African tourist potential development, as it was observed in the foregoing chapters, cannot be confined to the responsibility of a single agency, organization or individual. Various facets of the local, provincial, national and international tourist industries as well as authorities and public bodies directly or indirectly connected with tourism and its development, will have to be urged to co-operate in the establishment, development and maintenance of such a tourist base.

The implications for theoretical contribution of this study to the general theory on tourism have been tabulated in paragraph 4.6. Nevertheless one can briefly reiterate that the study reveals that the Africans aspire to engage themselves in tourist pursuits, but due to the lack of tourist facilities are unable to realise their full tourist potentiality. Of immediate importance is that general initiation of Africans in the tourist scene should be undertaken by all tourist bodies concerned. Such tourist promotional programmes are essential to promote meaningful utilization of tourist resources by Africans.

This study, therefore, poses as a proposal for the utilization of African tourist potential at the Empangeni-Richards Bay Complex and it is an ambitious plan to harness the tourism potential of the area in order to change it to be a "Tourist Mecca" for the entire Natal region.

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APPENDIX A

INVENTORY OF TOURIST RESOURCES

APPENDIX A

INVENTORY OF TOURIST RESOURCES

The following table gives the list of 32 main attractions available in the Empangeni-Richards Bay Complex. In this list each attraction is preceded by its individual code number.

For each attraction the various criteria are shown and the relevant response in percentage under each criterion. For example, respondents were requested in Question 3 (Q03): How long in the year can the "Zulu Kraal at Nkwaleni" be enjoyed? The recorded responses are as follows: 78% - A (all the year round); 10% - B (less than 6 months); 10% - C (less than 3 months); and D - 2% (less than 1 month).

It should be noted that the researcher relied on the response given by the respondents. Some limitations, however, did occur for those respondents who had never visited or enjoyed a particular attraction.

The use of the computer has facilitated the calculation of this mass of data. The calculation of the two coefficients, namely the coefficient of tourist supply and the coefficient of tourist demand were based on this data displayed in the inventory.

APPENDIX A : INVENTORY OF TOURIST RESOURCES

ATTRACTION	SEASONALITY LENGTH				PERIOD				ACCESSIBILITY				ADMITTANCE			INTEREST			FRAGILITY			POPULARITY									
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	A	B	C	A	B	C	A	B	C							
01 Empangeni to Melmoth - scenic drive	Q1	23	14	16	47	Q2	03	40	35	22	Q3	60	26	09	05	Q4	69	18	13	Q5	08	48	44	Q6	44	34	22	Q7	25	52	23
02 Empangeni to Mtubatuba - scenic drive	Q8	40	10	12	21	Q9	10	29	48	13	Q10	71	17	06	06	Q11	73	21	06	Q12	15	49	36	Q13	35	46	19	Q14	14	76	10
03 Zulu Kraal at Nkwaland	Q15	78	10	10	02	Q16	11	41	35	13	Q17	35	56	05	04	Q18	56	39	05	Q19	39	49	12	Q20	25	56	19	Q21	38	30	32
04 Nyala Game Ranch - game view ride	Q22	49	08	26	17	Q23	09	10	67	14	Q24	17	48	21	14	Q25	71	08	21	Q26	39	51	10	Q27	12	67	21	Q28	17	56	27
05 Umfolozi game reserve - game view ride	Q29	46	13	19	22	Q30	16	16	56	12	Q31	25	45	13	17	Q32	69	18	13	Q33	44	48	08	Q34	13	61	26	Q35	46	40	14
06 Umfolozi game reserve - game watching	Q36	36	22	26	16	Q37	13	13	71	03	Q38	27	42	22	09	Q39	65	18	17	Q40	40	54	06	Q41	09	68	23	Q42	35	59	06
07 Umfolozi game reserve - scenic countryside	Q43	22	30	26	22	Q44	04	17	71	08	Q45	12	62	17	09	Q46	77	18	05	Q47	40	54	06	Q48	17	69	14	Q49	43	35	22
08 Hluhluwe game reserve game watching	Q50	27	15	35	23	Q51	03	06	75	16	Q52	08	58	31	03	Q53	61	27	12	Q54	36	50	14	Q55	17	54	29	Q56	30	52	18
09 Hluhluwe game reserve - game view ride	Q57	41	09	34	16	Q58	10	14	72	04	Q59	08	63	29	00	Q60	64	31	05	Q61	36	56	08	Q62	16	62	22	Q63	30	56	14
10 St Lucia Aquatic birdlife	Q64	41	06	21	32	Q65	10	22	54	14	Q66	49	31	14	06	Q67	78	14	08	Q68	27	65	08	Q69	21	53	26	Q70	13	65	22
11 St Lucia Park - watching hippos	Q71	39	13	29	19	Q72	04	14	79	03	Q73	30	44	18	08	Q74	59	32	09	Q75	57	38	05	Q76	05	65	30	Q77	19	60	21
12 St Lucia - scenic launch trips estuary	Q78	48	10	25	17	Q79	04	12	67	17	Q80	43	35	19	03	Q81	73	17	10	Q82	30	63	17	Q83	10	69	21	Q84	14	64	22
13 Enseleni Nature Reserve - birdlife	Q85	39	06	29	26	Q86	10	12	62	16	Q87	50	30	12	08	Q88	88	09	03	Q89	17	60	23	Q90	09	62	29	Q91	12	53	26
14 St Lucia beach/lagoon - bathing	Q92	29	25	21	25	Q93	02	13	77	08	Q94	51	30	13	06	Q95	81	13	06	Q96	38	45	17	Q97	13	35	52	Q98	50	44	06
15 Empangeni town centre - shopping & strolling	Q99	77	10	03	10	Q100	03	05	82	10	Q101	78	09	10	03	Q102	86	06	08	Q103	21	57	22	Q104	14	29	57	Q105	61	35	04
16 Richards Bay town centre - shopping & strolling	Q106	68	23	05	04	Q107	03	06	81	10	Q108	88	12	00	00	Q109	88	06	06	Q110	19	55	26	Q111	16	23	61	Q112	42	49	09
17 St Lucia lagoon - scenic tropical vegetation	Q113	30	13	51	08	Q114	03	23	66	08	Q115	55	38	04	03	Q116	83	08	09	Q117	11	36	53	Q118	22	61	17	Q119	18	60	22
18 Empangeni to Gingindlovu - scenic drive	Q120	51	10	09	30	Q121	00	38	49	13	Q122	61	34	05	00	Q123	85	01	14	Q124	03	53	44	Q125	21	48	31	Q126	14	51	35
19 Richards Bay beach - water sport	Q127	35	13	31	21	Q128	01	21	67	12	Q129	63	27	10	00	Q130	70	25	05	Q131	27	51	22	Q132	18	61	21	Q133	35	42	23
20 Richards Bay beach - bathing	Q134	27	18	55	00	Q135	02	05	80	13	Q136	59	36	05	00	Q137	60	27	13	Q138	32	56	12	Q139	18	66	16	Q140	43	41	16
21 Richards Bay game reserve - game watching	Q141	29	18	29	24	Q142	05	19	60	16	Q143	48	42	06	04	Q144	58	36	06	Q145	27	65	08	Q146	12	52	36	Q147	17	51	32
22 Richards Bay - bird watching	Q148	13	26	21	40	Q149	04	22	61	13	Q150	51	31	13	05	Q151	64	31	05	Q152	14	70	16	Q153	12	67	21	Q154	19	52	29
23 Port Dunford or Esikhawini beach - bathing	Q155	40	23	32	05	Q156	01	11	80	08	Q157	53	27	14	06	Q158	83	14	03	Q159	36	50	14	Q160	19	65	16	Q161	42	48	10
24 Port Dunford or Esikhawini beach - tropical veg.	Q162	22	23	52	03	Q163	00	17	80	13	Q164	42	29	21	08	Q165	78	16	06	Q166	16	62	22	Q167	13	64	23	Q168	22	49	29
25 Mtunzini Umlalazi lagoon - water sport	Q169	49	16	04	31	Q170	04	17	58	21	Q171	31	54	12	03	Q172	70	27	03	Q173	19	55	26	Q174	06	65	29	Q175	17	38	45
26 Mtunzini Umlalazi lagoon - scenic tropical veg.	Q176	17	22	43	18	Q177	01	22	64	13	Q178	27	52	17	04	Q179	70	22	08	Q180	14	64	22	Q181	16	70	14	Q182	14	50	36
27 Umlalazi nature reserve - birdlife	Q183	29	16	25	30	Q184	00	22	70	08	Q185	22	56	19	03	Q186	62	29	09	Q187	14	70	16	Q188	25	67	08	Q189	12	40	48
28 Mtunzini beach - bathing	Q190	32	14	41	13	Q191	00	17	75	08	Q192	44	39	13	04	Q193	68	27	05	Q194	35	53	12	Q195	17	57	26	Q196	48	23	29
29 Mtunzini beach - water sport	Q197	39	23	19	19	Q198	05	12	64	19	Q199	36	47	14	03	Q200	62	30	08	Q201	12	69	19	Q202	16	54	30	Q203	22	47	31
30 Umlalazi River Valley Resort	Q204	40	10	18	32	Q199	00	22	60	18	Q206	33	41	20	06	Q207	73	22	05	Q208	16	52	32	Q209	32	60	08	Q210	14	50	36
31 Ngoye game reserve - game and bird watching	Q211	20	27	38	15	Q212	06	16	68	10	Q213	22	51	17	10	Q214	61	34	05	Q215	10	73	17	Q216	14	72	14	Q217	16	70	14
32 Ngoye game reserve - scenic drive	Q218	43	14	14	29	Q219	00	24	68	08	Q220	29	40	26	05	Q221	75	16	09	Q222	05	59	36	Q223	13	53	34	Q224	13	36	51

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APPENDIX B

QUESTIONNAIRE

APPENDIX B : QUESTIONNAIRE

AN EVALUATION OF AFRICAN TOURIST POTENTIAL IN THE EMPANGENI

RICHARDS BAY COMPLEX

QUESTIONNAIRE

This survey aims at evaluating the African tourists potential of Empangeni-Richards Bay complex. The questionnaire has been specially devised to be simple and clear and to require as little of your time as possible. No exact data are required, only indicative evaluations based on your expertise.

A. THE SURVEY OF LOCAL ATTRACTIONS

As an expert in your area you are asked to check a prepared list of tourist attractions with which you are familiar:

- . Indicate the characteristics of each item simply by ringing the appropriate letters in the six columns on the right.
- . Try to give an answer for all the attractions in the list.
- . Add other attractions which you think have been omitted and yet there are very important.

For all the attractions listed please ring the appropriate letters according to the following scheme:

1. SEASONALITY - LENGTH: How long in the year can each of these attractions usually be enjoyed?

- A - All the year
- B - Less than 6 months
- C - Less than 3 months
- D - Less than 1 month

PERIOD: What is their best tourist season?

- 1 - Winter
- 2 - Spring
- 3 - Summer
- 4 - Autumn

2. ACCESSIBILITY: Could you indicate the degree of physical accessibility from where you stay?

- A - Excellent (mostly tarred roads or any public transport).
- B - Adequate (mostly good gravel roads).
- C - Limited (mostly bad roads or easy walk).
- D - Difficult (mostly hard or long walk).

3. ADMITTANCE: Is any permit necessary to visit these attractions or any fees to be paid?

- A - No permit necessary or free entry.
- B - Permit obtainable locally or small entry fee.
- C - Advance or written application necessary.

4. INTEREST: How do you frankly rank the degree of interest of these attractions in comparison with others of the same kind in Natal or South Africa?

- A - Among the best attractions
- B - Adequate tourist interest
- C - Limited or no tourist appeal.

5. FRAGILITY: Do you think that the present number of tourists visiting these attractions or using them could be increased without damaging their natural characteristics or spoiling their cultural values?

- A - No expansion advisable
- B - Controlled increase possible
- C - Large increase potential

6. POPULARITY: What degree of population has this attraction already attained in both local and national market?

- A - Very popular
- B - Only relatively popular
- C - Virtually unknown

ATTRACTION	SEASONALITY LENGTH	PERIOD	ACCESSIBILITY	ADMITTANCE	INTEREST	FRAGILITY	POPULARITY
Empangeni to Melmoth - scenic drive	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Empangeni to Mtubatuba - scenic drive	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Zulu Kraal at Nkwaleni	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Nyala Game Ranch - game view ride	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Umfolozi game reserve - game view ride	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Umfolozi game reserve - game watching	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Umfolozi game reserve - scenic countryside	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Hluhluwe game reserve - game watching	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Hluhluwe game reserve - game view ride	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
St Lucia aquatic birdlife	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
St Lucia Park - watching hippos and other wild life	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
St Lucia - scenic launch trips estuary (Lower Lake)	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Enseleni Nature Reserve - birdlife	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
St Lucia beach/lagoon - bathing	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Empangeni town centre - shopping and strolling	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Richards Bay town centre - shopping and strolling	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
St Lucia lagoon - scenic tropical vegetation	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Empangeni to Gingindlovu - scenic drive	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Richards Bay beach - water sport	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Richards Bay beach - bathing	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Richards Bay game reserve - game watching	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Richards Bay - birdwatching	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Port Dunford or Esikhawini beach - bathing	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Port Dunford or Esikhawini beach - tropical vegetation	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Mtunzini Umlalazi lagoon - water sport	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Mtunzini Umlalazi lagoon - scenic tropical vegetation	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Umlalazi nature reserve - birdlife	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Mtunzini beach - bathing	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Mtunzini beach - water sport	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Umlalazi River Valley Resort	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Ngoye game reserve - game and bird watching	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C
Ngoye game reserve - scenic drive	A B C D	1 2 3 4	A B C D	A B C	A B C	A B C	A B C

B. THE SURVEY OF TOURIST REFERENCES

We need only 4 minutes of your time for survey of tourist interests and preferences. The survey aims at evaluating the African tourist potential of Empangeni-Richards Bay complex. Simply tick only those attractions which appeal to you most.

1. SEA SPORT:	surfing, skindiving, coastal angling, sailing, deep sea fishing	
2. HISTORICAL LANDMARK:	battlefields, prehistoric sites, historic landmark	
3. THE SCENERY AND NATURAL LANDSCAPES:	scenic drives	
4. WILD LIFE:	wild animals and birds in reserves and national parks	
5. LOCAL TRADITIONS:	visiting typical ethnic districts and villages	
6. ANIMAL SHOWS:	Zululand Agric. Show animal farms, R/Bay animal show	
7. CASINO:	the excitement of a short visit to a casino	
8. AFRICAN LIFE:	tribal customs and folklore, traditional handicrafts	
9. INLAND WATER SPORT:	swimming, boating, waterskiing at local water bodies	
10. STEAM TRAIN TRAVEL:	historic sugar mill, railway facilities	
11. MUSEUM AND PARKS:	visiting places of cultural or aesthetic interest	
12. SPECTATOR SPORTS:	major sporting and racing events	
13. SUN AND BEACHES:	sunbathing on open beaches, at rock pools	
14. HUNTING SPORTS:	game-hunting and fowling	
15. TECHNOLOGY AND PROGRESS:	technological achievements, local development specialized farming	
16. WILDERNESS SPORTS:	backpacking, hiking, horse riding, bridle paths	

17. SHOWS AND ENTERTAINMENT: theatres, shows, night clubs	
18. OPEN AIR ACTIVITIES: picnicking, camping, caravanning, visiting resort	
19. SPORT FACILITIES: trying new golf-course, swimming pools, other sporting amenities	
20. LOCAL SIGHTSEEING: shopping and stroll in town centres	

C. PERSONAL PARTICULARS

1. Age -----
2. Sex -----
3. Standard of education -----
4. Place of birth -----
5. Means of transport -----
6. Income per month -----

THANKS SO MUCH!

APPENDIX C

INDEX OF TOURIST POTENTIAL

APPENDIX C : THE INDEX OF TOURIST POTENTIAL

To compute this final index, called the index of tourist potential, use was made of Ferrario's (1981) method. The two coefficients, the coefficient of tourist supply and the coefficient of tourist demand, were multiplied by each other, "as the presence of one enhances and emphasizes the importance of the other" (Ferrario, 1981:227). The product was divided by 100, the value of the common base. Then, the square root of the result was derived, in order to achieve a final number of a manageable size. Because the next step involved the weighting of the result at power level, it was convenient that the number to be thus manipulated was kept on a 1 - to - 10 base, to avoid results of unmanageable size (Ferrario, 1981).

Taking the square root was more advisable than dividing the value by 10, in order to avoid the over-depressing effect of another division (Ferrario, 1981).

The resulting formula was therefore:

$$T = \sqrt{\frac{A \times B}{100}}$$

where T = index of tourist potential
A = coefficient of tourist supply
B = coefficient of tourist demand

For further detail on the derivation of this "measurement" the reader is referred to the elaborate and comprehensive explanation by Ferrario (1981:227-231).

APPENDIX C : INDEX OF TOURIST POTENTIAL

A T T R A C T I O N	COEFFICIENT OF TOURIST SUPPLY A	COEFFICIENT OF TOURIST DEMAND B	INDEX OF TOURIST POTENTIAL
			$T = \sqrt{\frac{A \times B}{100}}$
01 Empangeni to Nelmoth - scenic drive	259,33	211,00	233,92
02 Empangeni to Mtubatuba - scenic drive	280,33	216,50	246,36
03 Zulu Kraal at Mkweleni	312,00	222,50	263,48
04 Nyala Game Ranch - game view ride	257,00	197,25	225,15
05 Umfolozi game reserve - game view ride	279,00	220,25	247,89
06 Umfolozi game reserve - game watching	267,00	217,50	240,98
07 Umfolozi game reserve - scenic countryside	248,67	232,50	240,45
08 Hluhluwe game reserve - game watching	237,67	217,75	227,49
09 Hluhluwe game reserve - game view ride	256,67	224,25	239,91
10 St Lucia Aquatic birdlife	269,00	218,75	242,58
11 St Lucia Park - watching hippos	287,67	218,75	250,85
12 St Lucia - scenic launch trips estuary	270,00	219,25	243,31
13 Enseleni Nature Reserve - birdlife	265,33	206,75	234,22
14 St Lucia beach / lagoon - bathing	277,33	225,25	249,94
15 Empangeni town centre - shopping & strolling	305,67	222,75	260,94
16 Richards Bay town centre - shopping & strolling	315,00	215,75	260,69
17 St Lucia lagoon - scenic tropical vegetation	278,33	208,28	240,77
18 Empangeni to Gingindlovu - scenic drive	287,67	199,75	239,71
19 Richards Bay beach - water sport	218,33	219,75	248,64
20 Richards Bay beach - bathing	274,00	224,00	247,74
21 Richards Bay game reserve - game watching	266,33	208,00	235,36
22 Richards Bay - bird watching	252,33	209,50	229,92
23 Fort Durnford or Esikhawini beach - bathing	276,67	224,25	254,58
24 Fort Durnford or Esikhawini beach - tropical veg.	264,33	212,25	236,86
25 Mtunzini Umlalazi lagoon - water sport	266,67	202,25	232,24
26 Mtunzini Umlalazi lagoon - scenic tropical veg.	250,33	208,50	228,46
27 Umlalazi nature reserve - birdlife	251,67	208,00	228,80
28 Mtunzini beach - bathing	265,67	224,00	243,95
29 Mtunzini beach - water sport	269,33	206,00	235,55
30 Umlalazi River Valley Resort	254,33	213,50	233,02
31 Ngoye game reserve - game and bird watching	251,67	212,75	231,39
32 Ngoye game reserve - scenic drive	260,00	194,00	224,59

THE END