

**THE DEVELOPMENT AND PROMOTION OF A
TOURISM DELIVERY STRATEGY AT THE
VERNON CROOKES NATURE RESERVE**

BY

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DECLARATION

I declare that this research study: *The Development and Promotion of a Tourism Delivery Strategy at the Vernon Crookes Nature Reserve*, except where specifically indicated to the contrary in the text, is my own work both in conception and execution. All the theoretical information and related sources that have been used or quoted have been duly acknowledged by means of complete references.

By

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By

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DEDICATION

This dissertation is dedicated to my parents, Kisten Padayachee and Neela Padayachee who have provided me with strong moral values which have sustained me educationally, as well as provided me with the necessary support and enthusiasm to succeed. My dedication also goes to my dearest wife, Reena Padayachee and my daughters, Keiasha, Sharissa, Alisha and Havanah, without whose encouragement, support, patience and tolerance, this project would not have come to fruition.

ABSTRACT

The study on the assessment of the development and promotion of a tourism delivery strategy, within the Vernon Crookes Nature Reserve and surrounding, was conducted against the background that, in spite of the fact that South Africa is blessed with accessible wildlife, varied and impressive scenery, unspoiled wilderness areas; the country has not yet been able to realise full tourism potential. The failure of South Africa to realise a tourism delivery strategy for the benefit of the community and stakeholders, was a strong motivation for carrying out this research investigation. The subsequent result of this limited contribution is that some tourist destinations attract more tourists while other destinations attract few tourists. Notwithstanding the existence of the democratic government elected in 1994, tourism development in South Africa still focuses on urban areas and areas along scenic natural environments. It is also a serious challenge that the tourism industry is still dominated by the white population sector. The involvement of local indigenous communities in tourism related activities in the study area is almost non-existent. The study therefore, had specific objectives which are the following:

- (a) To reveal the extent to which the stakeholders are aware of the importance of tourism in the study area.
- (b) To find out whether the activities and facilities in the study area are adequately provided and are of good quality.
- (c) To establish the degree to which stakeholders participate in tourism activities in the study area.

- (d) To determine whether the level of utilisation and patronage of various resource facilities in the study area are of low or high order.
- (e) To investigate the adequacy and effectiveness of tourism management practices for benefiting the local communities in the study area.
- (f) To ascertain the adequacy of perceived community benefits coming from tourism activities in the study area.

A number of hypotheses directly related to the objectives of the study were postulated. The hypotheses were duly tested in an attempt to uncover the underlying causes of the identified discrepancies in the study area. The testing of the hypotheses was done through the analysis and interpretation of the data collected from the population sectors that are directly or indirectly affected by the study area.

There were various findings that emerge and were deduced from the research data analysed. The findings showed that the respondents from the study area: (a) community members are relatively aware of tourism facilities and activities in the study area; (b) the facilities were inadequately provided and thought to be ill-equipped; (c) there was a moderate to fair participation practice in tourism activities, mainly based on race and economics, where Whites and Indians showed a high level of participation; (d) levels of utilisation and patronage of facilities were not of a high order, that is, community members found utilisation to be inadequate in the study area; (e) the tourism management practices in the study area were inadequate and ineffective for benefiting the local communities; and (f) the tourism benefits for the local communities were found to be

inadequate in the study area, in other word, community benefits coming from tourism activities are inadequate in the study

On the whole, the study conclusively established that there were evidently negative perceptions of provision, participation, utilisation, management practice and community related tourism benefits in the study area. These findings lend themselves to the need for the development and promotion of a tourism delivery strategy at the Vernon Crookes Nature Reserve.

Finally, the research study concluded by providing recommendations, which sought to ameliorate the negative outcomes of the investigation. It was further suggested that the development and promotion of a tourism delivery strategy would depend on mutual co-operation between all stakeholders: the government, the tourists, the nature reserve officials, the private sector tour operators and the local communities.

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CHAPTER ONE

ORIENTATION AND OUTLINE OF THE STUDY

1.1 INTRODUCTION

The evolution of the development and promotion of tourism in South Africa has been a very slow process, particularly during the pre-democracy period. The fundamental ownership and benefits of the recreation and tourism sectors have been predominantly enjoyed by the white community, representing the minority of the entire population in South Africa. The apartheid government had enacted and supervised repressive and prejudicial policies and regulations, which were strategically aimed at dissuading black people from participating in the mainstream tourism and recreation industries. Furthermore, these policies also relegated black people into being mere servants and workers in the tourism industry and not entrepreneurs and owners of businesses in the industry (DEAT, 1996).

Since the inception of the 21st Century tourism has globally come to be regarded as the most leading industry and revenue generator for many countries of the world. As such, tourism is not only the world's biggest industry but also one of the fastest growing. It is a vibrant, fragmented and multidimensional industry by nature. A positive trend is that, as tourism grows at a faster rate, it is becoming a major social and economic force in the world and has thus moved from being mainly for the rich to being accessible and affordable to almost

everyone throughout the world (McIntosh *et al.*, 2002). Tourism in the relatively poor countries has more specifically been seen as a way of attracting tourists from wealthier countries, in a way boosting foreign exchange earnings (Goodwin *et al.* 1998).

In the light of this background, this study seeks to investigate the nature of tourism practice at the Vernon Crookes Nature Reserve. This Nature Reserve is one of the many conservation areas to be found next to the urban environment in KwaZulu-Natal, which is administered by the Ezemvelo KwaZulu-Natal Wildlife. In essence Ezemvelo-Wildlife is an organisation responsible for managing all natural parks and conservancies, which seeks “to ensure that the intrinsic value of the parks, wild life, land and seascapes of KwaZulu-Natal which are sensitively protected as a source of spiritual and long-term sustenance for future generations” (Derwent & Porter 2003: 11). The policies and strategies of the organisation also seek to ensure the sustainable conservation of biodiversity in partnership with people of KwaZulu-Natal and especially those that stay next to the nature reserves. (McKercher & Du Cros, 2002; Derwent & Porter, 2003).

Notwithstanding that the Vernon Crookes Nature Reserve, as part of the broader Ezemvelo KwaZulu-Natal Wildlife recreation and tourism environment, seeks to provide recreation, leisure and tourism activities, it has previously discriminated against black people. The Ezemvelo KwaZulu-Natal Wildlife has had a history of subtle discrimination, thus many people from the previously disadvantaged communities have viewed the organisation with suspicion, because many of the protected areas were proclaimed without consultation with the affected people (DEAT, 1996).

The Vernon Crookes Nature Reserve is one of the protected areas, which is state funded in South Africa. It is situated about 80 kilometres south of Durban on the KwaZulu-Natal and can be accessed from the N2 national road on the off-ramp near Scottburgh to Park Rynie in Umzinto. A more detailed description of the Vernon Crookes Nature Reserve is given in Chapter 3. Finally, the study has also attempted to discover the feelings of the tourists, the local community, the service providers and wildlife officials regarding the operations of the Vernon Crookes Nature Reserve.

1.2 BACKGROUND TO THE PROBLEM

As mentioned earlier tourism has been regarded as an important instrument of economic development and expectation are usually high that it would sustain a country and some of its local communities. The Vernon Crookes Nature Reserve represents some of those tourism areas that are expected to serve and benefit the local community. Thus, it is the intention of this investigation to reveal the extent to which this reserve plays a supporting role to the local economy and its people.

According to Mathieson & Wall (1982: 40) developing countries usually have low levels of income, uneven distribution of income and wealth, high levels of unemployment and underemployment, low levels of industrial development which are hampered by the small size of the domestic market, a heavy dependence on agriculture for export earnings, and high levels of foreign ownership of manufacturing and service industries. These trends have been associated with large regional disparities in economic wealth within many of the

developing countries, a substantial leakage of profit out of the country, high inflation and shortage of foreign exchange. Within the South African context, and more specifically within the context of the KwaZulu-Natal nature reserve, the tourist industry can be considered as a quick-growing labour-intensive industry. It would therefore be interesting to establish the types of policies and strategies that exist in the study area and levels of participation from the various stakeholders, such as tourists, the local community, the service providers and wildlife officials.

The above-mentioned factors do not necessarily imply that tourism can be utilised as an instrument for the promotion of a regional and local economy. Tourism can only be successfully developed on the basis of a scientifically formulated strategic plans, policies and implementation procedures. Strydom (1993: 113) has argued that the formulation of such policies and procedures must proceed from specific points of departure, namely that:

- Tourism must be regarded as a community action which can only unfold in a meaningful manner if the community is involved.
- Regional tourism organisations and public as well as private investors must ascertain the impact of the above-mentioned development of tourism in order to prevent the possibility of tourism being subjected to an unqualified process of development.
- A meaningful link must be established between regional tourism planning and national objective in order to ensure that regional objective are formulated in the line with national tourism policy.

An approach towards developing and promoting a tourism delivery strategy at and around the Vernon Crookes Nature Reserve, this investigation has attempted

to utilise some of the suggestions proposed by Strydom (1993) and other tourism experts. In the tourism development strategy, cognisance must be taken, of balancing development with the best interest of the affected communities, the economy and the ecological integrity of the study area.

1.3 STATEMENT OF THE PROBLEM

The main vocation of this study was to investigate the development and promotion of tourism in a responsible manner, so as to balance the goals of nature conservation with the needs of the local community. The study also sought to highlight the need for sustainable development in the Vernon Crookes Nature Reserve environment. Sustainable has been seen as involving the efficient management of the natural reserve, also accounting for the effect of tourism on the nature, social and economic environment.

Although South Africa is endowed with wildlife, varied and impressive scenery, unspoiled wilderness areas, and diverse culture, the country has, however, not been able to realize its full potential in tourism. In South Africa the contribution of tourism to employment, small business development, income and foreign exchange, remains limited. It is in this context that this study is conducted in order to evaluate the development situation and level of promoting the Vernon Crookes Nature Reserve as a tourist attraction as well as to uncover the possibility of further growth and benefiting the local community.

The study also focuses on emerging questions relating to whether there is a possible strategy that can be employed to distribute tourism benefits equitably. Considering the previous discriminatory history of the Vernon Crookes Nature

Reserve, it is therefore less likely that people of the local areas would immediately benefit from the nature reserve, furthermore, that there can be similar chances to access the tourism facilities that are available to others in the Vernon Crookes Nature Reserve.

The previously neglected groups such as black people did not enjoy the fruits of tourism and did not participate in tourism, especially in related to the nature reserve. People perceived tourism as a phenomenon that is not immediately benefiting the local community, because tourism is still heavily monopolised by the white community. Furthermore tourism has been perceived as a "white man's thing" not for Blacks. Tourism is perceived as catering for the predominantly white upper and middle classes (DEAT, 1996). The Black people, who constitute the majority of the South African population, are neglected. As a result, most Black people do not really know what the concept of tourism embodies; they do not have well understood perceptions and participation modes of behaviour.

Since the advent of the democratic change in South Africa, the present South African government encourages all South Africans especially Blacks to participate in tourism activities. What is, however, important is to introduce the concept of tourism such that it makes Blacks understand what tourism is, how it works and what benefits it holds for the individuals as well as the local community and how everyone can participate in tourism (Bennett, 2002).

It is therefore through the enunciation of the above-stated background and statement of the problem that the interest of the researcher in Vernon Crookes Nature Reserve as an area of study focus has been evoked. In order to be able to

understand and address the evolution and growth of the Vernon Crookes Nature Reserve as a tourist destination, Khan (1990) has argued that people's perception and attitudes of natural recreation resources are significantly influenced by their historical and political backgrounds. On the other hand, Magi (1992b) has maintained that in the pre-Mandela period local people did not support tourism and conservation due to spatial segregation and forced removal by the government of the day.

The study also investigates whether this reserve has been developed to its full potential and whether the existing facilities and resources have the potential to attract more tourists and recreators. It is anticipated that the possible outcomes could be the gradual eradication of the stumbling blocks which may face this destination. Local communities ought to derive some benefits from the reserve. The distribution of benefits from the reserve is a matter that needs to be looked into by the management of the Vernon Crookes Nature Reserve. The study could also establish the extent to which tourism policies and strategies are in place to enhance tourism development and beneficiation.

1.4 DELIMITATION OF THE STUDY

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

1.4.1 Spatial Delimitation

Spatially speaking, the study is confined to Vernon Crookes Nature Reserve and its surrounding areas, which is about 5 kilometer-radius. The nature reserve is KwaZulu-Natal, located in the South Coast about 80 kilometres south of

Durban, next to Umzinto District [Refer to Figure 3.1]. The Vernon Crookes Nature Reserve is one of the four nature reserves to be found in the lower South Coast of KwaZulu-Natal. The other relatively near reserves are the Oribi Nature Reserve, the Mpenjani Nature Reserve and the Umthamuna Nature Reserve. These reserves seem to be more popular and receive more tourists than the Vernon Crookes Nature Reserve, because they are located in more popular tourist destination route of KwaZulu-Natal.

The Vernon Crookes Nature Reserve is surrounded by a variety of communities. Towards the north of the reserve is found the Mysie Tribal Community, on the western fringes of the reserve is the Braemar formal settlement and to the east is located the Town of Umzinto, which is largely a multi-ethnic urban area. The southern section of the nature reserve is predominantly used for commercial sugarcane farming.

This area around the Vernon Crookes Nature Reserve is somewhat semi-rural and encompasses some of the poorest and most underdeveloped regions of KwaZulu-Natal. The population in the area is about 80 percent black with a sprinkling number of white communities. More details about the physical, social and demographic characteristics of the study area and surroundings are discussed in Chapter 3.

This area has been chosen as a research study area because of its natural beauty and the abundance of natural resources which, if properly utilised, would easily uplift the lives of the local communities. Also, the majority of the people in this municipal area fall within the category of the previously disadvantaged people. It is worth mentioning that even though this area is endowed with a variety of

natural resources, it is nonetheless, an area dominated by poverty and unemployment.

1.4.2 Conceptual Delimitation

It has been decided to conceptually scrutinise some of the concepts in order to delimit the scope, meaning and perspective of the concepts used. Some of these concepts include: minimising the misinterpretation of terms such as such as local municipality, the previously disadvantaged community, which is also used to refer to black people in an inclusive sense referring to Africans, Indians and Coloureds as well as various other concepts that are related to striking a balance between tourism promotion, tourism development. These concepts are expected to provide an ideological framework upon which the study area can best make a contribution to tourism development in the area.

1.5 OBJECTIVES OF THE STUDY

The overall aim of the study is to establish the extent to which tourism is sufficiently developed and promoted in the study area, with a view of enhancing tourism practice and delivery in a sustainable manner. The other aim is whether there are policies and strategies that facilitate the effective implementation of tourism practice in the study area. As such, in order to elucidate the intention of the study it is necessary to work out some objectives of the research study. The objectives which are set for the study would help to accomplish the main goals of the study. The objectives of the study would also assist the researcher to keep focus on the problem under investigation. The fundamental objectives are as follows:

- (a) To reveal the extent to which the stakeholders are aware of the importance of tourism in the study area
- (b) To find out whether the activities and facilities in the study area are adequately provided and are of good quality.
- (c) To establish the degree to which stakeholders participate in tourism activities in the study area.
- (d) To determine whether the level of utilisation and patronage of various resource facilities in the study area are of low or high order.
- (e) To investigate the adequacy and effectiveness of tourism management practices for benefiting the local communities in the study area.
- (f) To ascertain the adequacy of perceived community benefits coming from tourism activities in the study area.

The value of these objectives is that they link the research question to the intended research outcome. The objectives seek to find valid answers to the research questions and to make relevant suggestions concerning the study area. The accomplishments of the objectives indicate whether the hypotheses which are postulated for the study should be accepted or rejected.

1.6 HYPOTHESES OF THE STUDY

The hypothesis as defined by Wellman and Kruger (2001) as a tentative assumption or preliminary statement about the relationship between two or more phenomena that needs to be examined. In other words, the statement of hypothesis is a calculated guess that is useful in shaping the direction of the study. It facilitates the analysis and interpretation of the subject matter under

discussion. The questionnaires were formulated in such a way that they address the concerns that are encompassed in the statements of hypotheses. In this study the following hypotheses relative to the objectives of the study, are postulated:

- (a) That the majority of stakeholders are not aware of the importance of tourism in the study area.
- (b) That the activities and facilities in the study area are adequately provided and are of good quality.
- (c) That there is a substantial degree of stakeholder participation in tourism activities in the study area.
- (d) That there is an inadequate level of utilisation and patronage of resource facilities in the study area.
- (e) That the tourism management practices in the study area are inadequate and ineffective for benefiting the local communities.
- (f) That the perceived community benefits coming from tourism activities are inadequate in the study area.

The above-stated hypotheses were calculated guesses of the researcher; they were subject to acceptance or rejection pending on the outcome of data analysis. These hypotheses would also facilitate the process of arriving at interpretive findings and conclusions

1.7 SIGNIFICANCE OF THE STUDY

The study is significant in many respects, but more importantly, the study would reveal the opportunities and limitations that exist in trying to develop and promote a more inclusive tourism strategy in the study area. The findings and conclusions that emanate from the study could serve as a yardstick to evaluate

and assess the possibility of tourism development and promotion at other nature reserves. The researcher is in no way suggesting that the results of this study would necessarily be common to all other nature reserves, since the physical, socio-economic, political and environmental attributes are completely diverse.

The research study is also expected to serve as a handbook or reference book for the policy and management practice at the Vernon Crookes Nature Reserve as well as other related nature reserves. In other words, this handbook would make a contribution to the literature associated with tourism study and the field of recreation and tourism. A major problem this study would address is that the South African tourism industry is experiencing poor involvement of the local community and the previously neglected groups in the tourism industry. This lack of involvement has been largely due to the discriminatory policies of the previous government. The need to reverse this situation is of utmost importance.

1.8 DEFINITION OF TERMS

The following section comprises definition of terms which are operational throughout the study with a view of avoiding ambiguity, duplication and complexities. A variety of definitions exists and has been used in a number of ways. The following section contains concepts or terms that are used to further provide meaning in relation to the study.

1.8.1 Tourism

Middleton as cited by Bennett (2002) defines tourism as an activity that is concerned with temporary short term movement of people to destinations

outside the places they normally live and work, and their activities during the stay at these destinations.

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

McIntosh *et al* (2002) on the other hand define tourism as a composite of activities, services and industries that deliver a travel experience; transportation; accommodation, hospitality, entertainment, activity facilities and other services available for individuals or groups that are travelling away from home. This definition clearly shows that tourism offers a wide range of services and has great opportunities for employment. The main problem that is observed is that local communities are normally not employed or are employed as cleaners and people from afar hold higher positions. The term tourism in this study is used as it is defined by these three authors cited above.

1.8.2 Ecotourism

Ecotourism has been defined in a number of ways. Agreeing upon a precise definition has been difficult and contentious. This is mainly because definitions are influenced by a variety of underpinning philosophies, which are either biocentric (promote ecological process to operate as freely as possible – protect the integrity of the ecosystems) or anthropocentric (use and enjoy –

maximization of direct human use) in nature. A variety of concepts have been used for marketing purposes aimed at capturing the attention of the targeted group to express similar environmental tourist activities such as the following:

“Nature tourism, green tourism, low impact tourism, adventure tourism, alternative tourism, environmental preservation, symbiotic development, responsible tourism, soft tourism, appropriate tourism, quality tourism, new tourism, sustainable development, sustainable tourism” Goeldner, *et.al* (2000: 123).

A general definition as provided by Ceballo-Lascurain (1996) as cited in Nzama *et al* (2005) states that ecotourism is environmentally responsible, enlightening travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature (and any accompanying cultural features both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations.

In line with this definition is the definition by the American-based Ecotourism Society which is as follows:

“Purposeful travel to natural areas, to understand the culture and natural history of the environment; taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make conservation of natural resources beneficial to local people” (Hall and Lew, 1998: 44).

A variety of definitions of ‘ecotourism’ exists and these have been used in a number of ways. The three definitions cited above specifically related to this research study.

1.8.3 Tourist Attractions

Lubbe (2003) views tourist attractions as those occurrences or creations (e.g. fauna or flora, buildings, scenery) or happenings (e.g. festivals, events, competitions) in natural or human-made environments that motivate people to travel. Faulkener *et al.*, (2000) define an attraction as a designed permanent resource which is controlled and managed for the enjoyment and education of the visiting public. Bennett and Strydom (2001) view tourists' attractions as something interesting or unusual to do. A conclusion can be drawn from these definitions that attractions motivate people to travel and engage in activities for enjoyment and also to learn more about places being visited. It stands to reason therefore, that without attractions there would be no tourism. Bennett and Strydom (2001) further categorize attractions into the following categories:

- Natural attractions are those attractions that have their origins in the physical environment. The nature and strengths of natural attractions are largely determined by one or more of the following factors: landscapes, animals, plants, beaches, geographical features and water.
- Man-made attractions are those tourist attractions that have been created by human intervention. They include ancient and modern architectural structures, monument parks and gardens, managed tourist attractions, casinos, speciality shops etcetera.
- Socio-cultural attractions are those factors that relate to the history, religions, science, art, administrations and the way of life of a particular community. They are associated with a particular culture, and the more this culture differs from that of the visitor, the stronger the pulling power of such a destination.

The study involves both the natural and socio-cultural attractions. This study then focuses on the potential of these attractions and how they satisfy and attract more visitors and tourists.

1.8.4 Tourist Destination

In some instances a tourism destination has been seen and equated to a tourist attraction. Lubbe (2003) defines tourist destination as the geographical area where the attraction is located and to which the tourist or visitor is heading. In the context of this study this concept is used to mean tourists and other stakeholders visiting Vernon Crookes Nature Reserve, which is by definition a tourist destination.

According to George (2001), a tourism destination is a place, including a physical or perceived location, consisting of primary and secondary attractions and supporting amenities that entice people to visit. George further illustrates that basically, it is where offerings designed to meet tourist needs are located. It could be clearly that a tourism destination is the location of cluster of attractions and related tourist facilities and services which a tourist or tour group selects to visit or which providers choose to promote.

1.8.5 Tourism Development

Aaronson (2000) defines development as associated with positive social change, which means moving forward to something that is better than at present. In this case this change relates to the growth and advancement of tourism activities and benefits. In other words, tourism development relates to a process for improving human well-being through re-allocation of resources that involves some modification of the environment (DEAT, 1997). That is, tourism

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

1.8.6 Sustainable Development

According to the World Commission on Environment and Development (WCED, 1987:8), sustainable development refers to the improvement of human and physical environment with a view of meeting the needs of the present communities “without compromising the ability of future generations to meet their own needs”. Sustainable development usually operates on the environment and therefore suggests the natural setting upon which people or humans participate in activities, one of which is tourism development.

Hence, the concept “sustainable development” relates to the careful and strategic utilization of resources in development so that not only the present, but the future generations as well, benefit from the resources. Sustainable development is widely applied in tourism development planning. Weaver (2000: 300) defines sustainable tourism as follows:

“Sustainable tourism can be defined as tourism that meets the needs of the current generations without compromising the ability of future generations to meet their own needs”.

1.8.7 Tourism Industry

Lubbe (2003) believes that the tourism industry comprises a combination of industries, activities and services that deliver travel experience. Services such as transportation, accommodation, eating and drinking establishment facilities,

recreation facilities and other hospitality services, are important for the kinds of life experience and the optimum satisfaction that individuals or groups of visitors are looking for at any destination at any given time. The study focuses on the types of services which are offered at the Vernon Crookes Nature Reserve and whether these services give optimum satisfaction to the visitors.

1.8.8 Community

It should be noted that the concept or term “community” is an illusive one and tends to vary from subject to subject and author to author. According to Bellah *et al.* (1985: 313) they define the term as follows:

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

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

1.8.9 Protected Area (Reserve)

The definition of a protected area adopted by International Union for the Conservation of Nature and Natural Resources (IUCN) is:

An area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means. Although all protected areas meet the general purposes contained in this definition, in practice the precise purposes for which protected areas are managed differ greatly. (IUCN, 2000; 22).

The IUCN also defines the protected area as a natural area of land and/or sea, designated to (a) protect the ecological integrity of one or more ecosystems for present and future generations, (b) exclude exploitation or occupation inimical to the purposes of designation of the area, and (c) provide a foundation for spiritual, scientific, educational, recreational and visitor opportunities, all of which must be environmentally and culturally compatible.

In the context of this research study protected area, what we call a reserve, is used to mean Vernon Crookes Nature Reserve as a natural area of land designated to protect the ecological integrity of ecosystems for the benefit and enjoyment of visitors, locals and outside people.

1.8.10 Participation

Participation is to take part or involve in activities. The act or state of participating, or sharing in common with others, the participation is in joy or sorrows. Participation is the act of sharing in the activities of a group. Woolfolk (1998) defines participation as the formal and informal rules for how to take part in different activities. In this context the concept is used to

determine the level of visitors' participation and the way in which they share natural recreation and tourism activities offered by the nature reserve.

1.8.12 Promotion

Promotion is an important aspect of marketing and advertising a facility or activity. Tourism marketing is often done through various forms of promotion, that is, to make competitively known, as compared to similar others. Tourism promotion assumes the existence of competition in the tourism market place. In the context of this research inquiry, the definition of these terms, create a framework for their usage in various shades and meanings. This is done so as to remove any ambiguity in the meaning of terms used in this study.

1.8.11 Recreation

The word 'recreation' means 'restoration to health' suggesting also an activity one engages in during free time. Torkildsen (2001) regards recreation as a worthwhile, socially acceptable leisure experience providing immediate inherent satisfaction to individual who voluntarily participates in activity. There are many recreation theories such as recreation as needs serving, recreation as recreation and recreation as a satisfying experience to mention but a few. The study evaluates the potential of the Vernon Crookes Nature Reserve as a value to individual and society, recreation as leisure-time activity as well as providing satisfying experience.

1.8.12 Policy and Strategy

Policy can be defined as an intended plan of action in a specific matter put forward by an institution or organization which operates publicly or privately. On the other hand, a strategy is somewhat similar to a policy, that is, a plan, an

approach or procedure of executing a policy. According to Craythorne (1990: 59) “Policies are concerned with events to take place in the future arising from or based on the events in the present or past”.

Accordingly, a more comprehensive definition of tourism policy or tourism strategy, for purposes of this research is that it is the “course of action guiding principle, or procedure considered to be expedient or advantageous in the planning and management of recreation and tourism” (Hall, 2000: 8). Both policy and strategy have to be seen as a consequence of the political environment, values and ideologies, the distribution of power, institutional frameworks, and of decision-making processes.

Lubbe (2003) defines policy, this also may include strategy, as a set of guidelines generally accepted by all and used to improve and facilitate decision making and appropriate action under certain circumstances. The policy and strategy highlighted in this study relates to the how management can facilitate tourism delivery in and around the Vernon Crookes Nature Reserve.

1.8.13 Utilisation

Utilisation of tourism facilities refers to the usage of facilities and activities, in other words, it refers to those activities through which members of the community share in the selection and enjoyment of tourism activities. The enjoyment in usage may be directly or indirectly experienced depending on the provision of facilities in terms of public policy (Torkildsen 2001). In the context of this research study, the concept ‘utilisation’ is used to mean the operational usage of facilities, which would be gauged through the level of community participation and the way in which individuals share certain

activities and experiences offered by the authorities. The core of the tourism experience is based and associated with utilisation and enjoyment of tourism and recreation activities. On the other hand, Torkildsen (2001) sees recreation and tourism utilisation as the times of encounter with the resource, facility and activity opportunities.

1.8.14 Provision

According to Stein (1996) provision is the noun derived from the verb 'provide', meaning to supply, furnish or equip a good or service to a consumer or user of the product. According to Torkildsen (2001) provision also refers to the availing of play or recreation opportunities for various members of a community. The provision may follow certain guidelines that might be taken to characterize adequate recreation provision. Furthermore, on addressing the question of providing recreation facilities, Torkildsen (2001) states that, the providers facilities or services need to come from three sectors, that is, the public, voluntarily and commercial sector. These different sectors are made of the government and local authorities, tourism and leisure clubs and business companies. For all of these sectors provision seems to mean the supply of, provision of and making available of tourism facilities.

Accordingly, for the purpose of this study the term provision as defined by Torkildsen (2001), is adopted and use as the operational meaning of the term. That is, the supply of, and making available of tourism facilities for purposes of getting the community to participating in such tourism activities. Furthermore, in this study 'provision' depend on the location and accessibility of tourism and recreation facilities in the study area.

It is of paramount importance to define the above-mentioned terms as they are going to be used throughout. That will help anyone who might read this study to understand the content very easily.

1.9 METHODOLOGY

Data associated with the respondents of Vernon Crookes Nature Reserve environment and the development and promotion of tourism, was obtained by means of questionnaires, individual and group interviews as well as some electronic responses. A total 124 varied questionnaires were distributed to tourists, private sector (service providers), community and nature reserve officials all these respondents were comprising people with varying levels of demographic variations in terms of education, occupation, gender, age and income per month. The people around the Vernon Crookes Nature Reserve were also pulled out from areas such Umzinto town, Braemar settlement, and Mysie Land and Mistake Farm tribal community.

1.9.1 Research Design

The methods of collecting and analysing data in this study have been selected with a view of yielding valuable results. After careful consideration it was decided that the best possible way of interviewing the respondents was by means of a questionnaire, given the geographical distribution and status of the community. In order to reach the varied type of community in the town, official settlement and rural community, it was decided to design an interview schedule which would be taken to the areas with the help of interviewing assistants.

The secondary sources of information were also collected from records kept by the management of the Vernon Crookes Nature Reserve. The records examined related to information on finance, tourists, local communities as well as biodiversity and management activities. The research data collection also relied on the official records so as to integrate the short term interviews with the long term data records. This approach was necessitated because of the short period of time available to collect data.

Coding and data processing were undertaken once the fieldwork had been completed. After an initial delay occasioned by the need to cover specific time periods in the study, the field work and data collection were essentially completed within a month. In brief, then, it was the responsibility of the researcher to establish the role of the stakeholder in the Vernon Crookes Nature Reserve and in relation to tourism opportunities in the study area. The research also wants to reveal what the respondents feel about the officials and service operators's role and how they would like to see their tourism delivery for the benefit of the community at large.

1.9.2 Sample

It must be appreciated that it is not easy to choose a sample population from the large area that surrounds the Vernon Crookes Nature Reserve, because the population is scattered in most of the area, except for the formal settlement. A randomly drawn sample of 124 questionnaires was used to collect relevant information. The different categories of the sample are divided as follows: (a) tourists with a sample of 32 respondents; (b) the private sector with a sample of 18 respondents; (c) the nature reserve official with a sample of 6 respondents; (d) the local community with a sample of 68 respondents.

The sample of tourist consisted of both domestic and international tourists, the service providers was made up businesses 2 large businesses, 4 medium-sized businesses and 10 small businesses. The officials consisted of wildlife officials, leaders of communities associated with managing the residential areas of local municipalities. The community groups were selected from the three residential areas, such as Umzinto town, Braemar settlement, and Mysie Land and Mistake farm tribal community. All questionnaires were written in the English language and all questions were explained to the respondents through the help of research assistants.

1.9.3 Instrumentation and data collection

The questionnaires were constructed in such a way that that they represented the various categories of the objectives of the research study. The first section of the questionnaire [Section A] required information about the demographic characteristics of the respondents. Section B sought information about the three aspects of the objectives, such as: (a) Stakeholders' understanding of the meaning of tourism; (b) Adequacy of the supply and quality of activities and facilities; (c) Stakeholders' participation in tourism activities.

Section C of the questionnaire sought information about the final three aspects of the objectives, such as: (a) The utilisation and patronage of various facilities; (b) The adequacy and effectiveness of tourism management practices; (c) The perceived community benefits coming from tourism activities.

The questionnaires were designed, distributed and explained in detail to the research assistants and later respondents. Field work in all 3 community areas began once all the questionnaires had been printed and sifted for correctness.

The study was designed in such a way that the questionnaires were designed to be distributed through the entire area on a proportional basis such as 20 percent split between the three residential community areas. In terms of collecting data, the researcher used both the survey research method and the non-survey research method as primary sources of information. The survey method fits well into the study because it is “people oriented” (Magi, 2000a).

The researcher and his assistants participated in the completion of the questionnaires relating to the tourists and local community members. Most of the questions relating to service providers and officials were mainly completed at the supervision of the researcher.

1.9.4 Method of data analysis and interpretation

Data was analysed using the computer programme known as the Statistical Package for Social Science (SPSS) available at the University of Zululand. This programme has been used to generate frequency tables and graphs. Responses on each questionnaire were coded in order to facilitate the analysis and interpretation of the data.

The results from each question were used to make graphs and tables. The emerging graphs and tables were constructed in such a way that they could be easily interpreted. The outcome of the interpretation facilitated the acceptance or rejection of the various hypotheses postulated.

1.10 THE STRUCTURE OF THE STUDY

This research study is written to follow a regular structure which makes it easier for the reader to understand. This is done to comply with organizational

procedure which necessitates the researcher to fully describe the way the research has been planned, structured and executed in order to comply with scientific criteria (Magi, 2005).

- Chapter 1 introduces the reader to the purpose of the study as it relates the research problem.
- Chapter 2 lays the theoretical background of the study which helps the reader to understand the theoretical basis for the analysis and interpretation of data. It also describes the research methodology pursued in the research investigation.
- Chapter 3 introduces the reader to the study area boundaries, the physical landscape, climate conditions and recreation and tourism infrastructures already in existence in the study area. These physical features are fully described with a view of helping the reader to acquire a mental picture of the study area.
- Chapter 4 presents the analysis and interpretation of data collected. The outcomes of the analysis lead to making conclusions about the acceptance or rejection of the various objectives and hypotheses postulated.
- Chapter 5 draws the final conclusions based on the analysis and interpretation of data. Recommendations about the state of the study area are finally made.

The purpose of this outline is to present to the reader the nature and type of a document that is both logical in structure and well organized in thought. In addition, this outline forms the spinal column of the discussions in each chapter as well as what may be contained in that chapter.

1.11 CONCLUSION

This chapter has attempted to describe the procedure followed in mapping out the aspects of the entire research study to be investigated. In other words, the chapter sets the scene of what is to be covered or focused on in the process of investigation, hence the chapter heading: ‘orientation to the study’.

The main purpose of this chapter was to give the reader an overview of the study as a whole. The overview first stated the research problem and the purpose of the study. The problem statement is important in setting forth exactly what the ultimate goal of the research is. Secondly, the objectives and hypotheses of the study were presented with a view of making educated guesses about the outcome of the research analysis. Thirdly, the chapter provided definitions of the commonly used concepts and highlighted the structure of the study. Through this orientation to the study, it was believed that the reader would find it easy to grasp the main ideas and problem statement in this study.

CHAPTER TWO

THEORETICAL FRAMEWORK

2.1 INTRODUCTION

Theory and practice are like two sides of a coin that would have to be investigated in order to come up with a sound research study that is balanced and addresses both what is conceptual and real in a case study. Consequently, a theoretical framework forms the basis upon which a research investigation is generally conducted and that this pronouncement of theory is of great help to the researcher since it points to the correct direction to be followed regarding studies that have been done which are related to the current study (Magi, 2005).

The purpose of this chapter is to furnish this study with theoretical material which is related to tourism promotion and development, and seeks to establish the strategies that are in place to drive such tourism practices. The uniqueness of the Vernon Crookes Nature Reserve is not confined to its scenic beauty and tranquillity alone, but also provides the history and stage upon which most of the recreation and tourism actions are performed.

It is a generally accepted truth that people have the desire or need, to travel to unique, beautiful and tranquil places, which has to be satisfied. In order to satisfy this need, people choose destinations that offer various attractions in the

form of facilities to participate in natural or human-made phenomena that they want to experience.

Attractions are the driving force that motivates people to visit places that appeal to their specific needs and senses. Attractions also act as magnets that draw people to them. Tourism experts such as Swarbrooke (1999) and Lubbe (2003) define attraction as occurrences or creations (such as scenery, climate, hot water springs, exceptional fauna or flora, buildings or other architectural work, scenes of historic importance, works of art, places of enjoyment and entertainment, etc.) or happenings (such as festivals, meetings, sport competitions, etc.) in the natural or human made environments, that motivate people to travel.

Some of these attractions are located at destinations which offer accommodation while others do not offer accommodation. On the basis of accommodation, the difference can be made between visitor attraction and tourist attraction. Attractions that provide overnight accommodation are called tourist attractions whereas those without overnight accommodation are called day visitor attractions. The Vernon Crookes Nature Reserve falls under those tourist attractions, which does not by itself provide regular accommodation, but makes use of neighbouring facilities.

This chapter highlights some of the important concepts related to the study as a whole, both as a tourist destination and attraction. Some of these concepts include nature of tourism, understanding, provision, participation, utilisation, sustainable development, promotion and marketing, policies and strategies, management practice and, tourist experiences and satisfaction. This research investigation, as already indicated, is centred on the Vernon Crookes Nature

Reserve as a tourist destination, and is aimed at answering questions relating to the rate of visitation and community participation and benefits. As such a theoretical background is important in answering these questions.

2.2 AUTHORITIES AND TOURISM DEVELOPMENT

Without doubt the authorities and official of tourism agencies play an important role in the planning, management and implementation of tourism programmes and activities. Any development, be it tourism development, needs to be well planned so as to be effective. Aaronson (2000) defines development as meaning different things, and that it is associated with positive social change, which means moving forward to something that is better than at present. Authorities have the national mandate to promote tourism development within their areas with an aim of bringing a positive social change, for example, job creation. This notion of development is also advocated by the White Paper on Environmental Management (DEAT 1997), which sees development as the process of improving human well-being through a reallocation of resources that involves some modification of environment. The application is particularly needed in the Vernon Crookes Nature Reserve. Also included in this thinking are addressing the basic needs, equity and redistribution of tourism wealth for the local community.

At another level, McKenzie *et al*, (2005) argue that those in authority are responsible for planning and regulating development, within their areas of jurisdiction. For example, municipalities therefore play a key role in determining where tourism development can take place, how it takes place and when it takes place. Regulation of development is critical to ensuring the

attractiveness of the area to tourists, but, regulation can also result in delays in the building of tourism facilities while the necessary permissions are obtained. Obtaining the necessary approvals can often be more difficult for community-based enterprises because of lack of experience in dealing with development, regulation and because of complexities regarding obtaining permission to develop on communal land.

When one looks at tourism development around the Vernon Crookes Nature Reserve, which are part of the Ezenvelo KwaZulu-Natal Wildlife, very little has been done regarding local tourism development that promotes local community participation. This nature reserve has great potential for tourism development, what may be a possible challenge is that centralised planning and management from Pietermaritzburg where the headquarters of Ezenvelo Wildlife is located, may be less understood by the local agency such as the Vernon Crookes Nature Reserve. For example, the transportation needs of the Vernon Crookes Nature Reserve may be outsourced to the local communities. The taxi owners can be motivated to take part in transporting tourists to various attractions around the area.

2.3 TOURISM POLICY AND STRATEGY

Policy and strategy serve as an action plan in the management and execution of tourism affairs. Policy is an overall high level plan that includes goals and procedures (WTO, 2000). Laws, rules and regulations, assist every individual and organisations to perform and act in a socially acceptable way, policy serves as a set of accepted principles and plans constituting a programme of action in the management of affairs. Laws, rules and regulations can thus be regarded as

the parameters or the playing field within which the game must be played, and policy as the way in which the game is played (Lubbe, 2003).

2.3.1 Levels of Policy and Strategy

In South Africa, policies and strategies exist at national, provincial and local levels. At national level, the White Paper on Development of Tourism in South Africa (DEAT, 1996) provides a policy framework and strategic guidelines for tourism development in the country. Furthermore, in South Africa the Interim Tourism Task Team (ITTT), which was appointed by the Minister of Environmental Affairs and Tourism in 1994, produced a Green Paper in September 1995. From this Green Paper, the White Paper on Development and Promotion of Tourism in South Africa was published. From the analysis it became clear that South Africa has not reached its potential as a tourist destination. The key constraints which were identified are inadequate resources and funding, tourism education, training and community involvement and deficient infrastructure. The White Paper addresses these constraints by highlighting objectives and success factors that are intended to abolish the constraints (DEAT, 1996).

At provincial level, the policy and strategy are spelled out in a number of provincial White Papers (DEAT, 1991; DEAT, 1996; DEAT, 1997; DEAT, 1999). Up to 2001, only three provinces had published comprehensive policy documents (Lubbe, 2003). The KwaZulu-Natal Tourism White Paper addresses matters such as tourism infrastructure; tourism training and education; tourism financing and investments; tourism and economic empowerment; tourism marketing and promotion; and safety and security (KZNTA, 1998, 2000, 2001).

Policies and strategies also exist within organizations. The nature and type of policies developed and implemented vary according to size and nature of the enterprise. A small tourism agency is managed according to a number of basic rules and guidelines. A large local enterprise, such as the Vernon Crookes Nature Reserve, has a well-developed policy or set of policies and strategic plans. Large enterprises also have separate financial, human resources, marketing, trade, local and international trade policies that guide its decision-making and operations in each of these areas.

2.3.2 Tourism Related Legislation

The government regulation plays a critical role in protecting tourists and enhancing their travel experiences in many ways including consumer protection laws and rules, fire safety laws, health and food safety regulations and competency standards. Only a few acts relevant to this study are discussed in this sub-section.

Tourism Act (72 of 1999) makes provision for the promotion of tourism in South Africa. It caters for the maintenance and enhancement of standards of facilities and services, and coordinates and rationalizes activities in the tourism industry. A board with legal power is to be established to coordinate and facilitate the functioning of tourism industries.

National Environmental Act (107 of 1998) makes provision for cooperative environmental governance by establishing principles for decision making on matter affecting the environment. It further sets the scene for establishing institutions that will promote cooperative governance procedures for coordinating environmental functions exercised by the organs of state.

KwaZulu-Natal Tourism Act, 1996 (as amended, including No2 of 2002) stipulates the functions of municipality local tourism operators and establishments for compliance with provincial policies and legislation; promotion, marketing and development of local tourism within the metropolitan or district municipal area; alignment of local marketing initiatives with provincial tourism marketing strategies; facilitation of the participation of local communities on the tourism industry; and securing equitable distribution of local resources within the area of the metropolitan and local district municipalities.

From the above-stated legislations, it becomes evident that the local community involvement initiatives are in the hands of the district municipalities. If the indigenous communities surrounding the such as the Vernon Crookes Nature Reserve are not involved in the tourism industry in this area, the Ezenvelo KZN Wildlife or the Ugu District Municipality has to play a leading role in initiating and implementing the strategic plans and policies to involve these communities in this area.

2.3.3 Implementation of Tourism Policy and Legislation

One of the objectives of policy and legislation is to regulate implementation and action. Tourism should contribute to the country's economy through generating income, attracting foreign investments and creating job opportunities. The White Paper on Tourism (DEAT 1996), describes the vision of tourism development in South Africa. A document entitled GEAR covers the objectives and guidelines for tourism development in South Africa. GEAR stands for

Growth, Employment, and Redistribution. GEAR describes a series of objectives, projects and actions, role player, target dates and priorities.

2.4 UNDERSTANDING OF ALL-INCLUSIVE TOURISM

It is essential to understand the nature of tourism, its development and its sustainability. As mentioned earlier, from its inception tourism, as a concept and industry, has been growing from strength to strength. In the 21st Century, tourism has come to be regarded as the most leading industry and revenue maker for many countries of the world. Tourism is not only the world's biggest industry but also one of the fastest growing. It is a multidimensional industry, growing fast and becoming a major social and economic force in the world and has thus moved from being mainly for the rich to being accessible and affordable to almost everyone throughout the world (McIntosh *et al.*, 2002).

The notion of “sustainable tourism” can be associated with the concept of “sustainable development” which was defined in Chapter 1. This term was devised by the World Commission on Environment and Development (often called the Brundtland Commission) in 1987. It is defined as meeting the needs of the present communities “without compromising the ability of future generations to meet their own needs.” (WCED, 1987: 8). The concept sustainable tourism, as is the case with sustainable environmental development, relates to the use of nature-based facilities or the pursuit of touristic activities in such a manner that the man-environment relationships are kept in an ecologically balanced state and are not compromised by overuse and environmental degradation (Cooper, *et al*, 2000; (Magi, 2000a, 2000b).

The terms tourism and ecotourism are widely used and mean many things to different people. In this research study they are used synonymously to refer to the activities travelling people or tourists engage in, in such a manner that the needs of the present communities are met without compromising the opportunities of future generations to meet their own needs. More specifically, they suggest the natural setting upon which people or tourists participate in such activities, are perpetuated. It cannot be over-emphasised that communities need to understand and work with nature and not against it, in order to prevent environmental overload and resource depletion (Lars, 2001).

The world conference on “Sustainable Tourism” at Lanzarote in 1995 agreed that tourism promotion and development should be based on the criteria of sustainability, which means that it must be ecologically bearable in the long term, economically viable, as well as ethically and socially equitable for the local communities (Aaronson, 2000). The potential form of tourism that could meet the stipulated standards is ecotourism. It could safeguard the cultural heritage and natural environment simultaneously. Furthermore, Aaronson (2000) states that tourists from the world in particular should change their attitudes and lifestyles to favour sustainable ecologically adapted development.

Page and Dowling (2002) have identified four fundamental pillars that need to be followed for a more responsible form of tourism. These include a minimum environmental impact, minimum impact on - and maximum respect for - host cultures, maximum economic benefits to the host country’s grassroots and maximum recreational satisfaction to participating tourists. These pillars are important for understanding tourism at the Vernon Crookes Nature Reserve. Similarly, what is known as Murphy’s ecological model for community based

tourism planning presents four elements that are fundamental to sustainability as follows (Murphy in Cooper *et al.* 2000: 44)

- (a) The protection of the destination's resource attractions.
- (b) Positive resident assessment of tourism.
- (c) Visitor satisfaction with their experience and
- (d) An acceptable return on investment for operators within the tourism industry

The four elements of sustainability of tourism are fundamentally important for understanding and preserving tourism at the Vernon Crookes Nature Reserve. Furthermore, in support of the various principles cited above, Wall (2000), also argued that tourism may exist if it addresses the following four principles:

- (a) It entails a type of use that minimises negative impact to the environment and to local people.
- (b) It increases the awareness and understanding of an area's natural and cultural systems and the subsequent involvement of visitors in issues affecting those systems.
- (c) It maximises the early and long-term participation of local people in the decision-making process that determines the kind of tourism that should occur.
- (d) It detects economic and other benefits to local people that complement rather than overwhelm or replace traditional practices (farming, fishing) or social system.

It is important to note that all the principles or elements cited above, seem to focus on the need for tourism to be interpreted as ecotourism, that is, that tourism has to be sustainable in approach. Further, considering the basic principles about ecotourism promotion and development, it has been found necessary to protect or conserve natural resources for sustainability of tourism.

Ecotourism is the most effective strategy for promotion and development in areas such as Vernon Crookes Nature Reserve, which have rich plant and animal communities as well as the appropriate landscape.

2.5 TOURISM PROVISION AND THE COMMUNITY

One of the truly greatest challenge of the next century lies on our ability to accommodate unprecedented population increase as well as cultural diversity in a non-divisive and socially beneficial manner. Tourism as a means of cultural expression and a mechanism for natural and cultural development has a potential to both assist and hinder the processes associated with meeting this challenge in any society. ([http://www.wordiq.com/definition/leisure recreation](http://www.wordiq.com/definition/leisure%20recreation) , 2005). It should be noted that understanding this potential is becoming more and more essential in South Africa, and more specifically at places such as the Vernon Crookes Nature Reserve. Interestingly, previous research (Magi, 1992b, 1999; Bennett & George, 2004; Nzama, et al. 2005) has shown that discrimination on the basis of racial and ethnic groups can affect tourism and leisure choices and compromise benefits that would otherwise be realised if discrimination was absent.

2.5.1 Tourism Provision and Discrimination

A number of research studies locally and internationally (Magi, 1986, 1989b, 1992b; ANC, 1994; Stoldolks and Jackson, 1998; Bennett & George, 2004) have focused solely on problems of race and ethnicity among various groups. In the study Stoldolks and Jackson (1998) where issues related leisure, tourism and discrimination among the Whites ethnic minority group, the Polish community in Edmonton, Alberta, Canada were examined and found to behave from the

majority population group. The findings show that well established racial minorities both terms of the types of discriminatory treatment and the locations where such treatment is found, does take place. In particular White ethnic minorities tend to experience markedly less discrimination in leisure and tourism settings than in other locations.

The findings of studies cited above do suggest that there is need to revisit or address the question of persisting matters of discrimination in KwaZulu-Natal and within natural areas associated with the Ezemvelo Wildlife, such as the Vernon Crookes Nature Reserve, in particular. Notwithstanding that the question of race is an important one for a study undertaken in South Africa, for purposes of this research study it has not been given particular attention, because the area adjacent to the Vernon Crookes Nature Reserve is predominantly occupied by one racial group, the Blacks or Africans.

2.5.2 Community Needs and Tourism Provision

Communities in any environment have both basic and non-basic needs. These needs are well documented and include things such as food, air, water and shelter. Along these needs are others such as travel, recreation and leisure. For example touring to places far away provides its own excitement, health and educational value. Health and fitness clubs play an important role in preventing heart related illnesses.

Hence, provision of tourism and recreation facilities is one of activities that address the secondary needs that need to be satisfied in all communities especially in the developing countries like South Africa. In this regard, the

study area is one of those ideal areas at which an investigation pertaining to such needs, provision, utilisation and participation must be carried out.

2.5.3 Provision of Tourism Facilities

The planning of tourism facilities in KwaZulu-Natal is fundamental to having a well managed tourism industry and tourism planning is the first step in the provision of facilities. The next step is development, management and promotion of these facilities, which would lead to satisfying the needs of the community. In this regard it is important to address what opportunities currently exists in the community, and what action is necessary to meet the needs identified. In essence, strategic tourism planning involves answering three questions:

- ***Where are we now?***

What facilities and services are available at present and do they fulfil the identified needs of the community?

- ***Where would like to be***

What facilities and services are required to meet the needs of the community?

- ***How are we going to get there?***

How are these facilities and services to be provided in future and who is responsible for providing them? [<http://www.dsr.wa.gov.za>, (2006)]. In view of the discrepancy in the provision of tourism facilities for Blacks in South Africa, the management policy must be formulated along the specific guidelines to ensure that there is: (DEAT, 1996:12).

- An integrated provision and utilisation of tourism facilities.
- Greater community involvement.
- Development of tourism areas and facilities.
- Spatial standards for the provision of facilities.

As much as tourism service providers ensure that they provide tourism facilities for all population groups, the encouragement of more Black participation generally still inadequate. It is unfortunate that this situation still remains a grey area in the provision of recreation and tourism facilities, mainly in the less developed areas of the country. In this study an attempt to understand the role tourism provision in such circumstances is closely investigated.

2.5.4 Tourism and Wildlife

Nature-based or wildlife tourism is a rapidly growing sector of the tourism economy. It refers to all tourism directly dependent on the use of wildlife resources in a relatively undeveloped state, including flora and fauna, scenery, topography, vegetation and wild animals. Wildlife tourism entails tourism activities, which are developed and maintained in an area in such a manner that they do not degrade the environment in which they occur (Weaver 2000). In other words, wildlife tourism can only be allowed to exist if sustainability is at the core of its development guiding principles or strategy.

Furthermore, wildlife tourism should be regarded as part of the local community and reflects local values and ways of life. It should seek to protect local culture and to involve the community in such ways that local people benefit fully. It is a kind of tourism, which aims to be more supportive of local needs and aspiration (Doswell 1997). This type of tourism promotes the use of local material and the development of a whole range of other available tourism services. It is important to note that wildlife tourism is fundamentally provided by the state and parastatal organisations and that its existence is one of the most leading natural and cultural heritages developed from late 19th Century, under the principle of conservation and preservation management.

This study seeks not only to identify the positive attributes of wildlife tourism, but also to establish negative impacts of tourism of tourism. Furthermore, the study seeks to reveal the types of management practices associated with tourism delivery in the study area, as well as to uncover the level of local community involvement in tourism and how they perceive the Vernon Crookes Nature Reserve as an all-inclusive tourist destination.

2.6 TOURISM PRACTICES

It has been mentioned in the previous paragraphs that the development of tourism as an industry depends on establishing appropriate policies. It is important to state that these policies will not work if not implemented properly and accompanied by appropriate tourism practices. As such, tourists and tourism practitioners are encouraged to consider the following guidelines (Goeldner, *et al*, 2006).

- Enjoy our diverse natural and cultural heritage and help us to protect and preserve it.
- Assist us in our conservation efforts through the efficient use of resources including energy and water.
- Experience the friendliness of our people and the welcoming spirit of our communities. Help us to preserve their attributes by respecting our traditions, customs, and local regulations.
- Select tourism products and services that demonstrate social, cultural, and environmental sensitivity.

Tourism practices are what need to be done by the tourists when they are visiting the destination. Tourists need to know about the destination that they

are planning to visit because there are things that need to be respected in the destination of their choice. They need to respect the culture of the destination that they chose. Other communities are sensitive about their culture.

Following on respecting the culture of a host community, it is essential for the authorities to have a well planned management system that highlights good management practices. According to Cooper, *et al* (2000) as well as Nzama, *et al.* (2005) there are several elements of tourism that form the foundation of what can be called tourism management practices. These include the following:

(a) Management Practices in Tourist Destinations

In order to understand and describe clearly a tourism perspective, we have to pay some attention on the many segments of tourism that make up the industry. Tourism destinations are made or broken by the management of various tourism elements or practices, such as accommodation, attractions and entertainment, transportation, food service (gastronomy), quality service, education and training, and safety and security. It has been argued by Cooper *et al.* (2000) that tourists in search of a superior tourism experience will go for the richness and variety of destinations around the world. They further state that “the new tourist is no longer satisfied with a passive experience, but is seeking instead authenticity at destinations with a view to understanding the indigenous culture, history and environment and, how local people live and work (Cooper *et al.* 1999:101).

(b) Tourist Accommodation as a Management Practice

Accommodation has been regarded as one of the oldest industries in the history of tourism and still remains one of the pillars of the tourism

industry. Its management, therefore, has to be professionally executed. The modern practice is to offer good, inexpensive, yet comfortable accommodation. Modern practices of managing accommodation are aimed at improving the role of accommodation in the tourism industry (Cooper *et al*, 2000; McIntosh *et al*, 2002). The emerging practices in the management of accommodation in the tourism industry are found in the various hospitality sectors such as in the hotel, lodges and resorts, small motels, inns and bread and breakfast (B&B) facilities.

(c) Tourist Entertainment as a Management Practice

The entertainment of tourists in its varied form, in outdoor, indoor facilities, amusement parks, theme parks, gaming casinos and sporting activities, is the mainstay of tourism practice and experience, as well as that it is the source of tourism revenue (McIntosh *et al*, 2002). Some examples in South Africa include Hluhluwe Game Reserve, the Kruger National Park, Sun City and Wild Coast gaming casinos. These attractions constitute a major point of tourism economic development for developing countries. Countries endowed with nature-based resources tend to use these as the core of tourist entertainment facility. Some of the aspects of management practice (Halloway, 1999) relate to: interpretation; managing visitor flow; accessibility of site; utilities within the site; sign-posting; crowd control through pricing; and affordability of site.

(d) Tourist Transportation as a Management Practice

Without doubt tourism has been understood as the outcome of the travel and stay of people away from their usual environment. The development of transport, both private and public, has become a major determinant of

the success of the tourism industry. Therefore its efficient practice is the cornerstone of success in terms of tourism development. Recent transport management practices have extensively embraced computer technology as a development technique. The varieties of transportation include: air transportation; road transport; water transport and rail transport.

(e) Tourism Safety and Security as a Management Practice

One of the leading and important practices in tourism, throughout the world, is the assurance of safety and security to tourists visiting any country. This is particularly relevant for South Africa and KwaZulu-Natal. Some of the prominent and reoccurring viewpoints and statements characterising the importance of crime, safety and security in tourism include the following:

- Tourists are “the goose that lays the golden egg”, and must be protected.
- In section of South Africa there are still deficiencies of safety and security of tourists.
- Community education about the evils of tourism crime, need to be heightened.
- Police awareness and toughness towards tourism crime needs to be improved.
- Rural based tourism safety and security centres need to be establishes and integrated into existing community police forums.

(f) Service Excellence as a Management Practice

The most dominating practice about service excellence is that because of the immaturity of the industry in South Africa, the service delivery

industry has tended to be rough and discourteous to many a visitor. It is important that visiting tourists have to be handled with care because these customers do often change their mind about a particular product. By any means imaginable, “quality service” is a value-laden concept. What is “quality” to one ethnic group may not be quality to another. It is therefore important that this practice in South Africa as whole has to be standardised (Halloway, 1999; Cooper *at al*, 2000; McIntosh *at al*, 2002)..

2.7 ECOTOURISM IN NATURE RESERVES

Ecotourism has been defined earlier as tourism that taken place in the natural environment. The natural resource base is a part of the nature reserves such as the Vernon Crookes Nature Reserve. Features of this environment include lakes, mountain ranges, trails of countryside, etcetera. These natural resources have the potential to attract tourists or visitors to the nature reserve. For examples, such destinations include places such as Hluhluwe Game Reserve, Ndumo Game Reserve, Kruger National Park, and the Oribi Gorge Nature Reserve. It has been argued that the management of natural features in reserves should concentrate on sustainable use practices, with as little interference in the original state of the resource as possible. In order to continue to attract tourists or visitors, the resource in destinations has to be sustainable (Wall, 2000; Saayman, 2002):

2.7.1 Sustainability of Natural Features

The concept of sustainability has come to mean the need to preserve and protect the natural environment. The natural environment is rapidly being destroyed because of over-exploitation. Once the natural resources have declined below a

level of viability, they become non-renewable. Over-exploitation and degradation of natural resources stem from tourist activities. Tourism and sustainability of resources are interrelated. Lubbe (2003) believes that in order to implement sustainable development, a careful balance is required between the long-term and short-term goals, and it has to emphasize equity and quality of life rather than the mere quality of output. The concept of duration is highlighted by Butler and Boyd (2000) in their definition which views sustainable development as the process which is developed and maintained in an area in such a manner and on such a scale that it remains viable over an indefinite period and does not degrade or alter the natural environment on which it exists.

In addition to the duration, Hall and Lew (1998) emphasize that the social and economic factors are the driving forces in promoting activities that cause cumulative effects. The condition of the environment should be enhanced as a result of careful control being exercised over tourist access. Solutions may not only lie with improved environmental management, but with changes in economic and social perceptions. Governments in tourist destinations should not be engrossed in the development of economic generating tourism policies, but should also focus on implementing policies designed to sustain the natural resources so that the resources continue to attract tourists over an indefinite period of time. Tourist perceptions and attitudes towards attractions in destinations should change.

2.7.2 Types of Nature Based Tourism

Nature-based tourism generally operates on a small scale and is developed by local communities based on nature and they (communities) attempt to keep tourist numbers to levels that the environment can sustain. In most forms of

nature-based tourism, tourists want to enjoy themselves and their surroundings while ensuring that their impact is not detrimental to the natural resource-base.

Some of the nature based tourism categories, which may be found in nature reserves such as the Vernon Crookes Nature Reserve, include the following (Wall, 2000; Lubbe, 2003):

- (a) *Nature-based/Environmental tourism.* This type of tourism emphasizes on enjoying and experiencing nature and it is the most popular type of tourism based on natural resources.
- (b) *Wildlife Tourism.* Wildlife has always featured as part of nature and related travel experiences. Tourists in this category visit destinations in order to observe wildlife in general.
- (c) *Ecotourism.* The concept has been defines already. It relates to interactive travel experience to natural and cultural environment that ensures the sustainable use of environmental resources.
- (d) *Adventure Tourism.* In this type of tourism, tourists participate in activities that provide them with a challenge, thrill or intense experience, verging on being dangerous or challenging (WTO, 2000).

2.8 TOURISM AND COMMUNITY DEVELOPMENT

The notion of community development has already been indicated as one of the important criterion and need for promoting the tourism industry in any modern country. This community development is achieved through improving tourism attractions and related activities. As such, without these attractions, the tourism industry would not flourish. The tourism industry has to benefit the local

communities. Alternatively, the survival of the tourism industry is in danger if the local communities do not benefit from it in a direct way. Local community benefits derived from the tourism industry enhance community development. (Aaronson, 2000: Lubbe, 2003).

According to Vivian & Smit (2002) there are various ways in which communities can benefit from the tourism industry, mainly as receivers of tourists which means an inflow of foreign exchange or domestic currency. Communities can benefit from employment opportunities that a local community or country generates as a result of tourism demand. An individual can benefit from tourism by being employed in the tourism, or by providing auxiliary services to the tourism industry or by being tourists themselves. The White Paper on Tourism (DEAT, 1996) highlights some of the local community benefits from the tourism industry:

- Continued and exclusive access to biophysical resources of the protected areas for subsistence purpose;
- Provision of technical and professional training opportunities relating to positions in tourism and conservation agencies;
- Priority status in hiring programmes undertaken by tourism interests and conservation agencies;
- Priority status in licensing businesses to be operated in the parks or protected areas; and
- Compilation of traditional knowledge and heritage values of the aboriginal societies by conservation jurisdiction, for the use both by communities themselves in strengthening their societal traditions and by conservation agencies in managing the protected areas in

giving to its visitors a heightened appreciation of the traditional society (DEAT, 1996).

Furthermore, the White Paper on tourism (DEAT, 1996), has argued that tourism promotion and development in South Africa has been frustrated by what it calls “missed opportunities” (DEAT 1996). The policy framework which identified weaknesses or “missed opportunities” in the industry include the following: (a) inadequate funding directed towards recreation and tourism; (b) deficient recreation and tourism education and training; (c) limited involvement of local communities; (d) ineffective safety and security measures and crime prevention; and (e) the lack of integrated national, provincial and local tourism development and management structures. New principles, policies and strategies aimed at achieving responsible tourism; community-driven tourism; integrated and sustainable tourism and tourism assessment and accountability have to be initiated and sustained. Had the history of South Africa been different, the country would probably have been one of the most visited places in the world. Tourism is affecting the lives of rural people across the world. For some communities, tourism is a driving force for promotion and development, for others tourism is perceived to mainly have negative impacts.

In the same context, Saayman (2002) argues that if tourism is to benefit community, it is essential for developers and planners to make a just and proper analysis, of the economic, socio-economic, political and environmental impact of such development and also to understand the impact thereof. Lack of planning can have a negative impact on the socio-cultural and economic environment. The upliftment of local communities thus plays an important role in reaching sustainable community development.

Fennel (1999) highlights the principles which must be followed in order to help the co-operative efforts of the stakeholders. The co-operative efforts should focus on the following:

- Build on the foundation of local culture;
- Give responsibility to local people;
- Consider returning of at least some of the protected areas to indigenous people;
- Link government development programmes with protected areas;
- Give priority to small scale local development;
- Involve local people in preparing management plans;
- Build conservation into the new national culture; and
- Support diversity as a value (Fennel, 1999: 216).

The goals and objectives of any investigation, policy or strategy, with all the good intentions in the world, cannot translate themselves into action if there is no one to spearhead, guide and monitor the process of community involvement in tourism development to the ultimate end. The government and all related tourism authorities must play an active role in ecotourism promotion and development with the special emphasis on rural areas. It is in this context that this research investigation seeks to establish the levels or adequacy of sustainable tourism promotion and development in the Vernon Crookes Nature Reserve.

Community development initiatives have a better chance of being accepted by local people if developers begin to acknowledge that different groups within the community want different things from the tourism industry. Indigenous people are also owners and managers of natural resources, cultural artefacts and other

facilities. This fact should be acknowledged by project planners in any community-based tourism.

2.9 TOURISM BENEFITS FOR LOCAL COMMUNITIES

There has been a number of research studies (DeLoitte and Touche, 1999; Ashley and Jones, 2001, Roe *et al*, 2001) that have been undertaken, locally and internationally, about tourism development and its impacts on the empowerment of rural communities. These studies advocate that there must be a viable relationship between tourism development and community benefits. In other words, local community benefits derived from the tourism industry ought to enhance community development.

The same studies cited above, have highlighted development as it impacts on communities, in terms of social, economic and financial benefits, in a way that they would:

- Impact on local employment and job creation.
- Impact on small business development or the SMME's.
- Generate collective economic benefits for communities.
- Encourage economic participation of the previously disadvantaged individuals (PDI's), (Mahony & Van Zyl, 2002).

In contrast to the above cited impacts, Mahony & Van Zyl (2002) further asserted that the non-economic and non-financial developmental impacts worthy of consideration included the following: (a) The extent of capacity building and training within the community; (b) the extent to which the local community is involved in decision-making, (c) the social and cultural impacts of the initiative;

and (d) the types and applicability of policies and strategies that are in place to direct progress in community development. The context of this study is to give a picture (summary) of the results of the investigation, so as to anticipate the benefits that are to be yielded by the Vernon Crookes Nature Reserve.

2.9.1 Economic and Financial Benefits

According to Mahony and van Zyl (2002), there had been no direct tourism employment resulted from these projects. There are indications that the local small, medium and micro-enterprises (SMMEs) will have contract available on a commercial basis. To ensure that the local community is able to take up such SMME opportunities, various technical training programmes have been initiated. From the assessment in these studies, there has also been a collective economic benefit from the revenue generated from hunting. The assessment also revealed that the community is given opportunities to participate economically, though the control over assets is shared with the South African National Parks.

There is a great possibility that the findings associated with the economic and financial initiatives can suggest more or less the same results for the Vernon Crookes Nature Reserve. Understandably the findings on these initiatives would facilitate the acceptance or rejection of the hypotheses postulated in chapter one of this research study.

2.9.2 Non- economic and Non-financial Benefits

Furthermore, Mahony and Van Zyl (2002) have argues that government views capacity building and skills development, as the key elements of empowerment of local communities. The assessment in these initiatives indicates that tourism

projects benefited staff members and neighbouring communities through the non-economic elements cited earlier. There is also an indication that the local communities benefit by participation in decision-making and management of the nature reserves. Finally, the communities neighbouring the Vernon Crookes Nature Reserve, are expected to provide similar benefits to its local community if its tourism initiatives are properly managed.

2.10 STAKEHOLDERS IN THE TOURISM INDUSTRY

The tourism industry related authorities in South Africa, and more specifically in KwaZulu-Natal, exist at all levels, national to the local levels. According to Bennett & Strydom, (2001) governments are a fact of life in tourism industry as well as in the modern world. In South Africa tourism is a dual competency, with policy and regulations equally relevant for the province and the nation as a whole. In these instances various governmental structures and non-governmental structures have roles to play in the tourism industry. DEAT (1996) highlights the following key players without which the tourism industry would not function and would also not benefit the local communities.

2.10.1 The Government

The national government plays an important roles establishment of policies and strategies towards the development and promotion of the tourism industry. At provincial level, the focus is much more on the implementation and application of national principles, objectives and policy guidelines, as appropriate to local conditions. The provinces have a major role to play in marketing and promoting their destinations.

Generally, the roles of the national government in the tourism industry, as highlighted by the Department of Environmental Affairs and Tourism (DEAT, 1996), comprise facilitation, implementation, coordination, planning, policy making, regulation, monitoring, development and promotion.

The provincial government has to develop a common strategy for the internal marketing and promotion of South Africa, find international marketing efforts from private sector and coordinate the international marketing effort which is underpinned by effective participation of the province. Governments in provinces also have additional functions of land use planning, control of land use and land allocation. Local structures in the province have to provide and control public health and maintain tourist services, provide road signs, etcetera.

2.10.2 The Private Sector

What has been highlighted by Youell (2000) is that the collaborative ventures in the tourism industry can help unite the multiplicity of interests through all sectors of the diverse tourism industry. The private sector, therefore, has an important role to play in the further development and promotion of the tourism industry. The delivery of quality tourism is largely private sector responsibilities. The private sector is in a position to promote the involvement of local communities. The functions of the private sector are to invest in the tourism industry; to operate and manage tourism plant efficiently and profitability; to advertise and promote tourism services; to continually upgrade the skills of the workforce by providing training; and to satisfy customer needs by providing quality products and services.

In essence, the roles of the private sector are two-fold: to strive towards community involvement and to make profit from the tourism industry. The authorities of destination attractions cannot put local community involvement initiatives into practice, without the full assistance of the private sector.

2.10.3 The Local Communities

The indigenous tourism ventures are, according to Hall and Lew (1998), a response to the spread of tourists into remote and marginal areas, including national parks, reserves and homelands which are living areas for many indigenous groups. Many communities and previously neglected groups pose significant tourism resources. The local communities, therefore, have significant roles to play in the development of the tourism industry in their areas.

The communities cannot play their roles if they do not have a voice in the tourism structures. Communities should have representatives at national, provincial and local tourism structures. The communities have to maximize the sharing of information and experiences, possibly facilitated through financial assistance by local governments. The communities have to encourage the radio and the print media to proactively provide tourism information and awareness to communities. The communities also have to secure the provision of craft training and other opportunities to expand the skill base of rural communities.

Communities, however, do not benefit from the tourism industry if the community leaders do not play an active role in securing the rightful position of their communities in the tourism industry. Because of the community's connection or ownership of the resources, their desires and expectations should

be central to tourism development in that community. If tourism is wisely planned and if it includes the active involvement of the local community, the community can enjoy the advantages brought by tourism while experiencing ownership of and control over the tourism development.

2.10.4 The Non-Governmental Organisations (NGOs)

The NGOs, especially the environmentally and community based, have roles to play in the development and spread of responsible tourism practices. The NGOs can contribute to the development of policies and plans for responsible tourism. These organizations can assist the government in developing the standards for responsible tourism and also assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism.

The NGOs have major roles to play in attracting funding from tour agencies to develop specific community based tourism projects, thereby assisting the government in conducting tourism and the tourism industry at large. The NGOs can assist the local community by delivering education, training and bridging courses to the local community. If destinations are well-marketed and the key players perform their duties appropriately, the tourism industry in a destination becomes well established. A well-established tourism industry entails an influx of tourists to the destination. This influx has impacts on both the natural and cultural resource bases.

2.11 TOURISM IMPACTS

It is a generally accepted fact that tourism has an impact on both the natural and the cultural resources. The natural environment is rapidly being degraded because of over-exploitation, pollution and habitat loss (Mathieson and Wall,

1987). Some of the natural resources have declined below the level of viability. Culture provides other kinds of tourism products thereby diversifying what each destination has to offer. However, introducing tourists to rural culture, can give adverse impacts on the culture of the host community. This section focuses on tourism impacts on the natural and cultural resource bases.

2.11.1 Tourism Impacts on Natural Resources

The actions of tourists do impact negatively on the vegetation and ecosystems in various ways. Tourists who collect flowers, plants and fungi, change the species composition of the natural vegetation. Sometimes tourists deliberately chop trees for tent poles and firewood and this removes younger trees from forests, which alters the age structure of the plant community. Furthermore, careless use of fire in parks has caused major conflagrations in the forested regions. Excessive dumping of garbage which changes the nutrient status of soil can be ecologically damaging by blocking out air and light. Pedestrians and vehicular traffic impact directly on vegetation. Camping has similar effect to trampling as the construction of campsites involves the removal of vegetation.

Wildlife is also adversely affected by activities of tourists. In this regard, Mathieson and Wall (1987) highlight the fact that activities of tourists often undermine the privacy of the animals and also disrupt feeding and breeding. Tourists enjoy observing a predator stalking and securing its kill. To see predators on the kill is considered to be the great moment of a safari. This behaviour undermines the privacy of the animal being observed. Drivers are often offered large sums of money to break park rules and chase animals. This behaviour has led to many young animals being separated from their mothers. Tourists, insisting on photography at close quarters, have scared birds away

from their nests so that eggs and the young are abandoned or taken by predators. Visitors, who handle the creatures, have caused an increase in infant mortality. Development of trails through parks, in areas which were traditionally feeding and breeding areas, have forced wildlife to relocate.

Activities of tourists in mountain areas have also impacts on wildlife. 'Mountains have attracted tourists for several centuries and have also been the location of large proportion of National and other Park developments' (Matheson and Wall, 1987: 115). Mountain climbing and other forms of hunting are some of the mountain and upland recreation activities. Remote and inaccessible areas are now being opened to the influence of tourism. Wildlife migrates to these life zones in response to seasonal and climatic fluctuations and the availability of food. The diversity of vegetation is of great importance to mountain wildlife for both food and protection. Disruption of these life zones causes pronounced environmental effects. Animals seek refuge from storm on the lower slopes. As the timber line is pushed up the mountain, the margins of survival are greatly reduced.

These impacts have led to the necessity of sustainable use of natural resources and the promotion of environmentally sustainable lifestyles. Environmental impact management has to be integrated with all the economic and development activities to achieve sustainable development with the emphasis on satisfying needs and ensuring environmental sustainability (DEAT, 1997).

2.11.2 Socio-Cultural Impacts

The increased number of tourists in a destination have had socio-cultural impacts on the lifestyle of communities and stakeholders. Values, ideologies

and lifestyles come to be accepted by local residents. Some residents copy tourists' behaviour and attitudes. This influence results to the social tension between those adopting new values and those retaining a traditional way of life. Social dualism can result in a person who is partly westernized and partly holds on to traditional values. Tourism has been a major source of intercultural contacts. These contacts, in many tourist countries, have resulted in many socio-cultural changes. The reactions of hosts to these changes have been diverse, ranging from active resistance to complete adoption of western culture. Some of the consequences of these contacts are highlighted by Saayman (2002) and are discussed hereunder.

On the positive side, the tourist industry can lead to the revival of craft activities and cultural heritage of a destination. A sense of pride in one's country is promoted as tourists seek things not found elsewhere. Among other benefits of tourism to a destination is that tourism broadens education as the tourists and host learn more of each other's culture and customs. Tourism plays an important role in the promotion of international peace through a better understanding that is created as a result of the contact between the host and the tourists. Tourism breaks down racial and cultural barriers.

This study therefore, investigates whether the tourists who visit the attractions at the Vernon Crookes Nature Reserve have an impact on the indigenous communities around the study area. The investigation also attempts to reveal whether such contacts, if they exist, are positive or negative. The negative impacts of tourism on natural and cultural resources have to be kept at minimal level. For this to happen, policies legislation and strategies have to be put in place in order to control the behaviour of tourists around the study area.

2.12 TOURISM SKILLS DEVELOPMENT

The progress of any community in the tourism industry is highly dependent on the skills and education acquired or at the disposal of that community. Understandably, low level of education and lack of skills that are in demand is the concern of tourism authorities in any country. Smith-Chandler (2005) argues that there is a positive link between entrepreneurship education in schools and an increase in entrepreneurial potential. The parallel has been drawn that more and better education in communities could help grow more entrepreneurs in South Africa. The national skills development framework was created in order to salvage the situation but there is an assumption that the foundation can be laid through community education. The focus on changing the education system has not enabled the Department of Education to include entrepreneurship education in schools and communities [www.saqa.org.za, (2006)].

At another level, the low incidence of business skills in some areas of South Africa, are negatively influenced by the weaknesses of the local formal school education and community training programmes. It is generally believed that entrepreneurship education would give the Black youth an opportunity to acknowledge practical business principles and prepare them for a career in the tourism business world. One of the intentions of this research study is to establish whether skills development is a viable proposition for improving tourism practice in the study area. Sustainable Black economic empowerment requires Black communities with business insight and necessary skills to run tourism workshops for local communities. According to the Department of

Trade and Industry the national skills development strategy, and the skills profile of South Africans needs to be increased through accredited qualifications framework. The quality and quantity of tourism related skills, therefore, needs to be improved, so that all local community members could benefit from the exposure [www.saqqa.org.za, (2006)].

Tourism skills development and education and training, are regarded in the White Paper on Tourism (DEAT, 1996), as one of the fundamental pillars of tourism development among the local Black communities. The government's policies and strategies are focused on providing tourism courses which seek to facilitate entry into tourism industry, as well as ensuring the introduction of tourism in school curriculum. Local schools are encouraged to participate in annual tourism and environmental activities so as to promote awareness of the tourism industry. It is anticipated that such skills development initiatives will facilitate good tourism practice at the Vernon Crookes Nature Reserve and similar study areas.

2.13 CONCLUSION

This chapter has outlined the role of attractions in promoting the tourism industry in destinations. The natural and cultural resource bases as attractions to tourists, have receives attention. The necessity of marketing in the tourism sector has been outlined. Finally, rules and regulations as tools for minimizing negative impacts of tourism have been discussed. By this theoretical background it is believed that the reader finds it easy to understand how attractions and its related concepts form an important part of the tourism industry.

The linkage between the tourist attractions to be found in the tourism industry and those in the Vernon Crookes Nature Reserve, carry an important message or objective for this research inquiry. One of these objectives is (a) to determine whether the level of utilisation and patronage of various resource facilities in the study area are of low or high. Alternatively, (b) to investigate the adequacy and effectiveness of tourism management practices in the study area, as well as (c) to ascertain the perceived community benefits coming from tourism activities in the study area. All these objectives are structured to establish whether the stakeholders in the study area contribute significantly to tourism benefits for the local community.

Furthermore, some of the reasons for success and failure of realising a tourism delivery strategy in the study area would be highlighted in this research investigation. It would appear therefore that if constraints could be minimised and opportunities be maximised within the study area, most tourism initiatives would be successful and run with minimum difficulties.

Finally, the differing conceptual views expressed in this chapter need to be taken into seriously when decisions are taken, so as to prevent future conflicts within the study area. The recent developments in the new democracy in South Africa have ushered in policies and strategies that would hopefully bring about a glimmer of hope to the poverty-stricken local communities around the Vernon Crookes Nature Reserve.

CHAPTER THREE

THE PHYSICAL SETTING OF THE STUDY AREA

3.1 INTRODUCTION

The observation and description of the physical setting of a study area is important in clarifying some aspects of the conceptual framework of any research study. Conversely, examination of factual reality is necessary, if for no other reason than to suggest the needed improvement in theory. Thus a careful blend of fact and theory is a prerequisite to sound spatial understanding of any area under investigation (Magi, 2005). In this regard, the researcher has found it necessary to include this chapter on the *Physical setting of the study area* mainly for purposes linking theory to reality as well as giving the reader a clear perspective upon which to understand this research investigation and where it is located. Accordingly, some expectations, which may or may not be raised by this study, will have to be fulfilled at the end of the study.

The objective of this chapter is therefore to introduce the reader to the historical, geographical, biological, eco-systemic and socio-political elements or conditions of the study area. The available recreation and tourism facilities together with the supporting services are also described in the chapter. In the assessment of the development and promotion of tourism practices in the study area, as a tourist destination, the geographic location is of utmost importance if we want to establish whether this area is accessible to the tourists or visitors. The physical

environmental elements of the area, such as topography, climatology and hydrology, are important in determining whether seasonality plays a role in influencing the patronage of the tourism facility.

3.2 HISTORY OF THE RESERVE

The Vernon Crookes Nature Reserve was initially proclaimed in 1972 and had been administered ever since by the Natal Parks Board, then by the KwaZulu-Natal Nature Conservation Services and more recently by the Ezemvelo KwaZulu-Natal Wildlife. The initial 755 hectares of the Vernon Crookes Nature Reserve were carved out of the neighbouring tribal land inhabited by the Dumisa Tribal Community and the Kwa-Cele Tribal Community. The forced removal of these people resulted in the Dumisa Tribal Community being split into three separate areas, with the reserve in the middle. The consequence was the fragmentation of a single community into three separate geographical locations, (Muzi Land, Umbungulu and Braemar Tribal Communities) under one Tribal Authority. The area inhabited by the Kwa-Cele Tribal Community is commonly referred to as Mistake Farm. The Reserve was later extended to its current size of 2189 hectares after Vernon Crookes a large commercial sugar cane farmer donated the additional land. This additional land was Crown Land given to the Crookes Holding during the British Colonial period [<http://www.kznwildlife.com>, (2007)].

A mineral survey was conducted in 1979 and revealed gold and uranium in the quartzite within the Reserve. Small-scale mining was initiated, but was later abandoned after it was found to be uneconomically viable. A disused gold mine is located in the central portion of the present Vernon Crookes Nature Reserve.

Later on both Black and White farmers were allowed to use part of the study area for grazing cattle, before the Nature Reserve was proclaimed. Remains of kraals and homesteads are still easily identifiable in the Reserve, where exotic and alien invader plants have proliferated (Bourquin and Sowler, 1980). Today the Vernon Crookes Nature Reserve is fully under the control of Ezemvelo KZN Wildlife [<http://www.kznwildlife.com>, (2007)].

3.3 LOCATION OF THE RESERVE

A description of the location of the Vernon Crooks Nature Reserve is given below. The relative and absolute location of the nature reserve is presented, so give a conceptual understanding of its location in KwaZulu-Natal. Figure 3.1 describes the relative location, whereas Figure 3.2 shows the absolute location. These locational maps show the boundaries and various features found within the study area. These also include the extent of the tourism and recreation area of the nature reserve in relation to the neighbouring communities.

3.3.1 Relative Location

In terms of its relative location [See Figure 3.1] the Vernon Crookes Nature Reserve is located in the south eastern part of KwaZulu-Natal. The nature reserve is located approximately 80 kilometres south of Durban the main commercial city of KwaZulu-Natal. The Nature Reserve is about 20 kilometres from Park Rynie the nearest town in the area. The Nature Reserve is situated between the co-ordinates 30° 15'S and 30° 19'S as well as 30° 33'E and 30° 38'S on the south-eastern side of KwaZulu-Natal (Bourquin and Sowler, 1980).



FIGURE 3.1 **RELATIVE LOCATION OF VERNON CROOKES RESERVE.** [Source: KZN-NCS (2000)].

Access to the Vernon Crookes Nature Reserve can be gained by travelling about 80 kilometres south from Durban on the N2 national road. On reaching the town of Scottburgh then you take the off-ramp to Park Rynie, Umzinto. Then turn inland towards Umzinto and drive for 15 km on the R612 route. The turn-off to Vernon Crookes Nature Reserve takes you on a gravel road through sugarcane for about 5km before you reach the gate of the Nature Reserve (KZN-NCS, 2000) [Refer to Figure 3.1].

3.3.2 Absolute Location

The main features of absolute location of the Vernon Crookes Nature Reserve are characteristics by boundaries, physical features such as rivers, roads, coastal forests, camping and picnicking areas as well as many cultural features of the built environment. As far as the boundaries are of the Vernon Crookes Nature Reserve are concerned, they adjacent to the Muzi tribal lands in the north, the reserve is bounded by the, which drop steeply down to the uMpambinyoni River which reaches the sea at Scottburgh. The north western boundary is has several farms, comprising sugarcane, forestry and cattle/game ranching. The Braemar settlement area comprises the Indian and Black communities, which are found to the west of the Nature Reserve.

The coastal forests are scattered throughout the Vernon Crookes Nature Reserve making it a relatively natural area that is well-endowed with natural features to attract tourists to this facility. The Vernon Crookes Nature Reserve is characterised by a number of rivers and rustic roads which add to the authenticity of the resource or facility and its attractiveness to international tourists. These tourism and recreation facilities in the Vernon Crookes Nature Reserve are the basis for the camping, fishing, swimming and picnic activities.

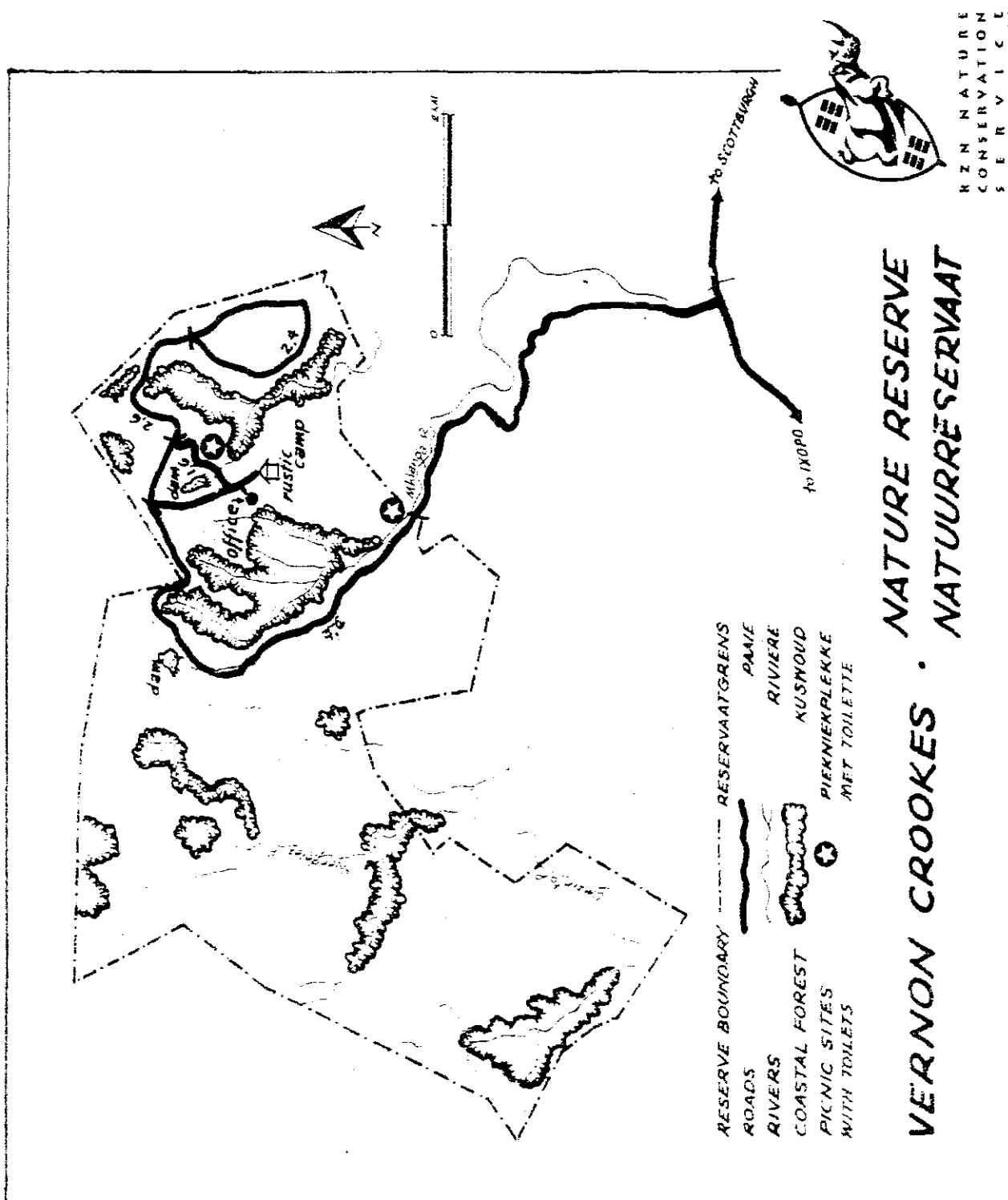


FIGURE 3.2 ABSOLUTE LOCATION OF VERNON CROOKES RESERVE. [Source: KZN-NCS (2000)].

3.3.3 Layout of the Vernon Crookes Nature Reserve

There is only one entry and exit point to the Vernon Crookes Nature Reserve, the gate is situated at the south-eastern boundary, adjacent to the Mhlanga River. A 4.6km dirt road meanders from the gate to the reservation office. The buildings and recreation facilities are situated in the north-eastern part of the reserve. Inside the reserve there is a reservation office, through which all bookings for day visits and overnight accommodation can be arranged. The reservation office is equipped with all the necessary office equipment, one would expect in a tourist facility.

The manager's office is also found in this administration block. The manager's office is in regular and constant radio contact with the game rangers in the field. Adjacent to the administration block, is a workshop and storage area for vehicles, other equipment and supplies. To the west of the administration block, approximately 50m away is the game rangers' accommodation. The game ranger's accommodation is also equipped with radio communication equipment, so that they may be in constant contact with rangers on night patrol.

About 100 metres to the east of the administration block is the residence of the Officer-in Charge. The residence is basic and rustic, but also equipped with radio and telephone. Further to the east of the office buildings, approximately 500m, the road ends at a *cul-da-sac* and parking area, for overnight visitors. This area is called the Nyengelezi Camp. The Nyengelezi Camp consist of 5 two-bed rondavels, a 20 bed rustic hut called the Bunkhouse, a kitchen, dining hall, common lounge, ablution block and a small laboratory (KZN NCS, 2000).

Visitors occupying the Bunkhouse should provide their own bedding and towels. However, the communal kitchen is equipped with crockery, cutlery, cooking utensils, fridges and stoves. The dining hall has tables and chairs. The lounge is cosy and comfortable, with beautiful views of the reserve. The camp is also suitable for study groups as it has a small laboratory. There are 12 km of tourist roads, which allows for easy access to the northern and north-eastern parts of the reserve. Access to the southern parts of the reserve is more difficult and is accessible mainly on foot and 4x 4 vehicles.

There are a number of designated trails in the reserve, which visitors are encouraged to walk. The Hlathikulu Trail is 4 km and takes about two and a half hours to walk. The shorter, Mthakathi Trail only takes 1 hour and covers 1.5 km. The reluctant walker can try the Umdoni Trail which covers a distance of only 1 km and takes half an hour to walk. [Refer to Figure 3.1].

There are two picnic sites. One route known as Loop Road has a pleasant picnic site with braai stands, picnic tables and toilets, situated close to a large dam. Fishing for bass and tilapia is allowed, however prior arrangements must be made with the reserves management. There is also a display hut illustrating the biodiversity of the reserve and the challenges facing the management of the reserve with regard to poaching and alien plant invasion. The other picnic site is much less formal and is at the “Dip”, halfway up the hill from the main gate. Along the tourist route, there are various “viewing points”, with some spectacular views. There are also 3 secluded and inconspicuous bird watching huts made of reeds and grass, at each of the 3 dams. There are 112 species of birds in the reserve (Boon, 1992)

3.4 GENERAL PHYSICAL ENVIRONMENT

The Vernon Crookes Nature Reserve is characterised by a variety of physical attributes which give the reserve a unique character. The reveal these attributes the physical environment of the reserve is discussed below under the following variables or headings: topography, climate, hydrology, soil and geology.

3.4.1 Topography

The topography of the Vernon Crookes Nature Reserve is steep with undulating hills consisting of ridges and valleys dissected by steep drainage lines. The geomorphology of the area is typically sandstone with cliffs that delineate the southern limits of the local plateau. The altitude in the area ranges from 200-538 metres above sea level at KwaNtaba on the western boundary. The highest point in the reserve is situated in the west of the reserve and is just above 500 metres above the sea level. The lowest point in the reserve is found in the east and is rising from 120 to 200 metres above the sea level, then even more higher as we move towards the west (Bourquin and Sowler, 1980).

3.4.2 General climate

The climatic conditions of the study area are important in determining whether climate as a factor has any influence on the tourism activities within the study area. The influence would occur because climatic conditions impose one of the unyielding constraints, where outdoor activities are concerned. The rhythms of the seasons affect both the hours of daylight and the extent to which temperatures are conducive to participant comfort on the outdoors (Patmore, 1983).

Since the Vernon Crookes Nature Reserve is located on the east coast of South Africa, it is therefore under the influence of the warm Mozambique current which causes climatic variations which are characterised by hot summers and moderate winters. The spring and summer months are September to March, and the autumn and winter months are April to August.

The mean annual rainfall around the Vernon Crookes Nature Reserve is about 1100mm and the rainy season falls between October and March. Much of the rain falls in torrential deluges, for example, 837 mm of rain fell in 10 days in September 1987 and 400 mm of rain one month is not uncommon (Thompson, 2001).

Mean daily maximum temperatures are 28°C in January and 22°C in July with extremes of 43°C and 34°C respectively. Mean daily minimum is 19°C in January and 9°C in July, with extreme falling to 7°C and 1°C respectively. Frost does not occur. The longest day is 14 hours 6 minutes and the shortest day is 10 hours 12 minutes. Direct light of shade is one of the main factors determining growth on the forest floor. The climatic conditions in this area make it more attractive in summer than in winter months. The attraction is mainly due to the vegetation which offers a scenic view and game is found in abundance in summer as compared to winter months when most animals hibernate (KZN-NCS, 1999).

3.5.3 Hydrology

The three main watercourses are at the Umzinto River in the South, the Ntakati and the Nyingalezi Rivers. The latter two run clear as the catchments are wholly

within the protection of the reserve. These rivers are usually with abundance of water, being close to full. However, all three rivers had experienced reduced water levels during the 1990-1994 drought years, but only the smallest, the Elinccane Dam, dried up. The streams and rivers form part of the Umzinto River catchment, and consist of the most part of steep rocky streambeds in deeply incised valleys. Waterfalls, rapids and pools are numerous, and there is a moderate to dense vegetation cover of the banks of these rivers. In many places the waterways are shaded by forest and stream-bank trees. Three artificial dams occur in the area. Silt loads are very light, and streams and rivers remain clear for most of the year (KZN-NCS, 1999).

3.5.4 Soils and Geology

The soils within the Vernon Crookes Nature Reserve range from sandy-clay in the grasslands to sandy-clay loam under the coastal forests of organic materials. Silt-like clay and silt-like loam soils are found in the marshes and wetlands of the study area. These types of soils account for the richly growing grasslands found throughout the Vernon Crookes Nature Reserve.

The geological outcrops of the Vernon Crookes Nature Reserve are as a result of the Umzinto River and its tributary the Nyengelezi River cutting through the covering layer of hard Table Mountain sandstone belonging to the Cape system into the Archaen granite directly beneath ago (Bourquin and Sowler, 1980). The land surface originally lay much lower here and the streams began after the large-scale uplift during the tertiary period about 20 to 30 million years ago.

3.6 BIOLOGICAL ENVIRONMENT

The magnificent geographic landscape of Vernon Crookes Nature Reserve gives rise to breath-taking fauna and flora, which constitute one of the main attributes of the study area. The Vernon Crookes Nature Reserve is a place of great seasonal contrast. In spring the grasslands are alive with animals. There are masses of red fruity wild dates along the slopes and stream banks in summer. This diversity of flora and fauna makes up the biological environment of the Vernon Crookes Nature Reserve, which is alive with indigenous and alien plants, animals that occurred naturally in the area and those that were introduced over a period of time. For example, hundreds of aloes transform the drab winter veld into a spectacular landscape. With its many perennial streams and rivers, and the frequent occurrence of cliffs and rock faces, the Vernon Crookes Nature Reserve is also the ideal haven for a large variety of birds, trees and mammals that can be seen. [<http://www.kznwildlife.com>, (2007)].

3.6.1 Vegetation

The vegetation in the Vernon Crookes Nature Reserve consists basically of coastal forest patches of varying extent, interspersed with tall grassveld. A general description of the vegetation has been given by (Acocks, 1970) who classifies the vegetation as coastal forest with patches of varying size occur interspersed with sour grassland. The forest grows mainly on south-facing slopes, which are moister and benefit most from the effects of south-wetly wind-driven rain. Some of the common, dominant trees include; Red Beach (*Protorhus lonifolia*), Umzimbeet (*Milletia grandis*), Quinine tree (*Rauvolfia caffra*), Forest Bushwillow (*Combretum Kraussii*) and Stinkwood (*Celtisafricana*). In places, where the forest patches are small and closely

associated with drainage lines or rock outcrops, a coastal Bushveld-Grassland mosaic is formed. Bushclump trees include Red Beech. Wild Date Palm (*Phoenix reclinata*), Red Leaved Rock Fig (*Ficus ingens*), White Pear (*Apodytes dimidiata*) and Cape Beech (*Rapanea melanophloea*).

The grassland is a sub-climax habitat, and is maintained primarily by fire and to a lesser degree by grazing. Three prominent grass species are *Themeda triandra*, *Cymbopogon excavatus* and *Aristida junciformis*. Numerous geophytes such as orchids, kniphofias, *Watsonia densiflora* and *Boophaea disticha* flower in the summer months. Adding to the display are perennial, herbaceous plants like *Indigofera* species, *Syncylostemon densiflorus* and *Pentanisia prunelloides*. The Eskoleni Plateau (the plains) is particularly beautiful in spring (Balkwill, 1998). Parts of the Reserve are heavily infested with alien plants, notably Triffid Weed (*Chromolaena odorata*) and Guava (*Psidium guajava*). The dams are fringed with reeds and sedges and *Nymphaea caerulea* and *Nymphoides indica* grow in open water. Outside of the Reserve the access road passes through sugarcane, alien plant stands and riverine forest.

3.6.2 Animals

The reserve boasts 56 mammals species which includes the following: zebra, blue wildebeest, bushbuck, blesbok, impala, oribi, reedbuck, blue and gray duiker, black-backed jackal, vervet monkey, rock hyrax, tree hyrax, caracal, slender mongoose, white-tailed mongoose, Egyptian mongoose, banded mongoose and porcupine, there are 7 fish species, 23 amphibian species and 33 reptiles species. Birdlife is abundant with a total of over 300 confirmed species. The reserve has an interesting variety of indigenous flora.

(a) Fish

Scaly is very common in some lower-lying streams in the Nyengelezi Valley. Longfin eel occasionally occur on low in low-lying streams in the Nyengelezi Valley. Large-mouth bass was introduced into the dam prior to 1970, and have also been found in a natural pool in the nyengelezi Valley. Mozambique tilapia was also introduced into two dams prior to 1970. The South mouthbrooder was also found in one section of the river in the upper Nyengelezi Valley. No other fish was recorded in this area (Bourquin and Sowler, 1980).

(b) Frogs

The guttural toad and the raucous toad fairly common and probably wide spread over the area, except in forest patches. Found in the grassland on the table mountain sandstone. The Natal sand frog is infrequent in the area, mainly near the water. The river frog is common in the pools, dams and streams running through grasslands and woodlands. Fairly common in the area is the stripped stream frog found breeding in dams and also found in grasslands, often at some distance from water. Another fairly common frog is the clicking stream frog, which is found in open water, streams and dams. The sharp-nosed grass frog is a tremendous jumper and is found fairly frequently in open grassland. The stripped grass frog is quite rare. A common frog is the snoring puddle frog, found in streams on dam edges and in marshy areas. The kloof frog is associated with over hanging vegetation on the forest pool edges. Their egg masses are found attracted to plants over hanging pools during October and March. These are common in the forest areas amongst damp leaf litter, fallen twigs and moss. On the southern border of the reverse occasional forest tree frog may be spotted or may be found. The Greater leaf- folding frog is found in limited numbers on the edges of dam. The Water lily frog and the painted reed

frog are common on vegetation fringing artificial dams in the reserve. Only two specimens of the Yellow striped reed frog have been recorded in the reserve (Bourquin and Sowler, 1980).

(c) Lizards

The Cape dwarf gecko and the black-necked tree agama are infrequently found on stone walls and the walls of buildings. Fairly widely distributed in the reserve are the spiny agamas which are usually associated with rock or back areas in open grassland. The Flap-necked chameleons are apparently widely spread in grasslands, fringed scrub or forest in the reserve. Communally in the area are variegated skinks which are associated with rocky outcrops or short grass areas in open situations. The African snake-lizard is commonly found in grasslands. Occasionally encountered near water is the Nile monitor, two specimens were caught in live-traps baited with meat. The Snake-lizard is commonly found in the reserve in open grasslands (Bourquin and Sowler, 1980).

(d) Snakes

Two adult African pythons were released in the reserve in 1977 and 1978. A local population of African pythons is said to exist in the area. The brown house snake and green water snake are frequently encountered in the reserve. The Natal green snake and the slug-eater are occasionally found in the reserve. Rare varieties of snakes in the reserve are the puffadder, night adder, centipede-eater and the short-snorted grass snake. Common in the area are the black mamba and the Herald snake (Bourquin and Sowler, 1980). Some of the snakes listed and available at the Vernon Crookes Nature Reserve are rare and endangered and are important for many tourists interested in ecotourism.

(d) Mammals

A number of species of bats are found in the reserve. Many have been at the mouth of an old gold mine shaft. Among the more common varieties of bats are the fruit bat, Egyptian slit-faced bat, Bushveld horseshoe bat and the Cape hairy bat. There are many rats and mice in the reserve. The great cane rat, the girey pygmy tree-mouse, striped field mouse and the vlei rat are very common in the reserve (Bourquin and Sowler, 1980).

There are few varieties of mongoose and genet. The water mongoose, Egyptian mongoose and white tailed mongoose are frequently found in the area. Genets may be seen fairly regularly at night with the aid of spotlights. Dassie is restricted to rocky habitat inside and of the forest patches. The scrub hare and natal red hare are occasionally seen during the night. Porcupines are rare, but quills are occasionally found in the reserve (Bourquin and Sowler, 1980).

Six rhinoceros were introduced from Umfolozi Game Reserve between February and March 1968. Two of these died after falling over a cliff. This species is not considered to have occurred naturally in the area, and because no breeding took place and problems with fence breakage's occurring, the species was removed from the reserve on 30 November 1978 (Bourquin, 1980)

Black-backed jackals are well established in the area and are frequently heard and are occasionally seen. There are numerous reports indicating perdition of antelope lamps and smaller antelope by the jackal, but as yet only the remains of such 'prey' have been found, and jackals have not actually been seen killing antelope. There are few varieties of duiker. The blue duiker and grey duiker are common and occur naturally in the area in the grasslands, bush-clumps and

forest margins. However, the red duiker is very rare in the area and only one sighting has been recorded, recently (Bourquin and Sowler, 1980).

During July and August 1968, 17 male and 75 female impala were introduced to the reserve from Mkuzi Game Reserve, of which 32 died a short while after release. Insufficient records have been kept to establish actual numbers dying naturally, that is through disease and predation. The actual population of impala presently is known (Bourquin, 1980).

Mountain reedbuck and the common reedbuck also occur in the reserve. In 1980 it was estimated that there were 30 Mountain reedbuck and 20 Common reedbuck. The present population is unknown. A natural population of bushbuck is found in the area. Two females were introduced during April 1968. Numbers cannot be estimated at present, but the species is frequently on the edges of forest and in scrubby grasslands (Bourquin and Sowler, 1980).

Monkeys are fairly common in the area, but very wary and difficult to approach. They are found throughout the year. There are a number of herds of Burchells zebras that are spotted close to the road. Although the species is not considered to have occurred naturally in the area, they are flourishing in the nature reserve. The reserve also boasts of having a few Oribi, Wildbeast and Eland. The habits of the Nyala do not allow estimate of numbers to be made with any degree of accuracy. Not more than 50 are believed to be present in the nature reserve (Bourquin and Sowler, 1980). Some of the monkeys and related primates listed and available at the Vernon Crookes Nature Reserve are another rare and endangered, and are important for many tourists interested in ecotourism and visiting the area.

3.7 ECOSYSTEM AND AQUATIC SYSTEM

The ecosystems in their broadest terms are regarded as the mainstay of any nature reserve and more specifically the Vernon Crookes Nature Reserve. In simplistic terms the biological environment of the Vernon Crookes Nature Reserve can be divided into three broad ecosystems: namely; grasslands or veld, coastal forests and wetlands or marshes (Bourquin and Sowler, 1980).

3.7.1 Grasslands

Approximately three-quarters of the Vernon Crookes Nature Reserve are covered in grasslands, which makes it very suitable for game that feed by grazing. The grasses are generally coarse and tall. The grasses grow in clumps and do not form a continuous cover of sod. The grasses are regularly burnt on a rotational basis in order to encourage fresh growth. The grasses have extensive root systems that survive the fires and send up fresh shoots as soon as the rain returns. On some grasslands poor drainage and other soil conditions favour the growth of grasses instead of trees.

The grasslands are the habitat of many of the animals in the reserve. A wide variety of animals live in the grasslands. Large herds of antelope and zebras graze in this ecosystem. Many species of rodents, birds, reptiles and insects inhabit the grasslands (KZN-NCS, 2000).

3.7.2 Coastal forests

Approximately 20% of the nature reserve is covered in coastal forest. Most of the coastal forest is found in the protected valleys from the reserve. The trees form a dense, close canopy up to 20 metres high. Three layers can usually be

recognized in this forest; trees (4-20m high, 40-90%cover), shrubs (1-6m high, 10-50% cover) and herbs (0.2-1.5m high, 3-70% cover). The canopy of the forest consists of a mosaic of many different species, with no single being dominant. A number of alien invasion species occur in the area. This is a major problem to conservationists because the eradication of alien plants is a costly and continuous exercise (KZN-NCS, 2000).

The coastal forest is home to many of the reserve fauna, especially duiker, reedbuck, bushbuck and nyala. The management of the coastal forest was at some stage under the auspices of the Department of Forestry in the pre-Nationlist government period, but later came under the management of the Natal Parks Game and Fish Preservation Board. Today coastal forest is the Vernon Crookes Nature Reserve is under the control of Ezemvelo KwaZulu-Natal Wildlife (Browning and Getliffe-Norris, 1989).

3.7.3 Wetland and aquatic environment

Although wetlands and marshes occupy a small proportion of the total area of the reserve they are vitally important ecosystems that support a wide variety of biodiversity. These marshes are scattered throughout the entire reserve but tend to be concentrated around the tributaries of the three rivers that run through the reserve. The importance and function of wetlands and marshes have only recently been understood (KZN-NCS, 2000).

Of all the various processes operative in wetland infiltration is probably the most important. This is the process by which water soaks into the soil, and replenishes the moisture stored therein. Water which follows this particular route, therefore remains within the catchment for the longest possible time, and

in doing so, sustains the growth of plants and maintains the flow of streams by basal flow. It is important to realize however, that any site in the landscape, including wetlands, has a capacity to absorb a certain amount of water before surface run-off occurs. For this reason, surface run-off is often referred to as a product of rainfall. This capacity is dependent on the soil type, on the degree of soil saturation and quality of rainfall involved reserve (KZN-NCS, 2000).

Contrary to popular belief, the nature of certain wetland soils restricts infiltration, as, the topsoil horizon is seldom deep, and the sub-soil is practically impervious due to the high proportion of clay present. Furthermore, because of the saturated soil conditions usually associated with wetlands, it is often claimed that wetlands act as aquifers recharge areas. However wetlands are formed by an impervious stratum that impedes the flow of ground-water, and so it is really underground storage and discharge that are of significance, because of their downstream effects on stream flow (Bellah *et al.*, 1985).

The time lag between the replenishment of a given water store, and initiation of overspill is another important factor, especially steeply tilted catchments, which lie in areas subject to periods of high intensity rainfall. Natal is a good example, because it characteristically receives most of its rainfall as storm events. During these events, the surface soil becomes saturated, and run-off occurs because the soil cannot store anymore water this is aggravated by the steep topography and sites in which detention occurs are of particular significance for flood attenuation. Here the dense plant cover of the wetlands starts to fill an important role by intercepting overland flow. In other words, because of the luxuriant growth of plants in this particular part of the landscape, surface run-off becomes

dampened and transformed into less rapid of transfer by wetland interception. In the process, its powers are greatly diminished (Bellah *et al.*, 1985).

A hydrological characteristic of a catchment well endowed with wetland areas is therefore attenuated floodwaters, in constant to the flash flood regime of catchments lacking in wetlands. In addition, the filtering action of wetland plants means that particulate matter such as silt settles out in these areas. Many chemical transformations also take place, and so water leaves a cleaner than when it entered (Bellah *et al.*, 1985). Put simplistically therefore, the effect of wetlands is to act as absorbent areas within the catchments, which stabilize and cleanser river flow.

3.8 SOCIO-POLITICAL ENVIRONMENT

The socio-political environment around the reserve is essentially rural in character. To the north of the reserve, the Dumisa tribal community occupies an area known as Muzi Land; on the north-west of the reserve is the Kwa-Cele Tribal Community called Mistake Farm. The Braemar formal and informal settlement is situated to the west of the reserve. The situation at Vernon Crookes Nature Reserve is an excellent example of forced removal of tribal communities from their ancestral land, when the reserve was declared during the apartheid era, resulting in the fragmentation of the Dumisa tribal community into three separate areas (Pillay, 2001)

Approximately 6km's to the east are the semi-urban settlement of Umzinto. Large commercial sugarcane farms extend over most of the southern sections of the study area, occupied by few families of farm workers. The area is

characterised by limited employment opportunities. Therefore there is high unemployment and underemployment, poverty is an enormous problem in the rural area (Department of Land Affairs, 1994).

3.8.1 Demographics

The Valenhawe rural community has an estimated population of approximately 2000 residents. About 200 families occupy stick farm, to the northwest of the Mysie tribal land. Braemar is made up of formal settlements in Braemar; their numbers are difficult to estimate because the informal settlements are expanding constantly. The town of Umzinto has an estimated population of approximately 10 000 residents. The population is made up of Indians, Whites, Blacks and Coloureds. A few squatter settlements have sprung up within the town.

3.8.2 Land tenure patterns

The area is characterised by a variety of land tenures. The state owned land is inclusive of tribal land. The majority of the tribal land is inhabited by rural communities and used for small-scale subsistence farming. The Umzinto-Vulamehlo District has the highest percentage of state owned land in Kwazulu-Natal, which could be made available to disadvantaged rural communities. All these government owned properties are inhabited by the disadvantaged people which would only benefit in the transition of land reform and security of land tenure, could result in major sustainable agricultural development with the appropriate facilitation and coordination (Dept. of Land Affairs, 1994:2)

There are 58 privately owned farms in the Umzinto-Vulamehlo District have Black communities settled thereon. These could be for security of tenure and the implementation of sustainable farming.

3.8.3 Rural conditions

Infrastructure ranges from non-existent to medium. The roads are quite sufficient to fulfil the requirements of agriculture and commerce. There is no rail excess inland and rail transport is only available along the coast for communities. The area could have sufficient natural water resources but due to the lack of funds these cannot be utilized to their full extent. The majority of the rural population relies on springs and rivers for their daily domestic need; due to the fact that most springs dry up during the winter months there is a dire need to drill more boreholes. The responsibility of bulk water rests with the Joint Service Board who has initiated to major pipeline schemes in the area.

The bulk of rural population is without electricity, which again can be ascribed to the low development factor of these rural settlements. The rural areas mostly make use of pit latrines. It is presently too expensive to bring water borne sewerage to these areas. In the rural areas sporting facilities fall dismally short of ever fulfilling the most basic requirements. Levelled playing areas at some of the school for soccer players are as far as sporting facilities go.

Schools in the rural areas are under provided for and those which do exist are overcrowded poorly equipped and are generally in poor condition. The C J Crookes hospital serves as the only regional hospital. This 350-bed hospital with 3 operating theatres serves the whole of the Umzinto and a large part of the Vulamehlo district. Only Umzinto and Dududu have daily-staffed clinics (Mid South Coast Mail, 2000).

Community halls were provided by the Department of Community Development in certain areas with very limited funds available. These halls are small and multi functional and are being used on different days for clinics, meetings, social events and jobs creation crèches.

3.9 CONCLUSION

The Vernon Crookes Nature Reserve as the study area of inquiry has many ecosystems and aquatic systems, which gives this area a distinct quality in the Province of KwaZulu-Natal. It offers visitors worthwhile experiences, because it has moderate temperature that is convenient for various activities. The area also has sufficient tourism infrastructure to make it possible for tourists to maximise their recreation opportunities. The whole tourism satisfactory experience, would on the whole depend on the effectiveness of the tourism delivery systems and strategies.

Taking into account the number of available recreation and tourism facilities, and the support services, as highlighted in this chapter, a conclusion can be drawn that the Vernon Crookes Nature Reserve qualifies to be a tourist destination of note. The question of whether the afore-mentioned facilities are well developed and promoted, as well as whether they are of good quality can only be answered through investigating the perceptions and expectations of visitors, officials, service providers and communities in this area.

The Vernon Crookes Nature Reserve has many attractions that make it a worthwhile tourist destination, but regarding the question whether it has a tourism delivery strategy, that still has to be established in the analysis chapter.

As to whether the nature reserve offers the needed economic and resources development in the area for the benefit of local communities, is a question that this research investigation still has to answer.

According to Magi and Nzama (2002) tourism development planning and policy formulation in South Africa, has had the intention of seeking to ensure the sustainable conservation of natural resources in partnership with local communities. In pursuit of such ideals the South African tourism authorities at national and provincial levels, have put into place various strategies towards promoting nation-building, peace and respect for human life through tourism (DEAT, 2006; Cowan, *et al.* 2003; Binns & Nel, 2002). As such, notwithstanding the existence of the tourism strategies, some of the tourism practices have not adequately responded to local community needs. It is for these reasons therefore, that this investigation has sought to establish the development and promotion of a tourism delivery at the Vernon Crookes Nature Reserve.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

Research is a tool for change and an essential instrument for matching theory with spatial reality for the improvement of the society's spatial and non spatial situations and environments (Magi 2005). This tool for change can achieve its goals through analysis and interpretation of data. As such, the process and procedure of presenting, analysing and interpreting data, focused upon in this chapter, makes this chapter the practical and core of the research aspect of this study. It has been argued that the analysis of data can be achieved through the process of description, explanation and prediction, all these depending on the statistical measure used (Magi, 2005). It is nonetheless important to indicate that the analysis of data does not in itself provide answers to research questions, but interpretation of data does go a long way towards providing a clearer picture. "Essentially, interpretation converts the results of analysis and makes inferences about the various sections of research design" (Magi, 2005: 125). As such, this chapter contains the ordering and summarising of data so as to get answers to the research questions.

According to Mouton (1996) the outcome of research data interpretation results in certain conclusions which must follow logically from the evidence, if it is to be regarded as 'valid' conclusions. The results obtained from analysis and

interpretation of data provides feedback on the tenability or amenability of the original research hypotheses. The results of the analysis and interpretation also lead to either the rejection or acceptance of the hypotheses. It should be noted, however, that even if the results obtained from the analysis and interpretation are in agreement with the hypotheses, this does not necessarily mean that the theory is finally and irrefutably proven to be correct, but is only provisionally supported as there is no other theory which may explain the results obtained (Bless and Higson-Smith, 2000).

The data that is analysed and interpreted in this chapter was collected from four population sectors: (a) tourists with a sample of 32 respondents; (b) the private sector (service providers) with a sample of 18 respondents; (c) the nature reserve officials with a sample of 6 respondents; (d) the local community with a sample of 68 respondents. The selection of these population sectors was aimed at answering questions related to the development and promotion of a tourism delivery strategy at the Vernon Crookes Nature Reserve. In tackling the analysis and interpretation process, an attempt was made to reveal the extent to which the respondents adequately and effectively understand the tourism management practices carry out in the study area. It is however, essential to recognise that when carrying out a research project, observations of any kind can never be expressed without some error (Bless and Higson-Smith, 2000). In this research project every effort has been made to identify, reduce or compensate for the errors.

It was expected that the data gathered would provide information about the following facets of the study which are summarised into seven categories as follows:

- Restatement of objectives and hypotheses.
- Demographic characteristics of respondents.
- Stakeholders' awareness of the importance of tourism.
- Provision of facilities and activities.
- Stakeholders' participation and utilisation of tourism facilities.
- Effectiveness of tourism management practices
- Perceived community benefits from tourism activities

In pursuit of these above-stated categories, the research sought to focus on the development and promotion of a tourism delivery strategy at the Vernon Crookes Nature Reserve. These practices or strategy would be revealed or exposed through the various ways stakeholders respond to their understanding and awareness of tourism, the supply and demand, participation and utilisation, as well as perceived community benefits from tourism facilities and activities at the Vernon Crookes Nature Reserve.

The next section is now on the restatement of objectives and hypotheses. The objectives and hypotheses are important in driving the research process and coming out with some research findings. These hypotheses will either be accepted or rejected in the final analysis.

4.2 RESTATEMENT OF THE OBJECTIVES AND HYPOTHESES

In order to re-orientate and refresh the reader about the objectives and hypotheses of this research study, it is important at this juncture to restate them. It is hoped that this restatement of objectives and hypotheses will provide a clear

direction or starting point for the analysis and eventual conclusions of the study. Objectives give guidelines and focus to the interpretation of the data process. The restated objectives and hypotheses as mentioned in Chapter One are as follows:

Objective 1: To reveal the extent to which the stakeholders are aware of the importance of tourism in the study area.

Hypothesis 1: That the majority of stakeholders are not aware of the importance of tourism in the study area.

Objective 2: To find out whether the activities and facilities in the study area are adequately provided and are of good quality.

Hypothesis 2: That the activities and facilities in the study area are adequately provided and are of good quality.

Objective 3: To establish the degree to which stakeholders participate in tourism activities in the study area.

Hypothesis 3: That there is a substantial degree of stakeholder participation in tourism activities in the study area.

Objective 4: To determine whether the level of utilisation and patronage of various resource facilities in the study area are of low or high order.

Hypothesis 4: That there is an inadequate level of utilisation and patronage of resource facilities in the study area.

Objective 5: To investigate the adequacy and effectiveness of tourism management practices for benefiting the local communities in the study area.

Hypothesis 5: *That the tourism management practices in the study area are inadequate and ineffective for benefiting the local communities.*

Objective 6: To ascertain the adequacy of perceived community benefits coming from tourism activities in the study area.

Hypothesis 6: *That the perceived community benefits coming from tourism activities are inadequate in the study area.*

It is anticipated that these objectives and postulated hypotheses would assist the researcher to arrive at reasonable and educated conclusion with regard to this study. This chapter is therefore presenting the analysis of matters related to objectives, as well as giving the findings about the various hypotheses postulated above. In other words, in this chapter the objectives of the study are thoroughly interrogated in collaboration with the data collected with a view of achieving the outcomes of this research. As such, the restatement of objectives and hypotheses, seek to facilitate the making of judgements and drawing of conclusion and recommendations from these research techniques.

4.3 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The demographic characteristics of the data collected reflect the personal attributes of the respondents within the area. The respondents varied widely in respect of personal attributes ranging from, gender, age, marital status, level of

education, employment status and levels of income. It is anticipated that the analysis of these demographic attributes would offer better understanding and awareness of the role they play in influencing the various research statements and questions. Some of these include perceptions, community participation, supply of facilities, grasp of tourism management practices and derived community benefits from tourism activities.

This section has investigated the personal background and characteristics of the respondents interviewed in the study area. The demographic variables considered include gender, age, marital status and race, which are dealt with in Table 4.1. The socio-demographic variables such as education qualifications, occupation and income status are dealt with in Table 4.2 respectively.

TABLE 4.1: DISTRIBUTION OF DEMOGRAPHIC CHARACTERISTICS

VARIA- BLE	SUB- VARIABLE	TOURISTS n=32		OFFICIALS n=06		PRIVATE SECTOR n=18		LOCAL COMMUNITY n=68	
		Freq	%	Freq	%	Freq	%	Freq	%
Gender	Males	25	47%	05	83%	12	67%	47	69%
	Females	07	53%	01	17%	06	33%	21	31%
Age	15-20	06	19%	00	00%	00	00%	03	04%
	21-35	06	19%	02	33%	06	33%	34	50%
	36-50	17	53%	03	50%	12	67%	23	34%
	51-80	03	09%	01	17%	00	00%	08	12%
Marital Status	Married	24	75%	04	83%	13	72%	43	63%
	Single	08	25%	01	17%	05	28%	21	31%
	Divorced	00	00%	00	00%	00	00%	03	04%
	Widowed	00	00%	00	00%	00	00%	01	02%
Race	Whites	23	72%	03	50%	11	61%	23	34%
	Africans	03	09%	01	17%	02	11%	12	18%
	Indians	06	19%	02	33%	05	28%	29	43%
	Coloureds	00	00%	00	00%	00	00%	04	05%

[n = 124. Some of the subjects gave more than one response for each sub-variable]

These variables and the corresponding sub-variables were analysed in terms of absolute frequency and their frequency percentage. It should be noted that not all variables were responded to. For example, tourists were not involved in local residence and service provision; officials, service providers and the local community were featured and participated in all variables.

4.3.1 The Gender Variable

The question of gender has become important in the South African democracy, particularly as relating to female participation in tourism activities. As such, the analysis of the gender variable was aimed at revealing the dominant gender that visits, participate and provides services within the study area. Such information was thought to assist in determining whether activity and facility provision in the study area was adequate or inadequate for both the male and female population groups. On analysing the gender variable for the tourist category, it was found that about 78 percent were males and 22 percent were females. Not surprisingly, males were in the majority, since females have extensive family commitments which prevent them from participating in activities outside the home (Torkildsen, 2001). World Travel Organisation (UNWTO, 2004), however, has identified changes in gender tourism with more women being motivated to travel in order to escape from routine or domestic environment.

The category of nature reserve officials revealed data that shows that almost 5 in 6 respondents (83%) were males and 27 percent female officials. It should be remembered that tourism officials in Wildlife organisations have always been dominated by males. One of the social objectives highlighted in the Tourism White Paper (DEAT, 1996) is that tourism should be used as a catalyst for human development, focusing on gender equality. The male-biased gender split

was also evident among the private sector service providers, dominated by 67 percent of males, suggests a lack of transformation in the category. The dominance of males might be attributed to the nature of the work, which involves working amidst wild animals which may be more dangerous for females.

The distribution of gender among the local communities revealed that about 69 percent of respondents were males and 31 percents being females. This distribution suggests that there were more males who were prepared to participate in the survey. Notwithstanding that rural and semi-rural populations in KwaZulu-Natal are generally dominated by females, the males in the Vernon Crookes Nature Reserve environment were far more eager to respond to the questionnaire than females.

4.3.2 The Age Variable

It is important to categorise respondents in terms of age, so that it could be determined whether age has an influence on the various statements in the research study. The age distribution shown in Table 4.1 reveals the outcomes that there was a bias towards the more mature age groups. The middle aged group (36-50) were in the majority (50% to 67%) in terms of responding to the questionnaire. The young adult (21-35) respondents were the second largest in responses (average 33%), whereas less than 27 percent of the senior adults (51-80) responded to the questionnaire.

Age has an important influence on leisure participation. Torkildsen (2001) argues that the effect of age vary depending on the person and the type of activity. An investigation into the age structure of the population sectors is

aimed at revealing the type of tourists that frequently patronise the destination as well as the experiences of officials and private sector individuals and groups. Clearly the officials with long service and service providers who have owned businesses for a long time have better knowledge of the nature reserve than their counterparts who have been in the tourism industry for a short period of time.

The age variable also indicated a concentration of respondents among the young adult officials (33%) and mature adult officials (50%) or the middle-age group (36-50 years). The period of service of officials also suggests that officials are not likely to adapt to new situations. It should be pointed out, however, that the experiences of the officials with long service standing could turn out to be valuable if their ideas are considered in the development and promotion of transformed tourism management practices.

The age variable of private sector groups indicated that a substantial majority of private sector respondents (67%) falls within the middle age group (36-50 years), with the small segment of private sector respondents (33%) in the younger age group (21-35 years). The age structure of the service may have an influence on the type of tourists who visit this destination. As already indicated, this destination is frequently patronised by the mature age tourists, and it is likely that the service provision largely caters for the elderly tourist population since the private sector group themselves do not include many young people.

With regard to the age structure of the local community, a large majority of the community members ($50\%+34\% = 84\%$) fall within the young adult age-group (21-35 years) and the mature adult (21-35 years) age group, respectively. A relatively small sector of the local community members (12%) were in the old-

age group (51-80 years). The age distribution suggests that the local community is relatively poor as it is made up of more less-educated and less high-income groups, as shall later be seen in the discussion of socio-economic variables.

In conclusion, it should be noted that the age variable in the study area, revealed the dominance of the older generation among the tourists, officials and private sector groups. The local communities, however, are dominated by the younger adults that are less dependent on high financial resources.

4.3.3 Marital Status

When the research was conducted, the respondents were asked to reveal their marital status with a view of establishing their participation in the development and promotion of a tourism delivery strategy in the local area. As shown in Table 4.1 the marital status of respondents indicated that an average of 73 percent of the respondents in this study area was married. The next largest number was an average 26 percent indicating that they were single. Only about one percent [1%] of the respondents indicated that they were divorced or widowed. In the light of the above discussion, it would be interesting to establish whether the tourism delivery practices would be influenced by the respondents' marital status.

4.3.4 The Race Variable

Without doubt, the race variable in this research study is aimed at revealing the race component that predominantly contributes to the success of the tourism delivery practices. Furthermore, the race variable could assist the researcher in determining the levels of participation, involvement, supply and demand of tourism facilities and activities. As such the results indicate that an

overwhelming majority (72%) of the tourists are White, with very few Indians, Africans and Coloureds being tourists. A similar pattern is evident that the White population group (61%) dominated the private sector service category. Only 28 percent of the Indians and 11 percent of the Africans participate as private sector service providers. The reason for this finding is that tourism provision is still dominated by the White population group, from the apartheid days. Interestingly, a small majority of Whites [50%] and secondly Indians [33%] revealed that constituted the nature reserve officials category. This outcome is possibly influenced by two factors: the history of apartheid with its job reservation policy favouring certain population groups as well as the fact that there is significantly large number of Indians living in the study area and the study itself interviewed more Indians than other population groups.

The race variable revealed that Africans are still neglected or do not participate significantly in activities offered in the study area, the Vernon Crookes Nature Reserve. Very evidently, the white-collar respondents are concentrated along the coast in the urban areas with the hinterland being inhabited by the poor Africans. The exclusion of Africans and Coloureds in this tourism facility is a serious drawback towards achieving an all-inclusive tourism practices in the study area.

In the second section of the main heading, the socio-economic demographic variables are analysed (refer to Table 4.2) and particularly deal with education qualifications, occupation and income.

4.3.5 Education Qualifications

The role of education in understanding tourism development, promotion and related practices cannot be taken lightly because it influences these processes

significantly in the study area. In turn, the education variable tends to influence the socio-economic status of the respondents in tourism. According to Torkildsen (2001) the type of education, the length of education and educational attainment are closely related to upbringing, class, occupation, income and other related factors.

TABLE 4.2: DISTRIBUTION OF SOCIO-ECONOMIC CHARACTERISTICS

VARIA- BLE	SUB- VARIABLE	TOURISTS n=32		OFFICIALS n=06		PRIVATE SECTOR n=18		LOCAL COMMUNITY n=68	
		Freq	%	Freq	%	Freq	%	Freq	%
Education	Primary Sch.	00	00%	00	00%	00	00%	13	19%
	Secondary Sch.	06	19%	00	00%	00	00%	29	43%
	Tertiary Certif.	08	25%	00	02%	03	17%	09	13%
	Tertiary Diploma.	13	41%	01	17%	07	39%	11	16%
	Tertiary Degree	05	15%	05	81%	08	44%	06	09%
Occupation	Professional	20	63%	04	67%	10	56%	11	16%
	Skilled	09	28%	02	33%	06	33%	12	18%
	Semi-skilled	00	00%	00	00%	02	11%	21	31%
	Unskilled	00	00%	00	00%	00	00%	05	07%
	Retired	03	09%	00	00%	00	00%	06	09%
	Unemployed	00	00%	00	00%	00	00%	13	19%
Income	≤ to R1000	00	00%	00	00%	00	00%	15	22%
	R1001 – R3000	05	16%	00	00%	00	00%	31	46%
	R3001 – R5000	06	19%	00	00%	02	11%	06	09%
	R5001 – R8000	10	31%	02	33%	05	28%	03	02%
	R8001 – R10000	02	06%	03	50%	05	28%	03	02%
	≥ to R10001	09	28%	01	17%	06	33%	05	07%

[n = 124. Some of the subjects gave more than one response for each sub-variable]

The education variable reflected in Table 4.2 would equally indicate the levels of participating in the development of a tourism delivery strategy in and around the Vernon Crookes Nature Reserve. It should further be accepted that the level of education has a significant influence on perceptions (Magi, 1986).

The analysis of responses in Table 4.2, show that the largest segment of the tourists (81%) have tertiary qualifications. Lubbe (2003) argues that tourism education and training have to be responsive to the changing needs in the tourism sector. It is unfortunate that the tourists interviewed in the study area are from outside the Vernon Crookes Nature Reserve and cannot effectively influence policy formulation. What is further interesting is that the majority of nature reserve officials [81%] and private sector service providers [83%] are in possession of tertiary diplomas and degrees. The reason for such an outcome is that this is a select group which is dictated by the qualification need of the industry. In contrast to the above findings, it was established that the majority of the respondents [62%] from the local communities around the Vernon Crookes Nature Reserve have primary school [19%] and secondary school [43%] qualifications. A minority of 9 percent of the respondents have university degrees. If this tourism facility is to excel in tourism development practices, then there would be a need to upstage the qualifications and skills of the local communities. The data revealed here is evidence enough that this destination has the dire need to transform in order to improve its tourism delivery practices.

4.3.6 The Occupation Variable

The variables associated with education, occupation and income levels are similarly indicative of a good and high tourism and recreation involvement, experience and delivery (Torkildsen, 2001; Bennett, 2002; Nzama *et al.* 2005). Similarly, education influences levels of quality of lifestyle, and other related factors. This sub-section is, therefore, aimed at finding out whether occupation variables have an influence on tourism practices in the tourism destination such as the Vernon Crookes Nature Reserve.

The data analysis in Table 4.2 indicated that the majority of tourist respondents [83%] were in the professional employment category. Similarly, the majority of nature reserve officials [67%] and private sector tourism operators [56%] were employed as professionals. A further significant number of respondents (mean of 28%) in the various categories are highly skilled individuals. The reason for these findings are that the tourists interviewed were well-off, educated and high income earners. The occupation structure revealed that a good number of officials [33%] are skilled or specialists in their fields, namely, game rangers, hospital manager and conservation manager. Similarly, the private sector operators [33%] were skilled in the occupation of service provision, such as in transport, accommodation, gastronomy, and curio shops.

With regard to the local community category, it was found out that a small majority of community members [31%] were semi-skilled. The second highest number of the community members [19%] was unemployed. The data for local communities indicates that the community members are poor and have to bear the costs of paying for their children education and have no disposable income to engage in recreation and tourism activities. This data shows that the financial constraint prevents the community members from visiting tourist destination yet there is a dire need for the local community to benefit from the tourism industry. The rest of the community members are either unskilled workers [7%], skilled [16%] and retired [9%]. The local community is presently not well-positioned to fill most of the occupational categories in the study area.

4.3.7 Level of Income

It has been mentioned earlier that income levels are significant indicators of effective participation in the delivery of tourism facilities, activities and

management practices (Bennett, 2002; Nzama *et al.* 2005). In this regard respondents in the study area were asked to reveal their level of income. What is shown in Table 4.2 is that the majority of the respondents [mean of 31%] were earning between R5001 – R8000 per month among the tourists, nature reserve officials and private sector operators. The categories are composed of 31%, 33%, and 28% of respondents respectively. The second largest selected income category was R8001 – R10000 per month, consisting of tourists [6%], officials [50%] and private sector operators [28%]. Since most these respondents occupy the upper-income category, this outcome suggests that comfortable and affluent people would invariably be more inclined to give a better contribution to tourism planning and management than the low-income respondents would give.

In general it would seem that the three categories of respondents, tourists, officials and private sector operators are all high income earners. A huge contrast is observable among the local communities, where income earnings are relatively low. The majority of community members [68%] have indicated that they earn an income less than R3000 per month. The findings for local communities in the study area suggest that community members are less educated, are semi-skilled and generally poor. These community members would find it difficult to influence or exert an impact on the tourism industry in the study area.

4.4 AWARENESS OF THE IMPORTANCE OF TOURISM

The understanding and awareness of how tourism and tourism industry works is an important prerequisite for the improved development and promotion of

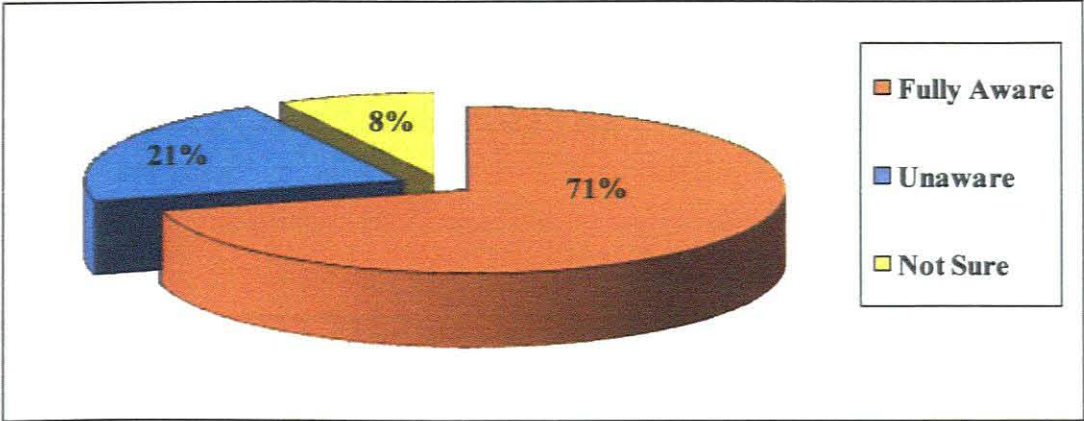
tourism delivery and the tourism industry. According to McIntosh *et al*, (2000) tourism as an industry brings both economic and non-economic benefits and costs to host communities. The benefits include, provision of employment opportunities as it is a labour-intensive industry; generating a supply of needed foreign exchange; increases incomes; develops an infrastructure that would also help stimulate local commerce and industry, helps to diversify the economy; spreads development; improves the quality of life related to a higher level of income and improved standard of living. What is important is that even the Vernon Crookes Nature Reserve communities must understand the working of tourism and its benefits. As such the Vernon Crookes Nature Reserve officials can play a significant role in ensuring that the local communities within their jurisdiction enjoy these benefits by engaging in tourism development and promotion.

One of the main objectives of the study was to investigate the extent to which respondents, such as tourists, officials, private sector operators and local communities understand the management of tourism in the study area. In this regard, the respondents were subdivided into these four categories so as to assess each group's understanding and awareness, perception and preference with regard to the tourism delivery or management practice patterns.

In order that tourism should be appreciated as a beneficial human activity, it is important that it should be well understood by any community. A well understood tourism activity usually has many social and economic spin-offs. In this regard, the respondents were asked to indicate their level of awareness about the importance of tourism in the context of the Vernon Crookes Nature Reserve. On the whole, Figure 4.1 shows that a significant majority of respondents [71%]

indicated that they were fully aware of tourism activities and facilities in the study area. On the other hand, only 21 percent and 8 percent of the respondents indicated that they were unaware and not sure respectively.

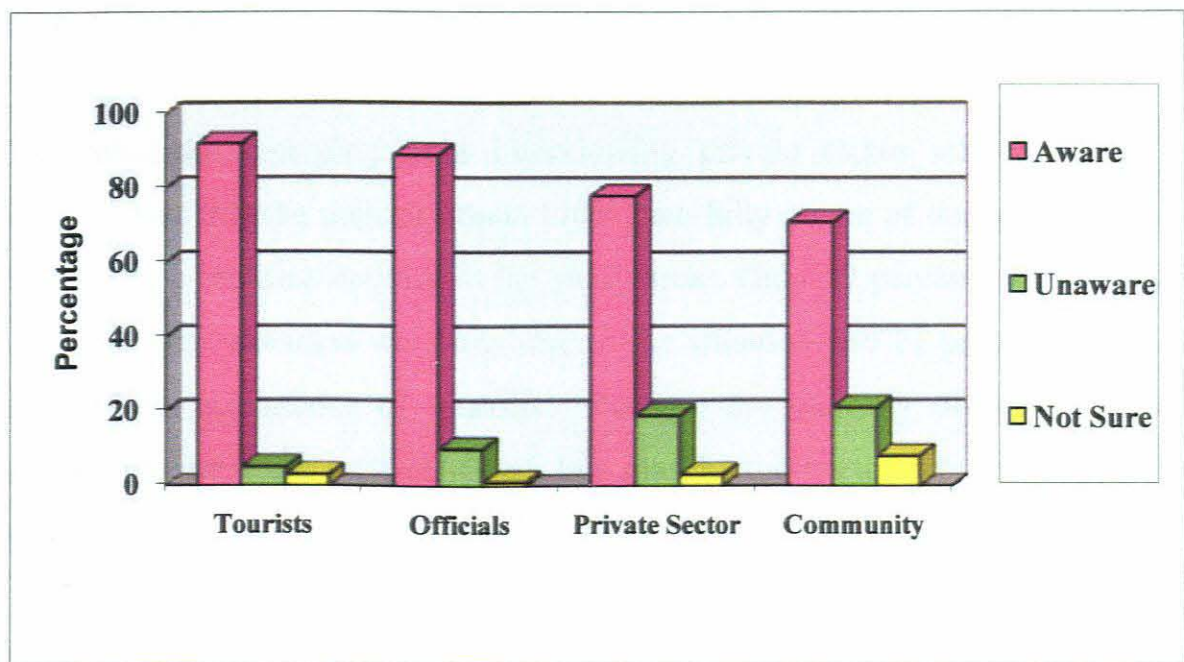
FIGURE 4.1 THE AWARENESS OF THE IMPORTANCE OF TOURISM



A significantly large percentage of the positive response [71%] may be accounted for in that the majority of the respondents were from Indian and White population groups. On the other hand, it may be inferred that that bulk of the respondents who were unaware of the importance of tourism in the study area could be emerging from the African, Coloured and some Indian population groups. In view of these outcomes that the majority of community members attest to their awareness of tourism facilities and activities in the study area, it is reasonable to conclude that Hypothesis 1, which states: *That the majority of stakeholders are not aware of the importance of tourism in the study area* should be rejected.

In order to establish variance of responses to tourism awareness in terms of categories of stakeholders, such as tourists, officials, private sector operators and the community, the various outcomes of the analysis about tourism awareness are reflected in Figure 4.2 below. On the whole the responses of subjects reveal that the majority of surveyed respondents have a relative awareness of the importance of tourism in the study area.

FIGURE 4.2 RESPONDENTS’ AWARENESS OF THE IMPORTANCE OF TOURISM IN THE STUDY AREA



The awareness level was drawn from the sample of 32 tourists in order to get their level of tourism awareness. The results achieved [refer to Figure 4.2] were that the majority of tourists [92%] indicated that they are fully aware of the importance of tourism as a human activity in the study area. Only 8 percent of the tourists were either unaware or not sure. The main reasons for this outcome could be that the tourists are well educated, have good levels of income as well

as adequate disposable income. As such tourists are aware that tourism awareness has an important role to play in the tourism development and promotion sector.

With regard to tourism awareness among the nature reserve officials, the findings indicate that the majority of respondents [89%] are fully aware of the importance of tourism as a human activity in the study area. Only 11 percent of the nature reserve officials were either unaware or not sure of the situation. It may similarly be reasoned that the nature reserve officials have high levels of tourism awareness, because the nature of their jobs is market, sell or promote tourism as an activity.

The responses emerging from interviewing private sector service providers indicate that the majority of them [70%] are fully aware of the importance of tourism as a business activity in the study area. Only 19 percent of the private sector service providers were unaware of the situation and 11 percent were not sure of the importance of tourism. Because the majority of private sector service providers are well educated, this may be the reason why they are fully aware of the need for tourism development and promotion in the study area.

In order to establish if local community respondents in the Vernon Crookes Nature Reserve are aware of the importance of tourism as a viable industry, community members were asked the same question. As shown in Figure 4.2, the results of the survey indicated that the majority of respondents [71%] were fully aware of the importance of tourism as a human activity in the study area. Only 29 percent of community members were either unaware or not sure of the situation.

It should be understood that in order for tourism to prosper then tourism awareness ought to be supported, so as to promote good tourism management and delivery. As such, tourism awareness is an important factor that plays a role in tourism development and other aspects of tourism such as tourism crime, safety and security. Following from the outcomes of the analyses carried out in this section, it stands to reason that Hypothesis 1, which states: “*That the majority of stakeholders are not aware of the importance of tourism in the study area*”, should not be supported and therefore rejected. The basis for this conclusion is that the majority respondents were fully aware of the importance of tourism for purposes of strengthening the tourism industry in the study area.

4.5 PROVISION OF TOURISM FACILITIES AND ACTIVITIES

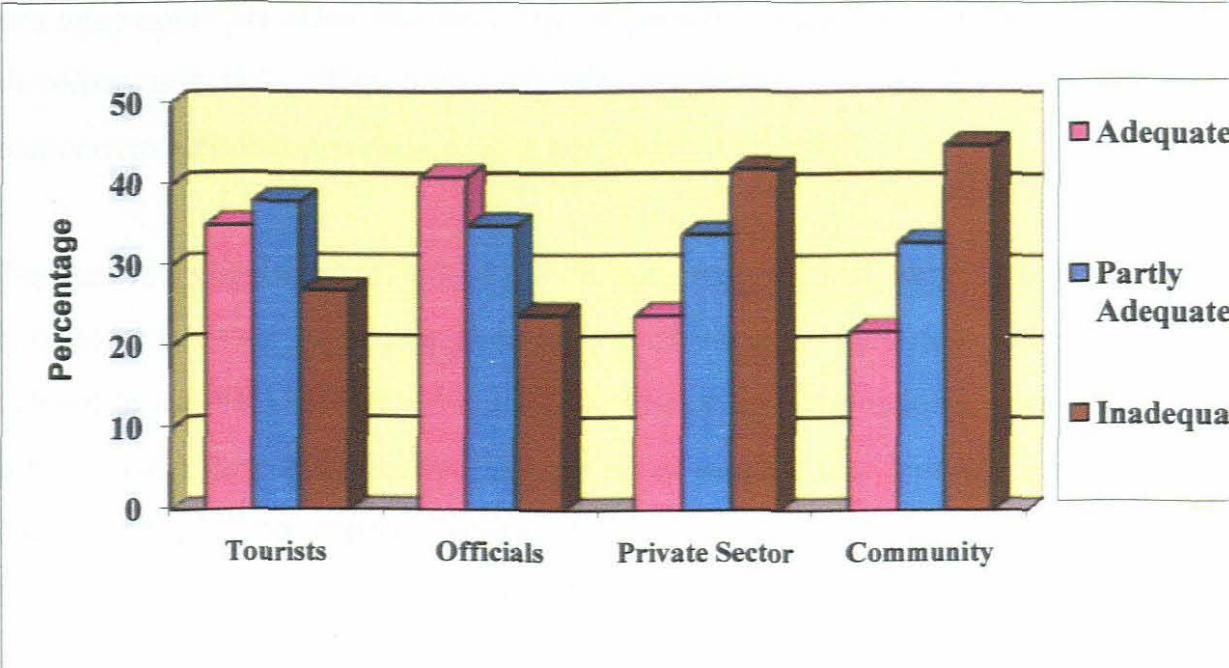
One of the objectives of the study sought to find out about the adequacy of the provision of facilities and activities in the study area. In addition, to establish whether these facilities were of good quality in terms of the tourists, reserve official, service providers and the local community. The term ‘local community’, as defined by Lubbe (2003), refers to the people living in relative proximity to the tourist destination, product or activity. People who have the rights to an area have to be identified so that those who live closer benefit more than those further afield. If tourism is wisely planned, the community could enjoy the advantages while experiencing ownership of and control over the development.

With a view of assessing the perceived provision and quality of tourism facilities and activities, respondents were asked to reveal their feelings on

relevant questions posed to them. Basically, the provision of tourism facilities, activities and programmes was aimed at benefiting all the members of the community. Whilst the local community needs to be provided with tourism programmes, its needs to be empowered by trained professionals so that the community could fully benefit from a variety of such programmes offered.

What is shown in Figure 4.3 is that on the whole the tourism facilities provided in the study area are perceived as partly adequate by all stakeholders, that is, tourists [38%], officials [35%], private sector [34%], and local community [33%]. The majority of tourists [73%] indicated that they perceived the provision of tourism facilities and activities to be adequate [35%] and partly adequate [38%]. The tourist expressed a view that was independent of the local problem of service delivery because they were from outside the Province of KwaZulu-Natal

FIGURE 4.3 PERCEIVED PROVISION OF TOURISM FACILITIES



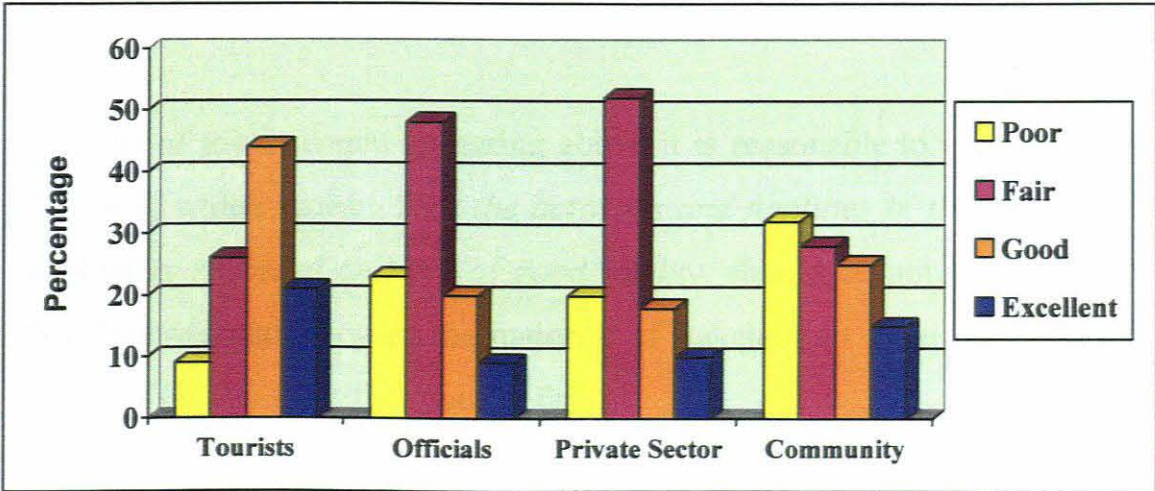
On the one hand, the majority of nature-reserve officials [41%] perceived the provision of tourism facilities and activities to be adequate and 24 percent thought that facilities were inadequate. The main reason for this outcome is that the officials largely expressing the policy of the Wildlife organisation they are working for. On the other hand, the majority of private sector service providers [42%] and the local community members [45%] expressed a view that the provision of tourism facilities and activities in the study area was inadequate. The reason for this finding is that both service providers and community work and experience the delivery of facilities and services on a day-to-day basis, and seem not to be happy with the situation.

It should be understood that tourists are visitors and outsiders, and only respond on the basis of what they experience locally. On the other hand, service providers and the local community are not happy and represent a local and independent viewpoint. In this regard it may therefore be concluded that hypothesis 2, which states: “*That the activities and facilities in the study area are adequately provided and are of good quality*”, should not be supported and therefore rejected. The basis for this conclusion is that the majority of respondents felt that provision was inadequately delivered.

Besides the provision of tourism facilities, respondents were also asked to express the views regarding the quality of tourism facilities and activities offered to the stakeholders. As shown in Figure 4.4, respondents were asked to indicate what they thought about the quality of tourism facilities and activities in the study area. The responses revealed that the tourists are satisfied (good 44% and excellent 21%) with the quality of activities and facilities in the study area. The reason for this response was that most tourists are from outside the province

and see the Vernon Crookes Nature Reserve as a well endowed natural area. Another reason might be that the tourists lack exposure to intimately know the tourist destination, which are well developed and therefore regard the Vernon Crookes Nature Reserve as having adequate and quality services.

**FIGURE 4.4 PERCEPTION OF QUALITY OF FACILITIES
AND ACTIVITIES**



Interestingly, the officials from the Nature Reserve were less optimistic than the tourists about the quality of facilities and activities. The majority of officials [48%] thought the quality issue was fair rather than good. A further 23 percent of the officials thought the quality of facilities was poor. Only 9 percent of the officials thought they were excellent. It may be argued that the officials are in a better position to judge on the physical conditions of facilities in the study area. This is because the officials can compare the physical conditions of facilities at the Vernon Crookes Nature Reserve with the facilities in other tourism reserves are owned by Ezemvelo KZN Wildlife.

The data gathered from the private sector service providers revealed a somewhat negative view, in that a substantial majority of the service providers (20% and 52%) perceived the quality of facilities as ‘poor’ and ‘fair’ respectively. A small segment of the service providers (10%) regarded the facilities as ‘excellent’. Finally, the local community was not outright about the quality of facilities in the study area. A majority of 60 percent of community members indicated that the quality of facilities in the study area were either poor [32%] and fair [28%].

On the basis of the evidence appearing above it is reasonable to conclude that Hypothesis 2, which states: *That the activities and facilities in the study area are adequately provided and are of good quality*, should be not be supported and therefore rejected, because the majority of stakeholders have revealed that the quality of facilities is either poor or fair.

4.6 PARTICIPATION IN TOURISM FACILITIES AND ACTIVITIES

The purpose of this research study, among other things, sought to discover how stakeholders perceive the development and promotion of tourism delivery practices in the Vernon Crookes Nature Reserve. According to Pigram (1983) participation can be defined as those activities by which members of society engage in the selection of decision-makers and authorities that would involve themselves in the formation of tourism public policy. This public policy would encourage the community to get involved in tourism, recreation and leisure activities and facilities. On the other hand, Torkildsen (2001) views participation as the core of the experience, the times of encounter with the resource and activity opportunities offered to the local community members or visitors. In other words, in this context, participation may be used to determine

the level of community participation and the way in which they share certain facilities and activities offered by the Vernon Crookes Nature Reserve authorities and stakeholders.

In certain communities the level of participation in sustainable tourism activities is very minimal. The community’s participation may be solely on performing mundane tasks assigned to them by their employers. In the context of the Vernon Crookes study area, the respondents were asked to indicate their level of participation in tourism activities and facilities that would promote a tourism delivery strategy in the study area. Initially respondents were asked to rank a list of tourism facilities they visited in the study area [See Table 4.3].

TABLE 4.3 RANKED FACILITIES VISITED BY RESPONDENTS

RANK	FACILTIES	ABSOLUTE FREQUENCY	FREQUENCY PERCENTAGE
01.	Swimming pool	78	63%
02.	Picnic area	77	62%
03.	Camp sites	74	60%
04.	Children’s play ground	68	55%
05.	Restaurants	65	53%
06.	View-sites	63	51%
07.	Row-boat rides	58	47%
08.	Pony/Horse rides	56	45%
09.	Braai / Barbecue facilities	48	39%
10.	River fishing area	43	35%
11.	Arts and Craft stalls	39	32%
12.	Caravan and Car parks	37	30%
13.	Education Centre	34	28%
14.	Other facilities	28	23%

[n = 124. Some of the subjects gave more than one response for facilities]

The majority of respondents, about three in five of them, indicated that they visited and participated in facilities such as the swimming pool [63%]; picnic area [62%] and camp sites [60%]. The second group of facilities where visited by about one in two respondents, included the children’s play ground [55%]; the restaurants [53%] and viewing sites [51%]. The main reasons for visiting these facilities were that these facilities were preferred by family and some of the tourists. A group of other facilities that catered for families visiting the Vernon Crookes Nature Reserve, which were selected by an average of 35 percent of the respondents included the row-boat rides, horse rides, braai or barbecue facilities, fishing area, arts and craft stalls, caravan and car parks, and the education centre.

Related to the facilities visited, the respondents were also asked to reveal and rank the main activities they participate in. The data depicted in Table 4.4. show that the majority of respondents participated in activities which were both nature-based and cultural.

TABLE 4.4 RANKED PARTICIPATION IN TOURISM ACTIVITIES

RANK	ACTIVITIES	ABSOLUTE FREQUENCY	FREQUENCY PERCENTAGE
01.	Picnicking	77	62%
02.	Swimming	75	61%
03.	Camping	74	60%
04.	Hiking on trails	70	57%
05.	Sightseeing /watching	69	56%
06.	Braaing /Barbecuing	68	55%
07.	River boating	58	47%
08.	Eating at restaurants	52	42%
09.	Horse riding	45	37%
10.	River fishing	39	32%
11.	Playing in the park	37	30%
12.	Other activities	33	27%

The noticeable pattern reflected in Table 4.4 shows that the majority of respondents participated in activities such as picnicking [62%], swimming [61%] and camping [60%]. Considering that the majority of the tourists (62%) visiting the Vernon Crookes Nature Reserve were within the age-groups of 36-50 and 51-80 years, it can be deduced that age is a factor which influences participation in more inactive recreation and tourism activities. Clearly, older people would opt for soft adventure whereas younger people would engage in hard adventure. Finally, the rest of the activities, which were also less strenuous, making up the bulk of activities participated in, were pursued by local visitors that international visitors. These activities included: river boating [47%]; eating at restaurants [42%]; horse riding [37%]; river fishing [32%] and playing in the park [30%] were occurring in the lower section of the rank order.

On the basis of the discussion appearing above, relating to the facilities and activities at the Vernon Crookes Nature Reserve, it may be concluded that Hypothesis 3, which states: *That there is a substantial degree of stakeholder participation in tourism activities in the study area*, should be supported, because the majority of stakeholders have revealed that they visit the facilities and participate in many related activities.

The respondents who did not visit or participate in tourism activities in the study area, few as they may have, indicated that the reasons for not visiting the Nature Reserve were the following (ranked):

- Too little to see/Very few animals.
- Nothing to do there/Very few recreation facilities.
- Not interested/ Not my thing.
- Unawareness of the Nature Reserve.

- It is dominated by White people.
- Authorities are too fussy and they think they own the place.
- Inaccessibility of the Nature Reserve and not welcoming.
- It is too expensive and is unaffordable.
- Not safe from criminals.
- Other reasons: no transport, no time.

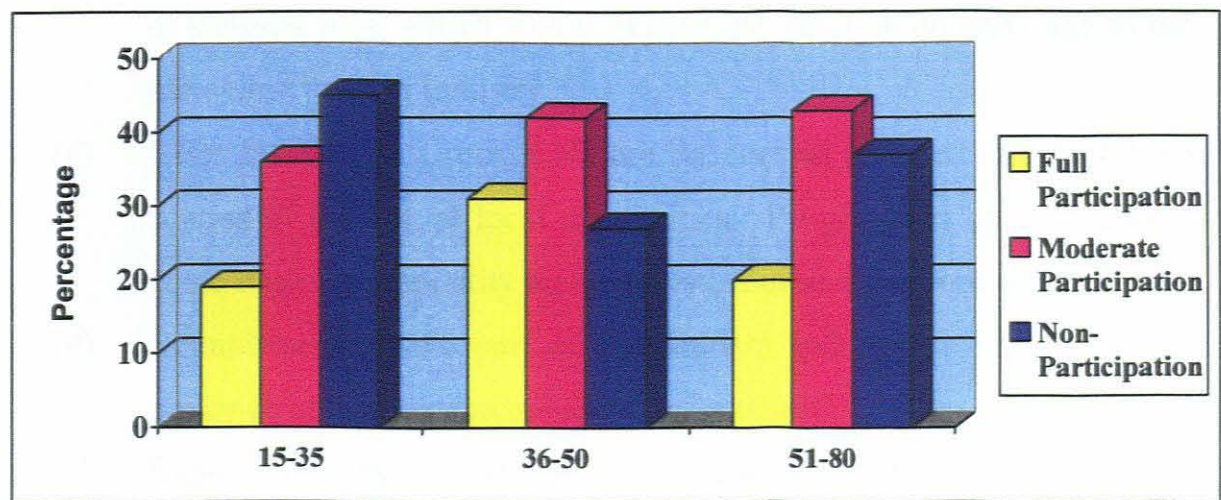
4.6.1 Community Participating in Tourism Activities by Age

The age variable has been identified as an important component of in characterising participation in recreation and tourism activities (Torkildsen, 2001). The classification of age in tourism has indicated that the youth participates more in active recreation and tourism, whereas the mature and older age-groups tend to participate in more passive recreation and tourism activities. The respondents in the Vernon Crookes Nature Reserve, the study area, were asked to indicate if the community was participating adequately in tourism activities. What is shown in Table 4.5 are the responses of subjects regarding their perception of community participation in tourism activities in the study area. The responses are cross-tabulated by age, categorised into young adults 15-35; mature adults 36-50; and old age 51-80.

As shown in Table 4.5, the majority of the young adults (45%) who were in age group 15-35 years, indicated that they did not participate in tourism activities in the study area. A significant number of these young adults (37%) indicated that they moderately participated in tourism activities. Relating to the mature adult group (36-50 years), the majority of this group (42%) revealed that they moderately participated in tourism activities. Similarly, significant number of these mature adults (27%) indicated that they did not participate in tourism

activities. As far as the old age group (51-80) a similar majority of the group (37%), indicated that they moderately participated in tourism activities. A significant of these old-age adults (37%) indicated that they did not participate in tourism activities.

**FIGURE 4.5 COMMUNITY PARTICIPATION IN TOURISM
 ACTIVITIES BY AGE**



Notwithstanding the outcome of the analyses showing moderate participation, there were a significant number of non-participants in tourism activities, particularly the young adults. The reasons for these outcomes have been mentioned earlier in this section. Some of these reasons are: inadequacy of animals and facilities; lack of interest and awareness; inaccessibility and unwelcoming authorities; and so on.

Based on the outcomes of the above analyses, it may be concluded that Hypothesis 3, which states: *That there is a substantial degree of stakeholder participation in tourism activities in the study area* should be supported, because

the majority of the various age-groups have revealed that they participate in many related activities.

The authorities and nature reserve officials should attempt to improve the non-participation status of youth. This can be achieved by:

- (a) Improving the accessibility status of the Vernon Crookes Nature Reserve by charging affordable entrance prices.
- (b) The establishment of tourism programmes associated with the creation of summer jobs, which would expose the youth at an early age to the travel and tourism industry.
- (c) Offer the Vernon Crookes Nature Reserve as an internship centre for centres of tourism at local universities. Programmes on tour guides, game rangers, hospitality ambassadors, tourist attractions, etc.
- (d) Commitment on the part of the tourism industry to provide career guidance and in-service training for the youth.
- (e) Expansion of range and scope of education and training programmes and skills training opportunities.
- (f) Support and promote capacity building programmes for youth involvement in the tourism industry.

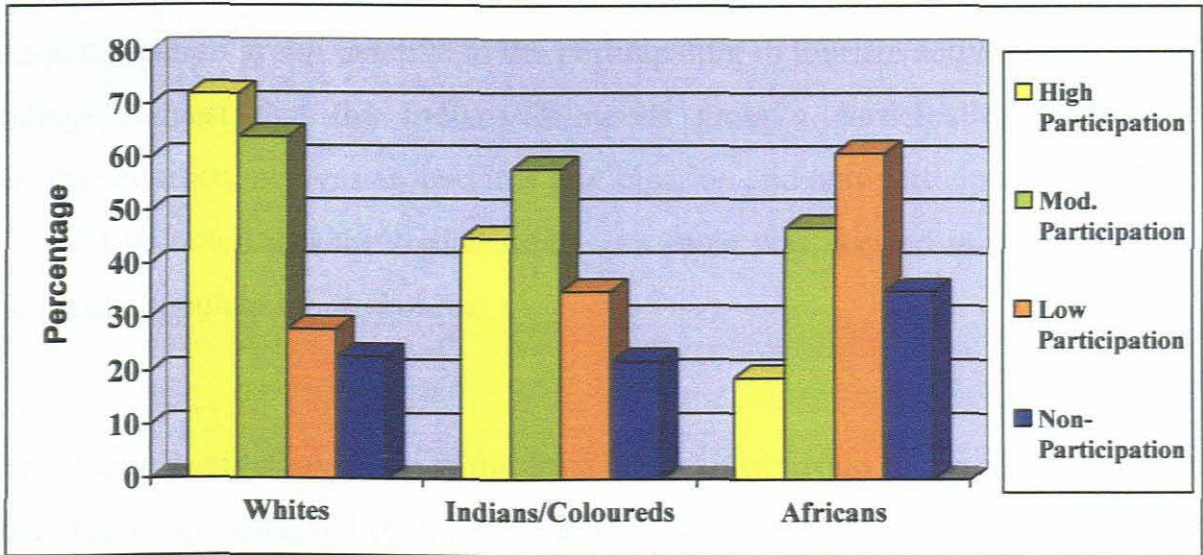
4.6.2 Community Participation in Tourism Activities By Race

The advancement of tourism in South Africa has been for under the negative influence of *apartheid* policies for a very long time. The new South African democratic order is relatively young to be able to exert an equalizing balance on the tourism industry. Essentially, the White population group is still a dominant group enjoying the benefits of tourism as an industry and human activity. In this regard, this research study sought to establish the participation levels of

stakeholders in tourism activities in terms of racial affiliation. Furthermore, it sought to establish whether race or ethnicity is a factor in the development and promotion of a tourism delivery strategy in the study area.

The analysis of participation in tourism activities is reflected in Figure 4.6, where respondents were asked to indicate their perceived participation in tourism activities. The findings were described in terms of either high, moderate, low participation or non-participation.

FIGURE 4.6: PERCEIVED PARTICIPATION IN TOURISM ACTIVITIES BY RACIAL AFFILIATION



[n = 124. Some of the subjects gave more than one response for each sub-variable]

The selection of responses was on the basis of three race affiliation groups (Whites, Indians/Coloureds Africans). The Indians and Coloureds were regarded as a single group because of the negligible number of Coloureds who responded to the questionnaires. The outcome suggested that the Whites were perceived as high [72%], moderate [64%] and low [28%] participation level.

Only a small number of respondents [23%] recorded non-participation among the Whites. These findings suggest that the White population group is generally participating significantly in tourism activities in the study area. The reasons for this outcome are not only that the Whites are in control of the Vernon Crookes Nature Reserve, but are also well-educated and have adequate disposable income to visit the area.

The Indians/Coloureds group was generally perceived by only 45 percent of the respondents as high participation group and 58 percent as low participation group in tourism activities. A significant number of respondents [35%] perceive the Indians/Coloureds group as low participation group and 22 percent as the non-participation group, relative to the participating in tourism activities. These findings suggest that the Indians/Coloureds group's participation level in tourism activities revolves around low participation and non-participation levels. It should be noted that the Indian research sample was skewed in their favour and highly populate the study area.

The African population group is the least advantaged group in the study group. This group was perceived by a significant 61 percent of the respondents as low participation group and by 35 percent as the non-participation group in tourism activities. Only a small number of respondents [19%] perceive the African population group as a high participation group. The reasons for this outcome are that the Africans, notwithstanding that they are the majority racial group, they are less well-educated and do not possess disposable income to visit, enjoy and participate in tourism activities in the study area.

On the basis of this analysis, it may be concluded that Hypothesis 3, which states: *That there is a substantial degree of stakeholder participation in tourism activities in the study area* should be supported, because the majority of the various racial groups, mainly Whites and Indians have revealed that they participate in many tourism related activities.

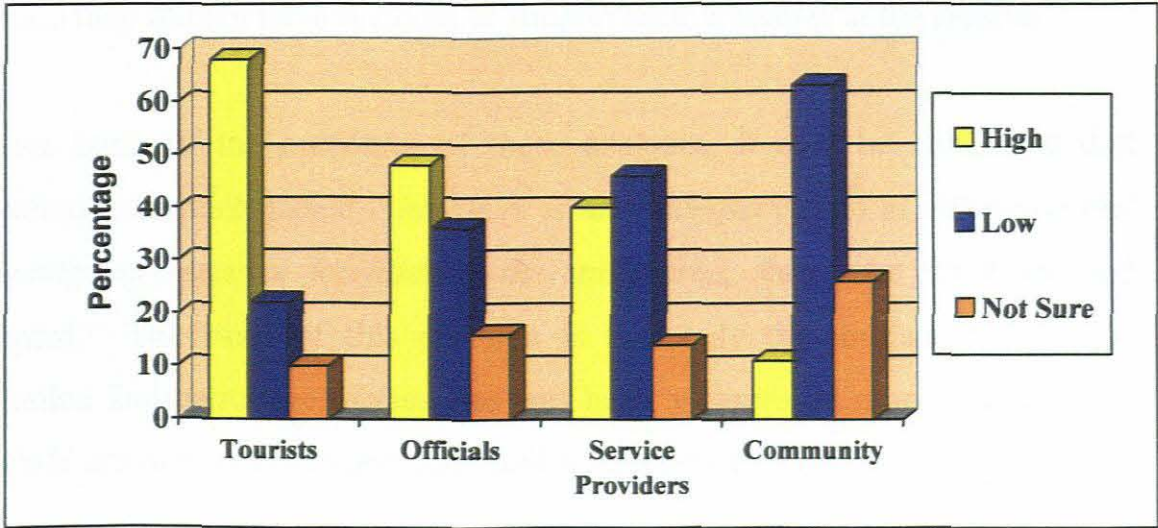
4.7 UTILISATION AND PATRONAGE OF FACILITIES AND RESOURCES

The fourth objective of the study sought to determine whether the level of utilisation and patronage of various resource facilities in the study area are of low or high order. As indicated in the conceptual framework presented in earlier chapters, there are two most important factors that are responsible for the difference in tourism utilisation patterns, namely: demographic factors and socio-economic variables crossed with tourism management practices. Furthermore, some of the studies cited earlier indicated that the tourism industry in South Africa is still dominated by racially based variables. For example, Black people's participation in tourism activities is limited by factors such as lack of accessibility and the scarcity of disposable income.

In this regard respondents were asked to reveal how they utilised the tourism facilities available at the Vernon Crookes Nature Reserve. What is important to note is the resources or facilities usage [utilisation] at the study area, varied significantly in terms of racial based variables. On the whole and as shown in Figure 4.7 the stakeholders were of two minds regarding the utilisation of facilities and were subdivided into tourists and official versus the private sector operators and community members. The analysis of responses of the

stakeholders such as tourists, officials, private sector operators and the community on utilisation and patronage of facilities were as described below.

FIGURE 4.7 PERCEPTION OF THE LEVEL OF UTILISATION OR PATRONAGE OF FACILITIES



As shown in Figure 4.7, the majority of tourists [68%] and officials [48%] indicated a high response to the utilisation and patronage of facilities at the Vernon Crookes Nature Reserve. On the other hand, the majority of private sector operators [46%] and the local communities [63%] indicated a significantly low response rate to the utilisation and patronage of facilities at the study area. The reasons for these responses were that tourists found the visiting the Vernon Crookes Nature Reserve to be a novelty since the area is a well endowed natural area. The officials on the other hand thought that the utilisation and patronage of facilities was not so high, because official are only doing a job.

Regarding the private sector service providers, who perceived the utilisation and patronage of facilities to be low (46%), did so because they were anticipating more marketing and usage of the facilities because that would give them more business. Finally, the majority of the local community [63%] perceived the utilisation of facilities to be low, because they were restricted, accessibility was low and they did not have finances to support their activities at the reserve.

On the basis of the outcomes of these analyses, it may be concluded that Hypothesis 4, which states: *That there is an inadequate level of utilisation and patronage of resource facilities in the study area*, should be supported and accepted. The basis of this decision is that only the tourists thought the utilisation and patronage of facilities was high, whereas all other stakeholders: officials, service providers and community members thought patronage was low.

Having established that the local community members do not utilise the facilities and resources in the Vernon Crookes Nature Reserve and that the level of patronage and utilisation in the study area is low, it is therefore, logical to investigate whether the tourism management practices and strategies used by officials in the nature reserve do benefit the local community. The next section focuses on the tourism management practices in the study area.

4.8 EFFECTIVENESS OF TOURISM MANAGEMENT PRACTICES

Probably the most prominent benefit of tourism management practice is to establish a situation which is all-inclusive for all stakeholders in any nature or game reserve, which would provide benefits for local communities. In an attempt to activate good tourism management practices at the Vernon Crookes

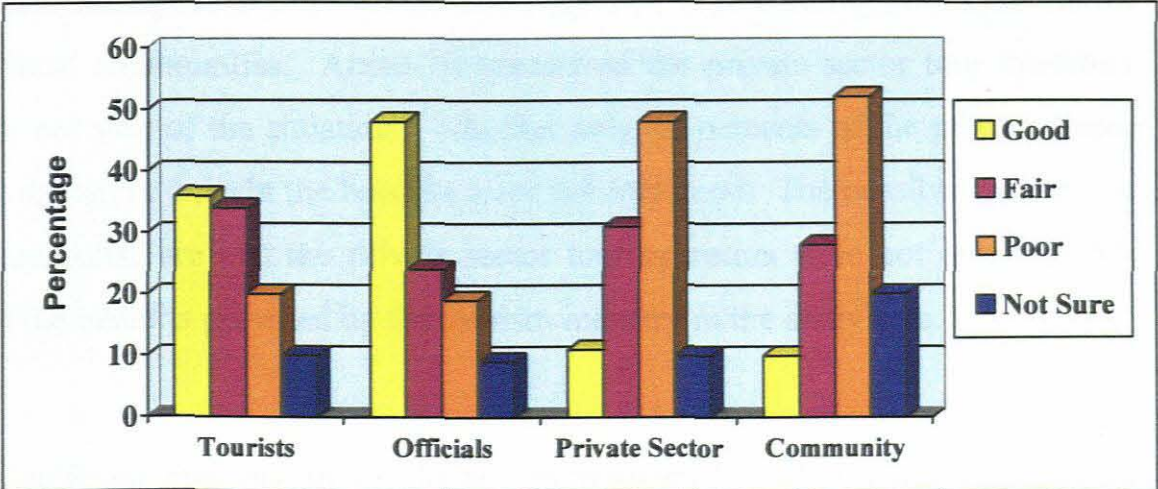
Nature Reserve, the reserve authorities following national priorities have put up strategies for successful implementation of tourism development (Njobe & Both, 2003; 13), which include: stakeholder partnerships and co-operation, fulfilment of community aspirations; improved understanding stewardship; equitable access to travel opportunities and tourism attractions (DEAT,2006); Black economic empowerment, job creation, affirmative treatment of women, youth and disabled people (Ashley & Roe, 2002).

The perception of the Vernon Crookes Nature Reserve's communities of existing tourism management practices can be viewed as being influenced by main groups. The local authorities managing the nature reserve and the views of the previously disadvantaged communities, which largely comprise residents with no formal education, no profession and who are employed as labourers in the nature reserve. Their perception of tourism management principle seems to suggest that there may be a degree of disparity between tourism practice and community benefits in the study area.

Notwithstanding the existence of official tourism policies, some of the tourism practices have not adequately responded to local community needs. It is for these reasons therefore, that the respondents, such as tourists, officials, private sector tour operators and community members, were requested to furnish their views about the nature of tourism management practices in the Vernon Crookes Nature Reserve. In this regard, Figure 4.8 depicts the responses obtained from various stakeholders as to the manner in which tourism management practices were benefitting local communities. The stakeholder's perceptions were based on the nature of tourism practices, whether they were good, fair, poor or not sure

about in the study area. The responses of the subjects, comprising the tourists, officials, private sector tour operators and communities are reflected in Figure 4.8 given below.

FIGURE 4.8: PERCEIVED BENEFICIAL STATE OF TOURISM MANAGEMENT PRACTICES



[n = 124. Some of the subjects gave more than one response for each statement]

The analysis of the tourism management practices within the study area were perceived by tourists, officials, tour operators and community members to differ noticeably among these stakeholders. As indicated in Figure 4.8, the majority of tourists [70%] felt that the tourism management practices in the study area were offering good [36%] and fair [34%] benefits for the local communities. Whereas only 20 percents of the tourists felt the benefits were poor. Possible reasons for this response were that the tourists appreciated what they saw since they are visitors from area different from what the study area offered. Similarly, the majority of reserve officials [72%] were of the view that tourism management practices in the study area offered good [48%] to fair [24%]

benefits for the local communities. Whereas only 19 percents of the officials felt the benefits were poor. The possible reasons for this response were that the officials are supporting government policy and work for the parastatal wildlife organisation at the Vernon Crookes Nature Reserve.

A significant number of the private sector tour operators [48%] felt that the tourism management practices in the study area were offering poor benefits for the local communities. About 10 percent of the private sector tour operators were not sure of the situation. Whereas only 42 percents of the private sector tour operators thought the benefits were fair and good. The possible reasons for this response are that the private sector tour operators were not overly happy with the benefits provided by the tourism industry in the study area.

A significant majority of the local communities [52%] felt that the tourism management practices in the study area were offering poor benefits for the communities. Also a significant number [20%] of the communities were not sure of the situation. A small number of the local community [38%] also thought the benefits were fair [28%] and good [10%] for them in the study area. The possible justifications for these responses were that the local community members were poor; less educated and excluded from the nature reserve, as well as felt that there was room for improvement of opportunities from the state owned and controlled natural resources at the Vernon Crookes Nature Reserve.

The proposed plans of establishing accommodation and other facilities, as a management principle at the Vernon Crookes Nature Reserve were negatively viewed by the communities [62%], because they did not participate in decision-making at the reserve. Furthermore, community members believed that most of

the existing accommodation facilities are owned by the wildlife organisation and big business, and not by local tour operators or community members.

The outcome of these analyses pertaining to the benefits of tourism management practices in the study area revealed interesting results. From these outcomes it may be concluded that there are several factors that militate against community benefiting practices. It may therefore be inferred that Hypothesis 5, which states: *That the tourism management practices in the study area are inadequate and ineffective for benefiting the local communities*, should be supported and therefore accepted.

One of the key national strategies revolves around the question of job creation and poverty alleviation. Even though the Vernon Crookes Nature Reserve has embraced ecotourism as a strategy for job creation and poverty alleviation, it still has unique problems to deal towards *benefiting the local communities*. Whilst the local community has looked at tourism and poverty from a livelihoods perspective, the KwaZulu-Natal local authorities have focused on tourism as having positive and negative social, economic and environmental impacts on local communities (Cowan, *et al*, 2003; Binns & Nel, 2002). Notwithstanding that several case studies have been undertaken in KwaZulu-Natal and elsewhere in South Africa, there has been no conclusive evidence of the success of such a strategy, nationally (Clarke, 2003).

4.9 PERCEIVED COMMUNITY BENEFITS

The main reason for the involvement of local communities in tourism activities is not only to benefit the community and the environment but also to improve contact with tourists and the quality of tourist experience. The benefits to the

local communities come in various ways. They come when the community gets involved in tourism operations, as well as in the provision of knowledge, services, facilities and products to the tourists. According to Page and Downing (2002) the benefits of tourism to the host community and the environment should outweigh the cost of setting up tourism delivery. It is also expected that tourism should also generate income for resource and facility management, in addition to social and cultural benefits. The contribution may be financial with a part of the cost of the tour helping to subsidise conservation projects.

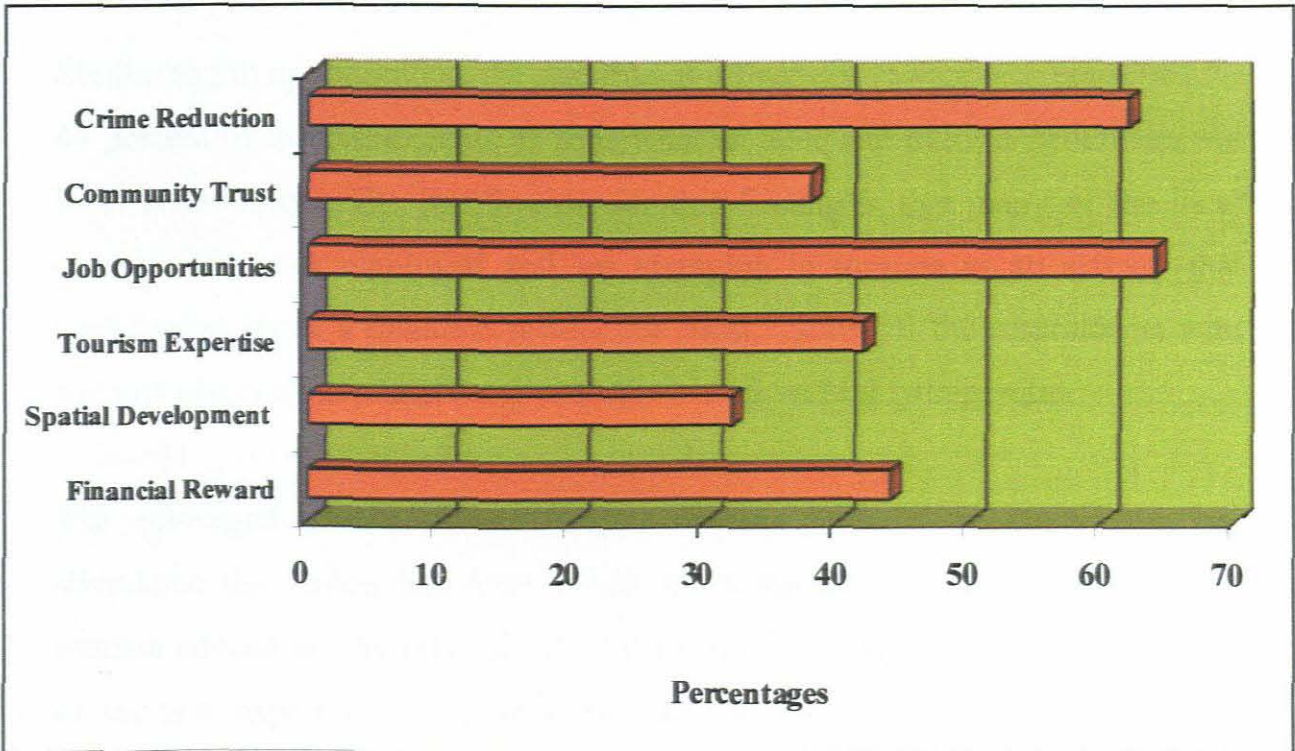
The Ezenvelo KwaZulu-Natal encourages the establishment of a wildlife-community trust, which would facilitate interaction between the authorities and the local communities in managing local game and nature reserves. The setting up of the Vernon Crookes Nature Reserve community is aimed at facilitating the equitable distribution of tourism benefits from the Nature Reserve. These benefits are expected to play a meaningful role in improving the quality of life among the communities around the Vernon Crookes Nature Reserve. The realisation of these tourism benefits can only be achieved when implementation of development policies and Memorandum of Understanding for the reserve has been established.

With this notion of community benefits in mind, the respondents were asked to indicate how they perceive engaging in tourism activities and practices leads to community benefits in the study area. The sub-variables that were used to assess this perception included the following: crime reduction, community trust, job opportunities, tourism expertise, spatial development, and financial reward. Another intention of this analysis was to indicate the extent to which these

tourism practices encourage the inclusion of communities in decision-making activities in the study area.

To assess the nature of perceived benefits using statements indicated above, the results shown in Figure 4.9 are interesting. The tourism management practice of the Ezemvelo KZN Wildlife and the Vernon Crookes Nature Reserve have attempted to encourage tourism benefits for stakeholders in the study area.

FIGURE 4.9 PERCEIVED TYPE OF TOURISM BENEFITS FOR LOCAL COMMUNITIES



The job opportunities variable was perceived by the majority of respondents [64%] as the most favoured tourism benefit among the local communities. The justification for this finding is that many of the local communities are unemployed and always wish somebody could offer them a job. Also that

tourism is regarded as an employment creator as it is continually advertised by the government in KwaZulu-Natal.

The second most favoured tourism benefit by the respondents [62%] was that of crime reduction. Crime at the Vernon Crookes Nature Reserve was regarded as highly prevalent by all stakeholders, and they see its reduction as the second highest benefit that could be provided for the local community. The main reason for this response is that tourism crime in South Africa has been brought into focus by many organisations and the media as a whole.

Similar to job opportunities, the variable of a financial reward was perceived by 44 percent of the respondents as somewhat an adequate tourism benefit for the local community. The justification for this finding is that many of the local communities seek employed and see engaging in tourism as an activity that could bring about a financial reward for them. Some of the respondents who sell arts and craft to tourist have seen this benefit as highly important.

The envisaged plan of creating more tourism jobs in the study area has stimulated the notion that jobs would encourage the respondents to acquire tourism education. As such, about 42 percent of the respondents saw the benefit of tourism expertise as an adequate exercise for them to engage in. The exposure to tourism expertise would give the respondents to improve their participation in tourism entrepreneurship, involving starting a business managing their own curio stalls or shops, tour guiding, and selling food to tourists.

Notwithstanding that the idea of a community trust was not known or understood by the ordinary members of the local community, since the main participants where the local Chief-Inkosi, ordinarily very few of the respondents [38%] saw it as a viable benefit. Almost all the local Chiefs or Izinkosi were well aware the community trust practice and appreciated the benefits derived from the practice.

The least well regarded tourism benefit by 32 percent of the respondents was that of spatial development. Many of the respondents were less convinced that the development of spatial features or facilities was a benefit they would prefer most as their personal benefit. The respondents felt that facilities at the Vernon Crookes Nature Reserve were inadequately supplied and did not benefit directly from them.

The expectations of stakeholders regarding the adequacy of tourism benefits for the communities in the study area, seems to be on the whole perceived negatively, because four of six sub-variables were scored below 50 percent. Only job opportunities [64%] and crime reduction [62%] were perceived to operate positively. In this regard it would be reasonable to conclude that Hypothesis 6, which states: *That the perceived community benefits coming from tourism activities are inadequate in the study area*, needs to be supported and thus accepted. The community benefits as perceived by the stakeholders or respondents in this section should assist the wildlife authorities in planning, setting policies and implementing them for the improvement of management practices in the Vernon Crookes Nature Reserve.

Furthermore, it may be inferred from the findings discussed in this section that the negative perceptions of community related tourism benefits, lend themselves to the need for the development and promotion of an all-inclusive strategy at the Vernon Crookes Nature Reserve. When an all-inclusive tourism strategy is achieved, then all stakeholders will benefit equally from the tourism activities and facilities available in the Vernon Crookes Nature Reserve.

4.10 CONCLUSION

This chapter has focused on the analysis and interpretation of measures that discuss the development and promotion of a tourism delivery strategy and practices that would benefit the communities at the Vernon Crookes Nature Reserve. The analysis and interpretation of data was achieved by utilising the objectives and hypothesis as way of departure. The demographic characteristics of the respondents (tourists, officials, private sector tour operators and local communities) have revealed the varying and at times similarity in thinking, regarding their perceptions of the development of tourism facilities in the study area. The analysis and outcomes of various aspects of the research problem, have laid a foundation for making conclusions about, tourism awareness, participation, utilisation, management practices and benefits of tourism to the local communities. Furthermore, these conclusions are expected to lead to some recommendations presented in the next chapter. The conclusions would also assist the researcher to present a viewpoint about how the wildlife authorities should engage planning and setting policies, which would help in the development and promotion of a tourism infrastructure that is all-inclusive. This inclusivity should be governed by the democratic principles as reflected in the Tourism White Paper on the development and promotion of tourism in South Africa (DEAT, 1996).

Also emanating from the findings of the research study are important conclusions, which promise to be useful in generating new tourism policies for the development of tourism in the Vernon Crookes Nature Reserve. Some of the pertinent aspects cited by Strydom (1993) argue that the formulation policies and procedures must proceed from specific points of departure, namely that:

- Tourism must be regarded as a community action which can only unfold in a meaningful manner if the community is involved. Relating to the all-inclusive principle referred to above
- Regional tourism organisations and public as well as private investors must ascertain the impact of the above-mentioned development of tourism in order to prevent the possibility of tourism being subjected to an unqualified process of development. Specifically relating to stakeholders analysed in this study.
- A meaningful link must be established between regional tourism planning and national objective in order to ensure that regional objective are formulated in the line with national tourism policy. Relating to the role of the Tourism White Paper in directing local practise at the Vernon Crookes Nature Reserve.

The next chapter, Chapter 5, summarises and deals with the findings of this research study, in the context of the objectives and hypotheses postulated. The next chapter also seeks to indicate out-rightly whether the development and promotion of a tourism delivery strategy or practice is achievable at the Vernon Crookes Nature Reserve.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The planning and provision of tourism facilities in any nature-based resource is one of the means through which the provincial and national governments can fulfil its reconstruction and development programme as well as the Tourism White Paper policy framework, towards the facilities delivery objective (ANC, 1994; DEAT, 1996). As mentioned in Chapter 4, this approach is a means through which authorities can addresses those secondary needs that need to be fulfilled in all communities especially those in developing countries like South Africa, and KwaZulu-Natal in particular. This chapter therefore, gives a summary of the findings and related recommendations pertaining to the development and promotion of a tourism delivery strategy, tourism infrastructure, facilities and programmes at the Vernon Crookes Nature Reserve, as proposed in this research investigation.

Methodologically speaking, the main objective of this research study, as stated in the initial chapters of the study, was to assess the development and promotion of a tourism delivery strategy towards the utilization and management of tourism facilities and activities at the Vernon Crookes Nature Reserve, and its surrounding community areas. Now it is necessary to make the final outcomes of the preceding chapters and clarify some aspects as well as to draw inferences

about the findings that were made during the course of the research. In doing so, the researcher would like to highlight how the research objectives are related to the findings. The process of relating objectives to the research findings would then enable the researcher to draw general conclusions on the whole complex operation of the research process. The summary of the findings would lead to suggestions and recommendations from the comprehensive interpretation of the data. The suggestions and recommendations are presented as a contribution towards the formulation of a policy aimed at enhancing the tourism management practices within the study area.

The recommendations that are offered in this research inquiry would help in improving the facilities and activities which are already in existence at the Vernon Crookes Nature Reserve. It is also hoped that the suggestions put forward would help in getting the local communities more involved in the tourism activities in this nature reserve, since it has been shown that there is a general lack of the involvement of the Black communities in the decision-making process and management of tourism activities in the study area. Focus is now on the summary of the study and how objectives are related to the findings of the research inquiry.

5.2 SUMMARY OF THE STUDY

The fundamental aim of this study as intimated in Chapter One was to assess the development and promotion of a tourism delivery strategy towards the utilization and management of tourism facilities and activities within the study area. The assessment of this nature reserve was done in terms of the existing facilities and activities in the study and how these facilities are perceived,

patronised and utilised. Some of the general conclusions stipulated in the study relate to how the respondents or stakeholders (a) are aware of the importance of tourism in the study area; (b) perceive the activities and facilities in the study area as being adequately provided and of good quality; (c) participate in tourism activities in the study area; (d) perceive the utilisation and patronage of facilities in the study area; (e) comprehend the adequacy and effectiveness of tourism management practices for benefiting the local communities in the study area; and (f) perceive the adequacy of community benefits arising from tourism activities in the study area.

The theoretical framework for the research inquiry was highlighted in Chapter Two. The theoretical foundation of the study was based on the objective of the study cited above as well as the following key tourism concepts and principles: authorities and tourism development; tourism policies; understanding an all-inclusive tourism; tourism provision and the community ; tourism practices; ecotourism in nature reserves; tourism and community development; community benefits; key tourism stakeholders and tourism impacts on natural resources.

The key tourism stakeholders in the industry are intended to show how as role players they can combine their efforts in the formulation of the policy that is in line with the tourism legislation. This would facilitate the provision, utilisation and management of tourism in a sustainable manner.

The physical setting of the study as given in Chapter Three highlights the facilities and activities in existence in the study area. What is fundamentally described in this chapter is the history, location and layout of the reserve. The

history of the place is dominated by White people, particularly relating to its origins, expansion, and general layout.

The general physical environment mainly characterised in the topography, general climate, the hydrology, soils and geology is described. In addition, the biological environment covering the flora and fauna, typifying what mainly gives the area its renown and ideal tourism environment was highlighted. This environment has been described as highly endowed with beautiful natural features. Also described in this section are important ecosystem and aquatic system, which add to the all important biodiversity of the area. All these touristic natural feature add to the attractiveness of the study area and account for the availability of self-guided trails, small game viewing and bird species can be viewed by the tourists.

Not only are described the attractions related to nature, but there are also well-established man-made facilities and support services, which have the potential to draw adequate tourists to the area. Outdoor recreation facilities and activities, such as camping, picnicking and fishing, in which tourists can participate, as well as accommodation facilities and play areas are fully described. The presence of varied demographic characteristics and socio-economic variables in the study area, play an important role in determining the tourism behaviour patterns of stakeholders and local communities. These variables influence the provision, utilisation and management of tourism facilities and activities in the study area.

Chapter Four of the research study has focussed on the analysis and interpretation of collected data. This process of analysis was achieved through

relating to the various objectives and hypotheses of the study, covering topics such as: (a) the importance of tourism awareness in the study area; (b) the perceive provision of facilities and activities; (c) respondents participation levels; (d) the utilisation and patronage of facilities; (e) the adequacy and effectiveness of tourism management practices for benefiting the local communities; and (f) the perceive community benefits in the study area. A variety of findings and conclusions were attained from this analysis and interpretation. These are presented in greater detail in the next section, however some included the following: (a) community members are relatively aware of tourism facilities and activities in the study area; (b) the facilities in the study area are inadequately provided and thought not well-equipped; (c) there is a moderate to fair participation practice in tourism activities; mainly based on race and economics, where Whites and Indians showed a high level of participation; (d) levels of utilisation of facilities and their patronage is not of a high order, that is, community members found utilisation and patronage of facilities to be inadequate in the study area; (e) the tourism management practices in the study area are inadequate and ineffective for benefiting the local communities, shortly that there is a relatively ineffective tourism management practise in the area; and (f) the tourism benefits for the local communities were found to be inadequate in the study area, in other word, community benefits coming from tourism activities are inadequate in the study

Finally Chapter Four has conclusively established that, further to the above findings, there are evidently negative perceptions of awareness, provision, participation, utilisation, management practice and community related tourism benefits in the study area. These findings lend themselves to the need for the

development and promotion of a tourism delivery strategy at the Vernon Crookes Nature Reserve.

5.3 THE FINDINGS BASED ON OBJECTIVES

The following forms the main objective of this research inquiry, that is, to appraise the development and promotion of a tourism delivery strategy or practice towards the utilization and management of tourism facilities and activities in the study area, with community benefits, Lubbe (2003) has argued that communities pay enormous prices for allowing tourism to operate efficiently in their areas of operation. This research study therefore sought, *inter alia*, to find out whether the established policies and management practices in the study area benefit the local communities in a sustainable manner. If tourism is planned with the benefit of the community in mind and sincere consultation with the community, innumerable benefits can accrue to the local community.

Hence the following objectives are essentially concerned with the realisations of the ideals mentioned above. In the next section each objective of the study and the emerging findings are given detailed attention below..

Objective 1

The first objective of the study sought to reveal the extent to which the stakeholders are aware of the importance of tourism in the study area. A very acute sense of awareness of tourism activities at the Vernon Crookes Nature Reserve would facilitate the development and promotion of a tourism delivery strategy or practice in the study area. In other words, this objective sought to investigate the extent to which stakeholders, such as tourists, officials, private

sector operators and local communities understand the management of tourism in the study area.

On the whole, the stakeholders indicated that they were fully aware of tourism activities and facilities in the study area. What is interesting though, is that the majority of Indian and White population groups, supported this objective and they constituted the bulk of the responses. In this regard, it was concluded that the majority of community members attest to their awareness of tourism facilities and activities in the study area. Finally, Hypothesis 1, which states: *That the majority of stakeholders are not aware of the importance of tourism in the study area* was rejected. The basis for this conclusion is that the majority respondents were fully aware of the importance of tourism for purposes of strengthening the tourism industry in the study area. Finally it should be mentioned that awareness does not necessarily imply, good provision of facilities, nor adequate participation, utilisation and good management practices, for the benefit of communities in the study area.

Objective 2

The basic intention of objective 2 was to find out whether the activities and facilities in the study area are adequately provided by the authorities and are of good quality. The Vernon Crookes Nature Reserve, by virtue its location was in an area well endowed with natural facilities and it was anticipated that these tourism facilities and activities would be developed and promoted in an all-inclusive and practical manner.

The outcomes of the analysis revealed that, save for tourists who are visitors and outsiders, the majority of locally based stakeholders such as service providers

and local communities, thought that the facilities in the study area were not adequately provided. In this regard it was concluded that Hypothesis 2, which states: *“That the activities and facilities in the study area are adequately provided and are of good quality”*, was not supported and therefore rejected. The basis for this conclusion was that the majority of respondents felt that provision was inadequately delivered. Whereas the finding is that there is an inadequate supply of facilities, Inskeep (1991) contends that secondary facilities such as curio shops and famous restaurants are not important enough to lure tourists but serve as complementary features for tourists to increase their length of stay.

Objective 3

Fundamentally the target of objective 3 was to establish the degree to which stakeholders in the study area participate in tourism activities and programmes. In other words the objective sought to find out extent to which stakeholders such as tourists, officials, private sector operators and local communities participate in tourism activities. This participation routine was geared to show how these tourism activities are lending themselves to developing and promoting a tourism delivery strategy and management practice in the study area.

In this regard, the findings of the research study established that the majority of stakeholders participated in activities such as picnicking, swimming, and camping. A significant minority of the respondents showed that they did not participate in tourism activities and their main reasons were that respondents were either uninterested or unaware, or that the facility was inaccessible, expensive, not safe and too dominated by Whites. Notwithstanding, many stakeholders participated in activities at the Vernon Crookes Nature Reserve,

and thus it was concluded that Hypothesis 3, which states: *That there is a substantial degree of stakeholder participation in tourism activities in the study area*, should be supported. The main reason was that the majority of stakeholders had participated in many related activities in the study area.

On assessing the of stakeholder participation in tourism activities by race, it was discovered that the African population group being the least advantaged, its participation routine was significantly low. On the other hand the Whites and Indians showed a high level of participation. On this basis Hypothesis 3, which stated: *That there is a substantial degree of stakeholder participation in tourism activities in the study area*, it became supported. The reason was that the Whites and Indians respondents were in the majority and also far more disposed to participation because of the advanced levels of education, income and socio-economic status.

Objective 4

The fourth objective of the study sought to determine whether the level of utilisation and patronage of various resource facilities in the study area were of low or high order. It was assumed that if utilisation and patronage of facilities was of a high order, then the development and promotion of these tourism facilities would suggest an all-inclusive tourism management practice in the study area.

Notwithstanding that the majority of respondents indicated that they were more disposed to participation, the majority of stakeholders, mainly the private sector operators and the local communities, indicated a significantly low response rate to the utilisation and patronage of facilities at the study area. The main reasons

were that whereas the tourists found the visiting the Vernon Crookes Nature Reserve to be a novelty, the operators and the local communities took the nature reserve for granted. Furthermore, the majority of the local community felt they were somewhat restricted, without disposable income and support from the authorities of the nature reserve.

Accordingly from the findings, it was concluded that Hypothesis 4, which stated: *That there is an inadequate level of utilisation and patronage of resource facilities in the study area*, should be accepted. The basis of this finding was that, save for the tourists, the majority of officials, service providers and community members thought utilisation and patronage of facilities was high in the study area.

Objective 5

This objective fundamentally sought to investigate the adequacy and effectiveness of tourism management practices that are geared to benefit the local communities in the study area. It was anticipated that the benefits of an effective tourism management practice within the study area, would assist in establishing a tourism delivery strategy in the study area. The previously disadvantaged communities around nature reserve would be the most to benefit, as intended in the various national and provincial tourism policy guidelines.

Notwithstanding the existence of official tourism policies, some of the tourism practices have not adequately responded to local community needs. In this regard, the findings of this section of the study revealed that the majority of stakeholders, such as the private sector operators and the local communities felt that the tourism management practices in the study area were offering poor

benefits for the communities. The main justifications for these responses were that the local community members were poor; less educated and excluded from the nature reserve, as well as felt that there was room for improvement of opportunities at the Vernon Crookes Nature Reserve.

As such, it was found appropriate to conclude that since there were various factors that worked against community benefiting practices, Hypothesis 5, which stated: *That the tourism management practices in the study area are inadequate and ineffective for benefiting the local communities*, was supported. One of the key justifications for this conclusion was that an important national strategy pertaining to the question of job creation and poverty alleviation was not adequately addressed at the Vernon Crookes Nature Reserve. This finding is further supported by Clarke (2003), who argues that several case studies undertaken in South Africa have indicated that there was no conclusive evidence of the success of tourism management strategies nationally.

Objective 6

The basic intention of objective 6 was to ascertain the adequacy of perceived community benefits coming from tourism activities in the study area. In other words this objective sought to find out the perceived community benefits from stakeholders such as tourists, officials, private sector operators and local communities participate in tourism activities. These community benefits were assessed to show their contribution to the development and promotion of an all-inclusive tourism management practice in the study area.

The assessment of perceived community benefits were in terms of indicators such crime reduction, community trust, job opportunities, tourism expertise,

spatial development, and financial reward, have hand out interesting results. On the basis of these indicators it was found that the majority of stakeholders regarded most tourism benefits for the communities to be inadequate. Mainly crime reduction and job opportunities were regarded as inadequately attended to. As such, it was concluded that Hypothesis 6, which states: *That the perceived community benefits coming from tourism activities are inadequate in the study area*, was supported. The community benefits as perceived by the stakeholders or respondents in this section were expected to assist the wildlife authorities in planning, policy formulation and implementation of an all-inclusive tourism management practice in the study area. When an all-inclusive tourism strategy is achieved, then all stakeholders will benefit equally from the tourism activities and facilities available in the Vernon Crookes Nature Reserve.

In concluding the section, it is worth mentioning that the aims of tourism development as seen by McIntosh *et al.* (2002) are: to develop an infrastructure and providing tourism facilities for visitors and residents alike; establishing a development programs consistent with cultural, social and economic philosophy of the government and the people of the host country; and to optimise visitor satisfaction. The last objective aimed at revealing community benefits as derived from a tourism delivery strategy and management practice in the Vernon Crookes Nature Reserve.

5.4 RECOMMENDATIONS

In any assessment of a research problem, the basic step towards providing effective solutions is to understand the cause and the nature of the problem. The development and promotion of a tourism delivery strategy at the Vernon

Crookes Nature Reserve cannot be understood in isolation to the various findings discussed above. It should be understood within the context of all unresolved problems and challenges existing in the study area, some solutions need to be drawn from the already existing governmental frameworks, such as the Reconstruction and Development Program (ANC, 1994), the Tourism White Paper (DEAT, 1996), and strategies for the successful implementation of tourism development in South Africa (Njobe & Both, 2003). The recommendations made in this sub-section are aimed at clarifying some aspects of this study and to generalise on some of the findings in order to avoid some of the issues which are found to exist in this nature reserve. On the basis of the interpreted data in the preceding chapter, the recommendations are made. The recommendations are presented as a contribution to the formulation of policies or strategies that seek to introduce an all-inclusive tourism utilisation plan in the study area. It is therefore, considered appropriate to make the following recommendations for the Vernon Crookes Nature Reserve.

Firstly, the authorities at the Vernon Crookes Nature Reserve should attempt to improve the non-participation of the local communities. This can be achieved by:

- Improving the accessibility status of the Vernon Crookes Nature Reserve by charging affordable entrance prices.
- The establishment of tourism programmes associated with the creation of jobs, which would expose the local communities to the travel and tourism industry.
- Commitment on the part of the Vernon Crookes Nature Reserve authorities to provide career guidance and in-service training for the members of the local communities.

- Expansion of range and scope of education and training programmes and skills training opportunities within the Vernon Crookes Nature Reserve for the benefit of the local communities.

Secondly, the establishment of a tourism delivery strategy in the study area, managed by nature reserve officials, would be appreciated by the local communities. It should be recognised that the aim of the South African government to achieve a non-discriminatory and all-inclusive tourism industry would be a dream come true all people of South Africa. It should further be noted that the paradigm shift in utilising the tourism facilities at the Vernon Crookes Nature Reserve is an objective worthy of achieving. The local communities still believe that the facilities are predominantly used by the “elitists”, and this belief has to change.

Thirdly, capacity building and training warrants special attention within the Vernon Crookes Nature Reserve. Tour guides from local communities, should be trained about time-keeping, hospitality and professionalism. Support service staff should also receive training ranging from gardening, laundering, front-desk service, cooking, brewing and story-narrating. The community at large should be trained about taking full control and ownership of projects with a view of creating an investor confidence principle so other projects can follow.

Fourthly, the Vernon Crookes Nature Reserve authority should work together with the local communities. The existing Community Trust structures comprising local representatives should be all-inclusive, transparent and strengthen community benefits. The participation of women, youth and disabled

must be actively promoted so as to achieve higher levels of decision-making that are all-inclusive. Community levy funds from the gate takings from the Vernon Crookes Nature Reserve should be used constructively in the development projects so that the entire community can benefit from such projects.

Fifthly, the findings also revealed that there was an inadequacy supply and utilisation and patronage of resource facilities in the study area. This inadequacy is revealed by the meagre percentage of stakeholders participating in some tourism activities. To rectify the lack of facilities, the following recommendations are put forward:

- *Botanical Garden*: the establishment of a botanical garden would aid the nature loving tourists to visit the nature reserve in order to view and learn about the different and indigenous plant species.
- *Reptiles*: the abundance of reptiles such as pythons, black and green mambas in this nature reserve offers the opportunities of reptile loving tourists to come and watch these reptiles. It is recommended that these reptiles be kept in enclosures for tourists to enjoy watching.
- *Birds*: different kinds of birds are found in this nature reserve. The preservation of the bird species in confined areas could offer additional recreation and tourism facilities for tourists.
- *Swimming Pool*: the improvement of the swimming pool in the Vernon Crookes Nature Reserve should be attempted, since the hot summer month require usage of the pool for cooling down the visitors.
- *Children's Play-Area*: Such a facility needs to be improved, particularly for many families that visit the nature reserve. This facility could help the tourists in keeping their children busy and enjoying themselves while the tourists are engaged in other activities.

Finally, the inclusion of local community members as service providers is almost non-existent in this nature reserve. As part of the Black Economic Empowerment programme (BEE), the Vernon Crookes Nature Reserve authorities should consider funding Black entrepreneurs to open their businesses that would serve the study area. The funding of the entrepreneurs would ensure that tourism industry does not only benefit the few stakeholders, but that it is all-inclusive in terms of demographic characteristics. Furthermore, the local communities should form tourism organisations which are aimed at facilitating partnership between local authorities, NGOs, the media and the conservation agencies. These organisations would help in local community awareness and with the inclusion of local communities in tourism project initiatives. The involvement of local communities would further be enhanced by educating the youth and the community at large.

In concluding this section, it can be argued that the success of developing and promoting tourism in an all-inclusive manner, lies primarily in mutual co-operation between all stakeholders: the government, the tourists, the nature reserve officials, the private sector tour operators and the local communities. The employment of local people and their involvement in decision-making could help solve many problems that have come up in this research study.

5.5 CONCLUSION

This chapter has attempted to map out the understanding and awareness, the participation, utilisation, and management practices within the Vernon Crookes Nature Reserve, towards achieving a tourism delivery strategy in the study area.

Furthermore, the chapter has through the analysis and interpretation of objectives and hypotheses attempted to address practices mentioned above. These analyses have been developed into general conclusions, which in turn have assisted in co-ordinating and the revelation of the essence of different chapters of the study. Finally recommendations have been made to ensure that pitfalls identified in the nature reserve are addressed or prevented for sustainability in the future.

In conclusion, many facilities and activities are increasingly criticised for conveying images that fail to appreciate and value the true cultural identity of nature reserve and cultural destination, resulting in a loss of authenticity (Vellas and Becherel, 1999). It is for this reason that many critics of the tourism industry are urging it to get back to its roots by working with the indigenous communities. A substantial number of tourists are in search of what is known as authentic and natural tourism, which should be offered at many tourist destinations. The Vernon Crookes Nature Reserve, as a nature-based tourist attraction is very much advantaged in this regard. At another level Bowden (2003) argues that tourists may not even engage with the local people, see the local environment or taste local food. Bowden further argues that there are examples which show that tourism can again be attached to these principles in that communities can still benefit, environment and wildlife can be preserved and local cultures can be respected and strengthened.

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APPENDIX - A

QUESTIONNAIRE TO THE COMMUNITY

SECTION: A

1. DEMOGRAPHIC CHARACTERISTICS

1.1 Gender

01	Male	
02	Female	

1.2 Age

01	0 – 20	
02	21 – 40	
03	41 – 60	
04	61 →	

1.3 Marital Status

01	Married	
02	Single	
03	Divorced	
04	Widowed	

1.4 Occupation

01	Professional	
02	Skilled	
03	Semi-skilled	
04	Unskilled	
05	Retired	
06	Unemployed	

1.5 Education

01	Primary Education	
02	Secondary Education	
03	Tertiary- Certificate	
04	Tertiary- Diploma	
05	Tertiary- Degree	

1.6 Income

01	Less than R1000	
02	R1001 – R3000	
03	R3001 – R5000	
04	R5001 – R8000	
05	R8001 – R10 000	
06	More than R10 000	

1.7 Race Group

01	White	
02	Black	
03	Indian	
04	Coloured	

SECTION: B

2. AWARENESS/ USAGE AND INVOLVEMENT

2.1 Are you aware of the existence of the Vernon Crookes Nature Reserve in your area?

01	Yes	
02	No	

2.2 Did you visit the reserve?

01	Yes	
02	No	

If you say **yes** to 2.2 above, answer the questions below.

2.3 How many times did you visit the reserve?

01	Once only	
02	A few times	
03	Many times	

2.4 How long did you stay?

01	1 day	
02	A few days	
03	1 week	
04	More than 1 week	

2.5 When did you visit the reserve?

01	Week-ends	
02	School holidays	

2.6 What was the purpose of your visit?

01	Picnic	
02	Trails/Walks	
03	Enjoy nature	
04	Study/Research	
05	Conference	

2.7 Would you visit the reserve again?

01	Yes	
02	No	
03	Don't know	

2.8 Did the reserve live up to your expectations?

01	Yes	
02	No	
03	Partly	

2.9 What attractions at the reserve appeals to you?

01	Wildlife	
02	Picnic/Braai site	
03	Dams/Fishing	
04	Bunkhouse	
05	Rondavels	
06	Conference Center	
07	Nature trails	

2.10 What is your opinion of the standards of the existing facilities?

01	Very Good	
02	Good	
03	Moderate	
04	Poor	
05	Very Poor	

2.11 Are the recreational facilities adequate?

01	Yes	
02	Partly	
03	no	

2.12 What additional recreational facilities would you like to see in the reserve?

01	Camp sites		09	Education center	
02	Swimming pool		10	Pony/Horse rides	
03	Children's play ground		11	View sites	
04	Game room		12	Car parks	
05	Bicycle hire		13	Caravan parks	
06	Restaurant		14	Row boats	
07	Tuck shop		15	Log cabins	
08	Arts and Crafts stalls		16	Other (specify)	

2.13 What is your involvement in the activities of the reserve?

01	Honorary officer	
02	Volunteer	
03	Donor	
04	Business	
05	Service provider	
06	Community liaison committee member	
07	Adviser	
08	Other (specify)	

2.14 To the best of your knowledge, did the reserve authorities ever visit schools or invite the the community to a workshop/seminar/public meeting with the intention of creating community awareness, involvement and promoting the reserve?

01	Yes	
02	No	
03	Don't know	

If you say **no** to 2.2 above, answer the question below

2.15 What is your reason for not visiting the reserve?

01	Non awareness	
02	No transport	
03	Too expensive/Can't afford it	
04	Not safe	
05	Not interested/ Not my thing	
06	Nothing to do there/Very few recreational facilities	
07	Too little to see/Very few animals	
08	Don't feel welcome/comfortable	
09	Authorities too fussy/they think they own the place	
10	It's for White people	
11	Other (specify)	

SECTION:C

3. PERCEPTIONS ON TOURISTS, ECOTOURISM, COMMUNITY-BASED TOURISM, JOB CREATION, ENTREPRENEURIAL OPPORTUNITIES, CONSERVATION AND THE CONSERVATION AUTHORITIES.

3.1 Would you like to see tourists visiting your area?

01	Yes	
02	No	
03	Don't know	

If you say **no** to 3.1 above, answer the questions below.

3.2 What are your reasons for not wanting tourists?

01	They take over our area/They think they own our town	
02	They show us no respect/They are rude to locals	
03	They pollute/Destroy our environment	
04	They taint our culture/values	
05	They bring drugs and encourage prostitution	
06	They push up prices of goods and services	
07	They make our area unsafe/They steal and rob	
08	Other (specify)	

If you say yes to 3.1 above, answer the questions below.

3.3 Why would you want tourists in your area? Arrange in rank order.

01	They create employment	
02	They create entrepreneurial opportunities	
03	They boost the local economy	
04	Tourism brings development to rural areas	
05	Tourism builds cross-cultural relations	
06	Tourism is a foreign exchange generator	
07	Tourism creates linkages with other sectors of the economy	
08	Tourism demand is continuous	
09	Responsible tourism does not damage the environment	
10	Other (specify)	

3.4 What are your views on nature conservation?

3.5 What is your attitude towards the nature conservation authorities?

3.6 What are your views on ecotourism?

3.7 How can local communities benefit from tourism?

SECTION: D TRIBAL COMMUNITY

VIEWS AND PERCEPTIONS OF ECOTOURISM

4.1 How would you describe your relationship with the reserve officials?

4.2 Do you have a forum to discuss issues that affect your community?

4.3 In what way is your community involved in the management of the reserve?

4.4 What benefits do you receive from the reserve?

4.5 Are you regularly consulted on issues that may affect your community?

4.6 Do members of your community work at the reserve on a full time/part time/casual basis?

4.7 In what way do you share in the natural resources of the reserve?

4.8 Does your community conduct businesses in the reserve?

4.9 Would your community be interested in opening a business at the reserve? For example a arts and crafts market, tea-room.

4.10 What are views poaching of animals and medicinal plants?

4.11 In what ways can poaching of animals and medicinal plants be controlled?

4.12 How can you help conserve these valuable resources?

4.13 Can you suggest ways in which the Kwa-Zulu Natal Nature Conservation Services and your community can benefit from each other?

APPENDIX - B

QUESTIONNAIRE TO THE TOURISTS

Only **one** member of the visiting group should fill in this questionnaire. It is preferred that the respondent be the group or the **head** of the family. The views/perceptions/opinions of the respondent expressed in Sections B and C would be taken as being representative of the entire group/family.

SECTION: A

1. DECOGRAPHIC CHARACTERISTICS

1.1 Place of residence:

01	Country	
02	Province	
03	Town	

1.2 Gender:

01	Male	
02	Female	

1.3 Age:

01	0-20	
02	21-40	
03	41-60	
04	61 →	

1.4 Marital status

01	Married	
02	Single	
03	Divorced	
04	Widowed	

1.5 Occupation

01	Professional	
02	Skilled	
03	Semi-skilled	
04	Unskilled	
05	Retired	
06	Unemployed	

1.6 Education

01	Primary Education	
02	Secondary Education	
03	Tertiary- Certificate	
04	Tertiary- Diploma	
05	Tertiary- Degree	

1.7 Income

01	Less than R1000	
02	R1001 – R3000	
03	R3001 – R5000	
04	R5001 – R8000	
05	R8001 – R10 000	
06	More than R10 000	

1.8 Race Group

01	White	
02	Black	
03	Indian	
04	Coloured	

SECTION: B

2. AWARENESS/USAGE/MARKETING

2.1 How did you become aware of the reserve?

01	Newspapers	
02	Magazine	
03	Television	
04	Radio	
05	Brochures	
06	Travel agents	
07	Friends	
08	Incidentally	
09	Other (specify)	

2.2 Did you visit the reserve before?

01	Yes	
02	No	

2.3 If you say **yes** to 2.2 above, how many times did you visit the reserve?

2.4 How long did you stay during this visit?

01	Once only	
02	A few times	
03	Many times	

01	A day	
02	A few days	
03	A week	
04	More than a week	

2.5 What was the purpose of your visit?

01	Picnic	
02	Trails/walks	
03	Experience wildlife	
04	Study/research	
05	Conference	
06	A place to spend the night	
07	Other (specify)	

2.6 Would you return to the reserve?

01	Yes	
02	No	
03	Don't know	

2.7 If you say **yes** to 2.6 above, state why.

2.8 If you say **no** to 2.6 above, state why.

2.9 What attractions at the reserve appealed to you?

01	Wildlife	
02	Picnic/Braai sites	
03	Dams/Fishing	
04	Bunkhouses	
05	Rondavels	
06	Conference	
07	Nature trails	
08	Scenery	
09	Other (specify)	

2.10 What is your opinion of the price of the entrance fee?

01	Expensive	
02	Reasonable	
03	Cheap	

2.11 What is your opinion of the price of the accommodation ?

01	Expensive	
02	Reasonable	
03	Cheap	

2.12 What is your opinion of the Community Upliftment Levy?

01	Absolutely essential to right the injustices of the past	
02	Necessary for development of local communities	
03	Not necessary, it is not our responsibility	
04	Ridiculous, why should we pay	

2.13 Did you have any problems/difficulties in finding the reserve?

01	Yes	
02	No	
03	Not Sure	

2.14 If you say **yes** to 2.13 above, state why.

01	Poor signage	
02	Not shown on map	
03	Were not given directions	
04	Road names/numbers not marked clearly	
05	Locals not aware of the location of the reserve	
06	Locals sent us off in the wrong direction	
07	Other (specify)	

2.15 Did you have any/difficulties in making a booking/reservation?

01	Yes	
02	No	

2.16 If you say **yes** to 2.15 above, state why.

01	Difficulty in obtaining telephone number/number not widely available	
02	Difficulty in making contact/poor telephones lines	
03	Language barrier/communication problem	
04	Reservations personnel poorly trained/lacked skills	
05	Racial discrimination/unfair treatment	
06	Other (specify)	

SECTION: C

RECREATIONAL NEEDS AND EXPECTATIONS

3.1 Did the reserve live up to your expectations?

01	Yes	
02	No	
03	Partly	

3.2 What is your opinion of the standards of the recreational facilities?

01	Very good	
02	Good	
03	Moderate	
04	Poor	
05	Very poor	

3.3 Are the recreational facilities adequate?

01	Yes	
02	No	
03	Partly	

3.4 What additional recreational facilities would you like to see at the reserve?

01	Camp sites		09	Education center	
02	Swimming pool		10	Pony/Horse rides	
03	Children's play ground		11	View sites	
04	Game room		12	Car parks	
05	Bicycle hire		13	Caravan parks	
06	Restaurant		14	Row boats	
07	Tuck shop		15	Log cabins	
08	Arts and Crafts stalls		16	Other (specify)	

3.5 What is your opinion of the reception and service received?

01	Excellent	
02	Very good	
03	Good	
04	Average	
05	Unsatisfactory	

3.6 How can the reception and service be improved?

3.7 What is your opinion of the housekeeping and maintenance staff?

01	Excellent	
02	Very good	
03	Good	
04	Average	
05	Unsatisfactory	

3.8 What is your opinion of the housekeeping and maintenance service be improved?

3.9 What is your opinion of the accommodating?

01	Excellent	
02	Very good	
03	Good	
04	Average	
05	Unsatisfactory	

3.10 How can the accommodating facilities be improved?

3.11 What is your opinion of the wildlife the reserve?

01	Excellent	
02	Very good	
03	Good	
04	Average	
05	Unsatisfactory	

3.12 How can the wildlife experience be improved?

3.13 What is your opinion of the management staff and the way the reserve is managed?

01	Excellent	
02	Very good	
03	Good	
04	Average	
05	Unsatisfactory	

3.14 How can the management at the reserve be improved?

Thank you for your co-operation.

APPENDIX - C

QUESTIONNAIRE TO THE PRIVATE SECTOR

SECTION: A

1. PRIVATE SECTOR INVOLVEMENT IN THE RESERVE

1.1 Is your organization/company aware of the existence of the reserve?

01	Yes	
02	No	
03	Don't know	

1.2 Has your organization/company visited or used the reserve for social functions, conferences, meetings, seminars or for any other purpose?

01	Yes	
02	No	
03	Don't know	

1.3 Is your organization/ company involved with the reserve in any way?

01	Yes	
02	No	
03	Don't know	

1.4 If you say yes to 1.3 above, state your organization's/ company's involvement with the reserve.

1.5 Has your organization assisted the reserve in any way?

01	Yes	
02	No	
03	Don't know	

1.6 If you say yes to 1.5 above, state the nature of your assistance.

1.7 Would your organization/company consider assisting the reserve in its development and promoting programme?

01	Yes	
02	No	
03	Don't know	

1.8 What kind of assistance can your organization/company offer the reserve?

01	Sponsorships	
02	Donations	
03	Provide service	
04	Provide advice	
05	Promote the reserve	
06	Other (specify)	

1.9 Do you agree that in order to promote tourism in the reserve and the area in general, there needs to be partnership between local business and the reserve?

01	Yes	
02	No	
03	Don't know	

1.10 What role can your organization/company play in this partnership?

APPENDIX - D

QUESTIONNAIRE TO OFFICIALS OF THE RESERVE

5.1 How would you describe your relationship with the neighbouring tribal community?

5.2 Do you consult with communities forums to discuss issues concerning the management of your resort?

5.3 In what way do you involve the community in the management of the reserve?

5.4 What benefits does the reserve offer to rural communities?

5.5 Do you regularly consult with the rural community on issues that may affect them?

5.6 What employment opportunities does the reserve offer to the rural communities?

5.7 What opportunities have you created for the rural communities to share in the natural resources of the reserve?

5.8 Have the rural communities been given the opportunity to conduct tourism related business on the reserve?

5.9 In order to promote the reserve, it is advisable to have culturally related stalls and markets and enterprises. What are your views?

5.10 How do you approach the problem of poaching of animals and medicinal plants?

5.11 In what way can poaching of animals and medicinal plants be controlled in the best interest of both the nature conservationist and the rural community?

5.12 In your views, what factors would limit the promotion of ecotourism at the reserve?

APPENDIX – E

**University of
Zululand:**

**DEPT. OF RECREATION
& TOURISM**



Private Bag X1001

**KwaDlangezwa 3886
South Africa**

2 6719

Fax: 035-902 6073

Ref:

22 June 2007

To whom it may concern

Dear Sir /Madam

RE: REQUEST TO CONDUCT RESEARCH

Mr KK Padayachee is a part-time student at the University of Zululand doing a degree of Masters in Recreation and Tourism [MRT]. The attached questionnaire is part of his research project seeking to establish how stakeholders view their participation as well as the provision and utilization of tourism facilities and activities at the Vernon Crookes Nature Reserve. The title of the research project is:

***The Development and Promotion of a Tourism Delivery
Strategy at the Vernon Crookes Nature Reserve***

This research is undertaken mainly for academics 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 among local communities in KwaZulu-Natal as a whole.

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

Your assistance in this regard will be highly appreciated.

Yours faithfully

L.M Magi (Prof.)

Professor: MRT-PDRT Programme
Department of Recreation and Tourism
University of Zululand

cc. Mr K.K. Padayachee (Researcher)