

**THE ROLE OF TOURISM IN POVERTY ALLEVIATION AT  
SEDIBENG DISTRICT MUNICIPALITY**

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## **DECLARATION**

I, **Fusi Amelia Msibi**, solemnly declare that this work is original and the result of my own labour. It has never, on any previous occasion, been presented in part or whole to any institution or Board for the award of any Degree.

I further declare that all information used and quoted has been duly acknowledged by complete reference.

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## **ABSTRACT**

Local Authorities have a duty to promote the economic, social and environmental well-being of their communities. The study deals with the promotion of community involvement and other stakeholders by municipality in ensuring the tourism sustainability.

The objectives of this research are to explain the theoretical analysis of the concepts: tourism and poverty alleviation; mechanisms and procedures to be used to encourage community participation in making tourism economically viable around Sedibeng District Municipality; results in economic benefits to business and host community and management of available resources and procedures.

A random sample of thirty participants took part in the study. A questionnaire was used as research instrument for data gathering from the participants. Literature study was utilized to support the empirical research and to check implementation of legislation and regulations, regarding tourism management.

It was discovered that municipalities may not be so capable of effectively addressing the role that tourism can play in poverty alleviation. As such, it is recommended that local government's existing mechanisms, resources and systems to manage tourism be reviewed to help promote a sustainable training programme.

## **LIST OF CONCEPTS (ABBREVIATIONS)**

1. **SDM** – Sedibeng District Municipality
2. **GDP** – Gross Domestic Products
3. **GGDS** – Gauteng Growth and Development Strategy
4. **SMMEs** – Small Micro and Medium Enterprises
5. **BEE** – Black and Economic Empowerment
6. **ELM** – Emfuleni Local Municipality
7. **IDPs** – Integrated Development Programmes
8. **RSA** – Republic of South Africa
9. **GTA** – Gauteng Tourism Authority
10. **UNWTO** - United Nations World Tourism Organization
11. **WDR** - World Development Report
12. **LED** – Local Economic Development
13. **LDCs** – Least Developed Countries
14. **DEAT** – Department of Environmental Affairs and Tourism
15. **WTO** – World Tourism Organization
16. **PPT** – Pro-Poor Tourism
17. **SMSTEs** – Small and Medium-Sized Tourism Enterprises
18. **MSA** – Municipal Systems Act
19. **MTS** – Municipal Tourism Sector
20. **TEP** – Tourism Enterprise Partnership
21. **TGCSA** – Tourism Grading Council of South Africa
22. **MICE** – Meetings, Incentives, Conferences and Events
23. **MTGS** – Marketing Tourism growth Strategy
24. **VFR** – Visiting Friends and Relatives
25. **GCP** – Global Competitiveness Programme
26. **TBCSA** – Tourism Business Council of South Africa
27. **TGS** – Tourism Growth Strategy

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## **CHAPTER ONE**

### **ORIENTATION AND PROBLEM STATEMENT**

**KEY WORDS:** Sedibeng District Municipality, tourism, poverty, economic development, sustainable tourism development, Gauteng Growth and Development Strategies.

#### **1.1. INTRODUCTION**

This introductory chapter provides the orientation and background to the study. The problem statement, hypothesis, research questions and objectives for the study are also outlined. Further, the methods for the research, that is, literature review and empirical research are described.

#### **1.2. ORIENTATION AND BACKGROUND TO STUDY**

A glance into Budlenders *et al.*, (2008:5) indicates that tourism has to do with voluntary and momentary movement of people inspired by a plethora of interrelated phenomena and experiences arising from the travel and stay, in destinations outside the places in which they reside and work; insofar as they do not lead to permanent residence and are not connected with any earning activity. Different kinds of tourism have been identified as; community based tourism, all inclusive tourism, mass tourism, eco-tourism, responsible tourism, sustainable tourism and pro-poor tourism (Bennet *et al.*, 1999: 44). Experts in tourism define tourism in terms of particular activities selected by variety (Dieke, 2003:287; Poria *et al.*, 2003:239, 247). From these definitions it is evident that tourism involves the following:

- Human activities concerned solely with aspects of daily life outside the normal routines of work and social commitments;
- Physical movement to and from the destination;
- Activities engaged in during the stay at the destination;
- Use of resources and facilities provided to cater for the needs of tourists (Bull, 1995:1; Mathieson & Wall, 1982:17).

The significance of defining poverty alleviation is by understanding the basis of poverty and determining an appropriate point of intrusion in the sadistic circle of poverty. Budlenders *et al.*, (2008:21) define primary causes of poverty as:

- A shortage of income and assets to attain basic necessities such as food, shelter, clothing and tolerable levels of health and education.
- A sense of being helpless and unheard in a variety of social institutions. These include circumstances where the poor are faced with cruel treatment, lack of safety, intimidation and lack of respect from public institutions.
- Susceptibility to unpleasant shocks or hazards and the inability to quickly cope and recover economically, physically, socially and emotionally.

These aspects suggest that poverty relegates a human being to a subhuman situation of helplessness. Tourism comes to the purview considering that scholars have since, widely accepted that tourism boosts economic development by enhancing Gross Domestic Products (GDP), tax revenue, service charge and export earnings (Lea, 1988; Moyo, 2010: 303). This is a result of an assumption that increase on incoming tourists will affect a drop down benefit of poor people (Rogerson, 2006: 56).

### **1.3. PROBLEM STATEMENT**

The Sedibeng District Municipality (SDM) comprises three local municipalities:

- Emfuleni Local Municipality, Lesedi Local Municipality and Midvaal Local Municipality

Keeping in line with the national agenda of a developmental state (Edigheji, 2010:10; Maphunye, 2009:33), the Sedibeng District Municipality's crucial role is to be a developmental municipality. This refers to a municipality that continuously seeks to improve the quality of life for its residents towards a sustainable financial and economic viability; creating a conducive environment for local economic development (RSA, 1998:45).

Wilkins *et al.*, (2007:34) indicate that SDM has got the potential of natural as well as manmade tourism infrastructure. Wilkins *et al.*, a further concern, is that the municipality is

rated lowest as far as influx of tourists is concerned, thus unable to meet the criteria for increasing economic growth and to reduce unemployment levels as outlined by Gauteng Growth and Development Strategy (GGDS). In addition, SDM is unable to provide measurable support to Small Micro Medium Enterprises (SMMEs) and ensuring that 80% of procurement spent is done through broad based Black and Economic Empowerment companies (ELM, 2009). There is a significant number of barriers to effectively using tourism development as a tool for poverty alleviation in SDM (Aliber, 2004:7).

#### **1.4. HYPOTHESIS**

The following statement has been drawn as a central theoretical statement of this study:

The lack of tourism infrastructure in Sedibeng Municipality District is a major inhibiting factor to poverty alleviation initiatives and exposure of the area to domestic and international tourism industry.

#### **1.5. RESEARCH QUESTIONS**

With regard to the problem statement, the following research questions are posed for the study:

- What is meant by tourism and poverty alleviation?
- What processes and systems exist at Sedibeng District Municipality for the development of viable tourism activities?
- What are the indicators of tourism success or failure at Sedibeng District Municipality?
- What recommendations can be offered to improve and add value to tourism development in alleviation of poverty in Sedibeng District Municipality?

#### **1.6. RESEARCH OBJECTIVES**

Objectives for the study are stated as follows:

- To give a theoretical analysis of the concepts tourism and poverty alleviation
- To describe an overview of the systems and processes that exists for tourism development in Sedibeng District Municipality.

- To conduct research into the success or failures of tourism at Sedibeng District Municipality and the inhibiting factors to the poverty alleviation initiatives.
- To offer recommendations that may add value to tourism development and poverty alleviation in Sedibeng District Municipality.

## **1.7. RESEARCH METHODS**

The search for answers to these research questions and to realize the objectives identified in this study, the following methods for research were undertaken.

### **1.7.1. Literature study**

A diversity of literature (books, journals, internet sources, policies and statutes) were consulted to provide and support a theoretical foundation on the role of tourism at local government in fighting poverty.

### **1.7.2. Empirical survey**

Cognisant of the role of local government in creating an enabling environment for all role players to flourish, De Visser (2005:103) emphasised the significance of Integrated Development Plans (IDP) as the cornerstone of any municipality's developmental activities and further argued that it is not the role of local government to create jobs. Then it can be accept that the local sphere of government has to ensure that there is a conducive climate for 'job opportunities' to ensue. The purpose of the empirical survey for the study is to determine the extent to which IDPs at Sedibeng District Municipality lead to the promotion of tourism infrastructures, poverty alleviation and job creation.

The research instrument used in the study was the questionnaire; and the approaches were both questionnaire completion and personal interviews. The sample population is 35 respondents consisting of:

- Economic development and tourism managers of three local municipalities (3);
- IDP Managers of the three municipalities (3);
- Chief Financial Officers of the three municipalities (3);

- Three ward committee members from each of the three local municipalities to determine their views on municipality relationship with communities as far as tourism activities are concerned (9);
- Public Relations Managers of Emerald Casino and Hotel, Riverside Sun International Hotel and Riviera on Vaal Hotel and Country club – the reason being the hotels' involvement in tourism development and accessibility to tourists influx (3);
- Five managers of any other tourism attractions in Sedibeng District Municipality (5) from different tourism dimensions; and
- Ten tourists (10).

## **1.8. PRELIMINARY CHAPTERS**

Chapter One: An introduction to the study.

Chapter Two: A theoretical exposition as well as the strategy for poverty alleviation.

Chapter Three: The chapter explores tourism attractions and practices in Sedibeng District Municipality and Gauteng.

Chapter Four: Evaluation of tourism as poverty alleviation initiative in the Sedibeng District Municipality.

Chapter Five: The chapter presents findings, Conclusion and Recommendations for further research.



## **CHAPTER TWO**

### **THE CONCEPT OF TOURISM AS A STRATEGY FOR POVERTY ALLEVIATION**

#### **2.1. INTRODUCTION**

This chapter determines the theoretical framework of study and explores the concept of tourism as the strategy for poverty alleviation within the Sedibeng district municipal area. Further evidence is presented concerning the contribution that tourism can make to alleviate poverty as well as sustainable ways to improve the quality of life through local economic, social, and environmental development (RSA, 1998:45).

The political implications on the success of tourism were very well manifest during the course of the first South African democratic elections held in April 1994; these were both positive and negative impacts on the South African tourism industry. Bennett (2000:183) points out that although many foreign tourists avoided the country at the height of the elections; thousands of international journalists and observers injected millions of rands into the local tourism industry and it was hard to find a hotel room or rented car in Johannesburg and the vicinity at the time. Since the 1994 democratic elections in South Africa, there has been a commitment to develop tourism at policy level wherein many provincial and local authorities have embarked on preparing tourism strategies for their areas of jurisdiction, a paradigm shift erstwhile recommended in the planning and management of tourism at local level (Lea, 1988:75). It is evident that previously, legal frameworks for municipal spatial planning did not make provision for the approval of 'tourism plans' as statutory plans; in many cases, the lack of legal status delayed the implementation of recommendations (GTA, 2006:1).

A theoretical exposition of the concepts tourism and poverty alleviation is presented in the next section.

#### **2.2. DEFINITION OF TOURISM**

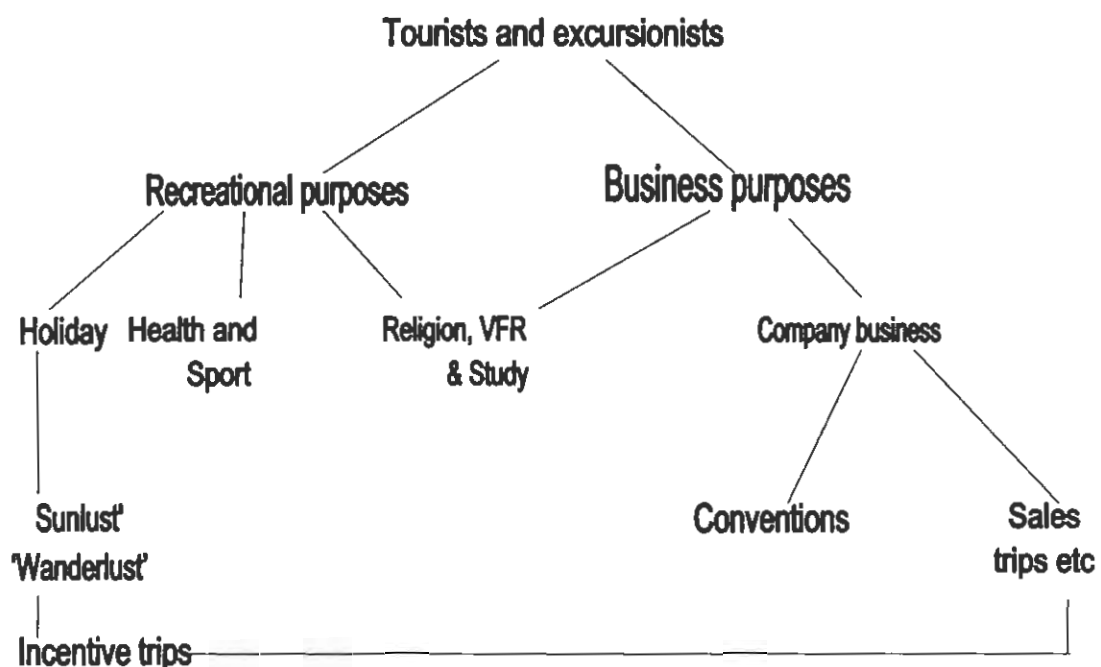
Tourism is a recent invention, the word was unknown in the English language at least before 1800, and increasingly came to common usage in the last 150 years with somewhat suspect

meaning; describing group travel of the cheaper kind bearing an insular dislike of strangers and foreigners (Enzensberger, 1958). In contrast the words travel and traveller were respected, reflecting the quality of the earlier travellers who were associated with the rich, educated, or aristocratic and society leaders (Lea, 1988:4). Thus travel for recreation and as an enjoyable activity was a relatively new concept likened to a luxury and a new sort of religion (Mathieson & Wall, 1982:1; Lea, 1988:26). The expansion of tourism with the growth in population and wealth in the eighteenth century was stimulated by the classic determinants of demand – leisure time, time and interest – or what is now termed consumer preference (Leonard *et.al* 1997:11; Lea, 1988:23). A generally accepted definition for statistical purposes classifies visitors into:

- Tourists: visiting for a period of more than 24hrs for leisure or business purposes
- Excursionist: temporary visitor staying in a country for less than 24hrs for the same purposes (Bull, 1995:2)

Bull further indicates that, in addition there is reference to international and domestic tourists to justify scholars' inability to determine how far a person must travel away from home to be regarded as a tourist or an excursionist. This study maintains that the following typology of tourists and purpose of travelling stand at the core whenever a definition of tourism has to be presented.

**Figure 1: Types of tourists by purpose of travel** (Bull, 1995:12)

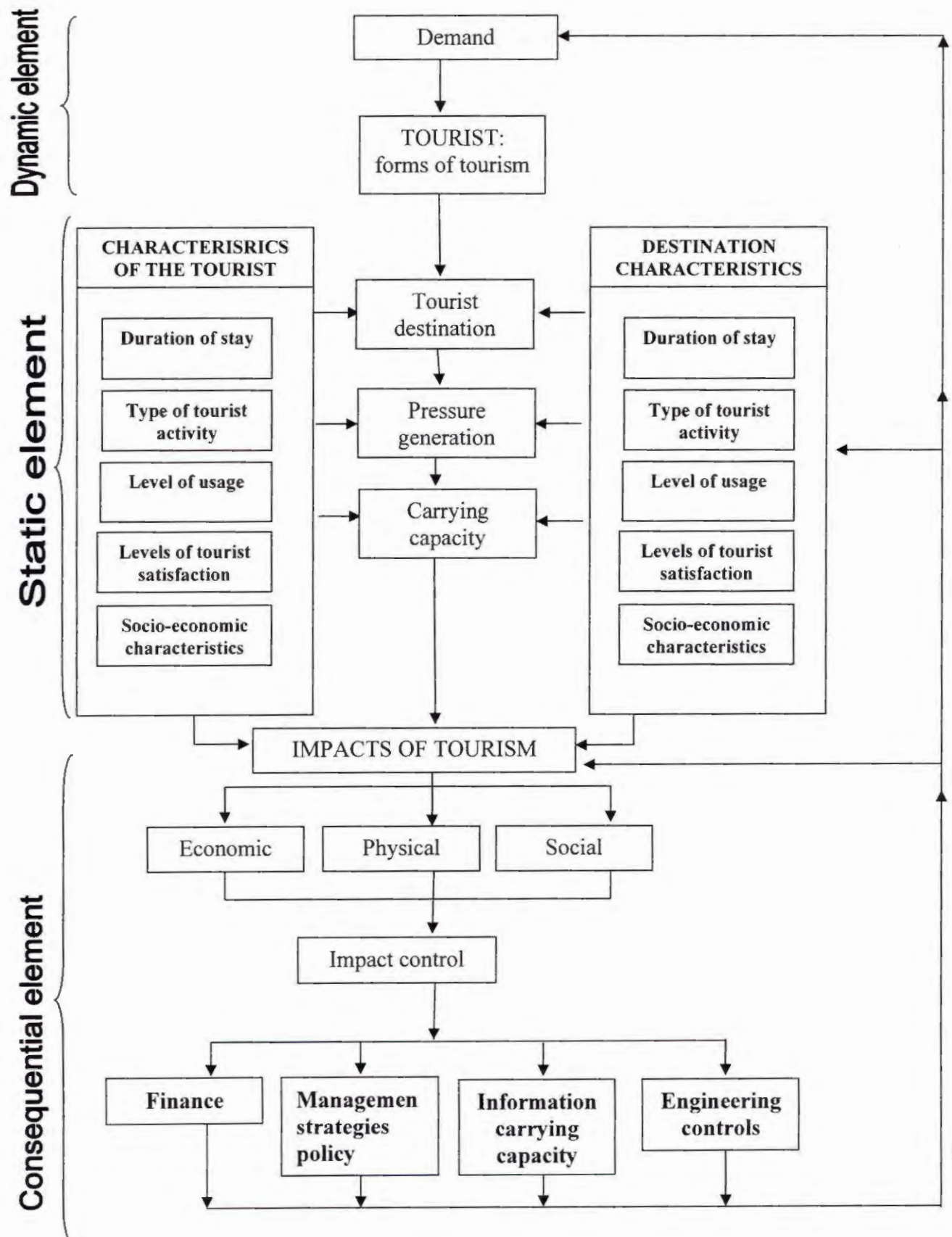


Initial definitions of tourism posit that it is a temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Mathieson & Wall, 1982:1). The United Nations World Tourism Organization (2004: 34) defines tourism as a total of operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or a region. This is close to Keyser's (2002:23) definition of tourism as a geographical activity that is inspired by the economic forces of supply and demands. Deducing from these definitions, an inclusion of the 'facilities' confirms the significance of tangible products (goods) and services (social, health, financial, and technological) in tourism and for a pleasant experience to a tourist. In tourism development, planning and management, it is therefore, useful to distinguish between two types of business presented by Bennett (2000:6) viz: business that would not survive without tourism, such as hotels, airlines, travel agencies, tour operators, holiday resorts and national parks, and businesses which could survive without tourism, but probably in a rather diminished form, for instance, restaurants, taxis, local museums and hairdressers.

A rather fascinating observation by Keyser (2002:11) points out misconceptions associated with defining tourism; such as 'tourism is a leisure activity, or tourism is mainly international, and thought that most tourists travel by air'. On the other hand Bull (1995:3) shows that role players in the tourism sector provide, transport, accommodation and entertainment, as their products- none authoritatively attest to provide tourism as a product. As a result, this study submits in consort with Saayman (2001: 55) and Bull (1995:1) that tourism is not a phenomenon neither is it a simple set of industries. It is a total human activity which encompasses human behaviour, use of resources, and interaction with other people and communities, as well as government systems, in the process of attracting, entertaining, transporting, and accommodating tourists, other definitions of tourism insinuate that the tourist travels to spend, this is confirmed by definition of tourism that classify a tourist as one who does not seek economic benefits or opportunities in touring destinations (Bull, 1995: 3). It puts the theme of this study into context with regard to the relationship of tourism and poverty alleviation and economic development in the Sedibeng District municipal area. Due to a lack of a single widely accepted definition of the concept 'tourism', for a better understanding; it is

proper to consider a conceptual framework of tourism adapted from Mathieson and Wall (1982:15)

Figure 2: A conceptual framework of Tourism (Mathieson & Wall, 1982: 87)



## **2.3. RATIONALE FOR POVERTY ALLEVIATION**

Brandon *et al.* (2001:22) defined alleviation as an activity of making pain less, or elimination of negative impact. The twentieth century saw a great deal of attention paid to the profiling of poverty, especially at the city-level. The pioneering work by researchers like Charles Booth in London and Seebohm Row tree in York at the turn of the 20<sup>th</sup> century made a longstanding contribution in the development of the concept of poverty (Sekatane, 2006:21). In the final decades of the twentieth century, the analysis of poverty in the countries of the South became a priority of many major institutions located in the North (Mokoena, 2004:14).

Mokoena (2004:15) gives the following reasons for the desire to eliminate poverty from society: Firstly, elimination of poverty leads to increased productivity. Increase in health, skills, education and mental alertness make for a healthy workforce. Secondly, the elimination of poverty would lead to desirably lower family sizes. Thirdly, poverty reduction leads to a healthier environment. Lastly, reduced poverty contributes to a healthy civil society, democracy and greater social stability. For these and other reasons, it is desirable that poverty is eradicated or at least alleviated.

### **2.3.1. Definition of poverty**

Poverty has been defined by Brandon *et al.* (2001:746) as a state of being poor, scarcity or lack of resources and inferiority by individuals or communities. A collective discourse about poverty trends concedes that poverty is typically the inability of individuals, households or entire communities to command sufficient resources to satisfy a socially acceptable minimum standard of living and closely associated with race in South Africa (Sekatane, 2006:1). The classification of poverty as a lack of resources and scarcity is welcomed in the context of SDM, considering that poverty is directly related to unemployment, social vulnerability, and environmental degradation (van Niekerk & van Niekerk, 2009:131; Breitenbach & Slabbert, 2008; Sekatane, 2006:1; Steyn, 2005:11) which makes the study of tourism and poverty alleviation most crucial. May (2000:5) points out that the perceptions of the poor themselves are a good source from which an appropriate conceptualization of poverty in South Africa can be derived. An inclusion of perceptions in defining poverty is on point, as a biblical adage puts; 'for as he thinketh in his heart, so is he...' (Proverbs 23:7).

This study adds that poverty is also a state of mind, Sekatane (2006:59, 64) points this fact as well. Just like other academic concepts, poverty is deprived of a generally accepted definition among scholars and policy analysts. Mokoena (2004:15) states that: "Any reasonable definition of poverty implies that significant numbers of people are living in intolerable circumstances where starvation is a constant threat, sickness is a familiar companion, and oppression is a fact of life." This approach raises some very fundamental issues with regard to poverty, namely lack of command over resources, vulnerability, insecurity, social exclusion and lack of participation. It is not uncommon to have definitions of poverty that link economic participation and material benefits in the case of South Africa, and the fact that the majority of the population is deprived remains a concern for local government institutions (ELM, 2010:3). Sekatane (2006:2) posits that this (*poverty*) is not just a state of affairs, but an unacceptable state of affairs. Most definitions of poverty contain these issues. Kanbur and Squire (1991:1) put that the definitions of poverty drives the choice of policies tends to determine the types and direction of actions aimed at reducing it.

Research has been made to provide explanations to the causes and consequences of poverty (Samad, 1994:35). There are South African causes of poverty related to national and local economic growth, inequality of income distribution and skills shortage for a competitive global market. Logic dictates that with overall economic growth there would be a consequent increase of income with a ripple effect of poverty reduction, South Africa proves otherwise given that with more people being more financially secure, more are drawn into a downward economic tumble into chained by excessive spending and debt (van Vuren *et al.*, 2008; Oldewage-Theron *et al.*, 2006:798). At the local level poverty manifests itself through the denial of opportunities in the form a healthy and creative life, poor access to good medical facilities, illiteracy, irregular income, informal employment, lack of land tenure for housing and lack of basic infrastructure (Maxwell, 1999). While at the national level it can be measured in terms of Gross Domestic Product (GDP), however conclusions about the definition and measuring of poverty should not be directed to one type of society (Laderchi *et al.*, 2003:3). It is disingenuous to estimate that the positive economic impacts accruing to the larger society make their way to the poor. To make a change in the circumstances of poverty, it is important to attack it at both the local, nationwide and worldwide levels (World Bank, 2000/2001).

## 2.4. REDUCING POVERTY THROUGH TOURISM

Brandon *et al.*, (2001:876) defines reduction as the action of making certain circumstances less or lower. The challenges of poverty especially in the developing world are receiving increasing attention on the global stage while chronically high poverty levels prevailing in the local municipality have helped to stimulate local municipalities to embark on an ambitious pro-poor development intervention (Bennet *et al.*, 1999). This is germane to the Local Economic Development (LED) policy adopted in local spheres of government in response to a fact that most local community members sell their labour and likewise spend most of their earnings outside their local community (van Zyl and Reynolds (2006) quoted by Breitenbach & Slabbert, 2008:153) A pro-poor tourism drive seeks to encourage sustainable development for impoverished people in the municipality in terms of its developmental local government mandate (Bhorat *et al.*, 2005:14). This will necessitate a poverty alleviation framework with increased emphasis on economic development along with promoting opportunities, facilitating empowerment and enhancing security (World Bank, 2000/2001). As a tool for poverty reduction the challenge that remains is to see how and where tourism can intervene in providing better opportunities, empowerment and security to the poor at the local level and boost economic growth at national and regional levels.

The following sections outline some of the steps which are currently being engaged in South African local municipalities to achieve the objective and provide further evidence of contribution that tourism can make to alleviate poverty and sustainable ways to meet local economic, social and environmental needs and improve the quality of lives.

### 2.4.1. Why is tourism important for poverty?

The concept 'importance' relates to the state of having great effect or consequence (Brandon *et al.*, 2001:776). When observing poverty-stricken locations in the world, and then observing tourism flows, two key points emerge: **Firstly**, the economic benefits brought by tourism are desirable and crucial in the economy of developing countries (Mathieson & Wall, 1982:40; Lea, 1988:97; Bull, 1995; Bennett, 2000; Keyser, 2002). Scholars widely recognise the contribution of investments in the tourism sector towards infrastructure development, this is sure to have massive benefits for the country and other services in formal economic sectors (Booyesen & Visser, 2010:368).

There is an indication that tourism receipts account for at least 10 per cent of export revenues of most developing countries (Bennet *et al.*, 1999:9). In 2001, international tourism receipts accruing to developing countries amounted to US\$ 142,306 million amid the forty-nine Least Developed Countries (LDCs), it is one the main sources of foreign exchange earnings. In a number of countries it's pivotal to their sustainable development strategy. For example, back in 1994 it was tourism that enabled Botswana to cease to be a LDC (Yunus, 2004:2). One might ask how foreign investment and economic development contributes to poverty alleviation. It is crucial to recognise that economic and poverty alleviation benefits in the tourism sector depend on how tourism is planned and managed (UNEP, 2011; Keyser, 2002:277). Although poverty elimination is on the international developmental agenda, it is not yet driving tourism interventions (Bennet *et al.*, 1999:2). This will have great relevance when investigating the role of tourism towards poverty alleviation in the SDM.

**Table 2.1: International tourism receipts, \$millions**

	1990	2001	1990-2001% change
<i>Low income countries</i>	10,970	16,709	52.3
<i>Lower middle income countries</i>	22,403	71,418	218.8
<i>Upper middle income countries</i>	21,710	54,168	149.5
<i>High income countries</i>	212,121	319,585	50.7
<i>World Total</i>	265,316	457,890	72.6

Source: World Bank 2003

**Secondly**, tourism is increasing more rapidly in developing countries than in already developed countries. For instance, tourism was estimated to have contributed about 5 percent to South Africa's GDP in 2000 and 8.2 percent in 2007, 8.4 percent in 2009 while expected to reach 12 percent in 2010 (Baumann, 2009; Appel, 2007; DEAT, 2001) and 10 percent for a world average. However, it is not just a question of market growth nor job creation that solves the challenge since a man with a job may still be poor. Some other reasons serve to explain why tourism is particularly well placed to meet the needs of the poor according to Yunus (2004:3). These include



- The fact that tourism is one of few industries in which many developing countries actually have a comparative advantage over developed countries in terms of cultural heritage, natural wildlife and climate.
- The actuality that tourism is a labour concentrated industry, which can create jobs for women and young people.
- Tourism is also an industry where entry barriers to establish new small business can be quite low, and;
- Leaving aside economics, it can bring non-material reimbursement such as pride in local culture and a sense of attraction of the surrounding natural environment in the eyes of local communities.

Having seen the advantages of tourism and looked at the international policy framework, a short set of overarching philosophies that should be kept in mind when seeking to address poverty through tourism can be recognized (Van Zyl & Mahony, 2001). It requires specific principles which when properly implemented, then the objective of using tourism as strategy for poverty alleviation will be reached.

- **Acting locally:** Creating an enabling environment for local destinations within the context of supportive and restrictive national policies.
- **Equitable distribution:** Ensuring that tourism development strategies focus on achieving a more equitable distribution of wealth and services – growth alone is not enough.
- **Partnership:** Developing partnerships between public and private sector bodies, with common aim of poverty alleviation.
- **Retention:** Reducing leakages from the income flow and building linkages for destinations. This puts emphasis on income localisation.
- **Empowerment:** Creating circumstances to empower and permit the poor to have access to information, to have influence and be able to take decisions.
- **Human rights:** Removing all forms of prejudice against people working, or seeking work in the tourism industry, particularly against women and youth.
- **Commitment:** Planning action and application of resources for the long term.

- **Monitoring:** Developing simple indicators and systems to measure the impact of tourism on poverty, maintaining sound financial discipline and assessing the viability of all actions taken and ensuring that sustainable tourism development is included in general poverty elimination programmes (Keyser, 2002:288; Bennet *et al.*, 1999:57; Bull, 1995:149, 189, 211).

## 2.5. SUSTAINABLE TOURISM

Sustainable tourism is defined as tourism that meets the needs of present tourists and hosts regions while protecting and enhancing opportunity for the future, with emphasis on managing all resources in such a way that economic, social and environmental needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (Zhao & Brent, 2007; UNWTO, 2004; 2009). Rather than being a product, it is an ethos that underpins all tourism activities. In terms of sustainable tourism, socio cultural and environmental shocks are not permanent nor are they irrevocable (Jamieson *et al.*, 2000:2). As such, it is vital to all aspects of tourism development and administration rather than being an add-on factor.

### 2.5.1. Principles of Sustainable Tourism

Jamieson *et al.*, (2004:3) defined sustainable principles as the establishment of a suitable balance between three dimensions of tourism and guaranteed long-term sustainability. Growing verification shows that an incorporated approach to tourism development and management is now necessary to achieve sustainable tourism. It is only since recently that there has been a growing recognition of the significance of bringing together the needs of traditional urban management (transport, land use planning, marketing, economic development, fire and safety) with the need to be well prepared for tourism (Jamieson *et al.*, 2000). Based on that it has been established that the most important principles of sustainable tourism development include:

- Tourism should be commenced with the assistance of broad-based community participation and the community should sustain control of tourism development,
- Tourism should provide valuable employment to its community residents and a connection between the local businesses and tourism should be established,

- A policy should be established for tourism at all levels – local, nationwide and worldwide – based on internationally accepted standards. Procedure for tourism operations, impact appraisal, examination of cumulative impacts , and limits to satisfactory change should be established,
- Education and training programmes to advance and administer heritage and natural resources should be established (Zhao & Brent, 2007; Bennet et al, 1999).

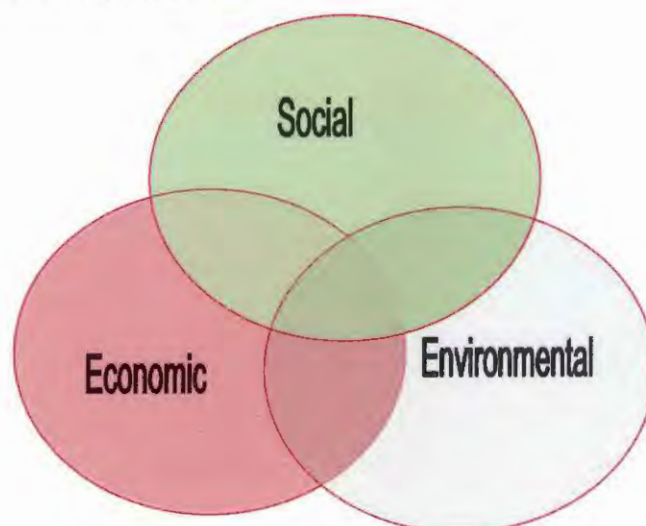
Based on these it is clear that sustainable tourism refers to a level of tourism activity that can be maintained over long-term because it results in net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

## 2.6. THREE DIMENSIONS OF TOURISM

According to Brandford *et al.*, (2001:257) dimension is defined as measurable extent. Of essence, is the collection of information on the integration of economic, social and environmental impact of tourism for the purposes of evaluating the extent to which tourism can be used as the strategy to ensure that the reduction of poverty is managed on a sustainable basis (May, 2005:7).

The dimensions of tourism are as follows: Economic, Social, and Environmental impacts that should not be undermined or neglected in tourism management (Zhao & Brent, 2007:129).

**Figure 3: Dimensions of tourism**



### **2.6.1 Economic impact of Tourism**

Economic can be defined as the study of how individuals and societies choose to use the scarce resources that are available and previous generations have provided, this means that limited productive resources necessary to achieve maximum satisfaction must be efficiently used (Mohr *et al.*, 2008:23). According to Brandon *et al.*, (2001:247) impact can be defined as effect of sudden forcible contact between two solid bodies, strong effect or impression. Economic impact of tourism manifest in different levels of policy implementation, these are as follows:

#### **2.6.1.1. Pro-poor tourism**

Jamieson *et al.*, (2004:3) point out that Pro-Poor Tourism (PPT) is neither a specific tourism product nor is it a sector, it is a general approach intended to release opportunities for the poor. Further, development economists and policy makers use language of pro-poor to differentiate between economic developments in general and the forms of economic development which impact positively on the lives of poor people and which enable them to rise out of poverty (van Zyl & Mahony, 2001:20). It refers to interventions which particularly focus on alleviating poverty – which moved further than “trickledown” theory and produces many benefits for the poor (Jamieson *et al.*, 2004:3).

Authors further stated that tourism is pro-poor if it provides: Economic gain through the creation of full or part-time employment or development of SMME opportunities, investment in infrastructure stimulated by tourism, direct sales of goods and services to visitors by poor, tax or levy on tourism income (Jamieson *et al.*, 2004:3; Bennet, 1999: 15).

#### **2.6.1.2. Tourism as an employment creation**

Alan (2006:484) defines employment as the condition of having a paid job. Tourism is a more diverse industry than many others. It has prospective to sustain other economic activities, both through providing flexible, part-time jobs that can balance other employment options, and through creating income throughout a multifaceted chain of goods and services (Hall *et al.*, 2007:167). The employment of the poor in tourism enterprises can occur in small as well as large enterprises in rural and urban areas. A challenge can be identifying the poor, but



policies that encourage the employment of local people are more likely to open up opportunities for the poor. The advantage of addressing poverty through existing tourism enterprises is that it enables the poor to benefit from the entrepreneurial skills and market access of others, and can potentially reach quite large numbers of people (Hall *et al.*, 2007:168).

According to Jamieson *et al.*, (2004:14) issues that need to be addressed in order to secure potential advantages for the poor through tourism employment include:

- Providing part-time work, giving poor people the ability to also attend to other commitments, and also helping in this way to reach more people.
- Addressing the entire question of where and how job opportunities are endorsed.
- Observing seasonality issues and the need to supply more year round opportunities.
- The choice of location of new developments – making it accessible to poor communities who could supply a pool of labour.

By having proper contracts and fair pay conditions, employment can be created through tourism.

#### **2.6.1.3. Employment strategy**

Strategy is defined as a planned series of actions for achieving something such as the government's long-term economic strategy (Saville, 2007:1528). Tourism is a leading sector in the employment of women and young people more than other industries. Provision of economic benefits and sovereignty to women is very imperative in terms of supporting child development and breaking the cycle of poverty (World Tourism Organization Report. 2004). Employment is most likely affected by seasonal demand, although the challenge of seasonal demand and low skilled jobs is a legitimate area for policy consideration; seasonality can be regarded as a marketing problem (Jolliffe & Farnsworth, 2006:51; UNWTO. 2004).

The question of low-skilled jobs is no different in tourism from where it exists in other sectors. In many tourism areas there may be no other job opportunities. However, there is a growing number of highly skilled and well-paid jobs in, for example, large multinational companies, new technology, aviation, and in the marketing of tourism resources and attractions (Bennet, 1999:30). Every productive sector will have a hierarchy of jobs. The real challenge in tourism

is to ensure that nationals can progress up to that hierarchy of employment (van Zyl & Mahony, 2001:4). This again is a policy area, but policies cannot be developed without data to provide a profile of jobs. This profile will help to identify needed skills and where and how the skills might be developed (Leonard *et al.*, 1997:73).

In an international sector like tourism, it is not simply a matter of job creation, but also the availability of qualified persons to take up these jobs. To the tourism planner, job creation is a quantitative factor; to the tourism manager, the concern is likely to be more qualitative. Both aspects are interdependent. So in considering employment in tourism one is concerned with quantitative and qualitative aspects. Interdependent qualitative and quantitative aspects both to the tourism planner and the tourism manager have an influence on perceptions towards job creation or employment; hence the area of human resource planning is one of growing significances in tourism (Leonard *et al.*, 1997:74).

#### **2.6.1.4. Small and Medium-Sized Tourism Enterprises**

Small and Medium-Sized Tourism Enterprise (SMSEs) can be defined as the process of supporting community based establishments in the tourism sector owned by the poor, and Government should support the idea (Jamieson *et al.*, 2004:13). Policies should be designed to assist the poor in the development of enterprises or in some cases support the development of an enterprise with employment of the poor as its central focus (Bennet *et al.* 1999:28). Jamieson *et al.*, (2004:12) mention few examples of SMSEs that can be created as follows: guiding enterprises, bicycle rental operations, small restaurants, retail operations meeting the diverse needs of the tourists, creation of small transportation outfits and providing accommodation. The accommodation industry provides several opportunities for the reduction of poverty. Originally development can be in the form of a home stay where a portion of lodging is converted to meet the accommodation needs of tourists. This can be expanded possibly into a stand-alone inn or lodge (Leonard *et al.*, 2007:75).

Yunus (2004:111) reports that "what is required is micro-credit funds to be used by informal sectors". This is about assisting poor communities to develop something for a long term, and about placing power and control in their hands to limit the challenges of:

- Access to resources,

- Attainment of skills, self-assurance and motivation,
- Property rights and legal acknowledgment, and especially
- Securing of access to tourism markets.

Based on these four items, the process of accessing basic capital can be possible.

#### **2.6.1.5. Direct sales of goods and services to visitors by the poor**

Goods and services are all about the informal economy, and include stalls selling food and handicrafts, pottering, some forms of transport, and informal accommodation. The informal sector is hugely important in many developing countries and this can be one of the most direct ways of getting visitor spending into the hands of the poor (Yunus, 2004: 145). However to avoid chaotic trading conditions and oversupply, the following procedural measures as seen in Jolliffe and Farnsworth (2006: 44) are to be applied:

- Provision of some form of order and quality control, which may include licensing,
- Giving some guarantee to visitors as potential purchasers. However, it is still important to maintain the effortless access to such trading by poor people which is the main advantage of the informal economy. It will of course depend on the application of these procedural measures to attain proper systems.

#### **2.6.1.6. Investment in infrastructure stimulated by tourism**

Infrastructure refers to the provision of roads, energy supplies, sanitation, clean water and telecommunications, on the back of tourism investment UNWTO (2004:12) has also stated that careful planning on such infrastructure can also bring net positive benefits to the locality, by providing them with basic services, broadening the range of options for enterprise development; and opening up new or faster routes to access markets. Ensuring that new tourism development is not overriding resources at the expense of local communities but rather giving them the opportunity to gain new access to them, is the main challenge (van Zyl & Mahony, 2001:3; RSA, 1998). The approach should include:

- Involving local communities in tourism planning in their area at an early stage.
- Profiling tourism in infrastructure development programmes, nationally and locally.

- Using planning gain and regulations to derive community benefits from developments.
- Introducing simple processes of quality control.
- Creative, practical and feasible product development and marketing.

These are all about curbing challenges that delay tourism development (Bennet, 1999:34).

#### **2.6.1.7 Tax or levy on tourism income**

Tax or levy is about the revenue earned by national or local government from tourism that can be used for the alleviation of poverty. National exchequer income derived from tourism can be acquired in a number of ways, including general income, business and development taxes, and more specific tourism-related charges such as airport taxes, bed taxes and visa fees. The extent to which state revenue earned in this way is put towards poverty alleviation will depend on national priorities and programmes. New and existent international agreements in many countries allowing debt relief to be negotiated in return for poverty reduction strategies should strengthen this process (Yunus, 2004: 5).

Taxes and levies can also be raised locally, and used within local communities. This may be achieved through local license fees, charges on development or a revenue charge such as a levy on bed nights. Where income is earned from admission to a state facility, such as a national park, a proportion can be used for community benefit or local poverty reduction projects. At local level there is a chance for transparency, with local communities themselves having a greater say in how money raised will be used. Also, it is possible for local enterprises and visitors to be made more aware of this as well. This can enhance the tourist's image of the destination (World Bank: 2003).

#### **2.6.2. Social impact of tourism**

Social relates to human society and its organization or the quality of people's lives incorporated in the world culture (Muller *et. al.*, 2007:47; Mowforth *et al.*, 1998:113). There is now a well-developed literature on social and cultural impacts of tourism. Many research studies are highly specific, and may therefore be of more academic interest rather than of relevance to policymakers. However, experience in many different countries does constitute general phenomena relating to tourism. In many cases, the regularity with which these



phenomena are reported allows policymakers to anticipate certain social and cultural impacts from future planned development of tourism (Leonard *et al.*, 1997:76).

#### **2.6.2.1. Social and cultural sustainability**

Social sustainability refers to the ability of community, whether local or national, to absorb inputs, such as extra people, for short or long periods of time, and to continue functioning either without the creation of social disharmony as a result of these inputs or by adapting its functions and relationships so that the harmony created can be alleviated or mitigated (Mowforth *et al.*, 1998:107).

The relationships within the society, the mores of interaction, the styles of life, the customs and traditions are all subject to change through the introduction of visitors with different habits, styles, customs and means of exchange (Mowforth *et al.*, 1998). Even if the society survives, its culture may be irreversibly altered. Culture of course is dynamic, a feature of human life as society or economy; so the processes of cultural adaptation and a change are not assumed by all cases to be a negative effect, but cultural sustainability refers to the ability of people or a person to retain or adapt elements of their culture which differentiate them from other people (Muller *et al.*, 2007:50). Cultural influences from even a small influx of tourists are inevitable and may be insidious but the control of the most harmful effects, emphasis on the responsible behaviour of the tourist, and the prevention of distortion of local culture might be assumed to be essential elements of sustainable tourism (Mowforth *et al.*, 1998:109).

#### **2.6.2.2. The positive social impact of tourism**

According to Saville (2006) positive is defined as a quality or feature that is good or useful. Tourism tends to be localized and therefore impacts tend to be localized initially. Whether impacts cause changes, and whether these changes spread through society, will be influenced by wide range of factors such as the size of the country, general spread of tourism activity, and basic cultural and religious strengths. Leonard *et al.*, (1997:78) further states that social and cultural impacts are essentially qualitative rather than quantitative judgments; it is a difficult area to analyze. For example, Seychelles has established a growth limit of 4000 bed spaces in its tourism sector development plan. Why is it 4000 rather than 5000 or perhaps even 3000? To some extent the capacity limit is determined by individual locations and the

availability of infrastructure; but there is also a strong but indeterminate notion of the possibility of overcrowding in some locations.

Leonard *et al.*, (1997:80) state that tourism accentuates the values of a society which gives growing importance to leisure and relaxation, activities which demand a high quality environment. Tourism contributes to the rebirth of local arts and crafts and of traditional cultural activities in a protected natural environment and it may even offer a way to revive the social and cultural life of the local population, thus reinforcing the resident community, encouraging contacts within the country, attracting young people and favouring local activities (Lea, 1988:51; Bennett, 2000:373). Often language and religion constitute no barriers to travel or communication.

Huntley *et al.*, (1989:23) point out possible positive impacts of tourism as follows:

- Developing positive attitudes towards each other by learning about each other's culture and customs. Tourism may become the guarantor of the maintenance of certain original traditions which attract the holidaymaker.
- Reducing negative perceptions, stereotypes and developing friendship
- Increasing pride, tolerance, appreciation, respect and understanding for one another's culture: the behavioural patterns of visitors must be satisfactory or tolerable to the host community. The flexibility of host community to accept is prone to numerous qualitative restrictions: socio professional structure of the local population; level of education and familiarity of tourism; standard of living; and strength of existing culture and institution. What is needed is acknowledgment that the local population is a part of the cultural heritage which is worthy protection as much as other characteristics of the tourist destination, e.g. the environment.
- Increasing self-esteem of hosts and tourists, tourism may renew local architectural traditions, on the conditions that regional peculiarities, the ancestral heritage and cultural environment are respected. It may also serve as a springboard for the revival of urban areas.

### **2.6.2.3. Negative social impact of tourism**

According to Saville (2006:1020) negative is defined as the state of being harmful, unpleasant or not wanted. Social impact on local community depends on presentation of culture to tourists and its preservation; it can also dilute or even destroy it. Bennett, (2000:373) indicates that the tourist's behaviour is essential in determining the social impact of tourism in a locality; the point is to promote tourism in the region so that it would give respect for local tradition and culture (Gupta, 2007:111). Tourism is an industry dominated by private enterprise with a purpose of making money by selling experiences. Market-led has a tendency to forget social and cultural impacts— many of which seem insignificant but detract from the quality of local residents. Intrusions on daily life, loss of privacy, sense of crowding which contribute to ill feelings towards tourism development (UNWTO. 2004).

### **2.6.3. Environmental impact of tourism**

Environment can be defined as the total set of circumstances that surround an individual or a community, including all the physical conditions such as air, water, gases and landforms which affect the growth and development of an individual or a community (Keyser, 2002:312). Therefore the environment should not only consider the earth's processes, resources and structures, but also the society (Keller, 1996:45). In its broadest definition, environment refers to the physical environment which comprises natural and built components. The natural environment is what exists from nature – climate and weather, water features, topography and soils, flora and fauna, – and the built environment is the man made physical structures, mainly all types of buildings and other structures (Mathieson & Wall,1982:93). However, it must be understood that in comprehensive environmental analysis, socio cultural and economic factors of the environment are included and, in fact, it is often difficult and undesirable to try to separate the socioeconomic and physical components of the environment (Leonard *et al.*, 1997:86).

#### **2.6.3.1. Raising environmental awareness**

Tourism has the potential to increase appreciation of the public in terms of their surroundings and to increase awareness of problems experienced through bringing people closer into contact with scenery and the environment. This encourages the awareness of the value of

nature and lead to environmentally conscious behaviour (Petra, 2002:15). The relationship between the environment and tourism is a very close one. Many features of environment are attractions and destinations for tourists (Lea, 1988:53). Tourist's facilities and infrastructure comprise one aspect of the built environment. Tourism development and use of an area generate environmental impacts. It is essential that these relationships be understood in order to plan, develop and manage the resources concerned properly (Lickorish *et al.*, 1997:86). Tourism can create pressure on local resources like energy, food and other raw materials that may already be in short supply (Botha *et al.*, 2006:78). Due to the recurring character of the industry, many destinations are ten times more populated in the high season as in the low season, a high demand is placed upon these resources to meet the high prospects tourists often have (James *et al.*, 2007:107)

#### **2.6.3.2. Protection and preservation**

According to Saville (2006:1225) protection can be defined as the state of being safe. The protection, enhancement and improvement of various components of man's environment are among the fundamental conditions for the harmonious development of tourism (Bennett, 2000:26). Likewise, coherent management of tourism may be a big contributing factor to a large extent of the protection and development of the physical environment and the cultural heritage, as well as to improving the quality of life (GTA, 2006; Lea, 1988:54).

Unrestrained conservative tourism poses potential threats to many of the natural areas around the world; it can put massive pressure on an area and impact on construction of general infrastructure (Petra, 2002:16). Tourism can help to justify and pay for conservation of nature parks, outdoor recreation and conservation areas as attractions which otherwise might be allowed to deteriorate ecologically (GTA, 2000; Keyser, 2002:333).

#### **2.6.3.3. Types of environmental impact**

Tourism can generate both positive and negative environmental impacts, depending on how well development is planned and controlled. The principal impacts are outlined below. They will not occur in one area their incidence depends on type and scale of tourism development and the environmental characteristics of the area (Bennett, 2000:126).

#### **2.6.3.3.1 Negative impacts of tourism**

Tourism, if not well planned and controlled, cannot improve the environment. The principle impacts are outlined below:

##### **a) Water pollution**

If a sewage outfall has been constructed into a nearby river but the sewage has not been properly treated, the effluent will pollute that water area or; or if a proper sewage disposable system has not been installed for a hotel, resort or other tourist facilities, there may be pollution of ground water from the sewage (Mathieson & Wall, 1982:103; Lea, 1988:56; Keyser, 2002:319). The SDM area is undoubtedly under serious water pollution challenges (SDM, 2010a:24)

##### **b) Air pollution**

Air pollution from tourism development can result from excessive vehicular traffic used by and for tourists in a particular area, especially at major tourist attraction sites (Keyser, 2002:321). This challenge is compounded by improperly maintained exhaust systems of the vehicles and large number of vehicles used to transport the tourists, cigarette smoke (Mathieson & Wall, 1982:104). Air pollution is also one aspect monitored by the SDM in order to ensure a safer environment for the people (SDM, 2010a:25)

##### **c) Noise pollution**

Noise generated by tourists vehicles and sometimes by certain types of tourist attractions may reach uncomfortable and irritating noise levels (SDM Tourism, 2009).

##### **d) Visual pollution**

Badly planned layout of tourist facilities, inadequate or inappropriate landscaping, excessive use of large and ugly advertising signs and poor maintenance of buildings and landscaping can result in an unattractive environment for both tourists and residents (SDM Tourism, 2009).

#### **e) Overcrowding and congestion**

Overcrowding by tourists, especially at popular tourist attractions, and vehicular congestions resulting from tourism generated environmental challenges, can lead to resentment on the part of the residents of an area and reduce the quality of the tourism experience (Lea, 1988:61; Keyser, 2002:324).

#### **f) Ecological disruption**

Several types of ecological problems can result from uncontrolled tourism. Examples are over-use of fragile natural environments by tourists leading to ecological damage; for example, killing or stunting the growth of vegetation in a park/conservation area by many tourists trampling through it (Mathieson & Wall, 1982:113).

#### **g) Environmental hazards**

Poor siting and engineering design of tourist facilities, as with any type of developments, can generate landslides, flooding and sedimentation of rivers (Tourism, 2009).

#### **h) Damage to historic and archaeological sites**

Overuse or misuse of environmentally fragile archaeological and historic sites can lead to damage of these features through excessive wear, vibration, vandalism and losing their original form through renovation (Keyser, 2002:331).

#### **i) Improper waste disposal**

Littering of debris on the landscape is a common problem in tourism areas because of the large number of people using the area and the kinds of activities they engage in. Improper disposal of solid waste from resorts and hotels can generate litter and environmental health problems from vermin, disease and pollution, as well as being unattractive (Tourism, 2009).

#### **2.6.3.3.2 Positive impacts**

Tourism, if well prepared and controlled, can assist in the maintenance and improvement of the environment in a number of ways as indicated below:

### **a) Improvement of infrastructure**

Local infrastructure of airports, roads water and sewage systems and telecommunications, can often be improved through development of tourism, providing economic as well environmental benefits (Tourism, 2009).

### **b) Enhancement of environment**

Although this is a more subjective benefit, development of well-designed tourist facilities may enhance a natural or urban landscape which can be interesting (Tourism, 2009). Development and management of the Dickenson Park under the Vaal 21 flagship project is one of good example (SDM, 2010a:132).

### **c) Improvement of environmental quality**

Tourism can provide the incentive for cleaning up the overall environment through control of air, water and noise pollution, littering and other environmental problems, and for improving environmental aesthetics through landscaping programmes, appropriate building design and better maintenance (Tourism, 2009).

### **d) Conservation of archaeological and historic sites**

Tourism provides the incentive and helps pay for the conservation of archaeological and historic sites (as attractions for tourists) which might otherwise be allowed to deteriorate or disappear (Tourism, 2009). The quality of the environment, both naturally and manmade, is essential to tourism, however tourism's relation with the environment is complex, many activities can have adverse environmental effects (Huntley *et al.*, 1989:133).

## **2.7. CONCLUSION**

It is highlighted in this chapter that, tourism is one sector that can make a substantial contribution to the sustainable development of less developed communities. However the degree of attention paid to tourism is often limited compared to the performance of agriculture, food manufacturing and export commodities. Yet tourism is better placed than many other sectors in relation to the needs of the poor. Therefore, it is clear that local people

should be informed about the importance of tourism activities like partnerships, empowerment and entrepreneurships.

Chapter 3 focuses on tourism practices and processes in Sedibeng District Municipality.



## **CHAPTER THREE**

### **TOURISM ATTRACTIONS AND PRACTICES IN SEDIBENG DISTRICT MUNICIPALITY AND GAUTENG**

#### **3.1. INTRODUCTION**

Integrated development planning is defined as one of the core roles of a municipality in the outline of its developmental course by The Municipal Systems Act 32 of 2000 (MSA). It requires the (IDP) to be strategic and inclusive, to link, integrate and coordinate other plans. This chapter looks at local government's legislative framework in preparing a Municipal Tourism Sector (MTS) planning process and further underscore the value of multi-stakeholder participation in local tourism marketing and management. Further the chapter outlines the mechanisms and procedures used to encourage community participation in making tourism economically viable around (SDM) and results in economic benefits to business and host community.

#### **3.2. LEGISLATION ON TOURISM IN GAUTENG AND SEDIBENG DISTRICT MUNICIPALITY**

Local Authorities have no power on their own; their powers and functions are delegated, usually from the Constitution and Parliament (GTA, 2003:9, 14). Some powers are mandatory while others are voluntary. For example, the Council must provide a street service, but may provide an arts service (RSA, 1998). The standard to which a service is provided is inspected through a process called 'Best Value'. Local Authorities also have a duty to promote the economic, social and environmental wellbeing of their communities (GTA, 2003).

##### **3.2.1 Stakeholders involved in developing tourism policies**

According to the Department of Environmental Affairs and Tourism (2002:2) local government, the private sector, and the community all play key roles in tourism development. This necessitates such role players to communicate concerning the development of policy, legislation and regulations that create a setting for tourism such as (IDPs). In accordance to the South African Constitution, all spheres of government have legislative responsibility for tourism. The key policy structure for tourism in Southern Africa is the 1996 White Paper on the Development and Promotion of Tourism in South Africa. To facilitate co-operation

between national, provincial and local government, the White Paper sets out the respective functions of the different spheres of government (See Table 3.1). In discussing the policy of localisation, (Breitenbach & Slabbert, 2008:52; DPLG, 2007) indicate that Small Medium and Micro Enterprise (SMMEs) and cooperative development schemes can be directed towards most deprived and poor localities, in this case, a localisation of tourism in Sedibeng can contribute to unemployment reduction and possibly, poverty alleviation considering that employment has been in rapid decline since 1996 visiting a grim reality of poverty to residents.

**Table 3.1 Governmental roles in tourism development**

Sphere of government	Functions
National government	<ul style="list-style-type: none"> <li>•Facilitation and implementation: Establish safety and stability in the provision of incentives for investment, permitting legal and monetary support, facilitation of active labour market policy, distribution of finances for tourism promotion and development, effective marketing and encouragement of foreign investment.</li> <li>•Coordination: With worldwide, local and provincial government with respect to tourism development; of tourism related labours of government departments and related institutions; with NGO's, labour and community organisations, universities, training organisations and other bodies.</li> <li>•Planning and policymaking: Formulation, monitoring and modernisation of national tourism policy and strategy; development of incorporated national tourism plans.</li> <li>•Regulation and monitoring: Development of suggestions to facilitate sustainable use of resources; application of environmental management ideologies in land use; formulation of development strategies and regulations to facilitate sustainable and responsible development.</li> <li>•Development promotion: Impartial development of all destinations with</li> </ul>

	<p>tourism potential; promote the increase in responsible tourism; promotion of community participation; promote the development of major tourism ventures with national and countrywide impacts.</p>
Provincial government	<ul style="list-style-type: none"> <li>•Planning and policymaking: Responsible for the creation of tourism policies which are appropriate to their areas, and are associates in the implementation of national policies, strategies and objectives.</li> <li>•Development promotion: Conformity on a global marketing strategy with national tourism organisations that is synchronised nationally while implemented with the participation and support of provincial organisations. Accountability for domestic marketing in competitions with other provinces.</li> <li>•Tourism development: More famous than national government, with the involvement of environmental management, local communities, safety and security of visitors, provision for infrastructure and tourism plant development.</li> </ul>
Local government	<ul style="list-style-type: none"> <li>•Responsible for land utilisation, planning and control over land use and the allocation land</li> <li>•Provision and preservation of tourist sites, services and attractions</li> <li>•Marketing of certain local attractions</li> <li>•Organisation of public health and safety</li> <li>•Facilitation of the local community partaking in the tourism industry</li> <li>•Possession and upholding of certain places (example. Ports and airports)</li> <li>•Assist in the establishment of public transportation</li> <li>•License establishment, in line with a national structure</li> <li>•Promote and financially support local advertising relations</li> </ul>

Source: DEAT (1996)

The nine South African provinces have each created divisions and establishments to accommodate the tourism function, and develop provincial guidelines and planning frameworks to embrace and reflect the principles of “responsible tourism” (GTA, 2003), which is a key feature of the 1996 Tourism White Paper (DEAT, 2009).

**ANNEXURE A**, attached shows the tourism institutional framework link between local and regional management levels:

Based on these structures it is clear that local tourism and planning is a municipality function and each municipality may regulate, structure and control the tourism industry in its area (GTA, 2008:3) while the promotion of tourism for the area of the district municipality is a district function. Municipal planning is a municipal function and integrated development-planning for the district municipality as a whole is a district function. Tourism approach is further recommended as: recognition that tourism is consumed at grass roots level; there is need for strong regional centralization of marketing and branding and six identified tourism regions in Gauteng to align with District and Metro boundaries to provide for strong regional coordination and facilitation (GTA, 2008:3).

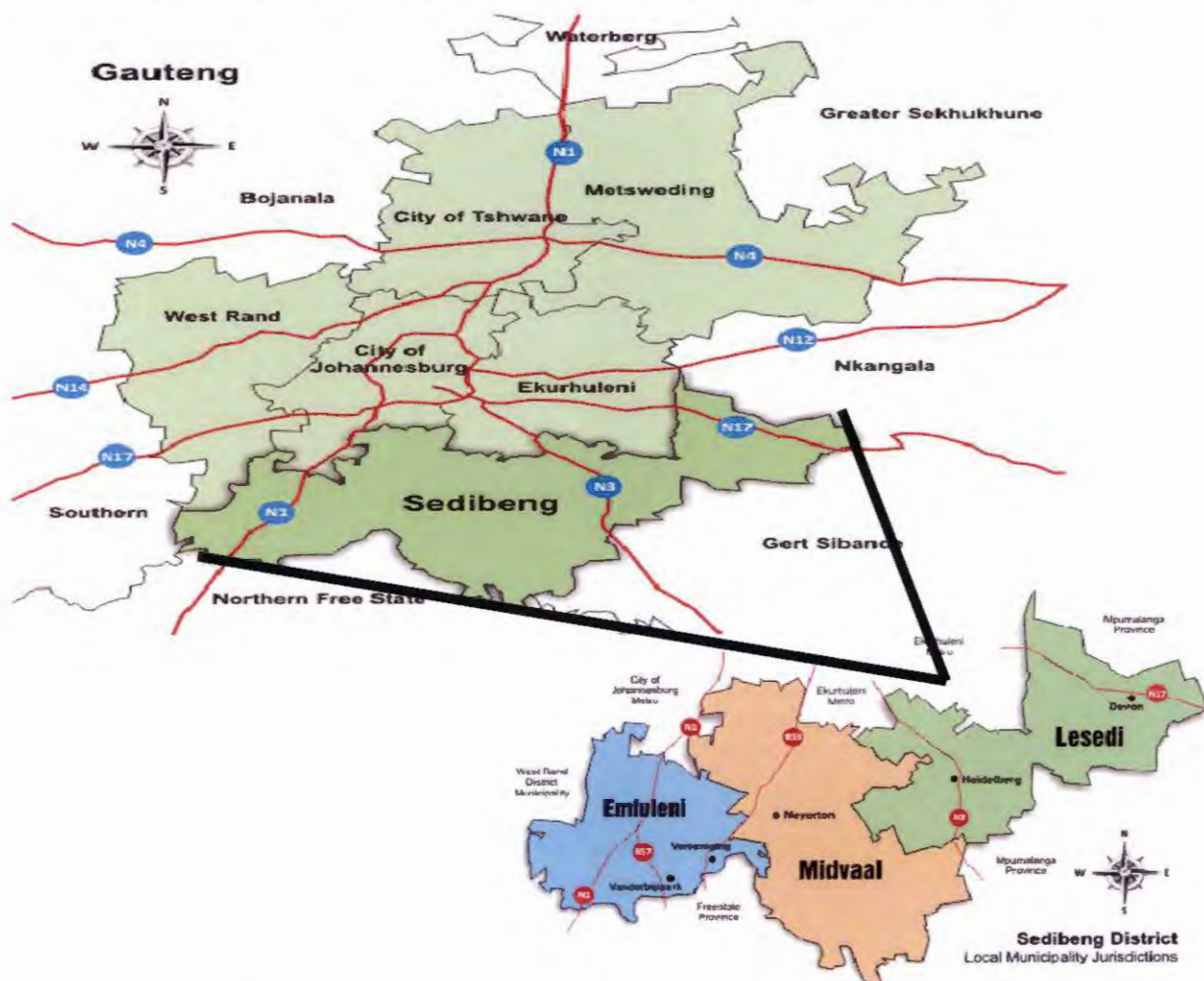
### **3.3. THE LOCALITY OF SEDIBENG DISTRICT MUNICIPALITY**

Sedibeng, previously known as ‘Vaal Triangle’ or ‘Kgutlo-Tharo ya Lekoa’, the name was based on the three towns surrounding the Vaal River which are Vanderbijlpark, Vereeniging and Sasolburg. It is now one of the district municipalities of Gauteng province in South Africa. The name was adopted after 1994 democratic elections. Sedibeng means “The place of the pool” in the Sesotho language (Breitenbach & Slabbert, 2008: 76). The rate of unemployment for townships in the Vaal Triangle region for 2003 was estimated at 60.7 percent. The unemployment rate amongst the poor was 72.4 percent. The majority of the poor (95.7 percent) reside in the townships (Slabbert 2004: 25). The population is estimated to be 794 605 people of which 658,420 reside in Emfuleni with 48 per cent unemployed and 46 per cent of households that live in poverty (StatsSA, 2001 Census; Oldwage-theron *et al.*, 2005). Economic growth in SDM has been stagnant for several years now and unable to sustain the population (SDM, 2010: 23). The seat of Sedibeng is Vereeniging, which is one of the world’s foremost archaeological localities established when men of the earliest prehistoric Stone Age arrived at Vereeniging thousands of years ago (Le Roux, 2001:2).

### 3.3.1 Geographic location

The jurisdictional area of Sedibeng District Municipality covers the complete southern area of the Gauteng Province. in South Africa, extending along a 120 km axis from east to west. The total extent of the Sedibeng area of jurisdiction is 4 630 km<sup>2</sup> (SDM, 2006a:19).

**Figure 4: Map of South Africa showing Sedibeng within the Gauteng province**



Source: (SDM, 2010a:16, 17)



### **3.3.2. Neighbours within Gauteng and local municipalities**

The Gauteng is divided into three spheres which are metropolitan municipalities, district municipalities and cities. Metropolitan municipalities are City of Johannesburg, City of Tshwane and Ekurhuleni, District municipalities are Sedibeng, West Rand and Metsweding and smaller cities which include Benoni, Boksburg and Vereeniging (Municipal Demarcation Board, 2004:1). SDM includes three local municipalities, namely Midvaal, Emfuleni and Lesedi. Emfuleni takes up 1276 km (27, 6%) it includes Vereeniging and Vanderbijlpark, the Lochvaal, Sharpeville, Sebokeng, Evaton, Boipatong and Bophelong with the population of about 1.2 million. Midvaal takes up 2312 km(49.9%) and includes Meyerton, Walkerville, Vaal Marina, Henley-on-Klip, and the suburb of Risiville with population of about 150 000 and Lesedi takes up 1042km (22.5%) and includes the towns of Heidelberg, Devon, Vischkuil, the township of Ratanda and Siukerbosrand nature reserve with the population of about 200 000 (SDM, 2006a:19).

### **3.4. STRUCTURES FOR IMPLEMENTATION AND MANAGEMENT OF TOURISM**

Legislative intentions to address environmental, and ecological challenges in tourism are seen through the National Environmental Management Act 107 of 1998 and the National Environmental Management: Air Quality Act 39 Of 2004 which gave birth to air quality standards, SANS 1929 and SANS 20049 published in 2005 for common air pollutants to reduce or prevent air pollution.

The Vaal Triangle is identified as an air quality priority area for the fact that it falls across provincial boundaries and badly affected by air pollution, with serious health implications for residents (DEAT, 2005). The Vaal Triangle has equally had a fair share of environmental misfortunes in water contamination (sewerage spills) and fish kills in the Vaal river system (Tempelhoff *et al.*, 2007:109) thus creating concern on the suitability of tourism activities such as water based activities in the area and downstream towns such as Parys (Booysens & Visser, 2010:376, 380). Air pollution control has to be given attention for a healthier and safe environment if the SDM is to attract more tourists in the area. DEAT (2002) evince intergovernmental relations in policy development towards tourism planning and development. It is of great essence to realise that tourism and job creation are inseparable, and the Sedibeng tourism sector has got a lot to improve towards job creation in the area.

The other factor is that of less developed or rather ignored tourism potential in the townships, very few tourist accommodation facilities are situated in the township. This is highly necessary to improve to can afford tourists with a sense of diversity within the tourist product. Possible tourist attractions in the township are scantily developed, or maintained.

**Table 3.2 Policy framework, legislation and regulations affecting tourism operations**

<b>Table A3: Policy frameworks, legislation and regulations affecting tourism operations</b>	
<b>Department of Environmental Affairs &amp; Tourism</b> <a href="http://www.environment.gov.za">www.environment.gov.za</a>	<b>Department of Labour</b> <a href="http://www.labour.gov.za">www.labour.gov.za</a>
White Paper on the Development and Promotion of Tourism in South Africa 1996 Marine Living Resources Act No 18 of 1998 Marine Living Resources Amend Act No 68 of 2000 Tourism Amendment Act No 8 of 2000 Tourism Second Amendment Act No 70 of 2000 National Environmental Management Act. No 107 of 1998 White Paper on Sustainable Coastal Development, 2000 National Veld and Forest Fire Act, No. 101, 1998 World Heritage Convention Act, No. 49, 1999 Conservation of Natural Resources Act, 1983 Atmospheric Pollution Prevention Act, 1965 *White Paper on the Conservation and Sustainable Use of South Africa's Biological Diversity, 1997 Draft White Paper on Environmental Education Environmental Impact Assessment Regulations (1997) White Paper on Integrated Pollution and Waste Management for South Africa, 2000	Basic Conditions of Employment Act No 75 of 1997 Compensation for Occupational Injuries & Diseases Act No 61 of 1997 Employment Equity Act No 55 of 1998 Employment Equity Act Regulations Extension of Security of Tenure Act No 62 of 1997 Labour Relations Act No 66 of 1995 Labour Relations Amendment Act No 127 of 1998 Labour Relations Amendment Act No 42 of 1996 Skills Development Act No 97 of 1998 Skills Development Levies Act No 9 of 1998 Skills Development Levies Act - Regulations No 104 Unemployment Insurance Act No XX Of 2002 Promotion of Equality & Prevention of Unfair Discrimination Act No 4 of 2000 Regulation 24 (2) (c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for Hospitality, Tourism, Travel, Gaming and Leisure Occupational Health & Safety Act 1993

Source: DE/AT. 2002

The Department of Environmental Affairs and Tourism continually seeks new ways and means to improve its contribution to sustainable socio-economic development of South Africa. This ensures tourism management, implementation and deliverance around Gauteng and in South Africa as whole, some structures and organizations were put in place to carry out the mandate (van Schalkwyk: 2009:2).

The following structures and support services institutions were formed:

#### **3.4.1 Tourism Branch**

The Tourism Branch as the national government body consists of three chief directorates, which are:

- Environment and Sustainable development Co-operation;
- International Marine and Biodiversity Co-operation; and
- International Governance and Relations.

The intention of the Branch is to accomplish the national government's function towards creating the conditions for responsible tourism growth and development by endorsing tourism, thereby increasing job and entrepreneurial opportunities and encouraging the meaningful involvement of previously disadvantaged individuals (DEAT, 1996).

#### **3.4.2 Tourism Enterprise Partnership (TEP)**

Tourism Enterprise Partnership is a public-private partnership between the Department of Environmental Affairs and Tourism and the Business Trust. TEP facilitates the growth and development of SMMEs in Tourism Economy, resulting in income generating opportunities and job creation. TEP assists SMMEs that fall directly within the tourism industry, namely tour operators, travel agents, small hotels and B&Bs, crafters and SMMEs which are not directly related to tourism but supply a wide range of goods and services to tourism organisations (DEAT, 2008).



### **3.4.3 Tourism Grading Council of South Africa**

A vision was adopted by The Tourism Grading Council of South Africa (TGCSA) which will add on towards sustainable tourism growth in South Africa through the management of an internationally recognised Star Grading System that assesses, monitors and brands South African Tourism products. It has a responsibility towards national and international tourists to uphold quality assurance, primarily ensuring that all travellers are exposed to good quality accommodation in South Africa (DEAT: 2009:22; Gauteng Tourism Directory, 2009).

### **3.4.4 Gauteng Tourism Authority**

The basis of the Gauteng Tourism Authority is the Gauteng Tourism Act. No.10 of 2001, with a mission to be the strategic leader of tourism in Gauteng so as to develop, promote, co-ordinate and facilitate responsible and sustainable tourism in Gauteng, to create a world-class destination that attracts business visitors and all other tourists to the Province, a product that benefits people and contribute to economic growth (GTA, 2005/2006). The White Paper on Tourism (1996:8) clearly indicates that powers and duties vested in the Gauteng Tourism Authority include, amongst others, promotion, fostering and development of tourism in the Province; to encourage the sustainable development, provision and improvement of tourist amenities. Chapter 4 of the Act mandates Gauteng Tourism Authority to also register tour operators, couriers, accredited training providers, hotels, conference centres, restaurants, designated tourist amenities and other accommodation establishments.

### **3.4.5 Vaal 21 A River City**

The vision statement of this initiative is 'an integrated, dynamic Vaal region economy through collective action inspired by a common goal'. The 'Vaal 21' is a cross-border agreement between the municipalities of the southern Gauteng municipalities (Sedibeng) and the northern Free State municipalities (Fezile Dabi) to work together to develop a regional economy around both banks of the Vaal River (SDM, 2009:3). The former 'Vaal Triangle' was an example of a regional economy around the Vaal River. This initiative combines the existing industries and natural resources which are present in this regional economy (SDM,- 2010a:132, 162)

The following local and district municipalities of the Sedibeng and Fezile Dabi Districts are motivating this initiative:

- Sedibeng District: Emfuleni, Lesedi and Midvaal Local Municipalities.
- Fezile Dabi District: Metsimaholo, Ngwathe, Mafube and Moqhaka Local Municipalities.

The following three components have been outlined as the branding base for Vaal 21 (SDM, 2009:47, Gauteng Tourism Authority, 2009:2):

Firstly a name: The name Vaal 21 was proposed because the word “Vaal” represents the potential which the Vaal River has as well as the rich history of the area. The number “21” represents the 21st century which is a century of doing things in a different manner and the 21<sup>st</sup> March 1960 which was the date on which the Sharpeville Massacre took place.

Secondly: The brand statement “Vaal 21” reflects part of the year 2021 which can be a momentous high point from now to what we would like see in 2021.

Thirdly: a catchy logo or brand which the private sector is encouraged to use.

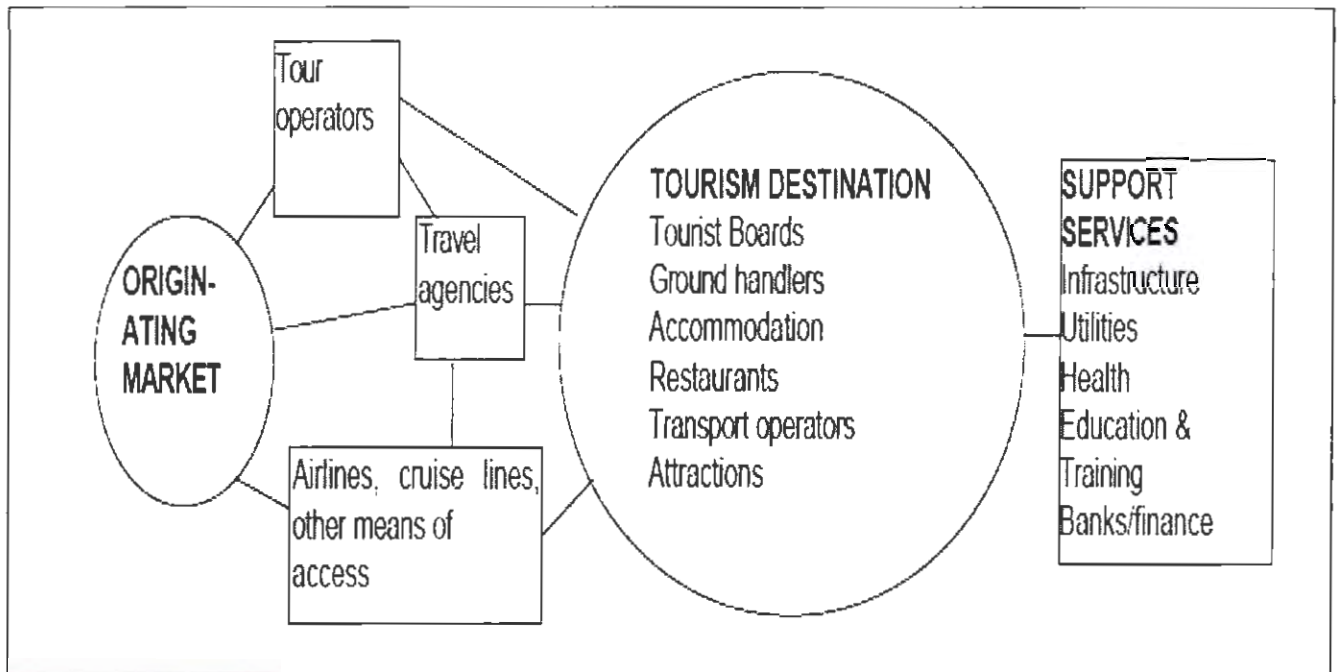
### 3.5 THE TOURISM SECTORS

Over the years tourism has developed into a flourishing business in South Africa. It includes many sectors which all aim to ensure that a visitor’s experiences in the country are positive and unforgettable. It is clear that tourism involves almost each and every trade in the country (DEAT, 2009:7). These sectors include:

- **Transport Sector:** which deals with the transportation of tourists (both domestic and international) in and around South Africa, for example; **Travel Agents and tour operators:** whose main purpose is to sell the short-term use of transport (air, rail, road and water), accommodation, tours and other associated services.
- **Hospitality Sector:** which is divided into two sections i.e. accommodation and food and beverages. These establishments primarily provide food and beverage services to domestic and international guests for example restaurants, pubs, taverns, fast food outlets, hotels, and bed and breakfast.

- **MICE (Meetings, Incentives, Conferences and Events):** is a sector whose primary objective is arranging and or hosting meetings and other events such as exhibitions and often arrange tea and lunch to delegates attending meeting.
- **Tourist Attractions/Destinations:** are places or objects that tourists visit example. Table Mountain, museums and heritage sites.

**Figure 4. Structure of the tourism industry** (Bennet, et al, 1999:7)



### 3.6 TYPES OF TOURISM

In the tourism industry, people travel for different reasons and purposes, hence tourists are referred to as different types of tourists. In this section only two types of tourism activities are discussed.

#### 3.6.1 Business Tourism

Business tourism is defined as a trip which is undertaken with the purpose of attending a conference, meeting, exhibition, events or as part of incentive, these can be undertaken at the global or domestic level (Bennet et al. 1997: 9). Business tourism is not a large market in comparison to the leisure market. However, there is strong growth in the market in South

Africa. Business tourists are not attractive on a total spend basis when compared to other categories of travellers, but on spend per day level they perform well. The length of business tourist stay is in general shorter than for other visitor types. However, there is an opportunity to increase length of stay by encouraging pre and post-tours to extend length of stay. Business tourists are less likely than leisure tourists to move around the country (MTGS, 2008:78).

### **3.6.2 Domestic/International leisure tourism**

Leisure Tourists are described as travellers who travel to fulfil different needs. George, (2004: 9) asserts that people can travel for different reasons put as follows:

- Holiday tourists: usually want sun, sand and sea, for example, a weekend break at a guesthouse or any other form of accommodation.
- Shopping tourists: go on holiday to shop, for example, people travel to Morocco for furniture and brassware, and to Indonesia for fabric.
- Cultural tourists: visit places music, heritage sites and cultural festivals.
- Health tourists: visit spas and go on holiday to get fit, or receive medical treatment.
- Education tourists: travel for learning purposes at the college, universities and educational excursions.
- Eco-tourist: enjoy learning about and experiencing the natural environment.
- Visiting Friends and Relatives (VFR): travel for family matters like weddings and funeral and visiting relatives who stay far.

### **3.7. THE CHALLENGES OF TOURISM DEVELOPMENT**

According to Brandon (2004:147) a challenge is defined as summons to take part in a contest, to prove or justify, a condition making it difficult for something to happen. This section sets out a summary of the key competitiveness challenge identified through the Global Competitiveness Programme (GCP) diagnostic process.

### **3.7.1 Transformation**

Transformation refers to the state of change, moving from one level of development to the other. Government and industry have already, through the BEE Charter process, agreed that the transformation of the tourism industry is a priority. The GCP process did identify that transformation represents a key lever and opportunity in the process of competitiveness. While the charter process did raise the profile of the transformation challenge, it is as yet unclear whether Black and Economic Empowerment (BEE) is a priority for the majority of firms in the tourism industry. Data about transformation across the entire industry is scant, but for leading enterprises surveyed by the Tourism Business Council of South Africa (TBCSA) as part of the charter process, less than 30% of the tourism enterprises have more than 25% black ownership (GCP, 2007:29).

### **3.7.2 Market Access**

The programme to drive growth in tourism demand, stimulate product development and catalyze broad based participation in the economy has a core element. These are set of actions aimed at addressing blockages in the ability of the tourism industry to access consumer markets, as well as the ability of firms to connect with tourism value chains. Government, through South African Tourism, has been leading a process of developing and refining its strategy to grow the tourism market for South Africa. This strategy, first launched as the Tourism Growth Strategy 2001-2004, has been further developed and was recently released as the Tourism Growth Strategy 2005-2007 (SAT, 2010).

### **3.7.3 Public Transport**

Transport is a system used in connecting visitors to products and attractions efficiently and effectively. The public transport system is still principally configured to serve a commuter market, and thus does not connect accommodation and attractions in general, operates according to the schedules that do not meet the needs of tourists, and safety perceptions are extremely negative. Operators of charter and tourism transport service, for example, are tour buses, who say obtaining of licenses is a major barrier to business growth. Licensing takes time and does not allow for flexible schedules and itineraries, nor does it enable quick turnaround tour booking cycles such as in Asia for example (GCP, 2007:46).

### 3.8 ATTRACTIONS AND EVENTS IN SEDIBENG DISTRICT MUNICIPALITY

Attractions are more than just a site or event, they are an integral part of larger tourism that also consists of tourists and marker. No site, sight or event is an attraction in itself. It only becomes an attraction when a tourism system is created to assign and lift it up to the status of an attraction (Jafar, 2000:36).

#### 3.8.1 Attractions/Destinations

The list of variety of attractions offered encapsulating a cultural heritage and historical events, including the political breakthrough that led the country's turn about (Gauteng Tourism Directory, 2005/2006:7).

**Table: 3.3 Attractions/Destinations in SDM**

Vereeniging	Vanderbijlpark	Heidelberg	Sharpeville	Evaton	Midvaal
Vaal Teknorama Museum	Bophelong	Suikerbosrand	Sharpeville Human Rights Precinct	No.1 Cemetery	Suikerbosrand
Maccauvlei Garden of Remembrance	Emerald Casino Resort	Hoer Volkskool	Kwa-Dlomo Dam	Nkutha's house	Wit kop Blockhouse
Peace Negotiation Site	Stone haven on Vaal	Volkskool		Maxeke High School	Old farmstead
Constitutional Square	Shakespeare inn	DeRust		Levai Mbatha's house	Old railway bridge
Top Location	Quest conference centre	Heidelberg Motor Museum		Jolting Joe Maseko's house	Water Reservoir
Klipkerk	Golf road lodge	Diepkloof Farm Museum		methodist church	Symbolic ox wagon trek

Country Club	welcome guest house	AG Visser house		Muthi house	Republic Tree
White Stinkwood Tree and Rose Garden	Ga-Nhlanga Lodge	Klipkerk		Makgalemele's shop	Verwoerd garden of remembrance
Cenotaph	Vaalnest boutique hotel	St ninians Anglican Church Complex		Nangalembe Monument (Zone 7 Sebokeng)	Japie Greyling monument
George William Stow Memorial	Bon a Verry farm	methodist Church			Johan le Roux on and off ramp
Leslie's Gravestone		Bakoon			Hero's acre
Maccauvlei First Railway Bridge		Truimvirate Monument and Town hall			De Deur
Club and "Dormyhuis"		The old jail			

Source: SDM 2010a

The Sedibeng region is largely dependent on heavy manufacturing industry for economic growth (SDM, 2010a:18), although endowed with a variety of tourist attractions, these tourist attraction sites are not utilised to their full capacity to attract enough tourist. Some of these facilities are not well taken care of, and not well exposed to the public (SDM, 2010a:14). There is still a lot to develop, even in the township, where accommodation facilities are still in short supply. Service delivery improvement will surely enable reliable environment for tourism in the townships, for example- ensuring that there is undisturbed electricity provision; the issue of regular electricity cut-off is but one aspect of poor service delivery in the townships. Upon observation, it is apparent that a sense of pride and consciousness of tourism as a means to alleviate poverty and create more employment opportunities is almost nonexistent. Pollution and littering have drastically compromised the aesthetic value of the Sedibeng

townships (SDM, 2010a:23)- of course; this will not be a pleasant sight for tourists if ever they were to visit these areas.

### 3.8.2 Events

There are a number of special and annual events in Sedibeng District Municipal area, These events and attractions are essential in the Sedibeng Tourism sector, and can play a crucial role in the alleviation of poverty and increasing employment opportunities, particularly, for the poor in townships. However, the SDM does not adequately market these products, even attempt to improving domestic tourism. Most events are confined to operate in the tow, not extending to the township. It is on this backdrop that the study would maintain that the SDM initiatives are not well developed and organised to comprehensively address the challenge of unemployment and poverty alleviation.

**Table: 3.4 Events in SDM**

Vaal Wine Route	Organised in various venues along the banks of the Vaal river. The event showcases wine from premier wine estates in the country
Wheels at the Vaal	Hosted by the North West University Vaal triangle campus, the event is one of the biggest in the country attracting at least 5000 visitors
Homemakers Expo	The event present exclusive home décor trends featuring at least 174 exhibitors
Dome adventure festival	The event is held in Parys, attracting almost 3000 people to partake in various sporting codes
Midvaal Makiti	This is one of the biggest street parties in Sedibeng, held late November to early December each year
Cape Gate Vaal Marathon	Consistently ranked for being well prepared and presented, the Cape Gate Vaal marathon is one of South Africa's most loved races
Vaal river carnival	The carnival promotes public involvement and partnership among local businesses and community members presented a chance to showcase their different talents

Source: SDM 2010



### **3.9 CONCLUSION**

Based on the attractions/destinations and events outlined in this chapter, it is clear that accessibility and management of tourism in Sedibeng District Municipality has shown that tourism can be economically viable and result in economic benefit to business, tourists and the host community. It was also clear from the above discussion that, not only Sedibeng District Municipal Tourism Sector has been considered in this chapter as the only role player, the impact and input of other role players were highlighted as highly significant. Role players such as Fezile Dabi District Municipality and Ngwathe District Municipality will have to be involved so that the environmental access like, Vaal river banks can be used more effectively.

The next chapter will deal with evaluation of tourism as poverty alleviation initiative at SDM.

## **CHAPTER FOUR**

### **EMPIRICAL STUDY ON THE ROLE OF TOURISM IN POVERTY ALLEVIATION AT SEDIBENG DISTRICT MUNICIPALITY**

#### **4.1. INTRODUCTION**

In the previous chapter an overview of the role of tourism in poverty alleviation at Sedibeng District Municipality was explored from a theoretical perspective. This was done through a literature study of both local and international sources. The three preceding units of the study also outlined that there is indeed a gap in SDM in making use of tourism as a tool for poverty alleviation. This chapter will provide the practical experience from stakeholders' point of view of non involvement.

This chapter deals with the methodical procedures used in the study. The objectives of the empirical analysis are to gather information about the strategies used in and around SDM in making use of tourism as a means of poverty alleviation. According to Adams and Schvaneveldt (1985: 103) the purpose of undertaking research is to discover facts that can be used to verify insights and aid in choosing a cause of action. Completing successful research, therefore, depends on having a clearly defined purpose and access to useful data related to that purpose.

#### **4.2. RESEARCH METHODOLOGY**

According to Kruger and Welman (1999: 2), research involves the application of various methods and techniques in order to create scientifically obtained knowledge by using objective methods and procedures. Different studies use different methods or techniques because they have different aims. Brynard and Hanekom (1997: 129) argue that, the nature of research, unit analysis, data sources and academic field in which a specific study is undertaken are instrumental in selection of applicable research methods.

##### **4.2.1 Quantitative Method**

Quantitative method deals with numbers, for instance the number of people prepared to participate in different sectors of tourism, those who are already engaged in local or regional

tourism activities and the number of residents that are prepared to be involved in making use of tourism as the strategy for poverty alleviation. According to Brynard and Hanekom (1997: 133) quantitative methods include techniques such as observation and questionnaires and by counting and measuring objects or people participation, data are produced. Quantitative method was applied in the study in order to measure the reaction of participants to a limited set of questions, thus facilitating comparison and statistical aggregation of the data, which gives broad, generalisable set of findings.

#### **4.2.2 Participant Observation**

According to Collins and Hussey (2003: 171) participant observation is a method of collecting data where the researcher is fully involved in the participants and the phenomena being researched. The intention is to provide the means of obtaining a detailed understanding of values, motives and practices of those being observed. In participant observation, one does not observe the experiences of individuals involved as detached outsiders, but experience them first hand as insiders. The participant observer thus becomes a member of the inner circle of the group or event that is being studied (for example, see attached Annexure B).

### **4.3. DATA COLLECTION INSTRUMENT**

Data collection is concerned with the design of the questionnaire, while the data collection technique explains the administering of the questionnaire and to gather the survey data (Dalton, in Malise, 2006: 76). Data collection instrument or empirical study in this regard forms an integral part of all research studies because it constitutes the basic information of a research (Mzini, 2006: 65).

Struwig and Stead (2001: 41) prove that the survey method of data collection requires the application of questionnaires for information gathering as obtained from questionnaires completed by the participants. Furthermore, it is important to ensure that the data sample fairly representative of the population and that the population being studied is accurately described. Struwig and Stead also impress that the scientific character of the data should not be unfavourably influenced by imbalances or biasness and a systematic organization of data gathered in order to make valid and accurate interpretation as possible.

#### **4.3.1 Interviews**

According to Vermeulen (1998: 62) the objectives of interview is to identify possible changes when gathering information as well as assisting in the formulation of hypotheses. Interviews also provide direction in further phases of the research. Cohen and Manion (1980: 243) add that an interview is regarded as the means of gathering information having the direct bearing on the research. Such information can be used to follow up unexpected results, to validate other methods and to go deeper into the motivations of participants and their reasons for responding as they do. This enable the researcher to test hypothesis or to suggest new ones, that is, to assist in identifying variables and their relationship.

#### **4.3.2 Questionnaires**

Questionnaire is data collection tool in which written questions are presented that are to be answered by the respondent in written form. According to Vermeulen (1998: 64) a questionnaire can be administered in different ways. While Baker (1992: 153) conveys that questionnaire of a good quality include clear, concise instruction on how to complete the questionnaire. Simple and direct language, short sentences and well understood basic vocabulary used by the researcher. The researcher should avoid ambiguity which may require clarity and there may be no chance to clarify.

The questionnaires for the study were designed which had a covering letter explaining the nature of the study, explaining the purpose of questionnaire and requesting their participation. Most importantly on the questionnaire instructions, it was essential to assure respondents of confidentiality and anonymity and assurance that the information that they provided through the questionnaires and interviews will be used for academic purposes, and not for financial gain.

The questionnaire was divided into three sections i.e. A, B and C.

- **Section A** - It establishes the demographic profile of municipal managers, ward councilors, hotel managers and other tourism stakeholders. The tourist's questionnaire which is section c is not part of this section.

- **Section B** - The questionnaire consisted of seven questions (7) which are closed and open-ended, acculturation scale, making a tick and writing comments, also to be completed by the population above. The questions are establishing the feasibility of tourism for sustainable development and the role it plays in poverty alleviation; how tourism benefits communities of SDM and management strategies available and community involvement.
- **Section C** – The questionnaire was meant for tourists only and comprised of five questions mainly of yes or no answers to establish tourist's opinion regarding tourism needs, availability of amenities and their safety.

#### **4.4 POPULATION OF THE SAMPLE**

Luck and Rubin (1987: 135) describe the population as the total number of people from which the researcher is trying to draw conclusions. The sample population is 36 respondents made up as follows:

- Economic Development and Tourism Managers of three local municipalities (3);
- Chief Financial Managers of three local municipalities (3);
- IDP Managers of three municipalities (3);
- Hotel Managers of three hotels around Sedibeng District Municipality, which is Emerald Casino and Hotel, Riverside Sun International Hotel and Riviera on Vaal Hotel and Country Club (3);
- Three ward committee members from each local municipality (9);
- Five managers of any other tourism sectors in Sedibeng District Municipality (5); and
- Ten tourists (10).

#### **4.5. THE RESEARCH PROCESS**

The letter requesting permission to conduct research within Sedibeng District Municipality was sent to three local municipalities (Annexure B), and a negative response was received from Midvaal local municipality (attached Annexure D) the approval of other municipalities was obtained and prior appointments with different managers were honored. The covering letter was enclosed with personal briefings and guidelines for ensuring a standardized

administration of interviews and questionnaires. The aim of the research and specific procedures were thoroughly explained to the different participants.

#### **4.6. DATA ANALYSIS AND INTERPRETATION**

The previous sections described the methods of data collection and population; research questions such as interviews and questionnaires were explained. This section encompasses the next step in the research process, which is, data analysis and reporting of the results. An analysis is the way of gathering, choosing, classifying, viewing and discarding information; and explaining the content of text, which includes thoughts, words, themes and messages that can be communicated. The text is anything written, visual and spoken which is utilised as the medium of communication (Fraenkel & Wallen, quoted in Makhoabane, 2006: 91).

The reporting of results follows the format of the questionnaires administered. The relevance of these findings to the role of tourism as poverty alleviation mechanism will be discussed at the relevant point in this section and brought together as a final recommendation in the next chapter.

##### **4.6.1 Description of the sample**

In the first section of this chapter, it has been stated that the respondents completed questionnaire that consisted of three sections, namely:

- Demographics;
- All stakeholders in tourism sector; and
- Tourists.

The next section provides responses of all participants regarding role of tourism as tool for poverty alleviation in SDM.

#### 4.6.1.1Section: A

##### Demographics

A total of thirty (30) respondents, which was made up of twenty (20) stakeholders and ten (10) tourists were involved.

Questionnaires sent out and returns

Questionnaires sent out	Questionnaires returned	Response rate
36	30	83%

The respondents were asked to indicate their local municipalities. Out of the three (3) local municipalities, two (2) responded positively. Lack of interest by the third one really proved that there is less concern about tourism development within it (See Annexure D) the response letter, but some of the questions were answered by Sedibeng regional office officers.

The respondents were requested to indicate their occupations as the office bearers in public offices. Out of three (3) local municipalities, only one (1) Economic Development and tourism manager from Sedibeng District Municipality responded on behalf of all local municipalities. Out of three (3) local municipalities, only two (2) Chief Financial managers responded. Out of three (3) local municipalities, all three (3) Integrated Development Managers responded. Out of three (3) main hotels around Sedibeng District Municipalities, only two (2) responded. Out of nine (9) ward councilors, only six (6) responded. Out of five (5) other tourism sectors, all five (5) responded. Out of ten (10) tourists, all ten (10) responded.

The respondents were asked to indicate their age group: Seven (7) respondents were between the ages of 30 to 39. While five (5) respondents were between the ages of 40 to 49, and eight (8) respondents were between the ages of 50 to 59. The respondents were also asked to indicate their gender:

- Out of twenty (20) respondents thirteen (13) were males while females were seven (7).

It is clear that men were in the majority.



The respondents were asked to indicate their race: Out of a total of twenty (20) respondents, sixteen (16) were blacks and four (4) were whites. There are no Colored and Indians in either management or political levels in SDM. Respondents were then asked to indicate their level of academic qualification:

- Three (3) respondents out of twenty (20) were under Grade 12 (Matric).
- Four (4) respondents were having Grade 12 (Matric).
- Five (5) respondents were diploma holders.
- Seven (7) respondents have degrees.
- One (1) respondent has a doctorate degree

The respondents were asked to indicate their years of service within the positions they occupied. Twelve (12) of the respondents were within 1 to 5 years of experience. Six (6) of the respondents were within 6 to 10 years of service or experience, and two (2) of the respondents were 16 to 20 years of experience.

#### 4.6.1.2 Section B

##### Responses from all stakeholders

Below is the questionnaire that was used for conducting this research, please take note that, frequency is represented by the number above, while the number below in each block is the percentage of respondents respectively:

##### ACCULTURATION SCALE

1 STRONGLY DISAGREE	2 DISAGREE	3 NEUTRAL	4 AGREE	5 STRONGLY AGREE
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**Table 4.1 Responses from all stakeholders**

1	Feasibility of tourism in SDM	SCALE				
1.1	It is encouraged in my department to improve on tourism infrastructure by availing new developments	2	2	4	8	4
		10%	10%	20%	40%	20%



1.2	Enough staff with necessary skills is employed	1	3	8	8	0
		5%	15%	40%	40%	0%
1.3	Marketing strategies used in my area are beneficial to community at large	0	3	4	9	4
		0%	15%	20%	45%	20%
1.4	My institutions cater for different types of tourists	0	4	1	15	1
		0%	20%	5%	75%	5%
1.5	Many people in my community know about tourism activities offered by your institution	1	7	6	6	0
		5%	35%	30%	30%	0%
1.6	SDM and Gauteng community access your place	0	2	4	11	3
		0%	10%	20%	55%	15%
1.7	There are adequate resources for tourism	4	2	6	6	2
		20%	10%	30%	30%	10%

The above information shows that, the majority of respondents are not hands on, in practicality of tourism development, and SDM should make a special provision in improving tourism infrastructure, employing skilled personnel, improving marketing strategies and accessibility.

2	Tourism benefits community	SCALE				
2.1	Is my institution catering for all race groups	0	2	5	6	7
		0%	10%	25%	30%	35%
2.2	Networking within SDM and other tourism stakeholders are in existence	2	1	3	11	3
		10%	5%	15%	55%	15%
2.3	The cost for accessing tourism activity for local is the same as that of outbound tourists	2	2	9	5	2
		10%	10%	45%	25%	10%

2.4	The events are suitable for host community	0	2	2	11	2
		0%	10%	10%	55%	10%
2.5	We have good coordination among appropriate stakeholders to work together to ensure economic benefits	1	4	2	11	1
		5%	20%	10%	55%	5%
2.6	We provide information to tour operators regarding type of services we provide	0	0	5	9	6
		0%	0%	25%	45%	30%
2.7	We have multilingual brochures for visitors and local communities	0	7	5	8	0
		0%	35%	25%	40%	0%
2.8	We have functional operational plans regarding tourism	0	5	6	5	4
		0%	25%	30%	25%	20%
2.9	We have clear budget for tourism development in our institutions	2	7	8	3	0
		10%	35%	40%	15%	0%
2.10	There is possible competition from existing tourism market	0	2	8	9	1
		0%	10%	30%	45%	5%

Based on the responses above, 35% strongly agree with catering of different race groups; 55% agree with existence of networking of different stakeholders; no clear budget for tourism development in institutions.

3	Tourism management in SDM	SCALE				
3.1	Do we manage tourism properly in this institution?	0	5	5	8	2
		0%	10%	10%	40%	20%
3.2	Is management aware of negative perceptions of local communities?	2	2	4	12	0
		10%	10%	20%	60%	0%
3.3	Does tourism have positive influence towards economic development?	0	0	4	11	5
		0%	0%	20%	55%	25%

<b>3.4</b>	Does management regard tourism as a threat to other sectors?	<b>8</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>0</b>
		<b>40%</b>	<b>40%</b>	<b>20%</b>	<b>0%</b>	<b>0%</b>

### **Management strategies that are being used by institutions:**

Government policy (RSA, 1998:33) directs municipalities to develop mechanisms to ensure citizen participation in public policy initiative and formulation, monitoring and evaluation of decision making and implementation. Based on the participants comments, very low percentage have managed to give the legal frame work referrals to prove the existence or availability of policies within SDM.

<b>4. Rating tourism as a mechanism that play role in poverty alleviation strategy</b>	<b>Frequency</b>
Very good	4/20%
Good	6/30%
Average	10/50%
Not sure	0/0%
<b>5. Mechanism mostly used for community involvement in tourism</b>	<b>Frequency</b>
Community meetings/Imbizos	10/50%
Newsletter/Newspaper/Local Radio Stations	8/40%
Website	2/10%
Referendum	0/0%
<b>6. Performance of other stakeholders in tourism promotion</b>	<b>Frequency</b>
Very good	2/10%
good	13/65%
Average	3/15%
Bad	1/5%
Very bad (requires immediate attention)	1/5%

There has been emphasis on developing mechanisms for community participation, and the involvement of all stakeholders and communication in promoting tourism as a tool in poverty alleviation. The three local municipalities are expected to provide strategies and mechanisms for public participation over and above ward committees. Such mechanisms would greatly determine the relationship between the elected public representatives and the ordinary people. The real challenge is trying to not only recapture the culture of democratic participation in which it is not only about holding public officials and political office bearers accountable, but also to ensure that people do not relate to government simply as a delivery mechanism (Jack and Cherry, 2003: 12). There is a need for a well structured community participation program, communications channels and systems that are accessible to the community at large and increase interest in local tourism.

#### **4.6.1.3 Section C**

##### **Feedback from tourists' respondents**

**(See Annexure D)**

With regard to the question of their needs being met, most tourists felt satisfied about tourism amenities. The only lacking facilities are information centres, kiosks and signals to most relevant places of interest. But upon observation, it appears that the SDM is improving as there are a few signals installed in this regard, much for the 2010 FIFA world cup spectacular. Tourists also indicated lack of information from most of tourist guides, a matter of fact as the researcher experienced such challenges when in search of tourism information in the Sedibeng area. On the question of whether they had been mugged or robbed; out of ten (10) tourists only one (1) indicated to have been the victim of crime, even though it was not a serious one. Security for tourists has to be given attention; the very one report of experience with crime might tarnish the reputation of the Sedibeng tourism industry.

#### **4.6.1.4 Participant observation forum**

The researcher was once invited to a meeting where the launching of a Regional Tourism Association was taking place and was fully participating in the election of the interim committee to run the association in SDM (see Annexure F). A draft Constitution was adopted



as the legal document for the recognition of this forum (see Annexure G). The main objective of the Interim Regional Tourism Association is to create an enabling and facilitating environment for the tourism industry in the Sedibeng area, in alignment with national and provincial legislation, and in particular:

- To assist the SDM to implement the Gauteng Tourism Institutional Framework;
- To provide platform for all stakeholders in the tourism industry to provide their inputs regarding their needs and expectations;
- To collate views and information in order to assist the SDM to make informed decisions regarding the effective and optimal governance and management of the tourism industry in its area;
- To encourage stakeholders to organize themselves and elect representatives of any particular sector within the industry;
- To promote active participation of all stakeholders in the structures and systems that may be developed; and
- To serve as an interim regional Tourism Organization until a final municipality entity is established.

#### **4.7. CONCLUSION**

In this chapter, the research design process was discussed. The research design outlined the different steps that were undertaken in the development of self-developed questionnaire that was used in this research. It was clear from the research that lack of management in implementation of policies, threatens the stability and growth of tourism industry. With Gauteng being a hub of economic activities this poses a threat. This chapter supports the fact that tourism can play a role in poverty alleviation in SDM. The next chapter will deal with the summary, recommendations and conclusion.

## **CHAPTER FIVE**

### **SUMMARY, FINDINGS AND RECOMMENDATIONS**

#### **5.1. INTRODUCTION**

This study has presented the challenge to explore the role of tourism as a tool for poverty alleviation at Sedibeng District Municipality. The empirical research was conducted to determine the feasibility of tourism within SDM, if tourism is benefiting the community and management in relation to job creation. The intention of this chapter is to summarise the findings of the study and to bring forward the recommendations to be implemented in practice in achieving the obligation of broader policy framework that gives precedence to job creation and local economic development by municipalities.

#### **5.2. SUMMARY**

Chapter one provided an orientation and conceptual framework for the study. In this chapter, it was emphasized that the role of the SDM is, among others, to create a conducive environment for local economic development, be a developmental municipality, since there is the potential of natural as well as manmade tourism infrastructure. The concern however, is that SDM is rated lowest as far as influx of tourists is concerned, it cannot also meet the criteria of Gauteng Growth and Development Strategy of increasing economic growth and reduce unemployment rate. Municipalities are faced with the challenge of significant number of barriers to effectively using tourism development as a tool for poverty alleviation. Four of these barriers were as follows: a lack of governmental programs targeted to the tourism informal sector, little recognition of the potential of tourism development by aid agencies, Officials have any education or training in using tourism as poverty alleviation tool, and the poor, very often, have limited access to tourism infrastructure and assets in Sedibeng. An introductory overview and background to the investigation was also presented in this chapter.

Chapter two focused on literature review about what entails the theoretical background to the study of tourism as a strategy for poverty alleviation. This chapter provided the theoretical background to the study of tourism as a strategy for poverty alleviation as to why tourism is important for poverty and principles of sustainable tourism. There are three dimensions of

tourism, namely, social dimension, environmental dimension and economic dimension of which economic is the base of this study. This has been outlined as how individuals and societies can choose to use scarce resources that are available and which the previous generations have provided. The tourism in this regard will have benefits to communities as well as municipal managers in using tourism as a poverty alleviation strategy.

Chapter three provided a description of practices in the regulatory, legislative and policy framework for management of tourism for poverty alleviation. The Municipal Tourism Sector (MTS) prepares municipalities for legislative obligation of promoting tourism opportunities, facilitating empowerment, structures for implementation and boosting economic growth at national and regional levels. The different tourism sectors like attraction/destinations, events and accommodation sector are outlined. The SDM has just launched the interim regional tourism association in ensuring the implementation of tourism policies at large.

Chapter four focused on the empirical analysis of tourism management in SDM. The study includes an exposition of the research methodology employed. Data regarding role of tourism as poverty alleviation at SDM was obtained from the members of three local municipalities' namely, IDP managers, tourism managers, hotel managers, economic development managers, ward councilors and tourists. This was accomplished through semi-structured interviews and questionnaires. The examination and explanation of data was done.

Chapter five outlined the summary, findings and recommendations of the author, based on the study. Most of the empirical results are supported by the literature study presented in the preceding chapters.

### **5.3. FINDINGS**

From the empirical research of this study, the following are the outcomes: It has been established that there is lack of well trained human resources for policy implementation on tourism matters. Lack of financial support to developing entrepreneurs and stakeholders is also a concern. The researcher realised that there are apparent discrepancies between private tourism managers and municipal managers, in the manner that communication channels, marketing and networking of tourism are disseminated. There is big gap in racial imbalances at the senior management level responsible for tourism management, racial

imbalances dominate the ownership of tourism related infrastructure as well. Sectors of tourism are not well covered and not participating in decision making, there are also minimal if any, tourism activities or involvement of youth in SDM. Tourists need is not properly catered for, for example there is a lack of well trained tour guides who are multilingual. There is a gap in networking of three local municipalities as far as the tourism units are concerned.

#### **5.4. RECOMMENDATIONS**

Arising from the study, the following recommendations are provided for implementation:

More meaningful measures need to be implemented that will ensure that local municipality authorities have effective tourism management structures that are aligned with regional as well as the national economic development legislative framework. This will require steps taken to develop training and capacity building programs within SDM tourism personnel to enable them to improve marketing strategies. The strategies should involve community participation in local tourism. A more effective system of internal control and administration needs to be established to ensure reliability of tourism as a job creating activity. This will be possible by encouraging adherence to policies and minimize the risk of mismanagement and maladministration by employing reliable performance indicators. There is a great need to develop structures to address the participation of women and youth, this is in recognition that cultural heritage forms basis of tourism; in SDM there are imbalances in accommodating all racial groups, closing that gap can assist in generation of broader tourism activities in SDM.

No local authority will ever have enough resources to finance all its expenditure. Therefore, it is important that a local authority pull in private sector, investigate the way the municipality play its role in tourism as opposed to private sector and take a lead.

Finally, the SDM needs to develop measuring criteria in adherence to all Batho Pele principles to make use of rich natural resources that exist in and around SDM to benefit communities.

#### **5.5. REALIZATION OF THE OBJECTIVES OF THE STUDY**

The objectives for the study were achieved in the following ways: The role of tourism in poverty alleviation at Sedibeng District Municipality was emphasized in chapter one. This was confirmed through responses in the empirical survey.



Chapter two provided a theoretical analysis of the concepts that are used in the study i.e. tourism, poverty, economic development, sustainable tourism development, Gauteng Growth and Development Strategies. The expositions of chapter two were used as a foundation to describe tourism processes and attractions in chapter three, wherein the overview of the infrastructure and processes that exist for tourism development in Sedibeng District Municipality were outlined. Chapter four outlined the findings on the research into the success or failure of tourism in SDM and inhibiting factors to the poverty alleviation initiatives. Chapter five concluded the study by providing the summary, findings and recommendations.

## **5.6. TESTING THE HYPOTHESIS**

The aim of the study was to test the statement made in Chapter One, namely that:

The lack of tourism infrastructure in Sedibeng District Municipality is a major inhibiting factor to the poverty alleviation initiatives and exposure of the area to domestic and international tourism industry.

Based on the findings made, the above statement has been validated. The framework for poverty alleviation put forward by World Bank relates to: effective tourism management at the local level, community involvement and proper use of resources that can lead to sustainable tourism, to boost economic growth at regional and national level.

## **5.7. RECOMMENDATIONS FOR FURTHER RESEARCH**

There is a need for a broader study, which should target a larger population of South Africa. Such a study could provide a more reliable and valid data to the communities in understanding the importance of tourism especially the influx of tourists at the international level.

## **5.8. CONCLUSION**

The aim of this chapter was to outline the findings, recommendations and conclusions of this study. It is envisaged that they will stimulate a further discussion and research on the high unemployment rate in the municipality and how the municipality can effectively use its IDP

and LED to deal with this problem. Tourism is important for poverty because it is one of the few industries with labour intensive component. The challenges:

- A shortage of legislative programs aimed at the tourism informal sector;
- Minimal recognition of the potential of tourism expansion by agencies;
- A small number of tourism and government officials have any form of education or training in using tourism as a tool for poverty alleviation; and
- The less fortunate, very often, have limited or no access to tourism infrastructure and assets (Edmunds, 2003: 76).

These challenges pose a need for a study of this nature, to establish as to which extend does SDM consider tourism as one of the tools for poverty alleviation within its area of jurisdiction.

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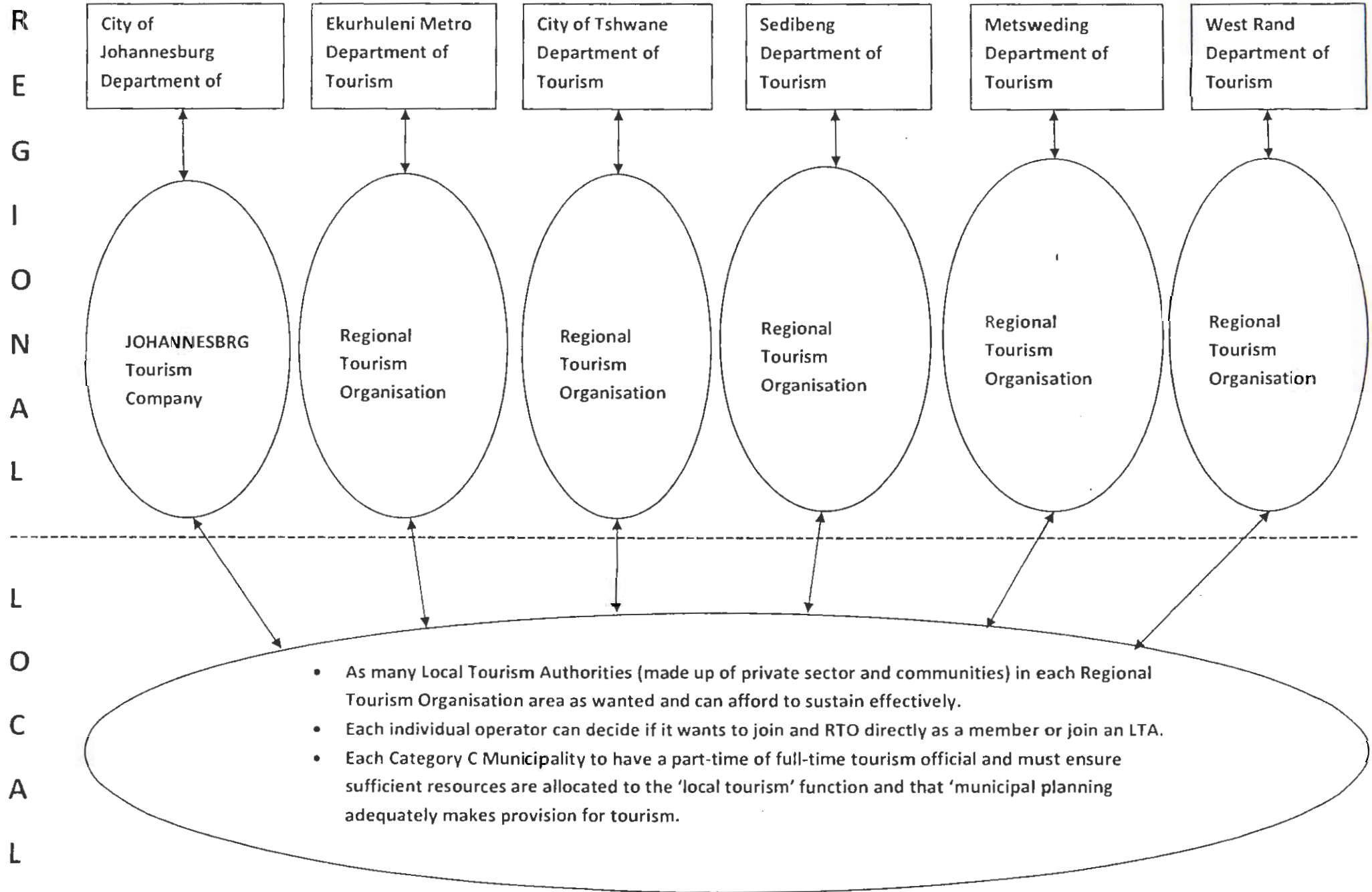
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## ANNEXURE A

Tourism management at regional and local level in Gauteng

## ANNEXURE A: Tourism management at regional and local level in Gauteng



## **ANNEXURE B**

**Letter requesting permission to conduct research in  
Sedibeng District Municipality**



NORTH-WEST UNIVERSITY  
YUNIBESITHI YA BOKONE-BOPHIRIMA  
NOORDWES-UNIVERSITEIT  
VAAL TRIANGLE CAMPUS

PO Box 1174, Vanderbijlpark  
South Africa, 1900

Tel: (016) 910-3111  
Fax: (016) 910-3116  
Web: <http://www.nwu.ac.za>

**PUBLIC MANAGEMENT**

Tel: (016) 9103460  
Fax: (016) 9103451  
EMail [Ernest.Ababio@nwu.ac.za](mailto:Ernest.Ababio@nwu.ac.za)

17 September 2010

**TO WHOM IT MAY CONCERN**

This certifies that Ms A Msibi is a Masters student of this University. Amelia is conducting research on her dissertation titled **The role of tourism in poverty alleviation at Sedibeng District Municipality**

Ms Msibi looks for assistance of respondents to co-operate in completing questionnaires and for interviews. The purpose is mainly academic.

Your interest and co-operation will be much appreciated

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ernest Ababio'.

**PROF EP ABABIO**  
**HEAD: PUBLIC MANAGEMENT**

ERNEST.ABABIO@NWU.AC.ZA c:\documents and settings\administrator\my documents\to whom it may concern1.doc



**ANNEXURE C**  
**Permission to conduct research within**  
**Sedibeng District Municipality**



Sedibeng District Municipality  
1st Floor, House & Home Building  
Corner Merriman and Voortrekker Streets  
PO Box 471, Vereeniging, 1930  
Tel: +27 16 450 3318  
Fax: +27 86 743 6742  
Email: [kantsom@sedibeng.gov.za](mailto:kantsom@sedibeng.gov.za)  
Website: [www.sedibeng.gov.za](http://www.sedibeng.gov.za)

## Local Economic Development (LED)

Sedibeng District Municipality

29 October 2010

### To Whom It May Concern

This is to confirm that Ms. Amelia Msibi visited Sedibeng District Municipality with regard to her Master's Degree research work titled 'The role of tourism in poverty alleviation at Sedibeng District Municipality'.

In my capacity as LED Manager and Acting Director Tourism, LED and IDP, I took part in her interview questionnaire and also made inputs relating to tourism itself.

Regards

**Mbuyiselo Kantso aka Mbuyi LED Manager - Sedibeng**

Tel: 016 450 3318

Fax: 016 422 6545

Mobile: 082 934 5312

Email: [kantsom@sedibeng.gov.za](mailto:kantsom@sedibeng.gov.za)



# LESEDI

Local Municipality / Plaaslike Munisipaliteit

PO Box 201, Heidelberg, Gauteng, 1438 ☎ (016) 340 4305 📠 (016) 340 4394 ✉ mm@lesedilm.co.za 🌐 www.lesedilm.gov.za

## TO WHOM IT MAY CONCERN

### RESEARCH PROCESS WITHIN THE LESEDI LOCAL MUNICIPALITY

According to the North West University (*Vaal Triangle Campus*) Ms A Msibi is a Masters Student at that university and is currently busy with a research in the Sedibeng District on *"the role of tourism in poverty alleviation"*.

I the undersigned, therefore has no objection that the student undertake the research within the Lesedi municipal area.

Ms Msibi looks for assistance of respondents to co-operate in completing questionnaires and for interviews. The purpose is mainly academic.

Yours faithfully

**MUNICIPAL MANAGER**

2010-09-27

## ANNEXURE D

Decline letter from Midvaal Local Municipality



LOCAL MUNICIPALITY - MASCPALA WA SELEHA - PLAASLIKE MUNISIPALITEIT

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PO Box 9, Meyerton, 1960 Tel (016) 360-7407 – Fax: (016) 360—7519  
E-mail : [sanetn@midvaal.gov.za](mailto:sanetn@midvaal.gov.za) - Website: [www.midvaal.gov.za](http://www.midvaal.gov.za)

CORPORATE SERVICES

Ref : 2/1

20 October 2010

Amelia Msibi  
South East 7  
Vanderbijlpark  
1911

Dear Amelia

RESEARCH PROCESS WITHIN THE MIDVAAL MUNICIPALITY : AMELIA MSIBI

Your letter dated 17 September 2010 has reference.

Our telephonic conversation regarding the above matter confirmed that Midvaal Local Municipality does not have Tourism department. Tourism is a competency of Sedibeng District Council.

In view of the above, we are unable to accede to your request and advice you to contact Sedibeng District Municipality for further assistance.

We wish you all the best of luck in your endeavour.

Yours faithfully

  
\_\_\_\_\_  
THOM PEETERS  
EXECUTIVE DIRECTOR:  
CORPORATE SERVICES

## ANNEXURE E

### Tourists questionnaire

## QUESTIONNAIRE FOR TOURISTS

### Instructions

i). You are kindly requested to take part in this research survey and express your opinion about the services provided by tourism industry in Gauteng province and SDM at large, and the measures that can be put in place to improve the services.

ii). The survey is strictly confidential: No need to put your name on the questionnaire.

iii). Be open and frank

iv). Please answer all questions

1. In your opinion, do you feel that your tourism needs are being met as a tourist?

**YES** **NO**

2. If the answer is NO, what do you think can be done to improve services?

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3. Do you normally receive brochures regarding availability of tourism activities from tourism kiosk, hotels, B&B or any other information centre?

**YES** **NO**

4. Have you ever been mugged or robbed of your items since your visit in various destinations in and around SDM?

**YES** **NO**

5. If the answer is YES, which area of Gauteng or SDM?

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**THANK YOU VERY MUCH FOR YOUR PARTICIPATION.**



## ANNEXURE F

Invitation to Regional Tourism Association Launch



Sedibeng District Municipality  
House & Home Building  
Corner Voortrekker & Merriman Avenue  
PO Box 471, Vereeniging, 1930  
Tel: +27 16 422 6541  
Fax: +27 16 422 3331  
Email: [renep@sedibeng.gov.za](mailto:renep@sedibeng.gov.za)  
Website: [www.sedibeng.gov.za](http://www.sedibeng.gov.za)

## Tourism Department

Sedibeng District Municipality

Contact Person: Jacqui Kitching

Contact No: 016 450 3327

13 October 2010

### INVITATION

#### LAUNCH OF SEDIBENG INTERIM REGIONAL TOURISM ASSOCIATION

The Executive Mayor of the Sedibeng District Municipality, Mahole Simon Mofokeng, cordially invites you to attend the launch of the Interim Regional Tourism Association and make a valuable contribution towards the development of tourism in the Sedibeng region.

Venue: Vaal Teknorama

Date: Friday, 22 October 2010

Time: 13:00-14:00 Registration

14:00 Launch

Please contact Nokwanda Nyobole or Mamokete Mohlominyane to register for the Interim Regional Tourism Association and to confirm your attendance.

Tel: 016 450 3300

Email: [nokwandan@sedibeng.gov.za](mailto:nokwandan@sedibeng.gov.za) or [mamoketem@sedibeng.gov.za](mailto:mamoketem@sedibeng.gov.za)

Registration forms and the Constitution of the Regional Tourism Association can be accessed at <http://www.sedibeng.gov.za/tourism.html> or collected at the Sedibeng Tourism Department, 1<sup>st</sup> Floor, House and Home Building, Merriman Avenue, Vereeniging.

RSVP: Thursday, 21 October 2010.



## **AGENDA**

### **LAUNCH: INTERIM REGIONAL TOURISM ASSOCIATION**

#### **(AGM)**

- 1. Submission of Member Registration Forms**
- 2. Opening and Welcome (MMC: Strategic Planning & Economic Development: Cllr. Johnny Tsotetsi)**
- 3. Background (GTA: Mbuyi Kona)**
- 4. Keynote Address (Executive Mayor: Sedibeng District Municipality: Cllr. Mahole Simon Mofokeng)**
- 5. Formal Procedure (Meise Nkaiseng Attorneys: Herman van Wyk)**
- 6. Closure ((Programme Director: Cllr. Tsotetsi)**

## ANNEXURE G

Draft constitution of Regional Tourism Association

# **CONSTITUTION OF THE SEDIBENG REGIONAL TOURISM ASSOCIATION**

## **1.**

### **LEGAL ENTITY**

- 1.1 The subscribing founding members, by appending their signatures hereto, create a voluntary association not for gain subject to the terms hereof.
- 1.2 The association shall be known as THE SEDIBENG REGIONAL TOURISM FORUM or any other name that the members may decide upon.
- 1.3 The association may institute or defend legal proceedings in its own name and is a separate legal persona.
- 1.4 The members of the association shall not be personally liable for the debts of the association.
- 1.5 Any income or assets of the association must be received and registered in the name of the association.
- 1.6 The association shall be governed by its members in terms of this constitution.
- 1.7 This constitution may only be amended by a two-third majority of the votes of members, taken during a special general meeting.

## **2.**

### **MEMBERS**

- 2.1 Membership of the association is open to all stakeholders in the tourism industry with a direct or indirect interest in the promotion of tourism within the geographical area of the Sedibeng District Municipality.
- 2.2 The founding members shall be the first members of the association.
- 2.3 Additional members of the association shall be those members who apply for membership, subscribe to the objectives of the association and are accepted by the founding members and other members of the association.

- 2.4 Membership will be open to individuals, partnerships, companies, trusts, voluntary associations, non-governmental organizations and organs of state.
- 2.5 The association will be non-political.
- 2.6 Membership of the association shall cease upon:
- 2.6.1 the resignation of a member;
  - 2.6.2 the death or insolvency of a member;
  - 2.6.3 a majority decision of the members, taken at a general meeting of members of which at least 14 (fourteen) calendar days written notice has been given.
- 2.7 Notwithstanding anything to the contrary herein, the association shall dissolve when:
- 2.7.1 the objectives specified *infra* have been fulfilled or waived or
  - 2.7.2 on the resignation or withdrawal of the Sedibeng District Municipality as member of the association.

### 3.

## OBJECTIVES

The objectives of the association shall be:

- 3.1 To create an enabling and facilitating environment for the tourism industry in the Sedibeng area, in alignment with national and provincial legislation, and in particular:
- To assist the Sedibeng District Municipality to implement the Gauteng Tourism Institutional Framework;
  - To provide a platform for all stakeholders in the tourism industry to provide their inputs regarding their needs and expectations;
  - To collate views and information in order to assist the Sedibeng District Municipality to make informed decisions regarding the effective and optimal governance and management of the tourism industry in its area;
  - To encourage stakeholders to organize themselves and elect representatives of any particular sector within the industry;

- To promote active participation of all stakeholders in the structures and systems that may be developed.
- To serve as an *interim* Regional Tourism Organisation until a final municipal entity is established.

#### 4.

### GOVERNANCE

- 4.1 The association shall be governed by its members in terms hereof.
- 4.2 The members shall at its first meeting elect an Executive Committee consisting of a chairperson, vice-chairperson, secretary, treasurer and such additional members holding portfolios as determined by the Executive Committee from time to time, provided that the chairperson shall be a person appointed by the Sedibeng District Municipality.
- 4.3 The duties of the office bearers are as follows:
- 4.3.1 CHAIRPERSON
- acts as chairperson of all meetings of the Association and Executive Committee;
  - determines the procedure to be followed at meetings;
  - determines the agenda and frequency, in conjunction with the secretary, of all meetings;
  - has a casting vote where a deadlock in voting occurs at any meeting;
  - liaises with the Executive Mayors and Municipal Managers or designated officials of the Municipalities within the Sedibeng District Municipality's area;
  - will guide and encourage the members of the association to achieve the goals set out in clause 3 supra;
  - will attempt to obtain decisions of the association based on consensus of all members.



#### 4.3.2 VICE-CHAIRPERSON

- acts as chairperson in the absence of the chairperson;
- assumes the duties of the chairperson when acting as such;
- assists the chairperson when requested by the latter;

#### 4.3.3 SECRETARY

- is responsible for compiling the agenda in conjunction with the chairperson and the distribution of same;
- is responsible for the keeping of minutes of all meetings;
- is the custodian of all documents of the association;
- handles correspondence to and from the association in conjunction with the chairperson.

#### 4.3.4 TREASURER

- is responsible for all financial matters of the association;
- is the custodian of all financial records, if any, of the association;
- presents audited financial reports and statements to meetings, if applicable.

#### 4.3.5 ADDITIONAL MEMBERS

- such duties as allocated to them by the Executive Committee from time to time.

### 4.4 MEETINGS

#### 4.4.1 EXECUTIVE COMMITTEE

The frequency of such meetings shall be determined by the chairperson as stated in clause 4.3.1 above, but shall be at least monthly. Notice of meetings and the agenda's shall be in writing and sent to each member by e-mail, telefax or delivered by hand, at least 7 calendar days before the meeting, unless the Executive Committee decided upon the date of their next meeting during a meeting and such date is recorded in the minutes.

#### 4.4.2 GENERAL MEMBER MEETINGS

General meetings are held at such frequency as determined in terms of clause 4.3.1 above. Notice of meetings and the agenda's shall be in writing and sent to each member by e-mail, telefax or delivered by hand, at least 14 calender days before the meeting, unless the date is decided upon at a general meeting and recorded as such in the minutes.

#### 4.4.3 SPECIAL GENERAL MEETINGS

Any member of the association who represents a sector or group of members not less than 5, may request the secretary in writing to convene a special meeting in which event the secretary, in conjunction with the chairperson, shall convene a special meeting of members with 10 days written notice as above during which meeting only the aspects specifically mentioned in the said request may be discussed and decided upon.

#### 4.4.4 QUORUM

A quorum for all types of meetings shall be those members who are present, provided that at least the chairperson (or vice-chairperson in his/her stead), secretary and two other members of the Executive Committee are present.

4.4.5 Although the members present at any meeting will attempt to reach decisions by consensus, each member so present at any meeting shall have the number of votes he/she/it represents, provided that in the event of a deadlock, the chairperson (or vice-chairman in his stead) shall have a casting vote and further provided that the chairperson (or vice-chairperson in his stead) shall have a right to veto any decision.

## FINANCES

- 5.1 The association shall not distribute any assets or income to any of its members or office-bearers and shall have no employees.
- 5.2 Members will not be required to pay membership fees.
- 5.3 Administrative costs shall be borne by the Sedibeng District Municipality, the amount which shall be in its sole discretion.
- 5.4 Each member shall be responsible for his/her/its own costs of attending meetings.
- 5.5 Should any sponsorship, donations or other income be received by the association, it shall be properly recorded and used only for the benefit of the association to reach the objectives mentioned *supra*.
- 5.6 The association shall have no budget but may operate a banking account at a South African Bank, if the need arises and the Executive Committee decides to open a banking account. The authorized signatories to such a bank account will be the persons designated by the Executive Committee, but shall include at least the treasurer together with one other Exco Member.
- 5.7 Proper records of all financial transactions shall be recorded and audited by the Sedibeng District Municipality or its designate.
- 5.8 The financial year of the association shall coincide with that of the Sedibeng District Municipality .

SIGNED at \_\_\_\_\_ on the \_\_\_\_ day of OCTOBER 2010 by the undersigned founding members.