

**Host communities' social impact
perceptions and involvement in tourism:
Mopani District Municipality**

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DECLARATION OF WORK

I, Tumisho Mokgope (29731046), identity number 9010275706083, hereby declare that this dissertation registered as *Host communities' social impact perceptions and involvement in tourism: Mopani District Municipality* as part of the completion of my master's degree in Tourism Management, is being submitted as my own work. It complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North-West University, and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirement for the attainment of any qualification.

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ABSTRACT

Host communities in South Africa are often excluded from tourism planning, decision-making and management of projects even though local participation and following a community approach is promoted. The local knowledge and experience, combined with an understanding of tourism development, can however be used to empower communities to participate in tourism effectively. To ensure that the negative social impacts of the tourism industry are mitigated, and positive impacts enhanced, community development must be considered central to all phases of the planning and establishment of conservation areas. The local community is a fundamental element of tourism since, without their support, it is difficult for the industry to be sustainable. With the local participation and community approach, tourism can become extensive in scope and present a range of social outcomes that can even exceed economic gain. Understanding the social impacts of tourism is important as it provides the local governments, policymakers, tourism destination managers and businesses with a basis for initiating residents' participation processes related to tourism issues.

The purpose of this study was to analyse the perceptions of communities regarding the social impacts generated by tourism and their involvement as a stakeholder in tourism development. This goal was achieved through the attainment of five objectives. A sequential mixed-method approach was followed whereby qualitative research was done amongst government officials, and the results of the interviews were used to inform the questions in the quantitative questionnaire which was distributed among local residents in Mopani District Municipality (MDM). The qualitative research found that residents are involved in tourism planning, development and management, as it was mentioned that all projects and problems are based on the needs of the communities to develop a more sustainable tourism industry. Government, in its effort to involve communities, intensified the local economic development (LED) forum that involves all stakeholders and is a channel where issues concerning tourism are discussed. The government is certain that the residents are eager to partake in the tourism processes, as it indicated that there is a good representation at a local level through the LED forum. The residents' frustrations and negative attitude towards tourism comes from a lack of understanding, as many residents come from rural communities that are driven by the agricultural activities and not tourism.

The quantitative research was done by means of questionnaires that were distributed in MDM. Data were analysed and a socio-demographic and behavioural profile was created. Secondly, factor analyses were done on the aspects regarding residents' participation in the tourism industry as well as their social impact perceptions. Thirdly, the relationship between various participation aspects was measured against social impact factors to determine if it influences social impacts. It was found that it does influence social impact perceptions significantly. The study found that residents value their district with its wealth of natural beauty and resources, which led to considerable tourism growth. It is also clear that, if residents can be part of the local tourism industry it will change their attitudes and support. These findings aimed to inform the tourism planners of the MDM to cooperate with a younger population in tourism as this younger group can identify a multitude of tourism-related opportunities in the community and can influence the social impacts on tourism.

It is problematic that a high number of respondents have never participated in the tourism planning process which might be due to the significant number of younger people that took part in the survey. The factor analysis revealed factors describing residents' cooperation and involvement factors, namely Factor 1 = tourism awareness; Factor 2 = direct involvement and Factor 3 = indirect involvement. The Chi-squared test (X^2) with 78 = 1232,466, $p < 0,000$ clearly indicates that the values have better fit, as values are at zero. These factors accounted for 54,76 % of the total variance explained.

From the results, this study reveals that residents' level of involvement in the tourism industry influences their social impact perceptions; more involvement in the planning and management of the industry positively influence social impact perceptions. Positive social impacts lead to a happier community which will experience an increase in quality of life. Furthermore, positive social impact perceptions lead to stronger support for the tourism industry by the community which, in turn, makes the tourism industry more sustainable.

Key concepts: community; social impacts; stakeholder: tourism; tourism development

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CHAPTER 1: INTRODUCTION, PROBLEM STATEMENT, OBJECTIVES AND METHOD OF RESEARCH

1.1 Introduction

The tourism industry is one of the world's largest industries (Woo *et al.*, 2018:260), and as a global industry it involves hundreds of millions of people in international as well as domestic travel each year (Mason, 2009:4). On the economic side, tourism is an increasingly imperative source of income and employment to many countries, especially those that are classified as developing (Nazki, 2018:309). According to the WTTC (2019:1), in 2018, the total contribution of travel and tourism to the global gross domestic product (GDP) was USD8 billion (10,4 % of GDP), exceeding that of agriculture (7,7 %), banking, automotive manufacturing and the mining sector (6,0 %). The tourism industry is forecasted to rise by 3,6 % over the next decade. This suggests that in the very same year (2018) the total contribution of the industry to employment, including jobs indirectly supported by the industry, was 10 % of total employment (319 million jobs). This was also expected to increase the GDP by 2,7 % per annum, while the agricultural and mining sectors are forecasted to rise by 1,9 % and 1,5 % per annum (WTTC, 2019:1-3). Visser and Hoogendoorn (2011:6) note that in many regions and countries in the global south, tourism promotion is increasingly perceived as a strategy by which to attract foreign direct investment and create employment.

Since South Africa's democratic transition, international tourist arrivals have increased (Visser & Hoogendoorn, 2011:6) to more than 2 million (2,704,067) at the end of March 2019, positioning this country as Africa's leading tourist destination (Department of Tourism, 2019:4). In 2018, tourism's contribution to South Africa's GDP was R130 billion, which was about 4,5 % of the total South African employment (Department of Tourism, 2019). This justifies that the South African government has recognised the tourism sector's potential of bringing about the economic growth and employment creation by forming the standalone National Department of Tourism and by strengthening the country's tourism portfolio (Department of Tourism, 2010). Tourism plays a significant role in increasing national income and improves the balance of payments in the state through foreign currencies (Fandi, 2015:1). Critics dissent and argue that South Africa is working on maximising the local economic benefits which tourism can bring to the country. They argue that there is

much to be gained from creating more diversified tourism products and to market a more extensive range of experiences, activities and services to tourists (Department of Environmental Affairs and Tourism, 1996:1). Although residents perceive many of the economic impacts as positive, they agree less on the nature and direction of the perceived social impacts (Carmichael, 2006:118). On the social side, tourism also has a significant influence on host societies (Nazki, 2018:309). The social benefits generated by tourism can be extensive in scope and present a range of outcomes that can even exceed economic gain (Letoluo & Wangombe, 2018:53). Wilks (2013:1) argues that there is a need to examine social impact in its broadest possible sense, exploring impact at individual, as well as group and community levels because tourism maintains and enhances community equilibrium through cooperative initiatives and ventures (Bennett *et al.*, 2012:4).

Although tourism requires multiple-integrative approaches, the host community, however, is one of the most important stakeholders; they are the ones who will be most affected, either positively or negatively, by tourism planning and development, because they live in those areas where tourism activities take place (Eshliki & Kaboudi, 2017:61). National and local governments must support the notion of “community engagement” in tourism planning and management, as it enhances a community’s ability to address its own needs while ensuring that tourism developers and planners understand community priorities (Ahmed & Palermo, 2010). Also, communities are not all the same in terms of economic compositions (Scholtz, 2019), neither as a community way of life (Scholtz & Slabbert, 2017:1); therefore, the levels of engagement and social impact perceptions will differ among communities. Seeing as residents’ support is significant for the sustainability of the tourism industry, and that their participation could contribute to improved social impact perceptions, it was deemed essential that research should be done.

This study analyses the perception of communities regarding the social impacts generated by tourism, their role as a stakeholder in tourism development, as well as the possible influence that residents’ participation can have on their social impact perceptions. The aforementioned goal helps to determine whether the residents living in areas with profound tourism activities are acknowledged as stakeholders or not, as well as how participation influences their social impact perceptions. If the community shows no respect to the environmental issues, nor has the proper share in the economic gain from the tourism sector, there is a stronger possibility that the tourism industry will not be sustainable (Terzić & Bajić, 2017:30). The United

Nations World Tourism Organisation (2017:21) argues that the community is regarded as a vital entity in tourism development, so with their participation, sustainable community tourism might be ensured. The next section provides more background to the research to be done.

1.2 Background to the study

According to Shoemaker and Shaw (2008:303), tourism affects the economy of every country, every city and local community in the world. This section reiterates the same critique by Eshliki and Kaboudi (2017:61) that community participation in the decision-making process of tourism development has often been lacking and is sometimes even marginalised during the decision-making process. This is true seeing that the Tourism Business Council of South Africa (TBCSA) itself does not fully consider a community as one of the industry stakeholders (Tourism Business Council of South Africa, 2018).

1.2.1 Stakeholders in the tourism industry

There are many interest groups concerned with tourism's growth and development; from private sector businesses to various government structures (Keyser, 2002:205). According to Saleem *et al.* (2016:946) the quality of relationships that the tourism organisations have with their stakeholders is crucial to its success. This view, according to Saleem *et al.* (2016:948), is commonly advocated through the stakeholder theory which has come to be applied in strategic management (Freeman & McVea, 2001:183-201). Smit *et al.* (2007:424), as well as Simão and Partidário (2012), define a stakeholder as any individual or group who can affect or is affected by the achievement of an organisation's objectives. Ezeuduji (2017:949) divides stakeholders into two types: those who have to carry out actions required by the institutional strategy, and those who have a stake in the strategic outcome.

Ezeuduji (2017:949-950) exemplified this by stating that local communities are required to carry out the actions necessitated for tourism development, while tourists have a stake in the outcome as they are the consumers of the services. Ezeuduji (2017:950) admits that there are many other major stakeholders that can be classified within the above two stakeholder groups. Saha and Sabuz (2018:31) argue that whether it may belong to the sustainable practices, all stakeholders in the tourism industry have an influential capacity for tourism development. The central task in this process is to manage and integrate the relationships and

interests of all stakeholders, including the community, in a way that ensures the long-term success of the tourism industry (Freeman & McVea, 2001:183-201).

According to the United Nations World Tourism Organisation (2017), the tourism stakeholders are tourism establishments and enterprises (including their associations), institutions engaged in financing tourism projects, tourism employees, tourism professionals, tourism consultants, trade unions of tourism employees, tourism education and training centres. Table 1.1 depicts some of the major stakeholders identified by Ezcuduji (2017:950) with their demands as well as the roles they play in tourism development, which in its form stands to help the local community to know exactly how to respond to the stakeholders. The intensity of the above critique stands when McCamley and Gilmore (2018:2) argue that the destination stakeholders must understand their roles in tourism development and they must understand the interconnected nature of their efforts. Deery *et al.* (2012:64) agree by stating that it is crucial, in particular for government tourism departments and agencies, to understand how individuals within a host community perceive the benefits and disadvantages of tourism because of the potential hostile response to tourists. This is clarified in the next section where the question of why the community should form part of not only self-mobilisation, but also functional participation, is answered.

Table 1.1: Stakeholders, their demands and roles in tourism development

MAJOR STAKEHOLDERS	DEMANDS	ROLES
Local communities	Income from tourism	Creating touristic experience
Tourists	What they pay for	Service consumers
State governments	Compliance with policy	Policy formulation
Local governments	Rural development	Monitoring and evaluation
National environmental agencies	Environmental standards	Environmental Impact Assessment
Tourism authorities	Popularity of destination	Marketing communication
Non-governmental organisations (NGOs)	Equity, local empowerment	Initial funding, research and capacity building
Tour operators	Returns on their investment	Tourists' acquisitions

Source: Adapted from Ezcuduji (2017)

1.2.2 The support of the community

The acceptance of local participation to tourism development denotes that residents are often excluded from planning, decision making and management of projects, especially in

developing countries (Eshliki & Kaboudi, 2017:61). Local people very often are involved just in interactive participation and self-mobilisation, while in functional participation most of the major decisions have been made before they are taken to the local community (Mowforth, 2001). The early researchers such as John Ap and John L. Crompton have argued that for tourism to thrive in an area, it needs support from the area's residents (Ap & Crompton, 1998:120). Shoemaker and Shaw (2008:305) support the aforementioned arguments by stating that the success of any tourism development project is however threatened to the extent that the development is planned and constructed without the knowledge and support of the residents.

Kiper (2013:786) argues that the full involvement of local communities in the tourism sector not only benefits them and the environment, but also improves the quality of the tourism projects. Eshliki and Kaboudi (2017:61) point out that community participation in tourism development does not only relate to the decision-making process and the benefits of tourism, but is also regarded as integral to sustainable tourism. According to McCambley and Gilmore (2018:2), usually the onus is on public sector agencies to instigate tourism developments, however, this does not eliminate the significance of the committed community participation. A community that plans and uses tourism as an alternative means of strengthening its economic growth must develop sustainable tourism to meet the needs and demands of its residents (Lee, 2013:37). The next section examines the sustainability of tourism, which is characterised by the economic, environmental, political and social impacts of tourism.

1.2.3 Sustainability of tourism

Sustainability has become a practical concept that is deemed beneficial to the progress of tourism development (Chen, 2015:226). In discussions of sustainable development, tourism has been suggested as a tool for achieving economic development, while protecting the natural environment (Lindberg *et al.*, 1996:461). According to Miyakuni *et al.* (2018:3), as tourism destinations develop, like any economic activity, it can lead to both desirable and undesirable effects (Lindberg *et al.*, 1996:461). Understanding the forces that shape the future of tourism in a holistic manner is essential for sustainably managing tourism development (Walker *et al.*, 1999:59). Accordingly, sustainable tourism has dimensions of economic, environmental, political and socio-cultural aspects that need to be balanced and managed (Sutawa, 2012:414). Plumed *et al.* (2018:8) agree by arguing that sustainable tourism

encourages destinations and companies to pay attention to the impacts that tourism has on the economy, environment and society.

In the same way that sustainable development should be one of the objectives of tourism policy and general actions, the managers responsible for tourism development should understand that it is necessary to set limits to what can be achieved in the short and medium term (Plumed *et al.*, 2018:8). Sutawa (2012:414) notes that sustainable tourism development is defined as a process that leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled. These needs can be achieved while maintaining cultural integrity, essential ecological processes, biological diversity and life-supporting systems (Sutawa, 2012:414). According to Moutinho and Vargas-Sanchez (2018:2), tourism is primarily a social phenomenon because in tourism, customers and their needs can shape the society which they visit. The next section examines literature or studies that have been done on social impacts, especially taking into account that tourism might have negative social impacts if residents do not play a role as stakeholder.

1.2.4 Social impacts of tourism

Examining the social impacts of tourism is extremely important for a range of reasons which include their short term, high profile nature where the impacts can have a profound effect (Deery & Jago, 2010:9). Deery *et al.* (2012:65) advocate that research into the social impacts has gone through some stages of development such as definitions and concept development, model development, instrument design and development, and instrument testing and refinement. Deery *et al.* (2012:65) add that the research into the social impacts of the tourism industry has moved attention away from the economic focus which dominated so much of the early tourism impact analysis. However, although the attention has been moved, research still places less emphasis on the social impacts of tourism than on the economic impacts of the industry (Scholtz, 2014:19; Deery *et al.*, 2012:65; Ohmann *et al.*, 2006:4).

In responding to the critiques above, McCombes *et al.* (2015:157) state that tourism is contributing to changes in value systems, individual behaviour, family structure and relationships. Moreover, these include the collective lifestyle, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations (McCombes *et al.*, 2015:157). Table 1.2 depicts some of the few studies that are done on the social impacts of tourism. These studies indicate that the call for closing a gap of research aimed at the social

impact of tourism has been taken into consideration. Without hesitation, Buckley (2012:530) responds by advocating that research into the social impacts of tourism is of importance because it contributes to peace through improved cross-cultural understandings, which is the reason the social impacts of tourism need an extensive investigation.

Table 1.2: Previous studies done on the social impacts of tourism

AUTHORS	TITLE	STUDY FOCUS / FINDINGS
Scholtz et al. (2019)	I like you; I like you not. Dynamic social impact perceptions of an international sporting event	By means of panel data, to measure the social impact perceptions of residents in the impoverished city of Kimberly in South Africa towards the annual Kimberly Diamond Cup skateboarding event. The study revealed that the event is not contributing towards positive social impact perceptions, and it did not improve adverse social impact perceptions.
Scholtz (2019)	Does a small community (town) benefit from an international event?	The study aimed to determine to what extent an annual sporting event, the Fauresmith 200 International Endurance Ride, can be an attraction in a small, mostly isolated community and can benefit residents, as well as the extent to which the event contributes to the community over time.
Scholtz (2019)	One ultramarathon, two cities: differences in social impact perceptions	The aim of the study was to critically assess and manage the social impact perceptions generated by one ultramarathon event at the host destinations. The study revealed that the size and diversity of communities' economies might influence residents' perceptions.
Sen (2018)	Socio-cultural impression of tourism: a case study of the historical temple town, Bishnupur in Bankura, West Bengal	The study focused upon the negative role of tourism in Bishnupur temple town on its socio-cultural environment. The study found that tourism has sequential influences on local communities by various untreated sewage and waste, pollution, road congestions etc.
Eshliki and Kaboudi (2017)	Perception of community on tourism impacts and their participation in tourism planning: Rasmar, Iran	The study focused on the exploration and analysis of the relationship between the effects of tourism on the quality of local community members' life and the extent to their participation in tourism quality improvement programmes.

Source: Self-compiled

Table 1.2 suggests that tourism can influence the image and the perception of a tourist destination in a decisive manner, constituting the real geographical marketing instruments, which increase the attractiveness of an area by the recovery of its distinctive features, and being able to produce relevant social impacts for the host population. The study of Scholtz (2019:310) reiterates that, not only does the tourism industry produce economic impact, it also influences the host societies with social benefits that can even exceed economic gains. With regard to tourism's cultural and social effects, based on the suggestions in the aforementioned Table 1.2, possible social impacts such as interrupting everyday life in the

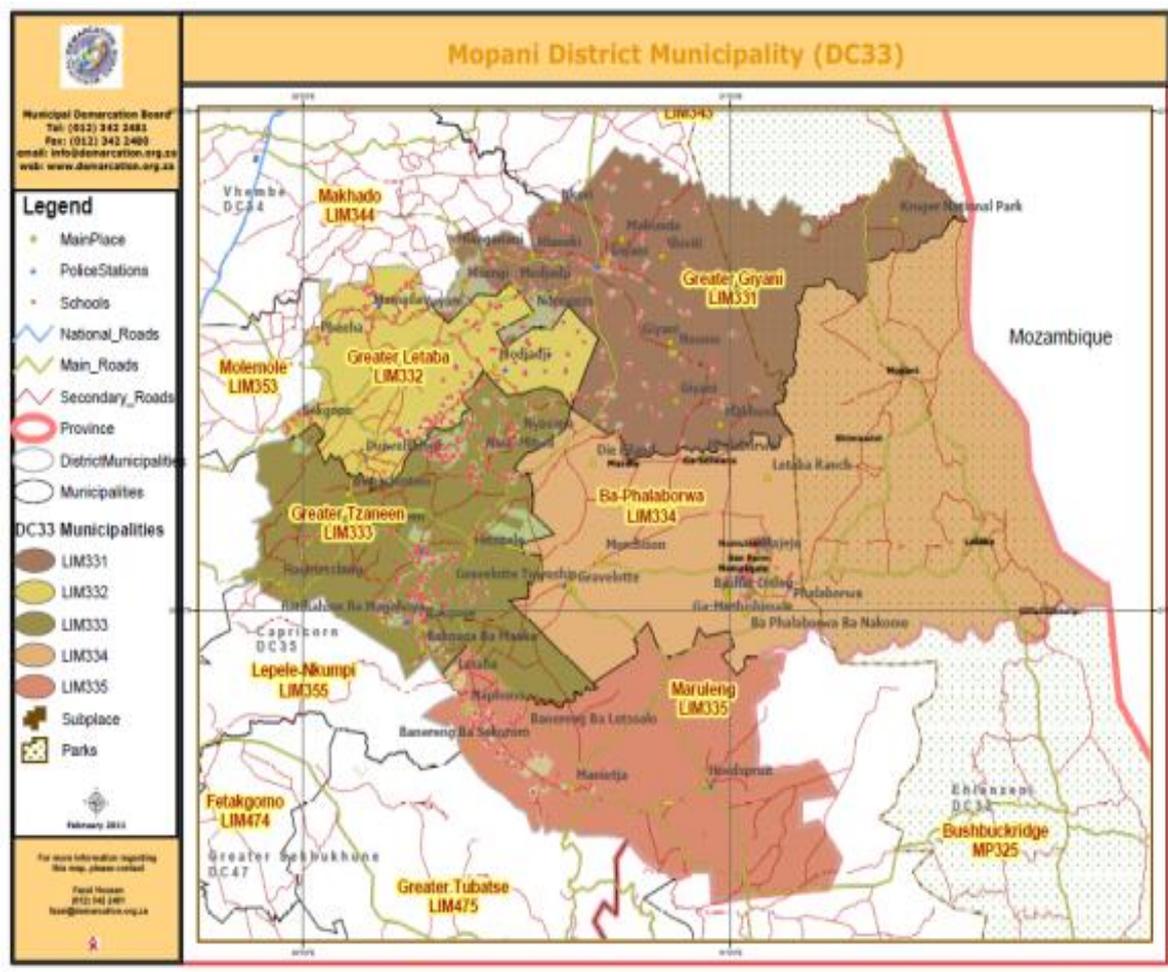
cities, damaging aboriginal culture, and increasing crime are some of the negative effects of tourism. Moreover, improving the image of the city because of tourism is a positive impact of the industry (Eshliki & Kaboudi, 2012:338).

A portion of negative social impacts is often related to inappropriate land use planning and disobeying rules of constructions (Eshliki & Kaboudi, 2017:65). Interestingly, tourism never stops enjoying a love-hate relationship with its host community (McKercher, 1993:6). The next section provides background information on the Ba-Phalaborwa Municipality of the Mopani district in the Limpopo province; the population of this district will be the case study for this study.

1.2.5 Community to form part of the study

According to the Mopani District Municipality (2018), the MDM is a municipality located within the north-eastern quadrant of the Limpopo Province in South Africa. Limpopo is the second poorest province in the country. The word “mopani” is self-explanatory to indicate the wealth in mopani worms, the most nutritious food which is good for health (Mopani District Municipality, 2016). The district consists of five local municipalities: Ba-Phalaborwa, Greater Giyani, Greater Letaba, Greater Tzaneen and Maruleng (see Map 1.1). The seat of Mopani is Giyani, and the district forms part of the Great Limpopo Transfrontier Park. The Ba-Phalaborwa Municipality (at which the survey was conducted) is the largest of the five municipalities in the district, making up over a third of its geographical area. The area has great tourism and manufacturing investment opportunities.

It is located in the north-eastern part of Mopani, just less than one kilometre from the Kruger National Park border. The municipality consists of cities or towns such as Gravelotte and Leydsdorp (Mopani District Municipality, 2018).



Map 1.1: Map of Mopani District Municipality

Source: Mopani District Municipality (2018)

The following scenario has been brought to the people by the Mopani District Municipality (2016:84, 88), which argues that:

“The provincial economic study of 2000 identified tourism, agriculture, mining and trade, and manufacturing as sectors with the potential for growth in the Mopani district. Although mining is presently the largest sector in Ba-Phalaborwa and creates many job opportunities, it can also become a constraint in the future. *All mines have certain production expectancy and will eventually close.* It is indicated that a vast majority of people are skilled in professional and technical occupations and when the mine closes down, people will have to either move to an area with mining activities, or have to learn other skills. Also, a large number of people occupied in the manufacturing might lose their jobs after the mines have closed as they are interrelated.”

The above-mentioned critique by the Mopani District Municipality suggests that the residents in the area are heavily dependent on mining activities. As a result, the residents will need to be integrated sustainably into tourism practices prior to the closing down of any mining sector to help obtain statistics regarding which industries within the district contribute toward the GDP and to what extent. Profoundly, tourism contributes to the formation of places, fostering reconfiguration and restructuring processes that tend to create new rural opportunities in the function of services it provides to the society as a whole; satisfying demands, needs and desires of tourists (Sgroi *et al.*, 2014:407). Although this study tackles tourism on the sociological approach, tourism is the best way to close the unemployment gap. According to Ghasemi and Hamzah (2014:16) this industry is one of the world's leading industries or economic sectors, representing a major source of GDP.

1.3 Problem statement

Tourism contributes to changes in value systems, individual behaviour, family structure and relationships (McCombes *et al.*, 2015:157). Also, it contributes to transforming the collective lifestyle, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations (McCombes *et al.*, 2015:157). The tourism concern, according to Robinson and Wiltshier (2011:88), suggests that tourism should be managed with the involvement and consent of local communities, which links directly with the idea of community participation and to involve communities rather than individuals to produce relevant social impacts for the host population. Quite often, communities suffer the negative social impacts of tourism development without sharing in the positive aspects (Keyser, 2002:206). The social benefits produced by tourism activities can be extensive in scope and present a range of outcomes that exceed economic gain (Letoluo & Wangombe, 2018:53). This industry has a significant influence on host societies and this implies that, to achieve the positive social impacts of tourism, community integration is mandatory as this enhances a community's ability to address its own needs while ensuring that decision makers understand their priorities (Ahmed & Palermo, 2010:1380). It is currently unknown what the social impacts of tourism are on the residents of the Mopani district due to a lack of research on this topic in the selected area.

For a community such as the Mopani district (which is currently strongly reliant on mining and other industries), effective and sustainable tourism development is crucial seeing that it can replace such fading industries. As advocated by the Ba-Phalaborwa Municipality (2019),

the three mining companies closely cooperate with various communities to boost economic development and alleviate poverty. Moreover, the mining development has a potential to contribute over R6 300 million in direct investments through the different ventures in the district, which could in the short term enhance the economy in the whole of Limpopo Province. However, as the mining is not as sustainable as tourism, it can become a constraint in the future because all mines have certain production expectancy and will eventually close (Mopani District Municipality, 2016:84,88). It is thus needed to pro-actively plan for the development of tourism in the Mopani district before the possible closing down of the mining sector in order to ensure sustainable employment.

The Mopani district is well resourced for tourism because of its precious dams; it is known as the Valley of the Olifants; the Blyde River Canyon is an important bird area; it hosts adventure tourism like hiking, white water rafting, abseiling, hot air ballooning; it has a scenic mountain view such as the Drakensberg mountain range; it has major private game reserves and 5-star luxury lodges, including Thornbush and Kapama, Timbavati (home of the white lions), Klaserie, Balule and Oliphants; it is the home of marula and wildlife tourism; it serves as the gateway to the Greater Limpopo Transfrontier Park through the Giriyondo border into Mozambique; it is well known for Tsonga indigenous food such as matomani (mopani worms), tihove (a kind of samp made with dried corn kernels, peanuts, ground nuts and beans), vuswa bya mavele (mealie pap), vukanyi (an alcoholic beverage made by squeezing the juice from the marula fruit) and xigugu (an in-between-meal snack which is rich in protein). Moreover, the region offers various languages including so-called dialects of Sepedi, Khelobedu, Sebirwa, Setlokwa, Xitsonga, Afrikaans and English (Mopani District Municipality, 2018). This district has wealth of natural beauty and resources with a growing tourism industry and great potential however, it needs to be well managed so that residents form part as stakeholders. The residents as the tourism stakeholders can help to ensure positive social impacts and ultimately a sustainable industry. Robinson and Wiltshier (2011:88) argue that for any community participation to be effective, it is important to integrate the local community needs and ways of life with tourism development. It helps to avoid the problems and conflicts associated with the erosion of local cultures (Robinson & Wiltshier, 2011:88). Research has already been conducted on the perception of communities concerning tourism impacts as well as community participation in tourism planning such as that of Eshliki and Kaboudi (2017) in Iran, however, research is needed, in the Mopani district as this area is heavily dependent on mining and agricultural activities.

The high unemployment rate (55,2 % in the 1st quarter of 2019 according to Statistics SA) in the Mopani district led to a high number of young people staying in the area but not contributing to the economy due to a lack of employment opportunities. The tourism industry can alleviate the need for employment if well planned and if the necessary participation is achieved again supporting the need for the research.

To analyse the tourism situation in the Mopani district with its wealth of natural beauty and resources which has led to, and will continue leading to considerable tourism growth, the following questions are important:

- *Are the communities of the MDM fairly involved in the functional participation where operational tourism decisions are taken, or are they involved only as interactive and self-mobilisation participations?*
- *To what extent are their levels of participation influencing their social impact perceptions?*
- *How can the tourism industry achieve higher levels of participation to contribute to development of the district?*

This study will provide the local governments, policy makers, tourism destination managers and businesses with a basis for initiating resident participation processes related to tourism issues. This initiative will aid in identifying groups of people in the district concerned about or opposed to tourism planning and development in their communities. Once the concerns by community members have been identified, current tourism planners will begin to realise the significance of involving communities, not only in interactive participation and self-mobilisation, but also in functional participation. This study also contributes to the understanding of tourism in South African communities. Finally, this initiative should provide a basis for the further development of social impact research integrating the community as a stakeholder within the tourism sector.

1.4 The goal of the study

The goal of this study is to analyse the perceptions of communities regarding the social impacts generated by tourism and their involvement as a stakeholder in tourism development.

1.4.1 Objectives

The following objectives for this research were identified:

Objective one: To review, from a sociological perspective, the concept of communities, together with the importance of community participation in the tourism industry, as well as how such participation can be fostered. Further, the notion of social impact was reviewed, as well as models or theories that help in the understanding thereof. Lastly, the idea of community participation and social impact perceptions were analysed (Chapter 2).

Objective two: To review the impacts of tourism towards communities in literature by taking into consideration that the activities of tourism should have both positive and negative impacts economically, ethically or environmentally, politically and **socially** (Chapter 3).

Objective three: To conduct an empirical study where the perceptions of the government officials were sought regarding the development of the tourism industry, and the involvement of the local communities during such processes by means of qualitative research (Chapter 4). The findings were used to inform the measuring instrument in Objective four.

Objective four: To conduct an empirical study amongst the residents of the Mopani District Municipality (through quantitative means) with the aim of measuring their perceptions regarding their local tourism industry, their involvement as stakeholders in the planning and management of the tourism industry, as well as their social impact perceptions. Ultimately, the influence of their level of participation on their social impact perceptions was identified (Chapter 5).

Objective five: To draw conclusions and make recommendations concerning the perceptions of communities regarding the impacts generated by tourism and their role as stakeholder in tourism development (Chapters 2 and 3). Furthermore, to make recommendations concerning the empirical results (Chapters 4 and 5).

1.5 Research methodology

Research methodology refers to the theory about methods (Punch, 2014:14), and focuses on the research process and the kind of tools and procedures to be used, while research design focuses on the end product and logic of research (Babbie & Mouton, 2001:75). Billing

(2004:13) seconds by stating that a methodology involves presenting rules of procedure about matters such as the collection of data and their analysis. These rules are impersonal, in that they are meant to apply equally to all researchers (Billing, 2004:13). This study encompasses two main parts, namely a literature review and an empirical study.

1.5.1 Literature study

The literature study consists of the aforementioned – Objectives one and two. Accordingly, these objectives were completed in order to analyse concepts, models, roles, strategies that relate to the development of sustainable tourism, stakeholder theory and the contribution of tourism development towards communities. This literature study was carried out based on keywords such as tourism, community, stakeholder, tourism development, and social impact.

Sources utilised include articles in academic journals such as *Tourism Management*, *Journal of Sustainable Tourism*, *Journal of Hospitality and Tourism Research*, *Annals of Tourism Research*, and *Journals of Asian Behavioural Studies*. The textbooks from the North-West University Library, Tshwane University of Technology Library, and National Library of South Africa in Tshwane were considered. Publications of these books by Lawton, Weaver, Saayman, McCool, Thompson, Hickey, Urry, Ebrahimi and Khalifah were extensively made use of in this study. Information searches were conducted on library catalogues and databases including Science Direct. Public media was used including websites of organisations such as MDM, TBCSA and WTTC, Government Publications including DEAT and NDT.

1.5.2 Empirical survey

The research methodology for this study describes the research design and method of collecting data, sampling procedure, development of measuring instruments, and data analysis.

1.5.2.1 Research design and method of collecting data

The research design addresses the planning of a scientific inquiry, which means designing a strategy for finding out something (Babbie & Mouton, 2001:72). According to Alexander *et al.* (2008:131), “method” can refer to the style of data collection such as surveys or interviews, and also to the means of analysis such as statistical analysis and narrative analysis. Alexander *et al.* (2008:131) add that, for those empirical questions about

phenomena, which operate at both macro and micro levels, one method cannot offer a sufficient basis for sociological explanation.

This research adopted both a **qualitative** and **quantitative** approach (see Figure 1.1), which is a mixed-method approach. Qualitative research aims to understand phenomena within a particular context, whereas quantitative research takes universal propositions and generalisations as a point of departure (Schurink, 1998:241).

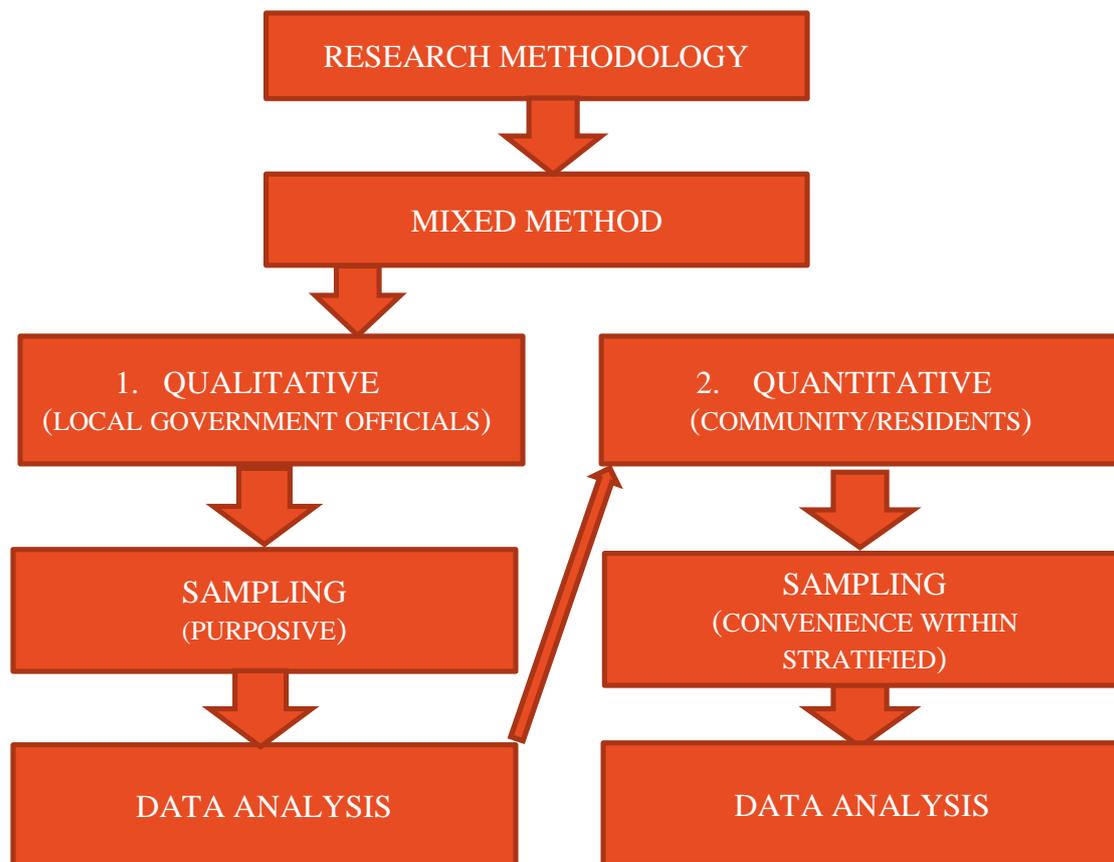


Figure 1.1: Research methodology – mixed method
Source: Self-compiled

By using a mixed-method approach, the researcher firstly generated detailed data from a small sample (qualitative), and secondly used the information obtained to reach a larger sample (quantitative), which allowed for generalisation (Bian, 2011). The type of mixed method, therefore, was a Sequential Exploratory mixed method. This allowed the researcher to explore a phenomenon; in this instance, the interactions and understanding between two tourism stakeholders, the local government officials and community members (Plano &

Creswell, 2008:161). Firstly, the qualitative approach will be discussed, followed by the quantitative approach.

1.5.2.2 Qualitative approach: local government officials

Punch (2014:117) describes a qualitative approach as not a single entity, but an umbrella term that encompasses enormous variety. Qualitative method is useful for clearing the thinking processes and good quantitative research often originates from qualitative thoughts (Hara, 2008:27). With this approach, a study seeks to understand the social life and the meaning that people attach to everyday life (Schurink, 1998:241). In the case of the current study, the qualitative approach focused on the local government officials, especially tourism managers and planners, tourism officers, as well as tourism business owners in the district. The personal interviews are to be conducted with participants.

1.5.2.2.1 Qualitative sampling

The key concept in sampling is representativeness, unless the sample truthfully represents the population from which it is drawn (Mouton, 1996:136). Sample, as Payne and Payne (2004:210) noted, is designed to resemble the universe on a smaller scale, representing the universe's features. Ryan (1995:163) defines a sample as a representative group drawn from a given population. Because it includes merely a part, not all of the parent population, it can never be an exact replica of that population (Hedges, 2004:64). Jennings (2001:136) adds that a population comprises all the study projects such as tourists, hosts, family, friends, employees and managers, or study units such as attractions, transport providers and accommodation facilities.

For the qualitative survey, purposive sampling was used. The term "purposive sampling" is defined by Jennings (2001:444) as a non-probability sampling design in which the required information is gathered from specific targets or groups on some rational basis. Purposive sampling was applied by selecting specific persons in government, such as the municipal director, local economic development (LED) managers and tourism and public enterprise officers who are relatively capable of providing inside information that cannot be obtained from anyone else. Their perceptions on whether the community members of the MDM are fairly involved in the functional participation where tourism operational decisions are taken, or whether residents are involved only in interactive and self-mobilisation participation were

measured. This was achieved by the following interview guide that comprised of four sections (See Appendix 1 for the complete interview guide):

SECTION A: Socio-demographic information

SECTION B: Tourism development

SECTION C: Community engagement

SECTION D: Residents' current tourism social impact perceptions

This sample comprised of eight participants who were interviewed in January 2019, and they were interviewed until data saturation was achieved. This was based on a noticeable quality, such as better understanding of tourism development (Du Plooy-Cilliers *et al.*, 2014:142). Du Plooy-Cilliers *et al.* (2014:143) add that the advantage of this method of sampling is that each element of the sample will assist with the research. To ensure an in-depth understanding of the issues at hand, the researcher employed data saturation. Data saturation is described by Ness (2015:1409) as the point at which no further new information or themes are observed in the data. For the purpose of obtaining data from the population, purposive and convenience sampling have been identified.

1.5.2.2.2 Qualitative semi-structured interview schedule

Firstly, a semi-structured interview schedule was designed to examine selected government officials (based on their knowledge and experience within the local tourism industry). The purpose of the interview schedule was to elicit specific information which was used in the construction of the quantitative questionnaire (to be discussed later). A semi-structured interview schedule was developed which acted as a key guide during face-to-face interviews with specific local government officials. The questions also afforded a platform for follow-up questions.

1.5.2.2.3 Qualitative data analysis

At this stage, the collected data was interpreted for purpose of drawing conclusions that reflect on the interests, ideas and theories that initiated the inquiry (Babbie & Mouton, 2001:101). The government officials' interviews were recorded using an audio recorder in the field, and each interview lasted between 40 and 1:59 minutes. For coding of data, the open, axial and selective coding were employed. These are the three phases of coding identified by

Strauss in 1987 (as cited by Jennings, 2001:199) which are tags or labels for assigning units of meaning to the descriptive or inferential information compiled during a study. Moreover, according to Creswell and Plano-Clark (2011:204), for both qualitative and quantitative data analysis, researchers go through a similar set of steps that unfold in a linear fashion in quantitative research but are often implemented simultaneously in qualitative research. These six steps are discussed as follows:

Step 1: Preparing the data for analysis: This step involves transcribing interviews, optically scanning material, typing up field notes, and cataloguing all of the visual materials (Creswell & Creswell, 2017). This step also includes arranging the data into different types, depending on the sources of information (Creswell & Creswell, 2017). For the qualitative research, the government officials' interviews were recorded using an audio recorder in the field. For coding of data, the open, axial and selective coding were employed. Microsoft Excel was used to capture the data concerning the quantitative survey, using the Statistical Programme for Social Sciences (SPSS version 25).

Step 2: Exploring the data: Creswell and Creswell (2017) state that this step provides a general sense of the information and an opportunity to reflect on its overall meaning. For the qualitative method, data were stored and managed as a Microsoft Word document for the analysis to be facilitated. The transcripts were first read several times to get a sense of the data. With the quantitative method, the data of the MDM communities were pooled to determine whether overall data could be segmented according to the residents' cooperation and involvement as stakeholders.

Step 3: Analysing the data: According to Creswell and Plano-Clark (2011:208), a more practical approach today is to use one of the many qualitative analysis software programs. For example, qualitative computer software programs can store text documents for analysis, enable the researcher to block and label text segments with codes so that they can be easily retrieved, organise codes visually, thereby making it possible to set up a diagram and be able to see the relationship among items, as well as search for segments of text that contain multiple codes (Creswell & Plano-Clark, 2011:208). In short, qualitative data analysis involves coding the data, dividing the text into small units (phrases, sentences or paragraphs), assigning a label to each unit, and then grouping the codes into themes (Creswell & Plano-Clark, 2011:208). The study employed the interview guide (consisting of four sections),

while on the other hand the questionnaire was developed, which was distributed among residents for data collection.

Step 4: Representing the analysis: In the qualitative research, the visuals, tables and figures were utilised as adjuncts to the discussions, while the principal component factor analysis method (quantitative), with Oblimin rotation with Kaiser normalisation, was performed on 27 social impact variables to reduce these to summative latent variables. Moreover, researchers present a process model, advance a drawing of the specific research site, or convey descriptive information about each participant in a table (Creswell & Creswell, 2017).

Step 5: Interpreting the results: After presenting the findings, the researcher will interpret the findings, which involves advancing the meaning of the detailed results given the research problems, questions in the study, the existing literature, and probably personal experiences (Creswell & Plano-Clark, 2011:208). For the quantitative research a reliability coefficient (Cronbach's alpha) was computed for each factor to estimate its internal consistency, while the qualitative research applied tables to indicate the local government officials' profile.

Step 6: Validating the data and interpretations: The study by Holloway and Wheeler (2010:304) argues that the term "validity" was overtaken by "trustworthiness" in qualitative research, which is now popular and is an alternative for validity. To validate the data, this study will recruit other stakeholders such as lecturers from other universities to examine the final results.

1.5.2.3 Quantitative approach: the residents of Mopani district

In contrast to the qualitative approach, the quantitative approach was employed to gain a greater understanding of how people in the MDM perceive the social impacts generated by tourism, and how they perceive their role as a stakeholder in tourism development in the area. The quantitative data collection methods often employ measuring instruments (De Vos *et al.*, 2011:142). The study involves statistical analysis which was done on data collected by means of a self-completion questionnaire survey, which was manually disseminated among residents to determine their perceptions. Brunt (1997:25) argues that a questionnaire survey is the most commonly used form of survey in the tourism industry and is used to gain information from people or respondents who answer questions about their knowledge of a particular subject as well as their opinions.

The study was conducted particularly in Ba-Phalaborwa Local Municipality, the largest of the five municipalities in the Mopani district, making up over a third of its geographical area (refer to Map 1.1). Only those aged 18 years and older were included in this survey.

1.5.2.3.1 Quantitative sampling

The convenience sampling is often used to pre-test the questionnaires (Du Plooy-Cilliers *et al.*, 2014:142). Convenience sampling refers to the selection of participants for a study based on their proximity to the researcher and the ease with which the researcher can access the participants (Jennings, 2001:138). The study was conducted in Ba-Phalaborwa Local Municipality. The major towns such as Phalaborwa complex, Namakgale, and Lulekani, were the focal points for data collection. These are the areas or centres at which the majority of the community members from different parts of Mopani district visit for shopping, entertainment, studies and recreational purposes (Mopani District Municipality, 2018). The trained fieldworkers mainly targeted the Phalaborwa shopping centre to obtain the larger number of respondents. Two of the fieldworkers were from the towns, Namakgale and Lulekani; therefore, some of the questionnaires were distributed at the soccer fields and taxi rank. Moreover, the respondents were intercepted in streets and recreational areas in the Phalaborwa area, where they were asked to participate in the survey.

Strydom and De Vos (1998:191) argue that the size of the sample is influenced by the relative homogeneity or heterogeneity of the population and the desired degree of reliability for the purposes of the investigation. The quantitative sample size is calculated based on survey sample size calculator (Ibrahim, 2017:544). A key reason is to accurately calculate the required sample size including achieving statistically significant results and ensuring research resources are used efficiently and ethically (Burmeister & Aitken, 2012:272).

1.5.2.3.2 Quantitative questionnaire

The development of the quantitative questionnaire followed a sequential process in that the results from the qualitative research were to a significant extent used in its creation, together with previous literature. For example, 90 % of the government officials indicated that the municipality have a good relationship with communities, and that residents are involved in tourism industry planning. This result was validated by requiring residents to indicate if they fully agree or disagree that they have ever formed part of the planning process, whether the

tourism industry is well marketed to them, and whether tourism planners welcome their ideas. The first section measured the socio-demographic characteristics of respondents – age, length of stay in the community and educational status – to help build a profile of community members. The second section measured the extent residents perceive themselves as stakeholders in the tourism industry by posing questions such as to what extent the residents form part of the industry. The third section measured the integration of residents in tourism-related matters, while the last section measured the communities' social impact perceptions, as indicated below. These sections derived primarily from the literature attainable from Scholtz (2019) who asks if a small community (town) benefit from an international event. The aim was to determine to what extent the Fauresmith 200 International Endurance Ride can be an attraction in a small, mostly isolated community and how it can benefit residents. Moreover, the sections derived from Scholtz and Saayman (2018), who purposefully determined possible gaps in communication and understanding between two key stakeholders of scuba diving tourism system (SDTS), namely the residents and the dive operators. Lastly, the study of Slabbert and Viviers (2011) makes a considerable contribution with its aim to support the notion that the community acts as the host and to sustain their support for the festival (tourism attraction); it is significant to determine their perceptions of the impacts of major art festivals in South Africa.

The quantitative questionnaire comprised of the following four sections (See Appendix 2 for the complete questionnaire guide):

SECTION A: SOCIO-DEMOGRAPHIC INFORMATION

SECTION B: PERCEPTION OF LOCAL TOURISM INDUSTRY

SECTION C: INVOLVEMENT IN TOURISM INDUSTRY PLANNING

SECTION D: SPECIFIC TOURISM SOCIAL IMPACT PERCEPTIONS

1.5.2.3.3 Community data analysis

The questionnaires were captured in a Microsoft Excel spreadsheet. The data were cleaned (checked for errors) and analyses were carried out by means of the Statistical Package for Social Sciences (SPSS) software. According to Razak *et al.* (2012:221), SPSS is software that is utilised to process the gathered data. The methods that were employed to interpret data include descriptive statistics in the form of frequency tables, pie charts, and bar graphs to build a profile of residents, as well as to provide basic information from the data that were

collected from them. Smith (2010:11) states that the term “description” is a type of tourism research that seeks better to identify or measure what exists. Ultimately, the information was displayed in figures and tables.

1.6 Ethical consideration

For the purposes of this study, the ethical process is threefold:

1.6.1 NWU ethics application

After the acceptance of the research proposal by the scientific committee of the NWU, the researcher formally applied for ethical clearance for this study. The application included an application form, permission from local government to conduct the research, the qualitative interview schedule and quantitative questionnaire, as well as cover letters detailing the purpose of the study to the participants and respondents. On 21 June 2019 this study was granted an ethics number, **NWU-00121-19-A4**, after which fieldwork commenced.

1.6.2 Fieldwork

Pertaining to the qualitative survey, the participants were contacted to obtain final permission for them to take part in interviews. Specific dates and times were scheduled. The researcher travelled to their workplaces and met with them at their offices or locations that were most convenient. The purpose of the research was explained to them, as well as what types of questions they could expect, the time that the survey would take, how their confidentiality would be ensured, as well as how the data would be used. Participants were furthermore asked permission for the interviews to be audio-recorded, and the permission was granted verbally by the participants themselves. Upon granting permission, the interviews took place. The participants were not provided with any incentives and it was made clear to them that they were not obliged to answer questions that they were not comfortable with. Furthermore, they could halt the interviews at any given time without explanation to the interviewer or judgement from the interviewer.

For the quantitative research the respondents were approached in a friendly, professional manner. Before sharing the purpose of the study, the respondents were asked two screening questions, namely “Are you 18 years or older?” and “Are you a local resident of this area?” If the respondents adhered to the criteria, the purpose of the research as well as the possible outcomes were shared with them, together with the types of questions they could expect from

the questionnaire as well as how much time the questionnaire would take to complete. It was also made clear that no incentives would be provided. The reasons for asking specific socio-demographic questions were explained and the researcher assured them that they were not obliged to answer questions that would possibly make them feel uncomfortable, or that they were being forced to complete the questionnaire.

1.6.3 Management of the data

All data recorded, or captured, are stored on secure servers at the North-West University, in accordance with the guidelines of the institution. Any tangible data collected, such as transcriptions and questionnaires, are stored in sealed boxes to which access is limited. After a period of three to six years, depending on the type of data collected, the evidence will be destroyed. Only the researcher and his study leaders are provided with access to all forms of research evidence collected.

1.7. Defining the concepts

For the purpose of this study the following concepts require clarification:

1.7.1 Tourism

According to the WTTC (2019), tourism is defined as one of the world's largest economic sectors, supporting one in 10 jobs (319 million) worldwide, and generating 10,4 % of global GDP. Tourism is complex, perhaps among the most complex topics in social science (Smith, 2010:1). Tourism is a form of human behaviour, a social phenomenon, an economic sector, a policy field, and a source of social, environmental and economic change (Smith, 2010:1). The word "tourism" is derived from the Greek and Latin words meaning "to turn or to circle" and in the context of a journey it means a trip that ends in the same place that it began; a round trip (Inkson & Minnaert, 2018:23). Mason (2009:5) indicates that tourism comprises the temporary movement of people to a destination outside their normal places of work and residence, the activities undertaken during the stay in those destinations, and the facilities created to cater for their needs. Shoemaker and Shaw (2008:302) define tourism as the processes, activities and outcomes emerging from the relationships and interactions among tourists, tourism suppliers, host government and communities, and surrounding environments that are involved in the attraction and hosting of visitors (Shoemaker & Shaw, 2008:302).

1.7.2 Community

Rasoolimanesh and Jaafar (2016:1) comprehensively define “community” as a group of people who share a geographic area and are bound together by common culture, values, race, or social class. Studdert (2005:87-88) conceptualise community as a basic unit of tourism development, management, planning and marketing. Based on the aforementioned analysis of the concept “community”, Wang *et al.* (2002:409) agree that initially communities were defined by physical features such as size and location. More recently the strength and type of relationships among people seem to be more promising criteria for defining communities when commuting became a way of life and affordable transportation made it easier for people to join multiple communities to satisfy different needs (Wang *et al.*, 2002:409). Telfer and Sharpley (2016:178) conceive the community as the territorial organisation of people, goods and services and commitments that are important subsystems within society where locally relevant functions occur. For the purpose of this study, community refers to a mutually supportive, geographically specific, social unit such as a village or tribe where people identify themselves as community members and where there is usually some form of community decision making (Salazar, 2012:10).

1.7.3 Stakeholder

Essentially the stakeholder concept holds that an organisation occupies a centre of a network of relationships that it has with assorted interested parties (Waligo *et al.*, 2013:3). In addition, different types of stakeholders might have different opinions and perceptions depending on stakeholders’ attitudes, costs and benefits (Woo *et al.*, 2018:265).

1.7.4 Tourism development

Tourism development can be linked and explained better using two concepts: sustainable development and sustainable tourism (Muganda *et al.*, 2013:54).

Sustainable development is a high potential for any community within economic, social, cultural, ecologic (in the context of ecotourism) and physical constraint (Kiper, 2013:780). Sustainability is not a device by which to measure the appropriateness of a given tourist activity, but it rather is an idealised global target to which all forms of tourism must necessarily aspire (Simpson, 2001:7). The concept “sustainable development” is defined by various authors as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Blewitt, 2015:9; Kiper, 2013:780; Smit

et al., 2007:427; Liu, 2003:460). Angelevska-Najdeska and Rakicevik (2012:211) define sustainable development as a process that allows development to be achieved without degradation or depletion of those resources on which it is based.

Sustainable tourism is a positive approach that aims to reduce the tension between the different elements in a complex tourist system such as the tourists, the environment and the destination (Särensson & Von Friedrichs, 2013:14). It is further described by Khavarian-Garmsir and Zare (2015: 323) as a concept that involves the minimisation of negative impacts and the maximisation of positive impacts. Hall (2008:27) refers to the application of sustainability concepts at the level of the tourism industry and consequent social, environmental and economic effects. Sustainable development operates at a broader scale that incorporates all aspects of human interaction with the earth's environment (Hall, 2008:27).

1.7.5 Social impact

Albert *et al.* (2018:1056) define “social impacts” as the changes made by an organisation or company through their activities which affect the economy and wellbeing of the population. When referring to the causes of social impacts, Arcese *et al.* (2013:3278) challenge the aforementioned views by stating that social impact generally implies three dimensions, namely: behaviours, social and economic processes, and social, cultural and human capital.

1.8. Chapter classification

This study comprised of six chapters which provide the following details:

Chapter 1: Introduction of the study

Chapter 1 provides an introduction to the study, followed by a discussion of the study background, problem statement, research methods and concept clarification.

Chapter 2: Understanding social impacts and the role of communities in tourism

This chapter reviews, from a sociological perspective, the concept of communities, together with the importance of community participation in the tourism industry, as well as how such participation can be fostered. Furthermore, the notion of social impact is reviewed, as well as models or theories that help in the understanding thereof. Lastly, the idea of community participation and social impact perceptions are analysed.

Chapter 3: The impacts of tourism development towards communities

This chapter reviews the impacts of tourism towards communities in literature by taking into consideration that the activities of tourism should have both positive and negative impacts economically, ethically or environmentally, politically and socially.

Chapter 4: Qualitative results

Chapter 4 discusses the empirical results and findings obtained from the qualitative research in the form of interviews, conducted with selected local government officials.

Chapter 5: Quantitative results

This chapter reports on the results obtained from the residents regarding their perceptions of the local tourism industry, their perceptions as stakeholders in the industry, as well as their social impact perceptions.

Chapter 6: Conclusions and recommendations

Conclusions are presented regarding the discussions from the previous chapters which indicate the contribution of this study. Lastly, recommendations are made regarding the results of the surveys in terms of the management of the residents as stakeholders, as well as the social impacts generated by the tourism industry.

CHAPTER 2: UNDERSTANDING SOCIAL IMPACTS AND THE ROLE OF COMMUNITIES IN TOURISM

2.1 Introduction

Since the 1970s, the social impacts of tourism on host communities have been the subject of considerable debate among social scientists and an increasing range of tourism stakeholders as part of the worldwide movement towards sustainable development (McCombes *et al.*, 2015:156). Scholtz (2014:19) as well as Deery *et al.* (2012:65) in this study's first chapter, argue that current research focusses less on the social impacts of the tourism industry. However, the social benefits can be vast in scope and present a range of outcomes that can even exceed economic benefits, as stated by Letoluo and Wangombe (2018:53). In order to yield massive social benefits, multiple integrative approaches are required, and the host community is the significant stakeholder (Eshliki & Kaboudi, 2017:61). Therefore, the understanding of the actions of stakeholders is an integral element for devising strategies to deal ethically and effectively with sustainable tourism development (Bricker & Donohoe, 2015:133).

The local community can be involved in tourism activities but is not always directly involved in the planning of the tourism industry (Letoluo & Wangombe, 2018:51). Resident support for tourism development is seen as a prerequisite for sustainability (Nunkoo & Fung So, 2015:1) because the residents are the ones who finance facilities that visitors use, such as infrastructure and taxes (Vico *et al.*, 2018:5). Research in this area has attracted significant attention from scholars on how essential residents' goodwill and cooperation is for the sustainability of the tourism industry (Scholtz, 2014:19; Stylidis *et al.*, 2014:2).

This study reveals that the local community is not always directly involved in policy formulation processes and most stakeholders do not place significant importance on the social impacts of tourism development on the local community. Therefore, it is the purpose of this chapter to review the literature on the interactions between local communities and tourism development. This can be attained by exploring the communities regarding their roles in tourism development and by examining the stakeholder theory. The reason for the growing interest in the social study is to broaden the understanding of the social impacts of tourism to

create a better understanding of how it can be improved so that communities can benefit from it to a greater extent (Scholtz, 2014:19).

2.2 Background to sociology

Sociology refers to the systematic and scientific study of human behaviour, social groups and society (Thompson & Bynum, 2017:13; Thompson *et al.*, 2017:3; Allan *et al.*, 2016:1; Urry, 2000:6). Cox (2016:5) defines “sociology” as the science of the development, nature and laws of human society. Cragun and Cragun (2006:7) add by simplifying sociology as the study of human social life. Sociology is purely a scientific discipline with its own agenda and standards. However, it is also a tool for resolving problems of societies (Wu, 2015:9). The primary purpose of sociology is to create an understanding of society and after that to create scientific improvements which can be applied to make the best use of a society (Scholtz, 2014:20). Thompson *et al.* (2017:3) support the purpose of sociology above by stating that sociology examines structural and institutional forces that shape people’s everyday lives, behaviours and social values. Sociology also examines how people help create social structures and institutions. Sociology is an academic discipline, but it does not mean that it is a mere practice to be studied. It is, however, a component lived (Thompson *et al.*, 2017:4).

Ernawati *et al.* (2018:2) perceive society as a mixture of living beings that share the environment. Sociology can be divided into micro-sociology and macro-sociology (Scholtz, 2014:21). Johnston *et al.* (2017:23) add that micro-sociology and macro-sociology are concerned with the different scopes and levels of analysis applied within sociological research. According to Cox (2016:7), micro-sociology is concerned, for example, with social experiences which damage or enhance a person’s self-esteem, while macro-sociology includes sociologists or people who are interested in the influence of collectively held ideas such as religious beliefs and scientific knowledge. Scholtz (2014:21) argues that both micro and macro terrains apply to tourism because macro-sociology can include the study of communities while the interaction towards visitors to the communities and within communities be included in the micro-sociology. Ilinykh *et al.* (2016:3) add that the macro-sociological level affects the institutional sphere while micro-sociological level affects the consciousness of individuals. It is crucial to have a better understanding of how tourism forms part of sociological science. The next section will provide background on the development of sociology as well as the contemporary sociology perspectives derived from various sociologist theories.

Sociology emerged in the nineteenth century as philosophers and scientists developed explanations or theories for the profound social changes that swept across Western Europe (Allan *et al.*, 2016:2). The word “theory” is defined in some ways as an explanatory framework, a set of abstracts or generalised statements about a topic derived from observation or the development of a body of knowledge (Allan *et al.*, 2016:2). The earliest sociological thinkers sought to understand the changing nature of industrialising society (Johnston *et al.*, 2017:12). Sociology was born in France, gained impetus in Great Britain and Germany (Thompson *et al.*, 2017:13), and eventually made its way to the United States as each of these countries experienced radical changes in social conditions and rational explanations (Thompson *et al.*, 2017:13). According to Franklin (2009:66), sociology traditionally focused on cities and urbanised societies of ordinary working people. Franklin (2009:66) adds that sociology was far less concerned with rural and peripheral spaces, still less on affluence and conspicuous consumption. Sociology took for granted the success of modern societies in their spectacular overcoming of nature. As such, sociology adopted a traditional-modernity divide, which implied that a revolutionary change had occurred (Urry, 2000:10). Some sociologists were identified that widely considered the founders of sociology (see Table 2.1). Amongst these sociologists is the historically famous Karl Marx. Marx declared that the unequal distribution of wealth, power and limited resources in society was not the result of natural law, but was caused by social forces, specifically the exploitation of one social class by another (Thompson *et al.*, 2017:14).

Table 2.1: The development of sociology

Earliest sociologists (founders)	Main concerns
1) Karl Marx (1018-1083)	The exploitation of workers under early capitalism. Vast inequalities between the ruling and working classes. Marx saw the economy as the driving force of society.
2) Emile Durkheim (1858-1917)	Sought to understand better how large-scale, industrialised, urban societies managed to hold it together after the bonds of tradition had been broken.
3) Max Weber (1864-1920)	Max’s work was preoccupied with the complexity and the bureaucracy of industrialised capitalist societies. For example, while mass-produced goods deliver a certain kind of efficiency and uniformity for the consumer, dealing with large-scale bureaucracies can also produce the humanity of the experience.
4) Harriet Martineau (1802-1874)	Campaigning in support of women’s rights and is best known for writing in research methodology. Sociological research should include the perspective of the marginalised group, like women and people of colour.
5) Harriet Beecher Stowe (1811-1896)	A strong social critique of slavery.
6) Auguste Comte (1798-	Believed that the new scientific approach to problem solving, which was

1857)	sweeping Europe, can also be applied to the study of society. Coined the term “sociology” and wrote positive philosophy, the first systematic sociological approach to the study of society. Identified two major areas of study for sociologists: <i>social statistics</i> , which focuses on social structure or the relatively stable elements found in every society, and <i>social dynamics</i> , which focuses on social change. These two areas remain part of the primary focus of contemporary sociology; moreover, they contributed to the development of the structural-functionalist perspective.
7) Herbert Spencer (1820-1903)	Observing the negative of the industrial revolution in England – the struggle, competition and violence. Herbert developed a theoretical approach to understanding a society that relied on evolutionary doctrine. An approach to explain both social structure and social changes.
According to Thompson <i>et al.</i> (2017:16), in Europe the onset of rapid industrialisation and urbanisation, and the accompanying social problems gave momentum to the expansion of sociology in the United States. American sociologists built on and expanded the theories of ideas of the European founders of the sociology.	
8) William E.B. Dubois (1868-1963)	Dubois is considered the founder of Afro-American sociology. Dubois was also one of the founders of the National Association for the Advancement of Coloured People (NAACP), where he applied theories, empirical research and sociological imagination to empower African Americans to achieve social justice and equality in the United States.
9) Lester F. Ward (1841-1913)	Is often considered the first systematic American sociologist. Ward attempted to synthesise the major theoretical ideas of Comte and Spencer, and differentiated between what he called pure sociology and applied sociology. <i>Pure sociology</i> is the study aiming to understand and explain the natural laws that govern its evolution, and <i>applied sociology</i> is the use of sociological principles, social ideas and ethical considerations to improve society.
10) Jane Addams (1860-1935)	Although not a sociologist, Addams practised applied sociology and puts the sociological theory to work when she established a famous Hull House in Chicago in 1889 to aid the poor and homeless. Addams was one of the founders of American social work.
11) Margaret Sanger (1883-1966)	Applied sociological theories to the problems of population, health and women’s rights.

Sources: Adapted from Thompson *et al.* (2017); Cox (2016)

The next section provides the theory on the contemporary theoretical perspectives of sociology since the section plays a significant responsibility in describing how communities and tourism fit into sociology.

2.2.1 Contemporary theoretical perspectives of sociology

Urry (2000:6) argues that no concept is used more unreflectively than that of “society” and it can only be seen by considering the main theoretical perspectives within sociology and by reconstructing the sense of society. There is a wide range of perspectives that can be taken on communities in the context of tourism (Telfer & Sharpley, 2016:177). These include the functionalist, interactionist or symbolic, and conflict perspectives.

2.2.1.1 Functionalism

Urry (2000:7) describes the functionalist perspective as the social system in which its various parts are functionally integrated. This perspective presents the important single attempt to construct a scientific system of explanation that is sociological (Isajiw, 2013:8). It attempts to explain social institutions as collective means to meet individual biological needs (Cragun & Cragun, 2006:28). It further focuses on the ways social institutions meet social needs (Cragun & Cragun, 2006:28). It sees society as a set of social institutions that perform specific functions to ensure continuity (Giddens & Griffiths, 2006:238). These institutions can be family, education, religion, as well as government (Scholtz, 2014:22).

2.2.1.2 Interactionalism / symbolic

A theoretical approach with an interactionist perspective suggests that each group will negotiate the meaning of the natural environment to establish the type of experiences they may expect to have when visiting the destination (Wearing, 2001:57). Urry (2000:7) describes interactionist perspective as a precarious social order negotiated and renegotiated between actors. It is also described as the study of people as they engage in social interaction. The strength of the symbolic interactionist theory is that it encourages first-hand, extensive knowledge about how the border fences shape interaction border patrol agents, and legal and illegal immigrants (Ferrante, 2007:37). It underlies the process of exchange of meanings and communication of symbols within an interactional setting (Dann, 2006:66). In this perspective, the meaning of an experience to an individual is strongly affected by social processes, particularly social interaction, which in turn affects behaviour (Wearing *et al.*, 2008:65).

2.2.1.3 Conflict perspective

Communities often hold varying views on bringing tourism close to home, and this creates tension and conflict, going against the very aim of community-based tourism for community development (Dodds *et al.*, 2016). Hall (2008:218) defines conflict as a normal consequence of human interaction in periods of change, the product of a situation where the gain or a new use by one party is felt to involve a sacrifice or change by others. Kirby (2000:13) argues that the conflict theory, as its name suggests, is characterised by the number of fundamental conflicts rather than by consensus. The conflict perspective focuses people to look beyond popular justification for fence construction and explore questions about whose interests are being protected and promoted and at whose expense (Ferrante, 2007:39).

According to Scholtz (2014:23), all three contemporary sociological perspectives contribute to sociology studies, while they all bear the comprehension of communities and tourism. Scholtz (2014) also posits that tourism and sociology are inseparable because they both study social interaction (humans). These two fields gave birth to the concept “sociology of tourism”. Tourism is about people and societies (Sharpley, 2018). Keyser (2009:379) argues that sociology of tourism refers to the patterns and effects of the social interaction between residents and tourism. (Keyser, 2009:379) adds that it includes the social factors affecting tourism demand are among the topics explored in the sociology of tourism. Sharpley (2018) adds that tourism is a social activity generated by some societies and is impacting physically, economically, socially and culturally on others. Scholtz (2014:23) also argues that no perspective can be singled out and declare as ‘the correct one’. A combination of perspectives should thus be taken into consideration, seeing that they complement each other (Scholtz, 2014:23). The remainder of the chapter determines how communities function and how social impacts, created by tourism, affect such communities.

2.3 Communities and their composition in tourism

The concept “community” has become explicitly disembedded in its application to social, cultural or ethnic groups which are spread throughout a nation or country, or even across the entire globe (Hall & Richards, 2003:3). While social scientists have long taken a critical stance towards the concept of community, it remains widely popular in the tourism planning and development discourse (Salazar, 2012:9). To understand the current widespread use of the term “community”, one needs to understand what constitutes a community (Muganda *et al.*, 2013:54). This section analyses the definition of a community and determines the composition of a community.

2.3.1 Defining the concept of “community”

According to Salazar (2012:10), “community” as a concept is very elusive, because there are various ways that communities can be conceptualised (Telfer & Sharpley, 2016:178). Hall and Richards (as cited by Richards and Hall, 2000) regard community as a concept that includes four different uses, namely the idea of community as belonging to a specific topographical location; as defining a particular local social system; in terms of a feeling of togetherness; and lastly as an ideology, often hiding the power relations which inevitably underlie communities. Telfer and Sharpley (2016:178) build upon the work of Urry (1995), who identifies three main concepts of community. The first is referred to in a topographical

sense, which can refer to the boundaries of a community; the second is a sense of community as a social system, implying a degree of local social interconnection of local people and institutions; lastly it is a sense of communion, a human association involving personal ties and a sense of belonging and warmth. According to this study, a community is a specific location that is composed of its unique components such as various cultural activities or ethnic groups, settlement type (rural or urban) and size.

2.3.2 The composition of the community

According to Norris *et al.* (2008:128), communities are composed of built, natural, social and economic environments that have a significant influence on one another in complex ways. This suggests that communities are not homogeneous. They are made up of individuals and institutions who may have different values, aims and objectives, and who may or may not adhere to the dominant traditions of the communities (Telfer & Sharpley, 2016:179). Heise and MacKinnon (2010:75) identify business and work, education, law and corrections, marriage and family, medicine, politics and government and religion as examples of social institutions. This means that, according to this study, not only government officials or community leaders can plan future tourism development for the success of the community. Communities also shape the natural landscapes which many tourists consume and are a source of tourism. Hall and Richards (2003:1) argue that tourists are drawn from particular places and social contexts, which in themselves will help shape the context of the tourists' experiences in the host community.

2.4 Role of community in tourism

Su and Wall (2014:147) posit that local knowledge and experience, combined with an understanding of tourism development, can be used to empower communities to participate in tourism effectively. Fortin and Gagnon (1999:210) second by advocating that, to ensure that negative impacts of the tourism industry are diminished and positive impacts enhanced, community development must be considered central to all phases of the planning and establishment of conservation areas. The local community is a fundamental element of tourism since, without their support, it is difficult for the industry to be sustainable (Castela, 2018:4). The local community acts as a gatekeeper to protect indigenous resources and values (Hatipoglu *et al.*, 2014:2). Ultimately, the author finds the notion of participation as a key to community development through tourism and other varieties of engagements. This section

aims to determine the role of communities in tourism and analyses the models measuring the extent to which community members actively take part in the tourism industry.

2.4.1 Community participation in tourism

Participation is connected to personal benefits found in tourism which is the significance of the social exchange theory applied in tourism (Harun *et al.*, 2018:2). To maintain public support, not only for upcoming plans, but also for on-going strategies that in fact entails periodic monitoring of the public's evaluations and reactions toward strategies (Yuksel & Culha, 2018:167), ensures that researchers understand community priorities (Ahmed & Palermo, 2010:1380). In its context, participation is defined as the action of forming part of something or the sharing of something (Bratteteig & Wagner, 2014:91). Ebrahimi and Khalifah (2014:29) define participation as a sharing action to formulate policies and proposals. Ebrahimi and Khalifah (2014:30) also define participation as the means by which people that are not elected or appointed officials of agencies and of government, influence decisions about the programmes and policies which affect their lives.

Tosun (2000:615) defines community participation as a form of action in which individuals confront opportunities and responsibilities of citizenship. Tosun (2006:494) further regards the concept "participation" as the redistribution of power that enables the have-not citizens to be deliberately included in the future of tourism as a growing industry. Mustapha *et al.* (2013:104) define participation as the means by which they can induce significant social forms, which enables them to share in the benefits of the affluent society. Therefore, for this study, community participation is defined as an element which calls upon all social institutions to come together and cooperate towards accomplishing common sustainable goals.

A participatory approach to tourism implies a greater involvement of the community in the tourism planning process to create high quality, high value-added components at the destination (Hatipoglu *et al.*, 2014:1). The main aim is to ensure that strategic plans are implemented at the operational level (Hatipoglu *et al.*, 2014:1). In developing countries, local participation in the decision-making process of tourism development has often been lacking and the decision-making process is limited or sometimes marginalised (Eshliki & Kaboudi, 2012:334). Without open channels of communication between community members and correspondent organisations, community participation in tourism development is impossible

(Rasoolimanesh & Jaafar, 2016:7). One of the core elements of tourism development is to encourage local communities' engagement as it is central to the sustainability of the tourism industry (Muganda *et al.*, 2013:54). Understanding members of the community and their needs is essential in community development since members are the pulse of any community and without them there is no community (Wang *et al.*, 2002:408).

Lo *et al.* (2013:106) agree with the authors above that the development of the tourism industry will not be successful without the involvement of the local communities as their perception and attitudes are precious for the decision makers. Participation is not just an opportunity from enduring relationships, but also one that allows us to confront and transform over-centralised power (Mwanzia & Strathdee, 2016:285). Participatory development should also aim to empower the disadvantaged group and enable them to challenge the exploitative elites that dominate them through monopolistic political and economic structures (Mwanzia & Strathdee, 2016:285).

Participation and public involvement are promoted by planners, policy practitioners and academics alike as a way to improve planning processes (Mustapha *et al.*, 2013:105). It is an educational and empowering process in which people in partnership with those that can assist them, identify problems and needs and increasingly accept responsibility themselves to plan, manage, control and assess the collective actions that are proved necessary (Mustapha *et al.*, 2013:105). It is believed that a participatory development approach would facilitate the implementation of principles of sustainable tourism development (Tosun, 2006:493). It can be facilitated by creating better opportunities for local people to gain more significant and more balanced benefits from tourism development taking place in their localities (Tosun, 2006:493).

2.4.2 Resident participation models

According to Kilroy (2015), given the variety of meanings associated with participation, some typologies or "ladders" of participation have been developed. These typologies differentiate between various senses in which the concept of participation is used and to highlight the degrees of sincerity with which the concept may be employed (Kilroy, 2015). Both Arnstein (with eight rungs characterising the extent of citizens' power in determining the end product) and Pretty's (which suggests a typology similar to Arnstein's Ladder)

typologies describe a spectrum defined by a shift from control by authorities to control by the people or citizens (Bratleig & Wagner, 2014:93). This section analyses these two models.

2.4.2.1 Arnstein's Ladder of Citizen Participation

Tosun (2006:494) suggests that Arnstein has approached the definition of participation, which is the most important point of the degree of power distribution. The main objective behind Arnstein's model was to determine whether citizens were truly empowered or whether authorities were only using citizens as a means of legitimising decisions previously agreed upon (Tosun, 2006:494). There is a critical difference between going through the empty rituals of participation and having the real power needed to affect the outcome of the process (Flores, 2005:70). The Arnstein's typology of citizen participation includes eight levels, which are classified in turn among three sections relative to authentic citizen participation (Tosun, 2006:494). This ladder of participation is figuratively illustrated in Figure 2.1.

Any attempts at manipulation or therapy cannot be regarded as participation at all (Schroth, 2010:24). Today's administrations rarely try to therapy the public anymore; however, there might still be manipulation, not only through the administration but also through private investors and other stakeholders (Schroth, 2010:24).

The lowest and most cynical rungs are therapy and manipulation, which are referred to as non-participation, and are designed to get citizens to support elites' existing plans through trying to convince citizens that they are the problem (Schroth, 2010). The next rungs, "placation, consultation and informing" are barely better (Coghlan & Brydon-Miller, 2014:489). These rungs were categorised as tokenism, and in tokenism, citizens can obtain decent information on the plans and are able to voice their reactions to them, but there is no mechanism to ensure that their reactions are taken into account (Schroth, 2010). The highest rungs, "partnership, delegated power and citizen control" are processes by which citizens can have real influences over the actual plans and their implementations (Coghlan & Brydon-Miller, 2014:489). This influence can range from a kind of joint control with government and corporate elites to full control by the people themselves (Coghlan & Brydon-Miller, 2014:489; Schroth, 2010).



Figure 2.1: Arnstein’s ladder of participation
 Sources: Adapted from Nabatchi and Leighninger (2015); Flores (2005)

2.4.2.2 Pretty’s typology of participation

A typology of community participation was developed by Pretty (Samaranch, 2012:96), which shows that communities can move from passive participation to self-motivation (Table 2.2). Each level allows for differing degrees of external involvement and local control and reflects the power relationships between those levels (Tosun, 2006:494). *The first question that comes to mind is how one can achieve high levels of participation.*

Firstly, one needs to get the community involved, and this can be accomplished through *effective communication*. Secondly, locals should be given *good consideration in decision making* as far as possible. It is furthermore imperative to distribute the benefits of, for instance, a major event in the community and get them in as partners, particularly in the planning committee. Lastly, there should be a form of *information dissemination and constant updating taking place*. This means that communication plays a pivotal role in community involvement (Samaranch, 2012:96).

Table 2.2: Pretty’s typology of participation: how people participate in development programmes

TYPOLOGY	CHARACTERISTICS OF EACH TYPE
1. Passive participation	People participate by being told what has been decided or has already happened. The information being shared belongs only to external professionals.
2. Participation by consultation	The process does not concede any share in decision making, and professionals are under no obligation to take on board people’s views.
3. Bought participation	People participate in return for food, cash or other material incentives. Local people have no stake in prolonging technologies when the incentives end.
4. Functional participation	Participation is seen by external agencies as a means to achieve their goals, especially reduced costs. People participate by forming groups to meet predetermined objectives.
5. Interactive participation	People participate in joint analysis, development of action plans and the formation of local groups or institutions.
6. Self-mobilisation and connectedness	People participate by taking initiatives independently of external institutions to change systems. People develop contacts with external institutions for resources and technical advice needed but retain control over resource use. Self-mobilisation can spread if governments and NGOs provide an enabling framework of support.

Sources: Adapted from Kilroy (2015); Samaranch (2012); Mowforth (2001)

According to Kilroy (2015), the concerns which are explored in this typology include questions such as who sets the agenda, controls access to resources, and ultimately exercises power. Pretty’s model suggests that the principle of local participation may be easy to promote, the practice is relatively more complex, and further posits that participation may be implemented in some different ways (Mowforth & Munt 2008:229).

2.4.3 Fostering community participation

According to Dillon and Fanning (2016:132), the success of tourism developments depends on giving communities the responsibility for making things better, confidence to get involved, and the power to achieve their aims. Fostering community participation has been a central aim of community practice (Libal & Harding, 2014:32). The residents’ interaction in both strategic and managerial processes during tourism development is key to reducing the negative social impacts of tourism (Scholtz, 2014:31). Libal and Harding (2014:32) emphasise that the effort to articulate community involvement in campaigning for economic and social rights, as well as implementing and monitoring progress on achieving such rights, merit more considerable attention. Fostering community participation involves bringing out the change in complex systems that include the role of power human relations (Watts, 2013:55). The word “power” used here refers to a force through which collective interest can be realised (Watts, 2013:55).

It has already been outlined in the literature above that the goal of community participation is to transfer power to disadvantaged groups that have been excluded from economic and political influence. The next section explores the challenges of community participation in tourism development.

2.4.4 Community participation barriers

Rasoolimanesh and Jaafar (2016:8) indicated that community participation requires a certain level of skills and knowledge, and members of the community must be prepared to improve these skills to participate effectively. It was suggested that to address this issue, public media campaigns should be used to train and educate people, thereby improving their awareness and readiness for involvement in tourism development (Rasoolimanesh & Jaafar, 2016:8). The foreign domination and ownership of tourism facilities has led to a general failure by tourism to significantly contribute to local livelihood improvement (Mihalic & Gartner, 2013:227). The lack of active local community participation is, therefore seen as one of the contributing factors to unsustainable tourism development (Mihalic & Gartner, 2013:227).

Some potential barriers to participation are related to issues of power (Rodríguez-Izquierdo *et al.*, 2010:240). This is because most destinations and micro-stakes lack wealth and political power, which make them prone to decision making that is beyond their control (Rodríguez-Izquierdo *et al.*, 2010:240). Many decisions governing domestic matters are made elsewhere by foreign tour companies and service providers who often do not have the destinations' communities' best interest in mind (Mustapha *et al.*, 2013:106).

In organising the fact related to barriers of community participation in the decision-making process and by keeping in mind the structure of tourism development in developing countries, Tosun (2000:618) had divided these limitations into three main headings under which the participation barriers can be analysed: operational, structural and cultural constraints (see Table 2.3). Most of these limitations occur in developing countries although they do not exist in every tourist destination (Mustapha *et al.*, 2013:106). These limits are often a reflection of the prevailing sociological, economic and cultural structures, particularly in many developing countries such as South Africa (Telfer & Sharpley, 2016:199).

Table 2.3: Barriers to community participation

TYPES OF CONSTRAINTS	ACTUAL CONSTRAINTS
1. Operational	<ul style="list-style-type: none">• The centralisation of public administration of tourism• Lack of coordination• Lack of information
2. Structural	<ul style="list-style-type: none">• Attitude of professionalism• Lack of expertise• Elite domination• Lack of appropriate legal systems• Lack of trained human resources• Relatively high cost of community participation• Lack of financial resources
3. Cultural	<ul style="list-style-type: none">• The limited capacity of poor people• Apathy and low level of awareness in the local community

Source: Adapted from Mustapha *et al.* (2013:106); Tosun (2000:618-626)

According to Dobson (2003:01), when people begin to work with all stakeholders such as other individuals, schools, associations, businesses and government service providers, there is no limit to what they can accomplish. Scholtz's (2014:25) critique is that the community leaders should be identified and made part of the tourism planning process. Yasarata *et al.* (2010:346) argue that a sustainable tourism industry requires a combination of all parties involved in the planning process to achieve sustainable development principles. It is the main aim of the next section to express in words (theory) the roles stakeholders play, and the problems stakeholders attempt to solve.

2.4.5 The Stakeholder Theory

According to Slocum and Kline (2017:37), a stakeholder concept originates out of management and public administration literature. The Stakeholder Theory (ST) is a collective concept for a genre of theories that assist scholars and managers to understand relationships between organisations and their stakeholders, and the impact of these relationships (Jones *et al.*, 2018:371). ST is a framework for performance assessment concerning the capability of a destination management organisation (DMO) to help gain support for decision making to optimise stakeholder rewards while minimising risk (Cassidy & Guilding, 2010:4). Woo *et al.* (2018:265) argue that groups can and should have a direct influence on managerial decision making, and consideration should be provided to each group, irrespective of the power or interest held by each. According to Verma and Jain (2017:36), the active participation of the whole range of stakeholders is mandatory for the sustainable growth of the tourism industry. Khavarian-Garmsir and Zare (2015:323) agree by stating that one

primary key to the success of sustainable tourism development in a society is the support of stakeholders. Stakeholder involvement is an integral element in sustainable development (Myers *et al.*, 2010:186). Sustainable tourism suggests how best to encourage tourism while minimising its costs (McKercher, 2003:4).

Achieving coordination among the government agencies, between the public and the private sectors and among private enterprises is a challenging task (Jamal & Getz, 1995:187). It requires the development of new mechanisms and processes for incorporating the diverse elements of the tourism systems (Jamal & Getz, 1995:187). Saha and Sabuz (2018:33) posit that the identification of key stakeholders is of concern to a sustainable tourism destination. Sustainability performances of the tourism industry can be explored directly by stakeholder management (Saha & Sabuz, 2018:31). The understanding of the behaviour and actions of stakeholders is an integral element for devising strategies to deal ethically and effectively with sustainable development (Bricker & Donohoe, 2015:133). This section conducts an in-depth analysis of the ST to create an understanding of its primary function and the importance thereof.

The stakeholder concept can be traced back as far as Barnard (1938) and is evident in the thinking of system theorists and corporate planners (Cassidy & Guilding, 2010:3). Freeman and McVea (2001:183-201) state that the stakeholder strategy emerged in the mid-1980s. Freeman and McVea's (2001:183-201) further critique is that one focal point in this movement was the publication of R. Edward Freeman's *Strategic management – a stakeholder approach* in 1984, which had originated in 1962 when the Stanford Research Institute first used the term "stakeholder perspective" (Andriof *et al.*, 2017). Cassidy and Guilding (2010:4) add that Freeman (in 1984) represents the stakeholder theory as a diagrammatic model in which the organisation is depicted as the hub of the wheel and stakeholders are identified as spoke ends around the wheel.

Freeman's stakeholder theory has always been an explicitly strategic one (Phillips, 2011:1). Andriof *et al.* (2017) are of the view that the stakeholder concept is built on the theories of Darwin and Smith and the realities of the changing environment in the 1960s. Also, it was on the acknowledgement that there are people and organisations other than stockholders who are affected by the operation of a firm or an organisation (Andriof *et al.*, 2017). Moreover, according to Cassidy and Guilding (2010:4), an extension to this model was provided by

Phillips (in 2003) to identify the following specific generic stakeholder grouping as spokes in the wheel: competitors, natural environment, customers, financiers, employees, media, activists, communities and suppliers.

2.4.5.1 Stakeholder objectives (the problem it tries to solve)

According to Morales *et al.* (2018:173), sustainability for tourism development depends on stakeholder support in destinations where local actors play key roles throughout the process, from planning to implementation. The stakeholder theory stands as a theoretical framework for realising broader value creation for those stakeholder groups that are essential to an organisation's survival such as customers, financiers (including shareholders), suppliers, employees and communities (Tantalo & Priem, 2014). Lee and Hsieh (2016:780) add that all stakeholder groups should be involved in the entire tourism development process. The sustainability of tourism development is determined by the perspective of the stakeholder, for example, by including residents, tourism entrepreneurs, governments and tourists (Lee & Hsieh, 2016:780). Woo *et al.* (2018:265) add that common examples of tourism stakeholders may also include chambers of commerce, tourism authorities, local agencies, tourism-related educators and professionals.

Tantalo and Priem (2014) add that this is important for managers and scholars because it explains one approach to locating and taking advantage of opportunities for shared value creation for two or more essential stakeholder groups. According to Tantalo and Priem (2014), these include shareholders, without subtracting value from any other fundamental stakeholder group. The most interesting part about ST is that it does not merely describe existing situations or predict cause-effect relationships; it enhances attitudes, structures and practices which, collectively, constitute stakeholder management (Dodds & Graci, 2012:19). Stakeholders are the means by which the knowledge, skills and resources required to develop, exploit and commercialise new ideas are marshalled and coordinated (Presenza & Cipollina, 2010:18).

ST is a theory which asks a question about how business works at its best, and how it could work (Presenza & Cipollina, 2010:18). Although, Freeman *et al.* (2010:9) grouped the ST into four distinct groups, including management, Godfrey and Lewis (2019:4) argue that Donaldson and Preston (in 1995) grouped questions of interest in the ST into three pillars: descriptive, instrumental and normative. The descriptive pillar takes up questions about what

managers *actually do* in their interactions with stakeholders, while instrumental and normative pillars consider what managers *should do* to benefit their organisations and affected stakeholder groups (Godfrey & Lewis, 2019:4).

ST suggests that, if people adopt as the unit of analysing the relationship between a business and the groups and individuals who can affect or are affected by it, then people have a better chance of the following three problems (Freeman *et al.*, 2010:5-9):

- **The problem of value creation and trade, and how to manage a business effectively.** If the ST is to solve the challenges that relate to value creation and trade, it must indicate how business can be described by a stakeholder relationship.
- **The problem of the ethics of capitalism.** If the ST is to solve the challenges relating to the ethics of private ownership, it must indicate how a business could be managed to take full account of its effects on and responsibilities towards stakeholders.
- **The problem of managerial mindset.** It is to solve the challenges of managerial mindset, it must embrace a reasonable way of putting business and ethics together that is implementable in the real business world.

According to the Department of Environmental Affairs and Tourism (2002:11), positive publicity and customer feedback, associated with responsible business activities, engender good relationships with workers and shareholders, while paving the way for a profitable partnership with local businesses and communities. The Department of Environmental Affairs and Tourism (2002:11) add that it is the aim of the next section to explore the concept “Responsible Tourism” (RT) behind the focus of enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management.

2.4.5.2 Guidelines for responsible tourism (RT) development

Social impact does not only work as a means of the social reactivity of local residents towards tourism; it also sets out as instruction towards devising the tourism policies (Scholtz, 2014:33). Unrestrained tourism advances always leads to unacceptable impacts that negatively affect the society and the environment (Department of Environmental Affairs and

Tourism, 2002:1). In 1996, the White Paper on development and promotion of tourism in South Africa was produced to develop the tourism sectors as a national priority so that it will contribute significantly to the improvement of the quality of life of every South African (Department of Environmental Affairs and Tourism, 2002:1). The South Africa Fair Trade in Tourism marketing initiative has identified a set of principles that embody a strong commitment to responsible tourism (Department of Environmental Affairs and Tourism, 2002:4). RT implies that the duty of local communities to be actively engaged in the tourism industry, to exercise sustainable development and to make certain the safety and security of tourists (Spenceley, 2001:12).

The three interrelated sets of guiding principles, objectives and indicators that constitute the guidelines are organised around the triple bottom line of social, economic and environmental responsibility (Department of Environmental Affairs and Tourism, 2002:2). George and Frey (2009:11) add that the responsible tourism conference led to the Cape Town Declaration where responsible tourism was defined as a three-tiered approach.

Firstly, tourism development should increase the quality of life for surrounding communities; secondly, it should create better business opportunities; and lastly, improved experiences for tourists (Spenceley, 2001:12). The following are the key elements or guidelines of responsible tourism that will assist local communities stay within their resistance start (Scholtz, 2014:33; Department of Environmental Affairs and Tourism, 2002:3-11; Spenceley, 2001:12):

- **Promotional campaigns must be utilised to bring awareness to the communities on the socio-economic indications of the industry** (Scholtz, 2014:33). Residents should be encouraged to be friendly, to share their resources and amenities, creating awareness of the economic advantages that come with the tourism industry (Scholtz, 2014:33).
- **Promotion of local attractions may only be done when authorised by the local residents** (Scholtz, 2014:33). The type of tourists that one attracts to a community depends heavily upon the type of tourist image that is portrayed by the destination (Scholtz, 2014:33).

- **Residents should ascertain the development goal and priorities for the development of the tourism industry** (Scholtz, 2014:33). Development should not be based on the needs of the tourists; the tourists should rather celebrate the individualised areas offered by the communities (Scholtz, 2014:33).
- **Use local resources sustainably.** Tourism development should be able to use resources on a sustainable principle, which implies that its activities should avoid excessive use of irreversible resources (Wardana & Sukaatmadja, 2018:422). Reduce food miles by using locally produced food and encourage the use of environmentally friendly transport (Department of Environmental Affairs and Tourism, 2002:10). Wardana and Sukaatmadja (2018:422) further indicate that the local community participation in the planning, development and oversight stage is significant, and that is where the balance of resource use can be realised.
- **The history, geographic scenery, and the communities' lifestyle should be depicted at a destination** (Scholtz, 2014:35). This will not only assist in protecting the destination's unique sense of heritage, but it will also promote the communities' pride and sense of belonging (Scholtz, 2014:35). Nunkoo and Gursoy (2017:517) advocate that the increasing literature on community and tourism has been driven by the need to place local people at the centre of tourism development.
- **The needs of the local residents should be addressed before tourism development** (Scholtz, 2014:35). This is due to that, through local residents, tourism development integrates the views of the local community, which can help to achieve their expectations (Mak *et al.*, 2017:1). Scholtz (2014:35) adds that if a community experiences the problems, such as road congestion, a lack of facilities or increased cost of daily living, it should be addressed before developing any tourist amenity.
- **Involve the local community in planning and decision making** (Department of Environmental Affairs and Tourism, 2002:7). Encourage proactive participation and involvement by all stakeholders – including the private sector, government at all levels, labour and local communities (Department of Environmental Affairs and Tourism, 2002:7). Communities' understanding of the prospective benefits of tourism can influence

their participation, which can also encourage a more democratic community (Mak *et al.*, 2017:1). Planning authorities should work to include stakeholders as part of the decision-making process at the destination level to determine what constitutes sustainable levels of tourism in the social, natural and economic context (Department of Environmental Affairs and Tourism, 2002:7).

- **Assess environmental, social and economic impacts as a prerequisite to developing tourism.** The direct impacts of tourism on the environment are more likely to invite the reaction of society that is changing the pattern of consumption and the use of excessive natural resources (Wardana & Sukaatmadja, 2018:420). On the social and economic impacts, the development of the tourism industry can increase the migration of job seekers to tourism areas that have the potential to cause social problems, such as increased crime (Wardana & Sukaatmadja, 2018:420). Therefore the municipalities should plan the new developments to have the lowest possible environmental impact, particularly in environmentally sensitive areas such as the coastal zone, indigenous forests, wildlife habitats and wetlands (Department of Environmental Affairs and Tourism, 2002:10).
- **Maintain and encourage natural, economic, social and cultural diversity.** Work with conservation authorities to ensure that visitors to natural heritage areas are aware of the impacts that they may have on the ecology of the area and how they should behave to minimise those impacts (Department of Environmental Affairs and Tourism, 2002:11). Investing in the tourism industry represents an opportunity for the governments in the developing countries, and it is significant because it stimulates growth over the long term and enables the poor to share in economic gains (Saner *et al.*, 2019:5).
- **Be sensitive to the host culture.** If communities are to benefit from tourism development, government and its systems – which should be in place – should produce sustainable local benefits rather than short-term social and political fixes (Carlson *et al.*, 2018:239). The MDM should respect, invest in and develop local cultures and protect them from over-exploitation and over-commercialisation. Create opportunities for visitors to interact with locals in an unstructured, spontaneous manner (Department of Environmental Affairs and Tourism, 2002:9).

It is clear that RT requires the establishment of trust and effective communication between everyone involved in the tourism encounter (Department of Environmental Affairs and Tourism, 2002:35). Any enterprise that employs people, works with people, purchases services and products from people, and/or provides activities for visitors, will engender a range of social impacts (Department of Environmental Affairs and Tourism, 2002:35). The following section provides suitable literature on the concept “social impact” – however, it does not outline the actual social impacts of tourism development (refer to Chapter 3 for the social impacts of tourism).

2.5 Social impact

Taking into account the purpose of this study, it implies that, to advance a society, residents need to derive gains from tourism and have to be treated as stakeholders in planning and developments for them to perceive benefits, which in turn decreases the chances of negative social impact perceptions (Scholtz & Saayman, 2018:107). If tourism’s social impacts are perceived as negative, residents will not support tourism (see Figure 2.7). Such negative social impacts are perhaps brought on because residents did not fulfil their part as stakeholders.

Furthermore, this section not only provides an understanding of social impact, but also attempts to examine the suitable theoretical frameworks and models predicting social impact perceptions. In tourism, the nature and quality of personal contact between tourists and the host community form an essential part of the tourists’ experience of a destination and many destinations promote the friendliness of the community as an attraction (Inkson & Minnaert, 2012:228).

2.5.1 Understanding social impact

The sociological approach focuses the tourism phenomena and its impacts on customs, rituals, faith and other socio-cultural and socio-economic life of the inhabitants of the tourist centre (Sen, 2018:145). The local communities should be advanced with the help of tourism (Verma & Jain, 2017:39). McCombes *et al.* (2015:157) define social impact as the way in which tourism is contributing to changes in value systems, individual behaviour, family structure and relationships, collective lifestyle, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations. The impact is caused by

consumptions that occur during travel which have various motivations (Ernawati *et al.*, 2018:1).

2.5.2 Theoretical frameworks and models predicting perceptions

According to Ward and Berno (2011:1557), a vital deviation to the shortage of the theoretical discipline in tourism studies has been the requisition of the social exchange theory to the consideration of tourist-host connections. The social exchange theory is formed in the economic theory and has been modified for the social psychology of groups (Ward & Berno, 2011:1557). It focuses on the appreciation of the relative negative and positive outputs of relationships and their implications for relationship satisfaction (Ward & Berno, 2011:1557). Stylidis *et al.* (2014:2) argue that, to provide a more insightful explanation of the factors shaping residents' support, later studies adopted various theoretical frameworks and models. These include the social exchange and representative theories, Doxey's Irridex model, Smith's model of cross-cultural contact, Butler's model of intercultural perception and Pérez and Nadal's host community perception clusters (Stylidis *et al.*, 2014:2). Getz (1986:22) argues that the term "model" has many connotations. In the travel and tourism literature, most references are made to forecasting models and to diagrammatic models of the planning process, which are explained and clarified in the next sections. These theories and models assist with the understanding of how destinations have emerged, grown, and in some cases, declined (Stylidis *et al.*, 2014:2).

2.5.2.1 The social exchange theory (SET)

The social exchange theory has been one of the most popular frameworks applied to explain resident attitudes in tourist regions, and it offers theoretical foundations to examine the exchange of resources between individuals and groups in a tourism context and factors affecting resident attitudes within destination regions (Strzelecka & Okulicz-Kozaryn, 2017:3). Nunkoo and Fung So (2015:1), as well as Dorcheh and Mohamed (2013:31), define the social exchange theory as a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation. Kayat (2002:174) defines social exchange theory as discretionary actions of residents that are stimulated by the gains they expect to obtain and typically do obtain from others.

This theory has been shown to be a suitable theoretical framework for analysing residents' perception and attitude toward tourism development (Miyakuni *et al.*, 2018:5; Látková &

Vogt, 2012:52; Faulkner & Tideswell, 1997:5). Exchanges must happen to have tourism in a community (Andereck *et al.*, 2005:1061; McGehee & Andereck, 2004:133). From a tourism perspective, this theory posits that a resident's attitude towards the industry (Andriotis & Vaughan, 2003:3), and subsequent level of support for its development, will be persuaded by a his/her assessment of resulting outcomes in the community (Saayman, 2012:92; Ward & Berno, 2011:1557; Andriotis & Vaughan, 2003:3; Jurowski *et al.*, 1997:3).

Scholtz (2014:38) compiled a model for the social exchange theory, which suggests that tourism can have both positive and negative social impacts on the community (see Figure 2.2). Some residents garner the benefits, while some may be negatively affected by tourism development (Saayman, 2012:92; Ward & Berno, 2011:1557; Andereck *et al.*, 2005:1061; Andriotis & Vaughan, 2003:3; Jurowski *et al.*, 1997:3). Andereck *et al.* (2005:1061) indicate that this theory posits that residents evaluate tourism as either positive or negative in terms of the expected costs or benefits deriving from the services they supply (Saayman, 2012:92; Ward & Berno, 2011:1557; Andereck *et al.*, 2005:1061; Andriotis & Vaughan, 2003:3; Jurowski *et al.*, 1997:3). Residents who live in or near significantly tourism concentrated areas are more likely to be exposed to adverse problems such as traffic noise, congestion and litter, as the consequences of the exchange transaction within a dynamic social setting (Saayman, 2012:93).

Scholtz (2014:38) adds that, if the social outcomes are worthwhile, then, the residents will show support and goodwill towards tourism. Ward and Berno (2011:1557) highlight that this theory suggests that individuals are likely to participate in the exchange, for example supporting a development plan if costs are believed not to exceed benefits. Nunkoo and Fung So (2015:1) as well as Styliadis *et al.* (2014:3) agree with the aforementioned authors that the social exchange theory has been the most widely used theory to investigate residents' support in tourism and this exchange takes place between and among actors embedded in the groups, networks, organisations and institutions that exist in society. The social exchange theory encompasses three points of view, which are economic, environmental and socio-cultural domains that can assist in determining how residents will respond to future tourism development across vital aspects of a community (Látková & Vogt, 2012:52).

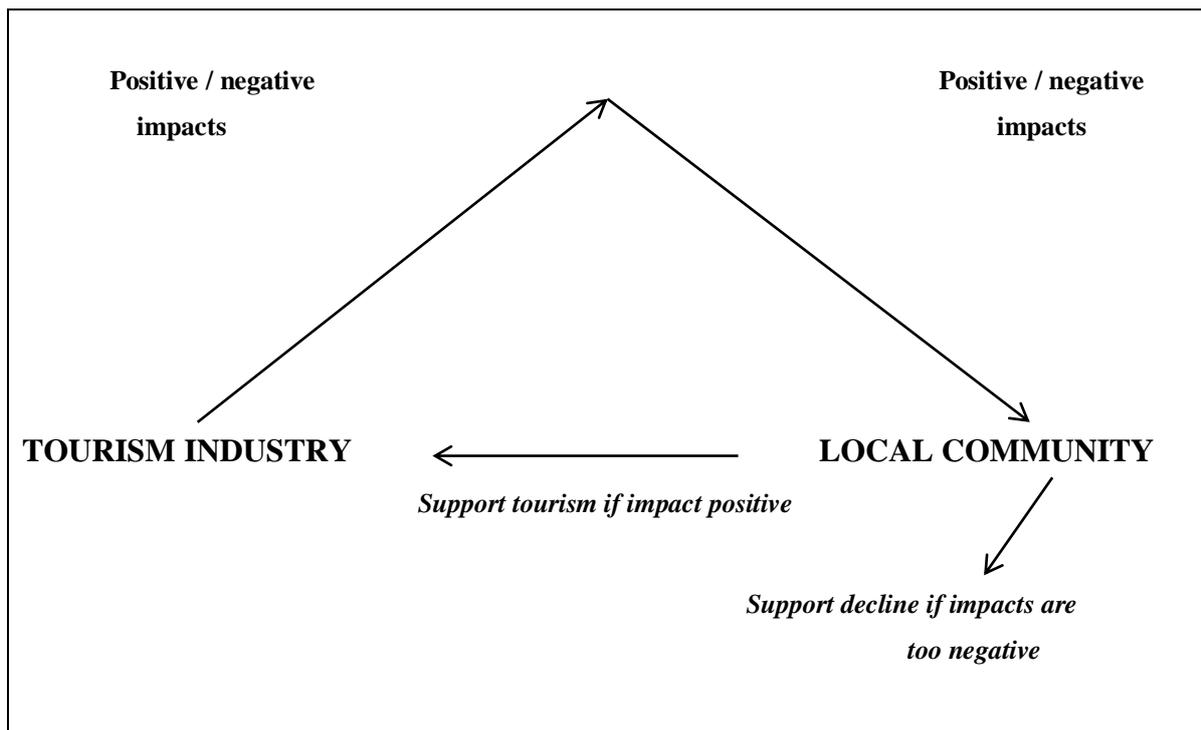


Figure 2.2: Simplistic social exchange theory

Source: Scholtz (2014:38)

At the community level, costs and benefits in economic, environmental and socio-cultural domains have been identified as significant influences on attitudes towards tourism development (Ward & Berno, 2011:1557). The same process used in the analyses of the positive and negative outcomes of tourism may also be widened to the national level, and used to inform cross-country variances in attitudes towards tourists (Ward & Berno, 2011:1557). Boley *et al.* (2014:34) argue that power is also an integral part of the social exchange theory and the theoretical understanding of how to perceive the costs and benefits of tourism development and ultimately make the decision to support or oppose tourism.

The relational concept of power has two central features that helped to generate the vast body of social exchange research that exists today. First, power is treated explicitly as relational, not merely a property of a given actor. Secondly, it is potential power and is derived from the resource connections among actors that may or may not be used (Cook & Rice, 2003:57).

2.5.2.2 The Social Representative Theory

It is vital to understand visitors and residents' interaction since it can have a substantial impact on the loyalty of the visitors to the destination (Castela, 2018:5). According to Moscardo (2013:26), in 1961 a European social psychologist, Serge Moscovici, introduced

the concept of social representations to explain the interface between individual knowledge and behaviour and collective action and knowledge representation. In the analysis, social representatives were constructs developed to explain how the consensual universe made sense of and responded to ideas and information from the refined universe (Moscardo, 2013:26). Andriotis and Vaughan (2003:3) argue that the development of individual attitudes and perception towards tourism may successfully be studied by examining the social representations.

Social representations are useful for explaining social conflict or reactions to salient issues such as the creation of new tourist attractions within the community that may alter the balance of existing power relations (Carmichael, 2006:122). Andriotis and Vaughan (2003:3) defined social representatives as myth, knowledge, image, ideas and thoughts about a social object, or in other words, a matter of social interest such as tourism. Moscardo (2013:26) adds that social representatives can be defined as everyday theories that explain the social world that helps individuals and their groups make sense of the world around them, assist in their communities and guide their response to various phenomena they encounter.

The theory draws from cognition in social psychology and the idea of collective representations in sociology and shares a common philosophical background with a more critical and discursive approach in sociology and psychology (Moscardo, 2013:26). The social representative theory helps with the successful management of positive and negative social impacts by investigating the advancement of residents' attitudes towards tourism (Scholtz, 2014:39).

2.5.2.3 Doxey's Irridex model

The nature of complex interrelation between host and tourists may be interpreted in four evolutionary stages as connoted by Doxey, see Figure 2.3 (Sen, 2018:147). These series of stages include euphoria, apathy, irritation, antagonism, and a stage when a community is undermined and attractions no longer draw tourists' attention (Telfer & Sharpley, 2016:185). Doxey's theory is built on the premise that destinations will develop and grow over a period.

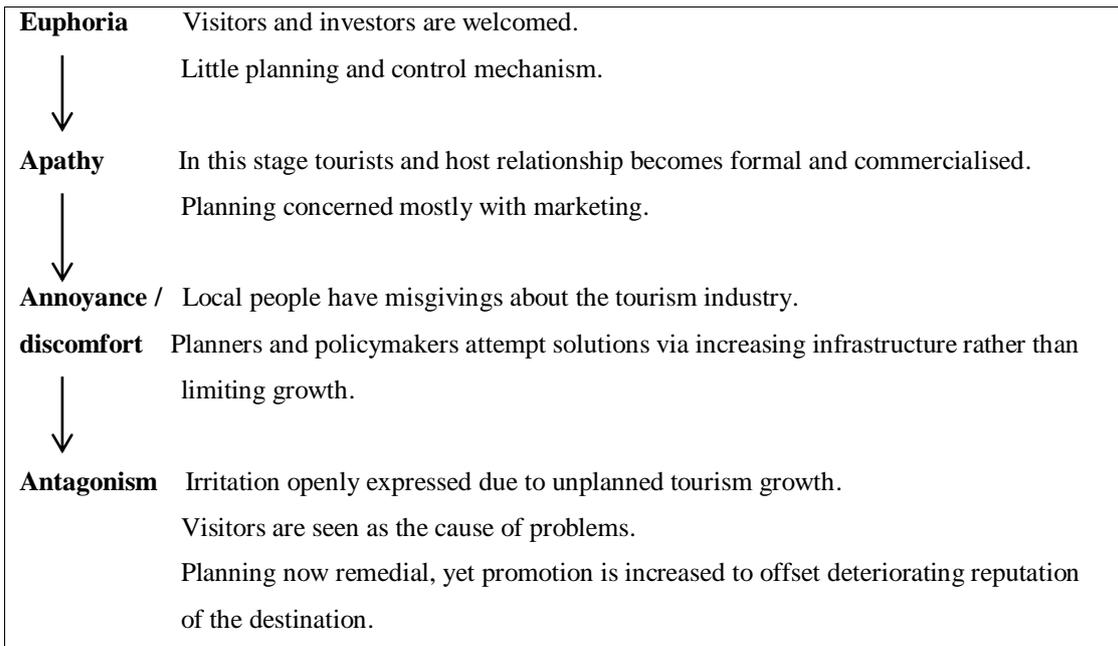


Figure 2.3: Doxey's Irritation Index or stages of the irridex

Adapted from: Sen (2018:147); Samaranch (2012); Weaver and Lawton (2007)

2.5.2.4 Smith's model of cross-cultural contact

It has been strongly argued that contact between people from different cultural backgrounds leads to tension, misunderstanding and stereotyping, exclusions from mutual activities, feeling the sense of a social barrier, difficulty with forming personal friendships, formality of contact, development of superficial relationships, problems of adjustment and language barriers, self-rejection, resentment, irritation, frustration and stress (Reisinger & Turner, 2012:40). According to Samaranch (2012:89), Smith realised the growth of tourism pertaining to definite waves of tourist segments. Smith's model directly relates to social impacts or cross-cultural contact issues on local communities to the expansion of tourism and distinguishes seven categories in order to expand community impacts (Theobald, 2013).

Table 2.4 shows that the more tourists visit the community, the higher the impact will be. When the number of tourists is limited, the impact on the community is small. Therefore, with the arrival of masses, there will be an increase in the impact and this can be found during peak seasons when people travel to the coast and overcrowd such spaces. Cross-cultural contact between members of societies generally takes the form of a highly visible out-group, invading the well-delineated territory of an established in-group. Even if there are no obvious economic implications of such an invasion, the newcomers, nevertheless an easily identifiable out-group, are perceived as encroaching on the territory of the in-group (Bochner,

2016). According to Scholtz (2014:41) the model gloats correspondence to the aforementioned Doxey's Irridex.

Table 2.4: Types of tourism and the tourists' effects on host communities

Type of tourists	Number of tourists	Community impacts	
Explore	Very limited	↓	
Elite	Rarely seen		
Off-beat	Uncommon, but seen		
Unusual	Occasional		Steadily increasing
Incipient mass	Steady flow		Increasing
Mass	Continuous influx		
Charter	Massive arrival		

Source: Theobald (2013); Samaranch (2012)

2.5.2.5 Butler's model of intercultural perception

Another comprehensive stage-development model relating to tourism was proposed by Butler according to Samaranch (2012:90). Figure 2.4 contends that in Butler's model, the impacts of tourism are not the direct focus of attention.

Instead, the model is concerned with more general issues of the evolution of tourist areas such as marketing, organisation, ownership of tourist services and attractions, although the attitudes of residents and the community support for tourism are discussed as a part of the more extensive process. In the literature review, Butler argues that a community's emerging attitude toward tourism is likely to be complex, and will be influenced by the varying degrees of involvement its residents have with the industry. Butler identifies two classes of factors that can influence visitor-resident relationships (Samaranch, 2012:90):

Firstly, the characteristics of visitors will have a bearing that extends beyond the physical impacts of their increasing numbers. Butler indicates that the tourists' length of stay and their racial and economic characteristics need to be considered, as well as their numbers. Secondly, a destination's own characteristics will help determine its ability to absorb the growing number of visitors.

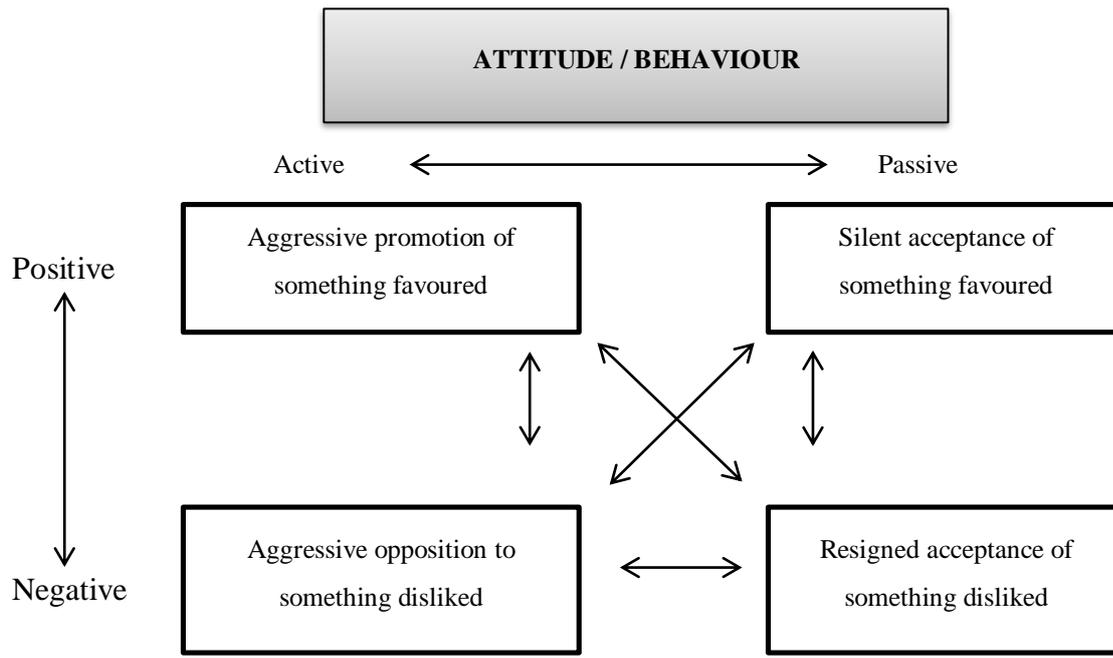


Figure 2.4: Attitudinal / behavioural attributes of intercultural perception

Source: Samaranch (2012)

Characteristics similar to its level of economic development, the spatial distribution of its tourism activities in relation to its other economic activities, the strength of its local culture, and political attitude will determine how well a destination can mould and manage its tourist products and visitors. In addition to visitor and destination characteristics, Butler considers resident reaction to be more complicated than those envisioned by Doxey. Butler contends that the attitudes and behaviour of residents, in turn, may be expressed via active or passive behaviour. With this model, combinations of attitudes and reactions to tourism become possible and understandable. In general, the public is likely to be passive and silent because they derive some personal benefit from the industry; because it has no direct bearing on their lives; or because they see no way of reversing the process (Samaranch, 2012:90).

The fact that tourism activity has an impact on the social, economic, cultural and environmental aspect of a destination brings with it certain implications (Cooper *et al.*, 2008:185). Therefore, the appeal of the concept of carrying capacity as a paradigm for addressing and limiting the amount of tourism development and use at a destination has emerged (McCool & Lime, 2001), leading to calls to establish carrying capacities regarding numbers of tourists over a specified period (McCool & Lime, 2001). (McCool and Lime (2001) add that such concerns are considered appropriate for sustaining communities and their cultural and environmental context; frights of irretrievably committing

resources to specific uses are increasingly vital in a world of growing shortage. The section below explores the concept of social carrying capacity.

2.5.3 Social carrying capacity

Saveriades (2000:147) advocates that tourism in the early 1970s was considered a smokeless industry. Mostly, dependent on developing the natural and cultural resources of a country as an attraction for tourists (Saveriades, 2000:147), and as such, the concept “social carrying capacity” received extensive use as a planning concept and has been used primarily in the field of outdoor recreational planning, to mean recreation capacity delimited by user satisfaction (Cooke, 1982:22). The concept of carrying capacity, according to McCool and Lime (2001:374), was initially developed in the field of range and wildlife management and was based on the notion that the organism can survive only within a limited range of physical conditions. Coccossis (2017) indicates that social carrying capacity is used as a generic term to include both the levels of tolerance of the host population, as well as the quality of the experience of visitors to the area. The notion of social carrying capacity is often used to focus on the concept of crowding and its effects on a local community and tourists / visitors (Coccossis, 2017). Carrying capacity is difficult to measure since it is not a fixed quality (Weaver & Lawton, 2006:150). Lindberg *et al.* (1996:461) argue that carrying capacity has often been cited as a framework within which issues can be considered. They have developed two definitions suitable for the concept of carrying capacity, which are:

Firstly, social carrying capacity is the level of visitor use an area can accommodate with a high level of satisfaction for tourists and bearable impacts on resources. Secondly, it is the maximum use of any site without causing negative effects on the resources, reducing tourist satisfaction, or applying negative impact upon the society, economy and culture of the area.

This implies that any excessive use would exceed the area’s carrying capacity (Lindberg *et al.*, 1996:461). Far more than most species, humans are continually altering the environment, sometimes intentionally, sometimes not. In doing so, humans change the environmental carrying capacity, and that capacity is no longer fixed by biological factors, but social institutions. It is not reasonable to seek the maximum human population from an estimate of carrying capacity, let alone an estimate of the optimal population if the environment itself is manipulated (Pearson, 2013:88). Lee (2013:291) conceptualises the discussion above by stating that social carrying capacity is the population that the public will tolerate in their

locale. Saveriades (2000:149) developed a model for determining sociological carrying capacity based on the various interpretations and methods identified in the literature; this is illustrated in Figure 2.5.

Native factors: the characteristics of a destination and its residents which influence the carrying capacity and direction of tourism impacts. These factors are natural environmental features and processes, for example topography, soil, vegetation and climatic conditions; economic structures and economic development, for example the level of economic growth, spatial characteristics of development, patterns of investment, import / export characteristics, diversity within the economy; social structures and organisation, for example demographic profile of the host population, strength of local culture, patterns of social organisation, moral conduct, perceptions / attitudes / values towards tourists, language, tradition; political organisations, for example the role of national, regional and local tourist organisations, planning regulations, incentives and constraints that influence tourist impacts; level of tourist development, for example the rate of development, types and quality of accommodation, entertainment and catering facilities and the role of travel intermediaries (Marsiglio, 2017:632; Saveriades, 2000:149).

Alien factors: these include all the characteristics of all visitors to the host resort (age, sex, income, motivations, attitudes, expectations, race, ethnic origins). The level of use of the facilities, visitor densities, length of stay, activities at the destination, and level of tourist satisfaction are also important, because they all influence the magnitude, frequency and kind of interaction with the physical attributes of the destination and its people. Consequently, it can be concluded that the interaction between the tourists (alien factors) and the destination area and its population (native factors) result in social impacts. These impacts are important in the process of assessing capacity thresholds and are considered in the planning process (Koens *et al.*, 2018:2; Marsiglio, 2017:633; Saveriades, 2000:149).

The planning process and management parameters: goals are important in tourism planning and development in giving broad directions and making it clear that some aims are more important than others. Hence, the establishment of priorities is to the concept of capacity; this will determine whether some obstacles can be overcome in pursuit of objectives. This will inevitably create some costs or problems which will have to be tolerated for the sake of realising the objectives, for example, tourist development projects can be economically

desirable, which might create jobs and generate income for the local residents, while at the same time being socially and environmentally damaging. If the objective of economic development alone is considered a priority, social and environmental disruption will be tolerated. In the light of goals and objectives, management parameters (factors which can be directly manipulated by managers) can be introduced to reduce impacts (Saveriades, 2000:149).

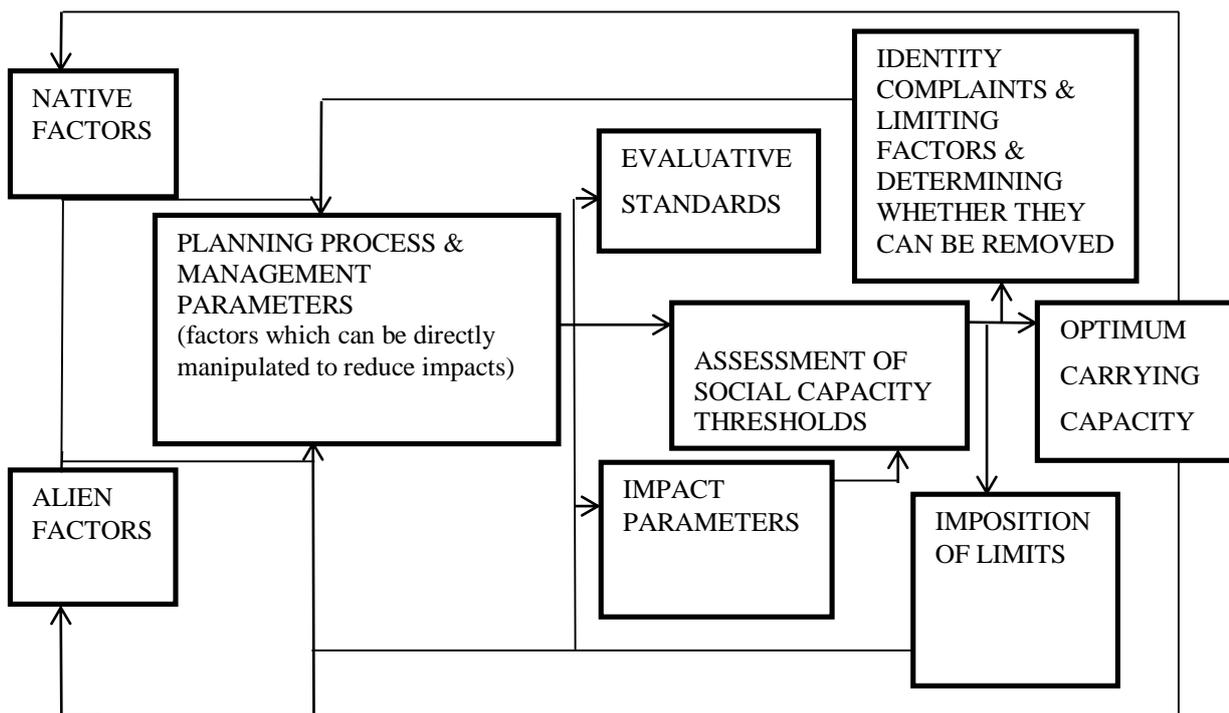


Figure 2.5: Model for determining the sociological carrying capacity
Source: Saveriades (2000:150)

The volume of tourists can be manipulated through demand management procedures using marketing. That is by channelling visitors along specific routes, diverting tourists to other destinations, encouraging non-polluting forms of transport and providing useful information and interpretation, thus modifying the behaviour of tourists. Hosts and visitors can be educated about the destination. Education of the locals should be about the way tourism can help preserve heritage, rejuvenate old handicrafts and provide greater economic prosperity to the area. Visitors too should be made aware of the destination to understand the impact they may have on the society and environment of the area visited. They need to be taught to respect a human and natural heritage of the host communities and refrain from activities which degrade the local environment. However, educating both hosts and visitors is not a

simple task to be achieved overnight, but one which demands enormous management and can only be achieved in the long run (Saveriades, 2000:149).

2.5.4 Factors influencing social impact

This section is composed of the characteristics of both host community and visitors.

2.5.4.1 Characteristics of the community

According to Dredge and Jenkins (2007:318), the characteristics of tourism have an important influence on local tourism planning and policy formulation. Table 2.5 illustrates the social and cultural features of the tourists and the host community within the framework of more extensive social change. Hall and Richards (2000) suggest that the social characteristics of the host community are continuously influenced by the political, economic, technological, social, cultural and natural aspects of their wider environment.

Table 2.5: The characteristics of a host community

CHARACTERISTICS OF A HOST COMMUNITY	
○	Social structure and organisation
○	Attitudes towards tourists
○	Value systems
○	Lifestyle
○	Traditions
○	Demographic and socio-economic characteristics

Source: Hall and Richards (2000)

2.5.4.2 Characteristics of the visitors

According to Samaranch (2012:95), specific characteristics of the visitors have different effects on the host population, while the traits at the destination area itself also influence the relationship between tourists and the hosts. Although the section explores the visitor profile, visitor motivation, and visit plans, the author values the opinion of Samaranch (2012) which discusses the characteristics of the visitors in more detail (see Table 2.6).

Table 2.6: The characteristics of the visitors

Volume	A small number of visitors in a country with a large population will have little effects, while a large number of tourists visiting a small region or resort town, especially over a short season, will have a major impact.
Length of stay	The longer the visitors stay, the greater their contact will be with the host population as well as their socio-economic penetration.
Racial characteristics	The greater the difference between the tourists and locals regarding race, language and culture, the greater their impact will be.
Economic characteristics	The greater the difference in the level of affluence, the stronger the resentment and desire for equality on the part of local residents will be.
Activities of tourists	Their activities determine the amount of contact, for instance visiting local hangouts versus spending a week in Kruger National Park. When they are visiting the local hangouts, there will be more contact with locals.

Source: Adapted from Samaranch (2012)

2.5.4.2.1 Visitor profile

Information is especially needed, respecting the visitor profile when planning the breadth of services and their targeting of visitor groups which differ from one another by their various needs (Kajala, 2007:130). Among other things, age, gender, education level, cultural profile, and leisure preferences are all important issues in understanding a visitor's characteristics (Kajala, 2007). Numerous ways of identifying visitor profiles have been identified by researchers according to the different characteristics of visitors; various visitor groups based on the visitor's physical and social characteristics have also been identified. These visitor groups are families, school parties, other organised educational groups, leisure learners, tourists, the elderly, and people with visual-auditory, mobility, or learning disabilities (Guler, 2016:22). An important detail to note is that visitor profile attributes are independent of any activity that takes place, which means that once a visitor is profiled, any or all of the inboxes he / she encounters in that session or a future session can use that information (Hawkins & Chiu-Watson, 2014:99).

2.5.4.2.2 Visitor motivation

The instrument allowed visitors to assess the relative importance of each of their reasons for visiting a destination. However, visitors have limited attention, and the level of attention decreases with mental and physical effort. The motivation positively influences the visitor to visit a destination; beyond doubt, it is the significant factor contributing to the intention of the visitor to return to the destination (Zainal *et al.*, 2012:444). Shopping may fulfil people's needs for enjoyment and relaxation and is sometimes seen as providing an escape from their daily routines. Moreover, one should not disregard Bowen and Clarke (2009:101) who observed that, while some motivations are uniquely satisfied by the pleasure vacation experience, other motivations can also be satisfied by alternative opportunities available from other sources. Other things that go on in tourists' lives mediate tourist motivation and wider tourist behaviour (Bowen & Clarke, 2009:101).

2.5.4.2.3 Visitor plans

A visitor with a fixed plan can comprehend the subject of the exhibition better and also engage in more extended visits than visitors with an open or flexible plan (Guler, 2016:25). Guler (2016:24-25) further defined three circulation plans that act as a pre-visit agenda for the visitor:

- “Open plans” may include first-time or occasional visitors, who browse through the destination trying to see everything. The attraction levels of individual destination elements pose an important variable for this group of visitors.
- “Flexible plans” include people who have been to the destination space before and are already familiar with the place. This group of visitors has a specific plan about what to see and do inside the destination space.
- “Fixed plans” include visitors who are frequent visitors of the destination and they also visit other destinations frequently. Their visit is planned in advance. However, they may still change their circulation plans during the visiting period.

The next section brings together the residents as stakeholders and social impact and explains how the other various aspects interact.

2.5.5 Stakeholder perceptions on tourism social impact

To acquire community-wide support, tourism planners should understand how residents perceive both the positive and negative impacts that tourism activities provide (Kim *et al.*, 2014:21). This is indicated in Figure 2.6 that brings the stakeholders and social impacts as well as the other various aspects so close. The purpose of this figure is to explain the importance of residents as stakeholders in the tourism industry, and the manner in which positive or negative social impact perceptions can either foster positive or negative attitudes towards the tourism activities. Ideally, if the residents can form part of the tourism planning, development and management initiatives, positive social impact perceptions should increase.

Arguably, if the residents' social impact perceptions about tourism development are positive, the same residents can contribute to significantly higher levels of sustainable tourism development. The residents, on the other hand, gradually derive lesser negative social impact perceptions about the tourism industry, which might lower the negativity towards tourism development. In contrast, if the residents are not fairly integrated in tourism planning, development and management, more negative social impact perceptions will be noticed which opens a corridor for the residents to develop less positive social impact perceptions resulting in negative contributions to slightly higher levels of sustainable tourism development. This argument is also supported by the department of tourism in South Africa, and it stresses that to mitigate the residents' negative attitudes towards tourism, government must integrate them in the tourism structures because they can identify potential tourism resources and attractions (Department of Tourism, 2018:98-99).

The excessive demonstration by residents of negativity towards the social impacts of tourism results in negative contribution to significantly lower levels of sustainable tourism development, as indicated in Figure 2.6. The government, as the body that enacts laws which regulate tourism activities, should promote public participation as a way to improve planning processes. It is considered beneficial because it can enhance learning processes, enhance the quality of decisions, and encourage democratic citizenship (Turnhout *et al.*, 2010). Mbaiwa (2005:157) adds that the government regulatory bodies in South Africa view tourism as a catalyst for national and regional development, bringing employment, exchange earnings, balance of payment advantages and important infrastructure developments benefiting locals and visitors alike, which are discussed in the next chapter.

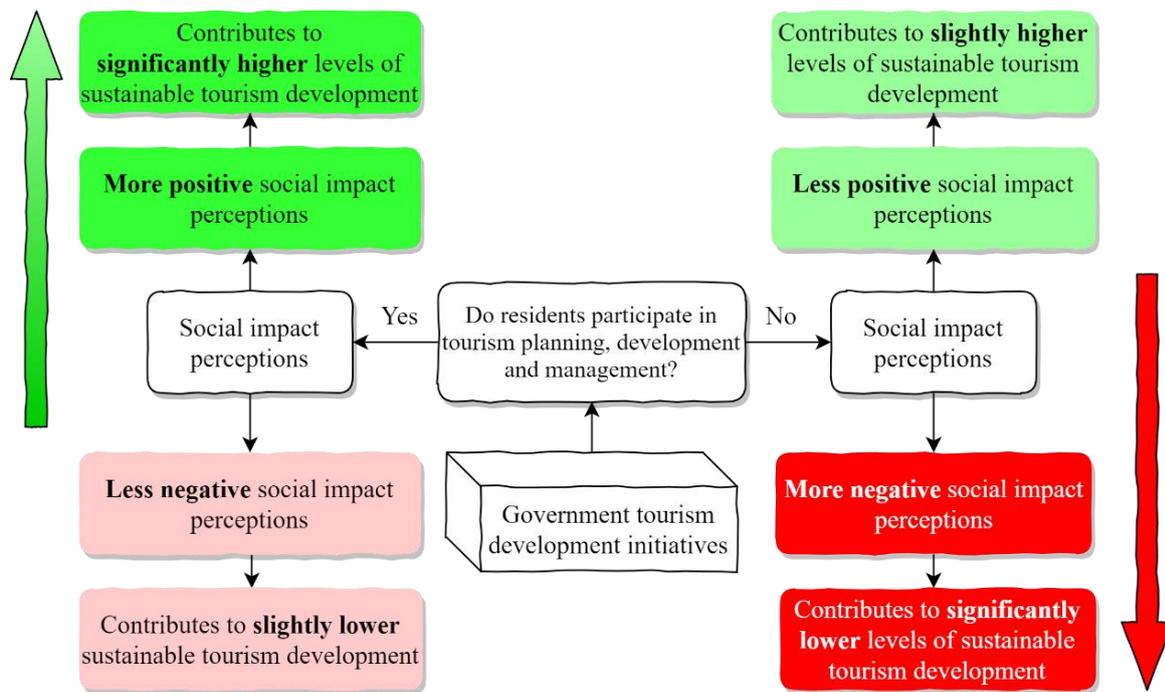


Figure 2.6: The social impact perceptions indicator

Source: Self-compiled

2.6 Conclusions

It was the aim of this chapter to bring together the residents as stakeholders and social impact and explain how the other various aspects interact through the published literature that has been reviewed. Systematically, this chapter reviewed what sociology as a scientific field entails, as well as contemporary theoretical perspectives that it underpins. As this chapter involves community participation in tourism development, the need for the author to review the concept “community and its composition” was derived. Moreover, it has been revealed that the communities are not fully involved in policy formulation processes and most stakeholders do not place significant focus on the social contribution of tourism toward communities. Therefore, the barriers affecting the participation of communities in tourism matters have been studied. The chapter extended its review by clarifying the concept “stakeholder” and its accompanying theory which critiqued that the stakeholder concept can be traced back as far as Barnard (1938) and is evident in the thinking of system theorists and corporate planners.

It is argued by various studies that the tourism industry is one of the fastest growing industries and its steady growth requires responsible management measure. This idea allowed this chapter a platform to review the guidelines for responsible tourism development because

uncontrolled tourism growth can result in adverse effects that can harm society. Lastly, the chapter examined social impacts through the suitable theoretical frameworks and models predicting social impact perceptions, the social carrying capacity, and factors influencing social impact. As the study analyses the perception of communities regarding the social impacts generated by tourism and their role as a stakeholder in tourism development, this chapter directly supports the empirical analysis of the study. For any survey that pertains to a community, the various perspectives of sociology need to be examined to understand that various parts of the social system are at some point functionally integrated with each other.

As the study moreover promotes a participatory approach, this chapter makes an effort to examine the essence of greater involvement of the community in the tourism planning process to create high-quality and high value-added components at the destination. As indicated in the literature above, to acquire community-wide support, the local municipality should understand how residents perceive both the positive and negative impacts that tourism activities provide. This argument transpired a necessary reason to examine tourism developments in the MDM concerning the involvement of the community to provide insights into the future participation of the community, and how different stakeholders can contribute but also benefit from the development of this industry. Furthermore, the chapter reveals that not all communities have the same characteristics. Accordingly, the characteristics of tourism have an essential influence on local tourism planning and policy formulation. The next chapter aims to examine the contribution of tourism development toward communities, including the social impacts of the tourism industry.

CHAPTER 3: THE IMPACTS OF TOURISM ON COMMUNITIES

3.1 Introduction

As indicated in Figure 2.7 in Chapter 2, should the government grant communities a fair opportunity to form part of the tourism planning, development and management initiatives, surely the communities' negative social impact perceptions can be minimised, which can also lead to significantly higher levels of sustainable tourism development. Ramukumba (2018:35) confirms the above notion by noting that the involvement leads to participation in tourism development and improve their share of tourism impact. The term "impact of tourism" has gained importance in the tourism literature (Almeida-García *et al.*, 2016:259). Tourism is a significant form of human activity (Mason, 2009:36) and there is no question about the benefits it delivers to communities, but tourism is not perfect (Almeida *et al.*, 2015:1). The impacts that tourism developments have on people's lives are significant - from memories of people's past to the present experiences people undertake, and to the stories people will forge into the future (Woosnam *et al.*, 2018:139). If these impacts are understood from the outset of planning, strengths and opportunities can be maximised while weaknesses and threats can be minimised (Sharma & Bansal, 2010:8).

The previous chapter critiques that the existing study points less significance on the social impacts of tourism than on the economic impacts of the industry. However, the author in this chapter supports a critique by Wood (2005:37) that says that it is also recognised that one approach is not sufficient to assess the impacts of tourism development. Arguably, with the positive and negative views of the outcomes of tourism development and the resulting responses as background (Andriotis, 2001:299), this chapter makes an effort to assess how tourism development can contribute towards communities, bearing in mind that there are obstacles that hinder such contributions. According to this study, the concept "impact" suggests that certain aspects of development have taken places that require critical assessment. In this regard, the chapter examines the components that are involved in tourism development. The tourism industry is a mix of goods and services (George, 2007:292) and, as such, the chapter discusses the characteristics of the industry's goods and services by the proximity between consumers and producers.

Gouda's (2015:170-174) critique is that, to minimise the problems facing sustainable tourism development, the various perspectives of tourism development must be examined. These perspectives are addressed by responding to the question: "How does tourism development in specific Westernised regions such as the United Kingdom, United States of America, and southern African countries such as Botswana, Mozambique and South Africa differ?" Also, what are their objectives and rules of tourism developments? The chapter lastly reviews the need for government to involve stakeholders, particularly communities in the development of the tourism industry.

3.2 The tourism industry and development

Tourism, as a globalised supply and demand, it is a social phenomenon that can influence communities around the world (Inkson & Minnaert, 2018:8). Lickorish and Jenkins (2007:1) agree by stating that the tourism industry is an activity that cuts across the traditional sectors in the economy and it requires inputs of a cultural, economic, environmental and social nature. According to Sharpley (2018), tourism is all things to all people. Amalu *et al.* (2017:33) add that studies have indicated that the tourism industry cannot develop without having tourist visits and patronage of products with factors such as disposable time, level of education, distance, awareness, economic status (income) and availability of unique tourism facilities and resources in place. Tourism is an exponentially growing global economic activity, and in particular in developing countries; it forms part of the most prominent and important development policies (Nayebzadeh *et al.*, 2017:2775).

Despite the turbulent times and chaotic changes, including the worldwide recession (Vietnam or Malaysia global recessions), political instability, conflict and terrorism directly impacting the tourism sector, it continues to grow (Moutinho & Vargas-Sanchez, 2018:16). Before examining the impacts that tourism development contributes to communities, it is essential to understand what constitutes these impacts. This chapter adds that tourism, as an industry, is characterised in its own unique way that partially varies from the other industries. Zhuyu and Yongwen (2018:595) argue that the tourism industry has a high degree of relevance because it has become an effective form of poverty alleviation. This section explores the components of the tourism industry together with their characteristics that make this industry special.

3.2.1 Tourism industry components

To understand tourism, it is necessary to analyse the various components that, together, make tourism happen (Bhatia, 2006:38). All of the components of tourism are highly interrelated, and they are very sensitive to changes in environmental trends (Shoemaker & Shaw, 2008:303). Any small change is likely to have some impacts on all or most of the tourism components, because they are all connected (Shoemaker & Shaw, 2008:303; Rodgers, 2001:22). The organisation of the tourism products depends on the type of underlying primary resource offered to tourists, which often has the characteristics of a public good (Andergassen *et al.*, 2017:50). A tourism industry that is located within a tourist receiving area will commonly comprise the visitor attractions, accommodation sector, retailing and service functions, entertainment and recreation facilities (Boniface *et al.*, 2009:8). Figure 3.1 depicts some of the examples of the main components of the tourism industry according to this chapter. The tourism industry is also made up of food and beverage services, events, transportation, and travel trades, such as travel agencies and tour operators (Goeldner & Ritchie, 2009:13). This section discusses accommodation, attractions and transport as key tourism components together with examples.



Figure 3.1: Main components of the tourism industry

Source: Self compiled

3.2.1.1 Accommodation / hospitality

The need and necessity of accommodation cannot be ignored in a tourist destination (Jayapalan, 2001:45). In some instances, a large number of tourists visit a particular spot simply because there is a first-class hotel with excellent facilities (Jayapalan, 2001:45).

People travelling for pleasure or business need a place to sleep and thus the accommodation sector is an extremely important component of the tourism industry. It encompasses a broad spectrum of supplier businesses which can include hotels, motels, conference centres, inns, bed and breakfasts, resorts, youth hostels and health spas (Leuterio, 2007:5).

It is essential to note that the success of any tourism orientated business, including the above-mentioned accommodation establishments, depends on attracting and retaining satisfied customers. Moreover, it is logical to mention that the length of stay is an appropriate measure that increases demand for particular tourism services, which is likely a function of the tourist's satisfaction among other factors at the destination site (Neal, 2013:169). The satisfied tourists are more likely to prolong their stay at the accommodation establishment, which implies that a much higher proportion of their money will also be spent on other sectors including meals, entertainment and tours or transfers (Fung & Mckercher, 2016:12). According to this chapter, the above statement justifies that there is more income generated for the area. In addition to entertainment, the United Nations Environment Programme (2005:13) notes that these are activities or areas that tourists visit to enjoy and where they may participate in various activities as part of their holiday experience. The next section examines this collective concept "attraction" as part of tourists' entertainment.

3.2.1.2 Attraction

According to Fyall *et al.* (2008:10), visitor attractions are at the heart of the tourism industry; they are motivators that make people want to take a trip in the first place. A tourist attraction can be an individual site or a small-scale geographic area accessible to tourists who are motivated to visit it in their leisure time for a limited period (Ivanovic, 2008:111). Tourist receiving areas attract visitors to stay temporarily and will have features and attractions that may not be found in the generating areas (Boniface *et al.*, 2009:45-251). The local communities' quality of life is likely to be better by offering more attractions, recreational activities and quality services (Lo *et al.*, 2013:104). The tourist attractions can be classified in a variety of ways (Ivanovic, 2008:111). However, the main distinction can be made between natural attractions and man-made attractions (Goeldner & Ritchie, 2009:214-215), and special events (Ivanovic, 2008:111). Ivanovic (2008:111) is of the opinion that the man-made attractions and special events are, with few exceptions, classified as cultural attractions in tourism.

Mason (2009:57) lists handicrafts, language, traditions, gastronomy, art and music, history of the area, the types of work engaged in by residents, architecture, religion, education systems, dresses and leisure activities as the cultural attractions of tourism. The special events are temporary attractions with a limited lifespan. Most special events have cultural themes, such as art exhibitions, fairs, historic re-enactment, celebrations, carnivals, parades, festivals, traditions, customs, folklore, religious celebrations or obligations and sports events (Ivanovic, 2008:113). Ntloko and Swart (2008:79) are of opinion that sport tourism events are viewed as a growing niche market, reflecting South Africa's sports tourism contributing to the country's economy to be constantly increasing. Natural attractions are the mainsprings that drive many people to travel. The Kruger National Park as one of the most visited attractions in South Africa, and National Zoological Gardens of South Africa are good examples. Thus, these natural wonders lure travellers to enjoy the natural beauty, recreation and inspiration that they provide (Goeldner & Ritchie, 2009:215). For the tourists to reach their destinations, transport remains a critical linkage between market source and those destinations (Gunn, 1994:69), and it is further discussed in the next section.

3.2.1.3 Transportation

According to Misra and Sadual (2008:23), travel involves the movement of people and travel is possible if there is transport in the region. The increase in the discretionary income of people has resulted in an increasing demand for tourism products and services (Lubbe, 2003:129). The foreword by Mbithi (2017) critiques that different modes of transport in South Africa compete and complement each other in the movement of goods and people in rural, urban and national space economies (Mitullah *et al.*, 2017). These modes of transport may include a motor car, a coach, an aeroplane, a ship or a train which enables a traveller to reach the predetermined destination (Bhatia, 2006:426-427). Accordingly, at a local context, public means of transport include buses, trains, taxis, bicycles and walking (Gattuso & Malara, 2018:357). It determines the levels of access, of households and individuals, to goods and services and therefore in promoting social justice (Hine, 2016:23).

Moreover, the availability of transport and transport infrastructure has an impact on the wealth or poverty of a community and its people (Potgieter *et al.*, 2006:2). While the efficiency of motive power may have changed for all modes of transport, for tourists the speed of travel and the size of fleets have stabilised in South Africa.

3.2.2 The characteristics of tourism services / products

Smith (2000:227) views tourism as something that people do, not something an industry produces. Tourism should not be associated with industrial structures, workshops and factories, but a combination of science, industry and culture, and ultimately providing tourist services to its consumers (Nayebzadeh *et al.*, 2017:2775). Goeldner and Ritchie (2009:6) agree that tourism is indeed a complex phenomenon, one that is extremely difficult to describe succinctly. It is not conventionally defined as an industry as it does not have an International Standard Industrial Classification (ISIC) code. It is indeed a collection of industries that are dependent, either entirely or partially, on visitors and tourists as their source of income (Keyser, 2009:196). The expectations can only be affected by the characteristic that a consumer is aware of the product before use (Weed, 2007:77). It is the aim of the next paragraphs to provide clarity on how to differentiate the tourism product from that of other industries that it competes against.

According to Shoemaker and Shaw (2008:302), tourism definitions suggest that, as a service industry, it has numerous tangible and intangible elements, often taken to include the tourist, the tourist-generating region, the transportation system, the tourist destination, and hospitality services. Albayrak *et al.*, (2010:140) partially agree with the authors above that the industry is made up of tangible and intangible components. However, not all of the tourism products are in the form of combinations of both tangible and intangible characteristics (Albayrak *et al.*, 2010:140). Major tangible elements include accommodation and other components of the hospitality industry (Guliani & Kaur, 2016:174). With intangible products consumers usually do not know what they are getting into until the product is found or not found (Weed, 2007:77). Also, major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, meeting new people and experiencing other cultures, or to do something different and have an adventure (Guliani & Kaur, 2016:174). Unlike the products of primary and secondary industries, tourism is a service because once it has taken place, it continues to exist merely as a memory (Keyser, 2009:207). Consumers cannot test-drive a trip before paying for it. Should it turn out to be a bad experience, refunds may be difficult to obtain (Keyser, 2009:207).

Tourism products are inseparable and perishable (Keyser, 2009:208). Tangible consumer goods are first produced, sold and then consumed, whereas tourism products are first sold, then produced and consumed in the same place and at the same time. For example, a hotel

guest uses a hotel room as it is made available for the night's sleep. Perishability is linked to the fact that tourism products are consumed as they are produced. For example, an airline has a specific number of seats to sell on each airplane. A hotel has a particular number of rooms each night of the week. These products cannot be kept and stored for sale at a later date (Keyser, 2009:208). The tourism industry involves a large number of diverse leisure-related activities such as sports, recreation, holidaying, travelling and sightseeing (Amalu *et al.*, 2017:33). Tourism is a sector of the economy and thus, without any doubt, belongs to the sphere of business with its various subdivisions (Sawicki, 2016:42).

Some tourism activities that are packaged in a tourism product can provide a positive impact on the sustainability of a tourist destination visited from all aspects (Wisudawati & Maheswari, 2018:10). Although tourism brings about a change in the host community, such as modification welcomed other communities members, it also arouses disputes among other members (Almeida *et al.*, 2015:1; Kayat, 2002:172). This means that, although tourism improves residents' income, employment, recreational facilities and shopping opportunity, it also brings negative impacts such as traffic congestion, litter, noise, vandalism, higher prices for goods and services, drug abuse and alcoholism (Kayat, 2002:172). The next section explores the positive changes welcomed by communities as well as the adverse impacts of the industry.

3.3 The impacts of tourism development

The foreword by the former minister of tourism in South Africa, Derek Hanekom, is that tourism is a valuable national treasure that can touch and improve the lives of all South Africans significantly (Department of Tourism, 2017:5). According to Mason (2009:36), tourism takes place in environments which are made up of both human and natural features. The human environment comprises economic, social and cultural factors and its processes while the natural environment is made up of plants and animals in their habitat (Mason, 2009:36). Hall (1994:2) extends the argument by stating that tourism is an essential part of the world's political economy, which means that the political factor is one of the elements the human environment also comprises of, which concludes that the human environment consists of four factors namely economics, environment, politics and social (see Figure 3.2). The impacts of tourism have been studied at great length, and researchers have created an extensive list of positive and negative impacts that may occur in tourism host communities (Jordan & Moore, 2018:90; Wagh & Shinde, 2018:172). The similar list of tourism impacts

based on the discussions below is summarised in Figure 3.2. Amalu *et al.* (2017:33-34) exemplify by noting that irrespective of the numerous benefits of the tourism industry, such as the provision of employment opportunities and social exposure, tourism also has corresponding challenges accompanying its establishment.

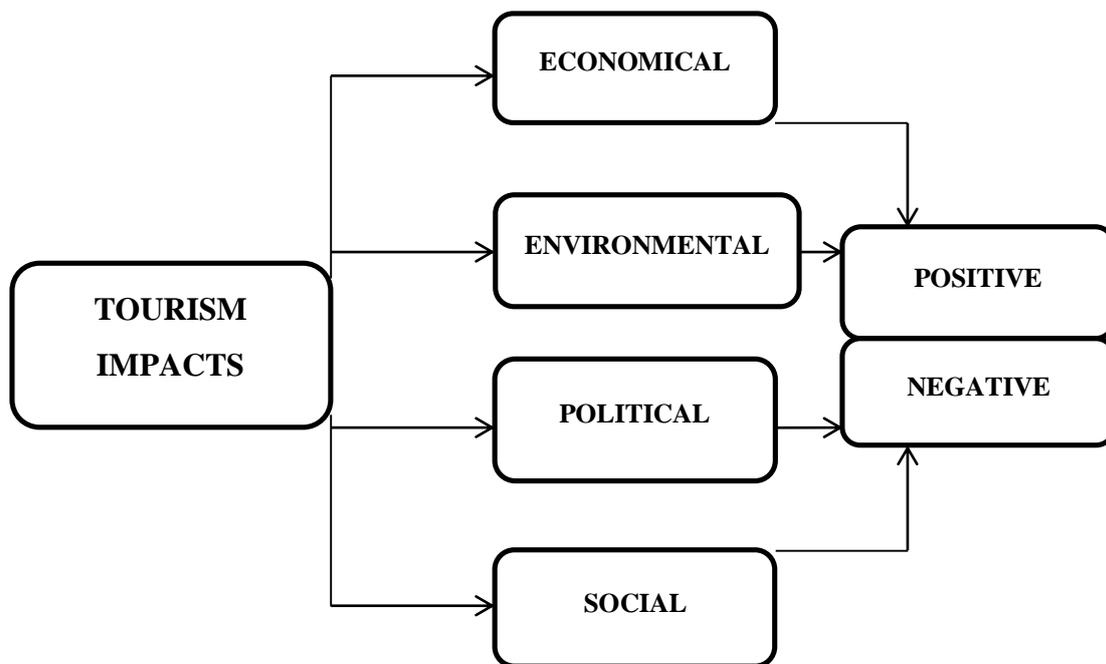


Figure 3.2: A theoretical review

Source: Adapted from Pramanik and Ingkadijaya (2017)

Wu and Chen (2015:286) report that these impacts are visible in the destination regions where tourists interact with local culture, economy, environment and society. Developing a tourism industry has both benefits and costs. If these benefits and costs can be understood from the outset of planning, strengths and opportunities can be maximised while weaknesses and threats can be minimised (Sharma & Bansal, 2010:8). Tourism managers need to understand the potential positive and negative impacts generated by tourism and how they can be managed (George, 2007:293). According to Zhuyu and Yongwen (2018:597), the quality of tourism managers in many of the communities is generally low. Dhar (2000:128) seconds George (2007) by adding that the pointer to the success of tourism is good management. This section investigates the impacts that are made use of to examine host resident perception of tourism.

3.3.1 The positive impacts of tourism development

Once a community becomes a tourist destination, the lives of residents in that community become affected by tourism activities (Kim *et al.*, 2013:527). Tourism combines a competitive supply of tourism services, which correspond to the expectations of tourists, and have a positive impact on the development of regions and cities, as well as on the general prosperity of citizens (Navickas & Malakauskaite, 2009:37). This section discusses the positive activities of sustainable tourism as follows:

3.3.1.1 Positive economic impacts

The impacts of tourism have historically been one of the most researched areas of tourism, and economic impacts have been studied to a great extent (Mason, 2009:45). For many nations, especially developing economies, the tourism industry is one of the key important economic sectors for both national and local economic development, drawing both foreign and domestic visitors to the locality (Huynh, 2018:39). Wu and Chen (2015:287) argue that, when discussing the economic impact of tourism, the multiplier process or effect should be the most well-known and frequently applied approach to measure the economic contributions of the tourism industry extensively on macroeconomic fields. Shoemaker and Shaw (2008:303) define the multiplier effect as the impact the tourist money has on a destinations' economy.

This means that the development of the industry provides massive employment and investment opportunities, increases economic welfare of local population and enhance the standard of living of local communities through attractions, recreational opportunities and services on offer at the destination (Nunkoo, 2015:625; Gouda, 2015; Webster & Ivanov, 2014:137), which in turn intensifies the competition between local industry players and their international competitors (Lo *et al.*, 2013). Harcombe (2015:10) extends the argument that the multiplier effects can be direct, indirect, and induced. Wu and Chen (2015:287) second that the multiplier effect involves the flow of income and the number of jobs, exports, construction of public infrastructures such as airports, roads, water supply and facilities, taxation revenue and tourist consumption.

The WTTC (2018) clarifies the *direct*, *indirect*, and *induced* contribution of tourism as follows: Firstly, direct effects of tourism to the GDP reflect the internal spending on travel and tourism as well as individual government spending, which is the spending by the

government on travel and tourism services directly linked to visitors, such as culture (museums) or recreational areas (national parks). Secondly, the indirect effects include the GDP and jobs supported by travel and tourism investment spending, consolidated government spending, and domestic purchases of goods and services by the sectors dealing directly with tourists. Lastly, the induced effects measure the GDP and jobs supported by expenditures of those directly or indirectly employed in the tourism industry. This section discusses some of the positive economic impacts of tourism as follows:

- **Tourism generates local employment.** One of the noticeable positive impacts of tourism in the region has been the creation of employment opportunities in the blossoming number of hotels and service industries (Robinson & Boniface, 1999:188). The tourism industry, which is shown in the national and international tourism agents, international and national network hotels, and international and national food restaurants, has become a major source of economic growth in developing countries (Hidayati, 2017:17). In contemporary circumstances, sustainable development is an important strategic goal for businesses, whose behaviour should be focused on meeting societal needs, generating profit, investing in future business development, and the development of society (Saleem *et al.*, 2016:946).
- **Tourism stimulates profitable domestic industries such as hotels and other lodging facilities, restaurants and food and beverages, transportation system, handicraft and guide services** (Webster & Ivanov, 2014:137). Tourism is frequently an important engine for the economic growth and development of countries, helping to increase the economic welfare of local populations through improved accommodation facilities, restaurants and the food and beverages offered, transportation systems and arts (Webster & Ivanov, 2014:137).
- **Tourism helps diversify the local economy.** Jayaraman *et al.* (2014:1357) critique is that the tourism sector has now been recognised as one of the most important income-generating sectors in many economies since the growth in visitor numbers and revenue earnings from tourism had strongly supported economic growth. The economic significance of tourism is also appreciated within the government and seen as a means of diversification, reducing the heavy dependence on the oil industry (Ghaderi & Henderson,

2012:48). Bennett *et al.* (2012:3) agree by adding that the economic benefits of tourism can come in the form of poverty alleviation, economic diversification, incorporation of fees for licensing or entrance into certain areas, as well as the sale of services and goods. Tourism is used by the governments to develop infrastructure that complements other rural economic development policies to address income variations between urban and rural regions (Zeng & Ryan, 2012:239).

- **Tourism increases tax revenues.** It is seen as a useful tool in creating supplemental income in areas where conservation affects local populations' traditional livelihoods such as the large number of tourists flocking to South African National Parks (Dodds *et al.*, 2016). A clear example is the common 1 % Tourism Levy or Community Levy that is paid by visitors entering some of the protected areas under the authority of the board or by people who rent cars from car rental companies such as AVIS-Budget (both are merged), Europe Car etc. Put simply (George, 2007:296), the multiplier effect of tourist spending works as follow: initial tourist spending has direct revenue effects for the resort owner, the taxi-driver, or other services used by tourists.
- **Foreign exchange earnings and injection of capital into the local economy.** The economic impacts of tourism begin with the claim that tourism expenditure represents an injection of new money into a destination (Dwyer *et al.*, 2000:325). Tourism has a strong relationship with growth and provides much needed foreign exchange and generates government revenues (Vanegas Sr & Croes, 2003:317).

Although most economic impacts of tourism are beneficial, there are some negative consequences. These negative consequences relate particularly to a likely increase in demand for imported goods once tourists begin to appear, as well as with land value inflation (Harcombe, 2015:10).

3.3.1.2 Positive environmental impacts

The environmental improvement can be achieved by ensuring that the development is harmonious with the overall plan for the destination (Lo *et al.*, 2014:85). This section identified the following positive environmental factors of tourism:

- **Conservation of important natural areas or historical sites.** Sustainable tourism development is widely promoted as a panacea to the dilemmas of protected areas (Poudel *et al.*, 2014:1). Tourism encourages environmental protection and conservation in areas where local communities have low incomes (Chirenje *et al.*, 2013:9). Without tourism, natural areas might be developed for other uses or allowed to ecologically deteriorate with a consequent loss of environmental heritage (Inskip, 1991:342). Moreover, tourism provides the incentive and helps pay for the conservation of historical sites (Inskip, 1991:342). The argument is that tourism is a valuable industry that develops the heritage of a country and places a high value on wildlife and nature (Moswete & Mavondo, 2003:71).
- **Increased environmental awareness.** It is argued that tourism can empower and can provide direct incentives to the communities (Imran *et al.*, 2014:290). The environment of the destination is the main attraction for tourists to visit (Lo *et al.*, 2013). In places where residents have limited interests in and concern about the natural environment and its conservation, observing tourists interests in nature and realising the importance of conservation to the economic success of tourism can encourage local environmental awareness (Inskip, 1991:344).
- **Improvement of infrastructure.** The economic, as well as local infrastructure of airports, roads, water, telecommunications, sewage and solid waste disposal systems can be improved through the development of tourism (Inskip, 1991:343). In other words, tourism makes use of and helps pay for the infrastructure, thus leading to enhancement of the environmental quality of areas such as the Gautrain and Areyeng city-centre buses in Tshwane (Inskip, 1991:343-344).
- **Enhancement of environmental quality.** The tourism sector is the largest service sector in the world, where sustainable marketing has become paramount to save the environment and to sustain in the competitive market (Panwar *et al.*, 2016:205). Tourism can help provide the incentive for cleaning up the overall environment through control of air, water and noise pollution, littering and for improving environmental aesthetics through landscaping programmes, appreciated building design, and better building maintenance (Inskip, 1991:343). The going green marketing trend has been encouraged by various

governments to focus on environmental issues and putting emphasis on reducing environmental damages (Panwar *et al.*, 2016:205).

3.3.1.3 Positive political impacts

To reiterate what was mentioned in the previous chapter, Woo *et al.* (2018:260) state that the tourism industry is one of the world's largest industries. However, despite the major role of tourism in all spheres (national and regional economies, social and environmental impacts), the political aspects of tourism are rarely discussed in the tourism literature (Hall, 1994:1). This critique by Hall (1994) perfectly complements Elliot's (1997:10) opinion that says that there should be no study of management and tourism that neglect the reality of politics and power. In tourism a fair and effective collaborative governance approach may be requested to promote entrepreneurship that positively contributes to the socio-economic development of peripheral communities, which suffer from various problems (Keyim, 2017:1). Saha *et al.* (2017:4) second Hall (1994) by justifying that only very few empirical studies have looked into the influence of institutional factors such as political freedom on inbound tourism, despite evidence of the potential for political tensions to affect travel demand (Cheng *et al.*, 2016:3). The lack of research on political travel constraints has limited our understanding of the reasons why tourists avoid travelling to some countries, and in particular how the limitation of this type may affect tourist decision making at different points in time such as during or after a crisis event (Cheng *et al.*, 2016:3).

It also cannot be underestimated that tourism development itself is political in terms of policy decision about public expenditure such as physical resource development, together with support and mediation on the sustainable use of resources (Burns & Novelli, 2007:2). It appears to be true because Baptista (2017:114) advocates that individual politics make the rule. This section extends the theoretical review of the impacts that politics / governments have on tourism.

- **Political trust.** Political trust is defined as the belief that the political system will produce the preferred outcomes in the absence of constant scrutiny (Nunkoo & Gursoy, 2016:318-339). Trust influences the quality of social exchange relationships, creates opportunities for mutually beneficial exchanges, and impacts positively on tourism development. Political trust facilitates cooperation between residents and government actors in tourism and is important for good and democratic governance and sustainability of the tourism

sector. The social exchange theory discussed in Chapter 2 of this study provides a suitable mechanism for establishing the theoretical relationships that exist between the political trust and support for government policies (Nunkoo & Gursoy, 2016:318-339).

- **Tourism Act.** According to Elliot (1997:2), it is only governments which have the power to provide the political stability, security, and the legal and financial frameworks which tourism requires. Tourism Act such as Act No. 3 of 2014 makes provisions for the development and promotion of sustainable tourism for the social, economic and environmental benefit of the citizens (Department of Tourism, 2018).

3.3.1.4 Positive social impacts

Social impacts can refer to *quantifiable* variables such as numbers of immigrants (newcomers), but can also refer to *qualitative* indicators such as cultural impacts involving changes to people's norms, values, beliefs and perceptions about the society in which they live (Vanclay, 2002:184-185). According to Ghaderi and Henderson (2012:51), the cultural and social impacts of tourism are distinguishable but are often considered together as the people's impacts. The social impacts of tourism vary according to the difference between the visitors and the hosts regarding numbers, race, culture or social outlook (Dhar, 2000:7). Vanclay (2002:186) further praises the list of social impact variables by Burdge (in 1994) that point to an assessable modification in the human population, communities and social relationships resulting from a development of policy change, which is outlined in Table 3.1.

The purpose of this table is to identify the quantifiable variables as well as qualitative indicators that involve changes in society. The table further emphasises an argument by various authors, one of them being Letoluo and Wangombe (2018:53), who critique that tourism can also present a range of social outcomes that exceed economic gain. This was already addressed in Chapter 1 of this study. These social outcomes are as follows:

- **Tourism enhances the awareness of cultural heritage in local people** (Su & Wall, 2014:147). Tourism reinforces cultural links with the land, promotes respect for local cultures, and incorporates cultural practices and knowledge into tourism. Tourism is a rationale for conservation and documentation of cultural knowledge and artefacts, increases cultural rejuvenation, and complements traditional practices (Bennett *et al.*,

2012:3). Heritage is a subcategory of cultural tourism (Cohen & Cohen, 2012:2189). Heritage has previously been restricted to the tangible legacies of human archaeological, historical and cultural past, but its definition has recently been expanded to include, on the one hand, valued natural sites, while on the other hand it includes intangible cultural treasures (Cohen & Cohen, 2012:2189).

Table 3.1: Burdge’s list of social impact variables

SOCIAL IMPACTS VARIABLES
<p>A. Population characteristics (demographic effects)</p> <ul style="list-style-type: none"> • Population change • Dissimilarity in age, gender, racial or ethnic composition • Relocated populations • Influx or outflow of temporary workers • Seasonal (leisure) residents
<p>B. Community and institutional structures (public involvement)</p> <ul style="list-style-type: none"> • Formation of attitudes towards the project (voluntary associations) • Interest group activity • Alteration in size and composition of local government • Presence of planning and zoning activity • Industrial / commercial diversity • Enhanced economic inequities • Employment equity of minority groups • Changing occupational opportunities
<p>C. Conflicts between local residents and immigrants</p> <ul style="list-style-type: none"> • Presence of an outside agency • Introduction of new social classes • Change in the commercial / industrial focus of the community • Presence of weekend residents (recreation)
<p>D. Individual and family changes (cultural effects)</p> <ul style="list-style-type: none"> • Disruption in daily living and movement patterns • Dissimilarities in religious practices • Alteration in family structure • Disruption of social networks • Perception of public health and safety • Change in leisure opportunities
<p>E. Community resources (infrastructure needs)</p> <ul style="list-style-type: none"> • Change in community infrastructure • Land acquisition and disposal • Effects on known cultural, historical and archaeological resources

Source: Adapted from Vanclay (2002)

- **Renewal of cultural pride.** According to Astawa *et al.* (2017:2), culture is a source having the power to develop tourism. Mason (2009:57) as well as Van Harssel (1994:183) indicate that culture is about how people interact as observed through social interaction,

social relations and material artefacts. A sense of pride in residents in their culture can be reinforced or even renewed when they observe tourists appreciating it (Inskeep, 1991:370). Astawa *et al.* (2017:2) add by conceptualising culture into three critiques. In their first concept, culture is described as an element that maintains the harmony with the creator of nature with its content through religious rituals such as worship ceremonies. The second concept is maintaining harmony with other human beings naturally without distinguishing one another. The third concept is maintaining harmony with nature where the society keeps the environment well since they believe that keeping nature in the form of their devotion to God and the process of nature conservation is arranged in custom and religious rules.

- **Cross-cultural exchange.** Tourism promotes cultural exchanges between residents and tourists, provide a variety of entertainment, historical and cultural benefits to the local communities, and empower local people (Nunkoo, 2015:625). The development of tourism has the potential to benefit local communities socially. In practice, tourism development heals intercultural divisions, creates ownership and co-ownership of businesses, helps grow social networking between aboriginal groups, and recognises aboriginal values (Bennett *et al.*, 2012:3).
- **Tourism develops public spaces such as recreational areas.** Socially, tourism largely contributes to the formation of places, fostering reconfiguration and restructuring processes that tend to create new rural opportunities. In the function of services, tourism provides to the society as a whole; satisfying demands, needs and desires of tourists (Sgroi *et al.*, 2014:407).

3.3.2 The negative impacts of tourism development

The above analysis adjudicates that tourism provides enormous opportunities for the local and regional development, but as it enhances, it pressurises the cultural and environmental resources. Moreover, it alters the social and economic structures, the characteristics and functioning of tourism products, town and villages and in general affects the quality of life in tourist destinations (Coccosis, 2017). Andereck *et al.* (2005:1059) argue that, though tourism is often considered a clean industry, in reality this is not the case. The growth of the tourism industry also results in several costs on communities (Nunkoo, 2015:625). The idea

of sustainable tourism is widespread in the entire world and its examples and approaches become applicable in different environments, but each environment has its problems that hinder this application (Gouda, 2015:170). Dhar (2000:15) categorises the unsustainable effects into economic, social, environmental, political, international and administrative. As there are many negative impacts of tourism development, sustainable strategies are necessary to eradicate such problems (Dhar, 2000:17). This section aims to investigate the issues that hinder the success of tourism in the local communities.

3.3.2.1 Negative economic impacts

Although tourism development may bring to the local community the benefits of economic growth and prosperity, it is also associated with the financial costs, particularly if the tourism is not well planned (Lin *et al.*, 2017:7). Mason (2016) is of critique that the negative economic impacts of tourism may include increases in the price of land, houses and even food prices in a tourist destination, which become particularly evident during the tourist season. Some of the impacts are discussed in this section for clarity and are as follows:

- **Tourism causes a rise in prices of goods, services, land and property** (Nunkoo, 2015:625). Deery *et al.* (2012:69) agree that prices of products and services, including house prices, are perceived to increase in tourist destinations due to tourism growth. In regions where there are many tourists, there is often strong demand for real estate to service the tourism industry, including workers in tourism. These can lead to increased property prices, which are good for property owners, but a problem for locals seeking to purchase a property (Deery *et al.*, 2012:69). In regions where the tourism industry grows, the cost of rent can be increased by workers servicing the tourism industry which impacts on the living cost for locals. Coupled with the increased property values due to tourism, the flow-on effects are the rates to increase. This can be problematic for local retirees and others on a fixed income who struggle to finance the increased rates (Deery *et al.*, 2012:69).
- **Economic and employment distortion.** Resentment and conflicts may arise within families if tourism provides new and higher wage employment for individual family members, especially for women and young people, than what the heads of households receive in traditional activities such as agriculture and fishing (Inskeep, 1991:372).

Winięcki (2013:111) agrees by noting that the distorted employment pattern would indeed have the strongest negative effects on the other groups.

3.3.2.2 Negative environmental impacts

In reality, tourism can cause significant environmental damage because it is developed in areas that have attractive but fragile environments (Andereck & Jurowski, 2006:140). If the community shows no respect to the environmental issues, there will be small chances that the destination can be regarded as sustainable (Terzić & Bajić, 2017:30). Below are some of the environmental damages of tourism:

- **Alteration of habitat through construction activity.** Lack of government intervention and poor management of tourism development may create land-use problems and displacement of residents (Nunkoo, 2015:625).
- **Pollution.** The principal negative environmental consequences of tourism are air pollution (such as emissions from vehicles and aeroplanes), water pollution (such as waste-water discharge, fertiliser leakage and road oil), and destruction of wetlands and soil (Andereck & Jurowski, 2006:140; Buckley, 2012:532). The construction and maintenance of facilities generate waste material and energy, which affect the surrounding ecosystem (Kariminia *et al.*, 2018:4). Tuggu and Topcu (2018:126) advocate that the maximum use of energy needed for tourism production activities leads to the emission of high amounts of greenhouse gases. It is indeed true that tourism increases serious environmental damage because, according to Almeida *et al.* (2015:4), tourism provokes overcrowding and congestion. Conflicts may also be sparked by tourist misbehaviour such as noise, disrespect to heritage or natural landscape (Chien & Ritchie, 2018:2). Toggu and Topcu (2018:126) add that the UNWTO estimates indicate that emissions from the tourism sector are at around 5 % across the world.
- **Trampling of vegetation and destruction of species.** Toggu and Topcu (2018:127) argue that tourism changes the use and cover of the land and the consumption of energy. It leads to biotic exchange and destruction of wild species, exchange and spread of diseases, and modifies the opinion and comprehending of the environment through travel (Toggu & Topcu, 2018:127). In the parks and natural areas there are additional impacts

from vegetation damage and wildlife disturbance (Buckley, 2012:532) and the degradation of the local environment and loss of biodiversity (Bennett *et al.*, 2012:4). For example, wildlife destruction due to poor management can rise as a result of hunting, trapping and fishing and the disruption of natural habitats (Andereck & Jurowski, 2006:140). Overuse of fragile natural environment by tourists can lead to ecological damage. For example: killing or stunting the growth of vegetation in parks and conservation areas by tourists walking through them and compacting the soil around the vegetation, trees being cut by hikers and campers for use as fuel to make campfires, and erosion resulting from overuse of hiking and riding trails in steep-sloped areas (Inskeep, 1991:345).

- **Destruction of a fragile ecosystem.** Almeida *et al.* (2015:4) note that tourism may damage or destroy the resources as it is often developed in attractive yet delicate settings. Poor siting and engineering design of tourists' facilities, as well as any type of development, can generate erosion, landslides and flooding (Inskeep, 1991:346).
- **Fauna and flora exchanges.** Tourists can transport non-human microbes through their bodies, clothes, animals, goods, food and seeds, which could increase the risk of flora and fauna diseases (Kariminia *et al.*, 2018:5).

3.3.2.3 Negative political impacts

Tourism arrivals drop due to some different unattractive political factors such as human rights violation and other political or violent events (Ivanov *et al.*, 2017:5). Although war might be considered a stable threat security, seeing that it is constant and at least predictable, the two other primary threats to security are terrorism and political instability, which are totally unpredictable (Clancy, 2013:43). These events are discussed in the following section.

- **Tourism as an industry.** The challenge in describing tourism as an industry is that it does not have the usual formal production function, nor does it have an input which can physically be measured (Lickorish & Jenkins, 2007:1). Daniels and Pennington-Gray (2006:159) argue that the lack of an adequate industrial definition has regrettable consequences for tourism. One of the most severe consequences is that tourism perennially suffers from a poor reputation in the eyes of policy analysts, economic

analysts and industry leaders not involved with tourism (Daniels & Pennington-Gray, 2006:159).

- **War.** During global conflicts, some places manage to avoid becoming involved as participants by being too far from the warring parties or by adopting neutrality, as this threatens tourists (Butler & Suntikul, 2013:6).
- **Political instability.** According to Tang and Abosedra (2014:1), most studies ignore the role of institutional factors such as political instability on economic growth. Political instability is likely to create volatility and frequent change in policies (Tang & Abosedra, 2014:1). Political instability is likely to jeopardise the peace and security of a country which in turn has a negative impact on tourism (Tang & Abosedra, 2014:1). In South Africa, for example, instability is measured by cabinet changes (Aisen & Veiga, 2010:3). A perfect example can be the World Trade Centre's Twin Towers in the United States. O'Connor (2016:2) describes the Twin Tower attack as the blow of a terrible attack on the United States of America.
- **Terrorism.** It is defined as the commission of criminal acts, usually violent, that target civilians, and are committed for social, political, or religious ends (Liu & Pratt, 2017:505). The political features of the country that tourists would feel are unattractive and would repel them from visiting the country with the terror problem or having recently suffered from a terror attack, the literature generally illustrates that terror is terrible for the tourism-oriented businesses (Ivanov *et al.*, 2017:6). Liu and Pratt (2017:505) add that the more severe and frequent the terrorist attack is, the higher the negative impact on tourism demand is due to the higher perceived risk.
- **Non-involvement of host population in the planning decisions.** In developing nations, the decision about conservation areas is traditionally made by governments without consultation with stakeholders, especially the local people (Ajayi *et al.*, 2017:124). Ajayi *et al.* (2017:124) add that, when natural resources are poorly managed or inequitably shared without due consideration for communities, they can contribute to the tension that can escalate into violent conflict or increase the pre-existing conflict dynamics.

- **Lack of government initiative to involve non-governmental organisations into planning decisions.** The tourism constraints, which are increasingly becoming complex, cannot be addressed by government alone. The different sectors, communities, NGOs and all other stakeholders should assume a leadership responsibility in solving the problems the country is faced with (Harangozó & Zilahy, 2015:18).
- **Public corruption such as state capture.** State capture is the betrayal of the promise that premised the transition to democracy in 1994 (Meyer & Luiz, 2018:254). When the state regulates to benefit a specific industry or business group not to the best interest of the majority, the state is clearly captured (Cárdenas & Robles-Rivera, 2017:2) and tourists can develop negative perspectives in that they feel unsafe to visit a captured state.

3.3.2.4 Negative social impacts

The contact between the tourists and the host community can lead to social impacts on both sides, which can be positive as well as negative (Inkson & Minnaert, 2018:190). Although the economic benefits of tourism are usually considered to improve the quality of life, the socio-cultural factors may not always be positive (Andereck & Jurowski, 2006:140). The socio-cultural impacts of tourism are primarily the costs in which a destination must be prepared to accept when developing tourism which is discussed below (Hanrahan & McLoughlin, 2015:73).

- **Misunderstandings and conflicts.** This can arise between residents and tourists because of differences in languages, customs, religious values and behavioural patterns (Inskeep, 1991:373). For example: in most societies in South Africa, handshaking is the standard form of greeting, while bowing is the custom in other societies; in some societies, foot and finger pointing is considered very impolite, while it is accepted in other parts of the world (Inskeep, 1991:373).
- **Xenophobia.** Xenophobia is one of the obstacles for tourism to achieve its economic and social roles (Ferreira & Perks, 2017). Xenophobia is described as the intense dislike, unreasonable hatred or fear of others perceived to be strangers (Nyamnjoh, 2013; Doswell, 2009:154). Neocosmos (2010:13) defines xenophobia as a discourse concerned with a process of social and political exclusion of some groups of the population. The

reasons for this passionate dislike is a belief that all foreigners are essentially criminals and that non-nationals are a threat to local employment opportunities and grants and this can lead to tourists opting for destinations where there is peace or to decide not to travel at all (Ferreira & Perks, 2017). Xenophobia can take place if the carrying capacity is exceeded and the tourist is considered as responsible for all irrational fears caused by a social change (Jafari, 2002). Foreigners and locals are in direct competition for jobs, housing, transport, town planning and public amenity purposes. As such, the South African Reconciliation Barometer (SARB) 2015, released by the Institute for Justice and Reconciliation (IJR), made it clear that xenophobia continues to grow in the South African context (Voster *et al.*, 2017:87).

- **Seasonal influx of workers might affect social stability.** Tourism can also cause friction, with seasonality being one of the most relevant negative consequences (Almeida *et al.*, 2015:4). During the high tourism season, public and leisure infrastructures become saturated, and traffic congestions and parking problems occur, which often cause inconvenience to local residents (Almeida-García *et al.*, 2016:259-274; Almeida *et al.*, 2015:4).
- **Lack of qualified human resources.** According to Ramukumba (2018:39), professionals in tourism play an important role in shaping tourism policies and therefore cannot be taken for granted. Ramukumba (2018:39) adds that the lack of qualified human resources in the tourism sector in many communities in the developing countries has stimulated an influx of foreign employees to work in tourism.
- **Increase in social ills like gambling, prostitution, drugs and crime.** Tourism development increases intergroup exchange between residents (Chien & Ritchie, 2018:2), increases crime rate and creates psychological tension among community members (Nunkoo, 2015:625) that very often arise from disturbances brought by tourists where cultural differences present a likelihood for miscommunication (Chien & Ritchie, 2018:2). Tourism may lead to problems of vandalism, gambling, drugs as well as prostitution. Tourists who are vacationing are subject to robbery and crimes which are instigated by the local communities who are seeking to redress the balance (Lo *et al.*, 2013:105).

- **Growth of population at the destination due to the immigration of workers and tourists.** Areas with high levels of tourism activities often experience an increase in population, primarily as a result of new residents relocating from out of state, which result in significant changes in the social character of the community (Andereck & Jurowski, 2006:140). Tourism can cause overcrowding in resorts, which can cause stress for both tourists and residents. Where tourism takes over as a major employer, traditional activities such as farming may decline (Mason, 2009:58).
- **Change in vernacular language and values through contact with outsiders.** Tourism development directly affects residents' habits, daily routines, social lives, beliefs and values, which may lead to psychological tension (Andereck & Jurowski, 2006:140).
- **Commercialisation of arts and crafts.** This happens when the impact detracts from the local socio-cultural beliefs and values or through the commercialisation of arts, crafts and ceremonies or rituals of the host population (Fletcher *et al.*, 2017; Fernandes, 2013:31). It is essential to respect, invest in and develop local cultures and protect them from over-commercialisation (Singh, 2010:66).
- **Loss of freedom and opportunity (amenities) to enjoy local tourist resources.** If there is overcrowding of amenity features, shopping and community facilities and congestion of transportation systems by tourists, residents cannot conveniently use them and will become resentful of tourists if their attractions are congested by foreigners (Inskip, 1991:372). These inconveniences could cause the local population to form and perpetuate a negative attitude towards tourism (Almeida-García *et al.*, 2016:259-274). As such, it is imperative for the government to stem these unhealthy conditions to mitigate any criticism against the tourism industry (Lo *et al.*, 2013:105).

3.3.3 Summary of the impacts of tourism

According to the Cambridge Advanced Learners' Dictionary (2013:1574), it is essential to express the main facts or ideas about something in a short and clear form. This is valued by Table 3.2 that contains an underlying summary of the tourism impacts that one needs to

identify. The main purpose of this table is to obtain the contrast of the positive with the negative contribution of tourism development.

Table 3.2: The impacts of tourism

THE IMPACTS OF TOURISM DEVELOPMENT	
Positive impacts	Negative impacts
<p>Economy</p> <ul style="list-style-type: none"> • Tourism generates local employment: increase in number of hotels, restaurants. • Tourism stimulates profitable domestic industries: transportation systems and arts. • Tourism helps diversify the local economy: growth in visitor numbers, reduce the heavy dependence on oil industry, poverty alleviation, economic diversification, incorporation of fees for licencing, the sale of services and goods. • Increased tax revenues: direct revenue effects for the resort owner, the taxi driver, or other services utilised by tourists. • Tourism generates foreign exchange for the country, and injects capital and new money into the local economy: strong relationship with growth, generates government revenues, provides much needed foreign exchange. 	<p>Economy</p> <ul style="list-style-type: none"> • Rise in prices of goods, services, land and property: house rates are perceived to increase, strong demand for real estates, local residents cannot afford to purchase the properties, costs of rent increase, problematic for local retirees, traffic congestion. • Economic and employment distortion: new and higher wage employment for individual family members.
<p>Environment</p> <ul style="list-style-type: none"> • Conservation of important natural resources: environmental protection. • Increased environmental awareness: realising the importance of conservation and observing tourist interests in nature. • Improvement in infrastructure: airports, roads, water, sewage, solid waste disposal systems, telecommunications. • Enhancement of environmental quality: control of air, water, noise pollution, littering and landscaping programmes. 	<p>Environment</p> <ul style="list-style-type: none"> • Alteration of habitat through construction activity: land-use problems and displacement of residents. • Pollution: air, water pollution and destruction of wetlands, waste generation through the construction and maintenance of facilities, tourism provokes overcrowding and congestion, conflicts by tourist misbehaviour. • Trampling of vegetation and destruction of species: tourism change the land cover, land use, consumes energy, biotic exchange and extinction of wild species, dispersion of diseases, degradation of local environment and loss of biodiversity, overuse of fragile natural environment. • Destruction of fragile ecosystem: destroy the resources, generates erosion. • Fauna and flora exchange: the risk of flora and fauna diseases through tourist non-human microbes.
<p>Politics</p> <ul style="list-style-type: none"> • Political trust: trust influences the quality of social exchange relationships. • Tourism Act: provisions for the development and promotion of sustainable tourism. 	<p>Politics</p> <ul style="list-style-type: none"> • The tourism industry itself: lack of adequate industrial definition. • War: This threatens the tourists. • Political instability: volatility and frequent

	<p>change in politics.</p> <ul style="list-style-type: none"> • Terrorism: criminal acts of violence. • Non-involvement of host population in the planning decisions: lack of consultation with local residents by governments. • Lack of government initiative to involve non-governmental organisations into planning decisions: lack of all stakeholders to assume a leadership responsibilities in solving the problems the country is faced with. • Public corruption such as state capture: betrayal of the promise.
<p>Society</p> <ul style="list-style-type: none"> • Tourism enhances the awareness of cultural heritage in local people: tourism reinforces cultural links with the land, promotes respect for local cultures, incorporate cultural practices and knowledge. • Renewal of cultural pride: a sense of pride in residents in their culture can be reinforced. • Cross-cultural exchange: tourism development heals inter-cultural divisions and promotes cultural exchanges. • Tourism develops public spaces: the formation of places and restructuring processes. 	<p>Society</p> <ul style="list-style-type: none"> • Misunderstandings and conflicts: differences in languages, customs, religious values, behavioural patterns. • Xenophobia: obstacle for tourism to achieve its economic and social roles. • Seasonal influx of workers: friction can be caused by seasonality. • Increase in social ills like gambling, prostitution, drugs and crime: caused by intergroup exchange between residents. • Growth of population at the destination due to the immigration of workers and tourists: areas with levels of tourism activities. • Change in vernacular language and values through contact with outsiders: tourism development affects residents' habits, daily routines, social lives, beliefs and values. • Commercialisation of arts and crafts: loss of authenticity of traditional arts and crafts, customs and ceremonies can result if over-modified to suit tourist demands. • Loss of freedom and amenities to enjoy the local tourist resources: these inconvenience can cause the local population to perpetuate negative attitude towards tourism.

Source: Self-compiled

The theoretical review, as far as tourism impacts are concerned, has been outlined in the sections above, ranging from positive to negative impacts, including the summary of impacts analysed. Therefore, the study bases its focus on the various perspectives of tourism development, which is addressed by responding to the question of how does tourism development differs in specific Westernised regions such as the United Kingdom, United States of America, and southern African countries such as Botswana, Mozambique and South Africa?

3.4 Tourism development perspectives

The main goal of this section is to analyse the rules that various regions adopted in achieving tourism development. It is argued that, when tourism development commences in a region, tourism-related government sectors begin to reinforce relations at national, regional and local levels (Çakir *et al.*, 2018:9). The many economic, social and environmental limits of tourism development posit that sustainable strategies are necessary to eradicate such initiations (Dhar, 2000:17). Tourism and environmental policies can be profitable in the long run because they promote and support sustainable tourism development (Moswete & Mavondo, 2003:70). According to Spenceley (2008:4), tourism has been identified by the New Partnership for Africa's Development (NEPAD) as an essential strategy to address the challenges that the African continent is faced with. The NEPAD strategic framework document arises from a mandate given to the five initiating Heads of State (Algeria, Egypt, Nigeria, Senegal and South Africa) by the Organisation of African Unity (OAU) (NEPAD, 2001:56). This strategic framework aims to develop an amalgamated socio-economic development framework for Africa (Spenceley, 2008:3). Moreover, NEPAD's broad tourism objectives according to the Department of International Relations and Corporations (2018) as well as NEPAD (2001:44) are to:

- Identify key projects at both national and sub-regional levels at which significant spin-offs will be generated and assist in promoting interregional integration;
- To eradicate poverty in Africa and to place African countries both individually and collectively on a path of sustainable growth and development;
- Develop a regional marketing strategy;
- Develop research capacity; and
- Promote partnerships via sub-regional bodies.

Although the primary objective of NEPAD was to promote interregional integration, individual countries, however, particularly in southern Africa, have taken different approaches to implementing the NEPAD tourism action plan (Spenceley, 2008:4).

Firstly, in **South Africa**, the 1996 White Paper on the development and promotion of tourism is the main policy framework for tourism (Department of Environmental Affairs and Tourism, 2002). Although over time, the DEAT came to an end as a result of the tourism sector becoming a standalone department in South Africa. The Department of Tourism (2017:15) is of the opinion that particularly the changing domestic and global environments

have led to the formulation of a new vision (after DEAT) for the National Tourism Sector Strategy (NTSS). The DEAT's vision was to manage tourism in a manner that contributes to the improvement of the quality of life of all residents, including future generations. Furthermore, the DEAT facilitated co-operation between national, provincial and local government, and respective functions have been set out by the White Paper for the different spheres of government as summarised in Table 2.1 (Department of Tourism, 2018:91-92; Department of Environmental Affairs and Tourism, 2002:8). The new vision drawn up for the NTSS is to rapidly and exclusively grow the tourism economy that leverages South Africa's competitive advantages in nature, culture and heritage, supported by innovative products and service excellence.

The Department of Tourism (2018:92) notes that within Table 2.1 not all the roles are the direct responsibility of the National Department of Tourism; some of the roles are provided by other departments that include the Department of Transport, Home Affairs, International Relations and Corporations, Trade and Industry, Labour, Environment, South African Police Services, etc. Accordingly, the DEAT aimed to provide mainstream, as well as community-based tourism enterprises (CBTEs) with information about responsible tourism and the opportunities for improving business performance (Spenceley, 2008:5). The courage for South Africa to further stimulate the notion of tourism development, gained impetus when the tourism act of 1993 was reviewed in 2009 in consultation with all spheres of government, tourism stakeholders, the private sector and the South African public, to pave the way for the new Tourism Act No. 3 of 2014 (Department of Tourism, 2018).

Elliot (1997:10) intensifies this by adding that control and principles in any country must be placed on board to ensure that power is used in the public interest and that power and legitimate procedures and objectives are followed. The objectives of the Tourism Act No. 3 of 2014 include:

- Promotion of responsible tourism practices;
- Provisions for the effective marketing of South Africa, both domestically and internationally through SAT;
- Promotion of quality tourism products and services;
- Promotion of economic growth and development of the tourism industry;
- Establishment of strong inter-governmental relations to develop and manage tourism.

Table 3.3: Government roles in tourism development, South Africa

GOVERNMENT	ROLES / FUNCTIONS
National	<ul style="list-style-type: none"> • Facilitation and implementation: Establish safety, stability, security, provision of incentives for investment, enabling legal and fiscal frameworks, facilitation of active labour market policy, allocation of finances for tourism promotion and development, effective marketing and encourage foreign investment. • Coordination: With international, regional and provincial government with respect to the tourism development of tourism-related efforts of government departments and related institutions such as NGOs, labour and community organisations, training institutions, and universities. • Planning and policymaking: Formulation, monitoring and updating of a national tourism policy and strategy; development of integrated national tourism plans. • Regulation and monitoring: Application of environmental management principles in land use development proposals to facilitate sustainable use of resources; formulation of development guidelines and regulations to facilitate sustainable and responsible development. • Development promotion: Equitable development of all destinations with tourism potential; promotion of community involvement; promote the spread of responsible tourism; promote the development of major tourism projects with national and countrywide impacts such as trans-border protected areas.
Provincial	<ul style="list-style-type: none"> • Planning and policymaking: Responsible for the formulation of tourism policies applicable to their areas, and partners in the implementation of national policies, strategies and objectives. • Development promotion: Agreement on international marketing strategy with national tourism organisations that are coordinated nationally while executed with the participation and support of provincial organisations. Responsibility for domestic marketing in competition with other provinces. • Tourism development: The provincial government is <i>more prominent than the national government</i>, with the involvement of local communities, environmental management, safety and security of visitors, tourism plant development and infrastructure provision.
Local	<ul style="list-style-type: none"> • Responsible for land use planning and control over land use and land allocation. • Provision and maintenance of tourist services, sites and attractions. • Marketing of specific local attractions and control of public health and safety. • Facilitation of local community participation in the tourism industry. • Ownership and maintenance of certain plants such as airports and ports. • Facilitates the establishment of public transport. • License establishment, in line with a national framework. • Promote and financially support local publicity associations.

Source: Adapted from Department of Tourism (2018); Department of Environmental Affairs and Tourism (2002)

An output of the Tourism Act No. 3 of 2014 is the establishment of the TGCSA as a legal entity that is responsible for the implementation of a grading system that oversees the quality assurance of tourism products, services and facilities (Department of Tourism, 2018).

Secondly, as for **Botswana**, the establishment of pieces of legislation to protect and promote the tourism industry has been achieved (Moswete & Mavondo, 2003:70). According to the

proposed new National Tourism Policy, the core of the tourism product is the wilderness experience as Botswana's nature-based tourism product has been relatively successful (Saarinen *et al.*, 2014:8). The tourism policy, Government Paper No. 2 of 1990 provides the basis for planning, developing and managing tourism (Moswete & Mavondo, 2003:70). Moswete and Mavondo (2003:70) add that the policy sets out objectives as follows:

- To obtain, on a sustainable basis, the highest possible net social and economic benefits for Botswana from their tourism resources, scenic beauty, wildlife and unique ecological, geographical and cultural characteristics;
- To increase foreign exchange earnings and government revenues;
- To improve the quality of national life by providing educational and recreational opportunities;
- To generate employment and raise income, mainly in rural areas, to reduce urban drift; and
- To promote rural development and to stimulate the provision of other services in remote regions of the country.

Saarinen *et al.* (2014:8) further argue that the positioning of Botswana as “High Value – Low Volume” destination strategy referring to the aim of attracting a limited number of tourists with high expenditure patterns is increasingly seen as offering too narrow opportunities to develop the tourism industry in the future. Hence, there is a need to expand the positioning to broaden the range of middle-to-high tourism market segments and products (Saarinen *et al.*, 2014:8).

Thirdly, in **Mozambique**, the government identified tourism as an instrument to promote local economic development (Rylance, 2008:28). The government has taken a series of actions to promote the tourism sector, including creating a separate Ministry of Tourism in 2001 and adopting a tourism policy and implementation strategy (Rylance, 2008:30). Mozambique has excellent potential for the development of cultural and natural tourism, but is constrained by several weaknesses such as land rights, low human resources, scarce infrastructures and insufficient marketing (Magnani, 2017:240). Regarding employment, the majority of the economical population is employed in the agricultural sector, while the economic growth resulted mainly from large capital-incentive projects with an only marginal contribution to employment (Castiglioni *et al.*, 2017:5).

According to Magnani (2017:235), in 2004, Mozambique has promulgated a tourist policy, the *Plano estratégico para o Desenvolvimento do Turismo em Moçambique* (strategic plan for the development of tourism in Mozambique), for the year 2004-2013. This plan was aiming at reaching 4 million visitors by 2025, and for the country to become the exotic tourist destination in Africa, improving the rich markets of Europe and North America. This *plano* (strategic plan) focuses on ecotourism, maritime tourism, cultural tourism and the observation of flora and fauna, and it has identified three main areas of intervention (Magnani, 2017:235):

- The priority areas for tourist investments;
- The conservation areas and the transfrontier conservation areas; and
- The tourist routes.

As for the involvement of communities, NGOs – both major international organisations and small local ones that operate at the local level with very specific projects, often being the main actors involved in fund-raising, advocacy, empowerment, and the capacity-building process to grant the participation of local communities in the management of their cultural and natural resources (Magnani, 2017:239). These NGOs play a pivotal action for the country, not only to achieve the realisation of the national policy for the tourism development, but mainly to achieve the sustainable development goals and long-term improvement of the Mozambicans' living conditions (Magnani, 2017:239).

Based on the various perspectives of tourism development by different African countries above, it is precise that governments' aim toward promotion of tourism differ, while on the other hand, their aims showcase direct similarities. For example, Mozambique and South Africa, as well as the government of Botswana, share a common goal of managing tourism in such a way that it contributes to the improvement of the quality of life of all residents, including future generations. Interestingly, they applied different policies such as Plano of Mozambique while South Africa responded by implementing DEAT and the NDT. Hall (1994:23) argues that, in order to develop tourism on a scale proportionate to its national importance, it is necessary to centralise the policy-making powers in the hands of the state, so that it can take appropriate measures for creating a suitable framework for the promotion and development of tourism by the various sectors concerned. Dhar (2000:53) adds that the governments in developed countries such as the United Kingdom or United States of America, at national and regional levels, are actively promoting tourism and aiding facility development through the provision of grants and subsidies which, in comparison with

African countries, South Africa is doing anything possible to get young entrepreneurs started with their new business establishments through financial institutions that aim to subsidise them, such as the National Youth Development Agency (NYDA).

Dhar (2000:53-56) justifies the above critique by stating that Britain's Development of Tourism Act (1969) was brought into effect with the aim of providing more effective promotion abroad and at home, to encourage hotel construction and to direct development to economically depressed areas. This is the reasons the British have long been known as world travellers; first as adventurers and explorers, and later as builders of the British Empire (Lundberg & Lundberg, 1993:210). The United States of America formally joined in the promotion and stimulation of tourism with its 1981 National Tourism Policy Act. The fundamental mission of the United States Travel and Tourism administration is to promote United States inbound tourism as an export, in an attempt to reduce its traditional travel budget deficit that has become an increasing burden as conventional visible exports have declined (Dhar, 2000:54).

According to the author, based on the literature above, tourism is a development strategy recruited by many countries such as the United States of America and the United Kingdom. However, it appears that, according to Ramukumba (2018:38), the lack of co-operation and cohesion within the highly fragmented tourism industry is a well-known challenge in the developing countries. In developed countries, protected areas face considerable problems, particularly of dealing with visitation, because there is a large population with high mobility and a reasonable standard of living (Butler, 2017:151-166). Moreover, there are several million foreign visitors who wish to visit the more visible and well-known sites, resulting in a problem of domestic visitation (Butler, 2017:151-166). Ramukumba (2018:38) adds that both cohesion and co-operation are the required mechanisms among the various tourism stakeholders, because the tourism industry is a combination of many sub-sections that involve stakeholder involvement, which in turn increases the need for all stakeholders to work together as any lack of coordination may frustrate potential opportunities for the community of any developing country to involve itself in tourism development. The following section discusses the role of the government to involve stakeholders.

3.5. A review of the role of government in integrating communities and the sustainable tourism industry

Stakeholder management is an essential approach to utilise to conquer support from others (Department of Tourism, 2010:93). The investigation into the community as a stakeholder as well as literature regarding the role of the local government of Mopani in involving the residents to participate in the tourism planning process are discussed.

3.5.1 Community

The communities are required to carry out the actions necessitated for tourism development in the region (Ezcuduji, 2017:949-950). This section is based on an idea that community involvement as a stakeholder is essential in the development of sustainable tourism in the Mopani region (Chami, 2018:1). Chami (2018:1) found that the communities have a positive attitude towards tourism and show interest in the management and development thereof, but their role in the process is underestimated by the authorities. The study was based in Amboni Limestone Caves, Tanzania. This study encompasses an essential subject of community involvement and sustainable tourism development in heritage management. The need for the research based on the community as stakeholder has expanded since authors such as ones that are listed in Table 3.4 undergone similar studies. According to the author, Table 3.4 depicts that communities have an influential capacity for tourism development in the region.

Hill *et al.* (2006:164) note that, for host communities, participation and empowerment are the essential objectives in any tourism initiative that aims to address issues of industry enhancement and poverty alleviation. As Table 3.4 suggests, most communities are concerned about the social impacts of the tourism industry and the lack of involvement of residents in tourism planning processes. In the case of the Mopani region, these findings imply that, should the communities not be integrated into planning processes, problems affecting the industry might not be identified by planners in the region.

Chapter 2 notes that community participation is an empowering process. It can create appropriate development frameworks in the Mopani region and strategies that ensure favourable local attitudes, protection of local resources and more importantly, the protection and improvement of the quality of life of residents influenced by tourism development (Malek & Costa, 2015:282). These critiques serve as the purpose of this study to be undertaken. Although the social impacts have been discussed in the above sections of this

chapter, the next section further scrutinises the studies that focused on literature pertaining to tourism impact on a sociological perspective.

Table 3.4: Previous studies done on the communities as stakeholders in tourism development

AUTHOR	TITLE	FOCUS / FINDING
Almeida-García <i>et al.</i> (2016)	Residents' perception of tourism development in Benalmádena (Spain).	The study examined the residents' perceptions of the impact of tourism in Benalmádena, and the profiles of the residents according to socio-demographic characteristics.
Lo <i>et al.</i> (2013)	Rural tourism and destination image: community perception in tourism planning.	Local communities were most concerned with the social impact and communities' values on upholding their destination image.
Ramukumba (2018)	Limits to community participation in tourism: a case study of Amathole District Municipality, Eastern Cape Province, South Africa.	A significant difference in opinions regarding limits to community participation in tourism between those working and those not working in the tourism industry.
Scholtz and Saayman (2018)	Diving into the consequences of stakeholders unheard.	To determine possible gaps in communication and understanding between two key stakeholders namely, the residents and the dive operators, to create better understanding and resident sentiment towards the industry.
Sisto <i>et al.</i> (2018)	Stakeholder participation in planning rural development strategies: using back casting to support local action groups in complying with Community-Led Local Development (CLLD) requirements.	The aim of this study was to show the suitability of a particular approach, namely back casting, to the outline of the local action plan of specific local action groups.
Van der Merwe and Rogerson (2018)	The local development challenges of industrial heritage in the developing world: evidence from Cullinan, South Africa.	The results reveal that the assets of industrial heritage tourism are underperforming in terms of growing the local economy at Cullinan.

Source: Self-compiled

3.5.2 The government

The responsibility of the South African local government is to work with communities to obtain sustainable ways to meet their social, economic and material needs to enhance the quality of life (Department of Tourism, 2010:9). The majority of South Africans have not been involved in the planning, decision making, investment, development or promotion of the tourism industry. Particularly, communities have not been consulted in respect of major investment decisions or developments proposed for areas in which they live (White Paper, 1996). As such, the negative attitudes exist within the tourism industry towards community tourism products which are sometimes regarded as inferior (White Paper, 1996). To mitigate

such negative attitudes, according to the Department of Tourism (2018:98-99), governments must be urged to integrate the communities in the tourism structures, because:

- Communities can identify potential tourism resources and attractions;
- Communities oppose developments that are harmful to the local environment and culture of the community;
- Communities can work toward enhancing the positive benefits of tourism and minimise the negative impacts;
- To work closely with NGOs to educate communities about tourism and engender tourism awareness.

Arguable, to develop a sustainable tourism industry, one has to consider the perceptions of both the government and residents as stakeholders as it enhances the chances of positive social impact perceptions. This notion is examined precisely in the next section.

3.5.3 The development of a sustainable tourism industry

To develop a sustainable tourism industry, the perceptions of both the government and residents as stakeholders should be taken into account as it increases the chances of positive social impact perceptions (see Figure 3.3). This initiative, in turn, generates more support for the sustainable development of the tourism industry. Chapter 1 of this study attests by stating that the quality of relationships the tourism organisation has with its stakeholders is crucial to its success, as is its ability to respond to competitive conditions and CSR (Saleem *et al.*, 2016:946). The purpose of Figure 3.3 is to reiterate the point that co-operation between local communities and government is mandatory to carry out the actions necessitated for tourism development. If the local government can involve the residents in tourism development initiatives, residents can actively participate in all spheres of the tourism industry.

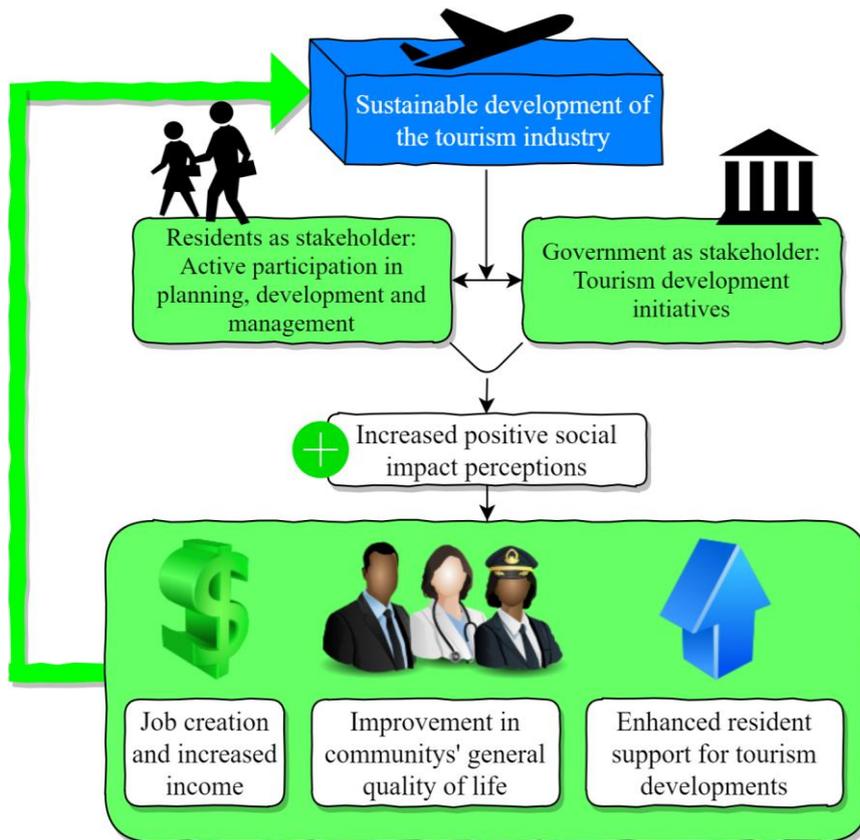


Figure 3.3: Stakeholders to develop a sustainable tourism industry

Source: Self compiled

Consequently, the residents’ social impact perceptions drastically tend to be more positive. The figure further suggests that the active participation can transpire high quality, high value-added components at the destination (Hatipoglu *et al.*, 2014:1), including job creation and the communities’ life improvement. Substantially, all of these positive impacts enhance residents’ support for tourism developments.

3.6 Conclusion

This chapter reviewed the impacts that tourism contributes to the people in communities by considering that the activities should comprise both positive and negative effects economically, environmentally, politically and socially. As Amalu *et al.* (2017:33) addressed, tourism cannot enhance without products or services. Therefore, the components involved in tourism development were reviewed to understand why it is noted that any small change in any of the environments is likely to have some impacts on the tourism sector. The author agrees with Goeldner and Ritchie (2009:6) that tourism is a complex phenomenon and one that is extremely difficult to describe succinctly. This led the chapter to integrate into the

question, why tourism products are such a complex phenomenon? This question was responded to by reviewing the characteristics of tourism products.

The lists of positive and negative impacts that may occur in tourism host communities have been created by various researchers (Jordan & Moore, 2018:90). In this regard the chapter discussed both the positive and negative impacts of tourism. As indicated in the literature, the many economic, social and environmental limits of tourism development posit that sustainable strategies are necessary to eradicate such initiations. This argument led to the MDM's local government being asked (interview survey) the following questions in order to determine the necessary sustainable strategies in tourism development.

What industries play the most significant role in the Mopani District Municipality's local economy? What is the role and importance of the tourism industry to this municipality? The prospects of the local tourism industry going into the future? What are the leading tourist attractions located within or in proximity to this municipality? What attractions do you feel have the potential to be developed? Is the local government currently actively developing the local tourism industry? What measures / actions are being taken to develop the local tourism industry? What are the examples of such developments and where are they located? How is the municipality marketing the local tourism industry? How is this industry being positioned? What are the municipality's main challenges in the development of the local tourism industry? What might the local tourism industry look like in five or ten years from now?

The perspectives of tourism development and the role of government in involving stakeholders, particularly communities in the tourism industry, are further reviewed. This chapter brings all the aspects of the entire research together, and this is concisely illustrated in Figure 3.3. In the next chapters (empirical), the study examines the government and residents of the Mopani District Municipality to obtain both the stakeholders' social impact perceptions.

CHAPTER 4: PERCEPTIONS OF GOVERNMENT OFFICIALS (QUALITATIVE RESEARCH RESULTS)

4.1 Introduction

The purpose of this research was to examine, from a government official perspective, the tourism developments in the Mopani District Municipality (MDM) concerning the involvement of the community. This phase aimed to determine the stakeholders' perceptions, and then to measure it against the host communities' perceptions (Chapter 5). The reason for doing so was to determine government's role in tourism development and management, as well as interactions between government and residents in ensuring that residents play an active role in the tourism industry of MDM.

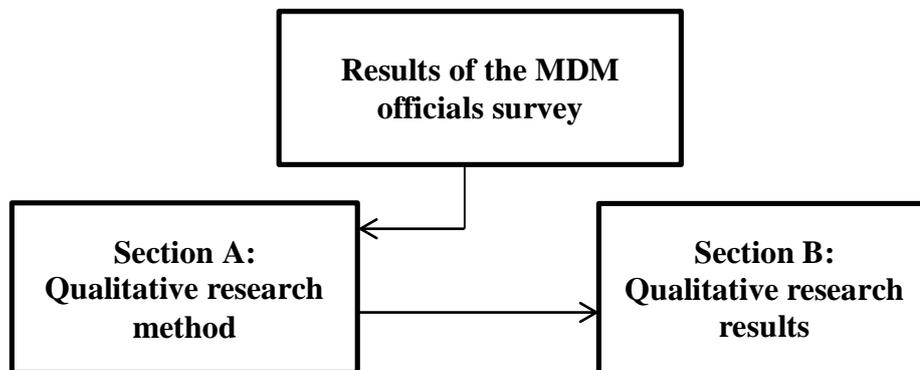


Figure 4.1: The layout of this chapter

Section A: Qualitative research method

4A.1 Method of research

To arrive at an understanding of local interactions, this study employed both the qualitative and quantitative approaches (Chapter 5), however, the focus of this chapter is on the government officials, which was done through qualitative research. According to Tappen (2011:153), quality is essential to qualitative research. Qualitative research is known to be the most appropriate method for obtaining an in-depth understanding of other people's perceptions and experiences (Waller, 2017:107). For the purpose of this research method, the in-depth understanding of the stakeholders was focused on the tourism development in MDM, the community engagement in the development of the tourism industry, and their perceptions of the current tourism social impact that the residents in the region might have. This research is significant to the production of good quality results and potentially places

researchers in a rather special position as particular kinds of practitioners, as it works out the intellectual and practical implications (Jaison, 2018:18). These researchers are not interested in people's surface opinions as in survey research; they want to know how people do things and what meanings they give to their lives (Merriam & Crenier, 2019:20). Jaison (2018:18) adds that qualitative research has the following significant characteristics:

- It indirectly investigates subjective experiences;
- It incorporates meaningful stories;
- It allows for naturalistic observation and description, rather than the testing of general laws;
- It is a tool for studying diversity; and
- It uses research participants as expert information sources.

4A.2 Research design and method

The study was done within a phenomenological design by means of interviews as the selected qualitative research method. Phenomenology, as a philosophy, is defined by Klenke (2016:208) as “the study of phenomena: experiences of things, as they manifest themselves in one's experience, and thus the meanings things have in one's experiences.” The stakeholders of the MDM particularly, from both the local and district levels, were interviewed. The interviews were conducted with participants who are permanent residents of the area, as they understand how people do things and what meanings they give to their lives.

Purposive sampling was used to gather the required information seeing that only the selected senior government officials would be able to provide information-rich feedback (Jennings, 2001:444). Scholtz and Saayman (2018:110) add by indicating that the research of this nature is done to obtain an understanding of the perceptions of the important stakeholders within the tourism industry and their views regarding the community. The stakeholders in this study are, in particular, the local economic development (LED) and integrated development planning (IDP) managers, enterprise development and tourism officers, and the planning and development director, as the most experienced stakeholders of the Mopani District Municipality (hereafter referred to as MDM). These stakeholders were selected based on their abilities to coordinate all the economic activities that include agricultural, tourism and business enterprises. The selected method complements this research. Hence, Holloway and Galvin (2016:3) outlined that it forms a social inquiry that focuses on the way people make sense of their experiences and the world in which they live. The research was particularly

based on government officials pertaining to the involvement of the community, their future participation and how different stakeholders can contribute, but also benefit from the development of the tourism industry.

After the interviews, the data were transcribed from an audio recorder (the researcher's cell phone) to provide a detailed record of the interaction between the interviewer and interviewees in the field. Each interview took approximately 40 minutes to one hour and 59 minutes. In some cases, the participants used languages such as Sepedi and Xitsonga. This means that the researcher had to translate the data into English as accurately as possible. Data were stored and managed as a Microsoft Word document for the analysis to be facilitated. The transcripts were first read several times to get a sense of the data (Stone & Nyaupane, 2018:7).

4A.3 Data collection

A semi-structured questionnaire was developed to measure the perceptions of tourism stakeholders regarding the development of tourism, community engagement, as well as social impacts of tourism. The dialogue between the participants and interviewer took place through face-to-face interviews to investigate issues in an in-depth manner to ensure data saturation. Data saturation is the point at which no further new information or themes are observed in the data (Bentley *et al.*, 2011:159). Bentley *et al.* (2011:159) add that it is suggested that approximately twelve in-depth interviews with individuals from a social grouping are usually sufficient for various themes to emerge. However, this sample comprised eight participants who were interviewed in January 2019. The sampling took place at the participants' offices of work and at dates and times most convenient to them, with the help of the municipal manager as a gatekeeper. The concept "sampling" is referred to as a representative group drawn from a given population (Ryan, 1995:163). These representatives drawn from MDM are described in the next section of the study under the socio-demographic information aspect. As data were collected from the interviews, with their verbal consent, the participants were audio recorded, which implies that the data were transcribed and later coded for analysis (Frey *et al.*, 2018:579).

4A.4 Participants

To better understand the term "participant", Cambridge Advanced Learner's Dictionary (2013:1117) states that it is a person who takes in or becomes involved in a particular

activity, which in this regard, is the research. The results included the perceptions from both males and females which ensured a good spread of data.

In total, 62,5 % of the participants were males, while 37,5 % were females. Twenty-five percent (25 %) of the participants advised that they are from the district level of government, while 75 % were part of the local level of government. A question was posed for the respondents from the district to explain as to why they work at the district level and not local. The response was that the MDM is comprised of five local municipalities, namely Mopani, Greater Tzaneen, Greater Letaba, Ba-Phalaborwa and Maruleng local municipalities. The answer was furthered by saying that the Mopani district is largely regarded as the headquarters (HQ) of the district, as illustrated in Table 4.1.

Table 4.1: Participants' socio-demographic information

PARTICIPANTS' PROFILE ASPECTS	BACKGROUND OF THE SENIOR MDM OFFICIALS							
	1	2	3	4	5	6	7	8
Gender	Male	Female	Male	Male	Female	Female	Male	Male
Permanent resident	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Level of government	Local	Local	Local	Local	Local	District-HQ	Local	District-HQ

The participants from the local economic development (LED) department comprised 75 % of the participations who are senior managers, including the tourism officer and enterprise development officer. The other departments, such as integrated development planning (IDP) and directorate: planning and development comprised 12,5 % each. The participants have a minimum of three (3) years of service at their positions. Although the participants' role in the community was not specified, the participants' work responsibilities were provided, as shown in Table 4.2.

Table 4.2: Participants' work responsibilities

PARTICIPANTS	WORK POSITION	TIME IN POSITION	WORK POSITION DETAILS
1	Local economic development (LED) manager	8 years	<ul style="list-style-type: none"> Coordinates all the economic activities Managing the LED that involves agricultural, tourism and business enterprise (formal and informal businesses). Promotes the municipality.

2	Tourism officer	10 years	<ul style="list-style-type: none"> Markets and promotes Tzaneen and tourism.
3	LED and Tourism manager	10 years	<ul style="list-style-type: none"> Responsible for tourism development mainly LED that includes socio-economic development. Manages the economic development agency that handles the issues of development.
4	LED manager	3 years	<ul style="list-style-type: none"> Responsible for the LED, primarily the sectors that the municipality is active in such as mining, tourism, agriculture and manufacturing Create a conducive environment for business development in the area
5	Integrated development planning (IDP) manager	3 years	<ul style="list-style-type: none"> Development and review of the IDP
6	Director: planning and development	15 years	<ul style="list-style-type: none"> Direct four divisions, including LED, Geographic Information System (GIS) and spatial planning. Sectors under LED include agriculture, mining, tourism and trade and manufacturing. Handles all responsibilities in the department such as leave, personnel issues and activities that are expected to be done for the institution.
7	Enterprise development officer	9 years	<ul style="list-style-type: none"> Ensures a conducive environment for SMMEs to operate. Coordinates the LED issues. Supports SMME developments by facilitating the training programmes and link them with the funding institutions. Assists with marketing. Identifies business opportunities.
8	LED manager	15 years	<ul style="list-style-type: none"> Manages the local economic developments. Creates a conducive environment for LEDs which covers tourism, agriculture and mining. Links the SMMEs with the training institutions to obtain skills. Facilitates infrastructure development by maintaining roads.

4A.5 Data analysis

The government officials' interviews were recorded using an audio recorder in the field, and each interview lasted between 40 minutes and one hour and 59 minutes. For coding of data, the open, axial and selective coding were employed. According to Jennings (2001:199), these are the three phases of coding identified by Strauss (in 1987), which are tags or labels for assigning units of meaning to the descriptive or inferential information compiled during a study.

4A.6 Issues of trustworthiness

The important point to be taken into account by Holloway and Wheeler (2010:304) is that feedback from others ensures the trustworthiness of the research. Trustworthiness is a recent term that was borrowed to relate to a broader notion of truth value. Without validity, there is no truth, and without truth, there is no claim of validity (Benz *et al.*, 2008:37). Holloway and Wheeler (2010:304) are also of the view that there are many ways in which qualitative researchers can check and demonstrate to the reader whether the research is trustworthy. For the purpose of this study, the executive dean concerned appointed, with the approval of the concerned faculty for higher degrees committee, and in accordance with the applicable faculty rules, at least two examiners, of which at least one was an external examiner, for the examination of this research. The name of the examiner appointed in accordance with the rules was not made known to the researcher before or during the examination, and will only be made known after the examination, only with the permission of the examiner concerned.

Moreover, once the data was transcribed and analysed, the information obtained from qualitative research was utilised to inform the questionnaire which was distributed in the Ba-Phalaborwa Municipality. For example, should the results obtained indicate that 70 % of the participants are equipped to work in the tourism industry, the same question will also be applied in the quantitative research to validate the results. This research involved community participation, and it placed the researcher firmly in the eye of society. As such, the ethical (moral and social) responsibilities to society were considered (Jennings, 2001:102) and this theme is discussed in the next part of the study.

4A.7 Ethical consideration

The term “ethics” is interchangeably used often with “morals”, which addresses questions about morality. This research sought to protect research participants from the accidental breaking of confidentiality through the process of anonymisation, which occurs through the use of pseudonyms applied to research participants or other ways of not revealing participants’ real identities (Wiles, 2012:6). It was achieved by indicating to the participants, during the interviews, to note that no information would be asked which would possibly reveal their identities, and that the research will not directly refer to their names in the final study.

However, the municipal manager (gatekeeper) had to grant the researcher with permission as a prerequisite to conduct the survey in the form of face-to-face interviews and to enable the researcher to accomplish the objective of the study. The participants were advised that, with their permission, the interviews will be recorded to ensure data accuracy. The research further ensured ethical consideration by specifically having a question that asked the participants to either agree or not whether to partake in the survey and audio recording. It is also important to note that qualitative research entails topics which are sensitive due to its focus on personal issues, taboo issues or issues which pose a threat to those participating in it (Wiles, 2012:7), so it is always mandatory for the ethics to be considered. As such, the recordings were stored in the researcher's audio recording device, however, the recordings were not transferred to the North-West University for storage. The next section outlines all the meaningful stories the participants provided during the interviews.

Section B: Qualitative research results

This section reveals the meaningful responses the government officials provided the researcher with during the interaction.

4B.1 Results from the qualitative research

This part introduces the four subsequent main sections identified by this research, as well as the themes that emerged under each section, which the interviews were primarily based on.

Firstly, this section pertained to **tourism development** where respondents named and explained the industries that play the most significant role in the MDM's local economy; the role and importance of the tourism industry to the municipality; the prospects of the local tourism industry going into the future; the leading tourism attractions located within or in proximity to the municipality and those that have the potential to be developed. While in the tourism development section, the active role of government in developing the local tourism industry was also noted. The sub-themes emerged under the activation role where participants listed and explained the measures or actions that are being taken thus far to develop the local tourism industry. The participants provided examples of such developments as well as where the developments are located; the positioning of the tourism industry in terms of marketing and the main challenges the municipality is faced with within the development of the local tourism industry were outlined; lastly, the participants' opinions on the prospects (5-10 years from now) of the local tourism industry were also examined.

The second aspect focused on **community engagement** in the tourism development. It incorporates themes that include the explanation that pertains to the relationship that the local government has with the communities of Mopani region. This is concerning both communication and cooperation with residents; the extent to what the respondents feel that involving residents in tourism planning, development and management can help to develop a more sustainable tourism industry in the MDM; and to elaborate on the efforts that the government has taken and will take to involve residents in the development and decision-making within the local tourism industry. Moreover, the extent to which participants believe that local government has achieved the goal of helping the communities to develop through tourism; and to provide with more information on the residents' current role in the planning, development and management of the local tourism industry which intends to determine as to whether the residents are eager to partake or not. Lastly, the participants outlined if they think that the community is equipped to work in the tourism industry, as well as to state the expertise or skills that are needed in the community to develop the industry.

Finally, the participants were asked to scrutinise their perceptions of the current **tourism social impact** perceptions that the residents in the region might have. It was achieved by posing a question to determine as to whether participants think that tourism affects the communities or not, taking in consideration whether tourism influences the residents' economic outlook or social lives and cultural practices; whether they think that tourism has an impact on the natural environment of the communities; to elaborate on whether the residents' social impact perceptions have improved, remained the same, or become more negative concerning the local tourism industry. As such, a final theme probed respondents to state, where possible, if they had any comments concerning the development of the local tourism industry, the involvement of residents or residents' tourism social impact perceptions. The responses are noted and transformed into meaningful information in the next part of the study. The participants are referred to by numbers such as 1, 2 or 3, where possible. Refer to **Annexure A** for details regarding the interview aspects, including the themes emerged under each aspect that was examined.

4B.1.1 Tourism development

The themes that were found regarding tourism development have been transformed into meaningful information as follows:

4B.1.1.1 Industries that play the most significant role in the MDM local economy.

The MDM's local economy consists of and is reliant on mining, agriculture, tourism, and trade and manufacturing. Hence 62,5 % of the participants identified all of these main four industries as noted by participants 1, 4, 7 and 8. It seemed to the researcher that 100 % of the participants identified tourism and agriculture as the primary industries. However, 25 % of the participants identified agriculture and tourism as the only industries that play an important role in the area. Thirteen percent (12,5 %) identified three additional industries, namely agriculture, tourism and mining.

4B.1.1.2 Role of the tourism industry to the MDM.

The MDM's vision is to become a tourist destination of choice, which means that tourism is supported through all possible means (5 and 6). The MDM is reliant on mining, but tourism also plays a significant role. It is unfortunately noted that mines have certain production expectancy and will eventually close down. This implies that tourism is the best direction for closing the unemployment gap (5).

As participant one (1) indicated, economically, tourism contributes to the Gross Domestic Product (GDP) of the country. The GDP leverages income generated during the interaction between the tourists and host communities. When tourists visit the area, they fill up their vehicles with petrol or diesel at the stations and purchase products and services (3) such as accommodation, foods, art and crafts (5). Participant five (5) added that tourism could attract investors. Although tourism is not yet a key industry in MDM, as stated by participant eight (8), it continues to create job opportunities. Many jobs are created through accommodation facilities in Mopani region. For example, the municipality has the Tzaneen Country Lodge which exists within a farm and employs over 200 workers (2).

Socially, tourism reinforces heritage, given the uniqueness of South Africa in terms of natural resources (1). Tourism ensures the development of roads and the resuscitation of local culture (4). It leads to the establishment of associations and meetings that help point out and recognise tourism opportunities available in the area. As a result of tourism, hotels, restaurants, the Kiwi Festival, the Wine Festival, as well as the Marula Festival, have been established (3). The Ba-Phalaborwa, in particular, remains a permanent host of the Marula Festival, which is a provincial festival. This festival is crucial in activating tourism because

during its hosting, the accommodation facilities in the area become fully booked. During the event, the host communities and internationals stand a chance of doing businesses.

Environmentally, tourism acts as a gatekeeper in the preservation of heritage and the pristine resources mostly nature based. Moreover, the tourism industry ensures the greater wilderness as the number one key element for international travel (4) because it can help provide the incentive for cleaning up the overall environment through control of air, water and noise pollution, littering and for improving environmental aesthetics through landscaping programmes (Inskeep, 1991:343).

This section concludes that the tourism industry plays a critical role in the development of the economy, environment, and society of MDM. It advocates that developing a tourism industry results in several benefits such as job creation, contribution to the GDP, attracts investors, reinforces heritage, ensures the development of roads and the resuscitation of local culture. Moreover, tourism leads to the establishment of associations and meetings that help point out and recognise tourism opportunities available in the area, it establishes many products and festivals, ensures greater wilderness. Furthermore, tourism results in costs on communities such as littering; air, water, and noise pollution.

4B.1.1.3 Prospects of the local tourism industry going into the future.

The first participant argued that, given the current and untapped natural resources in the MDM, there is a potential for the growth of the tourism industry. There are several places which are not exploited such as waterfalls, forests and mountains. Tourism can grow if the municipality can put strategies in place to manage these natural resources appropriately. By establishing an attraction such as a hotel to attract people, one can ensure the conservation of natural environment (1). When examining the practicalities across the industrial spectrum, one can realise that most of the industries are struggling, but with tourism (looking at the statistics), the performance is either stable or increasing slightly. Participant two (2) added by saying, “Tourism will never descend unless there is a war, and that is when everybody will diverge.” It is also rare to find it turning down, which implies that tourism is growing and its growth constitutes an economic benefit for the host communities (2). However, participant three (3) adds that the tourism association in MDM is not active, and this might prove a challenge to the growth level of the tourism industry, as stated by the participant. “The association is failing to sectorise the tourism industry. For example, the accommodation

sector must come together and establish its own representative association; transport as well should reinvent itself.” (3)

Participant four (4) outlined that the municipality remains adamant that the tourism industry is the way to go, and as the minerals are depleted, the only way to sustain the economy of the district itself is through tourism. The resources are immense in the region to the extent that the tourism industry can be supported to subsequently act as a pillar of the economy of the region. The municipality, such as Ba-Phalaborwa, is regarded as a blessed mining town. The land is vastly covered by the marula and mopani trees. “The benefits from marula can go beyond the marula fruits. The marula fruits can turn into beer, juice, jam, and it can be industrialised in that fashion. Marula can also create oil to be used for dermatological processes, primarily for face wash. Body lotion is also produced out of marula fruits, and the fruits can produce breast oil that is used for quite a number of purposes. There is liquor called Amarula which comes from marula fruits. These mentioned products also act as a reason for sightseeing and a very nice experience for international tourists to experience what a mere marula fruit can produce.”

Moreover, with the mopani trees the benefits accrue from the collection of the worms as an interesting activity, the drying process, and the benefit of eating those worms. “One might take it lightly, but it is a very important element in the region. Given also the medicinal benefits from both the mopani and marula trees, the benefits can also come from the insects of the trees in terms of making medicine that help for a particular illness. The department of agriculture and the department of economic and tourism play a role in terms of the protection of these trees. There is a fine that must be paid if one cuts down a tree without permission (to a certain extent, one needs to apply for a permit to chop down one as they are not protected in any way like when they are fenced).” Participant four (4), furthermore, tapped into cultural aspects where it was outlined that the MDM has a very rich culture from all traditional authorities. The district should be able to share with the rest of the world the kinds of culture, folklore, dance and storytelling that it prides itself in.

To be the best tourism destination in future, the municipality needs to first look at the infrastructure. If the roads, electricity, clean water supply, as well as sewage are of quality standard, the district can increase its capacity in terms of inbound tourists. Tourism has got a bright future because the focus of the current council is “to be the best tourism destination” (5)

and 7) and a vast number of host communities are getting to know the existence of tourism and its importance. The attraction sites must be maintained and kept in good condition so that it is visitor user-friendly (7). The last participant advocates that tourism is growing because, through the LED awareness programmes, the industry is constantly becoming well-known.

This section concludes that given the current and untapped natural resources, there is a potential for the growth of the industry in MDM. The tourism performance is either stable or picking up a little bit. Tourism will never descend unless there is a war. As the minerals are depleted, the only way to sustain the economy is through tourism. The land is vastly covered by the marula and mopani trees. Marula produces alcohol (Amarula), juice, jam, oil to be used for dermatological processes and body lotion. Mopani trees bring mopani worms and the benefits accrued from the collection of the worms, the drying process and eating of the worms. The insects of both the trees are used to produce medicine. The quality infrastructure is a prerequisite (roads, electricity, clean water supply, sewage systems and road signs).

4B.2.1.4 Leading tourist attractions in or in proximity to MDM, with development potential. According to the participants, the MDM is indeed developing the tourism industry. This was proved by Table 4.3 which indicates the identified attractions, including festivals, nature, natures reserves, accommodation, lodges, attractions and entertainment, which are as follows:

Festivals: Marula Festival (where marula products are exhibited); the Kiwi Festival and the Wine Festival.

Nature: Cycad trees; Manukwe caves; Lekga la Metse and Lefakeng; the baobab tree; Baleni Camp; Kruger National Park; citrus fruits; scenic views; the mountains in Skororo area and Hoedspruit; The Three Rondavels; scenic Drakensburg mountains; mopani trees and mopani worms; marula trees and marula fruits; the tallest tree; Letaba range in the Eland (bordering Tzaneen and Ba-Phalaborwa).

Nature reserves: Modjadji Nature Reserve.

Accommodation: hotels.

Lodges: the lodges such as Kapama, Nguluve, Kapiri and Selati.

Attractions: Makgobaskloof tea plantation; crocodile farm; the crocodile feed in Coach House; Strydom tunnel; Dibengeni waterfalls; Kgosi Makgoba (have got rich history).

Entertainment: the Modjadji Royal Kraal or the Modjadjiskloof; Giyani on its own is cultural; the cultural cuisine; Xibhelani and Xichaichai group dancing; visit the Chiefs; restaurants; the cultural museum (Muti wa Vatsonga situated near the Eiland resort).

Other: village tourism.

Table 4.3: Identified tourist attractions in MDM

PARTICIPANTS	LEADING TOURIST ATTRACTIONS AND THOSE THAT HAVE THE POTENTIAL TO BE DEVELOPED IN MDM
1	Manukwe Cave which is +/- 7-8 kilometres underground, the Modjadji Royal Kraal, the baobab tree (with a bar inside), as well as the Modjadji cycad trees (the only species that is found in Letaba).
2	Tzaneen Country Lodge, Hotel at Tzaneen, Fairview Lodge, Ivory Tusk Lodge, Dibekeni waterfalls in Makgobaskloof, Zwakala where craft beer is made, Wegraakbosch, which is a cheese farm, Cheerio Gardens, Crocodile Ranch with feeding shows on a daily basis, walking trails in Haenertsburg mountains, the Tzaneen Dam where fishing and boating take place.
3	Dibengeni Waterfalls, the tallest tree in Makgobaskloof, crocodile farm, cycad forest, Kgosi Makgoba (with rich history), Modjadji Rain Queen, Letaba Ranch in the Eland which is bordering Tzaneen and Ba-Phalaborwa, Modjadji Nature Reserve.
4	Kruger National Park (KNP); private game reserves such as Kapama, Nguluve, Kapiri and Selati; Marula Festival; cultural museum called Muti wa Vatsonga situated near the Eiland resort; mopani worms; marula trees and marula fruits; open-pit mining of copper in Phalaborwa – bigger mine than the one in Northern Cape; culture of the local people.
5	KNP; Marula Festival; Mini Marula Festival at the traditional authorities (Chiefs) takes place annually.
6	KNP, Modjadji Royal Queen in Greater Letaba, cycad trees (this tree species is only found in the Greater Letaba), baobab tree with a bar inside, the tallest tree, accommodation in the lodges and the lodges themselves such as Kapama.
7	Modjadji Nature Reserve that has got the natural attraction including the Rain Queen; Baleni where salt is manufactured; Giyani on its own is cultural – when one comes to Giyani you get the cultural cuisine, Xibhelani group dancing, Xichaichai, and is able to visit the Chiefs; KNP; citrus fruits and scenic views; the mountains in Skororo area and in Hoedspruit; The Three Rondavels; Strydom tunnel; scenic Drakensburg mountains; mopani trees and worms as well as marula trees; MDM is a permanent host of the Marula Festival and that's where the marula products are exhibited. We are able to show tourists how much products are made out of marula fruits, including jam, achar, cosmetic, foam bath and body lotion. Nuts can be used for decoration as well.
8	The Baleni, village tourism, Lekga La Metse, and Lefakeng; the Modjadjiskloof where the Rain Queen is found, Makgobaskloof tea plantation; the crocodile feeding.

This section concludes that the festivals, nature, nature reserves, accommodation, lodges, attractions and entertainment were the leading tourist attractions in or in proximity to MDM.

4B.2.1.4.1 Local government's active development of the tourism industry.

Table 4.4 shows that 100 % of the participants agreed that the government is actively developing the local tourism industry. The reason for raising this question was to determine if

there is a gap between the government and the development of the local tourism industry. The agreement will be justified in the next themes.

Table 4.4: Local government’s active development of the tourism industry

BACKGROUND ON WHETHER THE GOVERNMENT IS ACTIVELY DEVELOPING THE LOCAL TOURISM INDUSTRY								
Participant	1	2	3	4	5	6	7	8
Response	Yes							

4A.2.1.4.2 Measures or actions to develop the tourism industry.

According to participants 1, 6 and 8, the municipality is doing everything possible to develop the industry hence it has managed to establish the LED forum that aims to develop local tour guides through a training programme. Through the forum the municipality can determine the residents’ needs. The LED forum was described by participant (7) as a group of stakeholders that include the community development workers, councillors who are working directly with communities, and the homes of traditional leaders. During roadshows and Indaba, the municipality employees travel together with certain residents to market the area. The associations select individuals from the region to go and represent the municipality (2). The municipality carries all the costs in this regard. This is believed to be a way to provide SMMEs with exposure to the industry or the market because they are the specialists of the products and services (2 and 3). According to the law, municipalities are not allowed to practise any tourism businesses, but there are individuals who own tourism services or products such as hotels or lodges, as indicated by participant two (2). In this case, the municipality’s role is to create an open environment to facilitate support to empower SMMEs. Also, the municipality works together with other institutions that have financial power that can fund projects or businesses (2). Participant three (3) exemplified the municipality’s role by outlining that in instances where there is a shortage of signage; the municipality assists with the insertion. A paved road leading to the cycad trees has been built (1). Moreover, participant three (3) noted that, “the tourism information centre has burned down, and their role as the municipality is to ensure that it is revamped.”

The Ba-Phalaborwa Tourism Association has been resuscitated; it now forms a partnership with the municipality and acts as stakeholder in terms of tourism development. This association represents the private sector because the association itself comprises of all sub-sectors of the tourism industry, which in the present time have been activated, including

accommodation, tour guides and tour operators (4). Furthermore, there is a Wild Activity Hub that has been developed that is going to be opened at the Phalaborwa gate of KNP. This Hub is going to be a place where a sanctuary will be created for wild animals that are endangered or affected by poaching activities, and the wilderness experience will be assured. The municipality also has a good partnership with the National Department of Tourism (NDT) that is currently incubating 50 SMMEs (three-year incubation programme). The incubation programme aims to capacitate the SMMEs with the necessary skills and knowledge that is needed to thrive in the business and financial management (4 and 5).

While this section firmly advocates that the local government plays a role in the tourism industry, it concludes that the government established the LED forum that aims to develop local tour guides through a training programme. During roadshows and indabas, the municipality employees travel together with certain stakeholders drawn from MDM to market the area. In instances where there is a shortage of signage, the municipality assists with the insertion. Unfortunately, the tourism information centre in Tzaneen has burned down and the municipality will ensure that it is revamped. A paved road leading to the cycad trees has been built. The Ba-Phalaborwa Tourism Association has been resuscitated. Furthermore, the Wild Activity Hub, where a sanctuary will be created for wild animals that are endangered or affected by poaching activities, has been established.

4B.2.1.4.3 Municipality's marketing strategy.

Table 4.5 reflects all the marketing elements and strategies that were identified by the participants during the interviews that are applied in the positioning and promotion of the district. The table illustrates these elements of marketing per participant, however, collectively, the main elements that were identified are:

- **Festivals:** exhibitions, especially during the Marula Festival.
- **Information centre:** tourism information centres.
- **Media:** partnering with the local radio; government newspapers and a magazine called Discover Limpopo.
- **Shows:** roadshows; tourism brochures; tourism DVDs; Getaway shows; Durban Indaba where the area is marketed by means of brochures, and small diaries.
- **Agent:** Limpopo Tourism Agency that talks about Tzaneen.

Table 4.5: Marketing strategies

THE MDM'S CURRENT AND FUTURE MARKETING STRATEGIES	
Participant	
1	Brochures, exhibitions and website www.letaba.gov.za
2	Attend various shows, disseminate promotional materials in the events, website, Facebook page, which is also linking with other tourism stakeholders' websites, for example a hotel website that links to other areas to provide more information.
3	Website, Limpopo Tourism Agency that talks about the province at large, newsletter and magazine called Discover Limpopo, and brochures.
4	Partnering with the local radio station; during the tourism month, locals are activated by awareness about tourism; the website is not active in Ba-Phalaborwa; a huge event such as the Marula Festival is found on all media platforms including national papers; tourism indaba; Getaway show; brochures; tourism information centres.
5	Roadshows to advertise the district through brochures and videos; Durban Indaba where the area is marketed by brochures, small diaries, the rulers that have the email on them; Ba-Phalaborwa does not have a website.
6	Make use of the roadshows and through the tourism information centre and radio station. The marketing is still very weak.
7	Exhibitions, especially during the Marula Festival; community radio station; no media. The municipality is planning to have a tourism website of the Mopani District Municipality.
8	Roadshows and through the Marula Festival; tourism brochure; tourism DVD.

This section concludes that currently the municipality's marketing strategy is reliant on the main festivals, such as the Marula Festival, tourism information centres, the media – including partnering with the local radio and printed media, shows such as roadshows, tourism brochures, tourism DVDs, Getaway shows, the Durban Indaba and agents such as the Limpopo Tourism Agency that talks about Tzaneen.

4B.2.1.5 Municipality's challenges in the development of tourism.

The municipalities, at some point, go through challenges or have challenges that impede them to thrive in as far as tourism growth is concerned. Various challenges have been identified by the participants during the interviews, as indicated in Table 4.6. The lack of tourism knowledge and skills, improper allocation of the budget by the NDT, personnel (the municipality does not have a person who is in charge of tourism), and financial resources (lack of funding which results in opportunities not being maximised) are the main challenges. Moreover, the table illustrates that reshuffling of leadership (after every five years), poor infrastructure (old power lines, sewage systems, shortage of road signs), conventional marketing strategies, and the tourism industry still being in the hands of the minority are

other challenges that hinder the development of tourism. It is noted that the LED forum will overcome these challenges.

Table 4.6: The municipality’s challenges in developing tourism

CHALLENGES IN DEVELOPING TOURISM	
1	<ul style="list-style-type: none"> • The resources, including personnel and financial. I am aggregating them because as of now we do not have a person who is in charge of tourism. Most of the communities do not understand tourism. Poor marketing strategies due to a lack of financial resources. Sometimes one can think that tourism is for whites and not for blacks. • Although there is progress in tourism in the region at large, the lack of funding is a challenge. It is supposed to be recommended that, if the municipalities are eager to grow this industry, there should be budgeted for it. The participant said that he does not think that there is any municipality in this region that is having a budget for LED of over R500,000.
2	<ul style="list-style-type: none"> • Lack of understanding the tourism industry, which results in the department allocating minimal budget. The department of tourism in the municipality has to compete with other offices and the bigger budget is always going to those departments where the tangible results can be produced. • Every five years the municipality gets a new management structure. Everything can be done and make everyone understand the principles of tourism, but at the end of the five-year period one has to once again explain the same topic to the new management.
3	<ul style="list-style-type: none"> • Lack of funding. The municipality has dams (5 dams); studies have been done for the development of a caravan park and other activities, but there is a lack of funding.
4	<ul style="list-style-type: none"> • Financial constraint (on a yearly basis a budget is allocated for activities; it is insufficient and do not allow the municipality to cater for all the needs of the communities). • Human resources (as we speak I am the only person running the entire department). • Poor or old infrastructure (I believe this is one of those challenges that is not unique to Ba-Phalaborwa alone. Our roads are bad). • Electricity failure due to not having enough power (some of our electrical lines need to be fixed, and the voltage needs to be improved) • Old sewage systems. • Also, without water tourists can become frustrated.
5	<ul style="list-style-type: none"> • Shortage of road signs. When one approaches the Gravelotte area, you must be able to see that it leads to Phalaborwa. • Finance. Low revenue collection through electricity and water bills.
6	<ul style="list-style-type: none"> • Improper allocation of the budget by the NDT. The question is what the budget is based on? All the provinces cannot have the same projects. • The district at large has not over the past years been provided with sufficient recommendations based on what the finance is going to be budgeted for. • Five-year plan as a director or municipal manager. This is because one can start drawing plans, but after five years a new candidate comes in and do not carry on with the initiated plans. If the municipality can have a clear LED strategy that is based on a long-term operation (20 years plan / strategy), it will propel whoever that comes in to continue with the plan because it has already been initiated and must be completed.
7	<ul style="list-style-type: none"> • The hands of the minority, especially when one looks at the Hoedspruit and also Greater Tzaneen; the respondent said that it is difficult to work together. When the municipality establishes a forum, the SMMEs already have a forum in place. • Another question asked was whether a researcher would be wrong to say that, for SMMEs to establish their own forum, it might be as a result of having tried many times to communicate with the district about a gap that has to be closed, but unfortunately the district itself failed to respond to their request and SMMEs subsequently decided that they cannot fail while they have plans in place which will definitely lead to positive results if the plans can be established. The researcher

	<p>asked whether that could be the reason behind the problem.</p> <ul style="list-style-type: none"> • No! It cannot be the reason behind the problem. The reason behind it is attitude. I do not think that it is a challenge, but it could be the lack of awareness from our side as blacks. The lack of skills and expertise is also a challenge (7 and 8).
8	The municipality has established the LED forum that aims to overcome the challenges.

This section can conclude that the municipality’s main challenges in the development of tourism are the lack of tourism knowledge and skills, improper allocation of budget by the NDT, the lack of an individual who is in charge of the tourism sector, the lack of funding which results in opportunities not being maximised, reshuffling of leadership (after every five years), poor infrastructure such as old power lines, sewage systems and the shortage of road signs, conventional marketing strategies, and that the industry is still in the hands of the minority.

4B.2.1.6 Local tourism industry forecast in 5 or 10 years from now.

The local tourism industry will grow, however, the growth will only take place should the necessary resources be available, as well as the participation of the community; these are vital in promoting and developing tourism (1). The growth of the industry was seconded by (2, 3, 6, 7 and 8) who said that the region has the technical and vocational education and training college (TVET college) that is offering a tourism programme and the local communities have started to enrol. A larger proportion of young people are coming into this industry, and they will be able to educate other people about the industry in the future (2). Participant three (3) indicated that tourism will go digital (electronic) and there will be great developments in tourism in the near future. In the future people will use their phones and the information will be on their lap (3). The growth of this industry was justified by participant four (4) as well by stating that soon the region will be having the state of hub that features the Wild Activity Hub which will be found at the Phalaborwa gate of KNP. Participant four further said: “From where I am sitting, I want to see this industry grow. I want to see this industry creating more jobs. Hence a municipality is trying by all means to partner with the relevant stakeholders to make sure that the necessary skills, knowledge and resources are activated.” However, participant five (5) noted that tourism will only grow should the collection of bills be done very well.

It was concluded that the local tourism industry will grow, and it is dependent on whether the necessary resources are available, as well as the involvement of communities.

4B.2.2 Community engagement

From the government's perspective, the following themes were developed to get an understanding of the residents' engagement in the tourism processes:

4B.2.2.1 Local government's relationship with the residents of MDM.

As eighty six percent (85,5 %) of the respondents stated, the MDM cooperates with the communities. The agreement by the participants was justified by indicating that MDM can coordinate all the SMMEs that are participating in tourism. The tourism forums have been established that operate under the guidelines of the municipality. If communities have a product or service that customers find hard to access, the municipality definitely supports it by putting the product in the IDP program. The traditional leaders are granted the necessary respect and are involved in projects that the municipality initiates. The residents at large are consulted every quarter through mayoral imbizos (gatherings). Although there is cooperation, it appears to be political, because almost every community leader of the same political standing as the executive mayor finds it easy to manage communities. It is clear from the above-mentioned responses that the MDM merely interacts with the host communities through leadership, including ward committees, church leaders, ward councillors and traditional leaders.

Thirteen per cent (12,5 %) of the participants opposed the above finding by advising that "no matter what the municipality does, especially in the local municipalities, there will always be those things that detract every initiative." For example, currently the district is faced with service delivery challenges which lead to protests. The tourism representatives often find it hard to proclaim significant initiatives, because everything that is addressed to the residents during the imbizo seems to not matter to them. It is due to that residents need water, electricity, roads, and houses, which is a major challenge.

Although it was concluded that 86 % of the participants stated that the municipality cooperates and involves the communities in tourism matters but, by virtue of the results from the least percentage (12,5 %) of the participants, this is not true, because residents are only aware of water, electricity, roads and houses; not of tourism development.

4B.2.2.2 Residents' involvement in tourism planning, development and management of sustainable tourism industry in MDM.

The problems and projects in the municipality are based on the needs of the communities to develop a more sustainable tourism industry, as stated by participant (1). If communities can understand what the tourism industry is all about and be involved in the planning, development and management of tourism, the municipality can bring hope to the international tourists in a manner that they can walk around the townships or villages without feeling threatened, as argued by participant (2). Participant three (3) drew in an example to second the above statement by stating that the municipality once received funding from the Irish department to develop the nature reserve (although, the name was not identified) that includes chalets, and with the help of the communities the project was completed on time. It was also articulated by participant four (4) that for tourism to be sustainable, one should look at it from the industry's point of view and the communities' point of view (tourism is for the people and by the people). All stakeholders must be involved, and the community should be a centre stage to the development, because they can ensure the protection of the endangered species and create a user-friendly environment for tourists. Involving the communities is a strategy to avoid situations where one starts any sort of development and just prior to the final stage, the process is discontinued or disrupted. Therefore, when communities are involved, one is able to respond according to their needs (7), and it becomes undemanding to initiate any development; hence all parties, including communities, understand the process undertaken (8). Ideally, involving residents can help to shape the structure of the tourism industry in a more sustainable manner (6).

As indicated in the previous conclusion, the majority's focus in the district is not on tourism. Moreover, as advocated by participant (5), this section simultaneously concludes that the host communities need clean water and quality roads, electricity and proper sewage, and tourism does not really matter to them. This was supported by participant (2) who argued that only if communities can understand what the tourism industry is all about and are involved in the planning, development and management of the industry, the municipality can bring hope to the international tourists in a manner that they can walk around the townships or villages without feeling threatened.

4B.2.2.3 Government’s effort to involve host communities in decision making.

The tourism forum (LED) that involves all stakeholders has been intensified and is a channel where issues that concern tourism are discussed (1, 6 and 7). The government is closely working with the traditional councils, ward councillors, as well as the LED committee members. Government is reaching out to the communities and also to the local businesses as stated by participant (2). Moreover, through public participation, the communities are involved, and that is a channel in which communities advise government what needs to be done for them, how it should be done and by when it should be done, as argued by participant (3 and 8). The above critique was supported by participant four (4) by noting that the residents’ needs are heard and pointed out during the IDP sessions. Participant (5) stated that he is not aware of any effort and cannot remember any.

It was concluded that the government is indeed exerting effort to involve host communities in decision making. This was seconded by the establishment of the tourism forum (LED) that has been intensified and is a channel where issues that concern tourism are discussed. The government is closely working with the traditional councils, ward councillors, as well as the LED committee members where the residents’ needs are heard and pointed out during the IDP sessions.

4B.2.2.4 Local government’s goal of helping the communities to develop through tourism.

Table 4.7 outlined that 50 % of the participants agreed that the local government has achieved the goal of helping the communities to develop through tourism. 25 % could not tell whether the local government has or has not achieved the goal as it is still in the process of getting to the goal, while 12,5 % disagreed and advised that if one could check the facts, the level of participants from communities is minimal.

Table 4.7: Community development through tourism

COMMUNITIES’ DEVELOPMENT THROUGH TOURISM		
Participants	Yes/No	Explanation
1	No	The level of communities’ participation is quite minimal.
2		Government is still in the process of getting to the goals. I think where we would say that we have achieved a goal, is where everyone understands tourism. Unfortunately, as government we are still working on getting to that level.
3	Yes	The tourism centre was built but unfortunately has been burned down recently and the municipality is working on revamping it. Its purpose was to assist communities and learners with tourism-related information. Government has

		also established the tourism associations.
4	Yes	A viable environment for businesses to grow. Brought all stakeholders on board including the community, private sectors such as SMMEs or entrepreneurs.
5		Unfortunately, as government, we are still working on getting to that level.
6	Yes	-
7	Yes	The MDM has a tourism strategy that has been developed after very consultative research with the communities wherein needs were established, and that gave birth to Kalanga Lodge, the village tourism that is located at the same Kalanga Lodge which are called Hosi N'gwamintwa (Chief N'gwamintwa) and Mahakwe Lodge.
8		Government is in the process, but not yet there. The role of the government, where helping the communities is concerned, will never get to an end.

It was concluded that overall, the level of the communities' participation is quite minimal, however, the government is still in a process of achieving the goals.

4A.2.2.5 Host-communities' involvement and eagerness in tourism planning, development and management.

Twenty-five percent (25 %) of the participants indicated that the residents are not eager to partake in the tourism processes because, in most of the meetings that the forum hosts, residents' attendance needs to be followed up and if not followed up, they do not come to the meeting (1). Respondent (3) argued that there is both direct and indirect participation in the municipality. Direct participation refers to participation with those in the tourism industry, while indirect participation refers to the communities. However, planning is something else, and there specifically has to be a planning committee as participant (3) stated. This statement according to the researcher, posits partial community involvement in the tourism planning, development and management. Therefore it results in host communities not deriving eagerness in being part of the tourism industry.

However, respondents (2, 4, 5, 6, 7 and 8) made it clear that tourism association is comprised of all stakeholders, including communities with representation, namely NGOs, church leaders, school governing bodies (SGBs), the chamber of businesses and sector departments. Government is making sure that there is a representation at a local level through the LED forum that incorporates the above-mentioned stakeholders. This, according to the above participants, implies that 75 % of them agreed that residents are eager to partake in the tourism processes.

This section concludes that the residents are eager to partake in the tourism processes. The government is making sure that there is a representation at a local level through the LED forum that incorporates the above-mentioned stakeholders.

4B.2.2.6 Community's readiness to work in the tourism industry and other needed skills or expertise to develop the industry.

It is clear that 87,5 % of the participants disagreed that communities in the MDM are equipped to work in the tourism industry, as indicated in Table 4.8. Only a fraction (12,5 %) agreed that the communities are indeed equipped with reference to Ba-Phalaborwa Local Municipality.

Table 4.8: Communities' readiness to work in the tourism industry

IS THE COMMUNITY EQUIPPED TO WORK IN THE TOURISM INDUSTRY?			SKILLS/EXPERTISE NEEDED
Participant	Yes/No	Reasons	
1	No	In the meetings, when there is spoken about tourism grading, communities do not seem to have an idea of what has been said, and subsequently presume it as a waste of money. For example, the municipality has opened Lehakwe Lodge in the Mamailakolobe, Skgosese area. The Frontier Park was appointed to manage it on behalf of the municipality for five years, with belief that by the end of the period residents would have obtained the management skills. This justifies that host communities do not have the necessary skills needed to develop the tourism industry.	Management
2	No	One of the issues that I heard might have been a challenge, is that in matric or grade 12 tourism would weigh 1 point out of all the learning, which might have been a reason for many learners not to take the tourism course seriously.	Tourism management
3	No	Not answered	Tourism Tour guiding skills
4	Yes	The MDM is blessed with the TVET college in Ba-Phalaborwa that offers tourism and hospitality fields of study. There are also two hotel schools situated in Ba-Phalaborwa.	Tourism and hospitality courses
5	No	To tell the truth, people in the municipality do not seem to have both knowledge and passion in tourism.	Not answered
6	No	Not answered	Business management
7	No	The Shangweni development project. A project that aims to enhance a need for training tour operators, tour guides or tourism-related practitioners that will exercise their knowledge in MDM.	Tour operators Tour guides Tourism practitioners

		Holistically, it acts as a strategy to avoid outsourcing expertise or skill to do the work for MDM.	
8	No	The majority of residents ventured in this industry without having background on it.	Not answered

This section concludes that the communities are not ready to work in the tourism industry because they do not have the necessary skills needed to develop the tourism industry. For example, the municipality has opened Lehakwe Lodge in the Mamailakolobe, Skgosese area. The Frontier Park was appointed to manage the lodge on behalf of the municipality for five years, with the belief that by the end of this period residents would have obtained the necessary management skills. Moreover, it was recommended that the business and tourism management, including tour operators and tour guides, should obtain the skills that the community need to be able to work in the tourism industry.

4B.2.3 Residents' current tourism social impact perception

In this section, the researcher aimed to obtain the officials' perceptions on the residents' tourism social impact perceptions.

4B.2.3.1 Tourism influence on residents' economic outlook, social lives or cultural practices.

Tourism affects communities positively, as argued by 100 % of the participants. The MDM consists of various lodges (1), and a great number of residents are employed in the tourism industry, mainly the accommodation sector (2, 3, 4, 5, 6, 7 and 8). Tourism promotes SMMEs such as the poultry and fruit and vegetable industries. The B&Bs rely on the SMMEs with the supply of cabbage, tomatoes, eggs or chickens. Socially, tourism provides residents with opportunities to understand that tourism is not for the minority only. Culturally, the industry offers other tribes with opportunities to learn from other cultures, which closes or breaks the tribal lines (2). If the region possesses quantities of positive entertainment, then crime and social illness can be reduced (6).

The region as yet has not reached the stage where one can conclude that there is a high crime rate related to tourism activities or acculturation related to residents changing their behavioural patterns. An example would be where one finds that the culture is sold as an element to generate extra income or adjusting it to suite what the tourists might enjoy watching. These kind of practices happen in some parts of South Africa such as KwaZulu-

Natal (KZN), where culture has been turned into a commodity. At all corners one finds residents dancing, performing or practising spiritual activities unnecessarily which might create a negative impact, because to a certain extent the song and dance are changed to suit the tourist's needs (4).

When it comes to prostitution, the region might have elements of such, but it is not mainly because of the tourism industry, it might be mainly due to the mining industry. The municipality tolerates no brothels at all, and that is the reason the prostitution is minimal. Once the municipality realises an operating brothel, steps are taken instantly to dismantle it (4).

The section concluded that tourism really affects communities positively, as it creates employment opportunities. It promotes SMMEs such as the poultry and fruit and vegetable industries. It offers other tribes with opportunities to learn from other cultures, and it closes or breaks the tribal lines.

4B.2.3.2 Tourism impact on the natural environment of the community.

Eighty-eight per cent (87,5 %) of the participants agreed that tourism has both a positive and negative impact on the natural environment of the community. Only 12,5 % of the respondents advised that they do not know if tourism has an impact on the natural environment. The following are the responses provided by 87,5 % of respondents:

- To a certain extent, tourism has positive impacts because once residents are aware of tourism in their towns, they will take good care of the resources. (4)
- When tourists visit the area, residents will ensure that the natural spaces are preserved, clean water will not be contaminated, and the area at large will be kept clean. (6)
- Tourism is one industry that is very friendly, as it is not harmful to the environment. (7)
- With tourism, residents do not cut down trees, and in most cases, residents know the type of trees to take down. (8)
- However, if the industry is not well managed, the attractions can be deteriorated as a result of disregarding the carrying capacity. The 4x4 challenge, in particular, impacts wildlife negatively because it causes degradation. (2)
- Tourism activities will always affect the locals in terms of noise and air pollution. (4)

Concisely, this section advocates that through tourism the resources are taken good care of, the natural spaces are preserved, clean water will not be contaminated, and the environment becomes clean. Residents refrain from cutting down trees and in most cases residents know the type of trees to take down. However, if the industry is not well managed, attractions can be deteriorated and degradation can occur due to the 4x4 challenge.

4B.2.3.3 Residents' social impact perceptions regarding the local tourism industry.

The residents' social impact perceptions have improved (2, 3, 4, 5, 7 and 8). Only the first participant differed with the rest to say that the perceptions have not improved; he never justified the answer. Although the survey has not been done to determine the level of improvement, there was a slight change in perception. (6)

Participant two (2) advised that any person can visit the MDM area anywhere at any convenient time without being threatened, and that the perception is indeed changing for the better. Residents have not developed any negative perceptions because all events hosted are fully supported by them. Where the district hosts the main events, crime is minimal (3). In Phalaborwa, the larger population understand the tourism industry. The benefits that come with tourism are appreciated, and there is no negativity towards having visitors. There is social cohesion because tourists visit public areas and never feel any threat to their lives and belongings (4). When the region celebrates the Marula Festival, tourists and locals flock to Phalaborwa. The local artists perform during the event, and the SMMEs promote and sell their products at the Impala sports ground (5).

This section confirms that the residents' social impact perceptions have improved, because: all events hosted are fully supported by residents of the MDM; where the district hosts the main events, crime is minimal; there really is social cohesion because tourists visit social places and never feel any kind of threat to their lives and belongings; when the region celebrates the Marula Festival, tourists and locals visit Phalaborwa in large numbers; the local artists perform during the event and the SMMEs market and sell their products.

4B.2.3.4 Participants' comments regarding the development of the local tourism industry, the involvement of residents or residents' tourism social impact perception.

The MDM needs to put extra effort into ensuring that host communities participate in tourism. The government must come up with a funding model to attract host communities to

participate in the tourism industry because the majority of the residents are from rural communities and rural communities that are poor. Such communities are driven by the agricultural industry and not tourism. Agriculture is the dominant industry in the Mopani region. The Chiefs must be made aware of tourism so that land can be released for tourism activities (1). The negativity towards the industry comes from a lack of understanding. Therefore, awareness is needed to achieve a more sustainable tourism industry (2). Notably, tourism is a work-in-progress, and one cannot conclude that the industry has reached the stage of success. It needs to be structurally improved and continuously so. It must be well arranged to indicate what is supposed to be improved. Product owners must share a recipe and share clients (3). No comments were outlined by some of the participants (4, 6, 7 and 8).

The next section provides a summary and meanings of the main findings.

4B.2.4 Summary and meanings of the main findings

Table 4.9 summarises the main findings from each theme and concisely indicates what the findings mean. It further provides points of recommendations on particular things that must be improved and provided to develop the more sustainable tourism industry in MDM.

Table 4.9: A summary of the main findings from the aspects: tourism development, community engagement and residents' current tourism social impact perceptions

MAIN CATEGORIES	IDENTIFIED THEMES	MAIN FINDINGS	RECOMMENDATIONS
Tourism development	<i>Industries in MDM</i>	<ul style="list-style-type: none"> • Mining • Agriculture • Tourism • Trade and manufacturing 	
	<i>Role of tourism</i>	<ul style="list-style-type: none"> • Tourism affects communities positively. • Tourism contributes to the Gross Domestic Product (GDP) of the country. • When tourists visit the area, they fill up their vehicles with petrol or diesel at the stations and purchase products and services such as accommodation, food, art and crafts. • Tourism has the potential to generate entrepreneurship. • Tourism establishes new services. 	

		<ul style="list-style-type: none"> • Tourism can attract investors. • Tourism continues to create job opportunities. • Acts as a driver for other sectors of the economy. • Tourism reinforces heritage. • Tourism ensures the development of roads and the resuscitation of local culture. • Tourism leads to the establishment of associations and meetings that help point out and recognise tourism opportunities available in the area. • As a result of tourism hotels, restaurants, the Kiwi Festival, the Wine Festival, as well as the Marula Festival have been established. • Tourism acts as a gatekeeper in the preservation of heritage, and the pristine resources were mostly nature based. • Tourism ensures greater wilderness. • Tourism can help provide the incentive for cleaning up the overall environment through control of air, water and noise pollution, littering, and for improving environmental aesthetics, through landscaping programmes. • With tourism residents do not cut off trees, and in most cases residents know the type of trees to take down. • Tourism promotes SMMEs such as the poultry and fruit and vegetable industries. • Tourism breaks or closes the tribal lines. 	
	<p><i>Prospects of the local tourism industry going into future and how it will look like in 5 to 10 years from now</i></p>	<ul style="list-style-type: none"> • Given the current and untapped natural resources, there is a potential for the growth of the industry in MDM. • The tourism performance is either stable or pick up a little bit. • Tourism will never descend unless there is a war. • As the minerals are depleted, the only way to sustain the economy is through tourism. 	

		<ul style="list-style-type: none"> • The land is vastly covered by the marula and mopani trees. • Marula produces alcohol (Amarula), juice, jam and oil to be used for dermatological processes and body lotion. • Mopani trees bring mopani worms and the benefits accrued from the collection of the worms, the drying process and eating the worms. The insects of both the trees produce medicine. • The quality infrastructure is a prerequisite (roads, electricity, clean water supply, sewage systems and road signs). • Through the LED, the industry is pasted on the map. 	
	<p><i>Leading attractions</i></p>	<ul style="list-style-type: none"> • Manukwe caves. • The Modjadji Royal Kraal or the Modjadjiskloof (where the rain queen is situated). • Modjadji Nature Reserve (where there is a Rain Queen). • Lekga la Metse and Lefakeng. • The Baobab tree (with a bar inside). • The cycad trees. • The Baleni (where salt is manufactured). • Village tourism • Makgobaskloof tea plantation • Crocodile farm • The Crocodile feed in Coach House • Giyani on its own is cultural • The cultural cuisine • Xibhelani and Xichaichai group dancing. • Visit the Chiefs. • Kruger National Park. • Citrus fruits and scenic views. • The mountains in Skororo area and Hoedspruit. • The Three Rondavels. • Strydom tunnel, • Scenic Drakensberg mountains. • Mopani trees and worms • Marula trees and marula fruits • The Marula Festival (where marula products are exhibited) 	<ul style="list-style-type: none"> • The open-pit mine (bigger than the one in Northern Cape) is not yet explored. • The culture of the local people is not explored to the greater extent (more can be done).

		<ul style="list-style-type: none"> • As a result of tourism, hotels, restaurants, the Kiwi Festival and the Wine Festival have been established. • The tallest tree. • Accommodation in the lodges and the lodges themselves, such as Kapama, Nguluve, Kapiri and Selati. • Cultural museum (Muti wa Vatsonga, situated near the Eiland resort). • Dibengeni Waterfalls • Kgosi Makgoba (rich history). • Letaba Ranch in the Eiland (bordering Tzaneen and Ba-Phalaborwa). 	
	<i>Actions / measures taken to develop the local tourism industry</i>	<ul style="list-style-type: none"> • The establishment of a LED forum that aims to develop local tour guides through a training programme. • During roadshows and indabas, the municipality employees travel together with certain stakeholders to market the area. • In instances where there is a shortage of signage, the municipality assists with the insertion. • The tourism information centre in Tzaneen has burned down and the municipality will ensure that it is revamped. • A paved road leading to the cycad trees has been built. • The Ba-Phalaborwa Tourism Association has been resuscitated. • The Wild Activity Hub, where a sanctuary will be created for wild animals that are endangered or affected by poaching activities, has been established. 	
	<i>Marketing strategies</i>	<ul style="list-style-type: none"> • Roadshows • Tourism brochures • Tourism DVDs • Exhibitions, especially during the Marula Festival. • Partnering with the local radio. • Tourism information centres. • Durban Indaba, where the area is marketed by means of brochures, small diaries, the 	<ul style="list-style-type: none"> • Tourism website of the MDM.

		<p>rulers that have the email on them.</p> <ul style="list-style-type: none"> • Getaway shows. • Limpopo Tourism Agency that talks about Tzaneen. • Newsletters. • Magazine called Discover Limpopo. 	
	<i>Main challenges in tourism development</i>	<ul style="list-style-type: none"> • Lack of tourism knowledge and skills. • Improper allocation of budget by the NDT. • Personnel (the municipality does not have a person who is in charge of tourism). • Financial resources (lack of funding which results in opportunities not being maximised). • Reshuffling of leadership (after every five years). • Poor infrastructure (old power lines, sewage systems, shortage of road signs). • Conventional marketing strategies. • The industry is still in the hands of the minority. • The LED forum will overcome these challenges. 	<ul style="list-style-type: none"> • If the municipality is serious about growing this industry, let it be budgeted for. • The question is what the budget is based on. Municipalities cannot have the same projects.
Community engagement	<i>Local government's current relationship with the communities</i>	<ul style="list-style-type: none"> • The MDM is able to coordinate all the SMMEs that are participating in tourism. • The tourism forums have been established that operate under the guidelines of the municipality. • The municipality puts the ideas of the residents in the IDP programme. • The traditional leaders are granted necessary respect and are involved in projects that the municipality initiates. • The residents are consulted every quarter through mayoral imbizos. • The MDM interacts with the host communities through leadership that involves ward committees, church leaders, ward councillors and traditional 	

		<p>leaders.</p> <ul style="list-style-type: none"> • However, as the district currently is faced with service delivery challenges, the tourism representatives often find it hard to proclaim significant initiatives, because everything that is addressed to the residents during the imbizo seems to really not matter. This is due to the fact that residents actually need water, electricity, roads and houses. 	
	<i>Government's effort to involve host communities in decision making</i>	<ul style="list-style-type: none"> • All the problems and projects are based on the needs of the communities. • The focus of the majority in the district is not on tourism. The host communities need clean water, quality roads, electricity and proper sewage. 	<ul style="list-style-type: none"> • If communities can understand what the tourism industry entails and are involved in decision making, it can bring hope for the international tourists and they can walk around the townships or villages anytime without being threatened. • Tourism is for the people and by the people. All the stakeholders must be involved and the community must become centre to the development, because they are the ones to protect local development.
	<i>Government's efforts to involve residents in tourism processes</i>	<ul style="list-style-type: none"> • The tourism forum (LED) has been intensified, and is a channel where issues that concern tourism are discussed. • The government is closely working with the traditional councils, ward councillors, as well as the LED committee members. • The residents' needs are heard and pointed out during the IDP sessions. 	
	<i>Government's goal of helping the communities to develop through tourism</i>	<ul style="list-style-type: none"> • The level of communities' participation is quite minimal. • Government is still in a process of achieving the goals. 	
	<i>Residents' eagerness to partake in tourism</i>	<ul style="list-style-type: none"> • The residents are eager to partake in the tourism 	

	<i>processes</i>	<p>processes.</p> <ul style="list-style-type: none"> • Tourism association is comprised of all stakeholders, including communities with representation, namely NGOs, church leaders, school governing bodies (SGB), chamber of businesses and sector departments. • Government is making sure that there is a representation at a local level through the LED forum that incorporates the above-mentioned stakeholders. 	
	<i>Communities' readiness to work in tourism and the needed skills / expertise</i>	<ul style="list-style-type: none"> • The host communities do not have the necessary skills needed to develop the tourism industry. • The municipality has opened Lehakwe Lodge in the Mamailakolobe, Skgosese area. The Frontier Park was appointed to manage the lodge on behalf of the municipality for five years, with belief that by the end of this period residents would have obtained the management skills. • Residents do not seem to have both knowledge and passion in tourism. 	<ul style="list-style-type: none"> • Tourism management • Management • Tourism • Business management • Tourism and hospitality course • Tour guides • Tour operators • Tourism practitioners
Residents' current tourism social impact perceptions	<i>The influence tourism has on the residents' economic outlook, their social lives and cultural practices</i>	<ul style="list-style-type: none"> • Tourism affects communities positively. • Tourism creates employment. • Tourism promotes SMMEs such as the poultry and fruit and vegetable industries. • The industry offers other tribes with opportunities to learn from other cultures. • Tourism closes or breaks the tribal lines. 	
	<i>Tourism impact on the natural environment of the community</i>	<ul style="list-style-type: none"> • The resources are taken good care of. • Preservation of the natural spaces. • Clean water will not be contaminated. • Clean environment. • Residents refrain from cut down trees and in most cases residents know the type of trees to take down. 	

		<p>However, if the industry is not well managed,</p> <ul style="list-style-type: none"> • Attractions can be deteriorated. • Degradation can occur due to the 4x4 challenge. • Noise and air pollution are caused by tourism activities. 	
	<p><i>The level of improvement of the residents' social impact perceptions</i></p>	<ul style="list-style-type: none"> • The residents' social impact perceptions have improved because: • All events hosted are fully supported by residents of MDM. • Where the district hosts the main events, crime is minimal. • There really is social cohesion because tourists visit social places and never feel any kind of threat to their lives and belongings. • When the region celebrates the Marula Festival, tourists and locals visit Phalaborwa in large numbers. • The local artists perform during the event and the SMMEs market and sell their products. 	
	<p><i>Comments on the development of the local tourism industry, the involvement of residents and residents' tourism social impact perceptions</i></p>	<ul style="list-style-type: none"> • Programmes must be established that will encourage communities to participate in tourism. • Government must come up with a funding model to attract communities to participate in the tourism. • Chiefs need to be made aware about the tourism industry so that they can be able to release land for tourism practices. • Awareness is needed to achieve beyond limit. • Product owners do not intend to share a recipe and share clients, which is a challenge. 	

4B.2.5 Conclusions

From the interviews conducted with government officials, it was found that the MDM has good relationship with the residents. For example, if residents have a product or service that customers find hard to access, the municipality supports it by putting the product in the IDP programme. Also, the traditional leaders are granted necessary respect and are involved in projects that the municipality initiates. The residents are consulted every quarter through mayoral imbizos (gatherings). The study found that residents are involved in tourism planning, development and management, as it was mentioned that all projects and problems

are based on the needs of the communities to develop a more sustainable tourism industry. Government, in their effort to involve communities, intensified the LED forum that involves all stakeholders and is a channel where issues that concern tourism are discussed. The government of MDM prides itself of having achieved the goal of helping the communities to develop through tourism. It was justified by stating that the tourism information centres have been built, it brought all stakeholders on board, and has a tourism strategy which gave birth to Kalanga Lodge. Moreover, the government is certain that the residents are eager to partake in the tourism processes, as it indicated that there is a good representation at a local level through the LED forum.

Although there is good representation, the residents are not ready to work in the tourism industry, because of the lack of skills and expertise needed to develop the industry. The study found a fraction of the government officials who said that the residents are equipped to work as professionals. Furthermore, the officials' opinions of the residents' social impact perceptions were that tourism positively affects communities. As the municipality comprises of various accommodation establishments, a vast majority of residents are employed in the tourism industry, mainly the accommodation sector. It was also found that as such, the residents' social impact perceptions have improved. Lastly it was found that the residents' frustrations and negative attitude towards tourism comes from a lack of understanding as many residents come from rural communities that are driven by the agricultural activities, and not tourism.

To gain a greater understanding of how residents in the MDM perceive the social impacts generated by tourism, as well as to what extent they perceive themselves as stakeholders in the local tourism industry, Chapter 5 was introduced. In Chapter 5, an empirical study on the residents was conducted through quantitative means with the aim of measuring the residents' perceptions regarding their local tourism industry, their involvement as stakeholders in the tourism planning and management, as well as their social impact perceptions.

CHAPTER 5: THE PERCEPTIONS OF THE RESIDENTS (QUANTITATIVE RESEARCH RESULTS)

5.1 Introduction

In this chapter, the researcher provides the results of the quantitative survey conducted within the MDM. The community approach to tourism development is significant as it integrates the interests of all community stakeholders, including residents as a critically important group, in analysis and proposals for development (Martins, 2018:4). If community residents have strong and positive sustainable tourism development attitudes and perceptions, then this could help to promote their participation in public affairs (Cheng *et al.*, 2019:2). It can never be underestimated that residents can identify problems and can define the actions to resolve and prevent problems (Martins, 2018:4).

As already argued by Bennett *et al.* (2012:3) in the previous chapter, tourism is a rationale for conservation and documentation of cultural knowledge and artefacts, increases cultural rejuvenation, and complements traditional practices. Tourism promotes cultural exchanges between residents and tourists, and empowers local people (Nunkoo, 2015:625). As a result, the quantitative research method was conducted to gain an understanding of how people in the MDM perceive the social impacts generated by tourism, as well as to what extent they perceive themselves as stakeholders in the local tourism industry. This chapter will be discussed in two sections (see Figure 5.1), where Section A examines the research method used, and Section B displays the results of the quantitative survey.

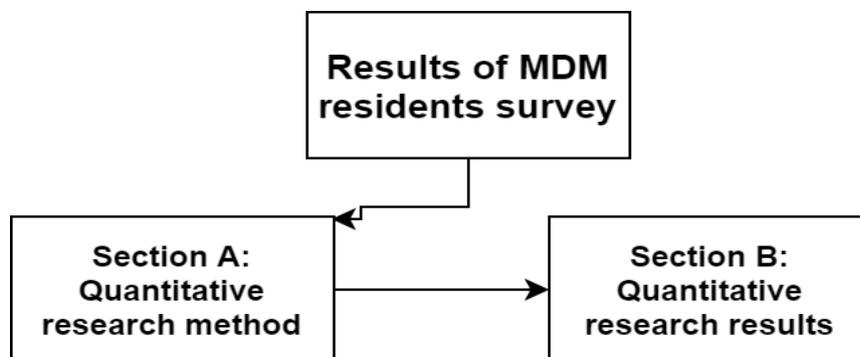


Figure 5.1: The layout for chapter 5

SECTION A: Quantitative research method

5A.1 Research design and method

Vos *et al.* (2011:142) indicate that quantitative data collection methods often employ measuring instruments such as questionnaires. Brunt (1997:25) argues that questionnaires are the most commonly used measuring instruments in the tourism industry, and are used to gain information from people or respondents who answer questions about their knowledge of a particular subject and their opinions. Furthermore, this study made use of an exploratory research design seeing that information regarding residents' role as stakeholders in the tourism industry was unknown. The exploratory research design involves flexible and open-ended quantitative data collection methods (Brink & Wood, 1998:5). Also, the qualitative method was used to develop the questionnaire for the quantitative survey. In other words, this study utilised questionnaires as a measuring instrument during a face-to-face distribution method.

5A.2 Development of measuring instrument

The questionnaire was aimed at residents of the Mopani district in order to establish their perceptions on the social impacts of tourism, their integration as stakeholders, as well as the influence of their level of participation as stakeholders on their social impact perceptions. To support the above-mentioned aim, Fredline *et al.* (2003:23) state that social impacts are frequently examined through investigation of residents' perceptions of the impacts. The questionnaire comprised four sections (for complete details refer to **APPENDIX B**): The first section captured socio-demographic data such as year of birth, residence, length of stay in the district, business as part of the local tourism industry, and level of education. The second section measured the residents' perceptions of the local tourism industry. It was done on two semantic scales where -3 indicated a very negative impact, 0 indicated no effect, and 3 indicated a very positive impact. Section C measured information about the residents' involvement in the tourism industry planning. Respondents were requested to indicate if they have ever taken part in the planning process or not, if they are part of the planning committee, working at the tourism organisation etc.

Moreover, the respondents were requested to indicate by means of a 5-point Likert scale the extent they agree with specific statements regarding cooperation and residents' involvement as stakeholders in tourism (where 1 = strongly disagree, 2 = disagree somewhat, 3 = agree, 4

= strongly agree, and 5 = fully agree). Lastly, section D also applied the same above-mentioned 5-point Likert scale to measure the extent respondents observe specific tourism social impact perceptions. Mainly, the statements were deduced and adapted from research by Scholtz (2019), Scholtz *et al.* (2019), Scholtz and Saayman (2018), Scholtz and Slabbert (2017). Also, the results from the qualitative survey (Chapter 4) were utilised to inform the questionnaire used in the quantitative part.

5A.3 Sampling frame / population

The study was conducted in Ba-Phalaborwa Local Municipality, which is the largest of the five municipalities in the Mopani district, making up over a third of its geographical area. The major towns such as Phalaborwa, Namakgale and Lulekani (see Map 5.1) were the focal points for data collection. According to the Mopani District Municipality (2018), these are the areas or centres at which the majority of the community members from different parts of the Mopani district visit for shopping, entertainment, studies and recreational purposes. The trained fieldworkers targeted the Phalaborwa shopping centre to gain the attention of a larger number of respondents.



Map 5.1: Towns in the Ba-Phalaborwa Local Municipality

Source: <https://binged.it/33bZkfX>

Two of the fieldworkers were from the towns, Namakgale and Lulekani; therefore, some of the questionnaires were distributed at the soccer fields and taxi rank in those areas. Moreover, the respondents were intercepted in streets and recreational areas in the Phalaborwa area, where they were asked to participate in the survey. The respondents were particularly the employed (formal and informal employment), non-employed residents, and the students from the different areas. The fieldworkers who assisted with the distribution of the questionnaires were also informed to initiate the following screening questions: Are you over the age of 18 years? Are you a local resident of this area?

5A.4 Sampling method and survey

The researcher applied convenience sampling (non-probability) within stratified sampling (probability). Probability sampling is a design in which the elements of the population have some known chance of being included in the research (Jennings, 2001:444), and it was incorporated in this study to create a subset of a population in which all cases in a subset have an equal probability of being selected from the population (Paregrine, 2019:1). The reasons probability sampling is important is that it avoids selection bias, and it enables generalisations from the sample to the wider population (Tansey, 2007:13). Without the randomness that probability sampling entails, it would be impossible to be certain that the sample was not selected in a biased manner, and that the selection rule is not in some way related to the variables being utilised in the study (Tansey, 2007:13). The examples of probability sampling techniques include simple random sampling, systematic sampling, cluster sampling, and stratified sampling (Etikan & Babatope, 2019:51). As such, the stratified sampling was employed. Stratified random sampling is described by Jennings (2001:143) as a more sophisticated form of random or systematic sampling because the population is divided into strata such as a taxi rank, soccer fields and a shopping complex.

The advantage of employing stratified sampling is if the criteria selected to divide the population into variables have been chosen wisely, a sample becomes more representative (Etikan & Babatope, 2019:51; Miller & Brewer, 2003:270). The strata were chosen based on their proximity to tourist attractions and with more residents being readily available. Within each stratum (singular form of strata), the non-probability sampling was applied, where any person could be approached after answering the screening question “are you a local resident?” and therefore could complete the questionnaire. Moreover, it was utilised due to a lack of an updated list of residents of the area where they could be selected through another

means. Non-probability sampling is defined by Etikan and Babatope (2019:52) as a sampling technique in which every experimental does not have an equal chance of being selected. It also refers to the selection of participants for a study based on their proximity to the researcher and the ease with which the researcher can access the participants, which is a form of non-probability sampling (Jennings, 2001:138). It encompasses significance of control over selection process (Tansey, 2007:13). Subsequently, due to the high unemployment rate, a slight bias was applied towards younger people who had finished high school and perhaps started tertiary studies, as they are the people who will now be seeking jobs, or are about to enter the workplace.

With the help of the local economic development manager of the municipality, three fieldwork assistants were employed. The fieldworkers were trained beforehand to make sure that they understand the study, as well as how to distribute the questionnaires. The researcher firstly described the purpose of the research to the fieldworkers and respondents. The respondents participated voluntarily, and it was explained that no compensation would be provided and that they could stop filling out the questionnaire at any point in time. The reasons for asking specific questions were explained to the respondents, as well as what the use of the data would entail. The questionnaire was written in basic English to make sure that the majority of people understand it. The researcher was also at hand to help explain any concepts that respondents might not fully understand. This implies that the appointed assistants were made familiar with the concepts. The researcher additionally had questionnaires available in the local languages of the area such as Sepedi or Xitsonga (see APPENDICES C and D) for those who struggle and who would prefer it. The respondents' names and contact details did not appear on the questionnaire so that one would not be able to identify them.

5A.5 Sample size

The key concept in sampling is representativeness unless the sample truthfully constitutes the segment from which it is drawn (Mouton, 1996:136). Sample, as Payne and Payne (2004:210) note, is designed to resemble the universe on a smaller scale, representing the universe's features. Ryan (1995:163) defines a sample as a representative group drawn from a given population. Because it includes merely a part, not all of the parent population, it can never be an exact replica of that population (Hedges, 2004:64). Jennings (2001:136) characterises "population" to comprise of all the study projects such as tourists, hosts, family,

friends, employees and managers, or study units such as attractions, transport providers and accommodation facilities. Strydom and De Vos (1998:191) argue that the size of the sample is influenced by the relative homogeneity or heterogeneity of the population and the desired degree of reliability for the purposes of the investigation.

The sample size is calculated based on a survey sample size calculator (Ibrahim, 2017:544). Some key reasons why it is important to calculate the required sample size accurately include achieving both clinical and statistically significant results and ensuring research resources are used efficiently and ethically (Burmeister & Aitken, 2012:272). The Mopani District Municipality (2018) confirms that as per the census in 2011, the overall population of the Mopani district stood on 1,092,507 (N) and increased to 1,159,185 (N) by 2016. The Ba-Phalaborwa stands as a representative municipality drawn from the Mopani district. As the largest municipality, it stands at an overall population of 150,637 (N) (Ba-Phalaborwa, 2018). The SurveyMonkey sample size calculator denotes that for the population of the Mopani district, with a 95 % confidence level and 5 % margin of error, the sample size should be 384 (n). For the purpose of this study, to be representative, a sample of 450 respondents were estimated to make sure that a sufficient number of questionnaires would be obtained to make up for spoilt or lost ones. However, the researcher managed to gather 393 (n) returned questionnaires, which is deemed sufficient.

5A.6 Community data analysis (quantitative)

The questionnaires were captured in a Microsoft Excel spreadsheet. The data was cleaned (checked for errors) and analyses were carried out by means of the Statistical Package for Social Sciences (SPSS) software. According to Razak *et al.* (2012:221), SPSS is software that is utilised to process the gathered data. The methods that were conducted to interpret data include descriptive statistics in the form of frequency tables, pie charts and bar graphs to build a profile of residents, as well as to provide basic information from the data that was collected from them. Smith (2010:11) states that the term “description” is a type of tourism research that seeks better to identify or measure what exists. Ultimately, the information was displayed in figures and tables.

A principal component factor analyses were conducted on the two Likert-scale questions to determine the least number of factors that will account for a maximum number of the variance in the data for use in the multivariable analysis (Amin & Tarun, 2019:45). The

principal components analysis does not discriminate between shared and unique variance. When factors are not related, it can produce increased values of variance accounted for by the components (Costello & Osborne, 2005:2). A multivariate analysis involved the analysis of more than two variables at a time (Jennings, 2001:298). Factor analyses were done on the Likert-scale questions, one regarding residents' participation in the tourism industry as stakeholders, and a second on the specific social impact perceptions. Also, the factor analysis was done to reduce the amount of data one had to work with, especially when the sheer amount of available data exceeds comprehensibility (Gorsuch, 2014:4). To check if it is possible to factorise the primary variables efficiently, the Pattern Matrix, using an Oblimin rotation with the Kaiser Normalisation was conducted. Simultaneously, the Barlett Sphericity test was conducted to test if the samples have equal variance, and if so, it is therefore called homogeneity of variance, as well as the Chi-squared test (X^2) (Costa & Sarmiento, 2019).

Cohen and Cohen (2014:13) advocated that a correlation analysis provides a full yield of measures of effect size with which to quantify various aspects of relationships (proportions of variance, correlation and regression coefficients). The most commonly utilised correlation analyses are Spearman's rank-order correlation (non-parametric) and Pearson's correlation (parametric) (Gaca, 2018).

Basically, this analysis was used to indicate the possibility of a correlation or influence of one mean value on another. In other words, the independent sample t-test was conducted to compare two means (Banda, 2018:50). Kober *et al.* (2004:100) add that Spearman's rank order makes no assumption about the distribution of the values. The strength of the relationship is represented with the r (Pearson's) or p (Spearman's) values. When the p -value is closer to -1 or +1, a perfect relationship may exist, while a value closer to zero indicates no relationship (Weaver *et al.*, 2017:435-467). Moreover, Bishara and Hittner (2012:401) differentiate Spearman's and Pearson's rank order by stating that Spearman is thought of as a type of transformational approach, while in the Spearman rank-order correlation, the first step of converting the data into ranks necessarily transforms the variables to a uniform shape (assuming no ties in the data). In this case, it was the factors regarding residents as stakeholders against the social impact perceptions. If the rho value is positive and significant, it means that, if a stakeholder factor increases, so will the social impact factor. If a value is negative it means that, if one factor mean value increases, the other one will lower. This helps us determine to what extent participation will influence residents' social impact perceptions.

Positive social impacts mean more benefits to the community and a more sustainable tourism industry (Harun *et al.*, 2018:2).

Lastly, the independent sample t-test is an example of the parametric test that works on normally distributed scale data and compares two means (Banda, 2018:50). There is not an assumption of normal distribution (if the distribution of one or both groups is usually unusual, the t-test will not give good results with equal sample sizes), but there is an assumption that the two standard deviations are equal (Ross & Willson, 2017:13). There is the independent sample t-test, which can be used when the two groups under comparison are independent of each other, and the paired t-test, which can be used when the two groups under comparison are dependent on each other (Kim, 2015:540). If the sample sizes are equal or very similar in size, that assumption is not critical (Ross & Willson, 2017:13).

In general, the t-test result is unusual when it is expected to occur less than 5 % of the time ($p < 0.05$), 1 % of the time ($p < 0.01$), or less often (less than 1 time in 1,000; $p < 0.001$), the t-test result is statistically significant. Such unusual t-values indicate that something is very different between the two means because the t-test result is not very likely to occur (Jankowski *et al.*, 2018:3). Within the t-test, an effect size was employed, which historically was inaugurated by Cohen. The Cohen's *d* (effect size) was utilised to evaluate and to standardise the difference between two means (Goulet-Pelletier & Cousineau, 2018:243).

With the t-test, the research intends to determine how those (respondents) who indicated yes and no differ regarding the mean values of the social impact factors (do they rate them higher or lower). It determines if the two groups (yes and no) have significantly different opinions regarding the social impact factors. Also, the study worked out the effect sizes, which indicate in a practical sense, how big the difference between the two groups is. If a respondent, for instance, indicates "yes" regarding the question "do you provide accommodation to visitors?", the test indicates what the mean value for each social impact factor was for those who answered yes, and those who indicated no. It also indicates if the difference is significant, as well as how big the difference is (effect sizes). Effect sizes describe the observed effects, therefore, effects that are large but non-significant may suggest further research with greater power, whereas effects that are trivially small but nevertheless significant because of large sample sizes can warn researchers against possibly overvaluing the observed effect (Fritz *et al.*, 2012:2). From this one can state that those who were actively

involved, for instance, provide accommodation, perceive the social impact factors (tourism growth and economic growth) to a significantly larger extent, with a big effect size.

The next section analyses and interprets the data using the above-mentioned methods to attain the goal of this study.

SECTION B: Quantitative research results

In this section, the results of the research will be shared. Firstly (i), univariate analyses (descriptive statistics), in the form of frequency tables, were used to provide an understanding of the residents' socio-demographic, behavioural, as well as other features. Secondly, further bivariate (ii) and multivariate (iii) analyses were done to determine the relationships between two or more variables, which may or may not be related to each other.

5B.1 Socio-demographic information

Under the socio-demographic information section, the study analysed the year of birth of the respondents, their status of residency in the area, employment or business, and their level of qualifications.

5B.1.1 Year of birth / age

The identified age range to which the questionnaires were directed is between 18 and 75 in order for the study to produce greater feedback for the MDM. The respondents' ages ranged from 18-19, 20-29, 30-39, 40-49, 50-59, and 60+ in order to identify the average age group (see Table 5.1).

Table 5.1: Age

AGE CATEGORY	PERCENTAGE
18-19	14 %
20-29	69 %
30-39	12 %
40-49	4 %
50-59	1 %
60+	1 %
Average	26 years

The largest age group was 20 to 29 years (69 %), followed by the respondents who were 19 years or younger (14 %). The average age of respondents was 26 years. It is clear that the

approach was successful in terms of aiming a younger market who is about to enter the workplace.

B.1.2 Permanent resident of MDM

Figure 5.2 revealed that the majority of the respondents indicated that they are permanent residents of the district (56 %), so it is clear that 44 % of the residents still live in the same municipality, but perhaps they are from other towns such as the Greater Tzaneen, Letaba, Marula and Giyani.

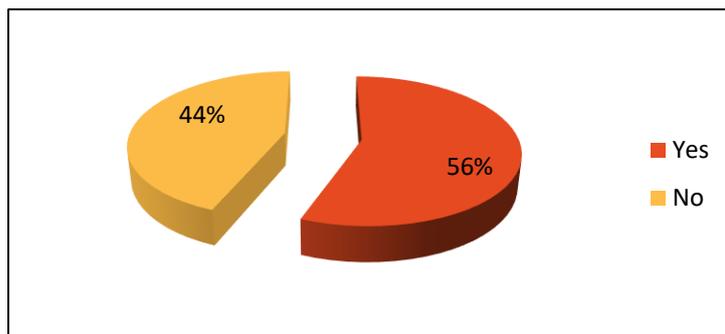


Figure 5.2: Permanent residents

5B.1.3 Years in the district

The largest group of respondents (42 %) in Figure 5.3, had lived in the Mopani district for 21 to 30 years, followed by 31 % of respondents who had lived there for 11 to 20 years. Overall, the average length of their stay in Mopani was 22 years.

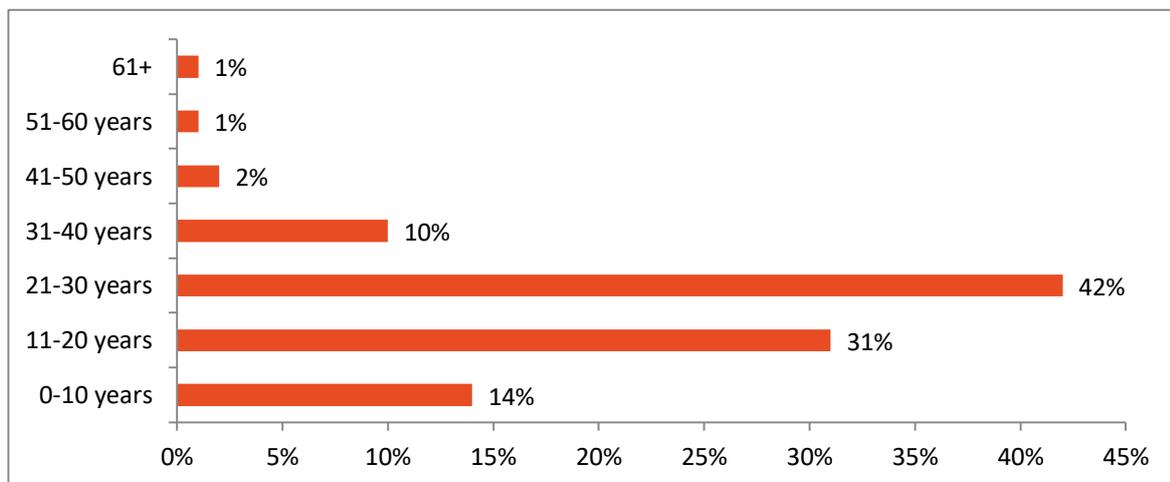


Figure 5.3: Years in the district

5B.1.4 Business as part of the tourism industry

It is clear that the majority of respondents (75 %) do not perceive their businesses or the businesses that they work for, as forming part of the local tourism industry, as indicated in Figure 5.4. Only 25 % of the respondents form part of the local tourism industry, and it was justified by specifying ways in which the business or the respondent is involved.

Of the 25 % of respondents who indicated that their businesses and the businesses they work for as part of the tourism industry, the following reasons were specified: assisting tourists, branding, clean the streets, cutting hair, empowering youth, educational trips, having a swimming pool, selling food, maintaining cars, marketing local products, offering accommodation, protecting visitors, rentals, studying tourism, teaching tourism, and transporting people. This implies that, although residents do not necessarily work at the bed and breakfasts (B&B's) or are tour guides, they still perceive the smaller other aspects of the community as something that contributes to tourism in total.

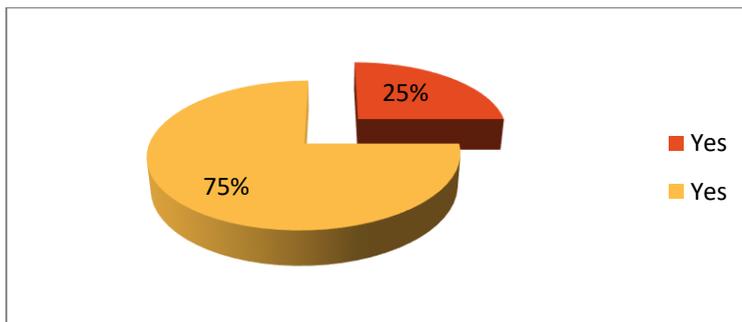


Figure 5.4: Business as part of the tourism industry

5B.1.6 Level of qualification

The majority of respondents in Figure 5.5 had obtained a matric or Grade 12 qualification (64 %), followed by those who had obtained a diploma or degree (24 %). Other forms of education (3 %) comprised of various other levels, such as ABET school; college levels 3, 4 and 5; N4 and N5. These findings also indicate that the youth of the MDM is eager to learn and develop themselves and their area.

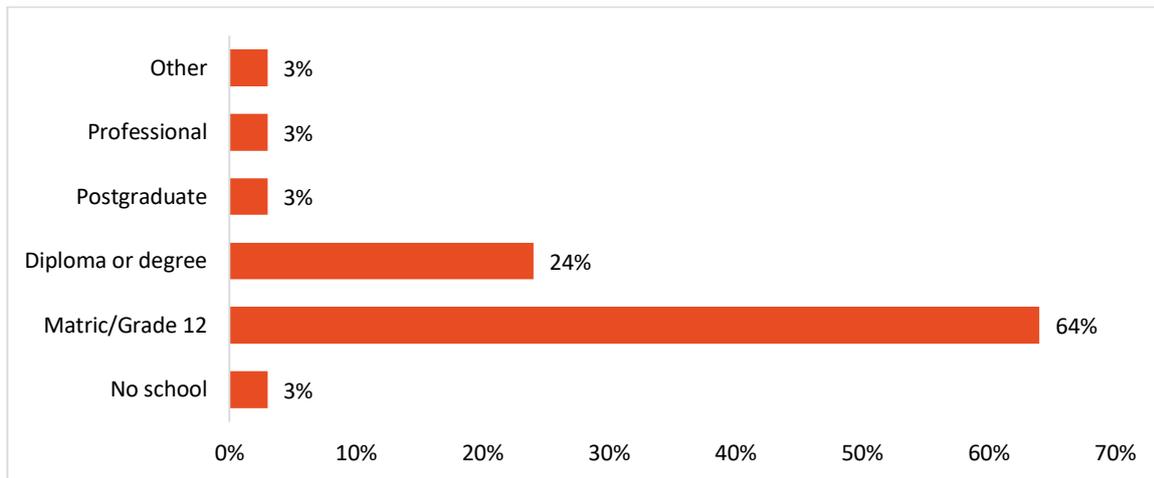


Figure 5.5: Education

5B.1.7 Conclusions regarding the socio-demographic information

It is revealed that the approach of aiming at a younger population that is about to enter the workplace was successful, and as permanent residents they spent an average length of stay of 22 years. This indicates that the residents value their district with its wealth of natural beauty and resources, which has led to considerable tourism growth. It is also clear that, if residents can be part of the local tourism industry, a number of aspects that contribute to tourism in its entirety can be recognised and improved. The residents of MDM are eager to learn and develop themselves and their area through education. However, there seems to still be impediments which could be the distribution of insufficient bursaries or lack of information (rural municipality), because 64 % of people who had obtained matric is quite high. These findings communicate it loudly to the tourism planners of the MDM to cooperate with a younger population in tourism, as they can identify an enormous number of tourism-related aspects in the community. The next section analyses the respondents’ perceptions of the local tourism industry.

5B.2 Perceptions of the local tourism industry

The purpose of this section was achieved by analysing the awareness of residents pertaining to activities taking place in the region, how tourism affects the residents’ quality of life, as well as the district at large. The section further requires the respondents to select a statement that best describes how they feel about their region; their perceptions of how well-developed the tourism industry in their area is. Lastly, the respondents were requested to indicate other attractions in the Mopani district, apart from Kruger National Park (KNP), that they were aware of.

The section afforded the respondents an opportunity to indicate as to whether they feel that the Mopani region has potential for tourism growth, whether they believe that the role of the municipality is to work with them to enhance the quality of life, and whether they feel that the residents' support for tourism development is important for the sustainable growth of the industry. Lastly, the section analyses other tourism products that respondents think that can be developed in the Mopani region.

5B.2.1 Awareness of tourism activities

Figure 5.6 was guided by the question “Are you aware of the tourism activities taking place in your community?” The figure indicates that 79 % of respondents are well aware of the tourism activities in their communities. Only 21 % of respondents disagreed with the question.

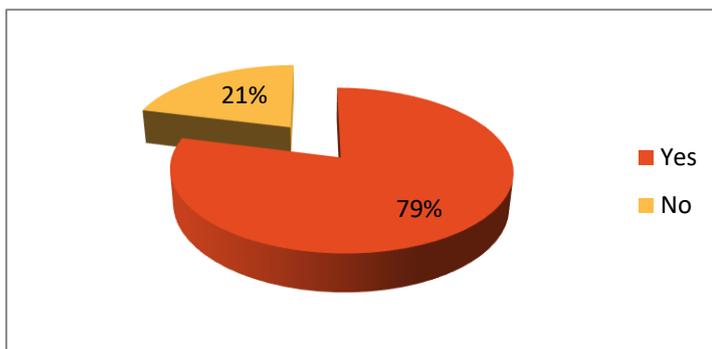


Figure 5.6: Awareness of tourism activities

5B.2.2 Tourism impact on residents' personal quality of life

Thirty-eight percent (38 %) of respondents reported that the tourism industry did not have any effect on their personal quality of life. However, 48 % did experience a positive to very positive effect on their personal quality of life. The results conclude that residents perceive a more positive impact of tourism for the community as a whole as on their personal lives.

Table 5.2: How does tourism affect the personal quality of life?

VERY NEGATIVE		NO EFFECT			VERY POSITIVE	
-3	-2	-1	0	-1	-2	-3
2 %	1 %	1 %	38 %	9 %	25 %	23 %

5B.2.3 Tourism impact on the MDM as a whole

It was noticed that there is support for the tourism industry by residents, as 66 % of them believe that this industry affects the district entirely, positively. On the other hand, 19 % of the respondents perceive tourism to be of no effect toward the district. This means that even though residents do not directly perceive the benefits for themselves, they still see the value for the community.

Table 5.3: How does tourism affect the district as a whole?

VERY NEGATIVE		NO EFFECT			VERY POSITIVE	
-3	-2	-1	0	-1	-2	-3
3 %	2 %	1 %	19 %	10 %	34 %	32 %

5B.2.4 Respondents' feelings towards their district

A large group of respondents (44 %) indicated that they enjoy living in their district; however, they would not mind living in different areas (Figure 5.7). The other proportion of the feedback was when about 42 % of the respondents confidently indicated that they love their place, and they cannot think of anywhere else to live, while only a few respondents (14 %) stay in the Mopani district because circumstances do not allow them to relocate. This means that though residents love MDM, however, there is something that the district managers or planners do that compels them to develop some doubts about their residency. It could perhaps be that they are not considered in the tourism planning process and the overall decision making, but they continue to stay because probably the lack of financial resources does not afford them opportunity to relocate.

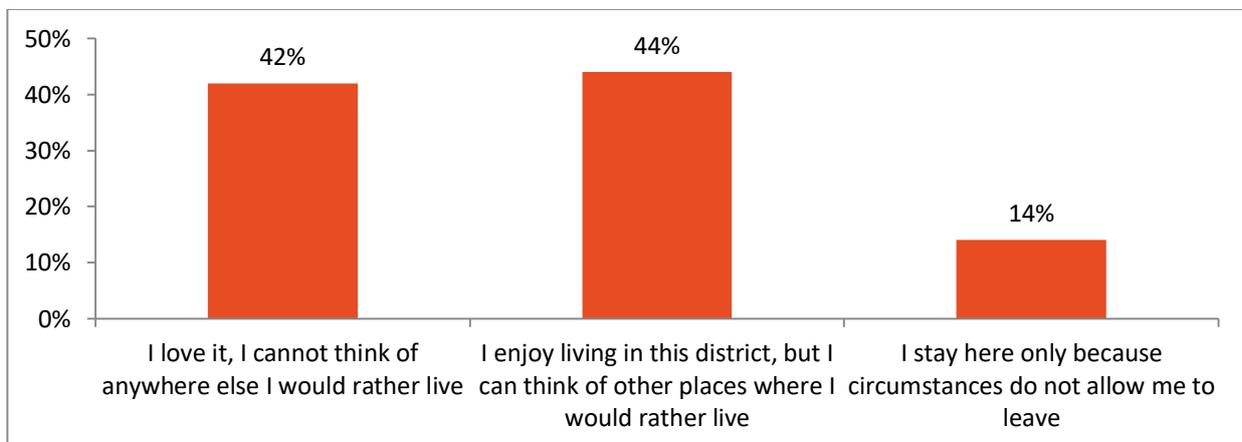


Figure 5.7: Residents' feelings about the MDM

4B.2.5 Tourism as a well-developed industry in MDM

Figure 5.8 indicates that a large number of respondents (74 %) agree that tourism is a well-developed industry.

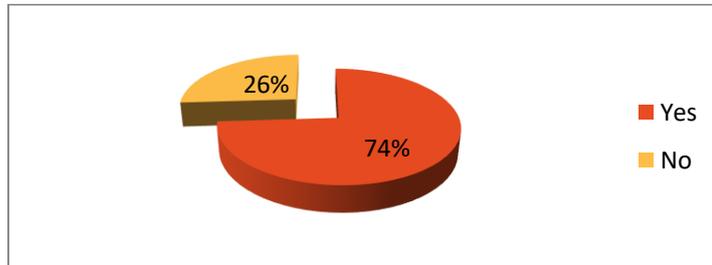


Figure 5.8: Tourism as a well-developed industry in MDM

To validate the responses in Figure 5.7, the respondents were required to indicate any other attractions that they know of in MDM, apart from KNP. The study recorded the following attractions provided by 74 % of respondents:

Festivals: Marula Festival, Spring Carnival.

Nature: Mopani trees and worms, Modjadji cycad trees, the natural green trees, marula, Debengeni falls, Baobab trees, the Big Five.

Nature reserves: Lion Park, Grietje Nature Reserve, Snake Park, Modjadji Nature Reserve, Makalali Private Game Reserve, Ingwe Park, Impala Park, Dikgaba Game Reserve.

Accommodation: Forever Resort, Cajori Hotel, Swadini Resort, Tingwenya Resort, Makgobaskloof camping, guest houses.

Lodges: Sefapane River Lodge and Olifants River Lodges, Masorini Bush Lodge, Mopani and Tzaneen country lodges, Letaba River Lodge, and Selati Lodge.

Attractions: Foskor Museum, Tzaneen Museum, rock view, Three Rondavels, Sabi Sand, Moholoholo Animal Rehabilitation Centre, arts and crafts, Eiland resort, Tzaneen dam.

Entertainment: Marula beer, sports ground, restaurants, Phalamine Club, malls, Lulekani Full Gospel, Leboneng Centre, Karongwe, cultural activities, cultural village tour, Amarula Lapa, Xibelani, and Tzaneen show ground.

Transport: Phalaborwa airport.

Other: Copper and phosphate, Forskor Mining, PMC Mining, Beverly Hills, annual prophetic gathering, marula factory.

It is clear that the MDM has many tourism opportunities, ranging from natural to human-made attractions. To maximise the tourism opportunities, as indicated in Chapter 3, hosts and visitors can be educated about the destination on how tourism can help preserve heritage, rejuvenate old handicrafts and provide greater economic prosperity to the area. Visitors too should be made aware of the destination to understand the impact they might have on the society and environment of the area visited (Saveriades, 2000:149).

5B.2.6 The tourism industry’s potential, enhancement and residents’ support in MDM

A larger number of residents (89 %) of the area truly feel that their support for tourism development is important for the sustainable growth of the industry (Figure 5.9). Eighty-five percent (85 %) of the residents felt that their region has the potential for tourism growth and that the residents’ involvement can enhance the quality of their lives.

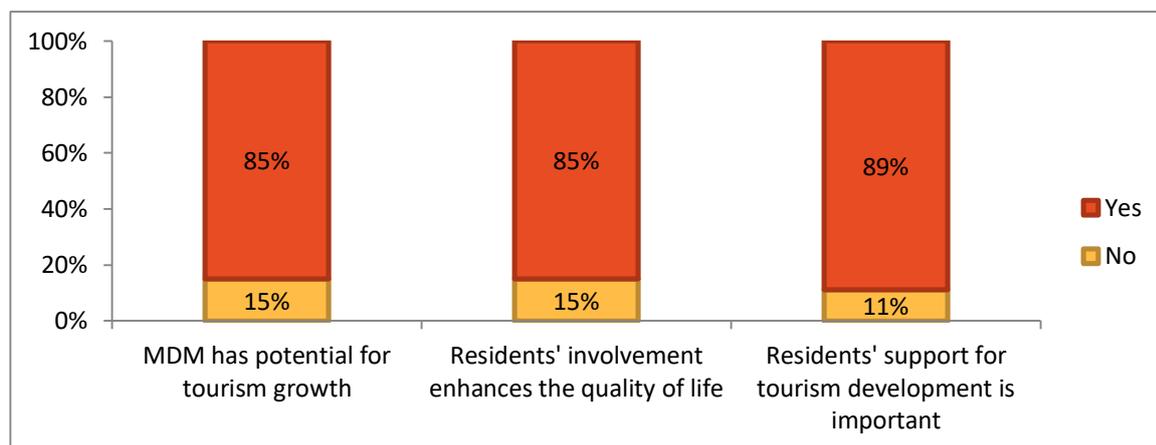


Figure 5.9: The tourism industry’s potential, enhancement, and residents’ support in MDM

To second their agreement on the importance of their support, they provided the researcher with the following explanations:

Economy: job creation, economic growth, income generation, industry enhancement, mall businesses get to be improved, support small businesses.

Infrastructure: develop the area, bring new ideas and innovate the area.

Community development: improve skills, bring services and create products, make profit, increase the wealth of the town, promote equity, lodges and guest houses are built, promote goodwill, residents help other people learn about culture, keep valuable for future generation, fight against the negative impacts and create more jobs, welcome visitors with warm hearts, during events residents participate.

Environment: community keep the environment clean, the community make the environment more tourism friendly.

Marketing: residents spread positive word of mouth about the tourism industry, promote the traditional clothes and cultural food.

The results reveal that the majority of respondents perceive the economic and development aspects to be more important than the other aspects. This denotes that, before the government perpetuates tourism developments, they should push for the upgrading of infrastructure in the district, as well as other basic needs such as sanitation and available clean water.

The other respondents (11 %) felt that their support is not important for the sustainable growth of the industry by indicating that the municipality is grounded with nepotism; residents do not obtain any knowledge regarding tourism, and the residents do not bother themselves with tourism instead; they enjoy drinking alcohol in the taverns. Moreover, the respondents indicated that, as residents they are not interested in tourism; they do not see a way forward in any tourism development; in actual fact, nothing is happening in the tourism industry; they do not see the importance of tourism, and there is no service delivery.

5B.2.7 The other tourism products that can be developed in the region

The total of 63 % of the respondents, responded to the question “What other tourism products do you think can be developed in the region?” The following were the responses provided:

Festival: music and art festival.

Nature: agricultural sites and KNP still needs to be developed.

Nature reserves: theme parks.

Attractions: infrastructure (roads), historical museums, heritage site, animal statues, arts and crafts, big malls, clock towers.

Entertainment: wines, traditional drinks and dance (Xibelani), spa treatments, marula juice, local food, marula beer, stadia, cinema, community hall, expo centres.

Transport: air crafts / airport, public transport.

Other: Mopani worm factory, marula products being produced locally, manufacturing facilities for mango juice and jam, body lotion made out of marula fruits.

It was revealed that the respondents perceive the list of entertaining products and other products such as factories to be developed in the region, and to uplift the standard of the local tourism industry in their area.

5B.2.8 Conclusions regarding perceptions of the local tourism industry

The residents perceive tourism as important for the community, however, they conclude that there are important aspects such as infrastructure and other basic needs that are still lacking that government needs to address before perpetuating tourism developments.

The next section analyses the involvement of residents in the tourism industry planning.

5B.3 Involvement in tourism industry planning

The involvement of residents in the tourism industry planning processes was achieved by analysing the specific statements that are most applicable concerning tourism planning, as well as the extent to which respondents agree with specific statements about cooperation and involvement as stakeholders in tourism. Moreover, the purpose was achieved by assessing if respondents perceived themselves as stakeholders in tourism matters, what they think can be done to ensure that community members become stakeholders in the tourism industry, and what role the respondents think they play in tourism development in their communities.

5B.3.1 Respondents' feelings towards their involvement in the tourism planning process

Table 4.8 suggests that the highest number (50 %) of the respondents have never taken part in the tourism planning process, followed by 34 % who are not involved in tourism planning and management at all. These results could have been influenced by the number of younger respondents who had taken part in the research as they might not have had the opportunity to partake in the tourism planning process. Twenty percent (20 %) of the respondents justified the above-mentioned responses by indicating that they are also not aware of the tourism industry, which implies that the municipality has not achieved its role of involving residents as key stakeholders in tourism.

Table 5.4: Statements regarding respondents' involvement in the tourism planning process

TOURISM INVOLVEMENT STATEMENTS	PERCENTAGE
I have never been part of the planning	50 %
I am not involved at all	34 %
I am not aware of the tourism industry	20 %
I am taking part in the planning process	17 %
I am part of the tourism planning committee	11 %
I provide accommodation or catering to visitors to my region	7 %
I am selling tourism products / services	6 %
I am working at the tourism organisation	6 %

*Please note: Percentages will not add up to 100 % as respondents could indicate more than one option

The extent to which the respondents agree that the municipality cooperates with the residents and that the residents are involved as stakeholders in tourism was analysed in the next section.

5B.3.2 Level of community engagement and communication

The respondents were asked to indicate to what extent there is cooperation and understanding between the municipality and the residents (Table 5.5). This was done on a 5-point Likert scale where 1 = strongly disagree and 5 = fully agree. The following statements obtained the highest mean values (out of 5):

- Local businesses form part of the tourism activities (3.2);
- Businesses are approached by tourism planners to partake in tourism activities (3);
- Tourism planners welcome the ideas of local residents (3);
- Regular information updates are received from the tourism planners (3);
- There is a good level of communication between the planners and the residents (3).

Table 5.5: The extent to which the respondents agree that the municipality cooperates with the residents and the residents are involved as stakeholders in tourism

COOPERATION AND RESIDENT INVOLVEMENT AS STAKEHOLDERS	Strongly disagree	Disagree somewhat	Agree	Strongly agree	Fully agree	Mean value
a. The municipality actively involves residents in the planning of tourism activities	27 %	18 %	37 %	9 %	9 %	2.55
b. Residents play a role in the planning of tourism activities	15 %	19 %	40 %	20 %	5 %	2.8
c. The tourism industry is well marketed to local residents	15 %	21 %	34 %	20 %	10 %	2.9

d. Businesses are approached by tourism planners to partake in tourism activities	10 %	23 %	35 %	20 %	11 %	3
e. Meetings are regularly held with residents to get their input	18 %	19 %	32 %	19 %	11 %	2.9
f. Tourism planners welcome the ideas of local residents	15 %	15 %	41 %	17 %	13 %	3
g. Residents are made well aware of the tourism activities	14 %	21 %	34 %	23 %	8 %	2.9
h. Those who were previously disadvantaged now form part of tourism activities	17 %	22 %	36 %	18 %	8 %	2.8
i. Funds generated by the tourism activities mostly remain within the communities	17 %	20 %	29 %	23 %	10 %	2.9
j. Regular information updates are received from the tourism planners	17 %	17 %	33 %	17 %	16 %	3
k. There is a good level of communication between the planners and the residents	16 %	18 %	31 %	23 %	13 %	3
l. Local businesses form part of the tourism activities	10 %	17 %	36 %	22 %	15 %	3.2
m. Residents are always involved in the tourism planning processes	21 %	18 %	31 %	19 %	11 %	2.8

The results revealed that residents are not really involved in planning to a strong extent, because “Agree” is rated as still very weak hence it does not imply that the respondents truly agree. The following section indicates whether the respondents perceive themselves as stakeholders in tourism matters.

5B.3.3 Residents as stakeholders in tourism matters

The majority (55 %) of the respondents in Figure 5.10 do not see themselves as stakeholders in tourism matters, while 45 % regard themselves as stakeholders.

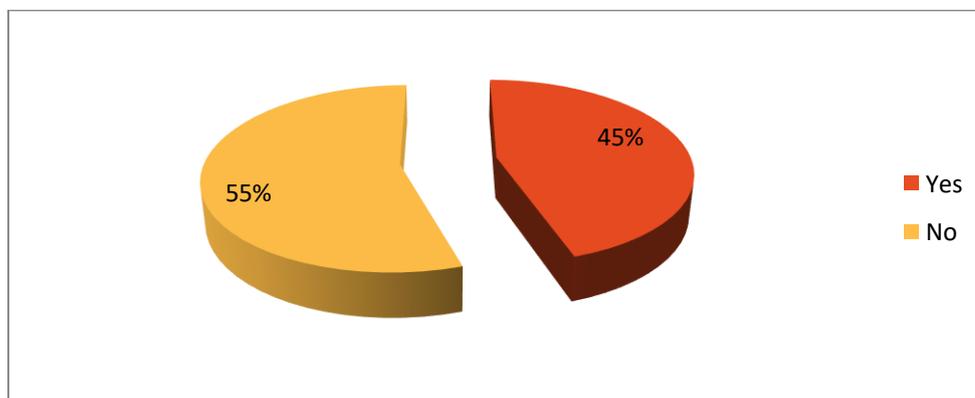


Figure 5.10: Stakeholder in tourism matters, and motivation

The respondents who disagreed that they are stakeholders motivated their perceptions by indicating that they do not have interest in tourism matters; they do not benefit from tourism; they cannot see anything that is happening pertaining to tourism, as the development is relatively poor; the information about tourism is not distributed equally among people; and that they lack tourism skills and knowledge. Also, the respondents indicated that they do not like to associate themselves with different people; taking into account that they do not participate, they literally do not value the tourism industry because they do not understand it; some indicated that tourism does not form part of their career, and it does not involve the local residents.

These results can perhaps be motivated as follows: Firstly, the community still has other basic needs that need to be addressed to improve their lives, such as basic sanitation and infrastructure. It will never be easy for the residents to care about tourism when they have other problems to deal with. Secondly, education is a barrier. If tourism as subject is introduced at school level, then it will create a better understanding regarding the importance of tourism and how it can be utilised towards uplifting personal lives and that of the community at large.

On the other hand, the respondents who felt that they regard themselves as stakeholders indicated that they travel for leisure purposes, and they are interested in tourism. Moreover, as they are satisfied with the environment, it influences them to support the tourism industry; at some point they provide visitors with information; some of the students indicated that they are doing tourism and hospitality management in tertiary school; some of the lecturers and teachers advised that they specialise in tourism, and that they have tourism-related businesses. Further, the respondents indicated that they are selling food; the safety of the tourists is prioritised and trips are organised every year to enjoy wildlife in KNP.

5B.3.4 Responsibility to make sure that the community members become stakeholders in the tourism industry

The following statements are a summary of what respondents indicated, as it was the open question:

The respondents were further required to indicate as to what they think should be done to ensure that the community members become stakeholders in the tourism industry. The

majority of respondents (58 %) indicated that the tourism opportunities have to be advertised because currently there is insufficient information about tourism; residents should take part in the tourism activities; awareness campaigns have to be perpetuated to educate the residents about tourism; alternatively, posters portraying the future events or activities have to be designed; sports grounds and ladies soccer have to be built.

The other respondents indicated that the community members have to be encouraged to open new businesses, and help them with start-up funds to open and run those businesses; skills and training programs have to be provided, as well as regular tourism-related meetings with the community; community members have to be introduced to the tourism experts to learn more, and have to be considered first in terms of employment; business opportunities have to be created for the locals, where cultural activities are available; very often, the municipality should host events to showcase the importance of tourism; and the municipality should form a group that will educate unity members about the tourism industry.

Lastly, the respondents stressed that the provision of suitable learnerships and internships is important; the entrance fees in the festivals and other activities have to be scraped out; the videos of tourists travelling should be sold, as they will inspire the youth to become stakeholders; the grievances from the community members must be heard and be responded to decisively.

5B.3.5 Residents' role in tourism development

In this section, the least number of respondents (21 %) indicated that they do play a role in tourism development because they attend the great Marula Festival; they are selling arts and crafts to reduce poverty and crime; they take good care of the nature; they visit different attractions every year; they keep the environment clean; they promote their community and provide the tourists with directions when they get lost. Other respondents indicated that they own tourism businesses; guiding the community, and telling the tourists about the wild animals and residents use transport to and from work or schools.

5B.3.6 Conclusions regarding the involvement of local communities in tourism industry planning

The motive behind the highest number of respondents that have never taken part in the tourism planning process, or have not at all been involved in tourism planning and

management could have been influenced by the number of younger respondents who had taken part in the research, as they might not have had the opportunity to partake in the tourism planning process. The following section focuses on the specific tourism social impact perceptions of residents.

5B.4 Specific tourism social impact perceptions

The last section analyses the specific tourism social impact perceptions. Thus, it is achieved by analysing the extent to which the respondents observe certain social impacts (in the form of statements) as a result of tourism activities in their communities. To acquire sufficient respondents' perceptions, the section required any suggestions or recommendations concerning residents as stakeholders or the social impacts of tourism activities.

5B.4.1 Social impacts of tourism in the Mopani district

Table 5.11 indicates the extent to which the respondents observed the impact as a result of tourism activities in their community. This was done on a 5-point Likert scale of measurement (1 = Strongly disagree; 2 = Disagree somewhat; 3 = Agree; 4 = Agree somewhat; 5 = Fully agree). In each variable in the table, the larger number of the respondents (29 % to 39 %) agreed that tourism activities contribute to both the positive and negative impact in the district.

Respondents agree to fully agree that the following social impacts (aspects obtained the highest mean value out of five) come as a result of tourism activities:

- There is cross-cultural exchange in my community (3.3);
- I have become more proud of my culture (3.3);
- There is a general increase in prices in shops and restaurants (3.2);
- Visitors learn more of the cultural heritage in my community (3.2);
- My area's population has grown due to tourists and workers moving here (3.2);
- The community's everyday lives have improved (3.2);
- Local cultures are promoted (3.2).

Table 5.6: The extent to which the respondents observe tourism activities in their community

BECAUSE OF TOURISM ACTIVITIES.....	Strongly disagree	Disagree somewhat	Agree	Strongly agree	Fully agree	Mean value
1. Public spaces (parks and sports ground) are being developed.	21 %	23 %	33 %	12 %	11 %	2.7
2. There is more pollution in my town than usual.	15 %	21 %	38 %	17 %	10 %	2.9
3. There are too many cars in the streets (high traffic volumes).	12 %	21 %	39 %	17 %	12 %	3
4. There are too many people in shops and public areas.	13 %	16 %	34 %	24 %	14 %	3
5. There is a general increase in prices in shops and restaurants.	10 %	16 %	32 %	25 %	17 %	3.2
6. My community has developed a better image.	13 %	17 %	36 %	23 %	12 %	3
7. Residents have more opportunities to take part in the tourism industry.	12 %	18 %	32 %	23 %	15 %	3.1
8. There is cross-cultural exchange in my community.	11 %	16 %	32 %	20 %	21 %	3.3
9. I have become more proud of my culture.	9 %	14 %	31 %	23 %	22 %	3.3
10. Visitors learn more of the cultural heritage in my community.	11 %	17 %	32 %	24 %	16 %	3.2
11. There are fewer opportunities for residents to enjoy the local tourism resources.	10 %	24 %	37 %	19 %	11 %	3
12. My business, or me as an employee, earns more money.	16 %	19 %	29 %	24 %	11 %	2.9
13. Arts and crafts are being sold more (it has become commercialised).	12 %	17 %	34 %	22 %	15 %	3.1
14. The community's everyday lives have improved.	10 %	16 %	35 %	24 %	15 %	3.2
15. My language and values have degraded (not as good as it used to be).	11 %	17 %	34 %	25 %	14 %	3.1
16. My area's population has grown due to tourists and workers moving here (immigration).	8 %	13 %	39 %	24 %	15 %	3.2
17. An increase in social ills like gambling, prostitution and drugs is observed.	12 %	16 %	38 %	20 %	15 %	3.1
18. Crime levels have increased.	10 %	18 %	33 %	24 %	14 %	3.1
19. Residents have the opportunity to actively take part in the development of tourism.	11 %	18 %	38 %	23 %	12 %	3.1
20. There are jobs available only at certain times of the year (due to seasonality).	13 %	15 %	34 %	22 %	16 %	3.1
21. My community understands tourists from other cultures better.	11 %	18 %	34 %	21 %	16 %	3.1
22. Visitors get to know my community.	15 %	15 %	35 %	21 %	16 %	3.1

23. Local culture are promoted.	11 %	15 %	35 %	23 %	15 %	3.2
24. I enjoy the increase in visitors to my region.	9 %	19 %	35 %	22 %	15 %	3.1
25. There are more entertainment opportunities in my community.	11 %	20 %	36 %	24 %	10 %	3
26. Permanent job opportunities have been created.	12 %	21 %	32 %	26 %	8 %	3
27. The natural environment looks better (cleaner, greener area).	12 %	13 %	37 %	24 %	14 %	3.1

The results conclude that residents do not truly experience these impacts to a strong extent. To identify the factors related to the respondents' satisfaction and experience, a factor analysis was conducted. The next part reports on the factor analysis, where the statements were categorised into factors to make them easier to interpret.

5B.5 Residents' cooperation and involvement in tourism industry planning and the specific tourism social impacts

Factor analyses were employed to determine the factors (latent variables) from the Likert-scale statements, and to make further analyses possible. Ideally, this section intended to indicate how participation in the tourism industry might influence the residents' perceptions of the overall impact on the community. This further integrated the attachment of the overall impact on the community, as well as the residents' social impact perceptions. Furthermore, the study compares the results with the results found in previous literature to show if there are similar results or whether it has filled possible gaps.

5B.5.1 Residents' involvement as stakeholders in tourism factors

A principal component factor analysis was conducted to identify the factors related to the respondents' perceptions of their involvement as stakeholder and tourism social impacts (Amin & Tarun, 2019:45). As a widely utilised and broadly applied statistical technique in the social sciences, it is defined as a complex and multi-step process (Costello & Osborne, 2005:1). To check if it is possible to factorise the primary variables efficiently, the Pattern Matrix, using an Oblimin rotation with the Kaiser Normalisation was conducted. It identified three residents' cooperation and involvement factors: Factor 1 = Tourism awareness; Factor 2 = Direct involvement; and Factor 3 = Indirect involvement (Table 5.8). Simultaneously, the Barlett Sphericity test was conducted to test if the samples have equal variance, and if so, it is therefore called homogeneity of variance (Costa & Sarmiento, 2019). The Chi-squared test

(X^2) with 78 = 1,232,466, $p < 0,000$ indicates that the values have better fit, as values are at zero (Amin & Tarun, 2019:45; Costa & Sarmiento, 2019). The Kaiser-Meyer-Olkin measure of sampling adequacy was 0,830, which is acceptable. These factors accounted for 54.76 % of total variance explained (Table 5.7).

Table 5.7: Kaiser-Meyer-Olkin (KMO) and Bartlett's Test: Measure of sampling adequacy and the test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,830
Bartlett's Test of Sphericity	Approx. Chi-Square	1232,466
	Df	78
	Sig.	0,000
	Total variance:	54,76 %

To measure the reliability and internal consistency, the study utilised the Cronbach's Alpha method. According to Costa and Sarmiento (2019), a commonly accepted rule for describing is:

- 0 to 0,49 unacceptable
- 0,50 to 0,59 poor
- 0,60 to 0,69 questionable
- 0,70 to 0,79 acceptable
- 0,80 to 0,89 good
- From 0,9 to 1 excellent

All the factors had acceptable reliability coefficients ranging respectively from 0,73 (the lowest) to 0,76 (the highest) for the factors in this principal analysis. The average inter-item correlation coefficients varied between 0,37 and 0,44 for the factors, and this also implies internal consistency for all factors. The motive to conduct a principal component factor analysis was to consider the total variance in the data, and to determine the minimum number of factors that account for a maximum number of the variance for use in the subsequent multivariable analysis (Amin & Tarun, 2019:45). Factor scores were calculated as the average of all items contributing to a specific factor so that it can be interpreted on the original 5-point Likert scale of measurement (1 = Strongly disagree; 2 = Disagree somewhat; 3 = Agree; 4 = Agree somewhat; 5 = Fully agree). The following attributes were identified of which factor 2 (2,97) obtained the highest mean value, as indicated in Table 5.8:

Table 5.8: Pattern Matrix A: Cooperation and resident involvement in tourism

	TOURISM AWARENESS	DIRECT INVOLVEMENT	INDIRECT INVOLVEMENT
Cronbach's Alpha (reliability)	0,756	0,749	0,725
Inter-item correlation	0,439	0,373	0,398
Mean value	2,81	2,97	2,89
The tourism industry is well marketed to local residents	0,785		
Residents play a role in the planning of tourism activities	0,726		
Businesses are approached by tourism planners to partake in tourism activities	0,707		
The municipality actively involves residents in the planning of tourism activities	0,616		
There is a good level of communication between the planners and the residents		0,810	
Regular information updates are received from the tourism planners		0,780	
Funds generated by the tourism activities mostly remain within the communities		0,661	
Local businesses form part of the tourism activities		0,538	
Residents are always involved in the tourism planning processes		0,476	
Residents are made well aware of the tourism activities			0,764
Tourism planners welcome the ideas of local residents			0,736
Those who were previously disadvantaged now form part of tourism activities			0,694
Meetings are regularly held with residents to get their input			0,483

- **Factor 2: Direct involvement**

The direct involvement of local communities in the tourism sector not only benefit them and the environment, but also improves the quality of the tourism projects, as argued by Kiper (2013:786). The residents' direct involvement in this context refers to a good level of communication between the planners and the residents; regular information updates; funds generated by the tourism activities, which mostly remain within the communities; local businesses that form part of the tourism activities and constant involvement of residents in the tourism planning processes. Direct involvement is the highest-rated factor, but generally quite

low with a mean value of 3 (2,97), which stresses that residents do not perceive good communication between the planners and the residents. Moreover, this factor has a reliability coefficient of 0,75 and an average inter-item correlation of 0,37. This result is consistent with past research such as that of Cheng *et al.* (2016). For example, the result indicated that ensuring a community-centred economy and long-term planning are all significant indicators of sustainable tourism development attitudes for community residents. In other words, community residents with sustainable tourism development attitudes are more concerned about their community's environment (Cheng *et al.*, 2016:15).

- ***Factor 3: Indirect involvement***

This factor intends to reiterate the fact that very often local residents are integrated only in interactive participation and self-mobilisation, while in functional participation most of the major decisions have been made before they are taken to the local communities (Mowforth, 2001). It includes items such as whether residents are made well aware of the tourism activities; tourism planners welcome their ideas; whether those who were previously disadvantaged now form part of the tourism activities and whether meetings are very often held with residents to get their input. The factors scored a Cronbach's alpha value of 0,73, and the second-highest mean value of 2,89, which indicates that residents almost agree that they are made well aware of the tourism activities. The study by Lalicic and Önder (2018:12) highlights that destinations can, together with residents, find lucrative solutions that can deal with pressing current issues and work towards sustainable strategies and outcomes.

- ***Factor 1: Tourism awareness***

The items in this factor suggest that it is important for the government and agencies to understand how individuals within a host community perceive the benefits and disadvantages of tourism, because of the potential hostile response to tourists (Deery *et al.*, 2012:64). The factor items that justify that the tourism industry is well marketed to local residents, are as follows: residents play a role in the planning of tourism activities; businesses are approached by tourism planners to partake in tourism activities, and the municipality actively involves residents in the planning of the tourism activities. A mean value of 2,81 was measured for Factor 1, and the Cronbach's alpha value was 0,76, while the inter-item correlation was 0,44. Moreover, according to the mean value (2,81), this is the lowest-rated factor, which indicates that residents' awareness concerning the tourism industry is low.

The results conclude that residents agree to a lesser extent that they partake as stakeholders in the tourism industry. The residents' social impact perceptions are discussed in the next section.

5B.5.2 Factor analysis for the specific tourism social impacts

A Pattern Matrix categorises the 27 specific social impacts of the tourism activities into six factors (Table 5.10). From these six factors, 51,20 % of the total variance was explained, as indicated in Table 5.9. The Bartlett's Chi-square statistics is $351 = 2,213,853$, $p < 0.000$, which indicates the high correlation among the variables. All the factors had acceptable reliability coefficients ranging from 0,64 (the lowest) to 0,75 (the highest) for the factors in this Pattern Matrix. The average inter-item correlation coefficients varied between 0,30 (0,28) and 0,37 for the factors.

Table 5.9: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,800
Bartlett's Test of Sphericity	Approx. Chi-Square	2213,853
	df	351
	Sig.	0.000
	Total variance explained	51,20 %

As indicated in Table 5.8, the following attributes were identified, of which factor 5 (3.19) and 1 (3.15) obtained the highest mean values:

Factor 5: Positive cultural exchange

According to the mean value, this factor had the highest value of 3,19, a reliability coefficient of 0,67 and an average inter-item correlation of 0,29. Factor 5 included the following statements: I have become more proud of my culture (increase in cultural pride); there is cross-cultural exchange in my community (I talk to other cultures); residents have more opportunities to take part in the tourism industry, and my community has developed a better image (visitors like my community). This was supported by the study of Tieskens *et al.* (2018:128), which indicated that tourism is appreciated by its visitors and residents for the presence of monumental buildings, small water bodies, and opportunities for hikes along grassland. Tourism facilitates an understanding of cultural identity and revival of traditional arts, culture and crafts, and encourages the local community to take pride in their culture (Rasoolimanesh *et al.*, 2019:250).

Factor 1: Increased cultural appreciation

Community empowerment may be encouraged by the sharing of culture and increased cross-cultural appreciation and understanding (Seiver & Matthews, 2018). For this factor, residents trust that, because of the tourism activities in their communities, they understand tourists from other cultures better; visitors get to familiarise themselves with their communities; as a result, the local cultures are promoted. Han (2019:8) denotes that culture is a pattern of behaviour, ideas, and values shared by a group, and has its own individuality, with a pattern that binds its parts together. Moreover, the area's population has grown due to tourists and workers, and residents enjoy the increase in visitors in their area. As the second most important factor, it had scored a mean value of 3,5, with an average inter-item correlation of 0,29, and an acceptable Cronbach's Alpha value of 0.75.

Factor 2: Increase in social ills

According to Zainuddin *et al.* (2012:499), tourism increases traffic congestions and crowdedness in the public area, and brings social problems such as prostitution, drug abuse linked to many tourist deaths, sex-related diseases and injuries, and police corruption. Factor two was comprised of items related to an increase in social ills as a result of tourism, which included jobs available only at certain times of the year due to seasonality; the increased levels of crime; an observed increase in gambling, prostitution and drugs; the opportunity that residents have in actively participating in the development of tourism. As for the reliability coefficient, 0,66 is considered a questionable score for the reliability of a set of items. The factor had an average inter-item correlation of 0,29.

Factor 6: Increased community opportunities

This factor included the increased opportunities relating to the number of permanent employment opportunities being created for the communities, the entertainment opportunities and that as a result of tourism, the natural environment looks cleaner and greener, and that the area's language and values have degraded. The factor had scored a mean value of 3,07, with an average inter-item correlation of 0,34, and a Cronbach's Alpha value of 0,67.

Factor 3: Overcrowding

This factor is characterised by items such as too many people in the shops and public areas; many cars in the street; general increase in prices in shops and restaurants; more pollution in towns than usual. The factor had a Cronbach's Alpha value of 0,65, and the mean value of

3,05, which indicated the social contribution of the tourism activities. The average inter-item correlation was 0,32.

Factor 4: Economic and social improvements

Factor four had the lowest value of 2,98, a reliability coefficient of 0,66 and an average inter-item correlation of 0,28. This factor justified that residents' involvement in tourism in MDM is still very low. The Cronbach' Alpha test indicated that the residents' businesses and themselves as employees, earn lesser money from tourism activities; the arts and crafts have become less commercialised, and the community's everyday lives have to a lesser extent improved. Moreover, there are indeed fewer opportunities for residents to enjoy the local tourist resources, while the public spaces, such as parks are to a lesser extent being developed.

5B.5.3 Conclusion regarding the results from the factor analysis

From the results above, Factor 4 reflects that the government's corporation with local residents can result in economic and social improvements, including job creation or income generation; commercialisation of arts and crafts; improvement in community's everyday lives; development of public spaces such as parks and sports grounds. Factor 3 reiterates that tourism planning that neglects residents could lead to overcrowding and increase in social ills (Factor 2) in a sense that areas feel crowded by large number of people in the shops and public areas; high traffic volumes; prices generally increase in shops and restaurants; and pollution takes place in towns than usual. Moreover, jobs are only available at certain times of the year due to seasonality; crime levels increase; and an increase in social ills like gambling, prostitution and drugs is observed. If tourism if is well-managed, can increase the community opportunities. Factor 6 justified this by indicating that tourism can ensure that the natural environment looks cleaner and greener; there are more entertainment opportunities; and permanent jobs can be created. Tourism can further increase cultural appreciation (Factor 1) and ensure positive cultural exchange (Factor 5). These can be observed through understanding tourists from other cultures better; visitors get to know the local communities; local cultures are promoted; the area's population grow due to immigration; residents enjoy the increase in visitors to the region; residents become more proud of their culture; there is cross-cultural exchange in the community; residents have more opportunities to take part in the tourism industry; visitors learn more of the cultural heritage; and the community develops a better image (visitors like the community).

Table 5.10: Pattern Matrix B: Specific tourism social impacts

	INCREASED CULTURAL APPRECIATION	INCREASE IN SOCIAL ILLS	OVERCROWDING	ECONOMIC & SOCIAL IMPROVEMENTS	POSITIVE CULTURAL EXCHANGE	INCREASED COMMUNITY OPPORTUNITIES
Reliability (Cronbach's alpha)	0,746	0,663	0,649	0,664	0,67	0,669
Inter-item correlation	0,368	0,332	0,316	0,281	0,287	0,338
Mean value	3,15	3,12	3,05	2,98	3,19	3,07
21. My community understands tourists from other cultures better	0,753					
22. Visitors get to know my community	0,734					
23. Local cultures are promoted	0,558					
16. My area's population has grown due to tourists and workers moving here (immigration)	0,317					
24. I enjoy the increase in visitors to my region	0,474					
20. There are jobs available only at certain times of the year (due to seasonality)		0,340				
18. Crime levels have increased		0,837				
17. An increase in social ills like gambling, prostitution and drugs is observed		0,724				
19. Residents have the opportunity to actively take part in the development of tourism		0,539				
4. There are too many people in shops and public areas (areas feel crowded)			0,779			
3. There are too many cars in the streets (high traffic volumes)			0,725			
5. There is a general increase in prices in shops and restaurants			0,663			

2. There is more pollution in my town than usual		0,506			
12. My business or me as an employee, earns more money			0,785		
13. Arts and crafts are being sold more (it has become commercialised)			0,649		
14. The community's everyday lives have improved			0,512		
11. There are fewer opportunities for residents to enjoy the local tourist resources			0,470		
1. Public spaces (such as parks and sports grounds) are being developed			0,390		
9. I have become more proud of my culture (increase in cultural pride)				-0,762	
8. There is cross-cultural exchange in my community (I talk to other cultures)				-0,683	
7. Residents have more opportunities to take part in the tourism industry				-0,547	
10. Visitors learn more of the cultural heritage in my community				-0,473	
6. My community has developed a better image (visitors like my community)				-0,363	
26. Permanent job opportunities have been created					-0,834
25. There are more entertainment opportunities in my community					-0,748
27. The natural environment looks better (cleaner, greener area)					-0,600
15. My language and values have degraded (not as good as it used to be)					-0,510

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalisation.^a

a. Rotation converged in 13 iterations.

To see if the respondents' perceptions influence social impact perceptions, a correlation analysis was done, which is discussed in the next section.

5B.6 The relationship between the residents as stakeholders and tourism social impacts

This analysis examined how the perceptions of residents as stakeholders influence their social impact perceptions. These relationships imply that the one factor contributes to the perception of another and therefore certain factors may influence another. The results from a correlation analysis were done as follows:

5B.6.1 MDM: Residents as stakeholders and the social impact perceptions

This section measured residents' involvement in tourism in relation to the tourism social impacts. As indicated in Table 5.11, the following factors, as well as the specific tourism social impacts all had a significant ($p = 0.01$) correlation to one another, which implies that one factor influences another. Moreover, if the correlation is positive, it justifies that if one factor's mean value increases, so will the other. In other words, the more residents are aware of the tourism social impacts, the more they are involved. For example:

- **Tourism awareness** (stakeholder factor) had a medium correlation with the other stakeholder factors, *Direct involvement* ($\rho = 0.394$), and *Indirect involvement* ($\rho = 0.425$). Pertaining to the social impact factors, medium correlations were also found with *increased cultural appreciation* ($\rho = 0.385$), *increased in social ills* ($\rho = 0.255$), *overcrowding* ($\rho = 0.372$), *economic & social improvements* ($\rho = 0.369$), *positive cultural exchange* ($\rho = 0.310$) and *increased community opportunities* ($\rho = 0.248$).
- **Direct involvement** had a larger correlation with input outsiders ($\rho = 0.412$). With regard to the social impact factors, medium correlations were obtained with *increased cultural appreciation* ($\rho = 0.350$), *increased in social ills* ($\rho = 0.208$), *overcrowding* ($\rho = 0.140$), *economic & social improvements* ($\rho = 0.428$), *positive cultural exchange* ($\rho = 0.341$) and *increased community opportunities* ($\rho = 0.319$).
- **Indirect involvement** obtained a small correlation ($\rho = 0.285$). The social impact factors obtained medium correlations with *cultural appreciation* ($\rho = 0.285$), *increased social*

ills (rho = 0.294), *overcrowding* (rho = 0.223), *economic & social improvements* (rho = 0.380) and *positive cultural exchange* (rho = 0.270) and *increased community opportunities* (rho = 0.337).

5B.6.2 Conclusions regarding the residents as stakeholders and the social impact perceptions

From this analysis it is clear that one factor influences another. When local residents are directly involved in tourism, the community at large derive an increased cultural appreciation, economic and social improvement, positive cultural exchange, and an increase in community opportunities. Simultaneously, though at a lesser extent, indirect involvement of local residents in tourism also increases cultural appreciation, economic and social improvements, as well as community opportunities. However, on the other hand, it may results in increased social ills and overcrowding.

Table 5.11: Residents as stakeholders and the social impact perceptions

			Tourism awareness	Direct involvement	Indirect involvement	Cultural appreciation	Increase in social ills	Overcrowding	Economic & social improvements	Positive cultural exchange	Increased community opportunities	
Spearman's rho	Tourism awareness	Correlation Coefficient		0,394**	0,425**	0,385**	0,255**	0,372**	0,369**	0,310**	0,248**	
		Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
		N		344	344	339	338	338	338	338	338	338
	Direct involvement	Correlation Coefficient			0,412**	0,350**	0,208**	0,140**	0,428**	0,341**	0,319**	
		Sig. (2-tailed)			0,000	0,000	0,000	0,010	0,000	0,000	0,000	
		N			344	339	338	338	338	338	338	
	Indirect involvement	Correlation Coefficient				0,285**	0,294**	0,223**	0,380**	0,270**	0,337**	
		Sig. (2-tailed)				0,000	0,000	0,000	0,000	0,000	0,000	
		N				339	338	338	338	338	338	
	Cultural appreciation	Correlation Coefficient					0,258**	0,230**	0,378**	0,378**	0,416**	
		Sig. (2-tailed)					0,000	0,000	0,000	0,000	0,000	
		N					340	340	340	340	340	
	Increase in social ills	Correlation Coefficient						0,185**	0,259**	0,265**	0,247**	
		Sig. (2-						0,001	0,000	0,000	0,000	

	tailed)									
	N						340	340	340	340
Over= Crowding	Correlation Coefficient							0,235**	0,240**	0,173**
	Sig. (2- tailed)							0,000	0,000	0,001
	N							340	340	340
Economic & social improvement	Correlation Coefficient								0,316**	0,354**
	Sig. (2- tailed)								0,000	0,000
	N								340	340
Positive cultural exchange	Correlation Coefficient									0,300**
	Sig. (2- tailed)									0,000
	N									340
Increased community opportunities	Correlation Coefficient									
	Sig. (2- tailed)									
	N									

** . Correlation is significant at the 0.01 level (2-tailed).

*small correlation (rho = 0.10-0.29), **medium correlation (rho = 0.30-0.49), ***large correlation (rho = 0.50-1.0)

5B.7 The differences between residents' involvement in the tourism industry and social impact perceptions

The t-test were conducted to determine how those (respondents) who indicated yes and no differ regarding the mean values of the social impact factors (do they rate them higher or lower). To determine if the two groups (yes and no) have significantly different opinions regarding the social impact factors, five aspects with their social impact factors were discussed, as indicated in Table 5.12. Only the factors that revealed statistical significance were identified and discussed as follows:

5B.7.1 Results from the independent sample t-test: tourism planning process and stakeholder in tourism matters.

Aspect 1: Part of tourism planning vs. social impact perceptions

The first aspect in Table 5.12 revealed statistically significant between respondents who indicated yes (N=168, M=3,03, SD=0,79) and no (N=164, M=3,27, SD=0,84) in terms of them being part of the planning committee versus the increased cultural appreciation ($p=008<0,05$), with an effect size of 0,296. The economic and social improvements also revealed that respondents perceive the tourism social impact to a significantly larger extent ($p=000<0,05$), with a greater effect size (0,416) between respondents who indicated yes (N=167, M=2,83, SD=0,77) and no (N=164, M=3,15, SD=0,77). Lastly, the results revealed that there is a statistically significant difference ($p=004<0,05$) between respondents who indicated yes (N=167, M=3,10, SD=0,83) and no (N=164, M=3,28, SD=0,76). It can be concluded that it showed a significant difference in perceptions regarding positive cultural exchange.

Aspect 2: Part of tourism planning committee vs. tourism social impact factors

The second aspect revealed a statistically significant difference between respondents who indicated that their involvement can increase community opportunities (N=34, M=3,34, SD=0,72), and those who disagreed (N=297, M=3,03, SD=0,83), with a variance of ($p=004<0,05$), as well as a greater effect size of 0,437.

Aspect 3: Provide accommodation or catering vs. tourism social impacts factors

The third aspect also revealed a statistically significant difference between respondents who indicated yes (N=25, M=3,53, SD=0,72) and no (N=306, M=3,02, SD=0,82) at the question

if the provision of accommodation or catering influence overcrowding, with a variance of ($p=003<0,05$), also, with a far greater effect size of 0,663. In other words, it also showed a significant difference in perceptions regarding overcrowding.

Aspect 4: Not involved at all vs. tourism social impact factors

Fourthly, this aspect revealed a statistically significant difference between respondents who indicated yes ($N=116$, $M=2,83$, $SD=0,83$) and no ($N=215$, $M=3,07$, $SD=0,76$) when compared ($p=001<0,05$) – this has to do with them not being involved at all in tourism and that it can influence the economic and social improvements, with an effect size of 0,292.

Aspect 5: Stakeholder vs. social tourism social impact factors

Overall, the final aspect revealed a statistically significant difference, as it occurred less than 5 % of the time ($p <0,05$). The respondents who indicated yes ($N=114$, $M=3,26$, $SD=0,80$) and no ($N=144$, $M=3,02$, $SD=0,81$) concerning the statement that if they were stakeholders, they will influence the increase in cultural appreciation, with a greater effect size of 0,299. This result indicates that residents do not perceive themselves as tourism stakeholders.

Table 5.12: Group statistics for independent sample t-test: Tourism planning process and stakeholder in tourism matters

1 Aspect: part of tourism planning versus tourism social impact factors	Part of tourism committee	N	Mean	Std. Deviation	Sig	Cohen's d (effect sizes)
F1: Increased cultural appreciation	Yes	168	3,0269	0,792	0,008	0,296
	No	164	3,2685	0,845		
F4: Economic and social improvements	Yes	167	2,8252	0,77007	0,000	0,416
	No	164	3,1473	0,77808		
F5: Positive cultural exchange	Yes	167	3,1024	0,82585	0,044	0,223
	No	164	3,2788	0,76206		
2 Aspect: part of tourism planning committee versus tourism social impact factors	Part of tourism committee	N	Mean	Std. Deviation	Sig	Cohen's d (effect sizes)
F6: Increase community opportunities	Yes	34	3,3382	0,71626	0,036	0,437
	No	297	3,0253	0,83095		
3 Aspect: provide accommodation or catering versus tourism social impact factors	Part of tourism committee	N	Mean	Std. Deviation	Sig	Cohen's d (effect sizes)
F3: Overcrowding	Yes	25	3,5300	0,71560	0,003	0,663
	No	306	3,0202	0,81956		

4 Aspect: not involved at all versus tourism social impact factors	Part of tourism committee	N	Mean	Std. Deviation	Sig	Cohen's d (effect sizes)
F4: Economic and social improvements	Yes	116	2,8338	0,82582	0,010	0,292
	No	215	3,0663	0,75874		
5 Aspect: stakeholder versus social tourism social impact factors	Part of tourism committee	N	Mean	Std. Deviation	Sig	Cohen's d (effect sizes)
F1: Increased cultural appreciation	Yes	114	3,2601	3,2601	0,018	0,299
	No	144	0,80133	0,80133		
F3: Overcrowding	Yes	113	3,0196	3,0196	0,031	0,273
	No	144	0,80802	0,80802		
F4: Economic and social improvements	Yes	113	3,1954	3,1954	0,026	0,283
	No	144	0,80254	0,80254		
F5: Positive cultural appreciation	Yes	113	2,9688	2,9688	0,046	0,254
	No	144	0,85439	0,85439		
F6: Increase community opportunities	Yes	113	3,0615	3,0615	0,049	0,249
	No	144	0,73561	0,73561		

5B.8 Conclusions regarding the MDM residents

The residents value their district with its wealth of natural beauty and resources, which has led to considerable tourism growth. It is also clear that if residents can be part of the local tourism industry, a number of aspects that contribute to tourism in its entirety can be recognised and improved. These findings communicate it clearly to the tourism planners of the MDM to cooperate with a younger population in tourism, as they can identify an enormous number of tourism-related aspects in the community and can influence the tourism social impacts. It was revealed that the majority of residents do not see themselves as a stakeholder in tourism matters. The residents have to be involved in the planning committee instead of people from other places. They should attend regular meetings, which they believe that is a strategy to fight against the tourism negative impact. To maximise the many tourism opportunities in MDM, hosts and visitors should be educated about the destination on how tourism can help preserve heritage, rejuvenate old handicrafts and provide greater economic prosperity to the area.

The next chapter (final chapter) presents conclusions regarding the discussions from the previous chapters, which indicate the contribution of this study. Lastly, recommendations

were made regarding the results of the surveys in terms of the management of the residents as stakeholders, as well as the social impacts generated by the tourism industry.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The purpose of this chapter was to draw conclusions from the findings of this study, according to the goal and objectives concerning perceptions of communities regarding the social impacts generated by tourism and their involvement as stakeholders in tourism development. The formulation of the recommendations was facilitated by the conclusions. To achieve this goal, the following objectives were discussed:

- (1) To review, from a sociological perspective, the concept of communities, together with the importance of community participation in the tourism, and how such participation can be fostered. Further, the notion of social impact was reviewed, as well as models or theories that help in the understanding thereof. Lastly, the idea of community participation and social impact perceptions were analysed (Chapter 2).
- (2) To review the impacts of tourism towards communities in literature by taking into consideration that the activities of tourism should have both positive and negative impacts economically, ethically or environmentally, politically and socially (Chapter 3).
- (3) To conduct an empirical study where the perceptions of the government officials were sought regarding the development of the tourism industry, and the involvement of the local communities during such processes by means of qualitative research (Chapter 4), which informed the measuring instrument in Objective 4.
- (4) To conduct an empirical study on the residents of the Mopani District Municipality (through quantitative means) with the aim of measuring their perceptions regarding their local tourism industry, their involvement as stakeholders in the planning and management of the tourism industry, and their social impact perceptions. Ultimately, the influence of their level of participation on their social impact perceptions was identified (Chapter 5).

- (5) The final objective was to draw conclusions and make recommendations concerning the perceptions of communities regarding the impacts generated by tourism and their role as stakeholders in tourism development (Chapters 2 and 3).

For the purpose of Chapter 6, this was done by making recommendations for the study and future studies, as well as determining the limitations of the study.

6.2 Conclusions of the study

The following conclusions were drawn regarding the research done in this study:

6.2.1 Conclusions regarding the analyses of communities from a sociological perspective, and communities' role in the tourism industry

The following are the main conclusions with regard to research objective one (c.f.1.4.1):

- Sociology was born in France, gained impetus in Great Britain and Germany, and eventually made its way to the United States as each of these countries experienced radical changes in social conditions and intellectual explanations (c.f.2.2).
- Sociology is a tool for resolving problems of societies, and it was found that it can be divided into micro-sociology and macro-sociology (c.f.2.2).
- Both micro and macro terrains apply to tourism because macro-sociology can include the study of communities while the interaction towards visitors to the communities and within communities be included in the micro-sociology (c.f.2.2).
- There are three major theoretical perspectives of sociology: the functionalist, interactionist or symbolic, and conflict perspectives (c.f.2.2.1).
- While social scientists have long taken a critical stance towards the concept of community, it remains widely popular in the tourism planning and development discourse (c.f.2.3).
- In terms of the definition of the concept “community”, this study concluded that no agreement had been achieved thus far, but every definition deals with people (c.f.2.3.1).
- Three main concepts of community were identified. The first is referred to a topographical sense, which can refer to the boundaries of a community; the second is a sense of community as a social system, implying a degree of local social interconnection of local people and institutions; and lastly is a sense of communion, a human association involving personal ties and a sense of belonging and warmth (c.f.2.3.1).

- Communities are composed of built, natural, social and economic environments that have a significant influence on one another in complex ways. This suggests that communities are not homogeneous. They are made up of individuals and institutions who may well have different values, aims and objectives, and who may or may not adhere, in varying degrees, to the dominant traditions of the communities, which led to the exploration of the role of community in tourism (c.f.2.3.2).
- Communities fulfil various roles in tourism and, therefore, models that measure the extent to which community members actively take part in the tourism industry were analysed (c.f.2.4).
- The notion of participation as a key to community development through tourism and other varieties of engagements (c.f.2.4).
- Participation is connected to personal benefits found in tourism which is the significance of the social exchange theory applied in tourism. Community participation is a form of action in which individuals confront opportunities and responsibilities of citizenship. Participation and public involvement are promoted by planners, policy practitioners and academics alike as a way to improve planning processes. It is an educational and empowering process in which people in partnership with those that can assist them, identify problems and needs and increasingly assume responsibility themselves to plan, manage, control and assess the collective actions that are proved necessary (c.f.2.4.1).
- The most comprehensive and useful categories, in order to better the degree to which residents participate in tourism, are that of Arnstein's Ladder of Citizen Participation with eight rungs characterising the extent of citizens' power in determining the end product, and that of Pretty's typology of participation which suggests a typology similar to Arnstein's Ladder (c.f.2.4.2).
- Fostering community participation has been a central aim of community practice because the success of tourism developments depends on giving communities the responsibility for making things better and confidence to get involved, and the power to achieve their aims (c.f.2.4.3).
- However, one of the problems in fostering community participation in formal decision-making processes is the paucity of resources at the community level, where direct participation of citizens occurs (c.f.2.4.3).

- The lack of active local community participation is therefore seen as one of the contributing factors to unsustainable tourism development, while on the other hand some potential barriers to participation are related to issues of power (c.f.2.4.4).
- When people begin to work with all stakeholders such as other individuals, schools, associations, businesses, government service providers and the leaders of the communities that are strongly tourism-based, there is no limit to what they can accomplish. This information paved a way to the stakeholder theory (ST) (c.f.2.4.4).
- ST is an umbrella concept for a genre of theories that assists scholars and managers to understand relationships between organisations and their stakeholders, and the impact of these relationships (c.f.2.4.5).
- ST has been developed to solve or at least reconceptualise several specific problems, which is important for managers and scholars because it explains one approach to locating and taking advantage of opportunities for shared value creation for two or more essential stakeholder groups, including shareholders, without subtracting value from any other fundamental stakeholder group (c.f.2.4.5.1).
- The positive publicity associated with responsible business activities engender good relationships with staff and shareholders, while simultaneously paving the way for a meaningful partnership with local businesses and communities (c.f.2.4.5.1).
- Unrestrained tourism advances always lead to unacceptable impacts that negatively affect the society and the environment, therefore it is the responsibility of local communities to become actively involved in the tourism industry, to practise sustainable development and to ensure the safety and security of visitors (c.f.2.4.5.2).
- If tourism's social impacts are perceived as negative, the residents will not support tourism, and such negative social impacts are perhaps brought on because residents did not fulfil their part as stakeholders (c.f.2.5).
- Social impact is the way in which tourism is contributing to changes in value systems, individual behaviour, family structure and relationships, collective lifestyle, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations (c.f.2.5.1).
- To provide a more insightful explanation of the factors shaping residents' support, later studies adopted various theoretical frameworks and models, such as social exchange and representative theories, Doxey's Irridex model, Smith's model of cross-cultural contact,

Butler's model of intercultural perception, and Pérez and Nadal's host community perception clusters (c.f.2.5.2).

- The appeal of the concept of carrying capacity as a paradigm for addressing and limiting the amount of tourism development and use at a destination has emerged, leading to calls to establish carrying capacities regarding numbers of tourists over a specified period (c.f.2.5.2.5).
- A model for determining sociological carrying capacity based on the various interpretations and methods was identified in the literature (c.f.2.5.3).
- In general, as a destination area develops, tourism impacts are likely to change over time. The key factors contributing to the nature of the impacts are the type of tourism activities engaged in, the characteristics of the host community in the destination region and the quality of the interaction between the visitors and residents (c.f.2.5.4).
- Finally, to acquire community-wide support, tourism planners should understand how residents perceive both the positive and negative impacts that tourism activities provide (c.f.2.5.5).

6.2.2 Conclusions regarding the assessment of how tourism development can contribute towards communities, and the components that are involved in tourism development

Objective two (c.f.1.4.1) regards the following as the main conclusions:

- Despite the turbulent times and chaotic changes, including the worldwide recession, political instability, conflict and terrorism directly impacting the tourism sector, tourism continues to grow (c.f.3.2).
- The components of tourism are highly interrelated, and any small change is likely to have some impacts on all or most of the tourism components as they are all connected (c.f.3.2.1).
- A tourism industry that is located within a tourist receiving area will commonly comprise the visitor attractions, accommodation sector, retailing and service functions, entertainment and recreation facilities (c.f.3.2.1).
- The tourism industry is also made up of food and beverage services, events, transportation and travel trades such as travel agencies and tour operators (c.f.3.2.1).

- Tourism is not conventionally defined as an industry as it does not have an International Standard Industrial Classification (ISIC) code, and it is indeed a collection of industries that are dependent – either entirely or partially – on visitors and tourists as their source of income (c.f.3.2.2).
- Tourism is an integral part of the world’s political economy, which means that the political factor is one of the elements the human environment also comprises of, which concludes that the human environment consists of four factors, namely economics, environment, politics and social (c.f.3.3).
- Developing a tourism industry has both benefits and costs. If these benefits and costs can be understood from the outset of planning, strengths and opportunities can be maximised, while weaknesses and threats can be minimised (c.f.3.3).
- Tourism can have various positive social impacts (c.f.3.3.1.4), such as enhancing the awareness of cultural heritage in local people, renewal of cultural pride, cross-cultural exchange and the development of public spaces such as recreational areas.
- Tourism provides enormous opportunities for the local and regional development, but as it enhances, it also results in several negative social impacts on communities (c.f.3.3.2), such as the following (c.f.3.3.2.4): misunderstandings and conflicts; xenophobia; seasonal influx of workers might affect social stability; lack of qualified human resources; increase in social ills like gambling, prostitution, drugs and crime; growth of population at the destination due to the immigration of workers and tourists; change in vernacular language and values through contact with outsiders; commercialisation of arts and crafts; loss of freedom and opportunity (amenities) to enjoy local tourist resources.
- When tourism development commences in a region, tourism-related government sectors begin to reinforce relations at national, regional and local levels (c.f.3.4).
- The study finally reviewed the role of government in integrating communities in tourism matters, particularly the sustainable tourism industry (c.f.3.5).

6.2.3 Conclusions regarding an empirical study (qualitative research) to seek the perceptions of the government officials regarding the development of the tourism industry, and the involvement of the local communities

The following conclusions were drawn with regard to objective three (c.f.1.4.1):

- The tourism industry plays a critical role in the development of the economy, environment and society of MDM.
- Developing a tourism industry results in several benefits such as job creation, contribution to the GDP, attracts investors, reinforces heritage, ensures the development of roads and the resuscitation of local culture (c.f.4B.1.1.2).
- Tourism results in costs on communities such as littering; air, water, and noise pollution (c.f.4B.1.1.2).
- There is a potential for the growth of the industry in MDM. As the minerals are depleted, the only way to sustain the economy is through tourism. The land is vastly covered by the marula and mopani trees. Marula produces alcohol (Amarula), juice, jam, oil to be used for dermatological processes and body lotion. Mopani trees bring mopani worms and the benefits accrued from the collection of the worms, the drying process and eating the worms. The insects of both the trees produce medicine. The quality infrastructure is a prerequisite (roads, electricity, clean water supply, sewage systems and road signs). To develop the local tourism industry, the government need to firstly improve the quality of the infrastructure (c.f.4B.1.1.3).
- There is a variety of attractions in the MDM (c.f.4B.2.1.4).
- The government is actively involved in the development of the local tourism industry through the establishment of a LED forum that aims to develop local tour guides through a training programme (c.f.4A.2.1.4.2).
- Currently, the municipality's marketing strategy is reliant on the following: main festivals such as the Marula Festival; tourism information centres; the media, including partnering with the local radio and printed media; shows such as road shows, tourism brochures, tourism DVDs, Getaway shows and the Durban Indaba; agents such as the Limpopo Tourism Agency that talks about Tzaneen. This implies that there is a need for the district to improve its marketing strategies due to technological enhancement (c.f.4B.2.1.4.3).
- There is a need for knowledge and skills in MDM to develop the tourism industry; improper allocation of budget by the NDT and the lack of an individual who is in charge of the tourism sector make it hard to develop tourism (c.f.4B.2.1.5).
- The government is indeed exerting effort to involve host communities in decision-making through the LED forum (c.f.4B.2.2.3).
- Overall, the level of communities' participation is quite minimal, however, the government is still in a process of achieving the goals (c.f.4B.2.2.4).

- The residents are eager to partake in the tourism processes. The government is making sure that there is a representation at a local level through the LED forum that incorporates the above-mentioned stakeholders (c.f.4A.2.2.5).
- Tourism really affects communities positively, as it creates employment opportunities. It promotes SMMEs such as the poultry and fruit and vegetable industries. It offers other tribes with opportunities to learn from other cultures, and it closes or breaks the tribal lines (c.f.4B.2.3.1).
- Through tourism the resources are taken good care of, the natural spaces are preserved, clean water will not be contaminated, and the environment becomes clean. Residents refrain from cutting down trees and in most cases residents know the type of trees to take down. However, if the industry is not well managed, attractions can be deteriorated and degradation can occur due to activities such as the 4x4 challenge (c.f.4B.2.3.2).
- The residents' social impact perceptions have improved, because: all events hosted are fully supported by residents of MDM; where the district hosts the main events, crime is minimal; there is really social cohesion because tourists visit social places and never feel any kind of threat to their lives and belongings; when the region celebrates the Marula Festival, tourists and locals visit Phalaborwa in large numbers; and the local artists perform during the event and the SMMEs market and sell their products (c.f.4B.2.3.3).

6.2.4 Conclusions regarding an empirical study (quantitative research) on the residents regarding their local tourism industry, their involvement as stakeholders in the planning and management of the tourism industry, as well as the social impact perceptions

The following are the main conclusions with regard to research objective four (c.f.1.4.1):

- A high number of younger people is staying in the Mopani District which is good for the development of the tourism industry (c.f.5B.1.7).
- It is clear that if residents can be part of the local tourism industry, a number of aspects that contribute to tourism in its entirety can be recognised and improved (c.f.5B.1.7).
- The residents of MDM are eager to learn and develop themselves and their area through education. However, there seems to be still impediments which could be the distribution of insufficient bursaries or lack of information (rural municipality), because 64 % of people who had obtained matric is quite high. These findings communicate it clearly to

the tourism planners of the MDM to cooperate with a younger population in tourism, as they can identify an enormous number of tourism-related aspects in the community (c.f.5B.1.7).

- The MDM has many tourism opportunities, ranging from natural to human-made attractions (c.f.5B.2.5).
- There is a list of entertaining products and other products such as factories to be developed in the region, and to uplift the standard of the local tourism industry in their area (c.f.5B.2.7).
- Tourism is important for the community, however, there are important aspects such as infrastructure and other basic needs that are still lacking that government needs to address before perpetuating tourism developments (c.f.5B.2.8).
- The government's corporation with local residents can result in economic and social improvements, including job creation or income generation; commercialisation of arts and crafts; improvement in community's everyday lives; development of public spaces such as parks and sports grounds. Tourism planning process that neglects residents could lead to overcrowding and increase in social ills in a sense that areas feel crowded by large number of people in the shops and public areas; high traffic volumes; prices generally increase in shops and restaurants; and pollution takes place in towns than usual. Moreover, jobs are only available at certain times of the year due to seasonality; crime levels increase; and an increase in social ills like gambling, prostitution and drugs is observed (c.f.5B.5.3).
- If tourism is well-managed, can increase the community opportunities. Tourism can ensure that the natural environment looks cleaner and greener; there are more entertainment opportunities; and permanent jobs can be created. Tourism can further increase cultural appreciation and ensure positive cultural exchange. These can be observed through understanding tourists from other cultures better; visitors get to know the local communities; local cultures are promoted; the area's population grow due to immigration; residents enjoy the increase in visitors to the region; residents become more proud of their culture; there is cross-cultural exchange in the community; residents have more opportunities to take part in the tourism industry; visitors learn more of the cultural heritage; and the community develops a better image (visitors like the community) (c.f.5B.5.3).

- It is clear that one factor influences another. When local residents are directly involved in tourism, the community at large derive an increased cultural appreciation, economic and social improvement, positive cultural exchange, and an increase in community opportunities. Simultaneously, though at a lesser extent, indirect involvement of local residents in tourism also increases cultural appreciation, economic and social improvements, as well as community opportunities. However, on the other hand, it may results in increased social ills and overcrowding (c.f.5B.6.2).
- To maximise the many tourism opportunities in MDM, hosts and visitors should be educated about the destination on how tourism can help preserve heritage, rejuvenate old handicrafts and provide greater economic prosperity to the area (c.f.5B.8).

Overall it can be concluded that the Mopani district offers a number of opportunities for tourism development (some already developed) and there are efforts from government to develop this industry but the community is not necessarily involved and higher levels of awareness should be created. On the other hand the community members are not aware of opportunities in the tourism industry and a lack of training is holding development back from the community point of view.

6.3 Recommendations

Various recommendations are made regarding this study by both the local government officials and residents. The government officials based their recommendations on the development of the local tourism industry, the involvement of residents or residents' tourism social impact perceptions. The residents' recommendations were concerning themselves as tourism stakeholders or the social impact of tourism activities.

6.3.1 Recommendations regarding the local government officials

The following recommendations regarding the research were made by the local government officials for the sustainable growth of the tourism industry:

- An integrated development plan might attract visitors, not just one tour guide here and there. The various local or district stakeholders need to team together to strengthen the tourism forum.

- Provide tourism education at all school levels in the region so that residents will understand tourism and its importance. The current lack of knowledge might hinder the progress. Education is perhaps the most significant constraint.
- The district government could create a funding model to attract host communities to participate in the tourism industry because the majority of the residents are from rural communities and rural communities that are poor.
- Such communities are driven by the agricultural industry and not tourism. Agriculture is the dominant industry in the Mopani region. The Chiefs must be made aware of tourism so that land can be released for tourism activities.
- The negativity towards the industry comes from a lack of understanding. Therefore, awareness is needed to achieve a more sustainable tourism industry.
- Tourism is a work-in-progress, and one cannot conclude that the industry has reached the stage of success. It needs to be structurally improved and continuously so. It must be well arranged to indicate what is supposed to be improved. Product owners must share a recipe and share clients.

6.3.2 Recommendations regarding the residents

The following recommendations regarding the research were made by the MDM's residents for tourism managers:

(1) Residents as tourism stakeholders

- The respondents concluded that residents have to be involved in the planning committee instead of people from other places, and they should attend regular meetings, which they believe is a strategy to fight against the tourism negative impact.
- The community members should, in fact, be involved in all tourism activities in order to benefit from them because their experience will enable the municipality to realise the necessary need to improve the industry.
- The respondents further suggested that the municipality should establish entertaining facilities that will aim to empower communities.
- Moreover, during the main festivals, the local residents should be issued free entry tickets.

- It was emphasised that, to accelerate the growth of the industry, the municipality should establish programmes that will aim to educate the youth, in particular about the tourism industry.
- The respondents warned that the area will never be safe if the local residents do not feel that they are being considered and form part of the development process.
- The local residents should be informed by the planners in time about any event that might take place in their region.

(2) Tourism development in MDM

- The communities should be improved by building new parks and sports grounds, such as stadia.
- To ensure that the tourists feel free in the area and to reduce darkness, streetlights should be installed in every street.
- It was noted that a lack of jobs leads to crime, therefore, commercial malls should be built to create jobs for the community.
- Also, to increase the social impacts, the parks and environment should be well maintained to attract many tourists.
- Although it was stressed that more parks should be created, the respondents also noted that child-friendly recreational facilities should be built in the region.
- To have most of the community members understand the social impacts of tourism activities, a tourism information centre should be built.
- Many people do not have jobs nowadays, so, the residents should be encouraged to register small businesses and successfully run them to close the employment gap.
- Furthermore, the municipalities should have suggestion boxes, and residents should be encouraged to bring forward their ideas.
- The local culture should be promoted, and campaigns should be prioritised to broaden the tourism scope.
- The security of both the residents and tourists is important, therefore, it must be tight to combat crime within the communities.
- To allow the proper functioning of the tourism industry, clean water should be available, as well as well-maintained sewage systems.

6.3.3 Recommendations with regard to future research

The following recommendations were made regarding the future research of this study:

- The social impact can be examined in its broadest possible sense, exploring impact at individual, as well as group and community levels, because tourism maintains and enhances community equilibrium through cooperative initiatives and ventures.
- The social benefits generated by tourism can be extensive in scope and present a range of outcomes that can even exceed economic gain.
- The researcher recommends that studies of this nature continue to be undertaken because the highly experienced participants always provide the bigger picture of how the tourism industry is well or not well planned, as well as its future prospects.

6.4 Contributions of the study

The following contributions were made regarding the scholarly content:

- This study provides the local governments, policymakers, tourism destination managers and businesses with a basis for initiating residents' participation processes in the form of stakeholders related to tourism issues. The full involvement of local communities in the tourism sector not only benefits them and the environment, but also improves the quality of the tourism projects.
- Stakeholder involvement (residents) aid in identifying groups of people in the district concerned about or opposed to tourism planning and development in their communities.
- Once the community members' concerns have been identified, current tourism planners will begin to realise the significance of involving communities, not only in interactive participation and self-mobilisation, but also in functional participation.
- This study also contributes to the understanding of tourism in South African communities. Finally, this initiative should provide a basis for the further development of social impact research integrating the community as a stakeholder within the tourism sector.

6.5 Limitations

The following limitations and recommendations are made by the researcher with regard to the surveys:

- With the qualitative research, it remained very difficult to eventually organise the stakeholders (government officials) who participated in the interview survey. As such, the estimated time of completion of the study was prolonged, which is quite disturbing. However, it was such a great feeling to interact with senior management of the entire Mopani district, including, among the participants, the director: planning and development of the district.
- The tourism social impact perceptions remain a challenging variable to measure by means of the quantitative research method, and a qualitative approach is suggested for future research.
- Although the researcher did the utmost best to have the English questionnaire being translated into both Sepedi and Xitsonga as the dominant spoken languages, it still remained a challenge for the respondents to understand specific sentences utilised in the questionnaire.
- This is the reason that the researcher is of the opinion that there is a need to conduct the qualitative research with residents in order to obtain in-depth information pertaining a study of this nature.

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Appendices

This section contains the needed appendices for this study. Due to the differences in formatting, the various appendices were inserted as Microsoft Word objects. Double click on the PDF files below each heading to access it. Alternatively, you can view the PDF version of this document to examine these files as part of the study.

Appendix A: Interview guide for government officials



APPENDIX
A_INTERVIEW GUIDE

Appendix B: English community questionnaire



APPENDIX
B_English Questioni

Appendix C: Sepedi community questionnaire



APPENDIX C_Sepedi
Questionnaire.pdf

Appendix D: Xitsonga community questionnaire



APPENDIX
D_Xitsonga Questio

Appendix E: Language & reference editor certificate



APPENDIX
E_LANGUAGE EDIT.p

Appendix F: Ethical clearance letters



APPENDIX
F_ETHICAL CLEARAN