

**LEISURE AND TOURISM BEHAVIOUR  
IN RURAL AREAS  
IN THE  
NORTH WEST PROVINCE**

***VICTOR S MOGAJANE***

**BA (HONS)**

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Marketing and Tourism Management at the  
North West University, Potchefstroom Campus

**Supervisor:**

**Prof Dr M Saayman**

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***Statements and suggestions made in this dissertation are those of the author and should not be regarded as those of the***

***Department or the***

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# RECOGNITION

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# SUMMARY

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The purpose of this study was to determine ways in which the accessibility of leisure and tourism behaviour patterns can be improved to ultimately improve the quality of life of people in rural communities in the North West Province. In order to achieve this it was necessary to indicate the holistic perspective of the tourism industry, with special reference to rural tourism and also the holistic perspective on leisure provision in South Africa. This study is important to address the lack of services in rural communities.

The literature study firstly concentrated on the advantages and disadvantages of tourism, including a SWOT (strength, weaknesses, opportunities and threats) analysis. Following that the advantages, disadvantages and benefits of leisure were considered, including both leisure and tourism theories, coupled with the leisure SWOT analysis.

The SWOT analysis of South Africa's tourism situation and its leisure provision, as well as the questionnaire (N-675), was used to determine the importance of the factors identified in the literature and the role these factors play in leisure and tourism behavioural patterns. The survey was done in four rural areas in the North West Province, and approximately 800 households were reached.

The main results of the study indicated that certain factors are critically important for both tourism and leisure provision: safety, accessibility, affordability, scenery, attractions and accommodation play a determining role in tourism and leisure participation. The weaknesses of South Africa's leisure and tourism are safety, transport, marketing and tariffs. These factors can be changed into opportunities to ensure that people effectively participate in leisure and tourism.

The positive participation of people in leisure and tourism depends on the involvement of all levels of government and integration as well as cooperation agreements with other stakeholders to improve and develop rural communities of the North West Province.

The tourism and leisure theories influence people to choose a destination as well as to participate in leisure. There are definite benefits to be gained from participation in leisure and tourism.

# OPSOMMING

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Dit was die doel van hierdie studie om te bepaal in hoe 'n mate toerisme en vryetydsgedrag die kwaliteit van lewe van landelike gemeenskappe in die Noordwesprovinsie kan verbeter. 'n Holistiese siening van die toerismebedryf, met spesiale verwysing na landelike toerisme, sowel as 'n holistiese siening van vryetydsvoorsiening in Suid-Afrika was dus nodig. Hierdie studie se belangrikheid is gesetel in die oplossings om dienslewering ten opsigte van toerisme sowel as vryetydsgedrag en -aktiwiteite te verbeter.

Die literatuurstudie het gekonsentreer op die voordele en nadele van toerisme en vryetydgedrag, asook op volledige SWOT-analises van die twee verskillende bedrywe. Teorieë omtrent toerisme en vryetydsgedrag is ook ontleed om die motivering vir deelname aan hierdie aktiwiteite te bepaal.

Die analise van die Suid-Afrikaanse toerismebedryf en vryetydsgedragbedryf en 'n vraelys is gebruik om belangrike aspekte te identifiseer wat 'n rol speel in toerisme en vryetydsgedragpatrone. Die ondersoek is in vier landelike gebiede in die Noordwesprovinsie gedoen, en nagenoeg 800 huishoudings is bereik.

Die hoofbevindinge van die studie toon aan dat die volgende faktore van kardinale belang is vir toerisme en vryetydsvoorsiening: veiligheid, toeganklikheid, bekostigbaarheid, natuurskoon, attraksies en akkommodasie speel 'n bepalende rol in toerisme en vryetydsgedragdeelname. Die swak punte in die Suid-Afrikaanse toerisme en vryetydsgedragbedrywe is veiligheid, vervoer, bemerking en tariewe. Hierdie swak punte kan omgeskakel word in geleenthede om mense in landelike gebiede betrokke te kry in toerisme en vryetydsgedragaktiwiteite.

Die positiewe deelname van mense in toerisme en vryetydsaktiwiteite steun op die betrokkenheid van alle vlakke van die regering asook samewerking met ander rolspelers. Dit kan bydra tot die ontwikkeling en opheffing van landelike gebiede.

Toerisme- en vryetydstorieë is gemoeid met die aspekte wat mense motiveer om toerismebestemmings te besoek en aan vryetydsaktiwiteite deel te neem. Dit hou definitiewe voordele in vir die deelname aan toerisme en vryetydsaktiwiteite.

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# CHAPTER 1

## INTRODUCTION: PROBLEM STATEMENT, AIMS AND RESEARCH METHODOLOGY

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### 1.1 INTRODUCTION

Leisure is a powerful force, which influences life in contemporary society. Woven into the fabric of culture, leisure concerns are reflected in the personal lives of people and in the political, social, commercial and religious institutions that shape people's lives. Leisure is seen as a way of enriching, enhancing and nourishing lives. Leisure provides opportunities for relation, reflection, renewal, release and restoration, and it serves to promote the growth, development and general well-being of individuals (Edington, 1998). Edington (1998) stresses the importance of leisure and leisure activities. Documents capturing the importance of leisure include the Constitution, the Reconstruction Development Programme and the White Paper on Sport and Recreation. It is important to mention that leisure has to be provided by different levels of government other than those responsible for sport. This is because leisure is volunteer-based, with the result that the majority of the population engage in leisure.

The *Constitution of the Republic of South Africa (108 of 1996)* guarantees the right of communities to enjoy their own culture and the right to a clean and safe environment, which is not detrimental to their health. The Reconstruction and Development Programme (RDP, 1996) claims that recreation and sport can contribute to the development of human resources, by addressing the provision and management of facilities and by acknowledging the following factors:

- the right to a normal and healthy lifestyle through recreation participation,
- viewing leisure as an integral and important aspect of education and youth programmes,
- removing obstacles and the mobilising of resources in both private and public sectors to promote recreation,

- making leisure programmes accessible and affordable, and
- meeting specific needs of consumers in the rural areas, the young and the elderly, as emphasised in the White Paper on Sport and Recreation (1995).

As unemployment is a huge problem in the country, it needs serious attention, and can be addressed through training, education and skills development (Steynberg, Wessels, Saayman, 2000). The benefits of leisure participation serve as motivation for the importance of providing leisure services to people in rural communities. Unemployment can cause many individuals to feel guilty or inadequate. Recreational activities can provide the unemployed with an alternative to work that may help them develop self-confidence and self-esteem and experience satisfaction. (Anon, 2002) The largest share of rural jobs and employment growth comes from the service sector, which employs over half of all rural workers (Harrison, 1997).

It is thus the aim of this chapter to clarify the problem statement, to explain the research methodology that was used as well as to provide a definition of the terms used in this study. The chronological flow of the chapters as well as their content will also be discussed.

## 1.2 PROBLEM STATEMENT

Research (Neulinger, 1974; Wankel & Berger, 1991) has indicated that leisure behaviour is “the criterion of the quality of life”, and therefore leisure should be an individual as well as a community goal. Achieving leisure goals should lead to an increase in the quality of life — an ideal to which everybody strives. Leisure could therefore improve the quality of life of individuals and communities (Scholtz, 1983; Kelly, 1990, Edington, 1998; Steynberg *et al.*, 2000).

To some leisure means participation in an activity, while to others it brings to mind an idea of not doing anything, or “getting away from it all”. This is also one of the reasons why people travel in tourism. One person can define leisure solely in terms of success in competitive encounters, while another perceives leisure as acquiring new skills. Whatever the definition, it is a product of personal experiences and situational/social influences. Whether or not an individual defines leisure as having an appropriate amount of novelty and familiarity depends on his/her perceived competence (Iso-Ahola, 1980). Tourism and leisure are closely related in the sense that both focus on people’s use of their free time (Saayman, 2002). Leisure includes activities such as informal sport activities, gardening, knitting, reading and cooking.

South Africa is probably the only country in the world where significant first and third world societies co-exist within a single national territory. South Africa thus becomes a microcosm of humanity, a mirror of the world, where the problems of relative wealth and poverty have to be tackled, and where the rights of minority groups have to be considered (Gunn, 1988).

Most rural communities in South Africa have little or no leisure and tourism experiences, and as such have only vague definitions of leisure because their personal experiences are very limited or non-existent. As rural people need to be introduced to a variety of leisure and tourism activities, it is important to design custom-made programmes to address the special needs of communities. Leisure and tourism programmes thus need to facilitate holistic development in terms of skills, values and knowledge (Steynberg *et al.*, 2000).

Since 1980, economies throughout the world have undergone extensive social and economic transformation. One of the most significant of these changes is the increased rate of spending on services. Tourism is no longer considered a luxury confined to economically developed countries; it has become an integral part of life and thus a global industry, with producers and consumers spread throughout the world (Kandampully, 2000). The mobility of leisure time activities has given tourism a leading role in the movement of people, leading the tourism industry to a fully-fledged player in economic deployment (Wackerman, 1997).

Leisure and tourism therefore play a pivotal role in the social and economic development of any region, and rural communities throughout South Africa have the potential to play a key role in boosting rural economies through their participation in leisure programmes (Steynberg *et al.*, 2000). One dimension that is essential for rapid productivity growth is skills development, according to Van der Merwe (2000). The largest share of rural jobs and employment growth comes from the service sector, which employs over half of all rural workers (Harrison, 1997). Services related to leisure, retirement and natural amenities have emerged as important new sources of rural employment and growth. It is evident that government has always made an attempt to provide sport, leisure and tourism services to communities at large.

The South African government is committed to creating job opportunities, a better life for all, economic growth, development and investment, amongst others. The Declaration of the Presidential Job Summit (1998) is a collective commitment by the government, labour and business in a number of areas to address the high levels of unemployment. The following examples related to leisure and tourism will suffice:

- The Wild-Coast-Emonti project proposes, among other things, developing tourism, forestry, agriculture and the Mkambati Game Reserve.
- The Greater St Lucia area in KwaZulu-Natal was earmarked for developing 55000 additional tourist beds, focusing tourism on the state-owned Wetland Park and a private investment. It is estimated that these new developments will create 2000 potential jobs.
- The Greater Algoa project will focus on the automobile and components industry, a green fields metals processing complex and tourism around the Addo Elephant Park (Government Communication and Information Services (GCIS), 1999).

Research done on the topic of needs assessments by Saayman and Van Der Merwe (1996), Saayman (1998) and Meyer (1997) only measured the level of participation in activities, but excluded tourism. Another study by Saayman (2002) evaluated tourism needs but excluded leisure needs. Therefore, none of the previous studies looked at both these issues simultaneously. As these two issues are interrelated, they can be addressed the same time in order to deliver services more cost-effectively. Not only does presenting simultaneous programmes save money, but the lack of trainees and human resources, a shortage of time and many other aspects are being addressed. It is clear that if leisure and tourism are beneficial to the citizens of a community, society in general will benefit. ***The question this study will address is: What is the leisure and tourism behaviour of people living in rural areas in the North West Province?***

### 1.3 AIM AND OBJECTIVES

The aim and objectives of this study are as follows:

#### Aim

The aim of this study is to do an analysis of leisure and tourism behaviour of people living in rural areas in the North West Province based on the empirical results obtained by Saayman and Phiri (2003) (unpublished report).

## Objectives

This study has the following objectives:

- To analyse the South African tourism industry, with special reference to rural tourism.
- To analyse leisure provision in South Africa, with special reference to rural areas.
- To determine leisure and tourism patterns of rural areas in the North West Province.
- To propose strategies on how to improve the leisure and tourism services to rural communities.

## 1.4 DEFINITION OF TERMS

The following definitions are of importance for the purpose of this study.

### NORTH WEST REGIONS



### **1.4.1 NORTH WEST PROVINCE**

In terms of the Constitution of South Africa, 1996 (Act 108 of 1996), the Republic of South Africa is divided into nine provinces, each with its own legislature, premier and provincial members of executive councils, the North West Province being one of the above provinces (SA Yearbook, 1999:4).

The North West Province is centrally located in the subcontinent, with direct road and rail links to all of the Southern African countries and has its own airport. Most economic activity is concentrated between Potchefstroom and Klerksdorp, Rustenburg and the Eastern Region, where more than 3,3% of the province's gross geographic product is produced. Forty-eight percent of the province's population live here. The province covers an area of 116 320 km<sup>2</sup>. Of the 3,6 million people in the North West, 65% live in the rural areas. In spite of its small population, it is estimated that 9% of all the poor people in the country live in the North West (GCIS, 1999). Unemployment rate is 40% and poverty rate is 57% (GCIS, 2004).

### **1.4.2 TOURISM**

*Tourism* can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants (McIntosh *et al.*, 1995). Tourism also comprises the activities of people travelling to and staying in places outside their usual environment for less than one consecutive year of leisure, business of pleasure (Du Plessis, 2002). According to the White Paper on Tourism (1996), tourism includes all travel, for whatever purpose, that results in one or more nights being spent away from home.

For the purpose of this study tourism can be defined as the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of attracting, entertaining, transporting and accommodating tourists (Saayman, 2000).

### **1.4.3 RURAL TOURISM**

It has been suggested that *rural tourism* can be defined according to its relationship with its environment. That is, for tourism to be described as rural, logically it should mirror those characteristics, which signify an area as rural, namely small settlements, low population

densities, agrarian-based economies and traditional social structures (Sharpley & Sharpley, 1997:18)

Rural tourism is by definition any tourism that occurs in rural areas. Moreover, although the distinction between rural and non-rural areas is not always clear, it is generally held that “for many urban dwellers, it is rural ambience and the countryside experience which are the main considerations” when participating in rural tourism (Sharpley & Sharpley, 1997: 22). Rural tourism can be defined as including “not only farm tourism or agritourism ... but all tourist activities in rural areas” (Sharpley & Sharpley, 1997:22).

#### **1.4.4 LEISURE**

Objectively, *leisure* can be defined as time left over after work. Subjectively, leisure can be seen as a person’s own perception and inference of quantity and quality of activities. Therefore, leisure becomes a subjective perception of an actual or imagined activity a person participates in at a given time (Saayman, 2002).

According to the White Paper on Sport and Recreation (1998), recreation is defined as a guided process of voluntary participation in any activity, which contributes to the improvement of general health, well-being and skills of both the individual and society. Recreation is traditionally defined as an experience or activity practiced during relaxation, it is voluntarily and provides enjoyment, but without any special aim or aims.

Leisure is a central element of being human. It is not peripheral to or separate from the rest of life’s meaning and relationships. In fact, leisure is crucial for the personal and social development of people. Leisure is therefore defined as an activity chosen in relative freedom for its qualities of satisfaction (Kelly, 1982).

For the purpose of the study leisure can thus be seen as any or every activity of a positive nature in which one engages during his or her leisure time (Saayman, 1997:99). The definition therefore excludes negative activities, for example vandalism, use of drugs and crime.

#### **1.4.5 BEHAVIOUR**

*Behaviour* is defined as the combined observable responses of a person to internal and external stimuli, and as the action or reaction of something under specified circumstance

(Watson and Hill (1996). The way one conducts oneself and one's manners, treatment of others and moral conduct reflects a person's environmental and hereditary influence.

Watson and Hill (1996) define behaviour as acting in a particular way, a way to conduct or compose oneself, or the aggregate of observable responses of the organism in their interrelationships.

For the purpose of the study behaviour is considered as the result of the interaction of several motives, anyone of which may be dominant at any time (Saayman, 2001).

## **1.5 RESEARCH METHODOLOGY**

A two-pronged research approach was used in this study, namely a literature study and empirical research methods. Firstly, the literature study was used to gather information of existing legislation, policies and other relevant research that could be of assistance to understand the topic better as well as to develop a questionnaire. Secondly, empirical research was conducted by means of a survey.

### **1.5.1 LITERATURE RESEARCH**

Literature research was used to analyse existing literature on leisure and tourism services as well as rural communities. Scientific articles, books, journals, dissertations, electronic information and other literature relating to leisure and tourism were therefore used.

The literature study included the following databases: Library databases; Repertorium (SA magazines); Business Periodical Index; Sports Discus; Multimedia; Social Science Index of the Faculty of Arts; Humanitas Index; Juta (South African Law Reports). A variety of Internet search engines were used to obtain the necessary information, though the focus was primarily on academic research sites, including Infotrac and Ebscohost.

### **1.5.2 EMPIRICAL RESEARCH**

Questionnaires were used to obtain data regarding leisure and tourism patterns of people in rural areas in the North West Province. Statistical analysis included the factor analysis, the means procedure percentage variance, corr-procedure, graphs, tables and percentages. SAS (Institute Inc., 1999). The research was done in coordination with the North West Provincial Recreation Council (Prorec) and the Institute for Tourism and Leisure Studies at the Potchefstroom University for Christian Higher Education. The North West Province is

divided into four districts, namely Bojanala, Central, Southern and Bophirima. A survey was conducted in four rural areas of each district, namely Majemantsho (Mafikeng 199), Nkagisang (Klerksdorp 80), Ganyesa (Vryburg 201) and Kgabalatsane (Brits, 195). 675 questionnaires in total were distributed and received back (cf. Saayman & Phiri, 2003).

### **1.5.3 RESEARCH POPULATION**

The research population included a valid representation of people living in four rural areas in the North West Province. The four rural communities of Majemantsho (Mafikeng) Nkagisang (Klerksdorp), Ganyesa (Vryburg) and Kgabalatsane (Brits) were included. Because these communities are fairly small, consisting of between 1000 and 1500 households, it was decided to make use of random sampling. The fieldworkers were trained beforehand to conduct a survey during the month of May 2003 and they could speak the local languages, which made communication with respondents easier.

## **1.6 ORGANISATION OF THE STUDY**

This dissertation will be organised as follows:

Chapter one addresses the problem statement, aims and methodology of the study. Chapter two provides a rural perspective of the South African tourism industry. The structure of the South African tourism industry will be discussed as well as the advantages and disadvantages of tourism. In chapter three the value of leisure and the structure of leisure provision in South Africa are explained. Chapter four deals with the statistical information on leisure and tourism behaviour of people living in rural areas in the North West Province. The study concludes with chapter five, which offers conclusions and recommendations.

## CHAPTER 2

# AN ANALYSIS OF THE SOUTH AFRICAN TOURISM INDUSTRY WITH SPECIAL REFERENCE TO RURAL TOURISM

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### 2.1 INTRODUCTION

Global tourism is the largest and fastest growing industry, outscoring all other industries, including manufacturing, agriculture and mining, and it has prospects of increasing in size and growth (Saayman & Saayman, 1997). World Travel and Tourism Council (1994) points out that tourism has been estimated as the world's largest industry and that the industry is worth some US\$2 trillion, accounts for 5.5% of the world's Growth Domestic Product and employs over 101 million people (Moutinho, 2000). The tourism explosion is dominated by the developed world, *but every country has become involved – some mainly as destinations, other as sources of tourists*. It is therefore not surprising that tourism has been labelled the leading global economic driver of the 21<sup>st</sup> century. After years of isolation, South Africa has emerged as a highly attractive tourism destination, full of promise and potential. As global competition for long-haul tourists is getting more and more demanding, the need to stay abreast of trends, events and techniques becomes more urgent (GCIS, 1999).

South Africa has recently become the most popular tourist destination in Africa and is the 25<sup>th</sup> most popular destination in the world, based on tourist arrival figures. However, South Africa only ranks 42<sup>nd</sup> among the top earners in the world (World Tourism Organisation, 1998; GCIS, 1999). The implications of this for South Africa are that there is a need for an improvement of the quality of life of citizens and for entrepreneurial empowerment and financial gain. Foreign tourist arrivals have shown an increase of more than 10% per annum on average since 1988. This makes South Africa one of the world's fastest-growing tourism destinations and has raised expectations about the impact of foreign tourism on the development of the economy (Van der Merwe, 2000; Saayman *et al.*, 2000). South Africa received about 5,7 million visitors in 2001, of which 1,4 million were from overseas and 4,3

million from Africa. In 2002 this figure increased to 6.4 million. The domestic tourism market for the period May 2000 to April 2001 showed that approximately 34 million overnight trips (including all types of trips) and about 55 million day trips were undertaken.

According to Keller (1996), globalisation is changing the nature of international tourism at a rapid rate. Growing prosperity in the emerging nations and the increasing international division of labour has made tourism the most important economic sector on a world scale. The market has undergone a significant expansion in recent years. New destinations have sprung up, and large tourism companies have been created which are not dependent on any one particular nation and which have branches all over the world. These companies take advantage of the new technologies and offer increasingly professional industrially standardised, uniform products and services (Keller, 1996).

The overriding purpose of all tourism development, whether international or domestic, is the potential for economic and social development in destination areas (Swart, 2002). Many, if not most, countries around the world have embraced tourism to a greater or a lesser extent, due to the importance of tourism in the terms of its contribution to income and employment. Tourism development has been seen as a crucial element in poverty alleviating projects, particularly in rural areas (White Paper on Tourism, 1996; Tourism Talk, 2001).

Tourism is increasingly seen as a key source of future growth of the South African economy, and it has recently been identified as the second most important growth generator after exports. Although tourism is the fourth largest industry, it currently plays a relatively small role in the economy of South Africa. The growth in the tourism industry becomes clearer if one looks at the growth and its contribution to the Gross National Product. It is estimated that tourism has contributed 4% to the Gross National Product in 1996, while its contribution in 1992 was a mere 1% (Marais, 1992:47; Guidelines for implementing the White Paper on Tourism, 1996).

From the above it is clear that tourism plays an increasingly important role in South Africa. It is thus the aim of this chapter to give an overview of the role the tourism industry plays and more specifically, of the role it can play in rural areas. The advantages and disadvantages of tourism will be discussed. This will be followed by a South African perspective on rural tourism. A SWOT analysis of the South African tourism industry will focus on rural tourism. Following that, the national goals and strategy will be elaborated, as well as the structure of the South African tourism industry.

## 2.2 ADVANTAGES AND DISADVANTAGES OF TOURISM

Tourism has a three-fold impact on the community, namely economic, social and environmental. The development of increased tourism activity has shown to deliver a variety of benefits (Mill & Morrison, 1985, Saayman, 2000). Sustainable tourism development is any tourism activity, which optimises the economic and other societal benefits available in the present without jeopardising the potential for similar benefits in the future (White Paper on Tourism, 1996). Although tourism can contribute greatly to a community in terms of economic, social and environmental activity, it also has a negative side, it is important to find solutions to the negative impacts of tourism, for the positive side remains much larger than the negative. Part of the answer lies in sustainable development, especially in rural areas, which are far more sensitive to the negative aspects that are imposed by tourism. It is important to discuss the advantages and disadvantages of tourism, in order to compile a SWOT analysis of the tourism industry. This is based on the question of why one should promote and develop tourism. The advantages are representative of the strengths and opportunities, while the disadvantages are indicative of weaknesses and threats.

### 2.2.1 ECONOMIC ADVANTAGES

Economic advantages can be both direct and of a secondary nature. Tourism has the following impact on the economy of the host community:

- Public and private employment is a major advantage of tourism. It leads to the generation of employment which is an important factor associated with the industry. Not only does tourism create jobs and business opportunities directly related to travel, but it also helps to diversify and stabilize the local economy.
- Tourism creates new employment opportunities. This influences the migration patterns of the community in two main directions. It helps the area retain citizens who would migrate away, particularly unemployed and underemployed youths in economically marginal areas. Secondly, it also attracts outsiders who are seeking employment or economic opportunity and who often originate from the other divisions of the economy.
- Tourism immediately creates jobs as the demand for jobs increase when tourist numbers increase.

- Tourism attracts additional industry to the community; it therefore creates new and more numerous economic opportunities and jobs.
- Expenditure by foreign visitors in effect become exports.
- If citizens of one's country spend money in foreign countries, these expenditures in effect become imports for the tourist's country of origin.
- Tourism developments require large capital investment, which stimulates local economics and also create more facilities.
- Tourists pay various kinds of taxes directly and indirectly while visiting an area, thus tax revenues are increased at all governmental levels.
- Tourism develops infrastructure. As the demand for more products and structures is created, it offers the opportunity for more and better infrastructures to be created.
- Tourism expenditure injected into the economy produces an income multiplier for local people (WTTC, 1995; White Paper on Tourism, 1996; Schneider, 1993; Saayman, 2001; WTO, 1992).

## 2.2.2 ECONOMIC DISADVANTAGES

Tourism can bring several costs with it, and therefore must be managed in a responsible manner. These costs include:

- Economic dependence of regions. In many underdeveloped town or regions where tourism was suddenly "discovered" as an economic stimulus, the industry grew so quickly and dominated the economy to such an extent that an unhealthy dependence on it has arisen. It is known that any economy that leans too heavily on one product or industry runs the risk of easily being damaged.
- Tourism places demands on public services and infrastructure, which are tax supported. Expansions of water supply, waste disposal, electric power, fuel systems, police, and fire and medical protection are often needed.
- Because of seasonality of employment associated with the tourism industry, residual effects of underemployed or unemployed people for the remaining seasons create an economic drain on a community's welfare support system.

- Tourism has been noted to inflate property values and prices of goods and service.
- Unbalanced development is the result of over-enthusiastic stimulation of tourism and leaves behind the rest of the economic sectors necessary for a balanced economy.
- Tourism also requires educational costs associated with the training of service employees, business owners, and community residents (Schneider, 1993; Saayman, 2001).

### **2.2.3 SOCIAL ADVANTAGES**

Not only is tourism a matter of money, but it is also a social issue since tourism requires that community residents share their hometown with outsiders. Social and cultural effects of tourism include the way in which tourism affects people and their communities (Krippendorf, 1987). A number of social advantages exist for a community that has a tourism industry:

- It provides a cultural exchange between hosts and visitors and also brings new ideas for improvement into the community. This may modify or improve local attitudes towards their culture. There are instances where tourism furthered the survival of an almost extinct form of folk art.
- Tourism also stimulates a renewed interest in developing new art styles of considerable artistic merit, especially in rural areas.
- Tourism encourages civic involvement and pride within a community.
- Tourism earnings help to support community facilities and services, such as local recreation facilities.
- Education at the post-primary level has expanded due to increases in tourism.
- An increased demand exists for literate, educated and skilled personnel from both the public and private sectors (Schneider, 1993).

## 2.2.4 SOCIAL DISADVANTAGES

These impacts are often less tangible than economic impacts and have been more difficult to quantify (Van Harssel, 1994, Crandall, 1994). Social costs brought about by tourism can also be noted:

- Tourism may create crowding, congestion and pollution.
- It may lead to an increase in activities deemed to be socially undesirable, such as prostitution, gambling and crime.
- Tourism may attract outsiders whose lifestyles, language and ideas may conflict with that of the host community.
- The employment of non-residents in managerial and professional jobs may result in social unrest (Schneider, 1993).
- Local cultures and customs may be exploited to satisfy the visitor, sometimes at the expense of local pride and dignity (Theobald, 1994).

## 2.2.5 ENVIRONMENTAL ADVANTAGES

Tourism also has several environmental advantages. Sustainable development is of the utmost importance because the profitability of tourism depends on maintaining the attractiveness of the destination people want to see and experience (McIntosh, Goeldner, Ritchie, 1995, WTO, 1992).

- Tourism has the power to enhance the environment and to provide funds for conservation.
- Tourism can set sustainable limits and protect natural attractions.
- Tourism may encourage community beautification and revitalisation relating to the notion of community pride.
- Tourism has created incentives for local farmers to expand and diversify their production as well as improve production techniques to meet tourism food demand.
- Conservations, new parks and transfrontier parks may result.

- Tourism can have a direct or indirect impact on the environment. Direct influence occurs when the environment is changed in order to accommodate humans to participate in activities (McIntosh *et al.*, 1995; Schneider, 1993).

## 2.2.6 ENVIRONMENTAL DISADVANTAGES

Although tourism has done much to conserve the lands and provide unique natural opportunities, it also brings several environmental disadvantages, such as:

- Increased litter, noise and air pollution and competition for the land's resources.
- Development may cause the opposite of environmental conservation.
- Tourism may degrade the quality of sensitive natural or historic sites.
- The construction of durable walkways, stairs, lighting, lookout points and informational areas for tourists can destroy the image of eco-sensitive areas.

## 2.3 A SOUTH AFRICAN PERSPECTIVE ON RURAL TOURISM

Tourism is a diverse social activity involving millions of individuals who travel either internationally or within their own country, participating in a multitude of activities. Furthermore, tourism is supported by a vast, yet fragmented industry which provides tourists with transport, accommodation, attractions, refreshment facilities, information services, souvenirs and many more (Cooper *et al.*, 1993). As this study will focus on the leisure and tourism patterns in rural areas, it is important to discuss the concept of *rural tourism*. The reason for this is that rural tourism is a form of economic activity, which depends upon and exploits rural areas. Although rural tourism is only a geographical division of tourism, it has unique characteristics. It is important to keep in mind that the basic principles that apply to the tourism industry as a whole, still apply to rural tourism to a greater or lesser extent. The key to tourism development, management and any other tourism activity is to optimise the economic and other societal benefits available in the present without jeopardising similar benefits in the future, in other words, sustainable tourism (White Paper on Tourism, 1996).

There can be no doubt about the importance of rural tourism. For almost 200 years since the early tourists first ventured into alpine Europe, the wilderness of the American West or the British highlands, rural areas have attracted ever increasing numbers of visitors and, in many

countries, it is now one of the most popular forms of tourism. In the United States, for example, it is estimated that over 70% of the population enjoy some form of rural recreation (Organisation Economic Co-operation and Development, 1993), a figure largely mirrored throughout the industrialised world. A recent survey in the United Kingdom revealed that over 900 million day visits alone were made to the countryside in 1993 (Countryside Recreation Network News, 1994).

Based on the above, it is believed that the level of participation as well as the range of activities increased rapidly and dramatically for opportunities for people to visit the countryside. New countryside activities developed in the United Kingdom were officially recognised by Sports Council, (1991). Research established that rural tourism has been long recognised and that there exists a positive relationship between the growth of rural tourism and broader developments and changes in society as a whole. It is critically important to practise responsible tourism. Responsible tourism includes tourism that promotes the responsibility to the environment through its sustainable use, responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities (White Paper on Tourism, 1996).

The notion of rural tourism and of visiting rural areas for leisure purposes emerged as a result of the rapid industrialisation of Western Societies during the nineteenth century. Lane (1994) mentioned that the great majority of people in Western industrialised nations participate in rural tourism at some time or another. For some, it may represent only an occasional visit lasting just a few hours, or it might be a regular main holiday destination. Rural tourism is a major growth sector of both domestic and international tourist markets (Lane, 1994) and it can be an important vehicle for the socio-economic development of rural communities (Grefe, 1994: Luloft, Bridger, Graefe, Saylor, Martin, Gitelson, 1994).

Rural tourism and the development of rural tourism attractions are beneficial to the sustainability of the South African tourism industry, because of the following reasons:

- Infrastructure and superstructure development.
  - Provision of greenifying facilities and the building of sport facilities by the North West Department of Sport and Recreation promote infrastructure development. There are twenty-three projects that have been upgraded in the year 2002/2003.

- Creation of jobs.
  - Tourism growth causes growth in employment in hotels, guesthouses, restaurant, bars, car rental and public transport.
  
- Capital investments.
  - SDI – Spatial development initiatives
    - This programme provides the private sector with unique opportunities to exploit the potential of under utilised areas by identifying public-private partnerships in bulk and municipal infrastructure projects, for example industrial partnerships such as the KwaZulu-Natal SDI and the Fish River.
    - Agric tourism, Lubombo SDI, Wild Coast.
  
- Conservation and preservation of the environment.
  - World heritage sites and protected areas are proclaimed.
  - Government initiatives like Work for Water enhance the quality of the environment.
  
- Upliftment of communities.
  - Since the local community can be employed by tourism projects, communities can earn money and improve their living standards.
  
- Improving the quality of life of host communities.
  - The Impact of tourism on a host community will vary according to the differences between the tourists and their host. Such differences may be in terms of race, culture and social outlook. Therefore interaction between host and guest will influence the hosts to a large extent.
  
- Spreading wealth.
 

Tourism features that make South Africa incredibly attractive include accessible wildlife, varied and impressive scenery, unspoiled wilderness areas, diverse cultures, generally sunny and hot climate as well as unlimited opportunities for special interest activities (Swart, 1997). Many of these activities and attractions

are situated in the rural areas of South Africa (Table 2.1) These activities can provide a whole range of choices.

**TABLE 2.1: RANGE OF TOURIST LEISURE ACTIVITIES IN RURAL AREAS**

<b><i>Touring</i></b>	<ul style="list-style-type: none"> <li>• Hiking (footpaths, fitness trails, nature parks)</li> <li>• Horse riding</li> <li>• Touring in gypsy caravans, wagons</li> <li>• Motorised touring (trail riding, all-terrain vehicles, motoring)</li> <li>• Cycling</li> <li>• Donkey cart riding</li> </ul>
<b><i>Water-related activities</i></b>	<ul style="list-style-type: none"> <li>• Fishing</li> <li>• Swimming</li> <li>• River tourism (houseboats, narrow boats, barges)</li> <li>• Canoeing and rafting</li> <li>• Windsurfing</li> <li>• Speedboat racing and sailing</li> <li>• Facilities of the aqua land type</li> <li>• Canoeing</li> </ul>
<b><i>Aerial activities</i></b>	<ul style="list-style-type: none"> <li>• Light aircraft</li> <li>• Long gliding and microlight aircraft</li> <li>• Hot air balloons</li> </ul>
<b><i>Activities on dry land</i></b>	<ul style="list-style-type: none"> <li>• Tennis</li> <li>• Golf</li> <li>• Hiking</li> </ul>
<b><i>Sporting and adventure activities</i></b>	<ul style="list-style-type: none"> <li>• Pot-holing</li> <li>• Rock and mountain climbing</li> <li>• Abseiling</li> </ul>
<b><i>Discovery-type activities</i></b>	<ul style="list-style-type: none"> <li>• Local industrial, agricultural or craft enterprises</li> </ul>
<b><i>Cultural activities</i></b>	<ul style="list-style-type: none"> <li>• Archaeology</li> <li>• Restoration sites</li> <li>• Courses in crafts and artistic expression workshops</li> <li>• Folk groups</li> <li>• Cultural, gastronomic and other routes</li> </ul>
<b><i>Health-related activities</i></b>	<ul style="list-style-type: none"> <li>• Fitness training</li> <li>• Health resorts</li> </ul>

<b>Wildlife activities</b>	<ul style="list-style-type: none"> <li>• Hunting</li> <li>• Game drives</li> <li>• Education tours</li> <li>• Ornithology</li> <li>• Environmental conservation</li> </ul>
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Broad categories of rural activities include touring, water-related activities, aerial activities, activities on dry land, sporting activities, discovery-type activities, health-related activities and mainly cultural activities (Thibal, 1988). Culture is a strong draw-card for rural tourism and in the majority of the cases it forms the pillar of rural tourism. Cultural tourism includes cultural aspects that are of interest to the visitor and can be marketed as such, including the customs and traditions of people, their heritage, history and way of life.

Tourism is an important contributor to employment and wealth creation. The WTO (World Tourism Organisation) expects tourism to employ 1,254 million people in South Africa by the year 2010. The contribution of the trade and tourism economy in South Africa to the GDP (Gross Domestic Product) is expected to grow from 8.2% in 1998 to 10.3% in the year 2010. Domestic market potential has been downplayed – even ignored – in favour of international arrivals. Domestic tourism is worth an estimated further R3 billion annually and indirectly worth more that because the multiplier effects of such expenditure (Rhodes, 2000).

Domestic tourism plays an especially important role in the South African tourism industry. This market continues to grow, as previously neglected people become tourists and travellers themselves. In 1994, nearly 8 million domestic tourists took a total of 17 million trips (White Paper on Tourism, 1996) and in 2001 it increased to 34 million trips. The poor involvement of local communities and previously neglected groups in tourism is another issue that needs to be addressed. The tourism industry provides a number of unique opportunities for involving previously neglected groups, including operators of tourism infrastructures, services to the industry such as tour guides and booking services, suppliers to the industry, such as laundry production and sellers of crafts and interior décor (Saayman, 1996).

Communities are also expected to play a vital role in the development of tourism. According to the White Paper on Tourism (1996), many communities and previously neglected groups, particularly those in rural areas that did not actively participate in the tourism industry,

possess significant tourism resources. The role of communities in the new tourism thrust includes:

- Organising themselves at all levels (national, provincial and local) to play a more effective role in the tourism industry and interacting with government and role players at all levels;
- Identifying potential tourism resources and attractions within their communities;
- Exploiting opportunities for tourism training and awareness, finance and incentives for tourism development;
- Participating in all aspects of tourism, including being tourists;
- Participating in decision-making with respect to major tourism developments planned or proposed for the area;
- Working toward enhancing the positive benefits of tourism and minimising the negative impacts;
- Making information on community tourism resources and attitudes transparent and accessible to all levels of government;
- Actively participating and promoting responsible tourism.

Research, which is focused on recognising the demand for rural tourism, will enable the government of the North West Province to properly plan for such a demand. The demand for rural tourism has been sustained by increases in the availability of leisure time and levels of income, manifested in growth in short breaks and additional holidays. The importance of a provincial strategic plan, in line with the aims and objectives of the national tourism policy, is therefore emphasised. The strategic plan should find solutions for existing problems and opportunities to be developed in the province.

## 2.4 SWOT ANALYSIS OF THE TOURISM INDUSTRY

*SWOT* is an acronym for the *strengths, weaknesses, opportunities and threats* of an organisation or business. Tourism development is generally considered by the leaders of communities in attempting to impact their economic base. It is therefore important to analyse

the SA tourism industry to identify possible opportunities for tourism development, which will ultimately improve the quality of life of communities.

A critical step in this evaluation should be the understanding of the SWOT analysis. The impact of tourism cannot be denied and can be positive or negative. For the purpose of this study the SWOT analysis or matrix will be used to compare and interpret the strengths, weaknesses, opportunities and threats of the tourism industry. This is done in order to provide a strategic foundation on which future strategies and recommendations can be based for the development of tourism in rural areas.

The SWOT analysis consists of two environments, namely the internal and external environment (Saayman, 2002; Du Plessis, 2002). The internal environment consists of the industry/company itself. It includes aspects such as human resources, general management, finances, facilities and programmes. The manager/owner has full control over these aspects.

The external environment includes the aspects over which no company has control, namely aspects such as the economy, demographics, competitors, ecology or technology. The external environment consists of the components of opportunities and threats, while the internal environment consists of the components of strengths and weaknesses.

South Africa has a growing tourism industry. As such there is a wide area in which strengths, weaknesses, opportunities and threats can be identified (see Tables 2.2; 2.3; 2.4 and 2.5). The strengths and weaknesses are classified according to whether they are related to the attractions and attractiveness of the destination, or whether they relate to the supporting environment and institutional structures (Du Plessis, 2002).

**TABLE 2.2: THE STRENGTHS OF THE SOUTH AFRICAN TOURISM INDUSTRY**

<b>STRENGTHS</b>	
<b>ATTRACTIONS</b>	<b>B. SUPPORT / INSTITUTIONAL</b>
<ul style="list-style-type: none"> <li>• Abundance of African wildlife.</li> <li>• Contemporary history, historical events, dark tourism (Anglo-Boer War).</li> <li>• Unspoilt wilderness areas, wildlife and game parks.</li> <li>• Great variety of special interest attractions such as adventure activities, whale-watching, battlefields, winelands and wine-making, fauna and flora, bird-watching, deep sea fishing, diving, unique archaeological and palaeontological sites and steam trains.</li> </ul>	<ul style="list-style-type: none"> <li>• Growing affluence of black population leading new holiday-taking segment.</li> <li>• Traditional market exploring new products and destinations.</li> <li>• Government prioritising and supporting the tourism sector.</li> <li>• The general business community prioritises and supports the tourism sector.</li> <li>• Well-developed and active private sector.</li> <li>• Strong tourism skills development thrust.</li> </ul>
<ul style="list-style-type: none"> <li>• Special icons, such as Table Mountain, Robben Island – Nelson Mandela, Kruger National Park, Cape of Good Hope, Sun City, Lost City etc.</li> <li>• Good value for money at the destination.</li> <li>• South Africa is affordable because the rand compares favourably with other currencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Varied and extensive tourism resource base.</li> <li>• Capacity to expand sustainable tourism.</li> <li>• More parks and game reserves are being developed.</li> <li>• More tourism infrastructure is created that serves not only the tourism industry, but also other industries.</li> </ul>

<b>STRENGTHS</b>	
<b><i>ATTRACTIONS</i></b>	<b><i>B. SUPPORT / INSTITUTIONAL</i></b>
<ul style="list-style-type: none"> <li>• First-world infrastructure in Africa.</li> <li>• Minimal time change from Europe.</li> <li>• Leading African business and diplomatic role.</li> <li>• Excellent conference venue infrastructure.</li> <li>• Retail shopping and medical facilities.</li> <li>• Good beach products – major attraction for the market.</li> <li>• South African festivals.</li> </ul>	<ul style="list-style-type: none"> <li>• More guesthouses and other similar products are developed.</li> <li>• More events take place, for example conferences and sports tourism.</li> <li>• A momentum for tourism is created.</li> <li>• Various major developments take place.</li> <li>• Income is generated in a country with a lack of growth during the past decade.</li> <li>• Awarding of new casino licenses.</li> <li>• More air charter operators entering the market.</li> <li>• New air links and cruise terminals.</li> <li>• Indaba and other international tourism exhibitions</li> <li>• Transformation of South African Tourism (SATOUR)</li> </ul>

**TABLE 2.3: THE WEAKNESSES OF THE SOUTH AFRICAN TOURISM INDUSTRY**

<b>WEAKNESSES</b>	
<b>ATTRACTIONS</b>	<b>B. SUPPORT / INSTITUTIONAL</b>
<ul style="list-style-type: none"> <li>• Limited approach to packaging and selling products.</li> <li>• Not sufficient beach resorts for the foreign demand.</li> <li>• Lack of entertainment – night clubs, late-night shopping etc.</li> <li>• Poor culture and heritage attraction base.</li> <li>• Generally poor levels of interpretation</li> <li>• High levels of crime – perceived and actual.</li> <li>• Evidence of poverty – tourists find it distasteful and a poor indicator of the country’s humanitarian / poverty alleviation practices.</li> <li>• Poor environmental management – from litter to no recycling or energy conservation.</li> <li>• Poor quality service – whilst generally acceptable, is not always appropriate to the most discerning markets</li> <li>• Infrastructure in context to Africa is sometimes described as 1<sup>st</sup> world infrastructure, but in many parts of the country it does not meet the criteria and quality of world class standards.</li> </ul>	<ul style="list-style-type: none"> <li>• Poor destination marketing campaigns.</li> <li>• Lack of cohesive branding of the destination.</li> <li>• Poor information provision and distribution for tourists.</li> <li>• Dominance of larger players in industry forums.</li> <li>• Supply-side approach to tourism development.</li> <li>• Poor integration of communities into tourism.</li> <li>• Tourism not seen as priority in all levels and departments of government.</li> <li>• Lack of awareness of tourism as a leisure or economic activity – seen as elitist.</li> <li>• Lack of inclusive effective tourism structures at all levels.</li> <li>• Private sector not speaking with one voice.</li> <li>• Lack/decline of inbound airline capacity – international airline industry impact.</li> <li>• Lack of coordination. A lack of communication and co-operation between what has been described as “far too many tourism associations” (Saayman, 2000:88) in South Africa.</li> </ul>

<b>WEAKNESSES</b>	
<b>ATTRACTIONS</b>	<b>B. SUPPORT / INSTITUTIONAL</b>
<ul style="list-style-type: none"> <li>• Cities are dull in comparison with other world-renowned cities.</li> </ul>	<ul style="list-style-type: none"> <li>• Control Structure. Complaints about SATOUR (South Africa Tourism Board) to being politically initiated and managed and acting unilaterally. Actions are an extension of government, to sell government policy abroad. Provincial authorities as well as the Department of Environmental affairs and Tourism are acting independently in marketing and promoting tourism. A lack of communication and coordination in tourism legislation and planning are of great concern.</li> <li>• Availability of information – low knowledge levels regarding South Africa internationally, possibly high awareness and strong perceptions, but actual knowledge of the destination is lacking.</li> <li>• Inflation. Foreign tourist get value for money; with the current exchange rate, but the high inflation rate largely neutralises this benefit.</li> <li>• Ignorance. The ability to make local people aware and to provide the necessary knowledge about tourism and tourist results in ignorance from the South African people towards benefits gained from tourism for the country.</li> </ul>

<b>WEAKNESSES</b>	
<b>ATTRACTIONS</b>	<b>B. SUPPORT / INSTITUTIONAL</b>
	<ul style="list-style-type: none"> <li>• Poorly trained human resources and imported skills. One of the reasons for poor quality service is that people have not been properly trained in tourism-related jobs. Training and education cannot meet the demand. Tourism “rush” takes place in terms of tourists and investors and the necessary skills are imported from other countries.</li> <li>• Local tourists cannot afford to compete against foreign tourist demand, making some areas inaccessible for local tourists due to the price hike.</li> <li>• Economic leakages are created because domestic supply cannot cope and products have to be imported to satisfy increasing needs of tourist.</li> <li>• Extensive media coverage of South Africa’s crime problem.</li> <li>• SA banks unwilling to fund tourism products – perceived as risky ventures.</li> <li>• Lack of tourism investment incentives.</li> </ul>

In Table 2.2 the potential highlights of tourism growth in South Africa rely on the identified strengths. The dominant strength is scenic beauty, followed by African wildlife and diversity of the country and the people. Icons such as Cape Point, Kruger Park and the variety of products ranked equally as strengths. This indicates the need for the development of rural tourism attractions in order to diversify the tourism basis of South Africa. Climate and good value for money are also ranked to be important strengths. The support strengths are generally less important than the attraction strengths. The most important need is to prioritise the sector and to enhance the underlying tourism resource base with further

assistance by the government. It is clear that, given the South African situation, these highlights will persuade both domestic and international tourists to choose South Africa as a destination. The highlights have the greatest positive impact on the tourism industry in South Africa as a whole.

However, the weaknesses identified in Table 2.3 have a negative impact on the South African tourism industry. The most significant weaknesses are the actual and perceived levels of crime on the attraction/attractiveness side, and the limited approach to packaging and selling. Destination marketing, lack of cohesive branding and supply-side approach all rate as strong support weaknesses, followed by limited destination marketing budget, then poor information provision, lack of tourism awareness, lack of a national tourism strategy and lack of a positive/enthusiastic attitude. These problems influence tourism negatively both domestically and internationally. Once again the development of rural tourism can help to foster a decline in some areas, and caution must be taken not to enhance these problems. Responsible tourism philosophies must be applied in rural tourism development.

**TABLE 2.4: OPPORTUNITIES OF THE SOUTH AFRICAN TOURISM INDUSTRY**

<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>• Making South Africa more accessible in terms of more flights.</li> <li>• All year round good climate.</li> <li>• Scenic beauty in different and diverse settings.</li> <li>• Diverse cultures and lifestyles.</li> <li>• Develop beach tourism for foreign demand and developing the adventure market</li> <li>• Developed, sophisticated and diverse economy.</li> <li>• South Africa could be developed and marketed as an international conference destination.</li> <li>• Developing South Africa as a sport destination –golf, diving etc.</li> <li>• Improved marketing locally and internationally.</li> <li>• Target new generators – India, China, Eastern Europe and East Asian.</li> <li>• Grow the black domestic market.</li> <li>• Develop MICE tourism (meetings, incentives, conventions and exhibitions).</li> <li>• Leverage events – Earth Summit, Cricket World Cup.</li> <li>• Job creation in all levels of the tourism industry, directly and indirectly.</li> <li>• Tourism can be regarded as a generator for economic growth.</li> </ul>

## OPPORTUNITIES

- The favourable exchange rate of South Africa for foreigners makes South Africa a desirable and affordable destination.
- Spatial Development Initiatives (SDIs).
- Better strategic marketing plan that would target key players in the international industry like tour operators, travel agents and tourism authorities.
- More job opportunities at all levels are created.
- Improve on the quality service as well as the quality of the experience. Word of mouth and experience seems to be the biggest influence on visiting South Africa.
- Promoting the nine provinces as destinations in South Africa, because each province provides something different to the tourist.
- Conflict factors such as whether South Africa has good or bad infrastructure, whether South Africa has enough good beach resorts or not, and whether culture is a good or poor attraction base.

**TABLE 2.5: THREATS TO THE SOUTH AFRICAN TOURISM INDUSTRY**

## THREATS

- Tourism will fail to deliver to expectations and be relegated in priority.
- Crime escalation / failure to curb crime.
- Limited destination marketing budget.
- Limited inbound airline capacity restricts tourism growth.
- Malaria – foreigners fear to travel to South Africa.
- HIV/Aids – foreigners fear this disease.
- HIV Aids declining service and declining profitability – industry contracts.
- Political instability in Zimbabwe.
- Crime and political intolerance. Exaggerated reports by the media about South Africa and Africa crime and political instability helped to increase the problem of the impression of South Africa as an unsafe destination.
- Three threats – tourism failing to deliver to expectations; escalation of / failure to curb crime; and limited inbound airline capacity continuing – rate as of high importance.

The opportunities in Table 2.4 provide advantages towards tourism growth in South Africa. Job creation, economic growth, new markets, improved marketing and destination branding are the main highlights identified to ensure a comparative advantage. Rural tourism development can be supportive of these opportunities, improving the quality of life of rural people in South Africa, which is much needed.

The threats in Table 2.5 that have an impact on the growth of tourism in South Africa include political instability, crime, airline capacity and diseases such as malaria. HIV/Aids poses a threat to tourists and discourages them from taking trips to this destination. It is clear that South Africa's tourism growth is blocked by specific factors – most of them related to issues under local South African control. These problems include the safety and security of tourists when visiting South Africa, a lack of adequate international and domestic marketing, a lack of education and well-trained tourism-friendly staff, high prices of travelling to and in South Africa, restrictions on international flights, weak linkages and communication between private and public sectors, and the fragmentation within the sector itself. Crime and poor quality service are some of the biggest problems concerning tourism in South Africa.

For South Africa to achieve its vision for tourism, the following critical success factors need to be considered:

- Sustainable environmental management practices
- Involvement of local communities and previously neglected groups
- A safe and stable tourism environment
- Globally competitive practices, i.e. offering quality services and value for money
- Innovation and responsiveness to customer needs
- Focus on product enhancement and emphasis on diversity
- Effective tourism training, education and awareness
- Creative and aggressive marketing and promotion
- Strong economic linkages with other sectors of the economy
- Appropriate institutional structures
- Appropriate supportive infrastructure (White Paper on Tourism, 1996).

The critical success factors are important, because the structure of the South African tourism industry is based on the vision for tourism development. In the next section, the structure of the South African tourism industry will be discussed in order to identify the roles of the different levels of government.

## 2.5 STRUCTURE OF THE SOUTH AFRICAN TOURISM INDUSTRY

The Constitution of South Africa, Act 108 of 1996, is the highest law of the country. The Constitution identifies tourism as a Schedule 4 function, which implies that it is a functional area of concurrent national and provincial legislation. The Constitution also makes provision for national, provincial and local government levels.

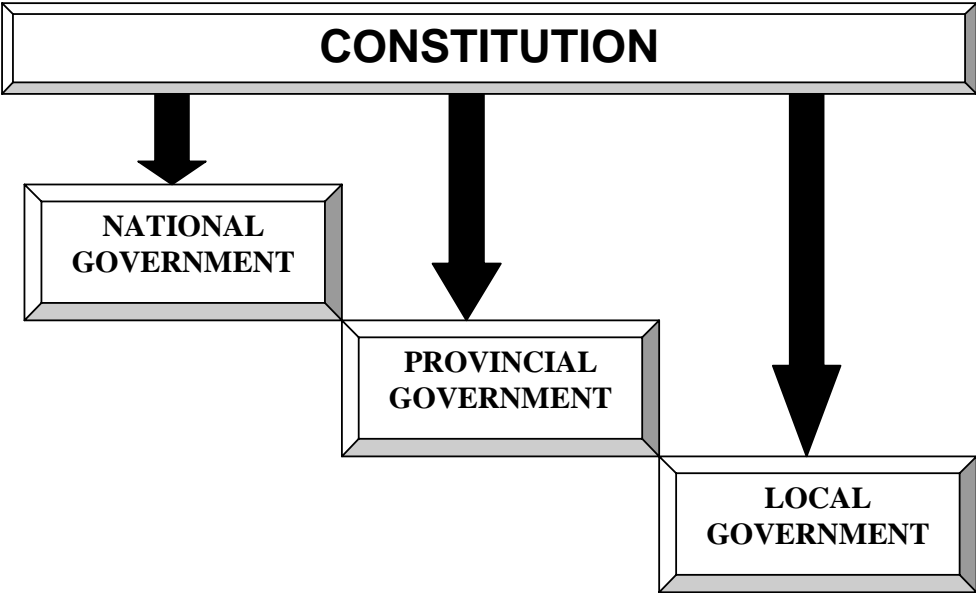


FIGURE 2.1 : LEVELS OF GOVERNMENT IN SOUTH AFRICA

## 2.5.1 NATIONAL GOVERNMENT

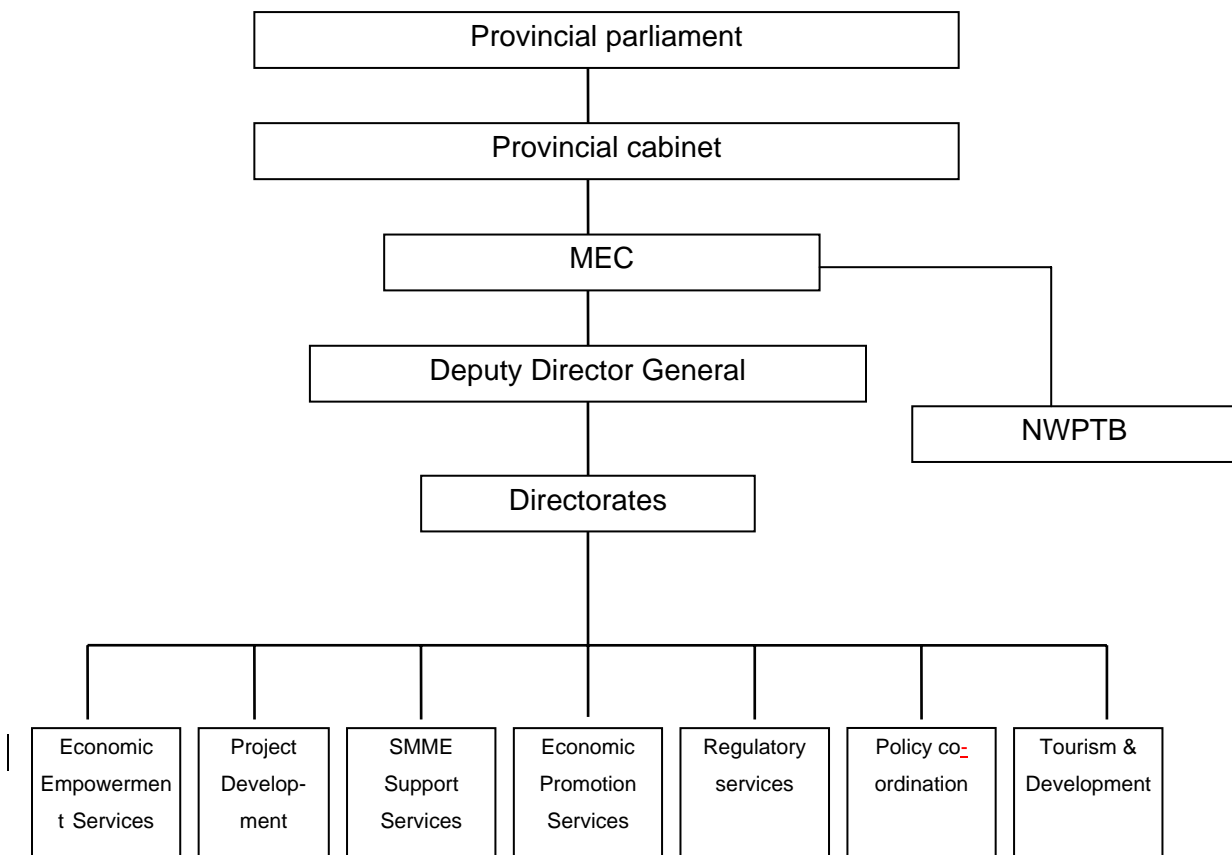
The White Paper on Tourism (1996) identifies certain functions at national level. The national government will play five key roles in the development and promotion of the tourism industry, namely facilitation, co-ordination, planning and policy-making, regulating and monitoring, and the development of promotion. The following are key aspects that need to be addressed by the national government:

- Establish a safe and stable political and economic environment for tourism to flourish.
- Ensure the safety and security of residents and visitors.
- Facilitate the development of a tourism culture in South Africa and the supply of skilled manpower for the industry.
- Promote tourism as a national priority and facilitate and conduct the effective marketing and promotion of the country.
- Encourage and facilitate foreign investment.
- Co-ordinate and liaise with international, regional and provincial governments with regard to all aspects of tourism development.
- Formulate, monitor and update a national tourism policy and strategy, in collaboration with relevant stakeholders.
- Develop integrated national tourism plans in collaboration with relevant stakeholders.
- Ensure the application of integrated environmental management principles in land-use development proposals to facilitate sustainable utilization of natural and cultural resources.
- Facilitate the sustainable and responsible development of the tourism industry, by formulating appropriate development guidelines and regulatory measures.
- Promote the equitable development of all destinations with tourism potential, whether high, medium or marginal potential.
- Promote the involvement of communities at appropriate levels of tourism activity.

- Promote the spread of responsible tourism.
- Promote the development of major tourism projects that will have national and countrywide impacts (e.g. trans-border protected areas).

## 2.5.2 PROVINCIAL GOVERNMENT

The provincial government has a critically important role to play in the development and promotion of the tourism industry in South Africa. The provincial governments have the responsibility for all of the functions indicated at national level, with a few exceptions.



MEC = Member of Executive Council

NWPTB = North West Parks and Tourism Board

**FIGURE 2.2 : NORTH WEST PROVINCIAL TOURISM STRUCTURE**

Provincial tourism organisations will formulate tourism policies, which are applicable to their areas, in accordance with the national policies. These organisations will also be partners in the *implementation* of relevant policies, strategies and objectives (Swart, 2002). The following principles underpin the above approach:

- The provincial government, through provincial tourism organisations, is responsible for *marketing and promotion* of their destinations.
- Concerning international marketing, the national and provincial tourism organisations should agree on a strong, effective marketing strategy. This should be co-ordinated at the national level and executed with the participation and support of provincial organisations.
- Develop a common strategy for the international marketing and promotion of South Africa as a joint effort among the private sector, the national organisations and provincial authorities, taking cognisance of international trends and the competitive environment.
- Fund international marketing efforts from the private sector, national and provincial resources.
- Strong co-ordination of the international marketing effort by the national body, underpinned by effective participation by the provinces.

### **2.5.3 LOCAL GOVERNMENT**

Functions of local authorities mirror those of the provincial government, but with emphasis on the provision and maintenance of tourist services, sites and attractions such as parks, historical buildings and sport facilities. Specific functions of local authorities include:

- Responsible land-use planning.
- Urban and rural tourism development.
- Provision of road signs in accordance with nationally established guidelines, and control of public health and safety, especially in rural areas.

- Provision and maintenance of tourist services, sites and attractions, e.g. camping and caravan sites, recreational facilities (parks, historical buildings, sport facilities, theatres, museums, etc) and public services.
- Market and promote specific local attractions, including rural attractions, and disseminate information in this regard.
- Control public health and safety.
- Facilitate the participation of local communities in the tourism industry, especially in rural communities.
- Own and maintain certain plants, e.g. ports and airports.
- Provide adequate parking for tourists.
- Facilitate the establishment of appropriate public transportation services, e.g. taxi services which service local and rural areas.
- License establishments in accordance with national framework.
- Promote and financially support the establishment of local publicity associations/community tourism and marketing organisations to facilitate, market, co-ordinate and administer tourism initiatives (White Paper on Tourism, 1996).
- Based on the above discussion it is also imperative to indicate to the North West Provincial Department of Economics and Tourism how tourism in the Province operates.

## 2.6 CONCLUSION

It was the aim of this chapter to provide an overview of tourism in South Africa, with special reference to rural tourism. Rural tourism does not only boast unique tourism opportunities and benefits, but are also an integral part of the tourism policy in the country. The role of rural communities in the tourism industry was discussed and it became clear that those communities at all levels of government must work together to develop rural tourism. The economic, social and environmental benefits of tourism, which are also largely applicable to rural tourism, showed that tourism has the capacity to alleviate poverty, improve the quality of life of people and protect the environment.

Responsible tourism needs to be practised by different role players in the industry. The SWOT analysis of the tourism industry further emphasises the fact that South Africa has the potential to become one of the top tourism destinations in the world. There are, however, some problems that need to be addressed by the different levels of government as well as the private sector. South Africa's strongest point is its diversity and natural attractions, while crime is its largest threat. The role of the different levels of government was discussed to indicate the different issues that need to be addressed by various governments. The most important of these functions on all three levels of government is the promotion of sustainable tourism development by implementing responsible tourism practices.

It becomes evident from this chapter that rural tourism not only forms an integral part of the tourism industry in South Africa, but also needs more attention to take it to the next level, where the different benefits can be reaped.

# CHAPTER 3:

## AN ANALYSIS OF LEISURE IN SOUTH AFRICA

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### 3.1 INTRODUCTION

According to Iso-Ahola (1980), one of the most important questions about leisure is how someone is drawn into it? When, where, and how does a person acquire the knowledge and skills needed for leisure participation? Is childhood recreation associated with adult leisure behaviour, and how do the socialisation agents shape it? These questions are posed by researchers worldwide, and still remain areas of intensive research in the process of seeking clear and uniform answers.

One could attempt to answer the above questions by first defining *leisure*. To some, leisure means participation in an activity, while to others it brings to mind an idea of not doing anything, or “getting away from it all”. A person can define leisure solely in terms of success in competitive encounters, while another perceives leisure as acquiring new skills. Whatever the definition, it is a product of personal experiences and situational/social influences. Whether or not an individual defines leisure behaviour as having an appropriate amount of novelty and familiarity depends on a person’s perceived competence (Iso-Ahola, 1980). Most people in rural communities in South Africa have little or no leisure experiences, and as such have only vague definitions of leisure because their personal experience are very limited or non-existent (Steynberg *et al.*, 2000).

Managers responsible for providing leisure opportunities to the public need to have an understanding of how leisure benefits individuals as well as communities. Competition for scarce resources makes it no longer sufficient for managers to simply carry out the mission of providing leisure opportunities without more sophisticated information. This is particularly true when decision makers are thought to be biased towards commodity-oriented options, where benefits are more readily identified and quantified.

It is widely recognised that leisure participation has a beneficial effect on satisfaction, psychological well-being and health. Both economic and non-economic measures of leisure benefits are needed (Lewis & Kaiser, 1991). The positive outcomes of leisure participation include the opportunity for skill utilisation, self-expression and self-actualisation, need gratification, freedom of choice and an avenue to develop a person's sense of competence, autonomy and self-determination (Melamed, Meir & Samson, 1995).

Leisure plays a pivotal role in the social and economic development of any region, and rural communities throughout South Africa have the potential to play a key role in boosting rural economies through their participation in leisure programmes (Steynberg *et al.*, 2000). Leisure programmes need to facilitate holistic development in terms of skills, values and knowledge (Van der Merwe, 2000). The largest share of rural jobs and employment growth comes from the service sector that employs over half of all rural workers (Harrison, 1997). Services related to leisure, retirement and natural amenities have emerged as important new sources of rural employment and growth. It is evident that government has made an attempt to provide sport, leisure and tourism services to communities at large (White Paper on Sport and Recreation, 1998; North West Recreation Policy, 1996).

As rural people need to be introduced to a variety of leisure activities, it is important to design custom-made programmes to address the special needs of the communities. Leisure programmes thus need to facilitate holistic development in terms of skills, values and knowledge. As leisure is seen as an opportunity to alleviate poverty and contribute to the improvement of quality of life in these communities, a different approach to leisure programmes is required (Oberholster, Henry & Madoda, 2003).

It is thus the aim of this chapter to give a holistic perspective on the role leisure plays and can play in rural areas. This will be done by firstly indicating the advantages of leisure. Secondly, the motivational theories of leisure and tourism will be analysed to identify the aspects that motivate people to participate in leisure and tourism activities. Thirdly, the leisure structure in South Africa at various governmental levels will be discussed in order to identify the responsibilities of the various levels. Fourthly, a SWOT analysis of leisure provision in the North West Province concludes this chapter.

## 3.2 ADVANTAGES OF LEISURE

Leisure, and more specifically leisure participation, is beneficial to participants. Although there are many medical benefits associated with participation in leisure activities, for the purpose of this study the personal and community benefits will be emphasised. The general benefits include:

- Leisure participation results in numerous health benefits, including improved cardio-respiratory fitness, muscular strength, muscular endurance, body flexibility, bone structure and weight management.
- Substantial research supports the association of physiological well-being with the regular leisure participation. Psychological benefits include anxiety and tension reduction (stress reduction) and reduced depression.
- Leisure can serve as a vehicle for the transmission of knowledge, values and norms.
- Leisure is a platform for social harmony, including socialisation, intergroup relations and community integration.
- Leisure can also foster social change, for example educational attainment, social status and social mobility (Wankel & Berger, 1991).
- Research has proven that participation in outdoor leisure activities results in positive change in the self-concept, thus leading to improved self-confidence.
- If the community is involved in leisure programmes, they feel included, and they will take responsibility to ensure sustainability.
- Involvement in leisure activities leads to reduced vandalism and crime.
- Custom-made leisure programmes can address the specific needs of the community.
- Leisure programmes can create jobs, which are desperately needed in rural areas.
- Leisure programmes can foster environmental awareness.

Below the more specific benefits of participation in leisure activities are listed. For the purpose of this study the emphasis is on personal benefits (3.2.1), ... (3.2.2) ...

### **3.2.1 PERSONAL BENEFITS**

- Physical recreation and fitness contribute to a full and meaningful life.
- Regular physical activity is one of the very best methods of health insurance for individuals.
- Relaxation, rest and revitalisation through the opportunity of leisure are essential to stress management in today's busy and demanding world.
- Meaningful leisure activity is an essential source of self-esteem and positive self-image.
- Leisure provides the opportunity to lead balanced lives, achieve our full potential and gain life satisfaction.
- Children's play is essential to the human development process.
- Leisure opportunities for youth provide positive lifestyle choices and alternatives to self-destructive behaviour.
- Parks and open spaces bring beauty to an area while giving people satisfaction and improving their quality of life.

### **3.2.2 SOCIAL BENEFITS**

- Leisure provides leadership opportunities that build strong communities.
- Community recreation reduces alienation, loneliness and anti-social behaviours.
- Community recreation promotes ethnic and cultural harmony.
- Recreating together builds strong families, the foundation of a stronger society.
- Leisure provides opportunities for community involvement, and shared management and ownership of resources.
- Integrated and accessible leisure services are critical to the quality of life of people with a disability and disadvantaged individuals.
- Leisure opportunities, facilities and the quality of the local environment are the foundations of community pride.

- Leisure services enrich and complement protective services for latchkey children through after-school and other recreational services.

### **3.2.3 ECONOMIC BENEFITS**

- Pay now or pay more later! Investment in recreation as a preventive health service makes sense.
- A fit work force is a productive work force.
- Small investments in recreation yield big economic returns
- Parks and recreation services motivate business relocation and expansion in your community.
- Meaningful leisure services reduce the high cost of vandalism and criminal activity.
- Recreation and park services are often the catalyst for tourism, a growing sector of our economy.
- Investments in environmental protection through the provision of parks and open spaces pay for themselves.

### **3.2.4 ENVIRONMENTAL BENEFITS**

- Through the provision of parks, open spaces and protected natural environments, recreation can contribute to the environmental health of our communities. This is an essential, life-sustaining role.
- The public is often prepared to pay for environmental protection and rehabilitation in their communities, and to support parks and recreation organisations that play a leading role in that protection.
- Investing in the environment through parks and the provision of open space in residential areas, leads to an increase in neighbourhood property values through accessibility to environmentally friendly green spaces and associated recreation opportunities.
- The trend toward natural environment-based leisure activities is insurance for a new and improved environmental future.

### **3.3 TOURISM AND LEISURE THEORIES**

This section will provide an overview of existing theories of tourism and leisure motivation. These theories are critically important to provide an overview of what motivates people to participate in leisure or tourism activities. If the motivation for participation is identified, developing programmes becomes more target specific and thus increase the value of participating in activities.

The identified tourism theories include Maslow's (1943) hierarchy of needs, the push-and-pull theory (Crompton, 1979; Dann, 1977; Uysal & Hagan, 1993:800) and wanderlust and sunlust (Gray, 1980). Leisure theories include the Development, Social Identity, Interaction, Institutional, Critical and Humanistic theories (Kelly, 1990). The importance of both tourism and leisure theories cannot be overemphasised. These theories provide an understanding that people travel because of leisure needs and they are influenced by prevailing circumstances. The theories are relevant to give cross-pollination amongst behavioural patterns of tourists as well as recreationists. The discussion will start with tourism theories, followed by leisure theories, whereupon tourism and leisure theories will be compared.

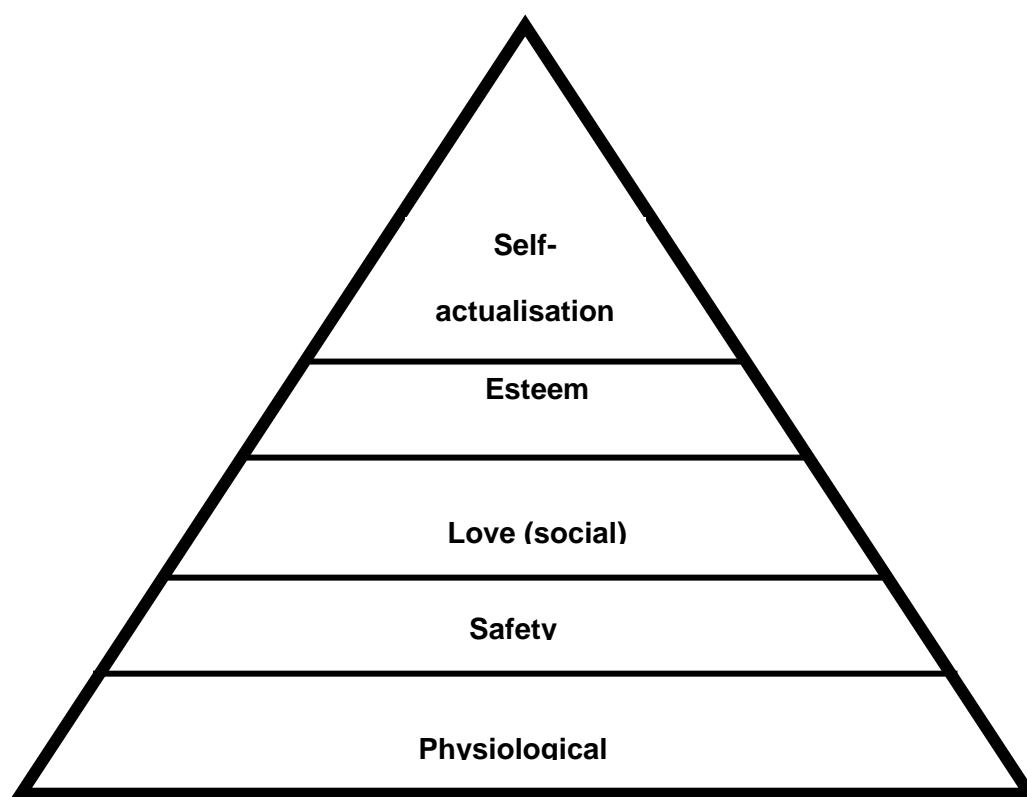
#### **3.3.1 MASLOW'S NEED THEORY AND TRAVEL MOTIVATION**

Maslow's motivation theory (1943) has received considerable attention in both consumer behaviour literature and tourism literature (Engel, Blackwell & Miniard, 1986). Mill and Morrison (1985), as well as Schoell and Gultinan (1995:143), define Maslow's theory as a pyramidal ranking of human needs, from the basic physiological needs through safety, love and belonging, esteem, and self-actualisation, in which the lower needs claim more immediate attention and satisfaction prior to engaging the higher needs.

Mill and Morrison (1985) as well as Schoell and Gultinan (1995:143) further explain that physiological needs are concerned with food, shelter, water, temperature, sleep, oxygen, sex and hunger. Safety needs include security, freedom from fear and anxiety, physical safety, and satisfaction of physiological needs in familiar surroundings. Belonging and love refer to affection, giving and receiving love, establishing of love, relationship and acceptance. Esteem is a high evaluation of oneself, realistically high evaluation of others, ability to cope with demands, achievement and group membership. Self-actualisation refers to personal self-fulfilment, to develop one's potential to feel at one with the universe.

Mill and Morrison (1985:7) adapted Maslow's classical need hierarchy model for the tourism literature and added two intellectual needs, namely to know and understand and acquiring knowledge. They suggested that this theory might enable marketers to provide better products and services to tourists since tourists are recognised as people with needs.

Maslow's theory also relates to the idea of pre-potency, in that lower needs should be satisfied to some extent before higher needs become a concern. People always want more, and their needs depend on what they already possess. A need that had already been satisfied is not a motivator. Only unsatisfied needs can influence behaviour. People's needs are arranged in order of importance, and when one need has been partially satisfied, the next one will come forward to be satisfied.



**FIGURE 3.1 : HIERARCHICAL ORDERS OF HUMAN NEEDS ACCORDING TO MASLOW**

### 3.3.2 THE PUSH AND PULL THEORY

The push and pull theory embraces a two-dimensional approach to travel motivation. Uysal and Hagan (1993:800) define the concept as that people travel because they are pushed and pulled to do so by force. Dann *et al.*, (1977) acknowledge that the distinction between “push and pull” factors have been generally accepted in the field of tourism.

Thomas, (1964) argue that this theory is confusing and reject the distinction. However, Dann *et al.* (1977) describe push factors as those factors that deal with tourists per se and are made of socio-physiological components of both tourists and their environment. The push factors are intangible and origin-related, and motivate or create a feeling of desire for satisfying a need.

Maslow (1943) acknowledges that there seems to be general agreement in the tourism and consumer behaviour literatures that push factors are in essence psychological motives.

Pull factors are those factors which attract tourists to a given vacation destination, prior to a final decision to travel being made. They are “drawing power” and maybe tangible resources, perceptions, or the expectations of travellers (Dann *et al.*, 1977).

Table 3.1 illustrates pull factor variables in the tourism industry suggested by Fakeye and Crompton (1992), Crompton, Fakeye and Lue (1992) and Smith (1993).

**TABLE 3.1: SUMMATION OF PUSH FACTORS IDENTIFIED BY DIFFERENT RESEARCHERS**

<b>MASLOW 1954</b>	<b>CROMPTON 1979</b>	<b>CROMPTON ET AL., 1992</b>	<b>FAKEYE &amp; CROMPTON 1992</b>
Need for self-actualisation	Escape from perceived mundane environment	Escape from pressure	Escape from personal, physical and social pressure
Need for self-actualisation	Exploration and evaluation of one's self		Social contact
	Relaxation	Social interaction	Physical self and intellectual enrichment
		Enjoy the natural environment	Family togetherness and curiosity

<b>MASLOW 1954</b>	<b>CROMPTON 1979</b>	<b>CROMPTON ET AL., 1992</b>	<b>FAKEYE &amp; CROMPTON 1992</b>
Need for recognition and status	Prestige	Seeking warm weather	
Need for belonging			
Need for safety and security	Regression		Temperature, exploration and security
Need for physiological requirements	Facilitation of social interaction	Family togetherness	
	Novelty		

Source: Saayman (2001)

Peter and Olson (1990) point out that tourists are likely to be motivated by products and services offered in terms of consequences: specific events or outcomes that tourists experience when a destination is visited. They divide factors into functional and socio-psychological consequences. Push factors imply an outcome that is intangible, subjective and personal in nature, while pull factors imply concrete, tangible outcomes available at a destination.

Dann (1977) Pearce (1982) explain that vacations result because of prior needs to travel. Dan furthermore mentions that tourists travel because they look at causal prior needs instead of tangible factors for their choice of a destination Therefore it has been generally accepted that push factors are significant in explaining the process of tourism motivation.

Dann (1981) identifies seven approaches to tourism motivation. The first approach is that travelling may be viewed as a response to what is lacking, yet desired. The core of this approach was that the awareness of a need is likely to create a state of deficiency in the cultural-social psychological bias of tourists. This is likely to be restored only after that particular need has been satisfied.

The second approach is recognising destination “pull” as a response to motivational “push”. The push factors deal with tourist motivations *per se*. Factors such as being related are categorised as either anomie or ego enhancement.

*Anomie* refers to a situation of perceived normlessness and meaningless in the origin society, whereas *ego enhancement* is usually associated with relative status deprivation in the individual.

The third approach to motivation is to see it as a fantasy. The approach is subservient to the first two approaches. The approach concentrates only on the fantasy content of motivation. It differentiates between contrivances of the home environment and their perceived absence in the destination area. Cohen (1974) and Matthews (1977) recognise that although tourism can liberate a host community from its everyday existence as well as from poverty, it becomes pressurised to conform to pressure for “fantasy”.

Dann’s (1981) approach views the phenomenon as a classified purpose, referring to the goal or purpose anticipated for a vacation trip. Motivation is often linked to a definition of the tourist. He refers to the purpose of travelling and distinguishes between the general purpose and specific purpose of sightseeing and vacationers.

A fifth approach for some researchers is to employ motivation in their use of typologies of ideal types. Cohen (1974:53) defines an ideal type as “a mental construct which represents in a pure form the key sociological features of a phenomenon in such a way that it may be usefully compared with one or more other ideal types”.

Gray (1980) uses the terms *sunlust* and *wanderlust*. He remarks that the term *sunlust* is a more descriptive phenomenon. Sunlust vacations were most likely to be motivated by the desire to experience altered or better comforts than those available in the home environment. Wanderlust is a basic trait in human nature that causes some individuals to want to leave things with which they are familiar and to go and experience at first hand different existing cultures in places, or the relics of past cultures in places famous for their historical associations, ruins and monuments. These are also two basic reasons for pleasure travel.

**TABLE 3.2: THE CHARACTERISTICS OF WANDERLUST AND SUNLUST**

<b>SUNLUST</b>	<b>WANDERLUST</b>
<ul style="list-style-type: none"><li>• Refuge, holiday (vacation)</li><li>• Visit one country</li><li>• Travellers look for local attractions and facilities.</li><li>• Special natural characteristics are essential. (especially climate)</li><li>• Travel is an insignificant consideration after arrival at destination.</li><li>• Either rest and relax or very active.</li><li>• Relatively more local travels.</li></ul>	<ul style="list-style-type: none"><li>• Tourist business</li><li>• Probably more than one country</li><li>• Travellers look for different cultures, institutions and art of cooking.</li><li>• Special physical characteristics (climate less important)</li><li>• Travel is an important part throughout the visit.</li><li>• Not relax or sporting – probably educational.</li><li>• Relatively more international journeys.</li></ul>

Wanderlust tourism tends to form part of international travel more than sunlust tourism does, which in many cases can be realised elsewhere in an individual's home country.

Cohen (1974) and Smith (1977) state that some typologies focus on the various dimensions of tourist roles, which are most likely to distinguish between travelling and visiting. This leads to differentiating the respective roles of travellers and a visitor, or a sightseer and a vacationer.

The sixth approach to motivation is an extension of “typology analysis of tourists which focuses on the individuals travel experience more than on his or her ‘role’ as a tourist” (Uysal & Hagan, 1993:804) This means that tourists are intrinsically motivated to learn and encounter new experiences which they desire, rather than following the itineraries suggested in tour guides or by others.

### **3.3.3 THEORIES OF LEISURE**

This section will discuss the theories of leisure and leisure approaches. The identified theories include Developmental, Social, Interaction, Institutional, Critical and Humanistic theories (Kelly, 1990; Kraus, 1985; Saayman, 2001). These theories are the most relevant and applicable theories for leisure to give a clear behavioural influence on leisure patterns.

The success of recreation or leisure service agencies of every type in gaining public support lies in the effectiveness with which they plan their programmes and services (Kraus, 1985). To further strengthen the leisure theories identified by Kelly (1990) and Kraus (1985), six philosophical orientations were identified. These orientations include the following.

- the quality of life or amenity approach
- the marketing approach
- the human-service approach
- the prescriptive approach
- the environmental/aesthetic/preservationist approach
- the hedonist/individualistic approach

Each approach is based on a number of fundamental assumptions about human and societal needs and about the essential character of recreation and leisure.

### **3.3.4 DEVELOPMENTAL THEORY**

Kelly (1990) mentions that leisure is an act. However, it is more than the instant of decision or the immediacy of the moment. Its meanings include long-term outcomes for the self and for relationships. In the action of leisure a person may become something more than he/she was before; development may take place.

Two questions may be asked regarding the developmental dimensions of leisure: What personal change does a person anticipate in leisure experiences? And what does a person hope to become in and through leisure? In answering these questions, Kelly (1990) stated that leisure might involve the acquisition of skills. People may engage in activities designed to make them better at the activity. In addition people may exercise to become better able to do something else. For example, a skier may run in summer to maintain or improve physical condition or competence, but in the process something more may occur. There may also be a gain in a sense of physical ability.

In leisure activity, people may increase their sense of development (not only physically but also socially or personally) and their ability to take risks, develop interest, or to acquire new skills. This developmental perspective is that the self has to cope with sequences of

dilemmas in each period. Just as there are sequences of roles, so there are sequential changes in which a person is in those roles.

In the ongoing process, leisure is not separate but is often quite central. Everybody does what he/she wants to do, decides with whom they want to be, and how they want other to see them. Leisure activities are connected to who a person is and what he/she wants to be in future. People are always learning, and always developing (Kelly, 1990).

### **3.3.5 SOCIAL IDENTITY THEORY**

Identity is one approach to understanding what a person is. This relates to the question “**Who am I**”. Everybody is an individual with his/her own history, own set of roles, and own hopes for the future. Everybody is unique, although everybody moves through a sequence of roles similar to most of their peers.

From this perspective, a person is constantly developing new attitudes, skills and self-definitions in the “becoming” process life. These elements may be found in our leisure as well as in other engagements. Can identities be transferred from school to work, from work to leisure, or from leisure to the family? Or is it often necessary to create new identities to replace those that are lost? Kelly (1990) gives the example of tennis which may replace basketball, while golf cannot replace parenting and travel cannot replace marriage. This metaphor means that a person learns who they are by seeing and interpreting the definitions and responses of others, especially those who are important to a person. People learn who they are and who they might become through their interaction with others.

From this perspective, development is a process of communication that takes place in a community. Community is the set of ongoing relationships in which there is reciprocal interaction, communication, sharing of tasks or regular activities, and a history of common enterprise.

People attempt to establish social identities that are consistent with their personal identities. At the centre of life are the primary relationships with those who are significant through at least major segments of the life course – -parents, brothers and sisters, friends, lovers, teachers, spouses, workmates and children.

According to Cheek and Burch in Kelly (1990), one reason that leisure takes such an important place in values and priorities is because it is a social space in which those

relationships are developed, expressed, and enmeshed. Social bonding comes from what people do together, in expressive play as well as in the necessary tasks of life.

The expressive elements of intimacy – affection, humour, self-disclosure and playfulness require some openness of mutual action. So people travel together, walk and talk, and play games together in modes of interaction that develop and express relationships. Leisure, then, is not a separate set of activities but is closely tied to our central relationships. The individual is social, in leisure as well as in family, school and work. The dialectic of self and society is joined in the metaphor of identity that is both personal and social (Kelly, 1990).

### **3.3.6 INTERACTION THEORY**

Identities are developed in the process of social interaction. People learn and become who they are in interaction with others. Social interaction may in itself be leisure.

When the central meaning of the experience is the process of communication and sharing, then interaction is the action of the episode or event. Leisure episodes may occur in the midst of any engagement at the workplace as well as the playground. Leisure may even take place totally in the imagination and the mind.

Most leisure, however, literally takes time and place. It happens in a physical and social environment and has duration over time. Moments of play are created in the midst of the most goal-oriented exchanges. Face-to-face interaction, however playful, has its implicit rules as well as emergent action. People have expectations for the behaviour and communication of other people when playing games with each other. When people play games with each other they create lines of communication or action with uncertain outcomes. Such outcomes are playful when they are confined to the social space of the event (Kelly, 1990).

Some events, such as parties or gatherings in public places, are essentially times of sociability. The process of interaction is the action. In such events, the expectation is that there will be communication for its own sake. People will tell stories, respond, joke, play with words, and generally seek to enjoy what is said and done. Such settings are explicitly leisure oriented.

Leisure as interaction is both an occurrence and a process. It may be identified as having a beginning and an end. It may have a kind of story line in which there is an inauguration, a development of the theme, and a conclusion. This occurrence is a process, however long or brief, in which two or more people take action with and towards others.

Social interaction as leisure reveals its own constructed nature, its self-containment, in its mixture of openness and rules. It may occur just about any time or any place. There is no one kind of action that is necessarily “most leisurely”. Playful social interaction, however, may well be the most common form of leisure in the world that is profoundly shared with others (Kelly, 1990).

### **3.3.7 HUMAN SERVICE APPROACH**

In direct contrast to the marketing approach is the human service model of organised recreation as a critically important form of human and social experience that must be provided in a way that contributes directly to a wide range of desired social values and outcomes.

The model stresses the maintenance or enhancement of the well-being of individuals within the framework of societal norms by focusing on the whole person, on the totality and interrelatedness of an individual’s needs. The model also assumes an enabling and helping role within a humanistic philosophy.

This approach accepted and extended the arguments of the traditional quality-of-life approach with respect to the social values of organised recreation service. However, it rejected that approach’s idealising of recreation as an enabling kind of experience, carried on for its own sake, and instead urged that recreation must be provided to achieve significant community change and social outcomes, in collaboration with other disciplines and services. It is apparent that the human services approach represents an important thrust in recreation and park management and that it offers a major choice to programmers in providing a philosophical base for planning (Kraus, 1985).

### **3.3.8 INSTITUTIONAL THEORY/MARKETING APPROACH**

The business-oriented approach to providing organised recreation programmes and services has evolved rapidly in recent years as a direct response to social and economic pressure on both public and voluntary agencies (Kraus, 1985).

Leisure is social in that it is part of the culture, learned from others. Furthermore, it frequently involves interaction and communication and is often related to the institutions of the social system. Leisure is not separate from the rest of life or detached from the world of rules and roles. Rather, leisure is connected with the institutions of the society: family, work,

education, religion, government, and the organisational life of the community. It requires resources: always time and often money, space and other aspects of opportunity. These resources are provided or denied for the most part by the institutional structure of the society. In this metaphor, society is viewed as a system in which the institutions are interrelated to provide what is needed for the continuation of the system.

With economic prosperity and a high employment rate, many communities expanded parks and open spaces, built extensive new facilities and hired growing numbers of recreation professionals. Therefore, the marketing approach is without question based on the critical need of recreation agencies to maintain adequate levels of fiscal support and promotion of recreation in general (Kraus, 1985). In most societies, economic roles are basic to the allocation of resources. The family is central to everyday living as well as the primary locus of the nurture of children. The government has the functions of protection as well as some other responsibilities for the common welfare, the church reinforces values and the school reinforces skills and the cultural heritage. In these institutions, individuals assume roles that change through the course of their lives (Kelly, 1990).

Leisure is also ethnic, or part of the culture. The forms and values of leisure are developed in particular cultures. Not only the details of what people do, but also the aims and meanings of activity, differ from one culture to another. This implies not only that leisure is learned behaviour but also that it is always subject to change (Kelly, 1990).

As action and interaction, leisure takes place throughout the institutional contexts of a society in the kitchen as well as the family room, in the school corridor as well as the gymnasium or theatre.

### **3.3.9 HUMANISTIC THEORY/QUALITY APPROACH**

Leisure is part of being human, not leftover time or a reward for doing something else. It is an openness to seek and create the “not yet”, including the developing self. Krause (1985) also points out that recreation is a vital force influencing the lives of people. It is essential to happiness and satisfaction. Through recreation the individual grows and develops his/her powers and personality. Leisure means providing time for exploration and development, for becoming human and creating humanising opportunities for others. Being human is, from this perspective, not a given. It is a process, not a final stage. A person becomes human when he/she plays voluntarily, bounded in time and space. Play is doing something, usually performing with and for others (Kelly, 1990).

Pieper in Kelly (1990) argues that leisure is the basis of culture. It is the context of creation of the ideas, representations, and the forms that celebrate the past and present of civilization and move it forward. Leisure, according to this view, is a condition of the mind that is free from necessity and open to novelty. The approach conceptualises recreation in society and tends to see it as an experience that contributes to human development in a variety of ways and to the quality of daily life (Kraus, 1985).

Common play such as festival is a ritual of celebration. It dramatises the themes and historical basis of society. It also reveals that the culture is the creation of its people and subject to their intervention. Leisure is both the action and environment in which such creation is possible (Kelly, 1990). The quality of life approach tends to stress the unique nature of recreation as a vital and enriching form of human experience. It also stresses the need for recreation activities for their own sake rather than as a form of social services (Kraus, 1985).

### **3.3.10 CRITICAL THEORY**

The critical theory embraces conflict, control and power. Leisure in this instance serves as a tool for society. Any society is held to be divided among segments with conflicting interests. Leisure in this critical period becomes one means of social control.

A good time becomes identified to involve in leisure in the form of purchase travel, toys and entertainment. These activities for recreation are justified as supporting the health of community. Recreation provisions such as open spaces and parks are not the right of all citizens but a means of keeping people fit to work. Therefore conflict or critical theory is a premised on a different mode of society (Kelly, 1990).

### **3.3.11 THE PRESCRIPTIVE APPROACH**

This approach is regarded as the most purposeful in terms of designating desired outcomes and function. The approach is clearly designed to accomplish goals. The therapeutic recreation programme is the best example of programming. This type of recreation is found within institutions or other treatment settings, where recreation is used as a distinct form of therapy. Often such programmes follow a medical model, with treatment goals providing the basis for diagnosing each patient's or client's needs and determining the role of each type of therapy (including physical therapy, occupational therapy and other forms of treatment).

Purposes of the prescriptive programmes are intended to help patients or clients master important motor skills, improve social behaviour, or develop effective means of communicating with others.

This approach misses the free choice, because of anticipated pleasure or other personal benefits. Nonetheless, with the growth of programmes designed to achieve specific outcomes and benefits, and because of the need to be able to measure outcomes and thereby document the value of an activity or service, the prescriptive approach is a highly significant one (Kraus, 1985).

### **3.3.12 THE ENVIRONMENTAL/AESTHETIC/PRESERVATIONIST APPROACH**

The model put together three elements that are not precisely synonymous, but that do share a degree of similarity with protecting the natural environment and preserving it in as natural and healthy a state as possible. The aesthetic position is one that values the appearance of the environment, both natural and manmade and which also stresses the inclusion of cultural arts and other creative experiences within a recreation programme. The preservationist seeks to maintain the physical environment not simply out of a respect for nature, but the preserve evidence of an historical part, cultural tradition, or similar concern.

This approach is more likely to be evident in agencies that operate extensive parks, forests, waterfront areas and other natural or scenic resources. This model will continue to be influential in the decades ahead. Especially in the design of new communities and workplace, it will influence both the nature of the physical environment in which future generations will live and their leisure uses of the environment (Kraus, 1985).

### **3.3.13 THE HEDONIST/INDIVIDUALIST APPROACH**

The approach is concerned chiefly with providing fun and pleasure. It is a highly individualistic form of involvement that is free of social constraints or moral purpose. The term *hedonist* means one who seeks personal pleasure. Certain forms of leisure involvement that have grown increasingly popular in recent years fit this mould. This approach came into being as a result of extreme use of drugs and alcohol among young people of all classes of society. This approach seeks to stress the importance of the individual, the search for self-fulfilment and self-actualisation on a highly personal basis, and the rejection of family,

community, and other responsibilities and commitment by a growing number of people, particularly the young (Kraus, 1985).

Having discussed the tourism and leisure theories it is important to compare these theories in the form of a template. Saayman (2001:15) designed the following concepts in order to facilitate understanding of the comparison.

**TABLE 3.3: CONCEPTS OF THEORY ASPECTS**

<b>CONCEPTS</b>	<b>MODE/OBJECTS</b>
<b>Esteem</b>	Status Prestige Self-esteem Personality Self
<b>Tradition</b>	Cultural events, ethnic, ritual Roots, values Social Historical site Identity
<b>Psychological</b>	Health and fitness, imagination, mind Health Escape Relaxation
<b>Safety</b>	Recreation Adventure Snow Climate Protection & nature
<b>Belonging</b>	Facilitation of social interaction Social interaction Social intimacy & mutual love Openness/freedom

<b>CONCEPTS</b>	<b>MODE/OBJECTS</b>
<b>Aesthetics</b>	Scenic beauty Scenery
<b>Self-actualisation</b>	Interests, fun, habits Satisfaction of inner desires, pleasure Personal
<b>Physiological</b>	Physical Health Health & fitness

The theories will be compared with each other to determine whether they share commonalities. The concepts that have been identified (Table 3.3) may be considered as umbrella terms for synonymous words or words relating to each other that were used in the different theories. These concepts and theories cut across each other and a conclusive similarity can be drawn.

The reason for discussing these theories is to provide a holistic perspective on what motivates people to participate in leisure and tourism activities. The template is intended to provide a clear analysis of the theories. The concept objects on the vertical side identify the theories of how they relate to each other.

**TABLE 3.4: COMPARISON OF TOURISM AND LEISURE THEORIES**

CONCEPTS	MASLOW	PUSH & PULL	WANDERLUST SUN LUST	DEVELOPMENTS	SOCIAL IDENTITY	INTERACTION	INSTITUTIONAL	CRITICAL	HUMANIST
Esteem	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tradition	✓	✓	✓	✓	✓	✓	✓	✓	✓
Psychological	✓	✓	✓	✓	✓	✓	✓	✓	✓
Safety	✓	✓	✓	✓	✓	✓	✓	✓	✓
Belonging	✓	✓	✓	✓	✓	✓	✓	✓	✓
Aesthetics	✓	✓	✓	✓	✓	✓	✓	✓	✓
Self - actualisation	✓	✓	✓	✓	✓	✓	✓	✓	✓
Physiological	✓	✓	✓	✓	✓	✓	✓	✓	✓

According to Table 3.4 all the theories support esteem as the motivating factor for travel and leisure activities. Esteem is about the person’s personality, status and prestige, as indicated in Table 3.4. 100% of these theories support the concept tradition as the case-motivating factor for travel and leisure activities. Tradition is about cultural events, ethnicity, ritualism, roots, values, identity and historical sites. This approach is to understand what it is people are becoming in their life journeys. It provides identity in the sense that somebody is a particular person with his/her own history, own set of roles, and own hopes for the future.

In addition the concept *psychological* is 100% fully supported by the theories, in that the mind of a person is imaginative. People are engaged in travel and leisure activities for purposes of relaxation, health as well as fitness. Leisure and travel may take place totally in the imagination and the mind.

Furthermore, most of the theories fully support the argument that safety is a motivating factor for travel and leisure activities. Leisure and travel as interaction are both an occurrence and a process. People normally choose where they wish to enjoy their leisure and travelling if they are guaranteed safety.

When parents take children on a picnic, they will not stop to protect and nurture the family itself. Parents will first establish if there is safety within the jurisdiction, and that it is not exposed to harsh climate, etc. Most of the theories also completely support the notion that belonging is the motivating factor for travel and leisure activities.

This approach is basically about social interaction, intimacy, mutual love, openness and freedom. An individual considering travelling and having fun will be looking forward to being associated with other people, to have freedom and to experience belonging to an institution.

The concept *aesthetics* is also fully supported by the theories, and Maslow believes that it is a motivating factor for travelling. People travel to see and witness beauty.

Most theories totally support self-actualisation as a motivating factor for travel and leisure activities. This is about interest to have fun, habits and satisfaction of inner desires as well as personal pleasure. Understanding one's needs is an important factor in travel and leisure. Physiological aspects are the final concept which is relevant here, and this too is supported by some of the theories as a motivating factor for leisure and travel. Engaging in leisure and travel will result in physical health and fitness.

A comparison of the percentages of the total course for why people participate in leisure and why they travel makes it possible to draw a comparison between the theories. The majority of tourists and recreationists spend time on travelling and on participation in activities because they find it fulfilling and they derive pleasure, self-esteem and stress relief from it, because they enjoy the beauty of the environment and because of the physiological aspects of fun and enjoyment.

These findings emphasise certain definite similarities between tourism and leisure theories. People travel because they want to experience nature and the environment, and for reasons of fun and enjoyment, attitude and knowledge, education, challenge, stress reduction, convenience, occupation, facilities, social support and accessibility. Participation in leisure is a result of an individual's motivation and response, and takes place for reasons of fun and enjoyment, self-efficacy, exercise, intention to exercise, achievement, expectation of strength

increase, expectation of improved appearance, weight control, stress reduction, personal fitness, and expected health benefits.

If critique against these theories is raised, it must be remembered that these theories are not specifically motivational theories. For the purpose of this study, the collective approach of these theories sustains the goal in identifying factors that motivate people to participate in leisure and tourism activities. The key remains that people are likely to be motivated by products and services offered in terms of consequences. People divide factors into functional and socio-psychological consequences. Push factors imply an outcome that is intangible, subjective and personal in nature, while pull factors imply concrete, tangible outcomes available at a destination. Leisure and tourism behaviour can be drawn from these theories, which gives a clear indication and understanding that people travel for leisure. This is very important for service delivery from a government point of view.

Therefore, the linkage between leisure and tourism theories as well as service delivery is that these theories in particular serve as a guide to make informed decisions to develop programmes that will address service delivery in strategic planning. As indicated by the above theories, the tangible benefits or results of participation in leisure and tourism should be seen as such and therefore would influence government to accelerate service delivery.

However, constraints can impact upon service delivery and it is therefore also necessary to discuss leisure constraints in this study.

### **3.4 LEISURE CONSTRAINTS**

Research on leisure constraints has grown steadily over the past several years, representing a coherent body of literature that has evolved and changed with new and emerging understanding. Leisure constraints have become a distinctive sub-field of leisure studies (Jackson, 1991).

Buchanan and Allen (1985), Jackson and Searle (1985), Searle and Jackson (1985a&b) argue that leisure constraints were originally conceptualised as a mechanism for better understanding barriers to activity participation. However, Jackson (1988:211) articulated this focus suggesting “constraints per se are best viewed as a subset of reasons for not engaging in a particular behaviour”.

Indeed, most of the research on leisure constraints has used some aspects of activity participation as the dependent variable to be explained. Jackson (1990a), and Jackson and

Witt (1994) furthermore indicated that many discussions have extended well beyond that original purpose, proposing that leisure constraints can help us understand broader factors and influences that shape people's everyday leisure behaviours and that leisure constraints have been used to explain changing trends in leisure preferences over time and to understand variation in leisure choices and experiences for different segments of the population.

Crawford, Jackson and Godbey (1991) developed a classic model of leisure constraints. This model identified three primary sources for leisure barriers: structural, interpersonal and intrapersonal.

According to the authors, structural barriers are factors which intervene between leisure preferences or choices and actual participation. This includes financial resources, available time, and climate. Interpersonal barriers involve the interactions and relationships between individuals; the inability to locate a suitable partner for participation would be an interpersonal barrier.

Intrapersonal barriers reflect psychological states and individual attributes such as stress, anxiety, depression, and socialisation into (or away from) specific activities. According to Crawford *et al.*, (1991), intrapersonal factors may result in interpersonal barriers if they affect the nature of relationships and interactions. Kay and Jackson (1991) and Shaw, Bonen and McCabe (1991) mention that recently there have been challenges to the assumption that leisure constraints necessarily restrict or inhibit leisure participation. The authors suggest that threats to participation are often successfully overcome, and if that is so, perceived constraints may not prevent actual participation in an activity. Therefore the suggestion that people can confront and negotiate leisure constraints implies that constraints are not static and stationary, but that they actively shape and transform our leisure expression by interacting with preferences and patterns of behaviour. Having elucidated the literature on leisure constraints and leisure model, it is important to further unpack the model and to focus on structural, interpersonal and intrapersonal constraints.

### **3.4.1 STRUCTURAL CONSTRAINTS**

In the literature the easiest constraints to identify are ones classified as structural constraints, or factors which intervene between interest and actual participation in a leisure activity. Crawford *et al.* (1991) indicate that time, money and health are examples of factors posing structural constraints.

- **Time**  
Constraints related to time often will be associated with the hectic work schedule of people. People are unable to take part in leisure because there is no time available for them due to fulltime employment, commitments to family and friends and because of volunteer activities. The advent of technology makes it difficult for people to make time available to take part in leisure activities.
- **Money**  
Money as a structural constraint is an important factor that shapes leisure activity. The lack of money will alter leisure options rather than prevent leisure altogether. The expense of certain activities can keep people from participating in activities such as canoeing, boating, rock climbing and so forth. Today money is the key to practically all doors in the world, including leisure.
- **Health**  
Physical health constraints also have an impact on leisure. For example, physical limitations will keep old people from doing some favoured leisure activities. Individual health status also influences choices as to which activities to engage in.

### **3.4.2 INTERPERSONAL CONSTRAINTS**

There are many ways in which people's social relationships (or lack thereof) may impose upon the things they do in their leisure time, such as:

- **Family responsibilities**  
This could mean a lack of a leisure partner or being mismatched leisure partners (Samdahl & Jekubovich, 1997). In other words, an individual may not be able to participate in leisure because her/his spouse lives a sedentary lifestyle. Some partners may have schedules, which prevent them from spending much time together.

Furthermore, the presence of children will impact on older people's schedule. Women, in particular, may experience constraints associated with their family roles. Family demands will impinge upon a parent's time.

### 3.4.3 INTRAPERSONAL CONSTRAINTS

This constraint is concerned with people's personalities, for example low esteem, stress, anxiety, socialisation, perceived self-skill, family attitudes and personal evaluations of the appropriateness of an activity. While these constraining factors have assisted our understanding of leisure participation, further refinement has been achieved through specific studies of social sub-groups. Raymore, Godbey and Crawford (1994) have found that when applied specifically to women and girls, for example, these constraints have been identified to include not only those categories identified above. Limitations of a low self-esteem, a lack of skill or women's belief that they are not sufficiently talented or competent in leisure activities is also included (Harrington, Dawson & Bolla, 1992). Donna (2002) suggests a synopsis for women in adventure leisure and defines adventure leisure as a specific form of leisure that tends to be physically and intellectually challenging and predominantly accessed in natural environments. Traditionally it has been perceived to be a male-dominated arena requiring "masculine" qualities of strength and risk taking, and as a result constraints for women in outdoor adventure can be multiple and correlate with the range of constraint categories previously identified.

Mitten (1985) and Summers (1994) argue that in Western culture, girls and women have tended to be socialised to adopt certain culturally acceptable roles, such as homemaker, and are expected to take most responsibility for childcare. It is furthermore suggested that this social conditioning may explain women's traditional patterns of self-doubt in outdoor pursuits.

Women have tended to display a general lack of confidence in their ability to cope physically and emotionally to develop new skills or to believe in their existing abilities (Dawes, 1984; Galpin, 1987; Green 1987; Humberstone & Lynch, 1991). Furthermore, women may feel role conflict as they struggle to fulfil their socialisation to be caring, nurturing and compassionate, while also seeing a need to be aggressive, self-reliant and risk taking when pursuing outdoor activities (Nisbet, 1988). The outdoors are automatically an egalitarian environment and women can struggle to find the outdoors accessible (financially, socially or personally), welcoming or matching their learning preference (Warren, 1996).

Although the literature cited above has found that women and girls have much more leisure constraints than men, other studies offer a different perspective. Bialeschki and Henderson (1992) argue that in spite of the leisure constraints that women experience, there is an increase and recognition that women participate in adventure leisure activities. Little (2000)

concur with this view by saying that women can competently and successfully participate in outdoor adventure recreation.

While recognising the limitations or constraints that are often placed on individual leisure, people still engage in leisure activities to achieve their leisure goals. In the context of the above discussion of the advantages and constraints of leisure, it is also important to consider previous research on the provision of sport and recreation facilities for black people in South Africa (Saayman, 1994). According to Saayman (1994), individual trends for providing leisure to black people reveal that there are certain problems that make it difficult for black people to participate in leisure. The following problems are singled out:

- Transport to attend activities. Many residents walk to the areas where activities take place. Transport that is usually used includes *bakkies*, while very few people own cars which they can use for that purpose.
- Safety. Because of violence in the township, communities are reluctant to risk their lives to attend activities at late hours. The situation has not improved to date.
- The lack of education, particularly in sport and recreation. The white community, on the other hand, is mostly educated in sport and recreation.
- The following components of the socio-economic profile in South Africa are identified as problems: social tension, political instability, urbanisation, insufficient social infrastructures, poverty and deprivation, unemployment, low productivity, low economic growth, capital shortage, inflation and economic stagnation. The influence of the above components on recreation inhibits provision as well as participation. The primary needs experienced by black people are housing, roads, water and sanitation.
- Tradition and culture. Traditionally black women are considered to be housewives and this impacts on their participation in activities.
- Facilities are not user-friendly and sometimes turn out to be informal sports fields without grass, irrigation systems, ablution blocks, change rooms and pavilions. This indicates a lack of facilities.
- Maintenance is crucial to facilities. A lack of management and the prevalence of vandalism can cause damage to facilities and equipment.

- Financial constraints prevent participation in sport and recreation, and very few black people have sufficient financial resources to take part in activities.
- Time. Black women find little time to take part in activities, given their work as fulltime housekeepers.
- The rate of urbanisation has exceeded the rate of development, and a lack of infrastructure and facilities are the result.
- Alcohol abuse has led to demoralisation of the community and insufficient recreation facilities can be one reason for this.

Meyer (1997) identifies certain problems with regard to leisure provision on local authority level, namely development of parks and open spaces, maintenance of existing facilities, non-racial usage of facilities, insufficient training of human resources and the lack of recreation programmes for different target groups. In certain areas this remains a problem, for example KwaZulu-Natal.

Based on the above, the possibility arises that some of these aspects still impact on sport and recreation provision for rural communities in the North West Province. Therefore a SWOT analysis of leisure provision in the province will identify key factors in planning for leisure.

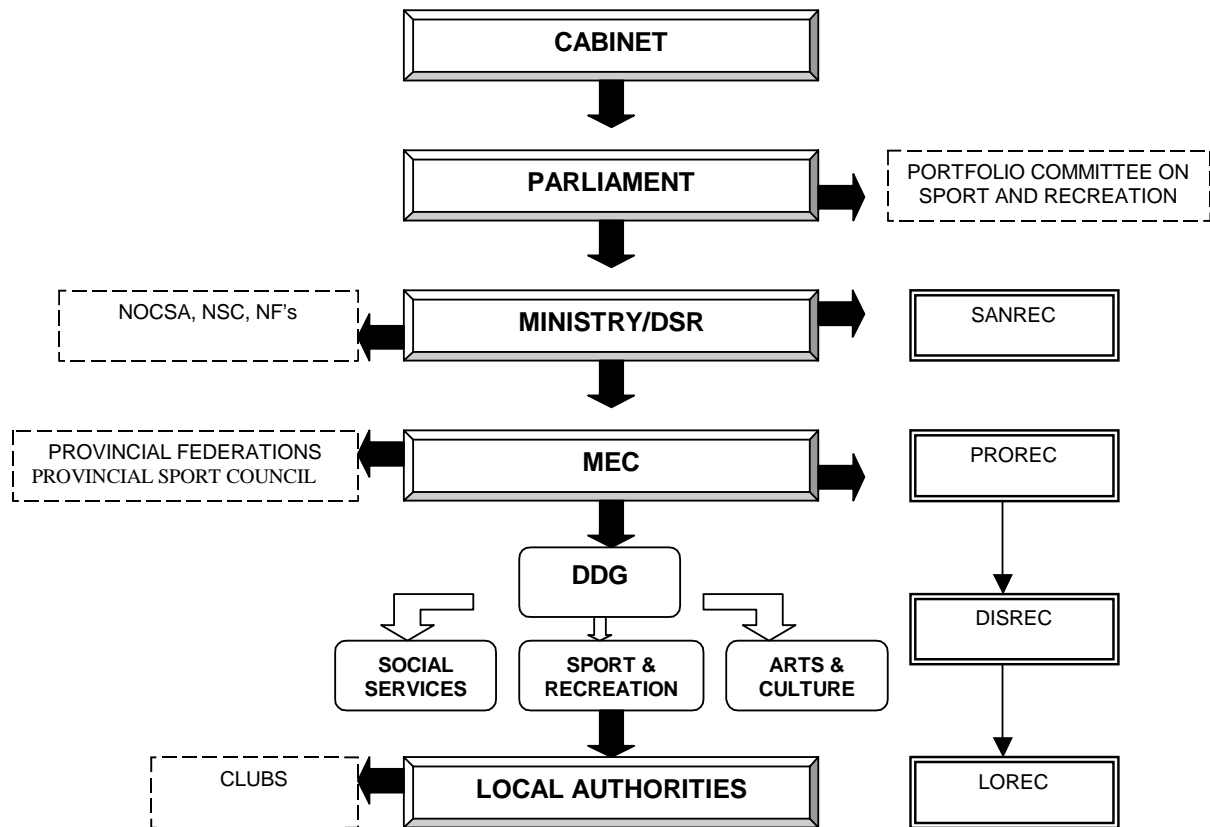
### **3.5 STRUCTURE OF LEISURE PROVISION IN SOUTH AFRICA**

Leisure provision needs to be addressed in a strategic manner in order to achieve national goals set by the White Paper on Sport and Recreation (1998). The structure of the organisations providing leisure therefore needs to be discussed.

Enforced segregation of sport and leisure during the apartheid years has denied millions of people the right to a healthier lifestyle. The Reconstruction and Development Programme views sport and leisure as an integral part of its aim to establish a healthier society. It also states that sport and leisure should cut across all development programmes, and be accessible to all South Africans.

The following priorities are identified in the White Paper on Sport and Recreation (1998), and emphasise the commitment of government:

- To confirm roles and streamline the responsibilities of the various stakeholders in sport and recreation to ensure that co-ordination and economies of scale are realised.
- To provide funds for the creation or upgrading of basic multi-purpose sport facilities in disadvantaged areas.
- To develop the human resource potential for the effective management of sport and recreation in South Africa.
- To motivate the community to develop active lifestyles and to channel those with talent for development into the competitive areas of sport.
- To develop a high-performance programme that is geared towards the preparation of elite athletes for major competitions.
- To ensure that all sport and recreation bodies meet their affirmative action objectives.
- To develop a code of ethics for sport and recreation in South Africa.
- To develop an international relations policy, in concert with the national government policy.
- The structure of sport and recreation in South Africa may be explained as in the figure below:



- NOCSA - National Olympic Committee of South Africa
- NSC - National Sport Council
- NF's - National Federations
- SANREC - South African National Recreation Council
- PROREC - Provincial Recreation Council
- DISREC - District Recreation Council
- LOREC - Local Recreation Council
- MEC - Member of Executive Council
- DDG - Deputy Director General

**FIGURE 3.2: Structure of sport and recreation in South Africa**

From Figure 3.3 it is evident that the government is committed to enhancing the well-being of all people by providing leisure programmes. The National Department of Sport and Recreation and the Sports Commission is responsible for:

- Developing a policy framework for the governance of sport in the country.
- Making sport and recreation accessible to all citizens
- Providing the infrastructure required for sport and recreation.
- Ensuring the existence of programmes that develop human resource potential in sport and recreation.
- Co-ordinating the involvement of the various departments.
- Providing mechanisms for unlocking resources, so as to extend the budget for the provisioning of sport and recreation.
- Entering into international agreements for the purpose of sharing technology, skills transfer and the development of sport and recreation.
- Providing incentives for excellence in sport and recreation (White Paper on Sport and Recreation, 1998).

The MEC and provincial DSR are one step closer to the delivery of sport and recreation and are responsible for the following:

- Making sport and recreation accessible to all people in the province.
- Providing the infrastructure required for sport and recreation, and its maintenance.
- Ensuring the existence of programmes that develop the human resource potential in sport and recreation.
- Developing a policy framework for the governance of sport and recreation in the province in line with national policies (White Paper on Sport and Recreation, 1998).
- 

Provincial departments and Provincial Recreation Councils (Prorec) are responsible for providing leisure programmes according to guidelines given by the national structure. In order to assist provincial departments providing leisure to all the people, District Recreation

Councils (Disrec) and Local Recreation Councils (Lorec) have been established. Both these councils report to the Provincial Recreation Council (Prorec).

Provincial Recreation Councils were established in all provinces, but to date only the North West Province Recreation Council is working effectively. In 2001 South African National Recreation Council discontinued the presentation of leisure programmes and leisure therefore was moved within the functions of South African Sport Commission. In September 2003 the National Indigenous Games were launched in Limpopo, which demonstrates government interest towards recreation. Some local authorities present recreation programmes in the communities, whereas others are unable to do so.

Some of the functions of Provincial Recreation Council North West include:

- To facilitate recreation activities in the province.
- To promote recreation as well as the various recreation agencies.
- To initiate and promote new recreation activities.
- To brand recreation in the province.
- To identify and co-ordinate recreation themes.
- To incorporate (as many as possible) recreation agencies in order to co-ordinate activities.
- To advise the people of the North West on recreation, trends and developments in the province.
- To actively involve all communities.

The local authorities are in direct contact with the sites of delivery of sport and recreation. Their primary functions are to:

- Develop a policy framework for the governance of sport and local level that is in concert with the national and provincial sport and recreation policy.
- Make sport and recreation accessible to all people in the local area.
- Create the infrastructure required for the delivery of sport and recreation. Given that the club is the basic unit of sport and recreation, the local authorities are an important link in the value chain.

- Ensure the existence of programmes that develop the human resource potential in sport and recreation.
- Effect international agreements in concert with provincial Department of Sports and Recreation, as reached by the national DSR, for the purpose of sharing technology, skills transfer and the development of sport and recreation.

Based on the various levels of government it is clear that government as a whole is committed to leisure provision, including the federations and non-governmental organisations (see the structure in Figure 3.3). In light of the complexity of the provision of recreation facilities by the various levels of government as indicated above, the SWOT analysis will be discussed next.

### 3.6 SWOT ANALYSIS FOR RECREATION

The SWOT analysis identified the national strengths and weaknesses as well as possible opportunities and threats, with special reference to the North West Province. The findings of this analysis are summarised in the tables below:

**TABLE 3.5: STRENGTHS OF THE NORTH WEST LEISURE INDUSTRY**

<b><i>STRENGTHS</i></b>	
<ul style="list-style-type: none"> <li>• Institutional support e.g. PROREC, LOREC, clubs. The North West Province leads the implementation and establishment of Disreccs and Loreccs.</li> <li>• National and provincial funding is available.</li> <li>• Trained volunteers can assist officials in their tasks.</li> <li>• Well-developed human resources potential with regard to recreation exists.</li> <li>• Provisioning of a well-defined, positive, active and well-researched recreation programmes through relevant structures.</li> <li>• Accessibility of recreation facilities for communities.</li> <li>• Capacity, both in terms of human resource and facilities to host any major recreation event.</li> <li>• Established recreation clubs.</li> <li>• Legislative mandate to render recreation services.</li> <li>• Provincial recreation policy.</li> </ul>	

In Table 3.5 the potential growth of sport and recreation in South Africa rely on the identified strengths. The common strength is development and training of human resource followed by the structural systems which enable sport and recreation to function optimally. This demonstrates the need for skills as well as the professionalizing of various sport and recreation bodies to accelerate service delivery in the country and North West-Province. Provision of facilities and funding are also major aspects in ensuring that all levels of government upgrade the existing facilities as well as to maintain them for domestic and international use. Legislation, as one of the strengths, cannot be overemphasised, as structurally it also defines the responsibilities of all levels of governmental organisation.

**TABLE 3.6: WEAKNESSES OF THE NORTH WEST RECREATION INDUSTRY**

<i><b>WEAKNESSES</b></i>
<ul style="list-style-type: none"> <li>• No formal support from local authorities</li> <li>• Insufficient funding for the backlog in programme, provision, equipment and skills development.</li> <li>• The mobilisation of the people of the North West Province in recreation programmes are curtailed by the vastness of the province.</li> <li>• Sustainability of recreation clubs are curtailed by insufficient funding.</li> <li>• Absence of a remuneration system for volunteers.</li> <li>• Non-functionality of the mother body of recreation (SANREC).</li> <li>• The size of PROREC board in terms of representation from LORECs.</li> <li>• Difficulty to source additional funding for recreation programme provision.</li> <li>• Inadequate research.</li> <li>• Inadequate expertise/skills.</li> <li>• Lack of provincial sport and recreation legislation.</li> <li>• Lack of mass participation in all rural areas.</li> <li>• Lack of proper direction from South African Sport Commission on recreation provision.</li> <li>• Lack of linkages between Recreation South Africa and other bodies.</li> </ul>

The most significant weakness (Table 3.2) is inadequate research regarding craft programmes based on the recommendations. Currently programmes are derived from the national legislative framework, which is the White Paper on Sport and Recreation (1998).

There are various dynamics for all provinces and therefore each province has to do research and develop themes and programmes in order to strengthen the legislative framework. Lack of sufficient funding for programmes and for the provision of equipment and skills development are also major weaknesses in both the national and provincial government, in that sport and recreation are not treated as a priority by either parliament. Priorities for both governments are the provision of jobs, houses, water, sanitation and electricity.

Given the fact that the state has been restructuring for the past ten years, this lack of funding will remain a problem for provinces for many years to come. Once again the inadequate expertise in the field of sport and recreation is a problem in that this results in provinces and even the national government not planning properly for providing service to the citizens of South Africa. Lastly, the mother body, the South African National Recreation Council, that should address the weaknesses has collapsed. This body was supposed to drive leisure throughout the country and there is a need to revive these institutions.

**TABLE 3.7: OPPORTUNITIES FOR THE NORTH WEST RECREATION INDUSTRY**

<i><b>OPPORTUNITIES</b></i>
<ul style="list-style-type: none"> <li>• Job creation at all levels of the recreation industry.</li> <li>• Recreation industry can be regarded as an employment tool.</li> <li>• Better strategic marketing plan that would target key players in the international industry, like sport and adventure tourism.</li> <li>• Developing of South Africa and specifically North West and Potchefstroom as a sport, adventure and recreation destination.</li> <li>• Improved marketing of sport and recreation facilities locally and internationally.</li> <li>• Conflict factors such as racism and discrimination in sport and recreation provision.</li> <li>• Improve the development and participation in recreation.</li> <li>• Mass participation is an aim of leisure provision.</li> <li>• New trends developing to motivate people's participation.</li> <li>• Improvement of quality life of people</li> <li>• Training and development of human potential.</li> </ul>

In Table 3.7, the opportunities provide an advantage towards recreation growth in South Africa. Job creation, economic growth and international exposure for South Africa as a sporting destination are the main aspects identified.

Recreation development can also be supportive to these opportunities, by improving participation in recreation programmes as well as improving the quality of life of rural people. Racism and discrimination are at the top of the agenda and impact immensely on integration of all groups. It should therefore be one of the goals of government.

**TABLE 3.8: THREATS TO THE NORTH WEST RECREATION INDUSTRY**

<i><b>THREATS</b></i>
<ul style="list-style-type: none"> <li>• Racism jeopardises integration in sport and recreation.</li> <li>• Recreation is the last priority in local authorities, after housing, water and sanitation.</li> <li>• The use of prohibited substances in competitive sport is escalating.</li> <li>• Mass attendance of spectators can lead to violent behaviour.</li> <li>• Vandalism of the township sport and recreation facilities.</li> <li>• Recreation fails to live up to expectations, namely uniting the nation.</li> <li>• Diseases such as HIV/Aids and TB are increasing and affect participation in sport and recreation activities.</li> <li>• Safety and security measurements must be put in place at facilities and events.</li> </ul>

In Table 3.8 the threats that have an impact on the provision of sport and recreation in South Africa include racism, discrimination, violence, doping, vandalism and diseases, such as HIV Aids. The National Ministry of Sport and Recreation has not given more attention to these factors, as can be seen by tensions in various codes, for example cricket, rugby and hockey respectively.

Safety and security aspects also impact considerably on people’s decision to participate in sport, given the nature of violence prevailing in cities, suburbs and townships. People are scared to risk their lives and prefer to stay home and spend time with their families.

### 3.7 CONCLUSION

It was the aim of this chapter to provide a holistic perspective on leisure in South Africa. The benefits of leisure as well as constraints indicate that leisure impacts on the lives of the community. The theories of leisure and tourism demonstrate the cross-pollination of the two fields. Leisure and tourism behaviour are very similar and common to tourists and recreationists. There are also problems that need to be looked into by various government levels. The structure of South African leisure provision was discussed and the role that government should play in participation in leisure and tourism activities was indicated.

The studies conducted by Saayman (1993) and Meyer (1997) were used to show that the North West still experience problems with the provision of sport and recreation and that it is the responsibility of the government to address these areas and to come up with strategies to align programmes for implementation as well as monitoring and evaluation.

The importance of tourism and leisure for a country cannot be denied. The multitude of advantages and opportunities that are fostered through tourism and leisure development highlight the value of tourism and leisure for a community. However, it is important that sustainable tourism and leisure practices should be followed, to ensure the profitability of these industries.

# CHAPTER 4:

## ANALYSIS OF EMPIRICAL RESULTS

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### 4.1 INTRODUCTION

It is imperative that tourism and leisure officials should have a sound knowledge of international and domestic tourist market trends for the purpose of strategic planning and marketing. If tourists are to be given satisfactory travel experiences, tourism officials need information on their needs and preferences. Since the domestic travel market is still the backbone of the South African tourism industry, it is important that tourism officials have insight into demographic and expenditure patterns of tourists (Bennet, 1995:103). Leisure officials should also be competent in delivering tailor-made services to different target markets in order to improve quality of life.

The questionnaire used in this survey was compiled to give an overview profile of leisure and tourism behaviour in rural communities of the North West Province. The study followed a two-pronged approach, namely empirical and analytical research. Firstly, analytical research was done by means of a literature study that was used to gather information on tourism and leisure behaviour.

The aim of this chapter is to reflect on the results of the commissioned survey on leisure and tourism behavioural patterns in rural areas of the North West Province conducted by Saayman and Phiri (2003) so as to assist in strategic planning in order to present relevant programmes to the rural community. The identified factors will be compared to the SWOT analysis of both leisure and tourism, as discussed in chapters two and three.

This chapter will firstly provide the demographic data and a discussion based on the questionnaire. Secondly, information and travel behaviour will be portrayed. Thirdly, data on leisure behaviour will be discussed. Finally, a factor analysis will provide information on knowledge, travelling, relaxation and benefits.

## 4.2 THE RESULTS FROM THE QUESTIONNAIRE

### 4.2.1 DEMOGRAPHIC BACKGROUND

Demographics can be described as the study of the human population in terms of size, density, location, sex, age, race, vocation and other statistical information regarding a population. Different factors influence the active tourism and leisure market of a country. Factors such as the level of income, age, structure, urbanisation, size of family, occupation and the amount of leisure time determine the potential of a specific target market (Saayman, 1997:24-25; Bennet, 1995:77; Coltman, 1988:45; Gee *et al.*, 1989:248 and Foster, 1985:111-112 in Rhodes, 2000).

The following section will deal with an analysis of the results.

### 4.2.2 GENDER

Figure 4.1 shows that more females (53%) formed part of the survey compared to males (47%), which indicates a slight difference in respect of gender respondents. The uneven distribution can be attributed to the fact that many black women are still housekeepers, which confirms the finding of the study conducted by Saayman (1997) as one of the problem areas for women to participate in leisure activities.

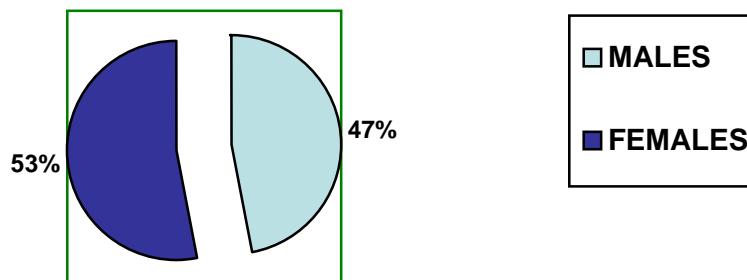
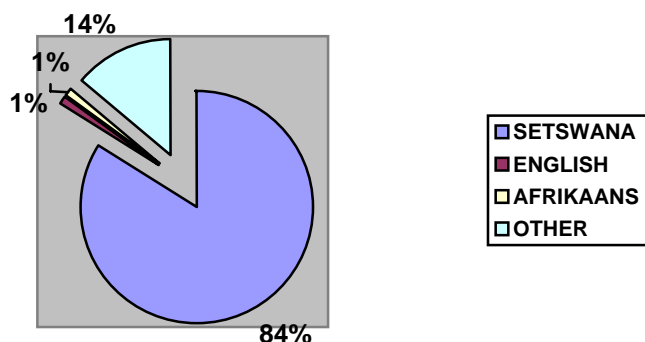


FIGURE 4.1: GENDER

### 4.2.3 HOME LANGUAGE

Figure 4.2 indicates that the sample was predominantly Setswana-speaking (84%), followed by English-speaking (1%), Afrikaans-speaking (1%) and lastly by other languages such as Shangaan, Tsonga and Venda, constituting 14%. The high percentage of Setswana-

speaking people is attributed to the fact that North West had formerly been the Republic of Bophuthatswana and this is how the population was located in the previous dispensation.



**FIGURE 4.2: LANGUAGE**

#### 4.2.4 AGE

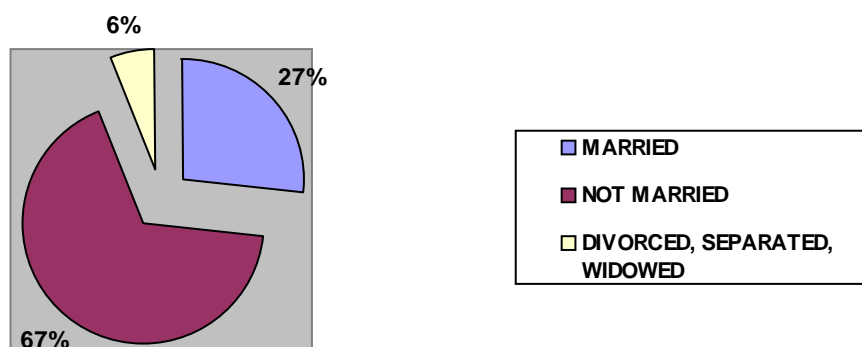
Table 4.1 indicates that most respondents (32%) fall in the 16 to 25 years age category. This is followed by respondents in the category 26 to 35 years (28%), while in the category 36 to 45 years it was (16%). The categories 46 to 55 and 56 to 65 years constitute (10%) each. For the age 66 years and above it was (4%).

**TABLE 4.1: AGE**

AGE	PERCENTAGE
16 to 25 years	32%
26 to 35 years	28%
36 to 45 years	16%
46 to 55 years	10%
56 to 65 years	10%
66 years and above	4%

These results indicate that the respondents in the survey are representative of the communities that formed part of this research.

## 4.2.5 MARITAL STATUS



**FIGURE 4.3: MARITAL STATUS**

Figure 4.3 indicates that (27%) of the respondents are married, and that unmarried respondents' representation was (67%). Six percent (6%) is assumed to be respondents who lost their partners and/or are living separately. Unmarried respondents constitute a high percentage and this might be due to the fact that most of the respondents, representing (50%), are younger than 35 years. This could be attributed to the high level of unemployment and to migration to look for work in urban areas, and this reflects a further and ongoing problem in the lives of rural communities.

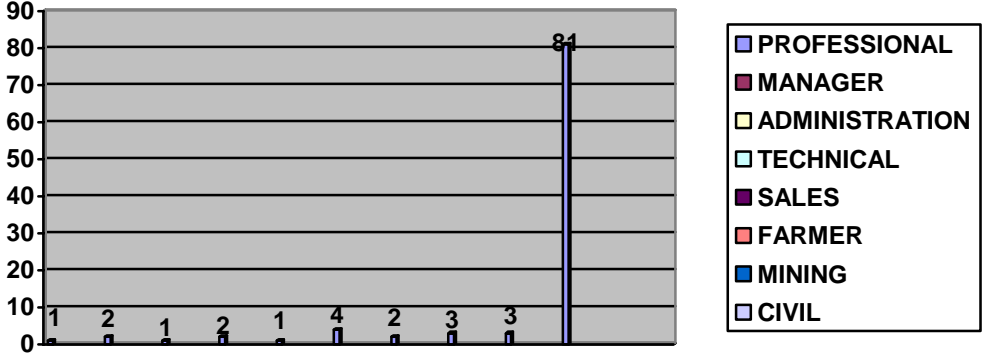
## 4.2.6 QUALIFICATIONS

**TABLE 4.2: QUALIFICATIONS**

QUALIFICATIONS	PERCENTAGE
No formal education	18%
Grade 7	17%
Grade 8 & 9	15%
Grade 10 or NTC	19%
Matriculation	23%
Bachelor's degree & working experience	1%
Master's & Doctoral degrees	1%

Table 4.2 illustrates that (18%) of the respondents have no formal education. The highest qualification of (17%) of the respondents is grade 7, whilst (15%) have grade 8 and 9. Nineteen percent (19%) have an NTC qualification or grade 10, while twenty-three percent (23%) of the respondents have matriculation as their highest qualification. Respondents in possession of a bachelor's degree constitute (1%) only and have two years' minimum exposure to practical experience. Masters' or doctoral degrees constitute 1% only.

**4.2.7 OCCUPATION**



**FIGURE 4.4: OCCUPATION**

Eighty-three percent (83%), which constitutes most of the respondents, are unemployed, according to Figure 4.4. Managerial positions that are held by respondents only make up 1% and ordinary labourers constitute the rest of the respondents. Surveys were conducted during the week and this may have had an impact on the research as it indicates a high unemployment rate. The lack of higher qualification and training among the respondents accounts for the high percentage of unemployed individuals. It prevents them from obtaining better jobs in stead of being ordinary labourers.

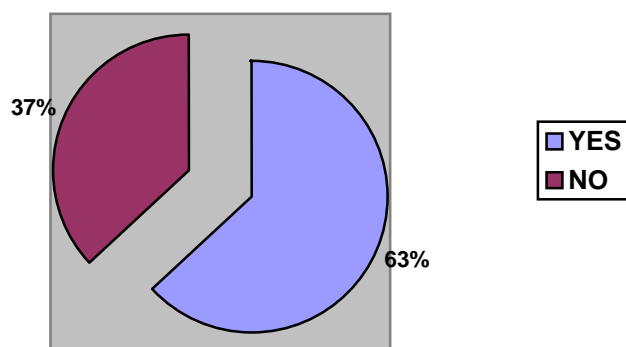
## 4.2.8 INCOME

TABLE 4.3: INCOME

AMOUNT (R)	PERCENTAGE
R10 000 per annum and less	80%
R10 001 to R30 000 per annum	13%
R30 001 to R50 000 per annum	2%
R50 001 to R60 000 per annum	1%
R60 001 to R75 000 per annum	1%
R75 001 to R100 000 per annum	1%
R100 001 to R150 000 per annum	1%
R150 001 and more per annum	3%

The results in Table 4.3 correlate with the results in Figure 4.4, showing a high (80%) rate of unemployment. As a result, respondents earn less than R10 000.00 per annum. According to the above, tourism and leisure participation in the North West Province will be very low on any priority. According to Saayman (1997), low income contributes to low participation, the reason being that most of the activities today require some form of money to travel as well as to participate in activities. In consequence of these reasons, unemployment impacts largely on participation in leisure and tourism. As tourism and leisure are secondary needs, it implies that money is not spent on luxuries (secondary needs). Maslow identifies that most primary are physiological needs, followed by the need for safety and security (Saayman, 2000).

## 4.2.9 PREVIOUS TRAVEL EXPERIENCE



**FIGURE 4.5: PREVIOUS TRAVEL EXPERIENCE**

Sixty-three percent (63%) of the respondents indicated that they had travelled before. Figure 4.5 illustrates that 37% of the respondents have never before left their place of birth. There is a need to inculcate and encourage rural communities to travel, although in Chapter 2, the literature study confirms that people travel for various reasons, and this particular problem emanates from the fact that respondents do not have the financial resources (see Table 4.3). The majority of the population cannot afford to travel, given their status as unemployed people.

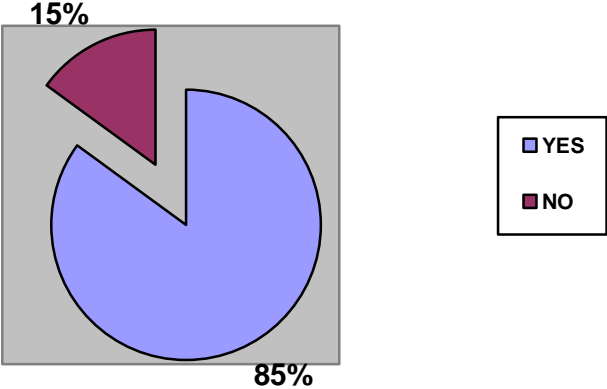
## 4.2.10 PRIMARY REASONS FOR NOT TRAVELLING

**TABLE 4.4: PRIMARY REASONS FOR NOT TRAVELLING**

REASON	PERCENTAGE
Limited financial resources	38%
Transportation problems	12%
Health problems	9%
Family obligations and problems	8%
Do not know where to go	5%
Lack of information	10%
Other (no time to travel, fear)	2%

Financial constraints are suggested to be the primary reason for limited travelling by 38% of the respondents. Table 4.4 indicates that 12% have transportation, 9% health related and 8% family responsibility problems. Five percent (5%) of the respondents indicated that they did not have sufficient knowledge on where to travel, and a lack of information was identified as a prominent factor by 10%. According to 2% of the respondents fear, uncertainty and lack of time are prohibiting factors that prevent them from travelling. Table 4.4 correlates with the results of Table 4.3 in the sense that money (income) influences travel and leisure behaviour. This was also depicted by the literature study as problems since the 1980's in South Africa, especially in black communities, and still continues to be a thorny issue.

### 4.2.11 WILLINGNESS TO TRAVEL



**FIGURE 4.6: WILLINGNESS TO TRAVEL**

Eighty-five percent (85%) of the respondents indicated that they would like to travel, according to Figure 4.6, whilst reluctance to travel was indicated by 15%.

## 4.2.12 WHY PARTICIPANTS WANT TO TRAVEL

TABLE 4.5: WHY PARTICIPANTS WANT TO TRAVEL

REASON	PERCENTAGE
See places and people	88%
Like adventure	18%
Like to travel with family	16%
Fulfil dreams	13%
Entertainment purposes	7%
Relax, peace of mind	10%
Experience and see other cultures	22%
Health reasons	16%
Family obligations	12%
Curiosity and gambling	10%
Be by the seaside	1%
Church trips	2%
Look at the world with different perspective	1%
Want to study	1%
To become famous	1%
Get out of the routine	3%

- *The total percentage does not add up to a 100, because respondents could select more than 1 option and could also give their own reasons.*

In Table 4.5, 88% of the respondents indicated the most important reason for travelling as the desire to see places. Twenty-two percent (22%) indicated that they would like to learn about other cultures and 18% of the respondents would have liked to experience adventure. Other percentages lower than the above three ranged between travelling with family, being curious and wanting to gamble or just generally wishing to fulfil their dreams.

#### 4.2.13 PLACES, ATTRACTIONS AND DESTINATIONS VISITED PREVIOUSLY

TABLE 4.6: PREVIOUS VISITATIONS

PROVINCE	PERCENTAGE
North West Province	42%
Free State Province	11%
Limpopo Province	9%
KwaZulu-Natal	22%
Gauteng	78%
Europe	1%
Lesotho	3%
Cape Provinces	43%
Botswana	10%
Rest of Africa	13%
Mpumalanga	17%

Table 4.6 shows respondents mostly travelled to Gauteng (78%), 43% to the Northern and Western Cape (Cape Provinces) and 42% within the borders of the North West Province. Gauteng is the most visited province in South Africa, according to SAT (2002).

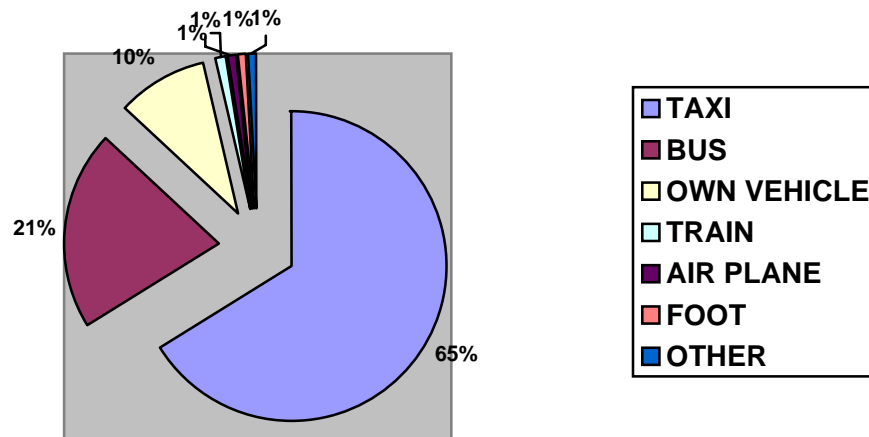
## 4.2.14 REASONS FOR TRAVELLING

TABLE 4.7: REASONS FOR TRAVELLING

REASONS	Most important	Less important	Not important	No Opinion
To see and explore places	79%	14%	5%	3%
To meet people	81%	12%	5%	2%
To visit friends and family	84%	10%	4%	2%
To break away from routine	61%	23%	10%	6%
To relax	70%	19%	5%	6%
To spend time with someone special	73%	16%	5%	6%
To see different cultures	73%	18%	6%	3%
To spend time in the outdoors	67%	20%	8%	5%
For health reasons	65%	16%	9%	10%
Like to travel	78%	11%	5%	6%
Other reasons	72%	14%	0%	14%

Table 4.7 indicates that respondents travel to visit friends and family (84%), to interact with people (81%) and to explore new places (79%). The results are in line with general domestic tourism patterns within South Africa. The visiting friends and relatives market (VFR) has been identified by many other researchers, for example Swart (2002) and Wankel and Berger (1991), as the single most important tourism and travel motivator.

## 4.2.15 MODE OF TRANSPORT



**FIGURE 4.7: MODE OF TRANSPORT**

As illustrated in Figure 4.7, 76% of the respondents utilise taxis as a means of transport, and this is followed by 21% that make use of bus transport. According to the above-mentioned, it means that the respondents do not have their own transport and are relying on other people for public transport. South Africa's public transport system is insufficient, and this problem escalates in the rural areas, therefore people are dependent on taxis.

## 4.2.16 LENGTH OF STAY

**TABLE 4.8: LENGTH OF STAY**

LENGTH	PERCENTAGE
1 – 2 Days	31%
2 – 4 Days	22%
4 – 6 Days	8%
A Week	16%
More than a week	23%

Table 4.8 indicates important information in respect of travelling patterns and their period of stay. Respondents normally travel over weekends, and this constitutes 31%. The results

show that respondents do not travel long distances, all this can of course be attributed to the financial constraints implicit in their socio-economic conditions.

#### 4.2.17 FAVOURITE HOLIDAY DESTINATION

TABLE 4.9: FAVOURITE HOLIDAY DESTINATION

DESTINATION	PERCENTAGE
North West Province	41%
Free State Province	10%
Limpopo Province	13%
KwaZulu-Natal	10%
Egypt	1%
Lesotho	3%
Gauteng	28%
Cape Provinces	16%
Botswana	1%
Australia	2%
USA	7%
Rest of Africa	5%
Overseas (China)	1%
Mpumalanga	4%
None	19%

According to Table 4.9, it is clear that the respondents are not exposed to a variety of destinations and that they lack understanding of domestic tourism; the reason being that 41% of them travel within the North West Province boundaries. This is nearly 50% of the respondents. South Africa has many tourism attractions outside Gauteng Province which respondents can explore. Once again given that they have the financial and other means to do so.

There is a need for education and training among rural communities within the North West Province in order to educate and capacitate communities. This will improve their scope of options for various tourist attractions. Schools are important institutions in which a basis is set for domestic and rural tourism.

#### 4.2.18 GAME PARKS OR GAME RESERVES PREVIOUSLY VISITED

TABLE 4.10: PARKS PREVIOUSLY VISITED

PARK / GAME RESERVE	PERCENTAGE
Addo Elephant	1%
Bakgatla Gate	2%
Borakalalo	6%
Botsalano	1%
Botswana Parks	1%
Bosveld Park	1%
Dikhololo	1%
Faan Meintjies	1%
Jaardine Park (Maputo)	1%
Kruger National Park	10%
Lion Park	4%
Madikwe Game Reserve	1%
Mafikeng Game Reserve	1%
Leopard Park	1%
Manyane Game Reserve	9%
Manyeledi Game Reserve	5%
Molopo Game Reserve	3%
Moretele Park	1%
Pilanesberg National Park	18%
Taung Game Reserve	1%
Tsitsikama National Park	1%

PARK / GAME RESERVE	PERCENTAGE
Tooilenaar Park	1%
Schweizer Game Reserve	1%
Kgalagadi Park	1%
Kosmos Park	1%

\* Participants had an option of naming more than 1 destination. Some of the answers given were not applicable and were not calculated in the statistics of the above question.

Respondents indicated the most popular game park/reserve (within the North West) as Pilanesberg (18%), followed by Kruger National Park (10%) and Manyane Game Reserve (9%). The limited knowledge range about parks is again consistent with the general situation.

#### 4.2.19 ANY DESTINATION IN THE WORLD TO VISIT

TABLE 4.11: PREFERRED DESTINATION

DESTINATION	PERCENTAGE
North West Province	16%
Gauteng Province	31%
KwaZulu-Natal	34%
Eastern Cape Province	9%
Mpumalanga Province	2%
Western Cape Province	38%
Free State Province	9%
Limpopo Province	7%
Rest Of Africa	21%
Europe	18%
USA	26%

DESTINATION	PERCENTAGE
Asia	8%
Australia	11%
UK	4%
Botswana	2%

- *Participants had an option of naming more than 1 destination. Some of the answers given were not applicable and were not calculated in the statistics of the above question.*

If respondents had sufficient funds they could travel to the destinations outlined in Table 4.11. North West is indicated at 61%, Western Cape at 38% whilst 34% chose KwaZulu-Natal as their favourite destination. The responses from this table demonstrate the need to integrate education and motivation to travel as well as to inform rural communities on how to use their leisure time.

#### 4.2.20 PARTICIPATION IN RECREATION ACTIVITIES

TABLE 4.12: PARTICIPATION IN RECREATION ACTIVITIES

ACTIVITY	PERCENTAGE
Soccer	45%
Netball	27%
Volley-ball	14%
Cricket	16%
Rugby	7%
Athletics	16%
Gardening	27%
Art	9%
Bird-watching	5%
Television	52%
Dancing	25%

ACTIVITY	PERCENTAGE
Tennis	8%
Music	54%
Stamp collection	1%
Other (cleaning, sewing)	2%

Respondents indicated music (54%), watching television (52%) and playing soccer (45%) as the activities in which they participated most when they were asked in which recreation/leisure activities they participate. Other popular activities indicated in Table 4.12 by the respondents were Netball (27%), gardening (27%) and dancing (25%).

#### 4.2.21 PREFERRED LEISURE ACTIVITIES

TABLE 4.13: PREFERRED LEISURE ACTIVITIES

ACTIVITY	PERCENTAGE
Aerobics	3%
Art	45%
Athletics	5%
Baseball	1%
Basketball	31%
Badminton	3%
Bird-watching	23%
Boxing	18%
Camping	2%
Chess	7%
Cinema/ movies	1%
Communication	3%
Cricket	10%

ACTIVITY	PERCENTAGE
Cycling	17%
Dancing	26%
Draft / Morababraba	2%
Drum majorettes	1%
Entertainment purpose	1%
Finger board	2%
Fishing	5%
Game driving	2%
Gardening	5%
Golf	2%
Gymnastics	3%
Help with AIDS projects	1%
Hiking	26%
Hockey	4%
Housework	2%
Indoor games	2%
Karate	5%
Knitting	2%
Modelling	1%
Motor mechanic	1%
Motor racing	11%
Mountain climbing	21%
Music	18%
Netball	8%
Photography	7%
Picnicking	1%
Playing pool	2%
Radio	10%

ACTIVITY	PERCENTAGE
Reading	36%
Religion / Going to church	36%
Rugby	8%
Scuba diving	1%
Self-defence	1%
Selling goods / foods	1%
Sky diving	2%
Soccer	20%
Social gatherings	2%
Softball	5%
Squash	5%
Swimming	27%
Table tennis	3%
Television	19%
Tennis	20%
Traditional games	2%
Trampoline	1%
Travel	58%
Videos	37%
Visiting friends and family	4%
Volley-ball	35%
Weight lifting	6%
Wrestling	79%
Writing	9%

The respondents indicated that they would have loved to participate in other activities of which they were deprived for various reasons. They indicated wrestling (79%), volley-ball (35%), watching videos (37%), travel (58%), art (45%), religious activities (36%) and reading (36%) as preferred activities.

Television, and especially wrestling shows that are broadcast, seem to have a major impact on the respondents.

### 4.2.22 RECREATION AWARENESS

**TABLE 4.14: RECREATION AWARENESS**

<b>REASONS</b>	<b>Most important</b>	<b>Less important</b>	<b>Not important</b>	<b>No Opinion</b>
My spare time activities help me feel important.	81%	14%	3%	2%
I am aware of a lot of recreation and sport activities.	62%	22%	10%	6%
I can make good things happen when I practice recreation and sport.	68%	17%	8%	7%
I can learn new skills when I practice recreation and sport activities.	71%	17%	6%	6%
Recreation and sport will keep me from doing crime.	84%	9%	4%	3%
Recreation and sport will improve our communities.	86%	9%	2%	3%
I can do things during recreation and sport that will make other people like me.	73%	19%	5%	3%
I can make new friends through recreation and sport.	80%	13%	4%	3%
We need more recreation and sport activities in our communities.	87%	8%	2%	3%
Leisure and tourism only teach us good things.	85%	9%	3%	3%

Eighty-one percent (81%) of the respondents (see Table 4.14) indicated that leisure activities give them a feeling of importance, 86% that it contributes to community pride and 84% that it

contributes to crime prevention. Eighty-five percent (85%) responded that recreation awareness teaches people important things and 80% that it helps them to socialise. Table 4.14 indicates the respondents' need for more recreation activities (87%). The clear need for recreation activities should therefore not be ignored by those in government and elsewhere (see below).

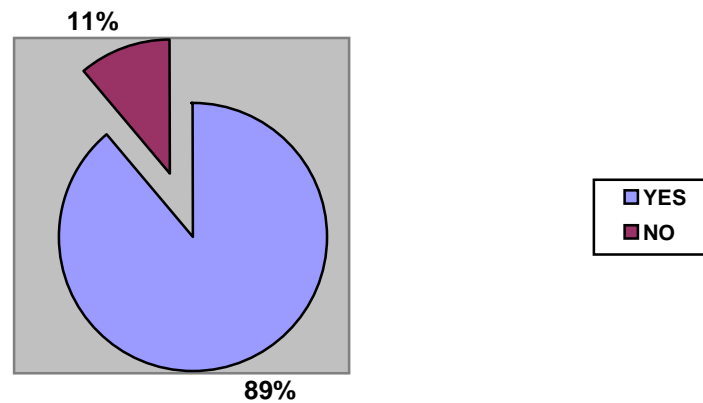
#### 4.2.23 REASONS FOR NOT PARTICIPATING IN RECREATION

**TABLE 4.15: REASONS FOR NOT PARTICIPATING**

REASONS	PERCENTAGE
Health problems	25%
Financial problems	67%
Political instability	4%
Family obligations and commitment	17%
Safety aspects	3%
Lack of time	16%
Lack of information	26%
Not sure what there is to do	10%
Social status	6%
Lack of transport	19%

The following reasons were identified in Table 4.15 as to why people do not participate in recreation. Sixty-seven percent (67%) of the respondents indicated financial problems, 26% lack of information and 25% health problems. These results justify previous results and emphasise the important role the various government and non-government organisations (NGOs) need to play in order to improve the quality of life of the people in the North West Province. Once again the need for sustainable development, which includes employment opportunities, is emphasised. Projects and programmes must be introduced by governments and the private sector to enhance the quality of life of the rural people.

## 4.2.24 ROLE OF TOURISM AND LEISURE



**FIGURE 4.8: ROLE OF TOURISM AND LEISURE**

Eighty-nine percent (89%) of the respondents believe that tourism and leisure can contribute towards improving their lives and 11% of the respondents feel the opposite.

**TABLE 4.16: JUSTIFICATION OF PARTICIPATION IN TOURISM AND LEISURE**

REASON	PERCENTAGE
Exercise	1%
Explore places	9%
Meet people	5%
Do not like to travel	2%
Prefer to work, not to practice tourism and leisure	2%
Relieve boredom	3%
Refresh and avoid crime	4%
Go out with family & improve health	2%
Thinking of poverty	1%
Discovering hidden talents	2%
Want to know about tourism & leisure	4%

REASON	PERCENTAGE
Acquire more skills	3%
Sometimes time must also be spent on the mind	2%
No money	1%
Lack of time and due to illness	2%
Under conditions	1%
Explore the nation	2%
To do something	2%
Forget your problems	1%
Maybe I'll be more corrupt	1%
Help me broaden my scope of knowledge	4%
Will keep us busy and keep us from bad things	4%
Break away from social problems	2%
Experience new ventures & new cultures	19%
People I meet will share new ideas	3%
I'll teach others & keep fit and healthy	5%
Make money and be popular	2%
For the love of sports and travel	2%
Create jobs & improve community	10%
Teach our children new things	1%
For the inspiration, involvement and entertainment	2%
Exposure and change our lives	2%
Safer at home & too old to travel	2%
Know nothing about tourism	1%
No reason	1%
Build a playground	1%

Many arguments were given in Table 4.16 for and against the theory that tourism and leisure can contribute towards improving a person’s life. Respondents (10%) indicated a need for job creation and 19% supported experiencing new cultures and ventures. This table shows that interaction and relaxation such as sharing new ideas (3%), keeping busy and keeping people from bad things (4%), teaching others (5%) were very low on the agenda. These arguments indicate that there is a dire need to popularise leisure and tourism programmes in the communities. It seems that awareness programmes must accompany any development projects or programmes that are planned for rural areas. The skills development department should be included, for there is a sincere need for providing information and acquiring skills in rural areas.

### 4.3 THE FACTOR ANALYSIS

The purpose was to group the 20 questions of tourism and leisure (B13 and C21) from the questionnaire in factors. Four factors were retained, which explained 66,57% of the total variance in the data.

The factor analysis shows that:

- all the questions clustering in factor 1 have to do with benefits;
- all the questions clustering in factor 2 have to do with travelling;
- all the questions clustering in factor 3 have to do with relaxation; and
- all the questions clustering in factor 4 have to do with knowledge.

The factor pattern explains which question belongs to the different factors. This is given in Table 4.17 below.

**TABLE 4.17: ROTATED FACTOR PATTERN**

		FACTOR 1 BENEFITS	FACTOR2 TRAVELLING	FACTOR3 RELAXATION	FACTOR4 KNOWLEDGE
21.6	Recreation and sport will improve our communities.	0.82859	.	.	.
21.8	I can make new friends through recreation and	0.81257	.	.	.

		FACTOR 1 BENEFITS	FACTOR2 TRAVELLING	FACTOR3 RELAXATION	FACTOR4 KNOWLEDGE
	sport.				
21.5	Recreation and sport will keep me from doing crime.	0.0896	.	.	.
21.9	We need more recreation and sport activities in our community.	0.79155	.	.	.
21.10	Leisure and tourism only teach us good things.	0.73324	.	.	.
21.7	I can do things during recreation and sport that will make other people like me.	0.70913	.	.	.
21.4	I can learn new skills when I practice recreation and sport activities.	0.53900	.	.	0.52708
21.1	My spare time activities help me feel important.	0.476152	0.42533	.	.
13.7	To see different cultures.	.	0.72723	.	.
13.8	To spend time in the outdoors.	.	0.71099	.	.
13.1	To see and explore new places.	.	0.71661	.	.
13.10	I like to travel.	.	0.66570	.	.
13.2	To meet people.	.	0.65275	.	.
13.3	To visit friends and family.	.	0.63547	.	.
13.9	For health reasons.	.	0.53359	.	.
13.5	To relax.	.	.	0.84930	.
13.4	To break away from the routine.	.	.	0.75206	.

		FACTOR 1 BENEFITS	FACTOR2 TRAVELLING	FACTOR3 RELAXATION	FACTOR4 KNOWLEDGE
13.6	To spend time with someone special.	.	.	0.68873	.
21.3	I can make good things happen when I practice recreation and sport.	.	.	.	0.81667
21.2	I know many recreation and sport activities.	.	.	.	0.75206

The percentage variance explained by each of these 4 factors is given in Table 4.18.

**TABLE 4.18: PERCENTAGE VARIANCE EXPLAINED BY EACH FACTOR**

Factor1	Factor2	Factor3	Factor4
24.3%	19.7%	11.9%	10.7%

The commonalities of all questions, except 13.9 “For health reasons”, is more than 50%, indicating that more than 50% of the variance of each question is explained by these 4 factors.

In accordance with the literature study, one of the advantages of tourism is an increased demand for knowledge, growth, education and skills development (Schneider, 1993). Wankel and Berger (1991) state that leisure serves as a vehicle for the transmission of knowledge, values and norms. This is supported by Saayman (2000) who states that participation in leisure and tourism activities requires knowledge as a skill.

Knowledge is integral to leisure and tourism industries, which implies the ability to create jobs and the development of intellectual capital (White Paper on Tourism, 1996; Swart, 2002; Wankel & Berger, 1991). This confirms that knowledge is an important tool in leisure and tourism.

Among the benefits that are derived from participating in leisure and tourism activities, knowledge was identified as a factor in the factor analysis, and this is the fundamental principle of both industries. Everybody that participates in these activities does so for one or more benefits that he/she experiences, which may be tangible or intangible. These benefits

can either be economic, social, physiological, psychological or spiritual (Schneider, 1993; Krippendorf, 1987; Saayman, 2000; Wankel & Berger, 1991).

To test the reliability of these 4 factors as measuring instruments, the Cronbach alpha coefficients were calculated. These results are given in Table 4.19 below.

**TABLE 4.19: RELIABILITY OF FACTORS AS MEASURING INSTRUMENTS**

FACTOR		CRONBACH ALPHA COEFFICIENT
01	Benefits	0.923144
02	Travelling	0.870097
03	Relaxation	0.778337
04	Knowledge	0.794612

The results above show that these four factors are reliable measuring instruments. The average of the questions contributing to a factor can therefore be used as a measure of the importance of that factor. The means of the factors are given in Table 4.20 below.

**TABLE 4.20: MEANS FOR EACH FACTOR**

Variable	N650	Mean	Std Dev	Minimum	Maximum
Benefits	650	1.1888571	0.3588301	1.0000000	3.0000000
Travelling	652	1.2810108	0.4180960	1.0000000	3.0000000
Relaxation	631	1.3610671	0.5049808	1.0000000	3.0000000
Knowledge	641	1.3946958	0.5465767	1.0000000	3.0000000

The following Likert Scale was used. With regard to the scale, it means that the smaller the mean the more important the factor. When calculating the average values of these factors, the fourth option, “No opinion”, was omitted.

1. Most important
2. Less important
3. Not important
4. No opinion

These results show that the factors *benefits*, *travelling*, *relaxation* and *knowledge* are all regarded to be very important factors in tourism and leisure, as all the means fall between most important and less important on the Likert Scale. This also correlates with the findings in the literature study. Donna (2002), for example, perceives leisure as an opportunity for families and children to take part in outdoor adventure and this, in turn, helps improve the social condition of women and children. Schneider (1993) argues that education at the post-primary level has expanded due to increases in tourism and that tourism encourages civic involvement and pride within the community. The studies of Saayman (2000), Donna (2002) and Schneider (1993) demonstrate the value of education, travel, relaxation and benefits as the significant pillars of leisure and tourism participation.

## 4.4 CONCLUSION

In this chapter the empirical data emanating from the survey by Saayman and Phiri (2003) were statistically analysed and interpreted. It became evident that leisure and tourism are crucially important for the upliftment of rural communities. Main findings include that the rate of unemployment places financial constraints on participation in tourism and leisure activities. A lack of knowledge, skills and time are also emphasised. The value of leisure and tourism activities was also emphasised by the four-factor analysis. The factor analysis indicated that benefits, travelling, relaxation and knowledge form an integral part of the leisure and tourism industries, and must therefore be a priority set by the government. The Cronbach Alpha Coefficient was used to determine the reliability of the measuring instrument, and it was found that the instrument was reliable. In the next chapter recommendations will be made for the improvement of leisure and tourism management in rural communities. These recommendations will be based on the nature of the South African tourism industry as being a government strategy, private-sector-driven and community based (Fabricius, 1998).

# CHAPTER 5

## CONCLUSIONS AND RECOMMENDATIONS

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### 5.1 INTRODUCTION

There is no doubt that tourism and recreation can play an important role in the regeneration and diversification of rural communities and that tourism acts as a catalyst for the protection and renovation of rural environments and it is therefore not surprising that, in many countries, tourism is viewed as a panacea to the ills suffered by rural areas (Sharpley & Sharpley 1997:131).

Thus, rural tourism should be developed in a manner which emphasises and reflects the rural environment; it should be rural in scale and character and building upon the features and attributes of its surrounding, it should utilise existing building and facilities, involve the local community and should be limited by an area's physical, social and cultural capacity to absorb tourism (Sharpley & Sharpley, 1997:19). Given the fact that South Africa's wealth of wildlife, cultures and history has been largely undiscovered by world tourism, the country has a lot of opportunities and challenges to showcase (RETOSA, 2003:16).

Community-based tourism has become increasingly important in South Africa, mainly because of its potential to empower communities and to enable them to take control over their lives, as well as the implications it holds to alleviate poverty (RETOSA, 2003:17).

Well-structured recreation programmes can provide children with opportunities to participate in physical activities that have immediate and long-term benefits. These benefits include higher levels of fitness, better health, social involvement and the satisfaction derived from developing skills in group and individual activities (Steynberg *et al.*, 2000). Unemployment can cause many individuals to feel guilty or inadequate. Recreational activities can provide the unemployed with an alternative to work that may help them develop self-confidence, self-esteem, and to experience satisfaction (Anon. 2000).

In view of the above arguments it was the motivation of this study to determine leisure and tourism behaviour patterns of people living in rural communities in the North West Province. To attain this aim, the objectives below were met.

Firstly, literature discussed in chapter two addressed the existing South African tourism industry, with special reference to rural tourism. The literature was analysed and relevant aspects were related to the rural tourism.

Secondly, the leisure perspective in South Africa and their relation to tourism theories were explained in chapter three. Thereafter the core factors were identified in terms of strengths, weaknesses, opportunities and threats. A SWOT analysis was performed in order to determine South Africa's opportunity for rural tourism and leisure activities (chapters two and three).

Chapter four dealt with an analysis and interpretation of the research results of the survey by Saayman and Phiri (2003). The leisure and tourism behaviour of people in rural areas was identified.

The aim of this final chapter is to provide certain conclusions and to make recommendations to the North West Province's Department of Social Services, Arts, Culture and Sport concerning the issues described in the study.

Therefore the conclusions and recommendations below were organised under the topics of motivation to participate in leisure and tourism activities, the SWOT analysis of tourism and leisure in South Africa and functions involved in tourism and leisure participation. In order to provide strategic recommendations, aspects of management, marketing, development, programmes and facilities were addressed.

## **5.2 CONCLUSION**

The following are the main conclusions of this study.

### **5.2.1 MOTIVATION FOR PARTICIPATION**

From the literature study it was evident that there are many factors that contribute to the motivation of people to participate in leisure and tourism activities. As these activities cannot be split into definite leisure and tourism activities, and because the motivation for participation remains basically the same, this cannot be discussed separately for the leisure

and tourism industries. Conclusions were made from research of Maslow (1980), Mill and Morrison (1985), Schoell and Guiltinah (1995), Uysal and Hagan (1993) and Kelly (1990) and include the following:

- People travel because they are attracted by attributes of a given destination.
- People travel because they are driven by psychological motives.
- People travel because they are driven by physiological motives.
- People travel for leisure.
- People participate in leisure activities because they derive pleasure and it is fulfilling.
- People participate in leisure activities for fun and enjoyment.
- People participate in leisure activities because of health benefits.
- People participate in leisure activities because of social benefits.
- People participate in leisure activities because of psychological/spiritual benefits.
- People participate in leisure activities because of physiological benefits.
- South Africa' leisure industry has the advantage that it has many facilities available for use by the public. The marketing of the leisure industry is important to promote leisure and South Africa as a whole.
- 

These conclusions are further supported by Porter (1990) and Ritchie and Crouch (1993), who believe that the following factors also are relevant to the tourism industry and can be used successfully as guidelines for becoming globally competitive:

- Altering the basis of the competition
- Competing for a good price
- Offering a superior or a unique product
- Cost control
- Involvement of the government in the formulation of strategies, because of the important role the government plays
- Innovation that leads to successful competition

- Upgrading the home environment
- Thinking globally while acting locally

In spite of the fact that much research is still needed to understand and identify the major factors involving global competitiveness in the tourism industry, Ritchie and Crouch (1993) gave some guidelines for being globally competitive:

- the quality of services at the destination
- the quality of the experience that the destination provides
- the destination must provide value for money
- providing “authenticity” of the travel experience
- the management of the factors in the following areas is the key to sustain the advantage:
  - hedonistic dimension of the experience
  - interactive dimension of the quality experience
  - novelty dimension of the quality destination experience
  - comfort dimension of the quality destination experience
  - safety dimension of the destination experience

The advantage that South Africa has as a tourist destination lies in the uniqueness of the country’s diversity in wildlife, scenery and attractions. The fact that a tourist gets value for money in terms of the exchange rate and the quality of accommodation contributes to this advantage. This advantage should, however, be seen in the context of the drawbacks of the current situation in South Africa, such as crime, marketing, communication, training and information. These are all aspects than can be inverted to be favourable for the tourism industry and that could be used to develop South Africa’s position globally as a desirable tourist destination (Du Plessis, 2002).

## 5.2.2 THE SWOT ANALYSIS OF TOURISM IN SOUTH AFRICA

With regard to tourism, national as well as international viewpoints identify the following factors as South Africa's strengths, weaknesses, opportunities and threats.

➤ **Strengths**

An abundance of wildlife, beautiful scenery that varies from place to place as far as one travels through the country, cultural diversity, favourable climate, value for money, a variety of attractions and specific icons, such as the Kruger National Park, Cape Town etc. are the strengths of South Africa as a tourist destination.

➤ **Weaknesses**

Weaknesses of the South African tourism industry have been identified as the high prevalence of crime, the lack of co-ordination between key players in the industry, a lack of information, insufficient marketing, poor quality of service, the control structure (where the government plays a huge role), insufficient trained human resources, insufficient airline capacity to meet the demand, high prices and ignorance regarding the potential of the industry.

➤ **Opportunities**

Tourism can provide more jobs, economic growth, new markets and new improved marketing strategies, and can be the reason for branding of the destination.

➤ **Threats**

To South African tourism include the politically unstable situation in neighbouring countries, the crime situations, the country's airline capacity and the incidence of diseases such as HIV/AIDS and malaria.

It is clear that there are various factors that could give South Africa an advantage as a tourist destination. However, factors such as crime, a lack of adequate marketing, a lack of training and information, high prices on aviation, poor communication between key players and fragmentation in the sector itself seem to hinder the country from becoming a more competitive tourist destination.

The SWOT analysis done on South Africa's tourism situation is significant in improving service delivery. The most important factors in global competitiveness and the factors involved in South Africa's industry may be summarised as follows:

- Safety
- Quality of service
- Value for money
- Geographical features
- Attitude towards tourists
- Availability of information
- Uniqueness of life of local people
- Foreign exchange
- The most significant of these are: attractions, accessibility, scenery, safety and accommodation.

All these factors correlate with each other in that they support correlation between:

- Travel and discretionary income
- Education and travel motivation
- Basic needs and travel motivation
- Information (awareness) and travel motivation

These factors are significant in the problem statement of the study.

### **5.2.3 THE SWOT ANALYSIS OF THE SOUTH AFRICAN LEISURE INDUSTRY**

With regard to leisure, national as well as international viewpoints emphasise the following aspects as South Africa's strengths, weaknesses, opportunities and threats.

- Strengths
 

The most important aspect of leisure is the benefits derived from participation in leisure activities. Leisure has the potential to improve the quality of life of people. An abundance of sport and recreation facilities and beautiful scenery are offered, such as the coastal regions, dams etc.

➤ Weaknesses

A lack of proper direction from the South African Sport Commission, lack of research, inadequate expertise and no formal support from local authorities, federations and other stakeholders and funding are regarded as the weaknesses of the industry.

➤ Opportunities

Leisure can provide healthy lifestyles, improved levels of participation, a positive self-esteem and a positive attitude towards life in general. It can also serve as a platform for identifying talented players for sport development programmes and may help to alleviate poverty.

➤ Threats

The threats are mainly safety and security, drug abuse, violence, racism and vandalism, which impact on participation in leisure. Based on the above it is clear that participation in leisure can change the lives of the people significantly. These drawbacks can also negatively impact on the process of improving participation.

\*\*\* ***The SWOT analysis done on South Africa's leisure is significant in providing guidelines for improving service delivery.***

The following are the main findings of the survey.

– Demographics

53% of the respondents were women, while 84% of them were Setswana-speaking. As 32% of them are between 16 – 25 years, the majority (67%) are not married. 23% of the respondents have a matriculation qualification which indicates a lack of training. This are emphasised by 83% that is unemployed, and earn less than R10 000 per annum.

– Travel

The majority of the respondents have travelled within North West Province before and had limited financial resources are given as the primary reason. The majority (85%) indicated their willingness to travel and to see places. 84% of the respondents who have travelled have done so in order to visit

family and friends. 65% use taxis as a mode of transport. 31% of the respondents do not travel for long distances and 41% indicated the North West Province as their favourite destination. This is indicative that the local people must form part of the total target market for the packaging of tourism products.

– Leisure

87% of the respondents indicated a need for more recreation activities, and that money is the primary reason for not participating in activities. 89% of them believe that leisure and tourism can improve their lives.

## **5.3 RECOMMENDATIONS**

The following recommendations are made with regard to this study:

### **5.3.1 MANAGEMENT**

Rural areas in the North West Province should become primary areas for service delivery. Leisure and tourism managers and provincial departments of sport and recreation as well as of economy and tourism have an important role to play in sport, recreation and tourism. These provincial departments should invest in the effective management, strategic planning, control and monitoring of programmes and the training of human resources.

Recognition by local and national governments should be given to the provincial departments of sport and recreation, economy and tourism and their importance in improving people's quality of life. Communication, partnerships and the integration of programmes are significant in both tourism and leisure. Government, through Prorecs and Lorecs, must introduce these rural communities to a variety of recreation and leisure activities. Schools can serve as a vehicle to promote participation in park and recreation and can contribute significantly towards alleviating this lack of participation.

### **5.3.2 MARKETING AND AWARENESS**

As tourism is a concurrent function of national and provincial governments, there is still uncertainty about the extent of this function at the different governmental levels. Although the national government is responsible for international marketing and provincial governments

for marketing in South Africa, joint ventures and supportive networks are not supported by relevant legislative documents. This is crucial for increasing tourism flow to South Africa.

Leisure and tourism programmes should be packaged in order to get attention from the public. Proreecs, Disreecs and Loreecs should brand their products so as to build image and awareness about the North West community. The continuous participation in tourism and leisure activities will attract investment and development in sport, recreation and tourism. Parks and game reserves in the province should also play a role in creating a greater awareness.

The Internet is a valuable source of low-cost but up-to-date marketing intelligence that can be sourced through a company's site (for details of its customers) and other websites (for information on competition situations, market conditions and the general environment). This is extremely useful in building a customer information database (Olivier, 2001).

### **5.3.3 DEVELOPMENT**

Development of highly trained Human Resource is necessary for the Department of Sport and Recreation and Economy and Tourism to do proper strategic planning and implementation of programmes. These departments should focus on job creation, training, attracting and greater number of tourists, encourage youth to participate in various codes to strengthen their choices. Libraries should also help to educate people in rural areas as part of the awareness programme. There is lack of capacity and expertise in the field of leisure and tourism and therefore training of personnel will accelerate service delivery in the North West Province.

### **5.3.4 FACILITIES**

The provincial department of sport, recreation, economy and tourism have strategic plans in place for facilities with specific reference to the rural communities. The focus is on upgrading and where possible to build new facilities closer to communities. The utilisation of these facilities will improve their lifestyle.

### **5.3.5 PROGRAMMES**

One of the strategic goals of the provincial department of sport and recreation is to present programmes. Currently mass participation programmes are being presented, such as Active

Oldies, Movers in Action, Community SANGALA, Gymnastrada, Aerobics, Learn to Swim and Outdoor Adventure. The provincial department of economy and tourism pays special attention to access to nature reserves, tour guides and tourism capacity building, which are integral to nature. These programmes promote interaction with fauna and flora.

## **5.4 FURTHER RESEARCH**

As leisure and tourism is still a relatively new subject of research in South Africa, further research is encouraged. Further research related to the unique conditions in South Africa is strongly suggested. The following topics are identified:

- Leisure and tourism behaviour in urban communities of the North West Province. This will result in a comparative study related to the study of rural communities in the North West Province.
- Research on how recreation and tourism can be used as tools to alleviate poverty and can assist government with finding solutions.

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# QUESTIONNAIRE

## TOURISM AND LEISURE NEEDS IN THE NORTH WEST PROVINCE

### A. DEMOGRAPHIC INFORMATION

1. What is your sex?

Male	Female
1	2

2. What is your home language?

Setswana	Afrikaans	English	Afrikaans & English	Other
1	2	3	4	5

3. What is your age?

Years:	
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4. What is your marital status?

Married	1
Unmarried and never been married	2
Divorce, widow/widower, living apart, etc.	3

5. What is your **highest** educational qualification?

No formal education	0
Standard 5 or lower (primary school only)	1
Standard 6 or 7	2
Standard 8 or 9 (or equivalent qualification, e.g. NTC I or II)	3
Standard 10 (or equivalent, e.g. NTC III)	4
Standard 10 plus 1 or 2 years additional training (e.g. NTC IV, V or National High	5

School Certificate)	
Standard 10 plus 3 years additional tertiary training (e.g. B.A., B.Sc., National Diploma)	6
Standard 10 plus 4 or more years additional tertiary training (e.g. B.A. + Teacher's Diploma, B.Arch., B.A. Hons)	7
Master Degree, Doctorate or other equivalent qualification	8

6. Which of the following categories best describe your present occupation?

Professional (advocate, medical doctor, teacher, etc.)	1
Managerial position (director, manager, etc.)	2
Administrative (clerk, bookkeeper, receptionist, etc.)	3
Technical personnel (laboratory assistant, etc.)	4
Sales personnel (trader, etc.)	5
Farmer, horticulturist, forester	6
Mining (all kinds)	7
Civil service worker (police, prison services)	8
Non-profit worker (house-wife, student, pensioner, etc.)	9

7. What is your present total annual income (before deductions)? You are earnestly requested to reply because the investigation will be incomplete without this information. The necessary precautions were taken to ensure total confidentiality. (Please cross the applicable number).

Less than R10,000 p/a	1
R10,001 – R30,000 p/a	2
R30,001 – R50,000 p/a	3
R50,001 – R60,000 p/a	4
R60,001 – R75,000 p/a	5
R75,001 – R100,000 p/a	6
R100,001 – R150,000 p/a	7
R150,001 and more	8

**B. TOURISM AND TRAVEL PARTICIPATION**

8. Have you been on holiday (travel to other places) during the past 3 years?

Yes		No	
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9. If no, what are primary reasons for not travelling? (You may tick more than 1 option)

Limited finances	
Transport problems	
Health reasons	
Family commitments	
Lack of information	
Do not know where to go to	
Other (specify)	

10. Would you like to travel to other parts of South Africa or the world?

Yes		No	
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11. Give a reason for your answer.

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12. List the places / attractions / destinations that you have visited when on holiday.

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13. Rate your primary reasons for travelling.

<b>1</b>	Most important
<b>2</b>	Less important
<b>3</b>	Not important
<b>4</b>	No opinion

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1. To see explore new places				
2. To meet people				
3. To visit friends and family				
4. To break away form the routine				
5. To relax				
6. To spend time with someone special				
7. To see different culture				
8. To spend time in the outdoors				
9. For health reasons				
10. I like to travel				
11. Other (specify)				

14. What transport do you use to get to your destination? (You may tick more than 1 option)

Taxi	
Bus	
Own vehicle	
Train	
Air plane	
Other (specify)	

15. What is the average duration of your stay when you travel?

1. 1 – 2 days	
2. 2 – 4 days	
3. 4 – 6 days	
4. A week	
5. More than a week	

16. What / Where is your favourite holiday destination?

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17. Which parks or game reserves have you visited before?

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18. If you were to choose any place or destination anywhere in the world, where would you prefer to go?

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### C. RECREATION AND LEISURE PARTICIPATION

After completion of your daily or weekly responsibilities, you experience discretionary or leisure time in which you can do the things you like.

Such activities may include variations of sport (such as soccer, rugby, cricket, parachuting, netball, hockey, athletics, soccer, tennis, swimming, squash, gymnastics, scuba-diving, blitz-cricket, etc.) or general activities such as culture, art, folkdances, painting, photography, religion, social meetings, hobbies, music, water activities, dancing picnicking, mountain climbing, reading, writing, cinema, radio, television, videos, visiting friends, cycling, hiking, etc.

**A relative large number of sport and recreation activities, which you participate in during the entire year or its seasons, are included in your leisure repertoire.**

19. In what recreation activities do you participate? Please bear in mind seasonal participation. Write down the names of all sport and recreation activities, usually in the order of eight, ten or even more. (See previous page for examples).

**19. Recreation activities: (You may tick more than 1 option)**

1. Soccer	
2. Netball	
3. Volleyball	
4. Cricket	
5. Rugby	
6. Athletes	
7. Gardening	
8. Art	
9. Bird watching	
10. Television	
11. Dancing	
12. Tennis	
13. Music	
14. Stamp collection	
15. Other (Specify)	

20. Which other recreation activities would you like to do? Please list all the activities.

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	

10.	
11.	
12.	
13.	
14.	
15.	

21. How do you rate the following statements?

<b>1</b>	Most important
<b>2</b>	Less important
<b>3</b>	Not important
<b>4</b>	No opinion

Statements	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1. My spare time activities help me feel important				
2. I know a lot of recreation and sport activities				
3. I can make good things happen when I do recreation and sport				
4. I can learn new skills when I do recreation and sport activities				
5. Recreation and sport will keep me from doing crimes				
6. Recreation and sport will improve our communities				
7. I can do things during recreation and sport that will make other people like me				
8. I can make new friends through recreation and sport				
9. We need more recreation and sport activities in our community				
10. Leisure and tourism only teach us good things				

22. What are the reasons for not participating in leisure / recreation activities? (You may tick more than 1 option)

1. I have health problems	
2. Financial problems	
3. Political instabilities	
4. Family obligations / commitments	
5. Safety aspects	
6. Lack of Time	
7. Lack of information	
8. Not sure what there is to do	
9. Social status	
10. Lack of transport	

23. Do you think that tourism and leisure activities can improve you life?

Yes		No	
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24. Give a reason for your answer.

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25. Any suggestions?

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*Thank you for your kind co-operation.*