



UNIVERSITY OF ZULULAND

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For the degree of
Masters in the field of Recreation and Tourism with the title:**

**Analysing Tourism Routes for Local Economic Development in Zululand District
KwaZulu-Natal**

FACULTY OF ARTS

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Candidate's Declaration

I acknowledge that I have read and understood the University's policies and rules applicable to postgraduate research, and I certify that I have, to the best of my knowledge and belief, complied with their requirements.

I declare that this dissertation, save for the supervisory guidance received, is the product of my own work and effort. I have, to the best of my knowledge and belief, acknowledged all sources of information in line with normal academic conventions. I further certify that the research is original, and that the material to be submitted for examination has not been submitted, either in whole or in part, for a degree at this or any other university.

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I am satisfied that I have given the candidate the necessary supervision in respect of this research project and that it meets the University's requirements in respect of a postgraduate research project

I have read and approved the final version of this dissertation and it is submitted with my consent.

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DEDICATION

I wish to dedicate this work to both my late parents Fikile and Sipho Ntenga, for inspiring me to complete this project. This is as an honour to them as they always encouraged and supported me since I was a young child to take education seriously.

ABSTRACT

In the history of tourism and economic development, tourism routes have been considered a key instrument in addressing problems of social and economic growth. Although a considerable amount of research has been carried out on tourism and its socio-economic impacts, to date, there is little agreement on the extent tourism routes impact on social and economic development in rural settings. Drawing on the case study of Zululand District, this study examines the impact of tourism routes in enhancing local economic development in the rural areas. It also assesses the level of awareness of local communities on the benefits of tourism routes. A qualitative approach was used in this study. Data for this study were collected using a combination of semi-structured interviews and documentary analysis as a data collection tool. Semi-structured interviews were conducted after a non-probabilistic sampling technique was applied to select individuals (n = 20) who are directly involved in the tourism development within the study area as well as in the relevant departments. In keeping with results from previous studies, findings from this study revealed that tourism plays a critical role in the economic and human development of persons who fall within the vicinity of any given tourism route.

Keywords: tourism routes, local economic development, rural areas, Zululand district municipality.

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ACRONYMS AND ABBREVIATIONS

B&B	Bed and Breakfast
DFID	Department for International Development
DTEA	Department of Tourism and Environmental Affairs
ECI Africa	Environmental Conservation in Africa
EDTEA	Economic Development Tourism and Environmental Affairs
EU	European Union
GDP	Gross Domestic Product
GIS	Geographical Information Science
HSRC	Human Science Research Council
IDP	Integrated Development Plan
KZN	KwaZulu-Natal
LED	Local Economic Development
MDB	Municipal Demarcation Board
MEC	Member of Executive
NPO's	Non - Profit Organizations
NRTD	National Rural Tourism Development
OECD	Organization for Economic Corporative Development
PPT	Pro - Poor -Tourism
RDP	Reconstruction and Development Programme
RSA	Republic of South Africa
SADEC	South African Democratic Countries
SANPARKS	South African National Parks
SMME's	Small Medium and Micro Enterprises
ST-EP	Sustainable Tourism – Eliminating Poverty
TKZN	Tourism KwaZulu-Natal
UDM	Umzinyathi District Municipality
ZBR	Zululand Birding Route
ZDM	Zululand District Municipality

CHAPTER 1

ORIENTATION TO THE STUDY

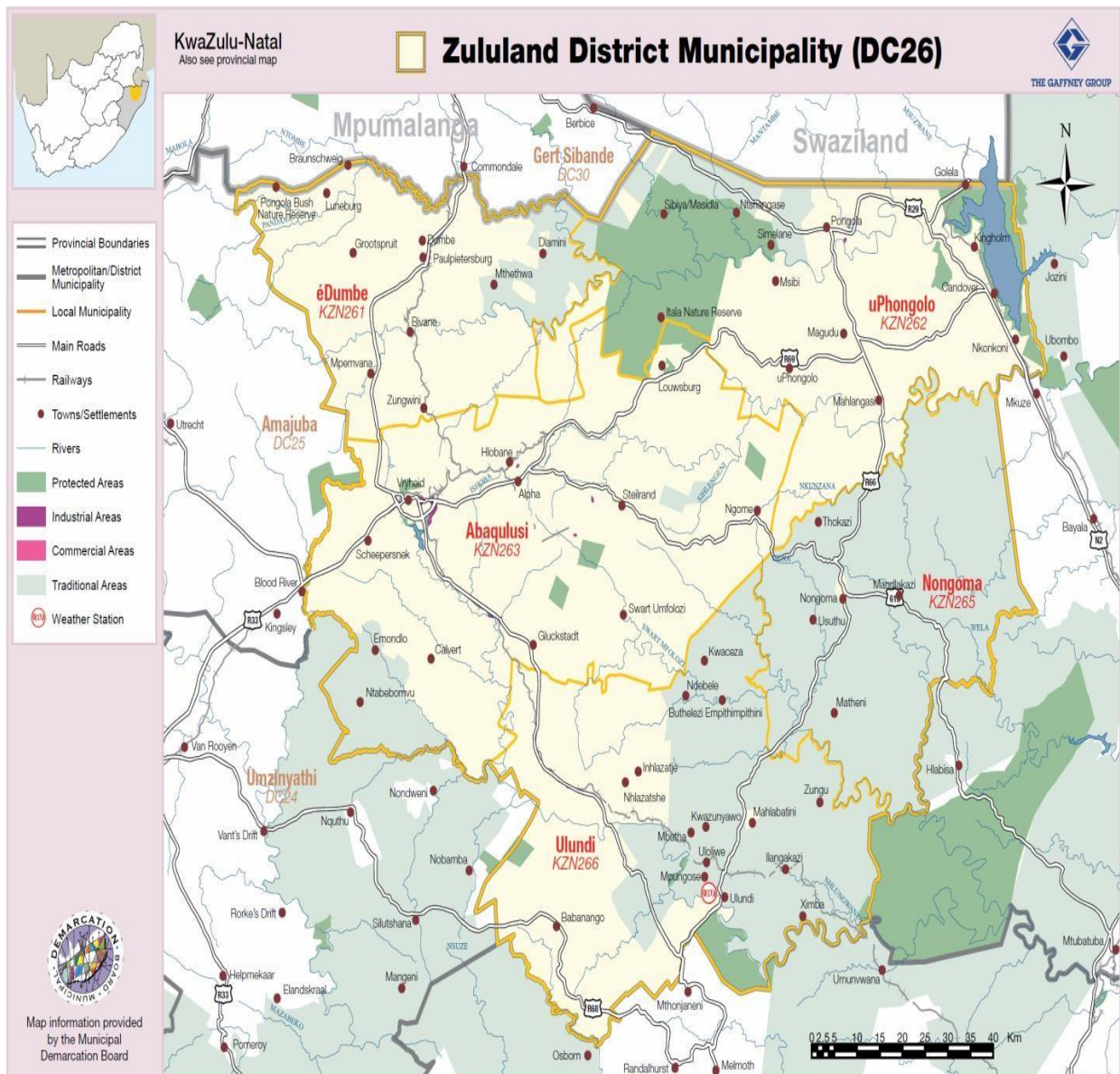
1.1 Introduction

A majority of authors are in agreement that tourism is key to local economic development. Tourism is used to generate foreign currency and, in that way increases the volume of employment. It is also essential in attracting capital for the development and promotion of economic independence (Afrodita 2012; Choi and Sirakaya 2005). Hence, the study seeks to analyse the impact of tourism routes in enhancing local economic development opportunities in the study area. In doing so, I have Identified the three major tourism routes in the Zululand district which contributes in the stimulation of local economic development opportunities. The Zululand District in its growth and development framework, prioritised tourism as a key sector in the development of the district economy Integrated Development Plan (IDP) from the Municipality, W. R. D. roger (West Rand District Municipality, 2000). Thus, tourism routes have the ability to connect the rural-based tourist attractions to promote spatial economic development in the study area. This study examines the impact of tourism routes in enhancing local economic development in the rural areas. It also assesses the level of awareness of the local community on the benefits of tourism routes. A qualitative approach was used in this study. Data for this study were collected using a combination of semi-structured interviews and documentary analysis as a data collection tool. Semi-structured interviews were conducted after a non-probabilistic sampling technique was applied to select individuals (n = 20) who are directly involved in tourism development within the study area as well as the in relevant departments and the municipalities under the Zululand District. In keeping with results from previous studies, findings from this study revealed that tourism plays a critical role in the economic and human development of persons who fall within the vicinity of any given tourism route.

Tourism routes in the Zululand District have been developed through a partnership between local tourism product owners (the private sector) and the Zululand District Municipality together with its family of Local Municipalities through working together in a cluster of unique and interrelated attractions that are found in the district and other

nearby destinations which are then promoted under a particular theme. The research seeks to analyse the impact of the Zululand District tourism routes in enhancing local economic development in the rural areas within the district and also to assess the level of awareness of the local community on the benefits of tourism routes.

The Zululand District is one of the eleven districts in the province of KwaZulu-Natal in South Africa and it is one of the two most rural districts in the province. The Zululand District Map on figure 1.1 below shows where these tourism routes are found within the district.



Source: The Municipal Demarcation Board (2011).

Figure 1.1: Zululand District Map

1.2 Background of the Study

World over, tourism routes have emerged as a significant element for the promotion of tourism, especially in small towns and rural areas (Rogerson 2007). In terms of local economic development (LED) planning, the activity of route tourism is of special interest for it often involves developing cooperative planning arrangements and relationships taking place between different localities in order for them to collectively compete as tourism spaces (Reed 1999). In several parts of the world, the concept of trails or heritage routes has been used particularly in the context of promoting tourism in small towns (Briedenhann and Wickens 2004; Meyer-Cech 2005). According to Meyer (2004), routes seem to be a particularly good opportunity for the development of less mature areas with high cultural resources that appeal to special interest tourists who often not only stay longer but also spend more to pursue their particular interest.

It has been shown that if well-designed and imaginative, tourism routes can generate several positive advantages. In South Africa, considerable policy attention is currently focused upon the development of new tourism routes. However, as Rogerson (2007) argued, whilst this tourism route has extended the potential of tourism growth in the locality, its broader impacts upon surrounding communities have been limited because of the weakness of local government to address issues concerning tourism planning. The South African government has been perceived by many to have played a very minimal role in promoting route tourism.

Tourism routes should provide and ensure that there is both social and economic growth in the areas in which tourism activities are taking place. According to Rogerson (2007), tourism routes have appeared as a significant element for promotion of tourism, especially in small towns and rural areas. However, drawing inspiration from the White Paper on Tourism and Culture, it is expected that tourism routes must contribute to the development of the local communities through injecting revenue from all its activities. In this process, communities like rural areas are expected to be key beneficiaries from these tourism activities. According to Meyer (2004), routes seem to present a good opportunity for the development of less popular areas with high cultural resources that attracts special interest tourists who often not only stay longer, but also,

spend more to pursue their particular interest. Moreover, the role of tourism and tourism routes in economic development is of critical importance simply because it triggers economic growth, social development and creates employment of the local community members. Rogerson (2007) argues that in terms of local economic development (LED) planning, the activity of route tourism is of special interest for it often involves developing cooperative planning arrangements and relationships taking place between different localities in order for them to collectively compete as tourism spaces. Unfortunately, economic and social development in areas that fall under various tourism routes have not been impressive. Recent studies have revealed that tourism development in various areas has not produced the much anticipated positive results. According to Afrodita (2013), the success of tourism routes in improving local communities has been hampered by problems that relate to administration, funding, corruption and poor road networks. These challenges have led to the poor revenue generation and slow development of local communities.

Data from several studies suggest that tourism is a key aspect of local economic development (Rogerson, 2007). For instance, Afrodita (2013) with Choi and Sirakaya, (2005), revealed that tourism is used to generate foreign currency exchanges and, in that way,, increases the volume of employment and also attracts capital for the development and promotion of economic independence. In another study, Hottola (2005), argues that there is a direct relationship between economic development and tourism in the areas that fall within various tourism routes. The Zululand District in its growth and development strategy prioritised tourism as a key sector in the development of the district's economy. However, much of the research on the impacts of tourism on economic development up to now has been descriptive and broad in nature and fails to examine the impacts of tourism routes to economic development within a specific setting. Consequently, little is known about the impacts of tourism routes on economic development in the rural areas in South Africa and it is not clear what factors affect the effectiveness of tourism routes in bolstering economic development. Therefore, the current study tries to fill this particular knowledge gap.

Drawing on the Systems Theory of Lieper (1980), and the case study of Zululand District, this study sought to analyse the impact of the district's tourism routes in

enhancing local economic development in the rural areas within the region and also to assess the level of awareness of the local community on the benefits of tourism routes.

1.3 Statement of the problem

It has been shown that if well-designed and imaginative, tourism routes can generate several positive advantages than disadvantages in South Africa. Therefore, considerable policy attention is currently focused upon the development of new tourism routes. Rogerson (2007), argued that whilst this tourism route has extended the potential influence of tourism growth to the locality, its broader impacts upon surrounding communities are not maximised because of the weakness of local government to address issues concerning tourism-planning. The South African government has been viewed as being largely invisible in the arena of promoting route tourism. A majority of authors such as (Afrodita, 2013; Choi and Sirakaya, 2005), are in agreement that tourism is key to local economic development. Currently, tourism routes in the Zululand District have been developed through a partnership between local tourism product owners (the private sector), the Zululand District Municipality and its family of Local Municipalities. This has been achieved through working together in the clustering of unique and interrelated attractions that are found in the district and other nearby destinations. The three tourism routes in question, namely: The Zululand Heritage Route, The Zululand Birding Route and The Battlefield Route which are promoted under a particular theme to enhance local economic development opportunities. Ideally, tourism should be used to generate foreign currency exchanges and, in that way, increase the volume of employment to attract capital for the development and promotion of economic independence (Afrodita, 2013; Choi and Sirakaya, 2005).

However, despite acknowledgement of tourism's local significance, little financial commitment has been made by local authorities to promote route tourism in South Africa. In the Zululand District there is still little to non-contribution that is done by some of the local municipalities. Although this void left out by the government has been filled by voluntary private sector organisations such as Nottens, Mantis Collection at Umfolozi Big Five Game Reserve, and African Conservancy at Babanango Game Reserve, their efforts have not been enough. Most academics see tourism as one complex phenomenon. Other studies which examine the relationship between tourism

and development mainly focus on the impact of tourism development on the environment which supports its development. Although various authors have written extensively on route tourism in relation to Local Economic Development all over the world, studies done in South Africa have used documentary evidence (especially Rogerson 2007; Lourens, 2007). There is a need for more empirically based research that enables the researcher to augment literature on tourism routes in Zululand District which will examine the impact of tourism routes against “on the ground” realities of the local communities.

1.4 Significance of the study

This research study, therefore, investigates the impact of tourism routes which is a specific tourism segment in local economic development in the rural areas of KZN and in particular, Zululand District Municipality. This district has a huge potential for rural based tourism development, although there are some challenges that are common in most rural areas like; the lack of planning, lack of cooperation, poor infrastructure and the lack of general tourism awareness. The findings of this study will be expected to assist all local role players to improve participation for them to realise the benefits of tourism routes through the enhancement of local economic development opportunities in rural Zululand District.

1.5 Research Objectives

In the course of carrying out this research, the following objectives are formulated. These objectives are linked to the research topic and research questions of the study. The objectives of the proposed study will be the following:

- To assess the level of awareness of rural communities on the benefits of tourism routes.
- To evaluate the impact of tourism routes in the marketing of tourism in Zululand District.
- To establish participation mechanisms for local stakeholders in tourism routes.
- To determine the impact of tourism routes to local economic development.

1.6 Research Questions

The research questions are as follows:

Main Research Question

What is the impact of tourism routes in enhancing local economic development in the rural areas within the Zululand District?

Subsidiary Questions

- What is the perception of the benefits of tourism routes by the community?
- What is the impact of tourism routes in the marketing of tourism in Zululand District?
- What policy framework exists to encourage participation of local tourism role players in tourism routes?
- What is the impact of tourism routes to local economic development?

1.7 Brief research methodology

To answer the research questions listed above, this study is an exploratory study. It adopts a qualitative research design. Furthermore, the study also adopted a phenomenological research strategy. In this study a dual approach to data collection was used. The researcher used a combination of in-depth interviews and documentary analysis as a data collection tool. Open-ended questions were designed to obtain data from the targeted research respondents using an interview guide and an audio-visual recorder to capture data from the targeted respondents. More so, the researcher analysed secondary documents such as public and private documents to corroborate the evidence from interviews. Public documents (Government publications), Acts of Parliament, policy statements, census reports, and statistical bulletins, reports of commissions of inquiry, ministerial or departmental annual reports, and consultancy reports were also scrutinized. More so, purposive sampling was used to select the participants for the interviews. It was also used to select documents that were analysed. Data for this study was analysed using thematic analysis. In this case, the emerging themes were grouped and analysed according to their importance.

Chapter 1: Background of the study

Chapter one introduces the problem of the study. In other words, the layout of the entire study is discussed in this chapter. This includes the unpacking of the background of the study, objectives, research questions, delimitation of the study, definition of terms, the significance of the study and ethical consideration. The ethical principles such as

refraining from plagiarism that are provided for (in the University of Zululand Research Proposal Guide, 2013) are discussed in this chapter. That the research study is sensitive to different cultures and languages and the right of privacy, is ensured.

Chapter 2: Theoretical Framework of the Study

This section of the study focuses on the review of relevant literature and the theoretical framework. Recent studies that have already been conducted and are related to the impact of tourism routes on the local economic development in rural areas are discussed in detail. The theoretical framework that was used in this chapter is the General Systems Theory. This theory forms the backbone of this study because it assumes this theory's key expression is system, conceived as any organised whole or total. To stay whole, the system must have a setting, components, relations, qualities, contribution, yield, response and an archetypal.

Chapter 3: Methodology

This chapter of the study outlines the research design, strategy, methodology, sampling technique and the data analysis techniques used by the researcher to answer the key questions raised in this study. The study used a qualitative research design. A phenomenological approach was adopted as the study focused on the impacts of tourism routes in the Zululand district. The primary sources included conducting structured interviews, among a sample of 20 interviewees, both males and females. Secondary data included reviewing of published documents, journals, books and government policies. For this research to obtain reliable data, the qualitative research approach was applied.

Chapter 4: Data Interpretation and Analysis

This chapter presents the qualitative findings of the study obtained from primary data. It sought to address the research questions on tourism routes and Local Economic Development. In the presentation of themes, the voices of participants are interwoven in response to the study's research questions. Sub-themes in this study were formulated following Creswell's (2009) thematic content approach to the generation of themes in qualitative research data analysis.

Chapter 5: Conclusion and Recommendations

This is the last chapter of the study. In this chapter key findings are presented and discussed in-depth. After presenting the conclusion of the whole study, the chapter presents recommendations that are drawn from the key findings of the study.

Conclusion

This chapter forms the introduction aspect of this study. In this chapter, key areas that shaped the direction of this study were unpacked. The first aspect of this chapter was the introduction and the brief background of the phenomena under investigation. Furthermore, the second section of this chapter introduced and unpacked the problem statement. In this case, the nature of the problem was explained and unpacked using relevant scholarly work. This study sought to investigate the impact of tourism routes which is a specific tourism segment on local economic development in rural areas of KZN, in particular the Zululand District Municipality

CHAPTER 2

REVIEW OF RELEVANT LITERATURE

2.1. Introduction

Hottola, (2005), Richards, (2011), Rogerson, (2013), George, (2015) and De Bruyn & Meyer, (2018), have extensively written on route tourism. However, these researchers tend to ignore the importance of rural tourism development and the role of tourism routes in local economic development in the rural areas. For the purposes of this study, this section seeks to review literature on rural-based tourism routes such as the Battlefield one, the Zululand heritage route, and the Zululand birding route (ZBR). This will be achieved through analysing previous books, relevant articles in journals, government policy documents and reports on route tourism and local economic development in rural areas, community participation, tourism awareness and the benefits of tourism development to rural communities.

According to Davidson and Maitland (1997), the resource foundation of any area comprises its natural resources, “built environment resources (historic sites, retailing attractions and the like) and socio-cultural resources”. They contend that:

“The appropriate packaging and marketing of the unique combination of resources of localities in terms of 'imaging' a place is essential for its success. Essential services as part of a locality's tourism product would include transport services (provision of roads, airport facilities), hospitality services (accommodation, restaurants and bars) and critical support services (tourist information centres, conference or guide services) which are geared to attract visitors and enhance their experience. Overall, it is evident that the attractiveness of particular tourism spaces arises from its blend of resources and services without such a mix, a place will not work as a destination” (Davidson & Maitland 1997: 173).

This implies that in route tourism, there are essential elements that need to be put in place for successful implementation. Thus, the mixture of resources with human effort is important for tourism-based Local Economic Development.

2.2 Theoretical Framework for Tourism

There are various theories which endeavour to explain route tourism and LED. These are summarised below on figure 2.1. However, the study applied the General Systems Theory and Pro-Poor Tourism Strategy (PPT) as an anchor to route tourism and LED research. These two theories seemed appropriate in explaining the economic impact of tourism routes in the Zululand District.

Tourism Theories

- **Leiper's Tourism System Model (1990)**
- **Stanley Plog's model of Destination preferences**
- **Stanley Plog's psychographics model (1974)**
- **Butler's Tourism Area Life Cycle (TALC - 1980)**
- **Doxey's Irritation Index (Irridex - 1975)**
- **Matheison and Wall Travel – Buying Behavior Model (1982)**

Figure 2.1: Tourism Theories

2.2.1. General Systems Theory

Abbagnano (1999:909), contends that this theory's key expression is system, conceived as any organised whole or total. To stay whole, the system must have a setting, components, relations, qualities, contribution, yield, response and an archetypal.

Cuervo (1967), describes tourism as the "well-defined set of relationships, services and facilities that are generated due to certain human movements". He further views tourism like a large collection comprised of the next subsets below:

- ✚ "Transport by air, car, rail, sea, river, and so on.
- ✚ Lodging establishments, hotels, inns and hostels.

- ✚ Travel agencies.
- ✚ Tour guides.
- ✚ Restaurants, cafes and other establishments from which a fluctuating population obtains food and beverage services.
- ✚ Commercial establishments dedicated to selling souvenirs, travel items and other goods usually consumed by travellers.
- ✚ Manufacturers of souvenirs and other goods usually consumed by travellers.
- ✚ Artisans dedicated to producing typical handicraft objects.
- ✚ Entertainment centres whose clientele is largely part of the fluctuating population”.

Cuervo's (1967) examination is grounded on the hypothesis that this tourism is the group whose purpose is interaction. To reiterate his view, he contends that, though tourism is the communication structure capable of conveying positive and valuable evidence to help world harmony, it may also be adverse and may affect the harmony of human relations. Perceived from this point of view, the tourism structure should constantly either operate or persist as an operative of positive interaction.

Leiper's (2000) model of whole tourism systems are frequently used as conceptualisation of tourism buttressed by system theory. This model perceives tourism as an open system containing five interconnected essentials: “one human element (tourists), one industrial/organisational element (tourist industries), and three geographic elements (traveller-generating region, transit route, tourist destination region)” (Leiper's 2000). For Leiper (1990), the collaboration of the previous elements is affected by outside environmental factors and, as a result, the same system influences numerous surroundings (e.g. the human, socio-cultural, economic, technological, physical, political and legal environments). What this means is that it is influenced by the way travellers pass in a different or any given transit region. Moreover, the tourism-generating district, for example, comprises of the travel agencies that send the tourists, together with their marketing, advertising and promotion firms that intend to effect touristic demand. To add, the transport, delivery,

communication and information networks function in between the engendering regions and the regions of final destination. Finally, the end point region encompasses the accommodation sector and tourist attractions. Therefore, through this illustration, it is clear that the tourist experience starts in the generating region, goes through the transit district and reaches at the end point region. In Leiper's (2000) structure, every single component both networks with, and is influenced by the system that contributes to the presence of the touristic product.

Moreover, Molina (1997) also applied a systemic approach to tourism and his work has become so famous in Latin America. For this scholar, tourism when perceived as a system, consists of a number of elements or small systems that are a part of a larger system that cooperate to accomplish a mutual goal. According to Molina's (1997:13), the subsystems that make up the whole tourism system are:

- ✚ “Superstructure: public and private sector organizations; laws, regulations, plans, and programmes.
- ✚ Demand: tourists living in the country and abroad.
- ✚ Infrastructure: airports, roads, water supply networks, sewage, telephones, etc.
- Attractions: natural and cultural.
- ✚ Equipment and facilities: hotels, motels, campgrounds, trailer parks, restaurants, cafes, travel agencies, pools and tennis courts, among others.
- ✚ The hosting community: local residents directly and indirectly linked to tourism” (Molina 1997:13).

The theoretical underpinnings listed above are of significant importance to the understanding of tourism routes and economic development. The tourism paths and routes are an intrinsic part of the structure of tourism previously mentioned and are either directly or indirectly influenced by numerous elements of the 'system' for their usefulness.

According to Helmsing (2001a: 17), the success of tourism spaces is undistinguishably linked to the process of “locality development”. Basically, this term demotes “the overall planning and management of economic and physical development of the area concerned” (Helmsing 2002: 7). With regards to tourism spaces, this talks to the

development of a tourism focused infrastructure that is custom-made to definitely support the competitiveness and the attractiveness of the local economy. A possible instance may be the creation of local training establishments intended to provide essential skills that are needed for employment in tourism. The local training centres can also play a role of enhancing of tourism entrepreneurship prospects by means of development and starting small businesses. Nonetheless, it is indispensable that the development of the local should also be responsive to “the management of the entire local territory” (Helmsing, 2001a: 18). This ought to be done in a way-built infrastructure and local socio-economic capital. As a result, providing for the well adjusted development of all land usages, “resolving land use conflicts, minimising negative externalities, such as congestion or pollution, and seeking to maximise positive externalities in the form of agglomeration economies” (Helmsing, 2001a: 18). Local growth comprises numerous mechanisms, including “participatory local planning, improvement of land use regulation and the creation and expansion of economic and social overhead capital, including local training institutions” (Helmsing, 2001c: 18).

Another critical aspect to be considered for general success in tourism regions and spaces is the operative planning and administration of tourism destinations (Davidson and Maitland, 1997: 96). In tourism destination administration, the partnership between the public and private sector can never be overemphasised. This is so because the planning and development of tourism at destinations cannot be given completely to the hands of the private sector and business enterprises. Essentially, these two groups of people are motivated by profit more than anything else. To add, the private sector cannot be trusted because often they do not put the interest of the district at heart. With that being the case, it also follows that if tourism becomes dominated by the public sector only, it will not operate at its optimum level. For instance, the case of North America and Western Europe regarding destination management shows the significance of a public-private sector partnerships. This is important to ensure the successful creation and maintenance of tourism spaces.

2.1.2 Pro-Poor Tourism Strategies

The aggregation of high levels of tourism expansion in underdeveloped states has created a great amount of interest in tourism as a suitable strategy to reduce poverty

in those areas (Sofield, Bauer, De Lacy, Lipman, and Daugherty, 2004). This phenomenon is usually referred to as 'propoor tourism' (PPT). It is celebrated as an 'alternative' method to conventional tourism expansion models; PPT approaches are focused on creating wealth for the underprivileged (DFID, 1999). According to Sofield et al. (2004), the stakeholders that take part in these initiatives are diverse in their background and value positions. They are also divided over methods and approaches.

The UK Department for International Development (DFID), which coined the term 'propoor tourism' (PPT), has contributed significantly towards exploring tourism's potential as a poverty reduction strategy (DFID, 1999; Sofield et al., 2004). However, the term Pro-Poor is often contested. This is so because it is considered derogatory by some and possibly isolates other tourism stakeholders, for instance, investors and tourists (Sofield et al., 2004). Scholars like Sofield et al. (2004) select to make use of the World

Tourism Organization's term, "Sustainable Tourism Eliminating Poverty" (ST-EP). To add, some industry sources also referred to tourism as an instrument for 'poverty alleviation', 'poverty reduction' or 'poverty elimination'. However, although these terms used to explain the role of tourism in relation to poverty reduction have been acknowledged, most scholars have used PPT. This is reflected in its continued use in key policy documents around the world.

The term Pro-Poor tourism is generally used to define the type of tourism that produces net benefits for those poor communities. Moreover, 'Net benefits' can be defined as the benefits that outweigh costs (Ashley & Carney, 1999). These types of benefits are extensive in that they include different activities. These are economic, environmental, social, and cultural dimensions of a particular community (Ashley & Carney, 1999). PPT as an approach to poverty alleviation is predicated on the belief that tourism ought to improve and contribute to pro-poor financial and economic development. To add, Pro-Poor growth is "growth that enables the poor to actively participate in and significantly benefit from economic activity" (Ashley & Carney, 1999). As a strategy, Pro-Poor tourism is informed and driven by a set of fundamental values. These values are significant in that they recognise that the poverty and destitution faced by communities are complex. Furthermore, the values expand beyond revenue

generation to encompass a wide range of livelihood impressions that come from tourism. The absence of comprehensive blue-print strategies accentuates the necessity to be context-specific. According to DFID (1999:1), Pro-Poor tourism's emphasis is on "unlocking opportunities for the poor within tourism, rather than expanding the overall size of the sector – in other words, 'tilting' rather than expanding the cake" DFID (1999:1).

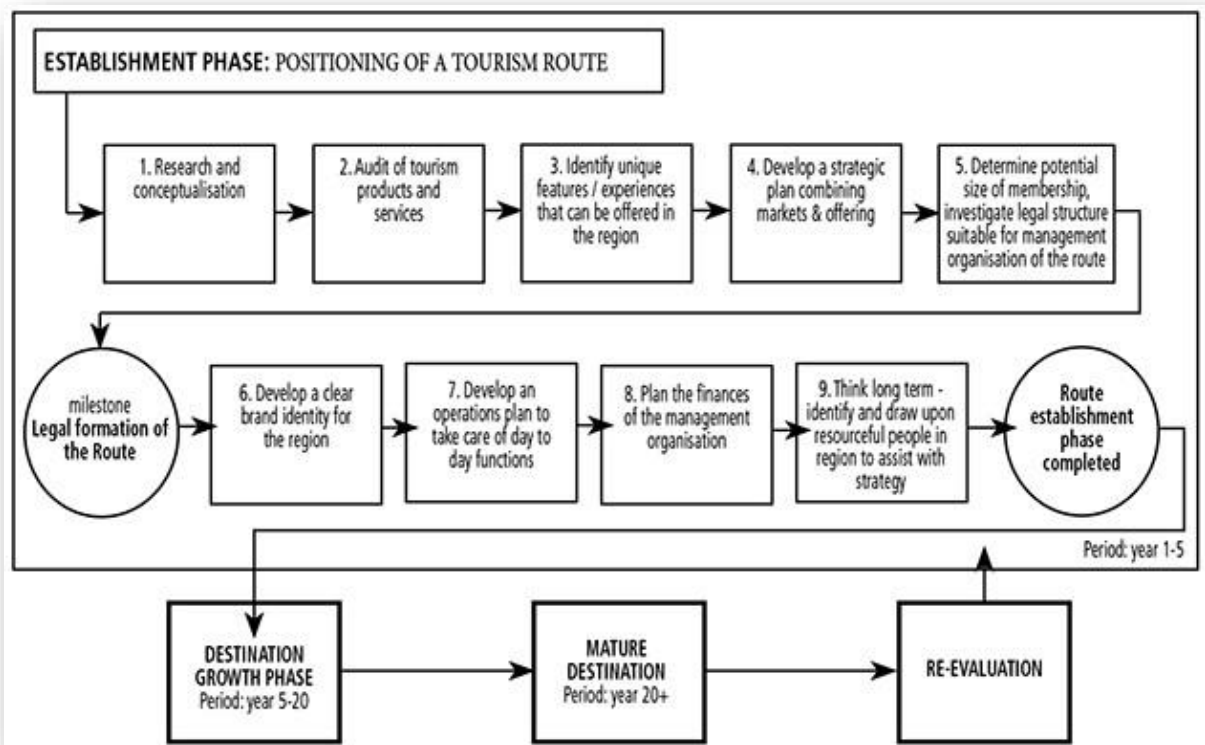
In addition to the discussion above, Rogerson (2006) explains the core focus areas of PPT. This scholar categorizes these areas into three different but overlapping approaches that consist of "economic benefits, non-economic impacts and reforming the policy process" (Rogerson 2006: 1). According to this scholar, approaches that enhance the active participation of the underprivileged through involving them in capacity building trainings that equip them with necessary skills, as well as restructuring policymaking procedures so that the desires of the poor are also prioritised, should be considered as important. Moreover, Rogerson (2004) stressed that the extensive approaches need to be followed across all divisions and stages (both micro and macro) and include a cohort of diverse stakeholders. These stakeholders range from governments to non-governmental organizations like international donors and investors, tour operators, tourists and the poor (DFID, 1999).

2.3. The concept of route tourism

Agrawal (1999) argued that route tourism is thus, a market-driven strategy for tourism destination development. The indispensable concept of route tourism is simple. What this means is that it refers to the linking together of a series of tourism attractions so as to market local tourism by inspiring visitors to travel from location A to location B (Agrawal, 1999). Route tourism creates a cooperative marketing strategy that links up interrelated products in often rural-based tourist attractions that are located in a particular location under one unifying theme (Snowball and Courtney, 2010, McLaren, 2011). Thus, tourism routes are a cluster of travel attractions and different stakeholders at a destination level that work together in promoting tourism in their area under a particular theme. Lourens (2007) mentioned some of the key objectives which motivate for the establishment of tourism routes which include the diffusion of visitors and dispersing income from tourism; To bring lesser popular attractions and features into business/products; To increase the overall appeal of destination; To increase the

length of stay and spending by tourists; To attract new tourists and to attract repeat visitors; and to increase the sustainability of the tourism product. Tourism route concept in the Zululand District has been developed with the hope that it will achieve some of the above-mentioned objectives.

Figure 2.2 shows how tourism routes are positioned:



Source: Adopted from Meyer (2004)

Figure 2.2: Tourism routes positioning

Meyer (2004) argued that generally, there are few common benefits that are linked to the promotion and introduction of tourism routes:

- ✚ “To diffuse visitors and disperse income from tourism;
- ✚ To bring lesser-known attractions and features into the tourism business or products;
- ✚ To increase the overall appeal of a destination;
- ✚ To increase length of stay and spending by tourists;
- ✚ To attract new tourists and to attract repeat visitors; and

✚ To increase the sustainability of the tourism product.” (Meyer 2004: 14)

The ECI Africa (2006a) study on tourism routes and community-based tourism argued that routes are established across the world on several scales across countries as in the examples of the Silk Routes in Eastern Europe and the Camino de Santiago in Western Europe. To add, the study also showed that vocabulary used to define the concept also differs significantly. Some referred to the routes as “themed routes”, “trails” and “tourism byways” (ECI Africa 2006a). Trails generally refers to the “concept on a smaller geographical scale, which indicates the ability of visitors to engage in the attraction on foot, bicycle, or horseback” (ECI Africa, 2006: 12). More so, in Australia and the United States, the route notion is connected to a market-driven phrase called “drive tourism” (Eby and Molnar, 2002; ECI Africa, 2006b). Furthermore, “Drive tourism” is promoted to encourage travelling to attractions that are normally spread over larger distances. This will, as a result, also include rural destinations and have the potential of making rural destinations more attractive and make them self-drive the tourists.

2.4. Route tourism in Africa

In Africa the most significant efforts to advance tourism routes have been noticed by the adoption of the Open Africa initiative (Briedenhann and Wickens, 2004; Visser, 2004). This project was established in 1993. It was established as a non-governmental organization that has a wide-ranging undertaking to uplift African values, pride and prosperity. These values are founded on “respectful, restorative, sustainable, and profitable use of the unique qualities of Africa’s human and natural environment” (De Villiers, 2000: 35). The fundamental principle is a route system that spans from the Cape to Cairo (Visser, 2004). According De Villiers (2000:14), the simple reason for this was that “route networking is the easiest way of planning and the most effective way of selling tourism, while it also has many benefits for tourists”.

The three objectives of Open Africa are:

- ✚ To stimulate the development of “Afrikatourism” Routes;
- ✚ To gather information on “Afrikatourism” resources; and
- ✚ To disseminate information on “Afrikatourism” to potential participants and consumers (De Villiers, 2000).

The initial Open Africa route was established in 1999. It is called the Fynbos Route and it is located near Stanford in the Western Cape, South Africa. This route has served as a model framework for more route development in line with Open Africa's principles and priorities (Meyer, 2004). Moreover, Meyer (2004) further said that though the notion of a tourism route is not inimitable and unique, the African Dream Project is pioneering and innovative. The Open Africa Foundation was designed and developed by "scientists, tourism experts and business people with the aim of optimising tourism, job creation and conservation in Africa" (Open Africa, 2002). The vision is to "turn Africa's natural and cultural resources into the furthestmost treasured tourism products on the planet, grounded on the business principle of supply and demand which dictates that whatever is rare is valuable (Meyer, 2004). The goal is to link the grandeur of the African continent in a continuous system and network of Africa tourism routes that span from the Cape to Cairo" (Open Africa, 2002). Visser (2004) stressed that the development of Open Africa was made possible by the integration of Geographical Information Systems (GIS) technology with the internet. It is commonly contended that this approach to tourism development is peculiar and epitomizes a world first for Africa (Visser, 2004).

Moreover, Open Africa's aim is to produce routes that contribute directly to the reduction of poverty in Africa's rural and disregarded zones while promoting and encouragement of African culture and supporting flora and fauna conservation (Open Africa, 2002). Recently, South Africa has witnessed an enormous regeneration of cultural commemorations and ceremonies that have become dormant. As a result, it is anticipated that the said tourism routes will play a significant role in using this revitalisation for the rejuvenation of economic benefits as well as African pride (Open Africa, 2002).

The HSRC (Human Science Research Council) (2006) argued that the Open Africa network comprises sixty routes. These routes cover 32 952 km in 6 countries, including 203 features and 1 671 business establishments that support 13 248 direct full-time and 5 602 part-time jobs in more than 200 towns and villages. This is on average about 28 tourism establishments and 220 full time employees per route. Moreover, the HSRC (2006) stressed that only 5 Open Africa routes are located outside of South Africa.

They are found in SADC countries like Namibia (1), Mozambique (2), Swaziland (1), Zambia (1), and a single one that is shared by South Africa and Lesotho.

Furthermore, 14 are 'information' routes that were established by the Open Africa staff, assembling map and other information. These do not include community-based methods and procedures or actual participants. Community-based routes in South Africa total 41 (HSRC, 2006).

A study conducted by HSRC (2006) specifies that the Open Africa model of route establishment is essentially a process where Open Africa staff members conduct a sequence of 3 workshops. In these workshops the participants are expected to add their input and thoughts about the route's attractions and choose or give a name and propose the marketing approach for the route. Every single route will then be placed under the administration of a 'Route Forum'. The Route Forum is composed of participants who are drawn from established local businesses and aspiring entrepreneurs and artisans. The forums are very important because they have the potential to bring casual and start-up/micro-enterprises, such as bed and breakfast businesses and craft artisans, into a more organized collaboration with well reputable industries. These reputable businesses include lodges and restaurants that have healthier business experience, skills and networks. Therefore, this model is exceptionally all-encompassing because it incorporates all individuals (like very poor residents of an area) who are usually marginalised, simply because they do not possess the necessary experience and, the much-needed capital, from regional tourism development (HSRC, 2006).

Visser (2004), showed the cost per route which was R100 000 in 2004. As, The Open Africa system of pricing tried to avoid donor sponsored or institutional bias against routes that are costlier and troublesome to establish, such as those in more remote areas (HSRC, 2006). In exchange, Open Africa offers local communities a network among existing and aspiring enterprises and individual crafters and artisans. Open Africa also combines GIS technology with Internet-based marketing via its website, which provides tourists with easily accessible maps and information on its routes (HSRC, 2006). However, with this, destinations are clustered and not marketed as

unique products. All the routes are marketed collectively via one website with one theme: “the African Dream”.

Even though the routes development concept by Open Africa is a very positive marketing tool for many communities with tourism products, it is observed that the programme creates a two-fold problem; to begin with, expectations are raised within communities in respect of the route concept as a good thing for growing tourism demand, while there is no support for individual enterprises in terms of destination management, quality assurance, skills development, lack of connection between marketing activities and products on the ground and general tourism infrastructure (including organisational). Moreover, from a market perspective, expectations are unfulfilled at consumer level (ECI Africa, 2006a).

A very good example of the internal issues encountered is the Ribolla Route which was investigated by the HSRC (2006). The route was established in 2004 and is located along roads between Elim and Thohoyandou, in the former Venda region of the northeast Limpopo Province. The report states categorically that “the Ribolla Route Forum had failed to form: it had, indeed, never met after the initial three Open Africa workshops in 2004”. Supposed ‘participants’ interviewed as part of the study by HSRC (2006) had not even heard of a forum. Open Africa considers that the Ribolla Route Forum has ‘lapsed’, but it appears never to have functioned at all. It is evident from the HSRC (2006) study, that the key reason for the failure of the route is the loss of leadership and management during the early stages of the formation of the route. The “ownership” of the route was transferred to local lodge-owners who seem to think that the route has in some way contributed to the general awareness of the region (HSRC, 2006). Visser (2004) flagged the lack of participation of communities as one of the “generic” problems inherent to Open Africa.

The “Afrikatourism” concept received much criticism by the industry in respect of raising the expectations of communities without linking them to the tourism chain, which results in poor visitation of routes. The managers of programmes such as Open Africa admit that support required by communities with the desire to develop a route within their area is immense and remains one of the major challenges that would have

to be overcome to achieve successful routes tourism in South Africa (Briedenhann and Wickens, 2004).

According to the HSRC (2006), Open Africa's own assessment of its projects indicates a very mixed picture. Of 38 projects listed by Open Africa in a private communication to HSRC, only eight routes are described as 'strong' or 'flourishing'. HSRC (2006) continues to state that only one was described as truly 'unsuccessful', but several others are difficult to distinguish from 'unsuccessful': five have effectively 'collapsed' or are 'very close to zero' (including Ribolla, which never held a forum meeting). Sixteen are described as being in various states of trouble (for example, 'weak', experiencing a 'slow start', or needing 'attention', 'revival', or 'resuscitation'). Crippling problems with the chairperson (personality conflicts, resignation, or legal trouble) have afflicted four routes, HSRC (2006).

The problems encountered by Open Africa are not unique and are well-illustrated by Meyer (2004) in the investigation of the Kabaka's Heritage Trail in Uganda. The issues encountered in Uganda cover almost every aspect of route tourism development. According to Meyer (2004), the main obstacles in the Ugandan context emerged as the following:

- ✚ Low level of development and lack of skills and experience at community level;
- ✚ The formation of the community associations, their business planning, product development and marketing training were time consuming;
- ✚ The lack of support infrastructure and services such as telephones and access to credit posed a challenge for building product quality;
- ✚ Limited international and domestic tourism markets in Uganda and constraints of the industry to grow international arrivals;
- ✚ Delays and dependence on external funding further exacerbated problems (Meyer, 2004).

Although there is a realisation of tourism assets, skills within rural and sometimes urban communities are not sufficient to cover all areas of route or destination development. Besides skill shortages, tourism associations face financial challenges due to poor performance of local tourism businesses, lack of cohesion and support of

all stakeholders leading to weak organisations unable to effectively manage the destination or route (ECI Africa, 2006c).

2.5. The South African Tourism Routes

In South Africa there are a few iconic tourism routes that have been operating for quite some time, like the Garden Route along the coastal areas of the Eastern Cape. Towards the Western Cape, the Wine Route, and the Panorama Route in Mpumalanga. Tourists are experiencing the scenic route of Mpumalanga Province visiting tourist attractions such as Gods Window, Pilgrims Rest and the Three Rondavels Mountain formation (Nduna & Van Zyl, 2017). Route tourism in South Africa is still a growing concept, with a few routes that have been established recently like the Nelson Mandela Route and the Liberation Heritage Route in the Eastern Cape Province launched in 2013. One of the key aims of establishing these routes was to relieve the rural communities of the Eastern Cape from abject poverty using tourism. The tourism routes in Zululand District are expected to stimulate local economic development opportunities for communities living in rural areas with tourism attractions that are enjoyed by tourists.

2.5.1. The Wines Route

Wine tourism is a form of a themed or special-interest leisure industry which focuses on promoting visitations to vineyards, wineries, wine festivals and wine shows for wine tasting or simply to experience the attractions that are associated with wine. It is the main motivation for tourists.

The wine route is defined by Bruwer (2003) as basically a tourist route that connects several wine estates and wineries in a given area where you find that, the route is characterised by natural attractions like mountains, scenery or other physical attractions like wineries on wine estates and vineyards. The development of tourism routes in the rural areas in Zululand is also mainly inspired by the unique natural features like the scenic beauty, the mountains, dams and game reserves. Some of the rural areas with game farms provide up-market hospitality services to tourists who visit the area.

2.6. Major Tourism Routes in Kwazulu-Natal

Some of the major tourism routes in KwaZulu-Natal will include the Midlands Meander, the Rainbow Route, the N3 Gateway Route (McLaren, 2011) and the Maluti-Drankensburg Route (Proos, Koko, & Hattingh, 2017). What is common with these major tourism routes in KwaZulu-Natal is that they assist in the diffusion of visitors and dispersing of income from tourists, they bring lesser known attractions and features into the tourism business, and improvement of the overall appeal of a destination. They help to increase the length of stay and spending by tourists. Furthermore, they help in attracting new visitors or repeat visitors and enhance the sustainability of the local tourism products which are promoted (Open Africa, 2016) as the key objectives for guiding the development of tourism routes in rural areas in the Zululand District for the benefit of the local economy.

2.6.1 The Three Tourism Routes in Zululand

The three tourism routes that are covered in this proposed study operate in the rural areas in the Zululand District. The Zululand Heritage Route capitalizes on the rich and unique history and culture of the Zulu nation. This route covers a distance of about 250 km, from the Dokodweni off-ramp towards inland from Uthungulu District Municipality passing through some rural towns like Eshowe and Melmoth and also passing the Zululand District Municipality via Ulundi, Nongoma right up to uPhongolo close to the Golela which is a South African and Swaziland border post. Also found along the route are nodes like; cultural villages, historical sites and cultural experiences. The establishment of this route assisted in putting the less known tourism products in the Zululand district on the itinerary for the Zululand tourism experience.

The Zululand Birding Route was established in 1997, focusing on promoting ecotourism development within rural communities. The Zululand Birding Route also creates awareness of important bird areas, such as Ongoye Forest; Richardsbay; Umlalazi Nature Reserve and others. The route is known for its spectacular bird species and a wonderful range of destinations where some of the rare species are found. It also boasts of rare bird species like the Green Barbet, found in Tanzania and Ongoye forest only, and the yellow streaked Greenbul (Nkosi, 2013). This was an initiative to encourage the participation of local communities in tourism activities in their areas.

The Battlefield Route was founded in 1985 with about 82 battlefields, museums, old fortifications and places of remembrance. The route boasts the largest concentration of significant battles and war-related sites than anywhere in South Africa (Briedenhann and Wickens, 2004). The battlefield sites are scattered all over the province of KwaZulu-Natal with the majority of the sites found within rural areas in the Zululand District.

2.7. Managing and Promoting Tourism Routes

According to ECI Africa (2006a), providing people with enough information for marketing and promotion of a route is an important element for successful route tourism. In support of this assertion, Meyer (2004) argues that history is replete with examples of how tourism failed because of the failure to provide visitors with adequate information and the failure to come up with marketing and promotional activities. Moreover, this scholar argued that “successful promotional practices, like the more general marketing practices, are those tools that effectively ensure or create a stable tourist demand while meeting, and not overburdening, current resource supply” (Meyer, 2004:25). Therefore, drawing on the previous assertion, it is imperative that whatsoever agency assumes the responsibility for marketing and promotion of activities guarantees that the promotion is a truthful and factual image of the tourism product as it exists in reality.

Moreover, ECI Africa (2006a) indicates that the administration and promotion of routes is generally done through private-sector tourism associations. These associations are normally aided by local, regional or state authorities. The support also depends on the scale and importance of the route. The efficacious establishment of routes require an understanding of the following aspects:

- ✚ Area leadership dynamics;
- ✚ Tourism assets (mostly natural and cultural heritage);
- ✚ Area carrying capacity and infrastructure requirements;
- ✚ Physical planning;
- ✚ Market analysis;
- ✚ Creation of local institutions;

- ✚ Promotion and interpretation; and
- ✚ Tourism quality standards, (ECI Africa, 2006b).

More so, the Manual on Heritage Trails Goodey, 1997 stresses that the advantages of setting up a legal entity in charge of managing routes or destinations are numerous and diverse. Noticeable advantages may be accomplished through:

- ✚ Pooling of resources;
- ✚ Providing a focal point for local attractions, small villages and services which are widely distributed and could not justify the resources to sell themselves individually;
- ✚ Providing economies of scale to the spending of technical, financial and human resources;
- ✚ Creating an identity for the area outside of politics; and
- ✚ Facilitating a community bond where all can reap the rewards by contributing in some way or other (Goodey, 1997).

According to Goodey (1997), caution must be taken to avoid the creation of impractical expectations in the community, particularly where cooperative financing is concerned. For Goodey (1997), developing regions require time to integrate contemporary approaches of tourism development and marketing. Therefore, attention should be on the development of skills in the short term. Although, slow progress is made, it can be used to build confidence and trust in the proposed system (Goodey, 1997).

Development should involve the close consultation of local community leaders in both the public and private sectors prior to any exploratory work being carried out. It is vital to establish any possible “economies of scale” and funding linkages at the outset in order that full commitment is given up front (Goodey, 1997). In cases where there is a need for training in technical skills for marketing implementation, short term technical assistance should be planned and budgeted for. This will help to ensure the output expectations of the project, transfer of technical skills and the sustainability and expansion of the project (Goodey, 1997).

2.8. Tourism and Local Economic Development

This study looked at potential of tourism routes in stimulating local economic development in most rural areas in South Africa. The Rural Tourism Development

Strategy (2012), supports the perception that rural tourism allows rural people to share in the benefits of development, promoting more balanced and sustainable forms of development. Similarly, (Rogerson, 2004), states that there is evidence from the South African experience that route tourism offers a promising potential vehicle for local economic development in many small towns and rural areas. The clustering of activities and attractions through the development of tourism routes stimulates cooperation and partnerships, as well as catalysing entrepreneurial opportunities for rural communities.

Tourism is becoming the key economic sector for developing countries. According to Pro-Poor Tourism in Practice (2002), the absolute tourism earnings of developing countries grew by 133 percent between 1990 and 2000 and in the least developed countries by 154 percent, as compared with 64 percent for OECD (Organisation for Economic and Cooperative Development) countries and 49 percent for EU countries.

According to the World Bank's World Development Indicators (Norman,2004), tourism is the leading economic activity in 70 percent of the developing countries. In 28 of the 49 Sub-Saharan African countries, tourism contributes more than 3 percent of gross domestic product (GDP). The potential to utilise tourism as a tool for sustained socioeconomic development as well as the redistribution of developed-country wealth is obvious, yet somehow elusive (Harrison, 2000).

According to Meyer (2004), tourism routes have, in the past two decades, thrived all alternative to economic stimulation and product development opportunities, and at the same time, fall in line with visitors who increasingly want to experience new things. Routes seem to be a particularly good opportunity for less popular areas with high cultural resources that are attracting special interest tourists, who often not only stay longer, but also spend more to pursue their particular interest (Meyer, 2004).

Fray (2013:7) defined Z as an approach by which local people continuously work together, and with other stakeholders, to achieve sustainable local economic growth and development that brings improved quality of life to all. For the local economic development to be competitive and sustainable in the study area, local role players need to work with one another when planning and designing the aspirations of their

local economy. The essence of this Local Economic Development definition relates with the fundamental objectives of establishing tourism routes. These objectives are to create, develop, provide, encourage, contribute, coordinate and significantly promote tourism in a sustainable manner. (Zululand Heritage Route Constitution, 2009). The study, therefore, looked at how tourism routes impact on the local economy of those rural areas which host tourism routes.

Key features of LED are that it seeks to encourage economic growth and to diversify the local economic base into sectors that are usually quite different from those in which recent hardship has been experienced – a pertinent consideration in communities undergoing economic change. In South Africa, the current devolution of authority and development leadership to local governments, as reflected in the country's recently stated commitment to 'developmental local government', has forced local governments to seek innovative growth options to address the development backlog and plug the employment gap that more traditional economic sectors seem unable to do (RSA 1998). Within this context, LED, in utilizing local resources and skills, is recognized by the government as a key vehicle for bringing about economic change and alleviating poverty (RSA 1998). In the South African context, local action and LED, specifically, have been encouraged by a range of government policy documents and acts of parliament, including the Reconstruction and Development Programme (RDP), launched before the first democratic elections in 1994 (Rogerson 1998). The RDP prioritizes community-based development as the way through which the most marginalized sections of the community can be empowered and drawn into employment. The *Local Government White Paper* (RSA 1998) and the National Constitution (RSA 1996) have subsequently charged local governments with promoting economic and social well-being of their communities through introducing development and job-creation endeavours in the areas under their jurisdiction. The result has been the emergence of a range of recently initiated projects.

Within South Africa, in addition to longstanding popular tourist destinations such as Kruger Park, the Garden Route and Cape Town, a wide range of other localities are now seeking to drive development through tourism promotion, often as an explicit part of their LED programmes. Such interventions tend to have a community/pro-poor focus.

An emerging trend is that local authorities, who are now regarded by the national government as 'champions' and deliverers of LED, are undertaking a 'set of programmes designed to make their areas more exciting or attractive places for purposes of consumption and entertainment. These new initiatives include the promotion of townships as black/ African cultural tourism destinations, the hosting of cultural and arts festivals, urban redevelopment programmes, heritage tourism, the promotion of newly identified tourist routes and the massive expansion in game parks that is now taking place. In addition to a wide range of private-sector initiated tourism ventures focusing on game viewing, cultural tourism and the establishment of tourism routes, many local authority-initiated tourism endeavours can be identified.

Tourism has come to be widely recognized by local authorities in South Africa as a mechanism through which development can be attained, yielding benefits for the host communities. Evidence is to be found in the significant number of local authority applications received by the national LED Fund to support tourism ventures such as the construction of cultural villages and craft centres (Binns & Nel 2002). This is essentially a poverty alleviation fund and resultant tourism endeavours need to be appreciated in that light. In a parallel undertaking, a number of developmental corridors have been identified across the country, known as 'Spatial Development Initiatives' (SDIs), many of which have explicit tourism foci, seeking to encourage the establishment and promotion of tourism facilities and resources.

In response to development challenges and their relatively new mandate to pursue LED, with policy and the aforementioned financial support from national government, local authorities in South Africa are clearly embracing a range of tourism projects. These range from the explicit formation of tourism promotion units in large cities such as Durban and Cape Town, designed to promote cultural, heritage and recreational activities, through to small town programmes with a very specific focus, such as a single cultural event or the exploitation of a natural feature and resources. Some of the more noteworthy tourism-based LED initiatives in South Africa include the redevelopment of the Newtown area in central Johannesburg as a cultural precinct, the promotion of township tours and the development of township tourist facilities, such as Lookout Hill in Khayelitsha, Cape Town, and the massive redevelopment of abandoned harbour facilities in Cape Town to create a world-class waterfront facility.

In smaller centres, and drawing on central government LED funds (DPLG 2001), equally impressive activities are being pursued. For example, in the small town of Humansdorp in the Eastern Cape province, an imposing African cultural centre is being built, based on the area's rich cultural and archaeological heritage.

2.9. Community Participation in Tourism

The underlying philosophy and objective of tourism routes associations is to foster and encourage marketing, development and community involvement, awareness and beneficiation through effective participation (Rogerson, 2006; Fernández, Díaz, Guèze, Cabeza, Pyhälä, & Reyes V. 2016). Nzama (2013), also agree with the view that tourism routes should subscribe to responsible tourism practices by encouraging communities living adjacent to attractions to participate in tourism development (McLaren 2011). In the South African Community, there is likely to be an advantaged group who possess the resources and skills that enable them to benefit from opportunities presented to them by successful tourism routes. Ismail and Swart, (2015) further support the importance of local community involvement in tourism development. Chen (2015) stated that when communities are not involved in tourism development taking place in their areas, they do not appreciate the achievements and benefits of local tourism development. Hence, the study assessed the level of tourism awareness of local communities on the benefits that are provided by tourism routes in their locality.

The RSA Constitution (1996) provides for the Municipalities developmental duties whose administration, budgeting and planning should be arranged and managed in a way that is more focused to the provision of basic needs to the community, and to promote its social and economic development. Municipalities through their Local Economic Development and Tourism Units have programmes that facilitate the capacitation of local SMMEs to take advantage of opportunities that are presented by tourism development in their localities.

The King Cetshwayo District Municipality IDP (2009) recognized the fact that maximizing tourism revenue may have little benefit for local communities if tourism development is not oriented towards creating opportunities for locals to benefit from tourism through active participating in it. The King Cetshwayo District, initiated the

Zululand Birding Route as a community-based tourism programme to encourage locals to participate in tourism activities in their respective areas. This initiative created a partnership between established tourism business operators who started working with the local emerging tour guides that are taking tourist around the area to experience birdlife. In the process, they earn income directly from tourism activities. This route was further extended to the Zululand District to promote community-based tourism opportunities in the rural areas of Zululand. Thus, tourism routes in the Zululand District provide communities with tourism awareness and training programmes and assist local SMME's to create tourism-related products. This research analysed the impact of tourism routes on enhancing local economic development opportunities among rural communities in the Zululand District.

The Zululand District Local Economic Development Framework (2013), conducted a status quo analysis of the key economic sectors in the Zululand District Municipality, as this district has one of the largest rural communities which are impoverished, historically disadvantaged and living in underdeveloped rural areas. There is a significant number of rural-based tourism resources and attractions that are found in this district. However, the number of tourism ventures that are operated by locals still show that there is still very poor participation of locals in this sector in the area. With the Zululand District Local Economic Development Framework (2013), prioritizing the tourism industry as being amongst the key economic sectors in the District is key. The Zululand District wanted to decentralise its economy to benefit all its communities. The tourism sector was then prioritised as the most appropriate sector to promote an equitable form of economic development in the district.

2.9.1 Tourism Awareness, Environmental Education and Capacity Building

Bushell and Eagles (2007) stated that tourism and recreation provides considerable benefits to protected areas and their communities. As these benefits can be economic and social, they create greater appreciation of cultural and natural heritage. High quality experiences for park visitors can increase interest in the protection and conservation of the protected area's value. On the other hand, Fernández, et al., (2016) argued that natural resources are limited (portable water, minerals and energy);

meaning any economic growth has to be within certain environmental constraints to avoid any serious future environmental problems.

The tourism routes discussed in the study normally form partnerships with local tourism stakeholders, that include amongst others, the local Community Tourism Organizations, both local and district municipalities and Ezemvelo KwaZulu- Natal Nature Conservation Agent, Amafa KZN Heritage Authority and the other line KZN Provincial Departments. These participants conduct community tourism awareness and environmental education campaigns in local communities.

2.9.2 Environmental Awareness

Ezemvelo KZN (CLM) (2006) emphasized the importance of conducting tourism awareness and environmental education in communities for long term benefits of Conservation Partnerships with other local stakeholders. For communities leaving adjacent to the protected areas in the Zululand District to realise tourism benefits, they need to be educated on the importance of the natural resources that are protected in their respective areas. Similarly, communities need to be capacitated in order to be able participate actively in local tourism development initiatives.

The SANParks Kids in Parks programme aimed at educating school learners mostly from disadvantaged backgrounds about the importance of national parks (SANParks, 2015). Nyaupane and Poudel (2011), stated that in most of the developing countries the majority of the nature reserves are found in remote and marginalised rural areas with highly impoverished communities. Kruger and Saayman (2009) cite the advantages of nature reserves located in rural areas which include attracting tourists and foreign currency to these areas.

2.9.3 Capacity Building

The Umzinyathi District Municipality committed to facilitate the training of at least five percent of the Small Micro and Medium Enterprises in the tourism industry by 2010, and also to embark on awareness campaigns and information in targeted communities within the district (Umzinyathi District Municipality IDP, 2006). The Umzinyanathi District Municipality approach of entrenching community involvement in their key development planning tools clearly shows the importance of involving local communities in any

tourism development taking place in their localities. Khuzwayo (2012), highlighted the five goals that the wider community involvement in tourism development planning seeks to achieve. These goals include; providing a framework for raising the living standards of local people through the economic benefits of tourism, to develop an infrastructure and provide recreation facilities for both residents and visitors, to ensure that the type of development within visitor centres and resorts is appropriate for the purposes of these areas and to establish a development programme that is consistent with the cultural, social and economic philosophy of the host area while also optimizing visitor satisfaction.

Meyer (2004) states that tourism is often developed because it increases employment opportunities, enhances community infrastructure development and assists in rejuvenating the local economy. However, Goeldner and Ritchie, (2009:6) argues that good tourism planning must be based on a sound understanding of the following factors that determine the success of a tourism destination. These are destination tourism policy, marketing and development strategy and alignment with other development programmes. For tourism to be successful it is very important that it is in line with the entire scheme of local socio-economic development programmes.

2.10. Sustainable Tourism Development

Sustainable tourism means the ability of the tourism destination to remain competitive in spite of the concerns that have been raised, to attract visitors for the first time and subsequently make them loyal, to remain culturally unique and be in constant balance with the environment as stated by Gherco and Trandafir (2014). They further argue that sustainable tourism must balance between two types of needs satisfaction: economic development and the protection the environment as a whole. The most commonly used definition of sustainable development is, defined by Goeldner, (2011) as a development process that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Choi and Sirakaya, (2005) have mentioned the issue of sustainable community tourism development which requires full community participation at all levels of tourism development in their areas. This approach entails a holistic development system of community-driven or community-based tourism development, where development is

guided through a local community first policy. For example, residents benefit from the use of recreational facilities and the promotion of local businesses. Locals are encouraged to participate to minimize social and cultural impacts, for the optimization of economic opportunities and better environmental concern.

The reasons for community participation in tourism development are well deliberated on in the tourism literature supporting tourism as the key element for sustainable development. (Smith, 2006). For the purposes of this study, participation mechanism of all local stakeholders in tourism routes has been established.

2.10.1 Eco-tourism

Ecotourism is regarded as one tourism segment that creates income generation opportunities from natural resources without destroying the environment. The tourism routes covered in this study also support ecotourism promotion, which is defined as tourism that is able to cater for the needs of the present generation without compromising the ability to cater for future generations (Nsukwini, 2015). Ecotourism promotes active participation of local communities in all tourism activities in their localities as their participation helps to increase local ownership of businesses and control over resources in their neighbourhood.

2.10.2 Rural Tourism

Zarenda, (2013) posits that, The National Development Plan (NDP) should highlight the need for rural communities to have greater opportunities to participate in the economy of South Africa, that seeks to address the history of economic development planning in South Africa which deliberately marginalised most rural areas from benefiting from any economic activities. Since 1994, the promotion of tourism in South Africa has created economic development opportunities for rural areas with rich and unique tourism offerings to stimulate economic development in their localities (DEAT, 1996). Ying, Jiang & Zhou (2015) similarly state that rural tourism does play a very important role in breaking the barriers between urban and rural areas through the decentralisation of economic activities and stimulating the rural economy.

Hence, the Zululand District Municipality located in northern KwaZulu-Natal has supported the establishment of the following three tourism routes operating within its boundaries: R66 Heritage Route, Zululand Birding Route and the Battlefield Route.

The National Rural Tourism Development Strategy seeks to promote the development of alternative industries that are not urban-based, in order to address the existing socio-economic challenges affecting most rural areas with less industrial economic activities” (NRTD, 2012). Thus, the primary purpose of this study is to investigate the impact of tourism routes as a mechanism for local economic development in rural areas in the Zululand District Municipality. It also seeks to investigate the extent of tourism awareness, community participation, and access to benefits.

The Constitution of the Republic of South Africa Act (108 of 1996) gives local government a mandate to promote the social and economic development for its community, through the application of the Municipal Systems Act (32 of 2000) which advocates for Municipal Integrated Development Planning (IDP) that must be developmentally-oriented. This process helps with the facilitation of community participation and the fair distribution of municipal resources. In analysing tourism routes the study aims to understand their role in creating opportunities for local economic development in rural areas.

The National Paper on Tourism Promotion and Development (1996) provides for the role of local government in the development and promotion of tourism which includes the functions of policy implementation, environmental planning and land-use and product development. The marketing and promotion of local tourism are the function of local government. Hence the Zululand District has adopted the tourism routes concept to promote its unique tourism products under tourism route themes. The White paper further states that most of the prime tourist attractions are not located in the city centres. With this unique character, tourism is able to allow rural economies to share in the development of tourism thus, allowing a more balanced and sustainable form of development.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

Research methodology is defined as the specification of methods and procedures for acquiring the relevant information needed for the study (Chawla & Sondh, 2011). The study utilised both primary and secondary sources of data. The primary sources included conducting structured interviews, reviewing of published documents, journals, books and government policies. For this research to obtain reliable data, a qualitative research approach has been applied.

3.2. Research Approach

This research utilised the qualitative research to answer research questions on route tourism in South Africa. Babbie and Mouton (2006:70), argued that "qualitative research seeks to understand a given research problem or topic from the perspectives of the local population on which it focuses". The researcher chose to focus on a specific local population, that is, Zululand District to get answers to the research questions. A qualitative research produces 'non-numerical' data; it concentrates on collecting largely oral data rather than quantities. The collected data is dissected in an informative, idiosyncratic, generalised or analytical fashion.

According to Denscombe (2001), notes that qualitative research is important because of it emphasises on respect for human beings as people and not merely as objects of study. Creswell (2009:175-176) summarised some key characteristics of qualitative research. Qualitative research is done by analysing documents, observations, and interviews. This gives rise to multiple data forms, which are used to develop themes. This research focused mainly on verbal data through semi-structured interviews and the analysis of the data collected in an interpretative and diagnostic manner. Throughout the process, there are emergent issues, that is, some phases, questions and data forms of data may change due to circumstances on the ground. Qualitative research is mostly based on the use of theory to view a phenomenon. This research is based on the use of a theoretical lens to probe route tourism and LED. Lastly, a complex picture of the problem under study is developed. Thus, multiple factors of a

situation are reported, and visual models of processes central to the phenomenon are sketched.

Van Griensven, Moore and Hall (2014: 369) argued that qualitative research, "has the ability to provide documentary information that can describe how people are experiencing a given research issue, that is, qualitative research provides information about the human side of an issue, even the misinterpreted actions of an individual". This is fundamental in this study given that the research topic deals with human behaviour and lived experience; therefore, the qualitative method is the most appropriate.

3.3. Research Design

The research design is the plan according to which the research determines the targeted respondents and guides how information is obtained from the research participants and analysed, based on the research question of the study. Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the research problem (Welman, Kruger, & Mitchell, 2005); Kothari, 2006; Sekaran & Bougie, 2016).

3.3.1. Phenomenology

For the purpose of this research, the researcher applied the phenomenology qualitative research design. For Giorgi, the operative word in phenomenological research is 'describe'. The aim of the researcher was to describe as accurately as possible the phenomenon, refraining from any pre-given framework, but remaining true to the facts. According to Welman and Kruger (1999:189), "the phenomenologists are concerned with understanding social and psychological phenomena from the perspectives of people involved". Husserl's philosophical phenomenology provided a point of departure for Alfred Schultz who turned it "toward the ways in which ordinary members of society attend to their everyday lives" (Holstein & Gubrium, 2004:488-489). A researcher applying phenomenology is concerned with the lived experiences of the people involved, or who were involved, with the issue that is being researched (Robinson & Reed, 1998). Thus, the phenomenon under study was the tourism route in relation to Local Economic Development. The composition of the sample under study reveals that they are local tourism officials in Zululand District and therefore,

have intimate knowledge and experiences in the field and study area to be able to correlate tourism routes and Local Economic Development.

3.4. Research sample

The study discussed tourism routes and its implication for economic development in rural areas of KwaZulu-Natal through determining the impacts of tourism routes to local economic development in rural areas within the Zululand District.

For the purposes of this study, the researcher applied a non-probabilistic sample which can be used when the findings of a study do not need to be generalised to the larger population (du Plooy-Cilliers, Davis & Bezuidenhout, 2014:142). The research purposefully chose the elements that were regarded as representative of the relevant population to be included in the research sample, based on a set list of characteristics. Fox and Baya (2008), described purposive sampling as the most important type of non-probability sampling which relies on the researcher's experience or previous research experience and findings to deliberately obtain units of analysis in such a way that the sample may be regarded as being representative of the relevant population.

The principal objective of selecting participants from a bigger population for a piece of research is to obtain a representative selection of the sampling units within the population (Sekaran & Bougie, 2013). For the purposes of this study, non-probabilistic sampling techniques were applied as only individuals (n = 20) who are directly involved in the tourism development within the study area as well as the relevant were targeted. Provincial department were targeted to participate in this research sample as follows:

Zululand Birding Route	01
R66 Heritage Route	01
Battlefield Route	01
Zululand District Municipality Municipal Manager	01
Zululand District LED and Tourism Officials	02

Zululand District Tourism Portfolio Committee Members	02
The Five Local Municipalities under Zululand District LED and Tourism Officials	05
Local Community Tourism Organizations Committee Members	05
KwaZulu-Natal Department of Economic Development, Tourism Development and Environment Affairs Officials	01
Tourism KwaZulu-Natal	01
Total Participants	20

(Source: Created by the researcher): undated.

3.5. Data Collection

3.5.1. Key informant interviews

The researcher used in-depth interviews to collect data from key informants. According to Leedy and Ormrod (2005), one-on-one questions with an individual can help the researcher to get an explanation and to probe more if the explanation was not clear. Key informant interviews occur when people with detailed information about the study area are interviewed to collect key information on public requirements. The critical component of the "key informant interview" is the fact that the "informant is well versed in information about his/her community, or field work". To obtain information efficiently using face to face interviews or sometimes interviewing participants via telephone, the researcher developed and used an interview guide that guided the semi-structured interview sessions. Open-ended questions were designed to obtain data from the targeted research respondents using an audio recorder to capture data from the targeted respondents.

3.5.2. Documentary Analysis

Mogalakwe (2006: 2) defined a document as “an artefact which has as its central feature an inscribed text”. Documents are produced by individuals or a group of individuals to meet their everyday needs and for practical purposes. This study focused on secondary documents such as public and private documents to corroborate the evidence from interviews. Public documents (Government publications) which were analysed include Acts of Parliament, policy statements, census reports, and statistical bulletins, reports of commissions of inquiry, ministerial or departmental annual reports, and consultancy reports. Private documents used included reports from civil society organisations such as non-governmental organisations, private sector business, trade unions, newspaper coverage, books and journals. Creswell (2009:180) argued that documents are a convenient and unobtrusive way to get information. The authors of the documents put critical thoughts into compiling them. The documentary collection of data saved the researcher time and expenses in transcribing.

3.6. Analysis and interpretation of data

Data from documentary sources were analysed through content analysis. These included texts from newspaper articles, policy statements, census reports, parliamentary reports, Acts of Parliament, public speeches and civil society reports. The deductive content analysis was used to analyse these texts. The deductive content analysis is used when the structure of analysis is operationalised on theory testing (Elo & Kyngas, 2007:109). The researcher developed a categorisation matrix and coded data according to categories. After developing a categorisation matrix, the researcher reviewed all the data for content and coded according to identified categories.

Data from interviews were analysed using thematic analysis. According to Nieuwenhuis, (2007) states that thematic analysis allows a researcher with a qualitative method and design to develop themes and a code, use a check on the consistency of judgment". In this research, it was essential to decode the data given by participants and appraisals into themes and to pursue forms of connotations. Since the materials collected were in the form of written words, those words were grouped into meaningful categories or descriptive labels, then organised to compare, contrast

and identify patterns. First level coding was done to reduce the data to a manageable size (see Patton, 2002:453). Before beginning the coding process, the researcher formulated basic domains that categorise a broad range of phenomena; for example, setting, types of activities, events, relationships and social structure, general perspectives, strategies, process, meanings and repeated phrases.

3.7. Ethical considerations

The researcher considered all University research policies and procedures to ensure compliance, with all laid down research requirements. The research was conducted in a manner that was socially and ethically relevant. At the end of the study, the researcher included a statement of originality and a plagiarism declaration to ensure that there is no breach of academic integrity. Following the provisions of the University research policy, the researcher observes that every participant in this research from all levels was treated with respect and everyone was guaranteed anonymity and confidentiality. The different cultures, beliefs and customs of different people participating in this research were respected.

As Welman (2005) stated, consent of all targeted participants needs to be sought to get permission and explain the purpose of the study. The participants' safety was not compromised through their involvement in this study. Participants were given relevant information about the risks or harm that could arise from participating in the research. The purposes, procedures, risks, potential dangers and consequences of research were thoroughly explained to the participants. Participants exercised voluntary consent, retaining the option of refusing to take part in the research or terminating their involvement at any time. The researcher distributed informed consent forms which were signed by every interviewee. They then chose to participate or not in the study. They were also allowed to pull out of the study at any point if and when they wished to, without any penalties. In addition, permission was sought and granted from the Tourism Department to interview officials. Participants were informed that they were being recorded, and the recorded conversations and field notes will be kept in the department for five years. The researcher made every attempt to not allow any personal prejudices or biases in the investigation.

When carrying out documentary analysis, the researcher aspired to the highest standards of rigorous inquiry. Every document was checked for authenticity, credibility, representativeness and meaning. The findings were made available to the participants. The sources of all the designs, writings and ideas that are not the researcher's original work, were duly acknowledged for their valuable contribution to this research. The researcher consulted the supervisor in cases of unavoidable circumstances.

3.8. Chapter Summary

This research utilised the qualitative research to answer research questions on route tourism in South Africa. For the purpose of this research, the researcher applied the phenomenology qualitative research design. For the purposes of this study, the researcher applied a non-probabilistic sample because the findings of the study did not need to be generalised to the larger population. The researcher also used in-depth interviews to collect data from key informants. This study focused on secondary documents such as public and private documents to corroborate the evidence from interviews. Data from documentary sources were analysed through content analysis. These included texts from newspaper articles, policy statements, census reports, parliamentary reports, Acts of Parliament, public speeches and civil society reports. Data from interviews were analysed using thematic analysis. Lastly, the researcher considered all the University of Zululand's research policies and procedures to ensure compliance with all laid down research requirements.

CHAPTER 4

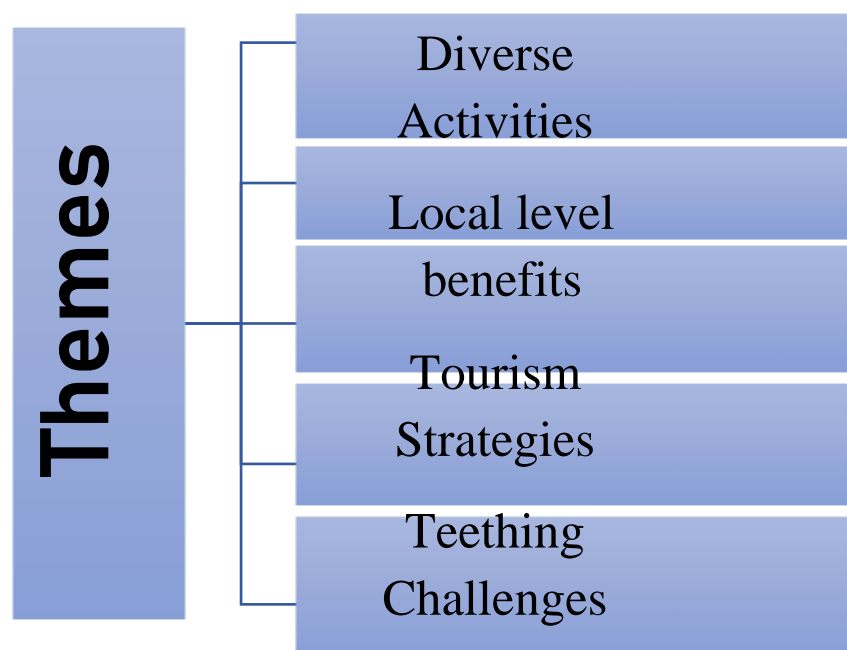
DATA PRESENTATION AND ANALYSIS

4.1. Introduction

This chapter presents the qualitative findings of the study obtained from primary data. It sought to address the research questions on tourism routes and Local Economic Development. In the presentation of themes, the voices of participants are interwoven in response to the study's research questions. Sub-themes in this study were formulated following Creswell's (2009) thematic content approach to the generation of themes in qualitative research data analysis. In this study, the thematic content approach assisted the researcher in searching for patterns that provided an illuminating description. The models led to the formation of themes and sub-themes. For the evidence, the chapter presents the verbatim data from the participants' responses using pseudonyms to protect the identity and confidentiality of the participants.

4.2. Findings

The participants identified the following concerning tourism routes and Local Economic Development: diverse activities, local level benefits, tourism strategies, stakeholder involvement, teething challenges and Local Economic Development. They became themes after the majority of the participants identified them as such and are all related to the study topic mentioned by them many times. Figure 4.1 below illustrates these:



Local Economic Development

Figure 4.1: Thematic areas

Theme 1: Diverse activities

The majority of the participants (85%) had a different conceptualisation of the term tourism routes. These are summarised in Figure 4.2 below:

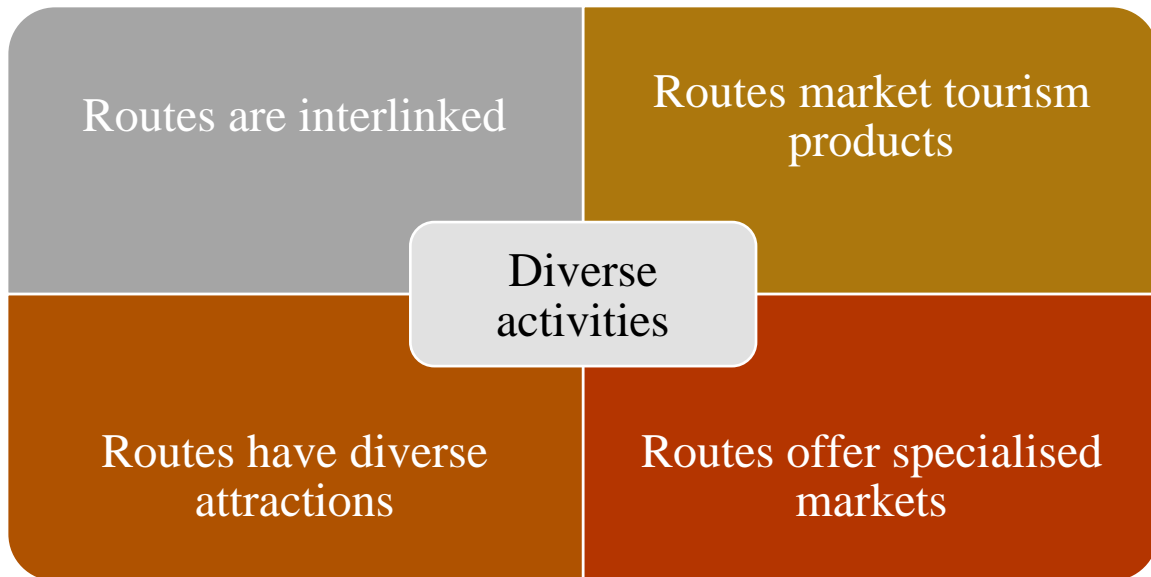


Figure 4.2 Emergent subthemes: Diverse Activities

Mazibuko (27, male) said:

My understanding of tourism routes, for example, those in Kwazulu-Natal, are routes that make it easier for the visitors to identify their gaps and their places of interest. ... Seemingly if you look at the battlefield route, it is a big and full route that covers three-quarters of KwaZulu-Natal and then followed by other roads, like Road 66, Zululand Birding Route and Midlands Meander all those routes are all the way up to the coast.

We have Route 22 Istria Africa and the route makes it easier for the visitors to find a corridor if they are coming from all the way up from the coast to the North, in the event for example that they are looking for the Zulu Culture and it's Heritage, they go straight of R66 to find the same. ... Tourism routes make it easier for visitors to understand and identify their places of interest. (Mandla, male 35 years)

The word tourism route is very vast. In my view, a route has different attractions. I will scale it down to where we are, the Zululand District, which has five (5) local municipalities, in our municipality or district we have Route 66, Battlefield and the Birding route. More especially the one I live (Route 66) takes you from Dokodweni, Eshowe, Melmoth, Ulundi, Nongoma up to Pongola. Battlefield Routes encompasses a historical background where you will find sites with historical attractions. (Nonjabulo, 43, female)

The first step is to market this, obviously, you have to have something to give to another person and that the brochure or a document. In Zululand, we have three routes that we market and I have the brochure. We have route 66, which is the Zululand Heritage Route that flies from Pongola, Nongoma, and Ulundi to Eshowe and Dokodweni. These links to the KZN Battlefield Route, which goes much wider and covers more area. The third route that we have here that is operational is the Zululand birding route. The birding route is what we call the niche market, because it is a specialist market, and not everybody would like to go and watch birds, but the niche market really goes to sit in a place where you can sit with your binoculars and you can see the different birds. The number is said to be over 300 different species of birds in Zululand. (Thabisile, 45, female)

The majority of the participants (13) viewed tourism routes as a combination of products, especially tourism products that are in different places. They consistently gave examples of the Birding Route for those who do birding, Battlefield Route as a reminder of the great battles fought during the pre-colonial and colonial epochs, as well as Route 66, which starts at Gingindlovu and goes all the way to Pongola, encompassing different towns joined to make a route.

For Busi (41, male), tourism routes are associated with attraction:

Tourism routes are how you package all your attractions along the routes, it is one way that helps you to sell the destination, for instance here in Zululand we have got the two routes namely Zululand Heritage Route R66 and also the Battlefield Routes ... both of these routes have their formal structure that is operational. We have programmes within our marketing packages, so what I would say about my

understanding of Tourism Routes is to put together the attraction within the destination and sell them to other people.

Sipho (34, female) considered tourism routes concerning a cocktail of activities:

Tourism routes are the routes that contain tourism activities and items such as herein Uphongolo Municipality, which is strategical, located towards the heritage route ... Route 66 that passes through Nongoma, Ulundi and Nongoma. There is a royal palace like kwaKhangela, Enyokeni, kwaLindizwe and from there you are the move to Ulundi where there is the valley of kings where all kings like king Cetshwayo, Shingane and all other Zulu kings' remains are interred ... then you pass to Eshowe, kwaBulawayo from kwaBulawayo to KwaDukuza. In this tourism route where you get different tourism activities like your accommodation, like your tour guide, things like Zulu heritage huts your 'napkins' and everything and even history. This is done so that we cannot send distorted history people and therefore tourists come for the genuine history of the Zulu people.

Tourism routes are when you identify attraction points and you create routes around it for people around the district and even outside the district so that they know what is found in the district, what are the attractions that are found in your district, that is what I understand about tourism route. (Mandla, 38, male)

Tourism route is one of the tourist attractions, it is tourism attraction that addresses various spheres of tourism or that exposes the opportunities with regard to tourism product owners whether you talking of tour guide, tour operators, tourism B&B's hotels and so forth and any game reserve along these routes. In Route 66, which start from Gingindlovu up to far north, you engage in that tourism route for the district. You experience a variety of things, which include a lot of things such as heritage, reserves, cultural experience along the route. Therefore, for me, it is the whole combination of tourism products, owners and dynamics with a variety of experience with regards to exposure. (Nonjabulo, 32, female).

COMMENT: The above responses are similar to Leiper's whole tourism model. According to Leiper (2000), tourism is an open system consisting of interrelated elements. The interrelatedness is apparent in the above responses. First, are the interconnected routes, then the visitors and the hosts as human players, products such

as birding and heritage sites, and then a combination of activities that promote tourism. The findings are also similar to results by Agrawal (1999) who argues that the essential concept of route tourism is simple; namely that of the linking together a series of tourist attractions to promote local tourism by encouraging visitors to travel from one location to another. Tourism routes are a cluster of travel attractions and different stakeholders at a destination level that work together in promoting tourism in their area under a particular theme. However, ECI Africa (2006c) argues that although there is a realisation of tourism assets, sufficient capacity within rural and sometimes-urban communities is not provided to cover all areas of the route or destination development. Besides limited capacity, tourism associations face financial challenges due to the poor performance of local tourism enterprises, and lack of cohesion and support of all stakeholders leading to weak organisations unable to effectively manage the destination or route

Theme 2 Local level benefits

Most participants' responses (80%) revealed how tourism routes provide localised benefits to communities within the vicinity of the routes. Figure 4.3 below illustrates these:



Figure 4.3: Emergent sub-themes on local level benefits

I think it (tourism routes) is good for the community. I am talking about people who promoted areas, places of Nquthu area, which is underdeveloped, but through the community awareness, these people understand that if they have anything to sell or to give to the visitors like local communities that are performing Zulu Reed Dance, they can benefit from that. As they exhibit and display their talent in their skills of dancing, as our community does, they instil that kind of culture from youth in their age on the older generation. This plays a significant role in preserving their culture, and the same applies when you see the old women doing their beadworks, portal and so on. They sell it in their curio shops and then that community is gaining something from the visitors. (Zethu, 24 female).

Participants reiterated that tourism routes benefit the community in different ways because in each place there are different stakeholders from tour operators, accommodation and restaurants. So, this has a ripple effect. Should the tour operators use any of the routes, they will first need accommodation that means that the local establishments that employ local people will benefit and get more from the accommodation.

Furthermore, when guests are hungry, they will use restaurants and will experience local culture. That is where local people need to advertise and make sure that the features of unique restaurants are stated. That is where we will find women who have formed NPO'S that will provide entertainment, sell beadwork and crafters, and the tour guides that are trained to take tourists around the area. It also benefits the municipality if we appreciate that we have a division called Local Economic Development; so, they visit all the NPOs that are working well and benefiting from tourism.

Uphongolo is strategically located, so the routes include people from Swaziland, Mozambique and Johannesburg. The benefits to the local community are that when people are coming to the town, they have to position themselves to sell or to get spinoffs out of those who are passing by. For example, people have flea markets, art and cultural centres where they sell all those things. People also sell information as well about the route areas. They are the craft of sale as they sell so many things, and that is how they are benefiting. Some people drive to Durban, and when they get tired are likely to lodge in Uphongola. The local people can access the benefits of the area.

Mazibuko (27, male) said:

Well to identify few, we understand that in 2008, we hosted a World Cup and among the teams that came to South Africa was the Netherlands, a country that has got good linkages with a You threat town, and we also have Newcastle. New Castle it a city in the UK we have another New Castle in Vryheid and all those tourists coming over from that part of the country in Europe came all the way here and then they wanted to explore sister towns. This contributed to Local Economic Development of such cities like New Castle, Dundee and Utrecht, then at some stage, we were used to having Irish Lions, which they could not leave South Africa without going to that place, and then they spend thousands for the benefit of the community. There is also Prince Imperial it is French and Dynasty that was put to an end by the Zulus. For the benefits and the deliverables, the Afro-Franco wrote that it is a mixture of African and French every June and they contribute towards community benefit. Uqweqwe High school have a kind of lecture; in which they were taught French in their classroom. This empowers the local people to be bilingual so that when the French-speaking visitors come into their area they don't need to have a specific guide to speak that language, but they got these kids that are taught French in school along the Prince Imperial route.

Fikile (40, female) supported the above assertions:

In Ulundi, people have seen a gap in tourism in the area. They have opened a one-stop shop, where you will get food among other things. We have a tourist place that will be open soon. We have a development in the P 700 route that is set to be opened in October where that will boost our economy in Ulundi. We are hoping more tourists will come to our area. Tourism has different impacts, Tourism in Ulundi is steadily growing, we need all different participants to be more aware, and low tourism can benefit people in the area. Employment for unskilled people in the area. Training on the Birding Route where they have taken the local youth and put them on training programmes that will teach them about the different bird species that are available in the area and also safeguard species that are about to reach extinction and at the same time provide employment.

However, Mandla (50, male) disagreed that there are benefits accrued to the community:

That one became a little bit tricky but to be honest with you other role players or other department officials overlook tourism inputs to their capping eyes. This is not necessary as you observe in the building of routes, they focused on houses and water, and they overlooked tourism, which is the only thing that brings in money and it helps to boost the job creation. If you identify the putting up for signage and the repairing of the main route for example if you look at the state of the road between Ulundi and Cengeni Gate, inside the Icengeni, Hluhluwe Imfolozi gate, you find that the state of the route is appalling. If you observe the road between the turnoff to Isandlwana, you discover that the route has thousands of visitors. However, the department Amafa to be specific said that they do not want any interference with nature, so it is not their task to look after the road infrastructure, the development but when you get into some sites, some sites got no ablution some of the places are tourism unfriendly, some are unfriendly to those with disabilities. These are the gaps that we identified recently and when we reported to the principals as I have mentioned earlier, they overlooked the benefits derived from the routes.

The participants reiterated that local communities are benefiting from tourism routes because there are so many products like B&B's from Dokodweni and the adjoining Route 66. There are various activities taking place to such an extent that a drive from Dokodweni via Melmoth, via Eshowe, Ulundi, Nongoma to Pongola can provide different products that are sold by the local community to passing by tourists. In this way the communities benefit from selling their craft which leads to job opportunities.

Most participants viewed these routes as having associations. The members of the associations are the same business people who are within the routes. They affiliate to the association, and they benefit from whatever packages are put together because their businesses are being marketed along the routes. In this way, people know that they are coming to specific destinations. *“For instance coming to Zululand driving from Ulundi to Nongoma we have the number of Tourist attractions including the accommodation establishments that people know that if I am going to this route, I will have accommodation in this particular area because they are owned by association*

members, and can market the businesses which are along the routes". (Mazibuko, 27 male).

According to Sipho (34, female), *"It becomes very beneficial to the communities for instance even if you are looking at R66 there are informal business people who are in the Undundulu area. A number of them are selling their products so that people going along with this route can be able to buy whatever products they need"*. Dlamini (male, 26) added, *"I would say because these routes are also part of the tourism shows, for instance, Tourism Kwazulu-Natal, so we have been with to the trade show like the Tourism Indaba where they can sell those packages, and market their tourism business as I am saying"*.

I have seen people coming from outside the district to visit the routes having to buy some products along the routes. I have noticed that a number of people benefiting from the routes itself as not only the person who is trying to sell the actual products but a number of people who are also indirect or direct also benefit from these routes. Fortunate enough, I am not someone who used to stay in that town. I did not believe that this small town was so vibrant. Apart from activities such as the Heritage Month Celebrations, the Mayoral cup end of July, there are also Business Excellence Awards. These are the methods that we use to lure people to significantly invest in our area. In terms of spin-offs, people now see the potential in different vital economic indicators of Uphongolo as I have highlighted earlier. Apart from tourism, there is agriculture, the potential for mining, the potential for logistics and, that is why you see the N2 is expanding. The railway line is expanding because people tend to look at many opportunities towards that, which is why there is more need for different activities expansion, so we allow more economy as per the flow of people. (Fikile, 40 years, female).

In terms of routes, Siyabonga said:

These routes need to be properly developed, because if they are well developed, they present opportunities for the community. For instance, if you go to N2, you find that there is a Total garage and this garage presents the opportunity for the local community to display their products close to the garage, and most of them are woman, selling art and craft and this is the opportunity that is presented by the

presence the same routes. These are some of the examples, in terms of benefits to the local people.

COMMENT: The data speaks to how route tourism creates a cooperative marketing strategy that links up interrelated products. More Often, rural-based tourist attractions that are located in a particular location under one unifying theme. The findings are similar to DPLG (2002) findings, which mentioned some of the more noteworthy tourism-based LED initiatives in South Africa. The activities include the redevelopment of the Newtown area in central Johannesburg as a cultural precinct, the promotion of township tours and the development of township tourist facilities, such as Lookout Hill in Khayelitsha, Cape Town, and the massive redevelopment of abandoned harbour facilities in Cape Town to create an excellent waterfront facility. it attracts funding from the central government for LED.

Theme 3: Tourism strategies

The participants identified tourism strategies applicable to the research area. Figure 4.4 illustrates these:

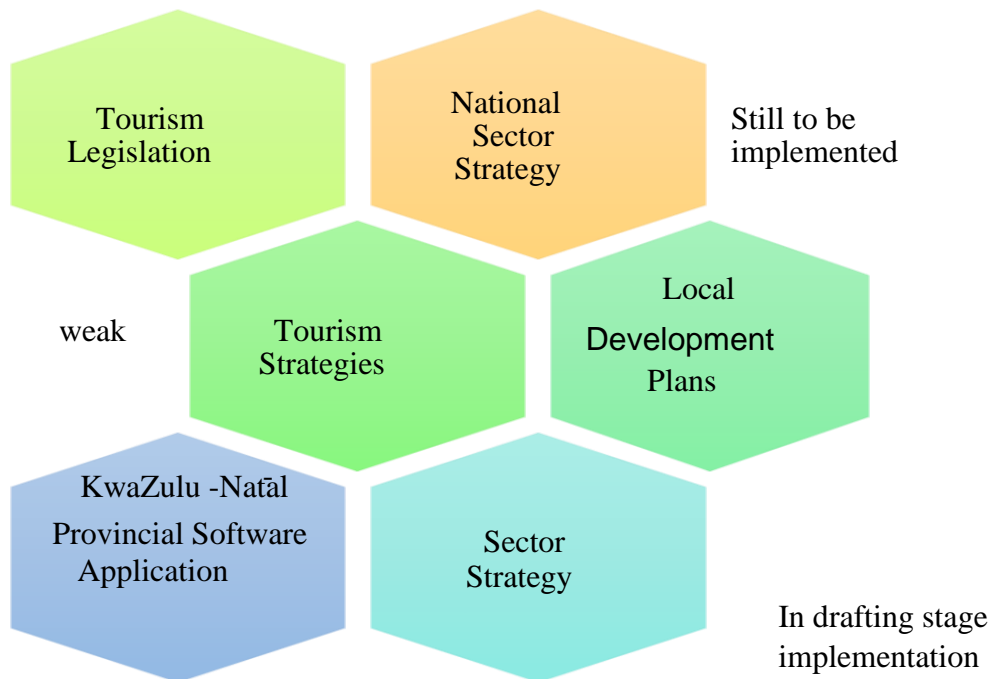


Figure 4.4 Emergent sub-themes on tourism strategies

According to Key informants, Zululand has been trying to set up a Tourism Marketing Strategy but up to now, it has not been yet implemented and reviewed. This Tourism Strategy was nearing implementation, but on the basis that it was backdated, the National Tourism Sector Strategy was developed. However, it does not align mostly with the Zululand types of tourism. This is because Zululand has diverse tourism attractions and Eco-tourism; for example, beaches in Battlefields. These attractions draw people to the area, but the National Tourism Sector Strategy does not align much with the Zululand Tourism Strategy.

The Zululand District houses five local municipalities, and each has its tourism structure. In Ulundi, for example:

We have Tourism Strategy that state what you will find in Ulundi, the strong points that will sell Ulundi as a tourist destination so in that strategy you will discover priority projects that are clearly stated that will enhance Ulundi to be a better tourists destination going forward. For example, there is a point where we should have a Tourists Information Office. This office will house local crafters so that so that they can have an area where they will advertise the work that they do and as the municipality have to support the initiative, also the Community Tourism Organisation that the tourism office assists, this strategy is a map to reach the desired goal. (Mapi, 47 female).

Busi (41, male) added:

We have the Zululand Tourism Sector Strategy or Sector place. Zululand District has five local municipalities with local sector plans. Those with no sector plans are busy developing tourism sector plans, in fact, I am not sure about other municipalities, but as far as Nongoma we got also investments plans which are also assisting because we involve all the tourism products that we have in the area.

Fikile (40, female) a municipal manager also reiterated that:

The policy framework we have been using back in the years is the Zululand Tourism strategy amongst others. Now, in partnership with the provincial

department of Economic Development Tourism Environmental Affairs, we are in the process of reviewing the plans for every municipality within the District Municipality. We are going to put together the events also revolving around the routes as part of the strategy. I would say now, that on the framework that and the IDP, there is a part that talks of tourism. The information we need to update and profile it and the IDP is a mother of these frameworks. Therefore, we have the IDP and the tourism sector strategy as the policy frameworks that we are working on, on profiling the district.

Mandla said:

On the provincial level, we used to have the Community Tourism Organisation, which was the structure that was formed to represent the entire district and the private sector. That structure has been helping the routes as well. We also have National Department led by MEC Zikalala they are also one of our stakeholders who are part of the routes because of TKZN as you remember it is an entity of the department. So actually, the department EDTEA was the primary driver of having the route under the TKZN stand and from our side as the district. We are also supporting the routes as I have mentioned earlier, we have supporting them and providing them with transports to the shows, and even at some stage we have provided accommodation for the participants from the routes, and on the local sphere. I would say for instance Ulundi used to pay the membership fee, am not sure up until when but I know some of the municipalities like Nongoma and Pongola from outside they have made the affiliation fee or membership fee if I can say so to run the routes.

Mazibuko further reiterated that:

Tourism is extensive that is why a policy or legislation is part of tourism because of your informal trader. It also covers people who are selling crafts, so you find that the informal trade policy is part of that, and bylaws are part of that. Economic indicators inform your LED strategy where tourism is one of them, but the tourism strategy or policy forms part of that. There are so many policies that consist of that because in the hospitality industry you receive grading through specific legislation,

so all that is under the policy framework that regulates tourism and its implementation and how it is run in these different municipalities.

Mandla reiterated that:

We are now talking about Heritage route; Kings Shaka and Goodwill kaBhekuzulu are known all over the world so if we can make sure that we revive these issues around the culture of Zululand. King Shaka and king Goodwill kaBhekuzulu they need no introduction to the world even to the community of South Africa so if people know that King Shaka and the living king of the Zulu Nation are from the Zululand soil that in itself is marketing. The issue of infrastructure is very important so that when people come here, they will access our attractions. There is something like the Zulu Kingdom experience that has been put together in Cape Town, as people started to realise that the Zulu name, Zulu Nation and the Zulu Kingdom is a gold. In Zululand, we need to take advantage of our Zulu kings as our tourist attraction.

Fikile also revealed the technological aspects of the strategy:

Tourism KwaZulu-Natal has launched an application and through that application, it profiles the different products of the province. This includes a map of the province outlining all the major attractions within the province so I feel that the map I am talking about is in line with the route strategy that has been developed. Finally, all the strategies cascade from national level policies:

We derive our mandate from the National Tourism Sector Strategy, which is the blueprint of the tourism industry. It tells you what needs to be done, who needs to do what, by when they need to do it and how well they need to do it. In terms of strategic direction, we get our mandate from the National Tourism Sector Strategy, and the KwaZulu-Natal Provincial Tourism White Paper, which is the policy document that outlines the roles and responsibilities of different stakeholders within the tourism industry. It will tell you the role of government in the national, provincial and at the district level.

COMMENT: The data reveals the extent of central and local government-led planning in route tourism endeavours. The success of tourism spaces is inextricably linked to the process of what Helmsing (2001a: 17) calls "locality development". In the South

African context, local action and LED, specifically, have been encouraged by a range of government policy documents and acts of parliament, including the Reconstruction and Development Programme (RDP), launched before the first democratic elections in 1994 (Rogerson 1998). An emerging trend is that local authorities, who are now regarded by the national government as the 'champions' and deliverers of LED, are undertaking a set of programmes designed to make their areas more exciting or attractive places for purposes of consumption and entertainment. These new initiatives include the promotion of townships as black/African cultural tourism destinations, the hosting of cultural and arts festivals, urban redevelopment programmes, heritage tourism, the promotion of newly identified tourist routes and the massive expansion in game parks that are now taking place.

Theme 4: Stakeholder involvement

Participants acknowledged the importance of stakeholder involvement in route tourism. Figure 4.5 summarises the involvement:

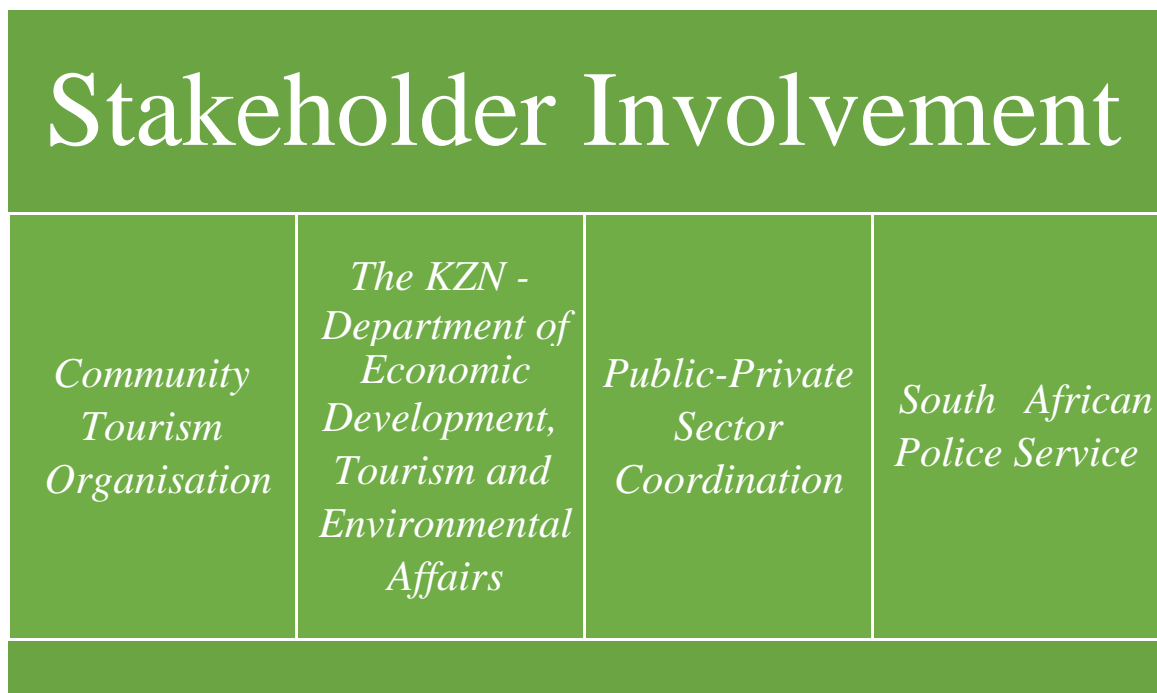


Figure 4.5: Emergent sub-themes on stakeholder involvement

You cannot divorce the Zulu culture and battlefields so it goes hand in hand if you have been doing this as a joint venture or partnership between the battlefield routes and Zululand Heritage route. We are sharing the same unique Zulu Culture of which is unique to us and cannot be found elsewhere in the world, then by

sharing the cost in marketing it also allows the routes to be sustainable because you can't stand on your own. (Nonjabulo).

Marketing with your little circle of tools, then if you are sharing the same sentiments of what tourism has to offer and if you invite your clients to explore the Zululand, it is not only about the Zulu culture, the battlefield that shared the history of South Africa. (Zethu).

We have a good working relationship with the different chairperson of these routes. Each time we have meetings we devise strategies and ways to improve the percentage of tourists coming in, more recently we just had Route 66 Annual General Meeting where the previous chairperson was re-elected again. They reinvented their website by incorporating all the attractions that you will find from accommodation, tour operators, sites and different businesses that are found in each area — that helps in stimulating local economic development in each town you will find on Route 66. (Zethu).

In terms of collaborations in tourism routes, Mandla said:

They are very important in a sense that everyone who is involved or the stakeholders they get the opportunity to come together, put ideas together and they work hand in hand to accomplish what the tourism industry wants, and in that fashion, all the participants have an important role.

Mazibuko talked of Indabas;

We have attended a number of shows for instance Indabas. We have trade shows, business-to-business negotiations and the consumable shows. There was one in Johannesburg that takes place in February, the Beard Show, The Gauteng Getaway that takes place also at the beginning of September. A Consumer Show is whereby you actually sell our products to the consumer coming from that side. From our team, we have been supporting the routes taking them to the show and previously from the district side we have supported them financially. If we still have enough funds, we have to help them with their projects that are still outstanding, for instance as a district at one stage they need to put signage under the Zululand District jurisdiction. We need to assist further in the marketing of the routes. As the member of Battlefield Route and the Zululand Heritage Routes

including the Birding Routes, I have been acting as a chairperson for some time. The role that I am holding besides being Secretary or vice chair, my ultimate goal or my task is that I am running marketing portfolio of the routes, both of the routes to subsidise for my accommodation and travelling expenses.

A key informant Desmond said: *“We have different stakeholders in tourism; firstly, we are supported by National Department of Tourism they are the main stakeholder that provides a framework on strategies in place that we need to follow from their provincial government then it will be local government. Private sectors that include Community Tourism Organisation (choose by accommodation, tour guides, crafters amongst others) that encompass tourism to flourish in our district.”*

Another informant said;

We conduct monthly and quarterly meetings with different routes so that they can tell us the events planned so that we know what to expect in different seasons. These campaigns and programmes need to be done to make our area to have visitors for all reasons. We may not have the beach, but we mostly use nature, heritage sites and vast attractions like Zulu culture when passing Eshowe to Battlefield sites. In these routes, we are promoting different products that are there in routes so we hold meetings and workshops just to share ideas about what is happening in the area. We also do presentations about what is happening in Nongoma, Ulundi and in Pongola they also do the same, so as tourism officers it is our role to make presentations including local tourism organisations. (Mandla).

Participants acknowledged the presence of different stakeholders participating in the tourism sector because tourism speaks to everyone. For example, health is needed to be there so that people in these tourism facilities can eat healthy food. The environment should be clean and conducive for tourists. The department of environmental affairs is there as well to ensure that everything is done accordingly. People must not just build anywhere as there are biodiversity sensitive areas. All those things are taken into consideration, and the business people have a more significant role because tourism without economic benefit is not tourism: tourism must bring business for the economy. Informal vendors and street vendors are other key stakeholders. There is cultural tourism where Amakhosi (traditional leaders) represent

the community. The farmers are also represented. Everyone is part of tourism because every stakeholder is a crucial element. The Department of Water Affairs is also key as people now visit Pongola Dam, the largest dam in KwaZulu Natal. The South African Police Services is expected to protect tourists and prevent rhino poaching. Nature Conservation Services officials are also part of anti-rhino poaching initiatives because at the end of the day when animals are poached, the area will not be able to bring tourists since there are many tourist activities that rely on the quality of natural resources.

There is a great deal of coordination in tourism in Zululand:

We are working with the Department of Economic Development, Tourism and Environmental Affairs so they actually approved funding of R700 000 to assist us in developing our tourism strategy so that is going to assist us. We are going to involve all the stakeholders including those people who own game farms and game lodges. We are going to involve them in putting together this strategy because we are going to come up with a turnaround strategy so that people who do not own land also benefit. We will invite as many stakeholders as we can so that we put together a lively document that is going to benefit people of Zululand.
(Sipho)

I have discovered that there are many policies and if you go through them, you realise that there is a lot of cut and paste. It does not talk to the issues that are here in Zululand that is why I am mentioning to you that if we come with a new strategy that will involve every stakeholder including the Zulu Royal Household in this way, we will create a relevant document. (Nonjabulo)

Under the EDTEA representing the tourism umbrella, we have the unit called tourism development, within that directorate. There are three sub-directorates, the first one is tourism planning that is where your issue of legislation, policy development, strategy development is situated. The issue of routes now as I have indicated is a process that we are busy drafting. We are developing the routeing strategy, so that is where this particular function is sitting. Then above that, we have another sub-directorate called growth and development, which assists product owners within the tourism space. The third sub-directorate called the

tourism sector transforming, and that unit's main function is to come up with targeted interventions aimed at transforming the sector. (Busi).

Another participant cited coordinating challenges:

These three role players are the municipalities, the local and the private sector. The private sector called CTO (Community Tourism Organisation) is a joint venture of private operators within that area and the third link of this and is really the private operator in this private capacity. Now this three have a link to each other, and I think when you do not have that linkage and that is where the problems arise. Tourism should really be a joint venture between the public and private sector and you should have CTO municipality, you have the private sector CTO side of the municipality the portfolio, and these two should join, should have maybe a joint structure like a partnership.

COMMENT: The data reveal the involvement of various stakeholders in tourism. Data also show that there is likely to be an advantaged group who possess the resources and skills that enables them to benefit from opportunities presented to them by successful tourism routes. Nzama (2013), supports the idea that tourism routes should promote responsible tourism practices by encouraging communities living adjacent to the routes to participate in tourism development. In concurring with above participant narratives, Chen (2015) stated that when communities are not involved in tourism development taking place in their areas, they do not realise the achievements and benefits of tourism development in their areas.

Theme 5: Teething Challenges

Narratives from participants revealed different challenges such as infrastructure like signage, and problems on the establishment director sign. Figure 4.6 provides the illustrations:

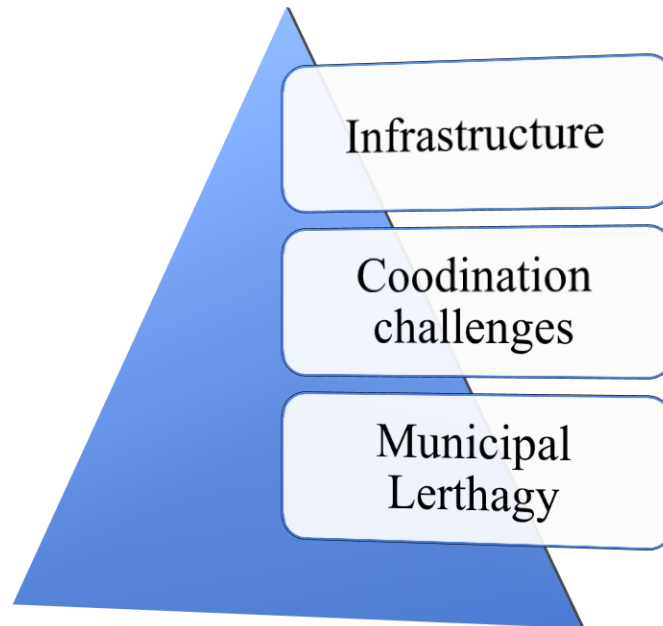


Figure 4.6: Emergent subthemes on teething challenges

A local Tour Guide stated that *“From the tourism, route sign we did not take our close initiative that we need to have these signs erected on certain points to direct the flow of tourism”*. That will not be an easy exercise as we have the challenge with some of the municipality who think that tourism routes must contribute financially in the local events of development, whereas the routes are there to play their role, which is to market and promote the area. Most attractions found on Route 66 are situated in rural areas, the main road is tarred, but the minute you take the route to the charm, it is a gravel road. One of our main focus that when in yearly budgets that we include road infrastructure to sites so that it will invite tour operators from the bigger cities because that is their primary duty. We have signage, but we can always do the better. (Sakhile)

Sandile, 45, male, pointed to the ineptitude of the municipalities:

In this era, I am disappointed because the Mayor has pronounced that there will be funding for five local municipalities under Zululand District. He requested them to come up with their business plans on how are they going to use that R 50 000 but not even one of them as a stakeholder managed to take that money. I do understand that R 50 000 is not that much but you can print some brochures.

A key informant, Siyabonga, cited problems but saw opportunities for overcoming them:

The problem that one experience is that from the municipality side they do not get any money. This makes them feel that tourism routes are a minor income because the municipality does not get that income as that goes directly to the business or a guesthouse. I think what needs to happen is to visit the municipalities and have a discussion with the vice chair of the Ulundi CTO to make sure that these things are happening and that there is a partnership between the public and private sector, as roads and routes are growing.

A municipal manager also added:

In Zululand District, we have our own tourism office but the challenge is that it is located far, where people would not find it, it is not easy to locate. The office should be on a road where people see and then emblazon it with big banners and big writings, for example, Ulundi has put some welcome signage to Ulundi with their coat of arms that in some part is a focus on new things we are working and focusing on a new strategy.

COMMENT: The data reveal that benefits may not accrue to every member of society. A common observation from the participant narratives is that tourism is not well-coordinated in terms of involving every player with a clear mandate. Community participation is also a challenge, as tourism planning seems to be elitist. This differs from Nzama's (2014), assertion that tourism routes should promote responsible tourism practices by encouraging communities living adjacent to tourism routes to participate in tourism development. The King Cetshwayo District Municipality (2009) recognised the fact that maximising tourism revenue may have little interest for local communities if tourism development is not oriented towards creating opportunities for locals to benefit from the leisure industry through actively participating in tourism development.

Theme 6: Local Economic Development

All the participants described some kind of Local Economic Development brought by tourism routes. These are summarised in Figure 4.7 below:

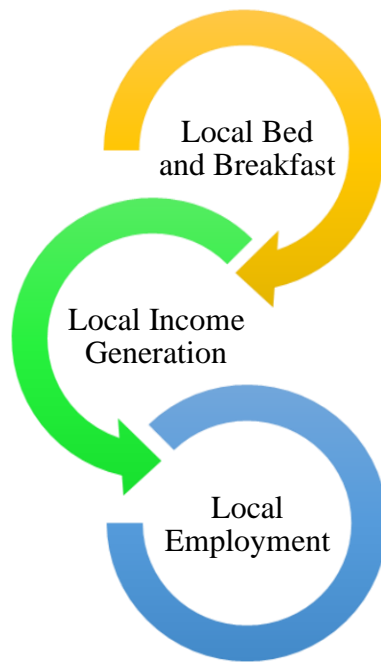


Figure 4.7: Emergent subthemes on LED

There is a huge improvement in our Bed and Breakfast (B&B's) in Abaqulusi Municipality because of tourism marketing and growth. These B&B's are growing very quickly. The number of visitors coming to our side is growing rapidly, and I think the improvements to our B&Bs is due to the tourists coming to our place. There are many women around who are working with beads, selling and getting money by showing and selling their handcrafts. There is a lot that is happening around even it is not where we want it to be. (Fikile).

We have a platform such as Tourism Travel Indaba and other platforms if the routes can have their stand and or the buyers will be able to see what we are selling as compared to putting our product on other companies' stands so that we become visible. In addition, even the platform where we need to engage those who are interested, we can market more about our routes. We have so much good on our routes and we have products, so we are very rich and you find out that that King Cetshwayo is taking over some parts. We have something to sell, but the packaging is not there. (Busi).

The participants reiterated that these routes benefit the local communities in various ways. For example, when the tourist(s) visit their area and they need accommodation to stay for that period they also buy arts and crafts as souvenirs from the local

communities. So, in many ways, they benefit from all that. The development of tourism routes creates job opportunities for people living along the route; in this way, poverty among the people who reside along that route is lessened.

In terms of local economic development, most participants revealed that after the development of tourism routes in the district, there were tourism establishments that were developed. Different families and stakeholders earn a living through the development of tourism routes, so their role is very critical in the Zululand district.

Ndhlovu said, "We appreciate the existence and development of Tourism routes within District, Province as well as the Nation because we have seen the improvements that Tourism routes bring to the Local Economic Development".

However, Siyabonga believes there is more that still needs to be done to realise LED:

As Zululand district municipality, we need to work hand in hand with other government departments. Route 66 has a gravel portion that hinders tourists from coming to the area, so I think we need to work hand in hand with Department of Transport to fix that gravel portion so that we will get lots of tourists from Swaziland and Mpumalanga and other places to get to our attractions or to access Zululand.

Zethu also supported this:

The grading council need to look into many aspects. Some of the B&B's are not graded and I think it is the major problem. For example, if Members Parliamentary Portfolio Committees come to an area, they will not just go to Sbangas B&Bs because they do not know me because I am not registered in the Community Tourism Organisations. I may not also be registered to Tourism KwaZulu-Natal, or in the government database. That is why some of our small businesses are not growing because they are not complying with some rules. The government sector, in the event that of them coming to the area seek lodgings from those B&B's with Tourism Act Compliance.

The majority of participants (86%) concurred that tourism routes provide income generation to previously-disadvantaged community members within these routes. LED can be direct or indirect in terms of job creation and economic development, which results in the upliftment of the standard of living of the people. Consequently, by

having a tourism development route, there are huge impacts on local economic development.

Narratives from the participants also revealed the exposure of youth to the tourism aspects such as in-service training, leadership and programmes that impart skills development. These skills development programmes, within a space of a year, expose so many youngsters to capacity-building. Thus, having these tourism routes around can enhance capacity-building. The municipalities have changed the mind-set that let them focus on their unique selling points instead of moving with the flow as local authorities. They now need to understand how tourism contributes in terms of economic development, what product needs to be sold and also identify their comparative advantage so that they may create a lot of job opportunities based on what you have.

Nonjabulo viewed tourism routes financially:

It is about money for the benefit of the local community. The problem is that they want experiences of tourism and of all the municipal functions (and I think local municipalities have 43 or 44 functions), tourism is one of them but all municipal functions except for tourism, are associated with losses. For example, if I am a member of a library, I pay membership fee there so that I can draw books and people have to be compensated, as they have to be paid salaries. If I use electricity or water, I have to pay for it to the municipality. Tourism is the only one that brings in money from outside because visitors or tourists coming into my hotel bring in money into our area and in other words jobs for Ulundi.

Fikile supported the above assertions:

A tourist will come and maybe sleepover tonight, so he/she pays, fill up his/her petrol and pays. In addition, the same tourist would have lunch at the lodge or Wimpy and pays for it, so it is money from outside coming into that municipality. That money goes to the private sector and the private sector, whether it is a guesthouse or Wimpy, employs local people and pays those people. That money coming from outside goes to the community directly and not through the municipality.

Myende, 27, female concurred;

The most important part is that tourism brings in tourists they bring money from outside into my community or to Ulundi. It also goes wider than that if you take the reed dance, which takes place once a year, accommodation within maybe 100km around Nongoma and full (tourism infrastructure). I think an important part that is the one legal and the other part of it is if you want to market your area brings in tourists in your area you need tourism experiences. I think again if you look at Ulundi just as an example your 30 to 40 Km from the entrance into the game reserve, you are 20 Km from Umgungundlovu, Emakhosini Heritage park you have got Zulu Culture and Heritage, Battlefield side of Ulundi and if you go to Nongoma you have got places of the Zulu family.

Narratives from participants also revealed that these routes are playing a huge role in the local economic development. However, they also develop the nation. For example, South Africa tourism as a sector did very well after the soccer world cup. The sector just parachuted overwhelmingly. Presently, in terms of local economic development, tourism is playing a huge role because the country is still receiving many tourists. *“The municipality now we have created events as such as the Gumba fest. After the Gumba fest, people want to see all our tourism sites, in fact, they come here even after this event just to visits our historical sites by so doing they are promoting our tourism routes as Ulundi.”* (Ndhlovu).

Overall, participants revealed that tourism routes develop Zululand quite a lot because, with them, tourists come knowing nothing but they get information on places they should visit through these routes. This makes it easier for tourists to know that when they take these routes, they will get to wherever they want to visit in Zululand.

However, some participants differed with the above views:

These routes are supposed to benefit the people, but today because we are talking about Zululand my observation since I came, last year is that these do not seem to be of benefit to the communities now. There is still a lot in the district that needs to be done in terms of advertising these routes, and in terms of the infrastructure. People might know the routes and come here to Zululand but for example, roads around the district are very bad, although the tourists do come, we still need to do

a lot of work to improve our road infrastructure and signage directing tourists to our local sites.

Although LED is minimal, Thabisile was optimistic that there would be impact soon, if the municipality meets certain parameters.

To me even though the local community has not benefited, there is a new route that is coming, called the heritage route that was announced by the Mayor and the council approved. The way it is structured focuses mainly on the attractions that are found in the Zululand because as you know that I always tell people that people around KwaZulu-Natal are all selling wares found in Zululand. Now, in Zululand, we are not selling local products, so other people are benefiting from that but Zululand is not. Therefore, the new route that the council is still busy formalising logistics around, will start to bear fruits for the communities soon. The current routes, like route 66 mainly focus on the history of white people coming here and defeating the Zulu people. It is not actually talking to what we have, as it focuses more on war issues, but the envisaged route is going to sell what we have as Zulu people. It is going to sell our culture and the legacy of our ancestors and after we finalise everything, black people are going to understand the benefit of tourism.

COMMENT: The narratives from participants reveal the gap between the potential and the reality. Whilst most participants reveal the locally focused nature of economic development such as the profit racked in by the small lodges, data also reveal the skewed nature of profits between those recognised by the government and those not. The results also reveal the potential of the local people to sell their own wares to tourists plying their routes. This resonates with Helmsing's (2001a) theory on route tourism, which stated that the success of tourism spaces is inextricably linked to the process called "locality development". Essentially, this term refers to "the overall planning and management of economic and physical development of the area concerned". Nevertheless, it is essential that locality development also respond more broadly to "the management of the entire local territory". This should be undertaken in a manner that builds up physical infrastructure and local economic and social overhead capital providing for the balanced development of all land uses. The white paper on local government also argues that LED, in utilising local resources and skills,

is recognized by the government as a key vehicle for bringing about economic change and alleviating poverty (RSA, 1999).

4.3 Conclusion

This chapter presented the qualitative findings of the study obtained from primary data. It sought to address the research questions on tourism routes and Local Economic Development. In the presentation of themes, the voices of participants were interwoven in response to the study's research questions. Sub-themes in this study were formulated following Creswell's (2009) thematic content approach to the generation of themes in qualitative research data analysis. In this study, the thematic content approach assisted the researcher in searching for patterns that provided an illuminating description. The models led to the formation of themes and sub-themes. For evidence, the chapter presented the verbatim data from the participants' responses using pseudonyms to protect their identity and confidential information.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

The study sought to analyse, using the provisions and perspectives of the systems theory as the benchmarks, the impact of tourism routes in enhancing local economic development opportunities in rural areas within Zululand District. Moreover, the study sought to answer four key questions. These are i) what are the perceptions of the benefits of tourism routes by the community? ii) what is the impact of tourism routes in the marketing of tourism in Zululand District?, iii) What policy framework exists to encourage participation of local tourism role players in tourism routes?, and iv) What is the impact of tourism routes to local economic development?. To answer these questions, the study adopted a qualitative research design and a phenomenological research strategy. The researcher used both primary and secondary data. Primary data for in this study involved conducting semi-structured interviews while the secondary data encompassed the reviewing of published documents, journals, books and governmental policies. Sub-themes in this study were formulated following

Creswell's (2009) thematic content approach to the generation of themes in qualitative research data analysis.

5.2. Conclusion

In the presentation and analysis of the research findings in the previous chapter, key themes and sub-themes emerged. The main key themes that emerged from this study are Diverse Activities, Local level benefits, Tourism Strategies, Teaching Challenges, and Local Economic Development. Firstly, under the theme Diverse Activities it emerged in this study that there are diverse and dissimilar conceptualisation of the term tourism route. In this case, the term was given different meanings. The most common names are: routes are interlinked, routes market tourism products, routes have diverse attractions and routes offer specialised markets". As a result, the interconnected and diverse activities involved in the aspect of tourism routes ensures that tourism becomes an open system that is composed of interrelated elements.

What are the perceptions of the benefits of tourism routes by the community?

The findings from the study also revealed that tourism plays a critical role in the economic and human development of persons who fall within the vicinity of any given tourism route. What this means is that tourism routes provide localised benefits to the local communities. In addition, the findings also revealed that tourism routes create a cooperative marketing strategy that links up interrelated products. Often rural-based tourism attractions that are located in a particular location fall under one unifying theme. To add, the narrative that emerged from the findings of this study revealed that the local communities feel that tourism routes in their area have provided a great relief in terms of economic human development. It has been observed that tourism routes have been at the centre of job creation in the Zululand District. Moreover, the people from Zululand District feel that tourism has played a critical role in the stimulation of their local economic development.

However, despite the positive role that tourism routes have played in the Zululand District, local citizens feel that tourism routes can do much to the local communities

and contribute to national development if they are well coordinated. From the findings of this study it can be deduced that there is poor administration of tourism in the area. There is maladministration which is coupled with inconsistency in the implementation of the strategies which has affected even the spatial development of the local communities.

ii) what is the impact of tourism routes in the marketing of tourism in Zululand District?

Moreover, the findings of this study also revealed that tourism routes benefit the community in different ways because there are different stakeholders from tour operations, accommodation and restaurants. So, this has a ripple effect. In other words, the tourism routes create a cooperative marketing strategy that links up interrelated products often in rural-based tourism attractions that are located in a particular location.

iii) What policy framework exists to encourage participation of local tourism role players in tourism routes?

This study also found that there are main key strategies that can be used to enhance tourism in Zululand. These are categorised into three spheres, namely; strategies that has not been implemented (strategies that include tourism legislation, national sector strategy) and those that have been not been effectively implemented (tourism strategies, local development plans). There are also strategies that are still in the drafting process (KwaZulu-Natal Provincial Software Application and Zululand Tourism Sector Strategy).

From the findings, it has been revealed that Zululand have been trying to come up with the Tourism Marketing Strategy. But this strategy has been marred by a lot of political and administrative challenges that have threatened its implementation. In addition, the strategy could not be operationalised in Zululand owing to the fact that it borrowed most of its ideas from the National Tourism Strategy that was too broad and most of its aspects could not resonate with the nature of tourism in Zululand.

Moreover, the role of internal and external stakeholders was also emphasised. In this case, four different stakeholders were identified. These are community tourism organization, department of economic development, tourism and environmental affairs, public-private sector coordination, and the South African Police Services.” The interdependence of different stakeholders and communities that reside within the vicinity of different tourism routes enhances and promote tourism practices by means of encouraging communities living adjacent to tourism routes to participate in the development

The study also found that there are teething challenges that are related to three main aspects. These are i) infrastructure, ii) coordination challenges and iii) municipal lethargy. In terms of infrastructure, there is shortage of director signs that help the tourists with directions to their desired destination. Moreover, in relation to the coordination challenges facing tourism, it emerged that tourism in the area is poorly coordinated. To illustrate, there has not been clear communication of the mandate of each player involved in the tourism development in the area of study. In most instances, stakeholders are not clear as to what their mandate and role is. This is exacerbated by the exclusion of the community in the planning and coordination of tourism routes in the area. Simply put, tourism planning and coordination is elite centred in the area of study. As a result, tourism revenue has been of minimum interest to the local communities simply because the development of tourism in that particular area is not oriented towards creating opportunities for locals to benefit from tourism through actively participating in its development.

iv) What is the impact of tourism routes to local economic development?

Findings from this study revealed that tourism routes are a key driver of economic development. To illustrate, the establishment of tourism routes in the area of study has necessitated the creation of tourism infrastructure which is intrinsically linked to local economic development. This local economic development can be presented in three different aspects. The first area of development has been seen in the growth of the hospitality and accommodation industry. Respondents from this study revealed that there has been a sharp increase in the number of Bread and Breakfast (B and B) in the area. The rise of the hospitality industry has spill over effects that has necessitated

economic growth in the area. For example, the growth of the hospitality industry led to the growth of employment and improved infrastructure in Zululand.

However, the findings also highlighted one of the greatest disparities in development as driven by the establishment of tourist routes in the district. In essence, results from this study showed that a thin line between reality and envisioned development exist. The reality aspect of the tourism routes is that even though the direct benefit it had on local communities was helpful; it was still minimal. To add, the local community did not directly benefit as expected from the proceeds of the tourism routes in their communities. On the other hand, the envisioned potential of tourism routes meant that every community within the vicinity of the tourism routes would experience an economic boom. Key findings from this study revealed that this was not necessarily the case because, tourism in Zululand has been generating a lot of revenue whereas the local economy has been declining rapidly.

Overall, participants revealed that tourism routes develop Zululand quite a lot because, with them, tourists come knowing nothing but they get information on places they should visit through these routes. This makes it easier for tourists to know whether taking these routes will get to wherever attraction they want to visit in Zululand, or not.

5.3. Recommendations

Based on the findings of this study, the researcher therefore recommends that:

- i) The local government in conjunction with the national tourism department come up with viable and effective policies and strategies that can ensure that the local communities benefit directly from the tourism activities that are taking place in their communities. Possible strategies may involve amending or drafting new legislation that ensure that the local citizens are involved in decision-making or given priority of employment each time a vacancy merges in the industry.
- ii) Results from this study revealed that the marketing strategies crafted to improve the tourism routes have not been effective because their implementation has not been consistent. To that end, this study recommends that marketing strategies that involve promotional materials depicting the adventure and excitement connected to different areas may

be of great importance in increasing the visibility of the tourism routes in Zululand. This should be done at both community and national level. Furthermore, the local authorities must develop precise marketing strategies of tourism destinations, representing the best and biggest attraction and the most tangible benefits for those who will visit the tourist destination. This can also be achieved by outsourcing the marketing of the tourism routes to companies that provide marketing and promotional services.

- iii) The findings from this study revealed that there is disparity in development seen between areas within tourism routes and those that are not, but are found in in the same district. However, this study recommends that there should be a government policy that ensures that revenue from the tourism routes is reinvested in other parts of the district. These areas could be infrastructure, development of schools and roads that can connect the poor areas to those which are benefiting directly from the revenues coming from tourism routes.
- iv) That there is a need to deepen municipal and community involvement in tourism development. This would involve identifying councillors and municipal staff and community members who are committed to the development of tourism and endeavour to have more effective and coordinated municipal support for the sector (including flexible application of regulations for informal operators).

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APPENDIX A

**UNIVERSITY OF ZULULAND
RESEARCH ETHICS COMMITTEE**
(Reg No: UZREC 171110-030)



RESEARCH & INNOVATION

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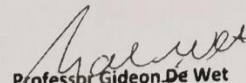
ETHICAL CLEARANCE CERTIFICATE

Certificate Number	UZREC 171110-030 PGM 2019/29			
Project Title	ANALYSING TOURISM ROUTES FOR LOCAL ECONOMIC DEVELOPMENT IN ZULULAND DISTRICT			
Principal Researcher/ Investigator	Thulani C. Ntenga			
Supervisor and Co-supervisor	Dr S.P Tshabalala			
Department	Recreation and Tourism			
Faculty	Arts			
Type of Risk	Low Risk – Data collection from people			
Nature of Project	Honours/4 th Year	Master's	x	Doctoral
				Departmental

The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above-mentioned project. The Researcher may therefore commence with data collection as from the date of this Certificate, using the certificate number indicated above.

- Special conditions:**
- (1) This certificate is valid for 1 year from the date of issue.
 - (2) Principal researcher must provide an annual report to the UZREC in the prescribed format [due date-24 July 2020]
 - (3) Principal researcher must submit a report at the end of project in respect of ethical compliance.
 - (4) The UZREC must be informed immediately of any material change in the conditions or undertakings mentioned in the documents that were presented to the meeting.

The UZREC wishes the researcher well in conducting research.


Professor Gideon De Wet
Chairperson: University Research Ethics Committee
Deputy Vice-Chancellor: Research & Innovation
25 July 2019

CHAIRPERSON
UNIVERSITY OF ZULULAND RESEARCH
ETHICS COMMITTEE (UZREC)
REG NO: UZREC 171110-30

25-07-2019

RESEARCH & INNOVATION OFFICE

APPENDIX B

Research Interview guide

Topic: Analysing tourism routes for local economic development in Zululand District

Section A. Demographic Data

Gender : _____

Age : _____

Organization : _____

Position : _____

Home Language : _____

Marital status : _____

Highest Qualification : _____

Section B: Questions

1. What do you understand about tourism routes?
2. In your view how do the tourism routes in your area benefit local community?
3. Which specific deliverables have you seen so far in the community, brought by these routes?
4. How do these routes enhance marketing of tourists attractions in the area?
5. What are the policy frameworks put in place to drive tourism in Zululand District municipalities?
6. What are the roles of different stakeholders participating in tourism routes?
7. What specific roles are you playing in tourism routes?
8. How do these routes contribute in the development of the study area?

APPENDIX C



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Department of Recreation and Tourism, Faculty of Arts

18 September 2018

TO WHOM IT MAY CONCERN

Dear Sir /Madam

RE: REQUEST TO CONDUCT RESEARCH

The student Mr Thulani Comfort Ntenga [Reg. Number: 200900092] is a part-time postgraduate student in the Department of Recreation and Tourism at the University of Zululand. He is registered for the Master's Programme in Recreation and Tourism. The Master's students are required to undertake a research study as their main degree work. The attached questionnaire is part of his research project seeking to establish how stakeholders view tourism routes for economic development. The title of the research project is:

Analysing Tourism Routes for Local Economic Development in Zululand District.

This research is undertaken mainly for academic purposes in the study area. It is hoped that the findings will make a meaningful contribution to the field of tourism as well as the understanding of tourism routes for economic development in the Zululand

District Municipality. All information collected from you through the interviews or questionnaires will be kept in strict confidence.

Your assistance in this regard will be highly appreciated.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Dr SP Tshabalala', written in a cursive style.

Dr SP Tshabalala

HoD: Department of Recreation and Tourism

University of Zululand

**University of Zululand
Department of English**

Dr. L Mafu
MA, DLITT et Phil, Grad. Co



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29 November 2019

To whom it may concern

Dear Sir/Madam

Editor's Report on Mr Thulani Ntenga's Masters Dissertation

This is to confirm that I edited Mr Thulani Ntenga's Master's dissertation.

In my editing of this dissertation, I focussed on the general linguistic elements and also on the structural aspects. On the language, my specific focus was on aspects like sentence structure, grammar/syntax and spelling. I also made suggestions where I saw fit, on the most appropriate punctuation mark in which case, the candidates chosen mark might have to be replaced with another, depending on the context of the sentence. The structural recommendations I made related to paragraphing, the use of upper or lower case, or the need to attend to a particular citation and/or referencing error. I do wish to state that I did not edit the references as they were not in the original document that was sent to me.

I found the candidate's writing to be generally mature, and trust that the editing work that has been done will further enhance the overall quality of the dissertation.

Sincerely yours,

A handwritten signature in black ink, appearing to be 'L Mafu' with a flourish at the end.

Dr L Mafu