A model of perceived impacts of tourism on residents' quality of life in selected towns

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ABSTRACT

Worldwide tourism has become one of the largest and fastest growing industries. Specifically in the South African context, this growth has been confirmed in recent statistics. However, the growth in the tourism industry does not occur without challenges. It brings both benefits and costs to the residents of a host community, consequently generating both positive and negative tourism impacts. Further, it is recognised that once a community becomes a tourism destination, the lives of the residents are influenced by that particular development; thus effecting their Quality of Life (QoL). Only minimal research has, however, been conducted to determine the influence of the perceived impacts of tourism on residents' QoL, especially in the South African context.

A number of theoretical frameworks have been developed in tourism to signify how the perception of or reactions towards tourism of residents in a host community are influenced at any particular stage of development. Pertaining to QoL, various theoretical models have also been created to describe the functioning of the construct. Although theoretical frameworks have been developed that are distinct to tourism and QoL; to date an integrated approach does not exist that explores the influence of tourism on residents' QoL.

In addition to the lack of an integrated approach in literature, the permanency of tourism products too have not yet been examined in literature. Further, permanency has not been examined in order to determine the influence of tourism impacts on residents' QoL in selected towns, one being a permanent tourism product (PTP) and the other a non-permanent tourism product (N-PTP). From the above, it can be seen that three theoretical and practical issues exist: (1) only a modest amount of research has been done to determine the influence of tourism impacts on residents' QoL; (2) an integrated approach does not exist signifying the relationship between tourism impacts and QoL and; (3) permanency as a differentiation factor has not been investigated in host

communities. By addressing these issues, a significant contribution will be made to literature, together with the ensuing practical contributions. Therefore, the main goal of the study was to develop a model to indicate the influence of perceived impacts of tourism on residents' QoL in selected towns; these having specific differentiation made between a PTP and N-PTP.

In order to achieve the goal of the study, five objectives were formulated:

The first objective was to analyse theoretical frameworks of tourism and QoL and to identify a particular theoretical framework for the study. Specifically, the *Social Exchange Theory (SET)* was selected from the theoretical frameworks of tourism, while the *Bottom-up Spillover theory* was designated as it is peculiar to QoL frameworks. Therefore, the derived theoretical framework indicated that an *'exchange'* process occurs between tourism development and the residents of the host community. More specifically, *social exchange* arises between the perceived impacts of tourism and life domains in order to establish the QoL of residents in host communities.

The second objective was to analyse tourism both as an industry and product in a host community through a review of existing literature. From the literature review, it can be seen that tourism is a growing industry and product, not only internationally but also in the South African context. Permanency as a characteristic was explored comprehensively to define a tourism product while maintaining the differentiation between a PTP and N-PTP. Residents of a host community are noted as important role-players in the tourism industry as tourism impacts affect them in PTP and in N-PTP. This importance is emphasised as residents of a host community: (1) influence the tourism experience; (2) determine the attractiveness of a destination and; (3) control the sustainability of tourism in a host community.

The third objective was to analyse QoL and its relation to the residents of a host community, once more, through a literature review. From the review, it was observed that QoL has different definitions and views, some more intricate than others. For the purpose of the study, it was determined that QoL can be described appropriately through the *Bottom-up Spillover* theory. Therefore, QoL is determined through the

collaboration of various life domains that, further, may be either objective or subjective in nature. When examining the relationship between tourism development and QoL, it was established that tourism, through tourism products, produces effects that will influence various life domains, consequently determining the QoL of residents in a host community. As with tourism impacts, the QoL of the host community's residents will subsequently: (1) influence the tourism experience; (2) determine the attractiveness of a destination and; (3) ensure the sustainability of tourism in a community.

The fourth objective was to analyse the influence of the economic, environmental, social and cultural impacts of tourism on residents' QoL and to differentiate between a PTP and N-PTP by using an empirical study. Having in mind that the main goal of the study was to develop a model, Confirmatory Factor Analysis (CFA) and Structural Equation Modelling were conducted on the data. The models, constructed separately for tourism impacts and QoL, were subsequently integrated to determine the influence of the perceived impacts of tourism on residents' QoL. The model with good model fit statistics and supportive of underlying theory was thereafter accepted for further analysis in order to attain comprehensively the main goal of the study. Thereafter, model development tested permanency of tourism products by specifically determining the influence of perceived impacts of tourism on residents' QoL in selected towns (PTP and N-PTP). From the latter exercise, no practically significant differences were found between a PTP and N-PTP. Therefore, the model constructed as Stage 3 was accepted as the final model of the study and was given the title of Root's model of Community TourQoL (CTQ). Specifically, the model signified that positive economic, environmental, social and cultural impacts influence residents' QoL, while negative environmental and social impacts do not influence residents' QoL in host community. Furthermore, the model showed that no differences were found between a PTP and N-PTP regarding the influence of perceived impacts of tourism on residents' QoL.

The fifth and final objective was to draw conclusions, indicate contributions, formulate recommendations and present limitations peculiar to the study. The greatest significance of the study is seen in the practical contributions of the study, specifically, the development of Root's model of Community TourQoL (CTQ). Community and tourism planners and/management can implement the model in both PTP and N-PTP to

enhance the positive impacts of tourism; while minimising negative impacts, in order to improve residents' QoL.

Key words: *Tourism impacts, Tourism product, Residents, Social Exchange Theory (SET), Quality of Life (QoL), Bottom-up Spillover theory, Root's model of Community TourQoL (CTQ)*

OPSOMMING

Wêreldwyd het toerisme een van die grootste en mees vinnig-groeiende industrieë geword. Spesifiek ten opsigte van die Suid-Afrikaanse konteks is die groei in toerisme deur onlangse statistiek bevestig. Hierdie positiewe groei in die toerisme-industrie vind egter nie sonder uitdagings plaas nie. Dit lewer voordele en nadele aan die inwoners van die gasheergemeenskap, en gevolglik word positiewe en negatiewe toerisme-impakte ervaar. Verder word dit erken dat wanneer ’n gemeenskap ’n toerismebestemming word, word die lewens van die inwoners deur spesifieke ontwikkeling beïnvloed, en sodoende word hul lewenskwaliteit [*Quality of Life* (QoL)] geaffekteer. Slegs minimale navorsing is egter uitgevoer om die invloed van die waargenome impakte van toerisme op inwoners se QoL te bepaal; veral binne die Suid-Afrikaanse konteks.

’n Aantal teoretiese raamwerke is in toerisme ontwikkel om aan te toon hoe inwoners se persepsies rakende of reaksies op toerisme binne ’n gasheergemeenskap tydens ’n bepaalde ontwikkelingsfase beïnvloed word. Ten opsigte van QoL is verskeie teoretiese modelle, ook geskep om die werking van die konstruk te beskryf. Al is daar teoretiese raamwerke ontwikkel onderskeidelik op toerisme en QoL; bestaan daar nie ’n geïntegreerde benadering om die invloed van toerisme op inwoners se QoL te ondersoek nie.

Addisioneel tot die afwesigheid van ’n geïntegreerde benadering in die literatuur, is die blywendheid van toerismeprodukte nog nie in die literatuur ondersoek nie. Verder is blywendheid nog nie ondersoek om die invloed van toerisme-impakte op inwoners se QoL in geselekteerde dorpe aan te dui nie; met, aan die een kant, ’n permanente toerismeproduk (PTP) en, aan die ander kant, ’n nie-permanente toerismeproduk (N-PTP). Vanuit die bogenoemde kan gesien word dat drie teoretiese en praktiese kwessies bestaan: (1) matige navorsing is gedoen om die invloed van toerisme-impakte op inwoners se QoL te bepaal; (2) ’n geïntegreerde benadering bestaan nie om die

verhouding tussen toerisme-impakte en QoL aan te toon nie; en (3) blywendheid as differensiasiefaktor is nog nie in gasheergemeenskappe ondersoek nie. Deur hierdie kwessies aan te spreek, sal ’n beduidende bydrae tot die literatuur gemaak word, sowel as praktiese bydraes. Dus was die hoofdoelwit van hierdie studie om ’n model te ontwikkel om die invloed van waargenome impakte van toerisme op inwoners se QoL in geselekteerde dorpe aan te toon. Ten opsigte van ‘geselekteerde dorpe’ word ’n spesifieke onderskeid tussen ’n PTP en ’n N-PTP getref.

Om die doelwit van dié studie te behaal, is verskeie doelstellings geformuleer:

Die eerste doelstelling was om teoretiese raamwerke van toerisme en QoL te analiseer, om spesifiek die teoretiese raamwerk afgelei vir hierdie studie te identifiseer. Die Sosiale Uitruilteorie [*Social Exchange Theory (SET)*] is gekies vanuit die teoretiese raamwerke van toerisme, terwyl die *Bottom-up Spillover*-teorie geselekteer is spesifiek tot QoL-raamwerke. Dus het die afgeleide teoretiese raamwerk aangedui dat ’n *‘uitruiling’*-proses tussen toerisme-ontwikkeling en die inwoners van die gemeenskap plaasvind. Meer spesifiek ontstaan ’n sosiale *uitruiling* tussen die waargenome impakte van toerisme en die lewensdomeine om sodoende die QoL van die inwoners van die gasheergemeenskappe daar te stel.

Die tweede doelstelling was om toerisme as beide ’n industrie en produk in ’n gasheergemeenskap deur middel van ’n literatuuroorsig te ondersoek. Vanuit die literatuuroorsig is waargeneem dat toerisme ’n groeiende industrie en produk binne beide internasionale en Suid-Afrikaanse kontekste is. Blywendheid is ’n eienskap wat ondersoek is om sodoende ’n toerismeproduk komprehensief te kan definieer, terwyl tussen ’n PTP en N-PTP onderskei word. Inwoners van ’n gasheergemeenskap is belangrike rolspelers in die toerisme-industrie aangesien toerisme-impakte hulle in beide PTP en N-PTP affekteer. Hierdie belangrikheid word benadruk aangesien die inwoners van ’n gasheergemeenskap: (1) die toerisme-ervaring beïnvloed, (2) die aanloklikheid van ’n bestemming bepaal, en (3) die volhoubaarheid van toerisme in ’n gasheergemeenskap beheer.

Die derde doelstelling was om QoL en dié se verwantskap aan die inwoners van ’n gasheergemeenskap deur middel van ’n literatuuroorsig te analiseer. Vanuit die literatuuroorsig is waargeneem dat QoL verskeie definisies en sienings het; sommige meer ingewikkeld as ander. Vir die doeleinde van dié studie is vasgestel dat QoL deur die *Bottom-up Spillover*-teorie bepaal word. Dus word QoL deur die samewerking tussen verskeie lewensdomeine, wat verder óf objektief óf subjektief van aard kan wees, bepaal. Wanneer die verwantskap tussen toerisme-ontwikkeling en QoL oorweeg word, is vasgestel dat toerisme deur middel van toerismeprodukte impakte veroorsaak wat ’n invloed op verskeie lewensdomeine sal hê, en gevolglik word die QoL van die inwoners van ’n gasheergemeenskap bepaal. Soos met toerisme-impakte, sal inwoners se QoL gevolglik: (1) die toerisme-ervaring beïnvloed, (2) die aanloklikheid van ’n bestemming bepaal, en (3) die volhoubaarheid van toerisme in ’n gemeenskap verseker.

Die vierde doelstelling was om die invloed van die ekonomiese-, omgewings-, sosiale- en kulturele impakte van toerisme op inwoners se QoL deur middel van ’n empiriese studie te analiseer en om tussen ’n PTP en N-PTP te onderskei. Die hoofdoelwit van die studie was om ’n model te ontwikkel, en dus is Bevestigende Faktoranalise en Strukturele Vergelykingsmodellering op die data uitgevoer. Die modelle onderskeidelik aanvaar vir toerisme en QoL was geïntegreer om die invloed van waargenome impakte op inwoners se QoL te bepaal. Die model met goeie modelpassingstatistiek en ondersteunend van die onderliggende teorie is vir verdere analise aanvaar om sodoende die doelwit van die studie komprehensief te behaal. Daarna het die model-ontwikkeling die blywendheid van toerismeprodukte getoets deur spesifiek die invloed van waargenome impakte van toerisme op inwoners se QoL in geselekteerde dorpe (PTP en N-PTP) te bepaal. Vanuit die laasgenoemde kon geen prakties-beduidende verskille tussen ’n PTP en ’n N-PTP gevind word nie. Dus is die model van Fase 3 as die finale model vir die studie aanvaar en getitel as Root se Community TourQoL-model [*Community TourQoL* (CTQ)]. Die model het spesifiek getoon dat positiewe ekonomiese-, omgewings-, sosiale- en kulturele impakte inwoners se QoL beïnvloed, terwyl negatiewe omgewings- en sosiale impakte nie inwoners in die gasheergemeenskappe se QoL affekteer nie. Verder het die model getoon dat geen

verskille tussen ’n PTP en ’n N-PTP ten opsigte van die invloed van waargenome impakte van toerisme op inwoners se QoL gevind is nie.

Die vyfde en finale doelstelling was om gevolgtrekkings te maak, die bydraes aan te toon en om aanbevelings spesifiek ten opsigte van die studie te maak; asook beperkinge van die studie aan te dui. Die betekenis-inhoud van die studie word in die praktiese bydraes van die studie waargeneem. Spesifiek is die hoof praktiese bydrae van die studie die ontwikkeling van Root se Community Tour QoL-model. Die gemeenskap en toerismebeplanners en -bestuur kan die model in ’n PTP en N-PTP implementeer om sodoende die positiewe impakte van toerisme te bevorder, terwyl die negatiewe impakte geminimaliseer word om die inwoners se QoL te verbeter.

Sleutelwoorde: *Toerisme-impakte, Toerismeproduk, Inwoners, Sosiale Uitruilteorie [Social Exchange Theory (SET)], Lewenskwaliteit [Quality of Life (QoL)], Bottom-up Spillover-teorie, Root se Community TourQoL-model (CTQ)*

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'It is important to recognise that our achievements not only speak well for us, they speak well for the persons and forces, seen, unseen, and unnoticed, that have been active in our lives.' – Anne Wilson Schaef

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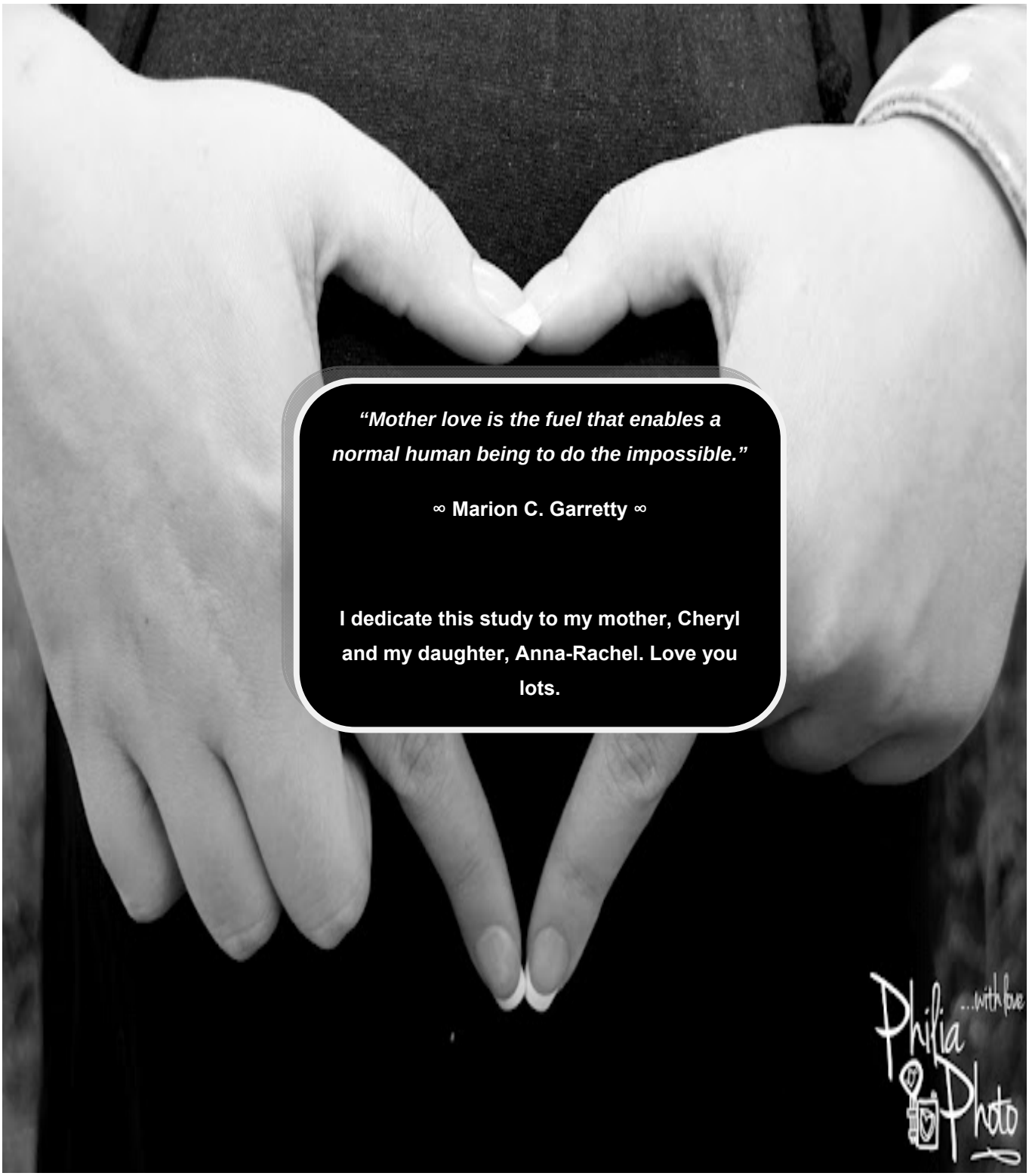

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LIST OF ACRONYMS

ACRONYM	DESCRIPTION
QoL	Quality of Life
SET	Social Exchange Theory
SWLS	Satisfaction With Life Scale
PTP	Permanent tourism product
N-PTP	Non-permanent tourism product
SAT	South African Tourism
$\bar{x}$	Mean
EFA	Exploratory Factor Analysis
MANOVA	Multivariate Analysis of Variance
ANOVA	Two-way Analysis of Variance
CFA	Confirmatory Factor Analysis
SEM	Structural Equation Modelling
ML	Maximum Likelihood
CMIN/DF (χ2/df)	Chi-square statistic be divided by the degrees of freedom value
CFI	Comparative Fit Index
RMSEA	Root Mean Square Error of Approximation
Pos_Environ	Positive Environmental tourism impact
Pos_Soc	Positive Social tourism impact
Neg.	Negative tourism impact
Neg_Environ	Negative Environmental tourism impact
Neg_Soc	Negative Social tourism impact
Subj.	Subjective indicator of QoL
Personal_SI	Personal Subjective Indicator of QoL
Economic_SI	Economic Subjective Indicator of QoL
Obj.	Objective indicator of QoL
Community_OI	Community Objective Indicator of QoL
Economic_OI	Economic Objective Indicator of QoL
Overall_I	Overall Indicator of QoL
Close_ideal	*"In most ways my life is close to ideal."*
Cond_excel	*"The conditions of my life are excellent."*
Satis_life	*"I am satisfied with my life."*
Important_things	*"So far I got the important things I want in my life*
Life_over	*"If I could live my life over, I would change almost nothing."*
Dest.	Destination
Hlang	Home language
Employ	Employed in tourism industry
Involve	Involved in tourism / festival
Distance	Distance from tourism / festival
Livecomm	Length of stay in community

CHAPTER 1

INTRODUCTION, BACKGROUND AND PROBLEM STATEMENT OF THE STUDY

1.1 INTRODUCTION

In recent years tourism has become one of the fastest growing economic sectors of the world, demonstrating substantial growth in the past century (Khizindar, 2012:618; Liao, Chen & Deng, 2010:4212; Lee, Kim, Seock & Cho, 2009:724; Miguens & Mendes, 2008:2963; Giaoutzi & Nijkamp, 2006:1). However, world tourism experienced an estimated decline of 5% during 2009. This can mostly be ascribed to the economic recession, the trend to stay closer to home and travel for shorter periods (Tourism forecasting, 2009).

However, comparing the world tourism decline in 2009, Africa experienced a 4% increase in international tourist numbers. Forecasts predicted a positive growth to continue with an extra improvement expected from the 2010 FIFA Soccer World Cup hosted by South Africa in June (Tourism forecasting, 2009). This prediction was verified with a growth of 15.1% in tourist arrivals for 2010 (South African Tourism, 2011). In 2011, growth of 3.3% was experienced (Statistics South Africa, 2012), with a further growth 10.5% in tourist arrivals for the first quarter of 2012 compared to the first quarter of 2011 (Anon, 2012). From the above statistics, it is evident that tourism continues to grow annually in South Africa.

Due to the tourism growth in South Africa, it can be assumed that more local host communities are experiencing the impacts of tourism development (Faulkner & Tideswell, 1997:3; Lankford, Pfister, Knowles & Williams, 2003:30); as part of the provision of the tourism experience (Carmichael, 2006:115). As stated by Carmichael (2006:116) the tourism experience does not occur in a vacuum. Tourism development and experience brings with it positive and negative impacts, influencing the Quality of Life (QoL) of the local residents of the particular community. In turn, the QoL experiences for local residents will influence quality experiences for tourists. It is

therefore important to examine residents' QoL in order to provide a quality experience for tourists and advance sustainability of tourism in the host community. Figure 1.1 was adapted from Carmichael (2006:115) to demonstrate the linkage between tourism (*development, experience* and *quality experience for tourists*) and QoL experiences for local residents of a host community. This association was best illustrated by making few modifications to the figure in order to confirm the relationship between tourism and QoL for local residents.

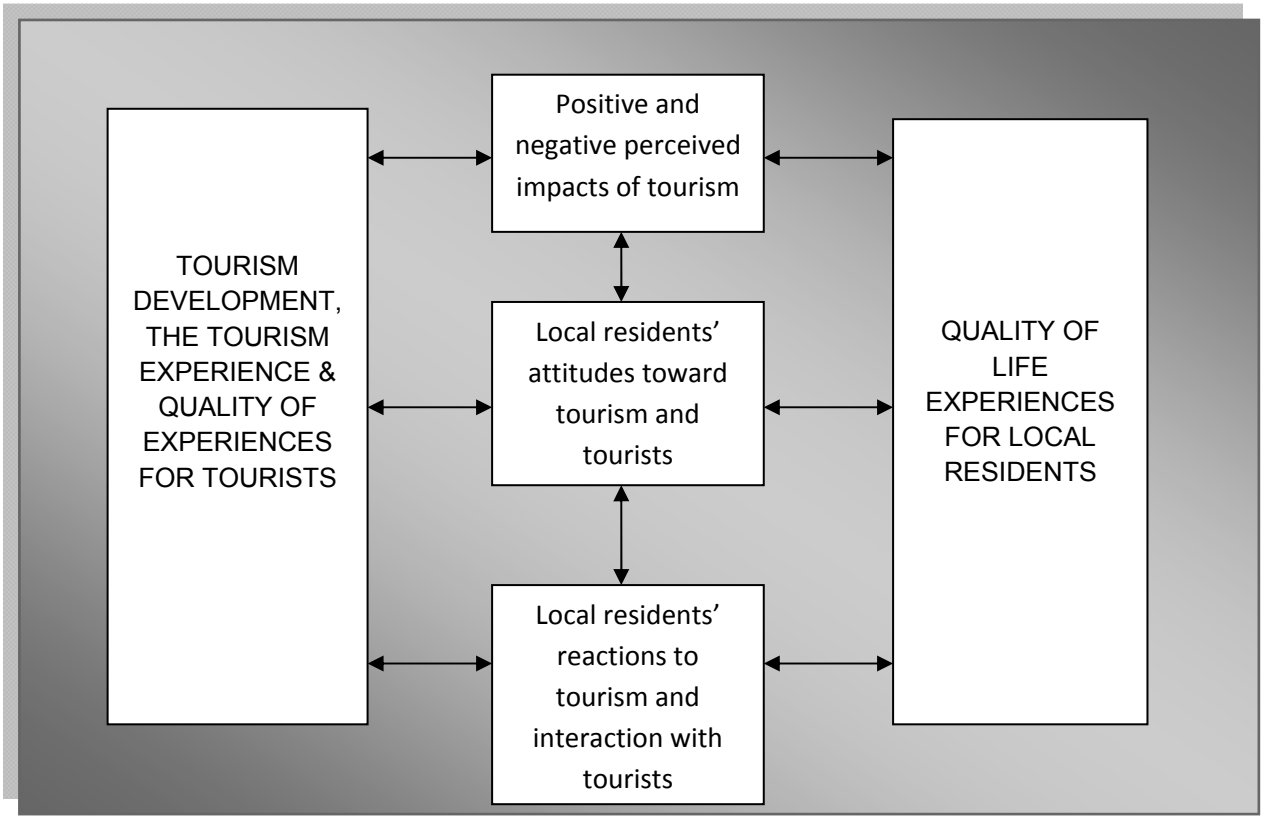

Figure 1.1: Linkages between QoL experiences for local residents and quality tourist experience

Source: Carmichael (2006:116)

From Figure 1.1, it can be confirmed that tourism brings with it positive and negative perceived impacts that influence the QoL of residents. Further, these positive and negative impacts influence the attitudes of local residents, as well as their reactions to tourism and interactions with tourists that further influence residents' QoL. Therefore, it is evident that local residents' QoL is an integral part of the overall tourism experience (Carmichael, 2006:116).

Despite the importance of residents' QoL in tourism, fewer studies have been conducted to determine the influence of tourism impacts on residents' QoL in a host community (Andereck, Valentine, Vogt & Knopf, 2007:485; Sirgy, Rahtz, Cicic & Underwood, 2000:280; Andereck & Nyaupane, 2011:248; Moscardo, 2009:161; Benckendorff, Edwards, Jurowski, Liburd, Miller & Moscardo, 2009:172). It is thus perceptible that a significant demand exists to study the influence of tourism, with specific reference to impacts, on residents' QoL in a host community (Khizindar, 2012:618), especially in a South African context. The purpose of this chapter was to discuss the overall research process followed. This will be done by following the structure in Figure 1.2.

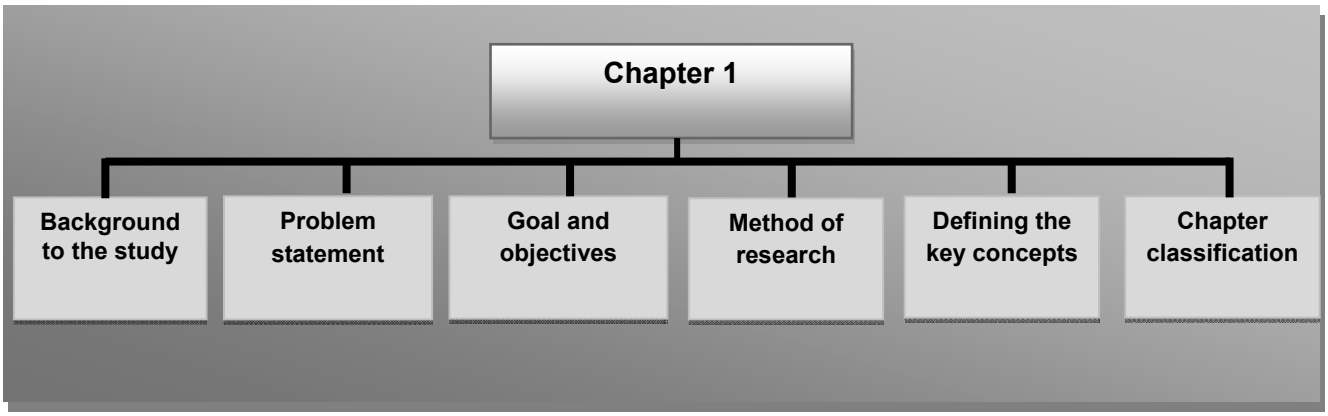

Figure 1.2: Outline of chapter 1

1.2 BACKGROUND TO THE STUDY

Considering impacts, tourism needs to be understood as both a 'cause and affect'; affecting all life in society (George, Mair & Reid, 2009:4). In South Africa, communities are perceived as susceptible to the impacts of tourism due to tourist increase as no community is immune to the stressors of modern life (Jacob, Bourke & Luloff, 1997:275). This can also be ascribed to the fact that areas worldwide consider tourism as the solution to the decline of traditional extractive industries and the accompanying decreasing economic opportunities (Petrzelka, Krannich, Brehm & Trentelman, 2005:1121; George *et al*., 2009:30; Ying & Zhou, 2007:96; Byrd, Bosley & Dronberger, 2009:693; Cawley & Gillmor, 2008:316). In support of the latter, George *et al.* (2009:30) state that tourism is seen as an exceptionally appealing opportunity to communities experiencing economic crisis. Tourism is therefore viewed as their 'economic saviour' (George *et al*., 2009:30); and regarded as an alternative source of income (Ying &

Zhou, 2007:97; Fleischer & Tchetchik, 2005:494; Byrd *et al*., 2009:693; Cawley & Gillmor, 2008:317; Liu, 2006:878; Lepp, 2007:876). Communities therefore adapt to tourism for the economic benefits thereof.

According to Khizindar (2012:618), tourism has been proved a vital component of an economy and the well-being (QoL) of a host community. It is however important for tourism planners to balance the QoL while building a strong economy in a community (Petrzelka *et al*., 2005:1125). As stated by Jurowski, Daniels and Pennington-Gray (2006:192) tourism is often promoted as an economic development strategy, with the expectation that a growing economy will result in higher QoL. However, growth of the tourism industry does not necessarily result in higher QoL for the local residents in a community. As supported by Andereck and Jurowski (2006:136), many other factors affect the QoL of the community, quite apart from economic wealth. In order to study these factors, the impacts of tourism will be examined. This examination will be; followed by a discussion of QoL. From this point, the relationship between these constructs will be addressed in the context of the study.

The perceptions held by the local residents of a community of tourism impacts have gained academic attention during the last decades (Dyer, Gursoy, Sharma & Carter, 2007:409; Cordero, 2008:35). These impacts can be perceived as either negative or positive by the residents of the host community. Tourism impacts have further been categorised in various ways (Northcote & Macbeth, 2006:199; Harcombe, 1999; Saayman, 2007:24; Giaoutzi & Nijkamp, 2006:3; Gupta, 2007:86). Despite the various ways in which tourism impacts are referred to, literature mainly makes use of the terms economic, environmental, social and cultural impacts (Mason, 2008:36; Kim, 2002:27) for comprehensible clarification. Understanding these tourism impacts are rather complex with various theoretical frameworks and other factors explaining how residents of the host community perceive tourism impacts (Carmichael, 2006:117). The theoretical frameworks (c.f.2.2) include *Doxey's Irridex, Butler's tourism destination lifecycle, Ap and Crompton's framework, Social carrying capacity theory, Dogan's framework*, (Cordero, 2008:37; Wang, 2006:412;); as well as the *Social Exchange Theory (SET)* (Perdue, Long & Kang, 1999:168).

Other factors (c.f.3.3.2.1) that influence residents perception of tourism impacts include *distance from tourism activity, length of residency, involvement in tourism, employment interest / residents' economic dependence on tourism, demographic and socio-economic factors, personal behaviour, social representation, seasonality pattern of development* and *cultural differences between tourists and residents* (Carmichael, 2006:119; Perdue *et al*., 1999:170; Wang, 2006:414; Cordero, 2008:39; Lee & Back, 2006:467; Fredline & Faulkner, 2000:766; Draper, Woosnam & Norman, 2011:64; Reisinger & Turner, 1997:141). Another factor that can be regarded as influencing residents' perception of tourism impacts is the permanency of a tourism product in the community; thereby identifying either a permanent (PTP) and a non-permanent tourism product (N-PTP). However, the factor of permanency has not yet been analysed through literature and empirical analyses.

With the improved concise knowledge on tourism impacts, it is appropriate to consider QoL. The concept of QoL has been examined over the years in different ways, specific to different fields (for example health and marketing), by different academics (Khizindar, 2012:621). The latter indicates modest agreement as to the precise meaning or view of QoL (Massam, 2002; Dissart & Deller, 2000:136; Ngai, 2005:195; Bramston, Pretty & Chipuer, 2002:261; Andereck *et al*., 2007:484; Crouch & Ritchie, 1999:139; Smith & Puckzo, 2009:43). As supported by Moscardo (2009:161) QoL lacks a consistent framework to describe the phenomenon and to develop theoretical approaches; with a great need for further (c.f.2.3 & c.f.4.2) synthesis and integration (Sirgy, 2002:xi).

However, for the purpose of the study, QoL will be viewed as the total sum of the satisfaction with Objective and Subjective indicators (c.f.4.2.2). As supported by Cummins (2000:56) any general definition of QoL must include both Objective and Subjective indicators in order to embrace the totality of human life. These Objective and Subjective indicators make up various life domains that determines QoL (*Overall indicator*) through the process of the *Bottom-up Spillover theory* (c.f.2.3.1 & c.f.4.2.1).

Pertaining to the above, it is seen that QoL is viewed from different fields (for example health and marketing); particularly tourism is also seen as one of these fields (Uysal, Sirgy & Perdue, 2012:681). Therefore, taking the theoretical frameworks; more

specifically SET (c.f.2.2.6); and other factors into consideration, it can be deliberated that permanency of a tourism product might also influence residents' perception of tourism impacts hereby affecting the QoL in a community (Carmichael, 2006:117; Khizindar, 2012:618). This fundamental view is also supported by the basic research framework of the study (Figure 1.3).

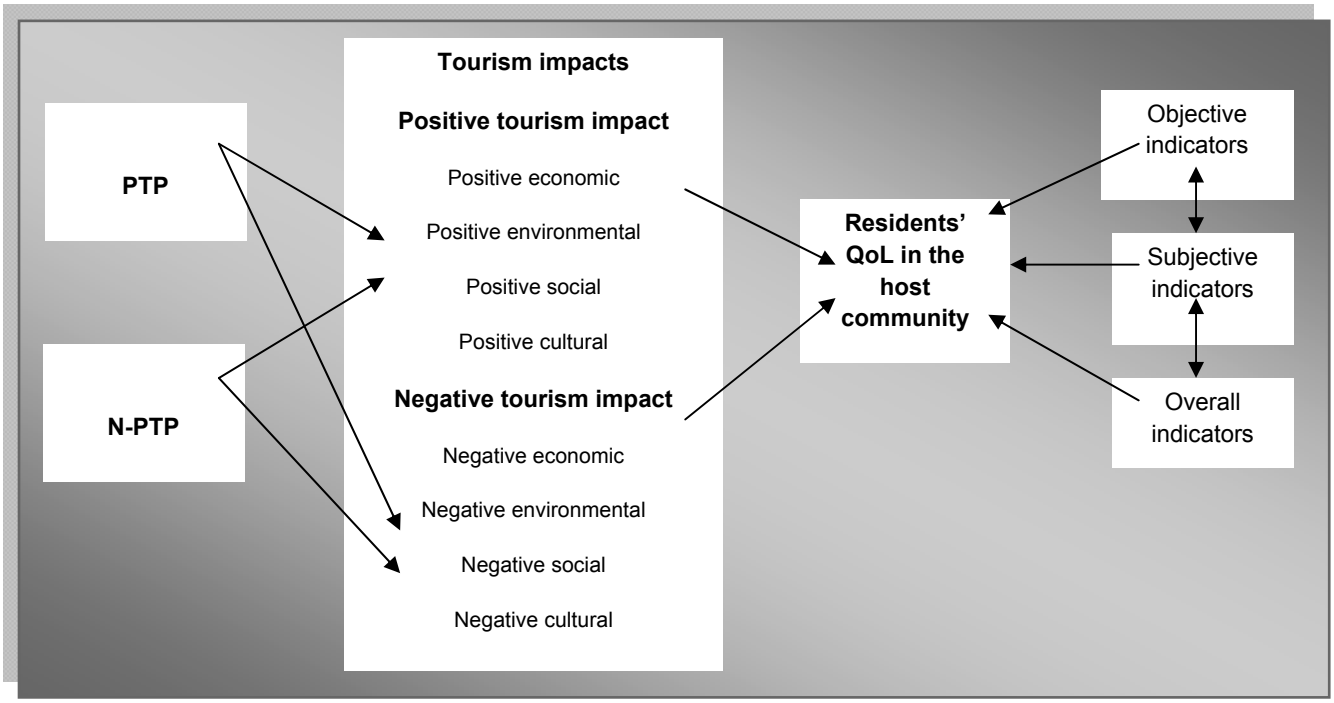

Figure 1.3: Research framework of the study

Source: Authors' own compilation

1.3 PROBLEM STATEMENT

Tourism growth generates both costs and benefits to the residents of a community; hereby referring to negative and positive impacts. Specifically, communities in South Africa are vulnerable to these impacts caused by tourism growth as tourism development is sometimes done without considering the effect on the community (Payne & Dimanche, 1996:997; Bramwell, 1998:35). As stated by Gursoy, Jurowski & Uysal (2002:80) once a community becomes a tourism destination the QoL of the local residents are affected by consequences of this development. It is therefore evident that tourism creates the opportunity to increase or decrease the residents' QoL (Crouch & Ritchie, 1999:139, Cordero, 2008:36; Gursoy, Kim & Uysal, 2003:173). Yet, fewer studies have been conducted to determine the influence of tourism on QoL (Andereck *et*

al., 2007:485; Sirgy *et al*., 2000:280; Andereck & Nyaupane, 2011:248; Moscardo, 2009:161; Benckendorff *et al*., 2009:172) especially in a South African context. If tourism continues to grow in South Africa (as predicted) and is not well managed, it will create tension in a community and possibly face community hostility against any tourism development. This will influence job opportunities and the economic development of the destination.

Specific to tourism, various theoretical frameworks have been identified to indicate how residents' perception of/or reaction to tourism impacts are influenced (c.f.2.2). Similarly, a number of frameworks have been developed to signify how QoL is determined (c.f.2.3). However, an integrated approach has not yet been developed to indicate the influence of tourism impacts on residents' QoL and the influence of the permanency of the tourism product upon this. Table 1.1 identifies community models in tourism from which it is evident that only a few models have been developed that examine the relationship between tourism and QoL.

A need therefore exists to develop an integrated model to determine the influence of tourism impacts on residents' QoL; while differentiating between a permanent and non-permanent tourism product; specifically in a South African context. The model will be useful to tourism and community managers and/or planners on local, national and international level; in permanent and non-permanent tourism products, to identify the most perceptible positive and negative impacts of tourism; that influence Subjective, Objective and Overall indicators of QoL. Therefore the cohesive model will enable tourism and community managers and/or planners to enhance the positive impacts, while minimising negative impacts, thus increasing residents' QoL in host communities.

It is thus important to resolve the following research question: **What elements should a model address to indicate the influence of perceived impacts of tourism on residents' QoL in selected towns?**

Table 1.1: Community models in tourism literature

Title	Authors
A community tourism entrepreneurship development model.	Koh, Y. 1995.
A community-based tourism planning process model: Kyuquot sound area, British Columbia	Pinel, D.P. 1998.
The effects of tourism impacts upon quality of life of residents in the community.	Kim, K. 2002.
Modelling resident attitudes on the environmental impacts of tourism: a case study of O'ahu, Hawai'i.	Lottig, K.J. 2007.
Deliberate democratic practices in tourism planning: towards a model of participatory community tourism planning	Grybovych, O. 2008.
A community relations model for the tourism industry.	Thetsane, R.M.M. 2009.

1.4 GOAL AND OBJECTIVES

The following section will identify the main goal and objectives of the study.

1.4.1 Main goal of the study

To present a model indicating the influence of perceived tourism impacts on residents' QoL in selected towns.

1.4.2 Objectives of the study

In order to reach the formulated goal, the following objectives were presented:

Objective 1

To analyse the theoretical frameworks of tourism and QoL, specifically, to identify the theoretical framework derived for the study.

Objective 2

To analyse tourism as an industry and product in a host community by means of a literature review.

Objective 3

To analyse QoL and the relation thereof to the residents of a host community by means of a literature review.

Objective 4

To analyse the influence of economic, environmental, social and cultural impacts of tourism on residents' QoL by means of an empirical study and to differentiate between a PTP and N-PTP.

Objective 5

To draw conclusions, indicate contributions, formulate recommendations regarding the implementation and application of the model; and present the limitations of the study.

1.5 METHOD OF RESEARCH

The research conducted was quantitative in nature. This is because numerical data was used from only a selected population based on criteria, generalising the findings to the specific universe being studied (Maree & Pietersen, 2007:145). Secondary data of the research topic was collected from existing sources through a literature study. The primary data for the study was captured by means of a self-administrated questionnaire to facilitate the goal of the study. This section will therefore discuss the literature study and analyse the research design, development of the questionnaire, sample population, sample method and the integrated data analysis of the empirical survey.

1.5.1 Literature study

A number of sources was analysed to write a factual based literature review. These sources included books, journal articles, theses, dissertations; as well as other literature with regard to the research topic. Scientific databases that played an important role in obtaining recent and relevant information included Science Direct, Proquest, Ebscohost and Google Scholar. Searches were conducted through the library catalogue, indexes and Internet. Specific keywords that were used to explore literature included: *tourism, tourism products, tourism product characteristics, tourism impacts, host community, resident perception and Quality of Life.* Table 1.2 illustrates the literature consulted in order to gain comprehensive insight into the research topic. From the literature study,

the research framework (c.f.2.4) was derived from which the literature study was further discussed. By conducting a comprehensive literature study, recent and relevant information was obtained and used to develop a questionnaire.

Table 1.2: Key literature consulted

Areas of research	Author	Title of article/book
Tourism, tourism product, tourism product characteristics	Bennett, Jooste & Strydom, 2005	Managing tourism services: a Southern African perspective
	Botti, Peypoch & Solonandrasana, 2008	Time and tourism attraction
	Bramwell, 1998	User satisfaction and product development in urban tourism
	George, 2011	Marketing tourism in South Africa
	Higgins-Desbiolles, 2006	More than an "industry": the forgotten power of tourism as a social force.
	Keyser, 2002	Tourism development
	Leask, 2010	Progress in visitor attraction research: towards more effective management
	Payne & Dimanche, 1996	Towards a code of conduct for the tourism industry: an ethics model
	Rigall-I-Torrent & Fluvià, 2011	Managing tourism products and destinations embedding public good components: a hedonic approach
	Saayman, 2006	Marketing tourism products and destinations: getting back to basics
	Saayman, 2007	En route with tourism: an introductory text
	Smith, 1994	The tourism product
	Tangeland & Aas, 2011	Household composition and the importance of experience attributes of nature based tourism activity products – a Norwegian case study of outdoor recreationists
	Xu, 2010	Perceptions of tourism products
Tourism impacts, host community and resident perception	Archer, Cooper & Ruhanen, 2005	The positive and negative impacts of tourism
	Choi & Sirakaya, 2005	Measuring residents' attitudes towards sustainable tourism: development of sustainable tourism attitude scale
	Cordero, 2008	Residents' perception of tourism: a critical theoretical

		and methodological review
	Deery, Jago & Fredline, 2012	Rethinking social impacts of tourism research: a new research agenda
	Dyer, *et al*., 2007	Structural modelling of resident perceptions of tourism and associated development on the Sunshine coast, Australia
	Fredline & Faulkner, 2000	Host community reactions: a cluster analysis
	Gursoy, Chi & Dyer, 2010	Locals' attitudes toward mass and alternative tourism: the case of Sunshine Coast, Australia
	Gursoy & Kendall, 2006	Hosting mega events: modelling locals' support
	Ko, & Stewart, 2002	A Structural Equation Model Of Residents' Attitudes For Tourism Development
	Lee & Back, 2006	Examining structural relationships among perceived impact, benefit, and support for casino development based on 4 year longitudinal data
	Mason, 2008	Tourism impacts, planning and management
	Sharma & Dyer, 2009	Residents' involvement in tourism and their perceptions of tourism impacts
	Vargas-Sánchez, Plaza-Mejia & Porras-Bueno, 2009	Understanding residents' attitudes toward the development of industrial tourism in a former mining community
QoL	Andrews & Withey, 1976	Social indicators of well-being: America's perception of quality of life
	Campbell, Converse & Rodgers, 1976	The quality of American life: perceptions, evaluations and satisfactions
	Cummins, 2000	Objective and subjective quality of life: an interactive model
	Diener, 1984	Subjective well-being
	Diener & Suh, 1997	Measuring quality of life: Economic, social and subjective indicators
	Dissart & Deller, 2000	Quality of life in the planning literature
	Ferris, 2006	A theory of social structure and the quality of life
	Sirgy, 2002	The psychology of quality of life
Tourism and QoL	Andereck & Nyaupane,	Exploring the nature of tourism and quality of life

	2011	perceptions among residents
	Andereck *et al*., 2007	A cross-cultural analysis of tourism and quality of life perceptions
	Benckendorff *et al*., 2009	Exploring the future of tourism and quality of life.
	Carmichael, 2006	
	Kim, K. 2002	Linking quality tourism experiences, residents' Quality of Life, and quality experiences for tourists
	Moscardo, 2009	The effects of tourism impacts upon quality of life of residents in the community
	Neal, Sirgy & Uysal, 1999	Tourism and quality of life: towards a more critical approach
	Neal, Uysal & Sirgy, 2007	The role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life
	Sirgy, 2010	The effect of tourism services on travelers' quality of life
	Sirgy, Kruger, Lee & Yu, 2011	Toward a quality-of-life theory of leisure travel satisfaction
	Uysal *et al*., 2012	How does a travel trip affect tourists' life satisfaction?
		The missing links and future research directions

1.5.2 Empirical survey

The following section comprises the methods selected to conduct the empirical survey for the study. This included the research design, development of the questionnaire, sample population, sample method and the integrated data analysis. Prior to the discussion of these methods, it is important to recognise that two research destinations were identified and utilised for the study. The latter was done in order to differentiate between a PTP and N-PTP; thus reaching the goal (c.f.1.4.1) of the study and making significant contribution to tourism literature. Therefore, the methods will be discussed distinctive to Survey A (Franschhoek – PTP) and Survey B (ABSA Kirkwood Wildlife festival – N-PTP).

1.5.2.1 Methods of research for Survey A: Franschhoek – PTP

Before the specific methods to each survey are discussed, it is vital to signify the particular decisive factors on which each research destination was selected. Specifically, Franschhoek of the Western Cape province of South Africa was chosen as

the PTP for the study based on the following criterion (Franschhoek wine valley & tourist association, 2011):

- Franschhoek encompasses diversity along with unique products and services, which induce and attract tourism movement, thereby making up the tourism product.
- Due to the diversity of products and services of Franschhoek, seasonality of tourism is reduced, making it accessible throughout the year.
- Due to the amount of tourism activity in Franschhoek ascribed to the diversity and uniqueness of the total tourism product.
- The population size corresponds closely to that of Kirkwood (Survey B – N-PTP). Therefore, it was suitable for comparison in order to make the distinction between a PTP and N-PTP.
- The community of Franschhoek is a developed tourism destination that is economically dependent on the tourism activity, thereby evidently experiencing the impacts of tourism and QoL changes. Therefore, the community of Franschhoek is superlative to utilise for research purposes; consequently serving to reach the goal of the study.

1.5.2.1.1 Research design

The research was specifically done by means of a self-administrated questionnaire. The latter was utilised as the research was of quantitative nature. Further, the study followed a descriptive and inferential research design. The descriptive research design was done, as it is the basis of virtually all quantitative data analysis (Trochim & Donnelly, 2008:264). Specifically descriptive research describes the basic features of the data in the study; therefore providing summaries of the sample and the measures (Trochim & Donnelly, 2008:264; Pallant, 2010:53). As stated by Trochim and Donnelly (2008:264) descriptive research enables one to summarise large amounts of data in a sensible manner; consequently presenting quantitative descriptive in a managerial form.

Further, inferential research was conducted in order to reach conclusions that extend further than the immediate data (Trochim & Donnelly, 2008:294; Gabrenya, 2003:1). As stated by Trochim and Donnelly (2008:294) the data is utilised as the basis for

representing broader interpretations; consequently it goes beyond merely describing the related data. From the above it can thus be seen that descriptive research describes the data (Trochim & Donnelly, 2008:294; Pallant, 2010:53); whereas inferential research makes inferences from the data to general conditions (Trochim & Donnelly, 2008:294). As supported by Gabrenya (2003:1), descriptive results remains limited to the sample, specifically describing the tendency and variability thereof while inferential results present statements concerning the sample population. Therefore, it is of great importance to conduct descriptive as well as inferential data in order to attain the goal of the study (c.f.1.4.1).

1.5.2.1.2 Development of the questionnaire

The self-administrated questionnaire was developed based on relevant and recent literature with regard to the research topic. The literature was used in order to develop a significant questionnaire (refer to Appendix A1 and A2) that included demographic and social aspects (Wang, 2006:414; Perdue *et al*., 1999:170; Cordero, 2008:39), the impacts of tourism (Wang, 2006:415; Gursoy *et al*., 2003:175; Sirakaya, Teye & Sonmez, 2002:60; Gursoy *et al*., 2002:91; Dyer *et al*., 2007:413; Gursoy & Rutherford, 2004:505), and the QoL indicators (Wang, 2006:415; Sirgy *et al*., 2011:264; Kim, 2002:240; Neal *et al*., 2007:158). Therefore, the questionnaire comprised three sections.

Specifically, Section A made use of closed ended questions while Sections B and C made use of a Likert scale, as appropriate. Likert scales are the most commonly used (Maree & Pietersen, 2007:9; Allen & Seaman, 2007:64), requiring respondents to indicate a level of agreement with a set of statements (items) (Gupta, 2007:149). It provides ordinal data ordering or ranking respondent's attitudes (Maree & Pietersen, 2007:167; Allen & Seaman, 2007:64). As stated by Allen and Seaman (2007:64) there is no wrong way of building a Likert scale; as long as it is considered that at least five response categories are included.

In addition, it is imperative to state that the questionnaire was numerically coded according the sections and statements (for example A1, B1, C1). Lastly, the questionnaire ended by including an open-ended question for the respondent to make

recommendations to community and/or product managers and marketers in order to improve residents' QoL in the particular host community.

Section A

The first section comprised the demographic and social information in order to determine the profile of the respondents of the survey in the PTP. This included basic questions such as *gender, age, home language* and *highest level of education* (Wang, 2006:414; Perdue *et al*., 1999:170; Cordero, 2008:39). Other key questions asked in this section included *length of stay in the community, employment in the tourism industry, involvement level with regard to tourism* and *distance from the tourism product* (Wang, 2006:414; Perdue *et al*., 1999:170; Cordero, 2008:39). These questions were included in this section as they are regarded as vital formative factors on residents' perception of tourism impacts in a particular host community (Wang, 2006:414; Perdue *et al*., 1999:170; Cordero, 2008:39).

Section B

The second section of the questionnaire (See Appendix A1) included questions regarding the perceived impacts of the tourism (Wang, 2006:415; Gursoy *et al*., 2003:175; Sirakaya *et al*., 2002:60; Gursoy *et al*., 2002:91; Dyer *et al*., 2007:413; Gursoy & Rutherford, 2004:505). These impacts particularly referred to economic, environmental, social and cultural tourism impacts and so this section of the questionnaire was purposefully divided according to these impacts (refer to Appendix A1). Specific statements regarding each impact were given, to which the respondents were able to respond from strongly disagree to strongly agree on a five point Likert scale. Therefore the following five point Likert scale (See Figure 1.4) was used in the questionnaire regarding perceived tourism impacts: *1- Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly agree* (Maree & Pietersen, 2007:167; Allen & Seaman, 2007:64). Lastly, it is important to indicate that this section simply measured perceptions of tourism impacts and therefore no technical calculations were made concerning these perceptions.

Strongly agree / *Stem ten sterkste saam*	5					
Agree / *Stem saam*	4					
Neutral / *Neutraal*	3					
Disagree / *Stem nie saam nie*	2					
Strongly disagree / *Stem glad nie saam nie*	1					
B1. The cost of being a tourism destination is worth the outcome / Die koste om 'n toerisme bestemming te wees is die moeite werd.		1	2	3	4	5

Figure 1.4: Likert scale

Source: Authors' own compilation

Section C

The last section (Section C) of the questionnaire included questions regarding QoL (refer to Appendix A1). As stated by Sirgy (2002:17) there are many ways in research to measure perceived QoL, with no specific correct or incorrect way. The goal of this section is not to provide a comprehensive view of these measurements in the field, but to indicate how the measurement instrument was compiled for the purpose of the study; hereby additionally indicating the empirical use thereof. In order to achieve the latter, it is important to revisit how QoL is seen for the purpose of the study.

QoL is determined, for the most part, by the Bottom-up Spillover theory, thus indicating that QoL is determined by satisfaction with a variety of life domains (c.f.4.2.1). These various life domains are either objective or subjective in nature and demonstrate that Objective and Subjective indicators (c.f.4.2.2) make up different life domains that, in turn, establish QoL. Consequently, various measurements identified in the field of QoL by different academics were included in the instrument; some of which were reasonably combined. The latter was done in order to embrace the importance of life domains, which are objective and/or subjective in nature; and overall life satisfaction in order to determine the QoL of residents according to the purpose of the study. Further, a number of the specific measurement items used were *reflective* in nature while the others were of *formative* nature (c.f.4.2.1). Particular allusion will be made to the latter as measurement items are indicated.

Therefore, for the empirical purpose of the study, the section based on QoL (See Appendix A1) firstly made use of the Objective indicator and the related items in order to

demonstrate the objective nature of QoL in the community. As a result, the latter indicated the satisfaction of the resident with the various living conditions in the particular community; hereby representing the indicator exogenous to the resident (c.f.4.2.1.1) and were *formative* (c.f.4.2.1) in nature. These items used were based on the work done by Kim (2002:240) and included: *Income and benefits at current job; economic security at job; family income; real estate taxes; cost of living in the community; cost of basic necessities in the community; conditions of the community environment; service received in the community; facilities in the community; people living in the community; health and safety in the particular community; leisure activities in the community*; and *flood of tourists to the community*.

Thereafter (See Appendix A1), the subjective nature of QoL was established, thus referring to the Subjective indicator. This Subjective indicator of QoL is seen as endogenous and is composed of the sum of individual community residents' feelings about and perceptions of the objective conditions within the particular community (c.f.4.2.1.2) and are therefore *reflective* in nature (c.f.4.2.1). With the latter in mind, it is once again emphasised that Objective and Subjective indicators set various life domains. Particularly, the measures of the Subjective indicator are more easily compared across various life domains, than the Objective indicator of QoL (Kim, 2002:50). The latter is additionally supported by Uysal *et al*., (2012:674) indicating that tourism affects the subjective well-being in the context of various life domains. Therefore, the measures of the Subjective indicator were combined in the life domains to avoid repetition, as the effects are equivalent. These items were combined and set making use of different academics' measurement items on the subject (See Table 1.3). Additionally, the perceptions specific to the Objective and Subjective indicators of QoL were measured on the following five point Likert scale: *1- Very unsatisfied, 2 – Unsatisfied, 3 – Neutral, 4 – Satisfied, 5 – Very satisfied.*

Table 1.3: Measurement items for the subjective indicator and life domains

Kim (2002:242)	**Sirgy *et al*. (2011:264)**	**Neal *et al*. (2007:158)**	**Items used for measurement for the purpose of the study**
• Health	• Social life • Leisure and	• Leisure	• **Health**

• Leisure life • Cultural life • Social status • Spiritual life • Home life • Community life • Environmental cleanness • Safety and security • Life as a whole • The way you spend your life	recreation • Family life • Love life • Arts and culture • Work life • Health and safety • Financial life • Spiritual life • Intellectual life • The self • Culinary life • Travel life	• Job • Family situation • Personal health • Relationships with other people • Community and neighbourhood • Standard of living and financial life	• **Leisure life** • **Cultural life** • **Social life** • **Spiritual life** • **Relationship with your partner** • **Home and family life** • **Family's happiness** • **Financial life** • **Work** • **Level of education** • **Personal skills** • **Achievement of personal goals** • **Community life** • **Standard of living** • **Happiness in general** • **Life as a whole** • **The way you spend your life**

Lastly, specific to Section C (refer to Appendix A1), the questionnaire included measurement items to determine overall life satisfaction; also respectively seen as the overall life domain. In order to determine the latter Diener *et al*.'s (Pavot & Diener, 2009:102) Satisfaction with Life Scale (SWLS) was used. The items of SWLS for the purpose of measurement included:

- *"In most ways my life is close to ideal"*
- *"The conditions of my life are excellent"*
- *"I am satisfied with my life"*
- *"So far I have gotten the important things I want in life"*
- *"If I could live my life over, I would change almost nothing"*

From the above SWLS it can be seen that the items used to determine the overall life satisfaction were *reflective* (c.f.4.2.1) of nature. The latter can be ascribed to the fact that the items capture the construct of QoL directly in a global way (Kim, 2002:47). More specifically the following five point Likert scale was used for this section: *1- Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly agree.*

1.5.2.1.3 Sample population

According to Jennings (2001:136), the main purpose of sampling is to achieve representivity. The latter implies that the sample should be assembled in such a way as to be representative of the population from which it is taken. Census 2011 (Statistics South Africa, 2011) indicated that Stellenbosch municipal area has a total population of 155 733. Franschhoek is part of the Stellenbosch municipal area, however the total population of the town is not provided in the Census 2011. According to the Census of 2001 (Statistics South Africa, 2001a), Franschhoek has a total population of 1 463 permanent residents. Three hundred and fifty questionnaires were distributed amongst the permanent residents in the community, from which 258 completed questionnaires were gathered. According to the sample size guidelines provided by Krejcie and Morgan (1970:609), 258 is adequate for the municipal (Census, 2011) and town (Census, 2001) total population. Therefore, the total sample population of 258 respondents was considered representative.

1.5.2.1.4 Sample method

The survey conducted in Franschhoek followed a non-probability sampling method implying that the method did not involve some form of random selection (Trochim & Donnelly, 2008:48). A convenience sampling technique was used to conduct the survey. This sampling technique implies that participants were chosen based on availability; therefore based on convenience (Tustin, Lighthelm, Martins & Van Wyk, 2005:346; Du Plooy, 2002:114).

Students from the North West University, affiliated to the Program of Tourism Management, were selected to conduct the research. Specifically the research in Franschhoek as the PTP, took place from 1st to the 6th of August 2011. Prior to the research period, the fieldworkers were trained to ensure comprehensiveness of the goal

of the study as well as the contents of the particular questionnaire. The questionnaires were distributed at households and businesses in the community, depending on availability of residents. Once a potential respondent was approached, a screening question was posed to determine whether or not the individual was a permanent resident of Franschhoek. The latter was done, as only permanent residents as respondents were incorporated for the study.

Subsequently, the fieldworkers briefed the potential respondents on the purpose of the study. If the individual indicated availability to complete the survey instrument, the fieldworker remained available to assist the respondents with questions regarding the survey or questionnaire. After the questionnaire was completed, the respondent was thanked for his/her participation. Thereafter the fieldworker made a symbol on the completed questionnaire, indicating the racial origin of the particular respondent. The latter was not included as demographic question in the questionnaire, as respondents to previous research referred to the request for the specific information as offensive and/or discriminating. However, the indication was given on the questionnaire for the purpose of statistical analysis and results. Further, the questionnaires were evenly distributed of the extent of the research period.

1.5.2.2 Methods of research for Survey B: ABSA Kirkwood Wildlife festival – N-PTP

As with Survey A, it is important firstly to identify the factors by which the community of Kirkwood was chosen, thus offering specific criteria. The town of Kirkwood in the Eastern Cape province of South Africa; as host to the ABSA Kirkwood Wildlife Festival, was chosen as the N-PTP based on the following motives (Discover South Africa, 2011; PE vibe, 2011; Anon, 2011):

- The uniqueness of the festival in South Africa. It is the only festival in the country that is a wildlife festival combined with festival art elements.
- The community of Kirkwood hosted the festival for the 10th time in 2011 and the 11th time in 2012. This is a relatively new festival when compared to other national festivals hosted in the country. Community surveys have already been

conducted at/on other national festivals, but none had yet been conducted in Kirkwood. Therefore, a unique opportunity was available.

- The festival is the fastest growing festivals in the Eastern Cape Province and needs corresponding recognition by research in South Africa.
- The population size of Kirkwood corresponds closely to that of Franschhoek and is therefore suitable for comparison.
- Lastly, the community of Kirkwood is a developing tourism destination. Therefore the community hosts the festival to attract tourists to the destination for economic and growth benefits. Thus, the developing tourism community is susceptible to the impacts of tourism activity, which influences residents' QoL. It is therefore apparent that Kirkwood is an ideal community to utilise for the purpose of the study as the N-PTP.

1.5.2.2.1 Research design

The research design of Survey B (N-PTP) is identical to Survey A (PTP). Therefore, references and relevance can be made to the discussion of the research design particular to Survey A (c.f.1.4.2.1.1). To provide a brief summary thereof:

- Self-administrated questionnaire,
- Quantitative research, and
- Descriptive and inferential research design.

1.5.2.2.2 Development of the questionnaire

Pertaining to the questionnaire utilised for Survey B (refer to Appendix A2), a similar questionnaire was developed compared to that of Survey A (c.f.1.4.2.1.2) with few differences made specifically to the contents. Yet the wording of Section A was adapted to suite the context of the product (N-PTP) and closed ended questions were added to determine the demographic and social profile of the respondents, particular to the N-PTP. Additionally, the wording of Section B concerning the tourism impacts were changed to suite the nature of a N-PTP (Appendix A2); while Section C relating to the subject of QoL remained identical to the questionnaire of Survey A (c.f.1.4.2.1.2). Below, contemplation of the modifications made to the questionnaire of Survey B (N-PTP) compared to the questionnaire of Survey A (PTP) will be discussed.

Concerning Section A, Table 1.4 indicates the changes; regarding the wording and added questions; made to the questionnaire used for Survey B (refer to Appendix A2) in order to suite the context of the N-PTP.

Table 1.4: Comparison between the PTP and N-PTP pertaining to Section A of the questionnaire

Variable	Survey A – Franschhoek PTP	Survey B – Kirkwood ABSA Kirkwood Wildlife Festival N-PTP
Demographic variable	A1: Gender A2: Year of birth A3: Home language A5: Highest level of education	A1: Gender A2: Year of birth A3: Home language A5: Highest level of education
Social variable	*A4: Length of stay in the community* *A6: Employed in the tourism industry* *A7: Involvement in tourism planning* *A8: Distance from tourism activities / businesses*	*A4: Length of stay in the community* *A6: Employed in the tourism industry* *A7: Involvement with the festival* *A8: Distance from festival grounds* *A9: Festival attendance 2010* *A10: Reason for not attending festival* *A11: Festival attendance over the years hosted by the community*

Source: Authors' own compilation

With regard to Section B relating to tourism impacts, the statements particular to Survey A (See Appendix A1) and Survey B (See Appendix A2), indicated discrepancy to suit the context of each distinctive survey destination; thus differentiation between a PTP and N-PTP. Despite the changes made to the wording of Section B, the same five-point Likert scale as response format was used for both surveys (refer to Appendix A1 and A2) ranging from *1 – Strongly disagree* to *5 – Strongly agree.* Table 1.5 compares the statements used to determine the tourism impacts as perceived by the respondents of the PTP and N-PTP.

Table 1.5: Comparison between the PTP and N-PTP pertaining to Section B of the questionnaire

Survey A – Franschhoek PTP	Survey B – Kirkwood ABSA Kirkwood Wildlife Festival N-PTP
Economic impact	**Economic impact**
B1: The cost of being a tourism destination is worth the outcome	B1: The cost of hosting the festival is worth the outcome
B2: The prices of goods and services increases due to tourism	B2: The prices of goods and services increase during the festival
B3: Tourism creates jobs for us as residents	B3: The festival creates jobs for our residents
B4: Tourism attracts investment opportunities to our community	B4: The festival attracts investment to our community
B5: Tourism brings more business for residents and entrepreneurs	B5: The festival brings more business for residents and entrepreneurs
B6: Tourism generates additional tax revenue for local government	B6: The festival generates additional tax revenue for local government
B7: Tourism increases standard of living	B7: The festival increases the standard of living
Environmental impact	**Environmental impact**
B8: Tourism damages the natural environment	B8: Hosting the festival damages the natural environment
B9: Tourism disturbs the balance of the natural environment	B9: The festival disturbs the balance of the natural environment
B10: The natural environment can cope with the impacts of tourism	B10: The natural environment can cope with the impacts of the festival
B11: Tourism planners support conservation of natural resources	B11: The festival supports conservation of natural resources
Social impact	**Social impact**
B12: Tourism brings too many people	B12: The festival brings too many people
B13: Crime rates increase due to tourism	B13: Crime rates increase during the festival
B14: Traffic congestion is a result of tourism	B14: Traffic congestion is a result due to the festival
B15: Vandalism increases due to tourism	B15: Vandalism increases during the festival
B16: Tourism causes noise and pollution	B16: Festival causes noise and pollution
B17: Tourism increases prostitution in the community	B17: Festival increases prostitution in the community
B18: Tourism puts pressure on local services	B18: Festival puts pressure on local services
B19: Tourism improves standard of roads and facilities	B19: Festival improves standard of roads and facilities
B20: The community image is enhanced through	B20: The community image is enhanced through the festival
	B21: Festival helps promote relationship between us

tourism **B21: Tourism helps promote a relationship between us and tourists** **B22: Recreational facilities are provided for us from tourism**	and the visitors B22: Recreational facilities are provide for us from the festival
Cultural impact **B23: Tourists have a negative effect on our culture** **B24: Due to tourism more cultural activities are done by local residents** **B25: We exchange our culture with tourists** **B26: Tourism has a positive impact on our cultural identity**	**Cultural impact** B23: Festival visitors have a negative effect on our culture B24: During the festival more cultural activities are done by local residents B25: We exchange our culture with visitors B26: The festival has a positive impact on our cultural identity

Source: Authors' own compilation

1.5.2.2.3 Sample population

As with the sample population of Franschhoek (c.f.1.5.2.1.3), Census 2011 (Statistics South Africa, 2011) only presented the total population of the Sundays River Valley municipal area; and not the total population of Kirkwood specifically. According to Census 2011 (Statistics South Africa, 2011) the Sundays River Valley municipal area has a total population of 54 504. With reference to Census of 2001 (Statistics South Africa, 2001b), Kirkwood has a total population of 2 749 permanent residents. Identical to Survey A (c.f.1.5.2.1.3), 350 questionnaires were distributed amongst the permanent residents of Kirkwood. From these 350 questionnaires distributed in the host community, 144 completed questionnaires were obtained from the sample population. According to Krejcie and Morgan (1970:609) 144 as the sample population is seen appropriate to represent the total population of the Sundays River Valley municipal area and Kirkwood as a host community.

1.5.2.2.4 Sample method

The sampling method of Survey B (N-PTP) was similar to that of Survey A (PTP). Therefore, reference and relevance is made to the discussion of the sampling method particular to Survey A (c.f.1.4.2.1.4). The only obvious difference seen is the specific research period. Distinctively the research at Kirkwood (N-PTP) was conducted from the

4th to the 8th of July 2011. To summarise, the following particulars also apply to the sample method of Survey B:

- Non-probability sampling method
- Convenience sampling technique,
- Fieldworkers from the North-West University,
- Screening question to determine permanent residency of potential respondent,
- Explanation, completion and further distribution of the questionnaire in the community.

In conclusion, Table 1.6 provides a summary of the research conducted for the purpose of the study; thus discriminating between a PTP and N-PTP.

Table 1.6: Research summary comprising the PTP and N-PTP

	Survey A	**Survey B**
Tourism product	Franschhoek PTP	Kirkwood N-PTP
Research design	Descriptive and Inferential Self-administrated questionnaire Quantitative research	Descriptive and inferential Self-administrated questionnaire Quantitative research
Development of the questionnaire **(Refer to Appendix A1 and A2)**	Three sections (A, B & C) Section A – Demographic and social profile Section B – Tourism impacts Section C – QoL Open ended question for respondents to make recommendations	Three sections (A, B & C) Section A – Demographic and social profile (questions added and wording changed to suite the context of a N-PTP) Section B – Tourism impacts (wording changes to suite the context of N-PTP) Section C – QoL (same as Survey A) Open ended question for respondents to make recommendations

Sample population	Permanent residents	Permanent residents
(Total for study: 402)	258	144
Sample method	Non-probability	Non-probability
	Convenience sampling	Convenience sampling
	1st to 6th of August	4th to 8th of July

Source: Authors' own compilation

1.5.3 Integrated data analysis for the study

The data of the study, embracing Survey A (PTP) and B (N-PTP), was captured into SPSS 20.0.0 (SPSS Inc, 2011). Thereafter, the statistical analysis was conduct using SPSS statistical software program in order to make available suitable statistical calculations for the study. According to Pallant (2010:105), SPSS Structural Equation Modelling module is not suitable for the purpose of this research. However, SPSS does support an 'add on' commonly known as Amos. Therefore, the data was further used and analysed using Amos 20.0.0 (Amos Development Company, 2011; Arbuckle, 2006:1) in order to facilitate the goal of the study (c.f.1.4.1). As stated by Arbuckle (2006:1), Amos is regarded as a general, effective and reliable approach to analyse data by means of numeric methods providing a clear representation of models by future researchers.

Using both SPSS and Amos for statistical analysis purposes, descriptive (c.f.5.2.1) and inferential (c.f.5.2.2) results were presented (c.f.5). This section will comprehensively explain the specific statistical statistics utilised in order to present the categorised results (descriptive and inferential) of the study. From this thorough explanation, problems to effectively understand and interpret the descriptive and inferential results will be decreased. Lastly (c.f.1.4.3.4) a table (refer to Table 1.4) will be provided to indicate the purpose of each statistical method used specific to the study. Prior to the explanation of the statistics utilised and the purpose thereof, it is important to note that the production of these results and model, made it possible to present conclusions, make contributions and provide recommendations (c.f.6) with regard to the study.

1.5.3.1 Descriptive results

The descriptive results of the study included the descriptive statistics and Exploratory Factor Analysis (EFA). Refer to Table 1.7 to see the purpose of the use of the descriptive statistics and EFA specifically for the study.

1.5.3.1.1 Descriptive statistics

Once the data has been cleaned and captured with no errors in the data file, the descriptive phase of the data analysis is conducted (Pallant, 2010:53). These statistics are one of the main types of statistics used by social scientists (Babbie, Halley & Zaino, 2007:423). According to Pallant (2010:53) their uses include describing the characteristics of the sample (c.f.5.2.1.1, c.f.5.2.1.2 & c.f.5.2.1.4), examining the variables that will address the research question in order to avoid violation; as well as address the specific research question of the study. These statistics are interpreted as means, standard deviation and frequencies (Bryman & Cramer, 1997:35) that will help to describe given sets of data (Singh, 2007:124) therefore making it more comprehensible.

1.5.3.1.2 EFA

Firstly the suitability of the dataset, for the purpose of conducting a factor analysis (Pallant, 2010:182), is determined. Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy are two statistical measures generated by SPSS specifically to determine the factorability of the data (Pallant, 2010:183). For the dataset to be suitable for a factor analysis, the Bartlett's test of sphericity should be significant ($p \leq 0.05$); while the KMO index ranges from 0 to 1, with 0.6 suggested as the minimum value for a good factor analysis (Pallant, 2010:183). Thereafter an EFA is conducted on the data making use of the Principal Axis extraction method while implementing an Oblimin rotation method with Kaiser Normalization hereby allowing correlation between the factors.

This is done in order to examine the interrelationship among the set of variables (Pallant, 2010:181) and so identifying groups of variables (Field, 2005:619). This statistical measure attempts to produce a smaller number of linear combinations of the original variables in a way that captures most of the variability in the pattern of

correlations (Pallant, 2010:181); hereby retaining as much of the data variation as possible (Field, 2005:619). An exploratory approach is also conducted in order to experiment with different numbers of factors until a satisfactory solution is found (Tabacknick & Fidell, 2007 cited by Pallant, 2010:182). The EFA was respectively conducted on the section based on impacts of tourism (c.f.5.2.1.3) and QoL (c.f.5.2.1.5). For the purpose of this study, all the items with a factor loading greater than 0.34 were considered as a contributing factor; no items were cross loaded on two or more factors with loadings greater than 0.4. The loaded factors were labelled as supported by related literature discriminating between tourism impacts (Table 5.5) and QoL (Table 5.6).

The reliability of the extracted factors is further determined with the Cronbach Alpha coefficient and the mean inter-item correlation. By determining the reliability of the scale, it indicates how free it is from random error (Pallant, 2010:6). The Cronbach Alpha coefficient, known as the most commonly used reliability statistic; is computed as a measure of the scale's internal consistency. According to Nunnally (1978, cited by Pallant, 2010:6) a minimum level of 0.7 is recommended. Further, the Cronbach Alpha coefficient is dependent on a number of items in the scale. In the case where there is fewer items in the scale (less than 10), it is better to separately calculate and report the mean inter-item correlations of the items (Pallant, 2010:6). As recommended by Clark and Watson (1995:309) the optimal mean inter-item correlation values range from 0.15 to 0.55. Therefore, Cronbach Alpha coefficient as well as mean inter-item correlation is computed in order to strengthen the reliability of the extracted factors.

1.5.3.2 Inferential results

This section considers the statistics particular to the inferential results of the study. Specifically the following statistics; all comprising of a *p*-value (Gabrenya, 2003:4), were included and therefore explained: Chi-square, Independent sample t-test, Multivariate analysis of variance (MANOVA), Analysis of variance (ANOVA) between groups, Confirmatory factor analysis (CFA) and Structural Equation Modelling (SEM). Specifically CFA and SEM were conducted in order to conduct model development; thus facilitating the goal of the study (c.f.1.4.1). Refer to Table 1.7 to reflect the purpose of the use of each of the above-mentioned statistics.

1.5.3.2.1 Two-way frequency tables implementing a Chi-square test

Two-way frequency tables were conducted to compare the respondents of the PTP and N-PTP; concerning particular demographic and social characteristics (c.f.5.2.2.1). This analysis specifically implements a Chi-Square test for independence, exploring the relationship between two categorical variables (Pallant, 2010:217). The latter presents a *p*-value to indicate the strength of relationship that is known as the Pearson Correlation coefficient (Pallant, 2010:219). According to Ellis and Steyn (2003:51), in order for the *p*-value to be significant, a value equal to 0.05 or smaller ($p < 0.05$) should be presented. If the value is greater than 0.05 it is not significant with any difference. As stated by Ellis and Steyn (2003:51) the statistical significance have a tendency to present smaller *p*-values as the size of the data set increases; hereby indicating significance ($p \leq 0.05$). Further, the Cramer's V is interpreted from the Chi-Square test for independence from the symmetric measures. This is done according to the guidelines interpretation of effect sizes. Effect size is a measure of practical significance describing difference in means (Ellis & Steyn, 2003:51) hereby indicating the degree to which the phenomenon is present in the population(s) (Cohen, 1988 as cited by Steyn & Ellis, 2009:106). Therefore, the purposes of effect sizes are (Steyn & Ellis, 2009:106):

- Indication of significance of difference between means are given;
- the comparison of results across different studies on different scales become possible if effect sizes are used; and
- when a convenience sample of respondents are involved and *p*-values are not relevant; no way exists to determine significance other than to evaluate it by means of an effect size.

According to Cohen (1988, cited by Ellis & Steyn, 2003:54), the effect sizes are interpreted as being:

- small effect: Cramer's V = 0.1;
- medium effect: Cramer's V = 0.3 and
- large effect: Cramer's V = 0.5.

A relationship with Cramer's V ≥ 0.5 is considered as practically significant (Ellis & Steyn, 2003:54).

1.5.3.2.2 Independent sample t-test

Various techniques can be used to test for significant differences between groups (Pallant, 2010:105). Independent sample t-test; being one of these techniques; is conducted in order to compare two *different* (independent) groups of people's or condition's mean scores (Pallant, 2010:105,239); having one categorical independent variable (Pallant, 2010:239). Specifically, the Independent sample t-test was conducted to compare the PTP and N-PTP with regard to the extracted factors of tourism impacts and QoL (c.f.5.2.2.2). In order for a significant difference to exist between two groups, a *p*-value (Sig. 2-tailed) of ≤ 0.05 is required. Further, to indicate practically significant differences of two groups, guidelines are required to interpret the effect sizes to indicate the strength of the difference. According to Cohen (Ellis & Steyn, 2003:54), the guidelines for interpreting effect sizes between mean scores of two different groups are:

- d = 0.2 – small effect;
- d = 0.5 – medium effect; and
- d = 0.8 large effects.

Therefore, an effect size with d≥ 0.8 is considered to be of practical significance (Ellis & Steyn, 2003:54).

1.5.3.2.3 MANOVA

MANOVA was conducted to determine the differences in tourism impacts and QoL for the PTP and N-PTP relating to demographic and social characteristics (c.f.5.2.2.3). As stated by Pallant (2010:294) MANOVA is an extension of analysis of variance conducted when one has more than one dependent variable. MANOVA hereby compares groups and provides possible mean differences between groups on the combination of the independent variables. Therefore, this statistical analysis will indicate whether a significant difference exists between the groups on the composite dependent variable (Pallant, 2010:294).

From the MANOVA output, the multivariate tests of significance will indicate whether there is a statistically significant difference among the groups. According to Tabachnick and Fidell (2001 cited by Pallant, 2010:294) the most commonly reported and recommended statistic from the test is the Wilk's Lambda. If the significance (Sig.) level

of the Wilk's Lambda is ≤ 0.05 then one can conclude that there is difference among the related groups (Pallant, 2010:294). Further, effect sizes are calculated to determine whether the mean vectors are practically significant different (Steyn & Ellis, 2009:106). Hereby the generalised eta² is used making use of two populations. Steyn and Ellis (2009:113) provides the guideline values for interpretation as eta² = 0.02 – small effect; eta² = 0.13 – medium effect; and eta² = 0.26 – large effect. If a significant result is obtained on the multivariate test (MANOVA) of significance concerning only the destination, one refers back to the t-test as previously conducted to determine the difference. However if a practically significant ($p \leq 0.05$) interaction (*) effect exists in the MANOVA, one also investigates further into the relation (Pallant, 2010:283) by conducting a univariate analysis of variance; also known as the ANOVA to indicate specifically where the difference exists on the composite dependent variable (Pallant, 2010:283).

1.5.3.2.4 ANOVA

The ANOVA determines the impact of independent variables on one dependent variable; allowing to test for further interaction effect (Pallant, 2010:249). Therefore, the ANOVA, for the purpose of the study was specifically conducted to indicate where the particular differences, between the PTP and N-PTP (c.f.5.2.2.4), exist as signified by the MANOVA. According to Pallant (2010:265), an interaction effect occurs when the effect of one independent variable on the dependent variable depends on the level of a second independent variable. Further, the ANOVA also tests for main effects; hereby the overall effect of each independent variable (Pallant, 2010:105,249). In order for a significant interaction effect, the value (Sig.) must be less or equal to 0.05 (Pallant, 2010:253). In the case where the interaction (*) effect is significant, the effect sizes may be referred to in order to determine the impact of the difference. Once more, these effect sizes are interpreted according to the *d*-values present by Cohen (Ellis & Steyn, 2003:54) where:

- $d = 0.2$ – small effect;
- $d = 0.5$ – medium effect; and
- $d = 0.8$ large effects.

Again, data with $d \geq 0.8$ is considered practically significant (Ellis & Steyn, 2003:54).

If the main effects (independent variables) also prove to be statistically significant ($p<0.05$) one also refers to the t-test conducted to determine the existing difference. Specifically one will only interpret the *destination* independent main effect, as the purpose of the study is to determine the difference between the destinations and therefore not the other independent variable(s). Hereby one can conclude that from the ANOVA merely the destination variable and interaction effect (*) will be interpreted.

1.5.3.2.5 CFA

The CFA, compared to the EFA (c.f.1.4.3.1.2), is a more complex process which specifically confirms specific theories pertaining to the underlying set of variables of the EFA (Pallant, 2010:181; Bandalos & Finney, 2006:93; Harrington, 2009:9) by means of a model. Additionally, CFA should only be used if the structure of the variables has previously been studied specifically applying EFA (Bandalos & Finney, 2010:96); as CFA confirms the factor structure identified in the EFA (Harrington, 2009:10). CFA is regarded as a specific form of SEM making use of specialised software such as Amos (Bandalos & Finney, 2010:93). However, the difference between a CFA and SEM model is that the CFA focuses on the relationship between the indicators and latent variables, while SEM includes structural paths specifically between the latent variables (refer to Figure 1.5). Therefore, CFA may be a separate analysis or a component or initial step of a SEM analysis (Harrington, 2009:12). Specifically for the purpose of the study, the CFA was conducted as the initial step of SEM, in order to ultimately determine the influence of tourism impacts on residents' QoL; further distinguishing between a PTP and N-PTP (c.f.5.2.2.5). The interpretation of the CFA is consequently identical to that of SEM (c.f.1.5.3.2.6).

1.5.3.2.6 SEM

By further analysing data in Amos – Analysis of Moment Structures (Amos Development Company, 2011) as a 'add on' of SPSS, the relationships between constructs are tested (Blunch, 2008:4; Schumacker & Lomax, 2010:2; Kim, 2002:69; Pallant, 2010:104; Harrington, 2009:11). These constructs are defined based on theory and empirical research (Schumaker & Lomax, 2010:2). Therefore, the goal of Structural Equation

Modelling (SEM) is to determine the extent to which the theoretical model is supported by sample data (Schumaker & Lomax, 2010:2; Mueller & Hancock, 2008:489). Specifically, SEM was conducted to establish the influence of perceived impacts of tourism on residents' QoL in selected towns (c.f.1.4.1 & c.f.5.2.2.5) Hereby presenting a model that best represents the data underlying theory; known as model fit (Hooper, Coughlan & Mullen, 2008:53). A SEM is therefore presented in order to answer the substantive research question (Mueller & Hancock, 2008:488) and is regarded as causal modelling (Arbuckle, 2006:1). Further, as stated by Mueller and Hancock (2008:489) SEM is not merely a statistical technique; however, it is a process involving several stages. These stages include: (a) initial model conceptualization, (b) parameter identification and estimation, (c) data-model fit assessment, and (d) potential model modification. These stages will subsequently be discussed in order to gain a comprehensive view thereof.

Stage 1 - Initial model conceptualization

The first stage of model conceptualization involves developing a comprehensive understanding of fundamental theory that gave rise to the particular model being investigated (Mueller & Hancock, 2008:489). The latter is supported by Blunch (2008:4) indicating that the first step is to form a graphical depiction – a model – based on theory. This depiction should indicate how the various concepts fit together. This model or theory should be verified by making use of Amos (Blunch, 2008:4). Before Amos is used to conduct SEM, it is important to recognise that this initial model must comply with the following conditions in order to attain verification: (1) the concepts must be defined conceptually; and (2) instruments must be constructed to measure the concepts, hereby defining the concepts operationally (Blunch, 2008:4). If these requirements are met, SEM can be conducted.

Prior to the discussion of stage 2 and 3 concerning the results obtained from SEM, it is important to have a fundamental perceptive of the visual elements of the model presented; moreover, to understand the statistics thereof. Once SEM has been conducted based on theory and empirical research; a model will be presented consisting of latent and manifest variables (Blunch, 2008:6). Latent variables are non-measurable that cannot be measured directly (Blunch, 2008:5; Schumacker & Lomax,

2010:2). However, the latent variables are measured by indicators known as the manifest variables (Blunch, 2008:3) that one measures using a survey (Schumacker & Lomax, 2010:3). Therefore latent (non-measurable) variables are defined by manifest (measurable) variables (Blunch, 2008:5; Schumacker & Lomax, 2010:3) with the arrows pointing from the latent variables to towards the manifest indicators (Blunch, 2008:7).

Further, the latent variables are depicted as circles or ellipses while the manifest variables are illustrated as squares or rectangles. One-sided arrows indicate a path whereas two-sided arrows indicate covariance (Blunch, 2008:257). Ɛ-variables are also presented in the model. This indicates that factors other than the latent variables affect the result of measurement. Ɛ (error) can be seen as the combined effect of all such 'disturbing' effects; it is therefore the measurement error of the indicator in question. The disturbance (δ) is also indicated in the model and is seen as the combined effect of all factors having an effect on the dependent variable. However, it is not explicitly included in the model (Blunch, 2008:5).

From the above it can be seen that SEM specifically describes the relationship between the latent variables; and the measurement model describing connections between latent and manifest variables (Blunch, 2008:5; Kruger, Rootenberg & Ellis, 2012:10). Figure 1.5, indicates the various variables included in a measurement model of SEM, thus gaining improved perspective of the visual elements. Therefore, stage 2 and 3, relating to the result statistics of SEM, can be discussed.

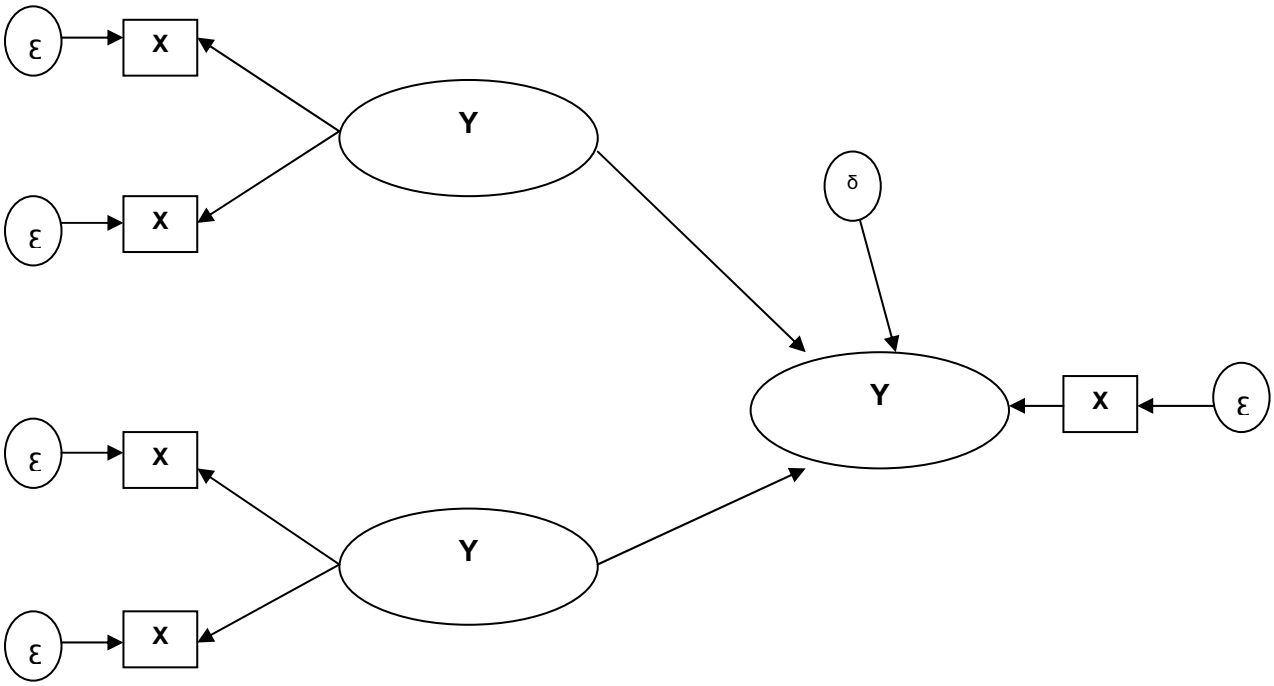

Figure 1.5: Structural equation modelling variables

Source: Blunch (2008:3)

Note: Y - Latent variables

X - Manifest variables

ε - Error variable – factors other than latent variables affect the result of a measurement

δ - Disturbance variable – combined effect of all factors having an effect on the dependent variable

Stage 2 - Parameter identification and estimation

The verification of the model reflects the second stage of SEM, which involves parameter identification and estimation. Here, a model's hypothesised structural and non-structural relations are expressed as population parameters conveying both magnitude and sign of those relations. Each parameter; hence the whole model, must be shown to be *identified*. The latter implies that it must be possible to express each parameter as a function of the variance and covariance of the measured variables (Mueller & Hancock, 2008:489). Thereafter the sample estimates of the parameters can be obtained. The most popular estimation method used by the vast majority of studies, make use of the Maximum Likelihood (ML); an iterative large-sample technique that assumes underlying multivariate normality (Mueller & Hancock, 2008:490,504).

In order to verify the parameter identification and estimation of the model, the correlation estimates will firstly be analysed and reported, followed by the regression weights. Specifically the correlation estimates determine the strength of relationship between the latent variables (refer to Figure 1.5). These correlation estimates are interpreted according to the guidelines of the *r*-value provided by Cohen (1988, Pallant, 2010:134): small – *r* = .10 to .29; medium – *r* = .30 to .49; and large – *r* = .50 to 1.0. A correlation of 0 indicates no relationship, therefore the closer the correlation estimate to 0, the less important it is indicating no significance. Conversely, a correlation of 1.0 indicates a perfect positive correlation, while a -1.0 indicates a perfect negative correlation. This negative sign does not indicate the strength of relationship between the variables, rather it refers to the direction of the relationship (Pallant, 2010:134).

Regarding the standardised regression weights, beta – value (β-value), the strength of relationship between the latent and manifest variable(s) is indicated (refer to Figure 1.5). Hereby the statistical significance (≤ 0.05) of the variable is determined, to establish the contribution of the variable to the equation. Therefore, if the Sig. value is ≤0.05 the variable makes a significant contribution to the prediction. On the contrary, if the Sig. value is >0.05, the variable does not make a unique contribution to the prediction (Pallant, 2010:161).

Stage 3 - Data-model fit assessment

Thirdly, the fit between the observed data and the hypothesized model or theory is assessed. The degree of discrepancy is therefore evaluated between the true population covariance matrix and that implied by the model's structural and non-structural parameters. Several indices for such data-model fit assessment can be used (Hooper *et al*., 2008:53; Mueller & Hancock, 2008:490).

There are no specific requirements on what model fit indices to report as different indices reflect a different aspect of the model fit. It is merely sensible to report statistics that are most insensitive to sample size, model misspecification and parameter estimates (Hooper *et al*., 2008:56). Therefore, Chi-square statistic, its degrees of freedom (CMIN/DF / χ2/df) and p-value, Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA) and its associated confidence interval have

been chosen to be reported rather than other, less appropriate, indices (Hooper *et al*., 2008:56).

According to Mueller and Hancock (2010:379), the Chi-square test may be viewed to be an overly strict indicator of model fit, given its power to detect even trivial deviations from the proposed model. Therefore it is suggests that the Chi-square statistic be divided by the degrees of freedom value (CMIN/DF / χ2/df); hereby minimising the impact of the sample size (Hooper *et al*., 2008:54). There is no consensus regarding an acceptable ratio for this statistic. Recommendations range from as high as 5.0 to as low as 2.0 (Hooper *et al.,* 2008:54). However, usually a CMIN/DF value close to 1.00 is considered a good fit (Blunch, 2008:113). Further, as indicated by Arbuckle (2006:535), values between 2 and 3 are also indicative of an acceptable fit.

The CFI is most popularly reported as it is one of the measures least affected by the sample size (Fan *et al.,* as cited by Hooper *et al*., 2008:55). Initially a CFI of ≥0.90 was used as an indicator of good overall fit (Hooper *et al*., 2008:55). However, recent studies have shown that a value greater than 0.90 is needed in order to ensure that misspecified models are not accepted. Therefore, a CFI value of ≥0.95 is indicative of a good fit (Hooper *et al*., 2008:55). This view is supported by Blunch (2008:115) also, thus indicating that CFI-values larger than 0.95 are usually an indication of a good fit.

Further a root mean square error of approximation (RMSEA) value of 0.08 with a 90% confidence interval is required. As stated by Blunch (2008:116) and Hooper *et al*. (2008:54) models with RMSEA values around 0.05 is considered a sign of good fit and models with values of 0.10 and larger should not be accepted. This statistic is seen as the most informative fit indices as it tells us how well the model, with unknown but optimally chosen parameter estimates would fit the populations' covariance matrix (Byrne, 1998 as cited by Hooper *et al*., 2008:54); hereby choosing the model with less number of parameters. It can therefore be concluded that concerning the model fit statistics one will refer and interpret the following:

- CMIN/DF (χ2/df=2.50) – values between 2 and 3;
- CFI – above 0.9; and

- RMSEA – models with a value of 0.10 and larger is not accepted.

If the data fit is considered satisfactory according to several indices, the model is retained as acceptable. If however the data-model fit is found to be unacceptable, one will resort to the final stage in the SEM process that involves modifying the model (**Stage 4 – Potential model modification**). The latter is conducted in order to improve the fit hereby improving the model's correspondence to the reality (Mueller & Hancock, 2008:490; Hooper *et al*., 2008:56).

Table 1.7: Purpose of each statistical method specific for the purpose of the study

Statistical method employed	Purpose of specific method employed for the purpose of the study
Descriptive results	**Purpose of descriptive results' statistics**
Descriptive statistics	-To determine the demographic and social profile of the respondents to the study (PTP and N-PTP) -To determine the perception of tourism impacts according to the respondents of the study (PTP and N-PTP) -To determine the evaluation of QoL according to the respondents of the study (PTP and N-PTP)
EFA	-To determine the extracted factors of tourism impacts for further statistical calculations -To determine the extracted factors of QoL for further statistical calculations
Inferential results	**Purpose of inferential results' statistics**
Two-way frequency tables implementing Chi-square test	-To compare the PTP and N-PTP with regard to particular demographic and social characteristics of the respondents
Independent sample t-test	-To compare the PTP and N-PTP with particular reference to the extracted factors of tourism impacts as well as QoL
MANOVA	-To determine the differences in tourism impacts and QoL for the PTP and N-PTP relating to demographic and social characteristics
ANOVA	-To specifically indicate where the particular differences, between the PTP and N-PTP, exist as signified by the MANOVA with specific consideration to the extracted factors of tourism impacts and QoL
CFA	-To provide an initial model(s) to indicate the strength of relationship between indicators and latent variables (respective to tourism impacts and QoL; as well as the influence of tourism impacts on QoL)

SEM	-To provide a model(s) to indicate the strength of the relationship between indicators and latent variables; as well as structural paths (respective to QoL and the influence of tourism impacts on QoL) -To provide a final model to indicate the influence of tourism impacts on residents' QoL; while differentiating between a PTP and N-PTP

Source: Authors' own compilation

1.6 DEFINING THE CONCEPTS

1.6.1 Model

In general, a model can be defined as a simple representation showing how important features of a system fit together (Cook, Yale & Marqua, 2010:403). Specific to tourism literature, a model provides an overview that begins to capture the dynamic and interrelated nature of tourism activities. Additionally, these constructed models can be used as future reference in tourism literature (Cook *et al*., 2010:6).

1.6.2 Tourism impacts

Tourism development generates both benefits and costs (Wang, 2006:411); which initiates positive and negative changes in a host community (Perdue *et al*., 1999:166). These positive and negative changes, comprising benefits and costs are accordingly regarded as tourism impacts. Tourism consequently comprises a number of positive and negative impacts that have been studied greatly in literature (Ko & Stewart, 2002:521; Payne & Dimanche, 1996:1000; Mason, 2008:38, 40). Despite the significant amount of research, tourism impacts have constantly been classified dissimilar according to various academics in the field (Northcote & Macbeth, 2006:199; Harcombe, 1999; Saayman, 2007:24; Giaoutzi & Nijkamp, 2006:3; Gupta, 2007:86; Mason, 2008:36; Kim, 2002:27). For the purpose of this study, tourism impacts will be classified as economic, environmental, social and cultural (Mason, 2008:36; Kim, 2002:27).

Further, it is important to emphasise that these impacts cannot be prevented (Archer *et al*., 2005:79). However, with the application of effectual management in a host community, negative impacts can be condenses while the related benefits can be enhanced (Gursoy *et al*., 2010:382; Archer *et al*., 2005:79). Consequently, by the

incorporation of the effective management of tourism impacts, the sustainability and long-term success of tourism in a particular community will be probable (Diedrich & García-Buades, 2009:512). Pertaining to the above, the importance to comprehensively understand and manage the impacts of tourism in communities is recognised (c.f.3.3.1).

1.6.3 QoL

Defining QoL has been described as difficult (Møller & Schlemmer, 1982:229); indicating lack of definitional consistency in related literature (Ngai, 2005:196; Lloyd & Little, 2005:150). Alternative synonyms have been given to the concept of QoL, including life satisfaction, happiness, subjective well-being (Walker & Van der Maesen, 2004:22; Sirgy, 2002:xiv; Moscardo, 2009:161) or need satisfaction (Møller & Schlemmer, 1982:229). As supported by Dagger and Sweeney (2006:3) QoL reflects one's life satisfaction, happiness and well-being; thus the use of the unconventional synonyms.

Given the definitional inconsistency, it is essential to provide a basic definition, as regarded for the purpose of the study, in order for one to gain improved acquaintance with the concept. Therefore, QoL can be seen as ones' satisfaction with life and feelings of contentment or fulfilment with ones' experience in the world (Andereck & Nyaupane, 2011:248; Benckendorff *et al*., 2009:172) under diverse economic, social or conditions (Møller, Schlemmer & Du Toit, 1987:3; Holden, 2008:108). QoL is however a much more complex concept referring to it as a multidimensional subject (Bramston, Pretty & Chipuer*,* 2002:262), with a great need for synthesis and integration (Sirgy, 2002:xi) (c.f.4).

1.6.4 Tourism product

Particular to the meaning of a tourism product, it has been signified that the accurate definition thereof is rather difficult and deficient in tourism literature (Xu, 2010:607). Marketing literature specifically defines a product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need; including physical objects, services, persons, places, organisations and ideas (Kotler, Bowen & Makens, 2003:15; Sharma, 2007:26). The latter definition may also be applied

to the definition of a tourism product as it is delivered to satisfy the wants or needs, specifically, of tourists.

However, defining the tourism product is much more complex than this, as tourism too encompasses certain aspects (for example *experience, service, physical components, hospitality, freedom of choice, involvement, host population, culture* etc.); yet they are distinctive to tourism in character (for example *intangibility, inseparability of production and consumption, seasonality, uniqueness* etc.) and differ in utilisation combination thereof (Saayman, 2007:8, Smith, 1994:587; Xu, 2010:609; Forbord, Schermer & Grießmair, 2011:3; Mason, 2008:15; George, 2011:24; Keyser, 2002:141). Therefore, the great need to further deliberate on the concept, with the purpose of constructing a comprehensive definition of a tourism product (c.f.3.2.2).

1.7 CHAPTER CLASSIFICATION

The study pursued a traditional course; consisting out of six distinctive chapters, in order to reach the depicted goal thereof (c.f.1.4.1). The specific purpose of this section is to provide a preliminary discussion of the contents of these related chapters.

Chapter 1 included the introduction, background to the study, problem statement, goal and objectives, method of research and definition of imperative key concepts of the study. Therefore, the chapter aimed to give an overview of tourism impacts and QoL; as well as the problem faced with regard to the study. Consequently, the chapter emphasised the importance of undertaking the study specifically to determine the influence of perceived tourism impacts on residents' QoL in selected towns.

Chapter 2 provided a detailed discussion of the theoretical frameworks particular to tourism, together with the theoretical frameworks distinctive to QoL. From the latter, the theoretical framework utilised for the purpose of this study was derived. This was done, as tourism and QoL originate from two discrete fields of subject, which requires vital integration in order to attain enhanced insight of the produced mergence.

Chapter 3 contained important literature in order to analyse tourism as an industry and a product in a host community. In order to conduct a thorough investigation, the

literature review included a variety of points of concentration. Firstly, the concept 'tourism' was discussed in order to understand the definition and tourism as an industry. Additionally, tourism growth, specific to South Africa was analysed, as was the significance of the tourism product. Thereafter the importance of the residents as role-players in the tourism industry was demonstrated. To complete the latter, the impacts of tourism on residents of a host community was comprehensively discussed; giving thought to different impacts as well as the factors that influence perception thereof.

Chapter 4 contained relevant literature with regard to the subject of QoL. As QoL is regarded as a complex concept, the chapter addressed the following in order to gain an improved perceptive:

(1) Understanding the concept 'QoL' comprising definitions, related Bottom-up Spillover theory and life domains; as well as the Objective and Subjective indicators of QoL;

(2) the construct of QoL was summarised as seen for the purpose of the study; and

(3) the relationship between QoL and tourism, specifically host communities, was illustrated.

Chapter 5 provided the results of the statistical analysis as conducted in SPSS 20.0.0 (SPSS Inc., 2011). These results comprised both descriptive and inferential results. The descriptive results were conducted to determine:

(1) the profile of the respondents of the study;
(2) perceptions of tourism impacts;
(3) the extracted factors (EFA) pertaining to tourism impacts;
(4) evaluation of QoL; and
(5) illustrate the extracted factors (EFA) of QoL.

Concerning the inferential results of the study, a number of statistics (Chi-square, Independent sample t-test, MANOVA, ANOVA, CFA and SEM); where found to be suitable; were conducted to determine the difference between a PTP and N-PTP with regard to demographic and social characteristics; and/or the extracted factors identified in the EFAs. Additionally, the inferential results, making use of Amos 20.0.0 (Amos

Development Company, 2011), were conducted with the specific purpose of model development. These statistics started with CFA as the initial step, and were followed by SEM. The final model was presented in order to guide tourism planners and managers in communities either of a PTP and/or N-PTP, to manage tourism impacts and consequently improve the residents' QoL.

Chapter 6 consisted of conclusions, contributions, recommendations specific to the study and future research; as well as limitations. Particularly, the conclusions were made based on the formulated objectives (c.f.1.3.2); therefore addressing the above chapters in a critical approach. Subsequently, the distinctive and underlying contributions were signified according to importance and relevance to the study. From the conclusions and contributions, it was possible and appropriate to formulate critical recommendations for the study and future research. Tourism managers and planners in host communities; comprising both PTP and N-PTPs, can make use of these recommendations in order to:

- Manage the negative impacts of tourism products;
- Maintain positive impacts of tourism products;
- Enhance residents' QoL; and ultimately
- Improve quality experience for tourists.

Lastly the limitations of the study were presented, in order to assist and guide future researchers on the specific research topic in tourism.

CHAPTER 2

ANALYSING THE THEORETICAL FRAMEWORK RELATED TO THE PURPOSE OF THE STUDY

2.1 INTRODUCTION

Theoretical frameworks are used to indicate the basis of a study in and across various disciplines. Some are more complex than others to identify, as a specific problem statement has not yet been significantly studied, either in literature or by empirical testing. The latter applies to this study, and for that reason, this chapter will address the multifaceted issue of the theoretical framework specific to this context.

This study originates from two fields of study, namely tourism; specifically the impacts of tourism; and Quality of Life (QoL). Both of these fields have significant theories and models that can serve as a starting point for the current problem investigated. Specifically, tourism impacts have widely been researched (Mason, 2008:38; Andereck & Nyaupane, 2011:249; Moscardo, 2009:159; Benckendorff *et al*., 2009:172) presenting various theoretical frameworks that determine how residents perceive and react to these impacts. Alike QoL has also been extensively researched in and across various disciplines (Sirgy *et al.,* 2000:280); identifying tourism as one of these disciplines (Sirgy, 2002:xiv; Lloyd & Little, 2005:148). However, as indicated in Chapter 1 (c.f.1.2), studies to specifically determine the relationship between impacts of tourism and QoL in a host community has not been researched commonly (Andereck *et al*., 2007:485; Sirgy *et al*., 2000:280; Andereck & Nyaupane, 2011:248; Moscardo, 2009:161; Benckendorff *et al*., 2009:172); in particular not in the South African context.

Thus, it can be assumed that a detailed theoretical framework to determine the latter has not yet been instituted. In order to address this matter, attention will firstly be given to the theoretical frameworks related the perception of tourism impacts. Thereafter the existing theory related to QoL will be identified and discussed. From this, the compilation of the theoretical framework specific to the study will be formulated based

on the related literature on the subject of tourism impacts and QoL. One can thus see that the purpose of the chapter is threefold (refer to Figure 2.1).

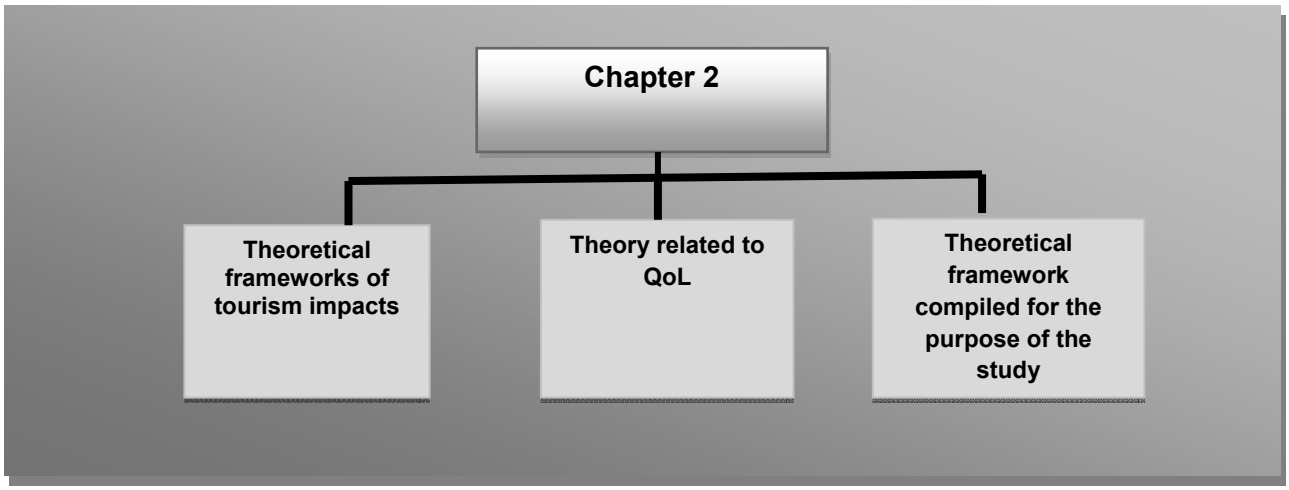

Figure 2.1: Outline of chapter 2

2.2 THEORETICAL FRAMEWORKS OF TOURISM IMPACTS

This section will provide a brief discussion of the theoretical frameworks relating to how tourism impacts are perceived by residents of a host community. The frameworks include *Doxey's' Irridex* (Mason, 2008:28; Kim, 2002:11; Zhou & Ap, 2009:79), *Butlers' tourism destination lifecycle* (Mason, 2008:29; Kim, 2002:11, 40), *Ap and Crompton's framework* (Cordero, 2008:37; Wang, 2006:412; Zhou & Ap, 2009:79), *Social carrying capacity theory* (Lee & Back, 2006:468), *Dogan's' framework* (Zhou & Ap, 2009:79); as well as the *Social Exchange Theory (SET)* (Perdue *et al*., 1999:168). These frameworks occur along a positive-negative continuum providing insight as to how residents' perceptions may be examined and interpreted within various contexts and conditions (Zhou & Ap, 2009:79; Draper *et al*., 2011:64).

2.2.1 Doxey's' Irridex

This is shortened term for an *Irritation Index* proposed by Doxey, which considers the relationship between tourists and locals. It has been considered as one of the most significant and earliest theoretical models (Cordero, 2008:37). Specifically, this four-stage model (See Figure 2.2) is built upon the premise that over time as the number of tourists increase, a greater hostility from the locals towards tourists will emerge as the unfavourable impacts of tourism lead to irritation (Mason, 2008:28; Kim, 2002:11; Zhou & Ap, 2009:79; Diedrich & García-Buades, 2009:518; Cordero, 2008:37). This irritation

will occur as the desires and wishes of both the tourists and residents are not taken into consideration causing incompatibility (Cordero, 2008:37); hereby tourists become a source of constant tension (Gursoy, Chi & Dyer, 2010:382). Thus, the number of tourists to a host community will demonstrate an apparent decline (Mason, 2008:28). This theory collaborates with *Butlers' destination lifecycle model* (c.f.2.2.2) signifying that in the early stages of development residents' attitude towards tourism are euphoric. As an increase in tourist numbers emerges, residents become antagonistic towards tourism in the host community (Diedrich & García-Buades, 2009:518; Cordero, 2008:37). Even though this model is described as one of the most significant to analyse the effect of tourism on a host community, it was not utilised in the study. The reason for this is that *Doxey's' Irridex* does not establish the relation between tourism and QoL of residents in a host community and therefore does not support the goal of the study (c.f.1.4.1).

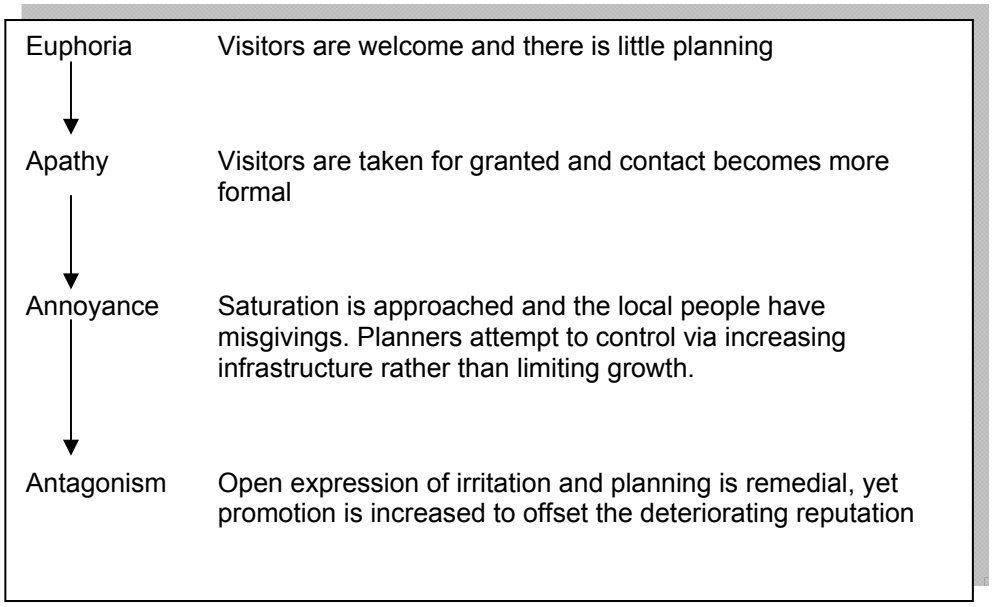

Figure 2.2: Doxey's' Irritation Index

Source: Mason (2008:29) & Zhou & Ap (2009:79)

2.2.2 Butlers' destination (product) lifecycle model / stage of development

Butler built on the earlier theories done by Christalller, Plog, Cohen and Doxey (Mason, 2008:29; Kim, 2002:40) in order to construct the *destination lifecycle model*; taking on a more complicated approach (Kim, 2002:40). This model (Figure 2.3) indicates that the tourism product develops and changes over time; going through various stages of development; describing it as an evolution pattern (Cordero, 2008:37). Additionally, it

predicts that as tourism increases so do its associated impacts (Mason, 2008:29; Fredline & Faulkner, 2000:765; Saayman, 2006:114; Diedrich & García-Buades, 2009:513).

Firstly, *exploration* of the tourism product takes place, followed by the *involvement* of local community. These have also been referred to as the *introductory* phase of the product lifecycle (Saayman, 2006:114; Kim, 2002:41) to the local community. From here on further *development* (Mason, 2008:29) or *growth* (Saayman, 2006:114) arises. During this phase residents perceive more benefits than costs and therefore have a positive attitude towards tourism in the community (Diedrich & García-Buades, 2009:517). After some time, a point of *consolidation* (Mason, 2008:29) or *maturity* (Saayman, 2006:114) is reached. The destination therefore reaches *stagnation* (Mason, 2008:29) or *saturation* (Saayman, 2006:114). It is in this phase that social and cultural impacts arise (Gursoy *et al*., 2010:382). Once the phase of *stagnation* or *saturation* is reached a *decline* (Mason, 2008:29; Saayman, 2006:115) will be observed in tourist numbers. More costs than benefits of tourism will be experienced during this phase. Thus, the negative impacts surpass the positive impacts resulting in negative attitudes towards tourism in the host community (Diedrich & García-Buades, 2009:517). Further, if a community largely depends on tourism for economic benefits, this decline could be devastating (Diedrich & García-Buades, 2009:512). However, if product modification does take place *rejuvenation* (Mason, 2008:30) tourism will transpire.

Therefore residents' perceptions of tourism impacts in the community will vary with the level of tourism development (Kim, 2002:41; Gursoy *et al*., 2010:381) as each stage brings different consequences. As suggested by Butler (1980, cited by Gursoy *et al*., 2010:381) the support for tourism development in a host community weakens, as destinations shift to a later stage of development. However, one also has to consider the type of development that takes place as residents might be more willing to support one type of development, while opposing to another (Lindberg *et al*., 1999 cited by Gursoy *et al*., 2010:381).

Additionally, Kim (2002:1) conducted research to determine the influence of tourism on residents' QoL as determined by the specific stage of development in a host community.

Even though this link was made between tourism and QoL, by implementing *Butlers' destination lifecycle model*, it will not be used for the theoretical framework of the study. The latter is recognised in the fact that Kim (2002:1) specifically researched the stage of development as the distinguishing variable concerning the influence of tourism on QoL. The distinguishing variable for this particular study is permanency of a tourism product. Further, *Butlers' destination lifecycle model* does not signify the relationship between tourism and QoL. From the above it can thus be seen that Butlers' model does not imply a relationship between tourism and QoL; however, it can be used as an influential model of the constructs.

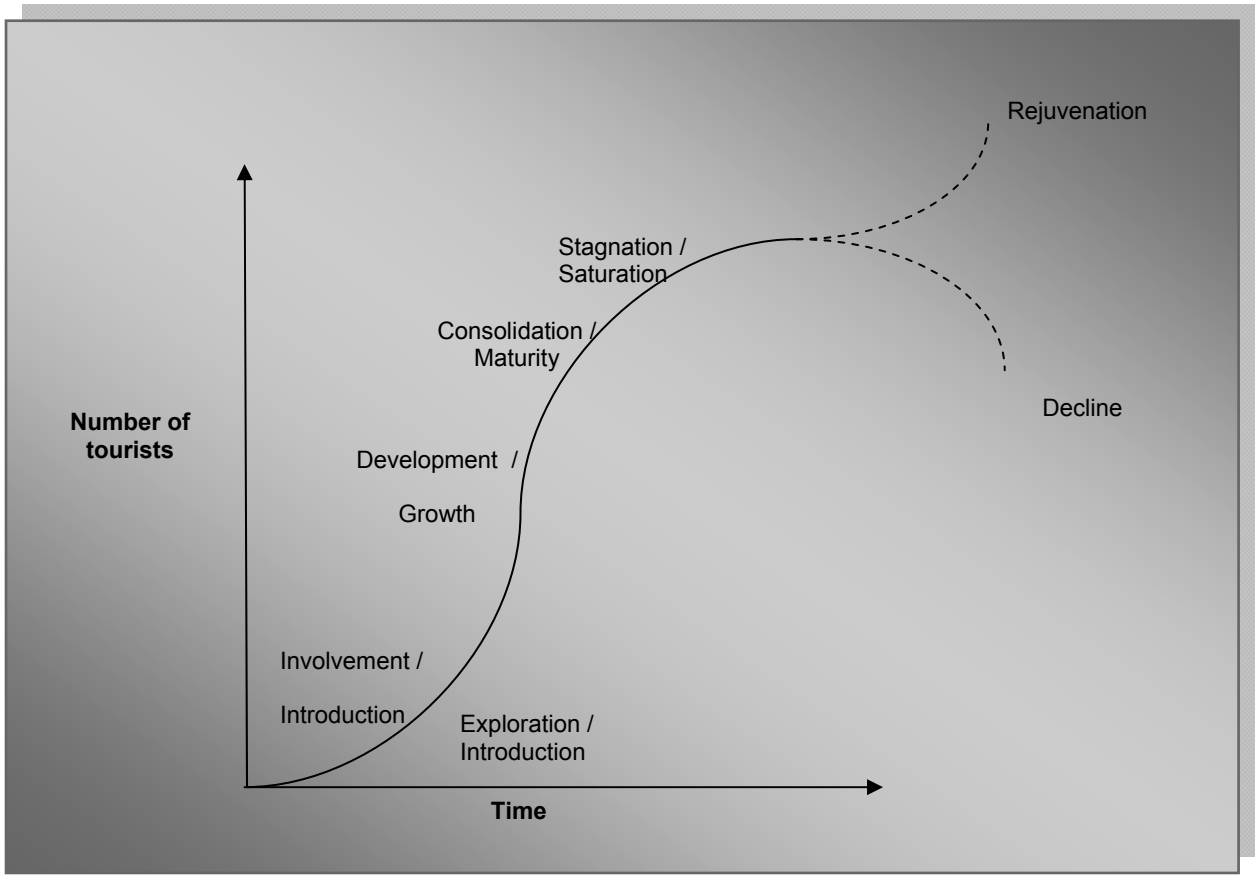

Figure 2.3: Destination / product lifecycle

Source: Adapted from Mason (2008:30), Saayman (2006:115) & Diedrich & García-Buades (2009:513)

2.2.3 Ap and Crompton's framework

This is an Embrace-Withdrawal continuum, which identifies the nature and type of residents' reaction towards tourism. Throughout the initial stages of development, residents *embrace* tourism due to the benefits to the host community. As negative

impacts start to occur, residents enter the *tolerance phase*. During this phase, they become more hesitant towards tourism development. However, residents tolerate tourism, as economic benefits are still evident. As the equilibrium between negative and positive impacts becomes greatly unbalanced, a phase of *adjustment* occurs. This phase of *adjustment* causes residents to stop frequenting the areas most visited by tourists in the community. Finally, it may come about that residents *withdraw* completely from the community as more negative than positive impacts are perceived (Cordero, 2008:37; Wang, 2006:412; Zhou & Ap, 2009:79; Diedrich & García-Buades, 2009:517). These four phases, similar to *Doxey's' Irridex* (c.f.2.2.1), too corresponds with *Butlers' destination lifecycle model* (c.f.2.2.2). According to this theory, residents withdraw as the stage of decline is reached. Further, this theory also agrees with the *SET* (c.f.2.2.6) demonstrating that residents withdraw from tourism as more costs than benefits are experienced, signifying a negative attitude towards tourism (Diedrich & García-Buades, 2009:517). From the above it is observed that Ap and Crompton's framework analyse residents' reaction to tourism according to a specific stage of development and a process of *"social exchange"* that occurs between tourism (costs and benefits) and residents. Therefore, no relation is signified between tourism and QoL according to this framework.

2.2.4 Social carrying capacity theory

This theory was developed by Allen, Long, Perdue and Kieselbach (1988) in which they state that each host community has a certain capacity to absorb tourism development (Lee & Back, 2006:468; Kim, 2002:10, 39; Archer *et al*., 2005:80). This carrying capacity for a destination area is different according to each life cycle stage of the area (Kim, 2002:11, 39). Therefore, residents will express positive attitudes at an initial stage of tourism development (c.f.2.2.2). Whereas development beyond the level of carrying capacity will result in negative social, cultural, environmental and economic impacts (Kim, 2002:10). Once the community experiences the negative impacts of tourism development and reaches a certain level of acceptable change or carrying capacity, negative attitudes towards tourism development will be observed. Residents' support for tourism development therefore becomes less favourable when a carrying capacity is reached (Lee & Back, 2006:468) leading to a decline in tourist flow (Kim, 2002:39) as there is a unacceptable deterioration in the physical environment and of the visitors'

experience (Archer *et al*., 2005:80). As summarized by Martin and Uysal (1990, cited by Kim, 2002:10) carrying capacity can be defined as the number of visitors that a tourism area can accommodate before negative impacts occurs either to the physical environment, the psychological attitude or social acceptance level of the hosts; with indication that each development stage has its own carrying capacity (Kim, 2002:10). From the latter, the assumption is made that if the carrying capacity of a host community is exceeded, the psychological attitude will be influenced. However, this theory does not confirm the assumption by means of research; signifying no evident relationship between tourism and QoL.

2.2.5 Dogan's' framework

As stated by Cordero (2008:38) Doxey's and Butler's models focussed on residents' attitudes towards tourism, whereas *Dogan's' framework* focuses on residents' reaction to tourism impacts in a community. Hereby residents adjust themselves to particular conditions (Dogan, 1989:220). Specifically, this framework identified four strategies used by a community to cope with the impacts of tourism. These strategies include adoption, boundary maintenance, retreatism and resistance (Zhou & Ap, 2009:79; Cordero, 2008:38; Dogan, 1989:220). Therefore, this framework signifies that the extent to which tourism impacts are perceived as positive or negative, will determine whether residents' reactions will take on a form of acceptance or resistance (Cordero, 2008:38).

The above implies that the more the perceptions of tourism impacts are positive, the more reactions of residents take the form of acceptance. Conversely, if the impacts are perceived as negative, the more the residents 'reactions become resistant towards tourism in the community (Dogan, 1989:220). Additionally this model indicates that any four of these strategies may occur in the different development stages of tourism as illustrated by Butler (c.f.2.2.2) as host communities differ (Cordero, 2008:38). Although this framework analysed the effect of tourism on residents, specifically the influence on their reaction, no relation was denoted between tourism and residents' QoL.

2.2.6 Social Exchange Theory

Ap (1992) was the founder of this theory attempting to understand and predict individuals' perceptions in an interactive situation (Lee & Back, 2006:467); hereby

indicating the *"social exchange"* which is a complex and dynamic process (Kwon & Vogt, 2010:425). Therefore, the basic premise of this theory is that residents would assess tourism development in terms of expected benefits (rewards) or costs gained in return for their services (Lee & Back, 2006:476; Kim, 2002:12; Gursoy *et al*., 2010:383; Diedrich & García-Buades, 2009:517; Kwon & Vogt, 2010:425). Residents who perceived personal benefits from tourism show positive perception towards it, whereas residents who experience costs will have a negative perception towards it (Kwon & Vogt, 2010:425). These perceptions will therefore determine their willingness to participate in the exchange (Gursoy *et al*., 2010:384; Diedrich & García-Buades, 2009:517).

Various studies were conducted that support the *SET*, specifically referring to economic benefits that enhance the support for tourism development, (Pizam, 1978; Milman & Pizam, 1988; King, Pizam & Milman, 1993; Caneday & Zeiger, 1991; Perdue *et al*., 1995; Jurowski, Uysal & Williams, 1997; Perdue *et al*., 1999; cited by Lee & Back, 2006:468); as well as the QoL issues in a host community (Roehls, 1999; cited by Lee & Back, 2006:468) indicating that the greater the personal benefits to the individual the more positive their perceptions are towards tourism; thus signifying the relation between tourism and QoL. Consequently, the *SET* serves as a good foundation to indicate the exchange that occurs between tourism and QoL; and will be derived for the purpose of the study. However, the *SET* alone does not resolve the research question (c.f.1.3) of the influence of tourism on QoL. Specifically, the *SET* needs to be accompanied by a theory demonstrating how QoL is established in order to derive a comprehensive theoretical framework particular to the study; hereby addressing the research question appropriately. In order to identify the specific theoretical framework to further elucidate QoL, the next section will discuss the related theory on the subject.

2.3 THEORETICAL FRAMEWORKS RELATED TO QOL

Sirgy (2002:xi) specifically identified Inter-domain and Intra-domain theories to define and measure QoL. The Inter-domain theories focus on the interrelationships among life domains, while Intra-domain theories focus on manipulating aspects within a given life domain (Sirgy, 2002:xi). Specifically, attention will be given to the Inter-domain theories as available tourism research conducted on QoL (Sirgy *et al*., 2011:263; Neal *et al*.,

1999:155; Neal, Uysal & Sirgy, 2007:154; Uysal, Sirgy & Perdue, 2012:681) focuses on the interrelationship among particular life domains rather than manipulation thereof. These Inter-domain theories include the *Bottom-up Spillover theory, Top-down Spillover theory, Horizontal Spillover* and *Compensation.* Each will be discussed.

2.3.1 Bottom-up Spillover theory

Andrews and Withey (1976:14), Campbell *et al*. (1976:14) and Diener (1984:565) were the founders of the concept of the *Bottom-up Spillover theory*. From their fundamental perception, the *Bottom-up Spillover theory* was conceptualised (Neal *et al*., 1999:155; Neal *et al*., 2007:154; Sirgy, 2002:38). The basic premise of the *Bottom-up Spillover theory* is that life satisfaction, particularly referred to as QoL in this case, is functionally related to satisfaction with all of life's domains and sub-domains. To explain it more sensible based on consulted literature (Sirgy *et al*., 2011:263; Sirgy, 2010:248; Neal *et al*., 1999:155; Neal *et al*., 2007:154; Uysal *et al*., 2012:681), QoL is thought to be on the top of a satisfaction hierarchy. Thus, QoL is influenced by satisfaction with life domains (for example *community life, family life, social life, leisure life, financial life*, etc). Further, satisfaction with a particular life domain is influenced by lower levels which particularly address life concerns or events within the specific life domain; which are also regarded as sub-domains (for example *satisfaction with water condition, satisfaction with people living in the neighbourhood* etc., which relate to the *community life* domain). The greater the satisfaction with concerns or events, the greater the satisfaction with the related life domain. In turn, the greater the satisfaction with various life domains, the greater the satisfaction with *life overall* will be, thus indicating the measurement of QoL (refer to Figure 2.4). It is important to additionally emphasise that a single life domain does not determine the outcome of QoL, it is however the co-operation between various life domains that determine the result.

Thus, it can be observed that the *Bottom-up Spillover theory* recognises that QoL is mostly determined by satisfaction with a variety of life domains. Hereby postulating that the affect within a specific life domain accumulates and vertically spills over to the super-ordinate domain; referred to as QoL (Sirgy *et al*., 2011:263; Sirgy, 2010:248; Neal *et al*., 1999:155; Neal *et al*., 2007:154; Uysal *et al*., 2012:681). Tourism in a community provides the opportunity to influence various life concerns, which will influence various

life domains (c.f.2.4) and consequently will determine QoL. Therefore, the *Bottom-up Spillover theory* will be derived for the theoretical framework of the study. Despite having identified the theoretical framework of QoL, which specifically will be utilised for the theoretical framework derived for the study (c.f.2.4); it remains important to analyse other Inter-domain theories. Additionally, it is important to indicate the reason they were not selected for the theoretical framework of the study.

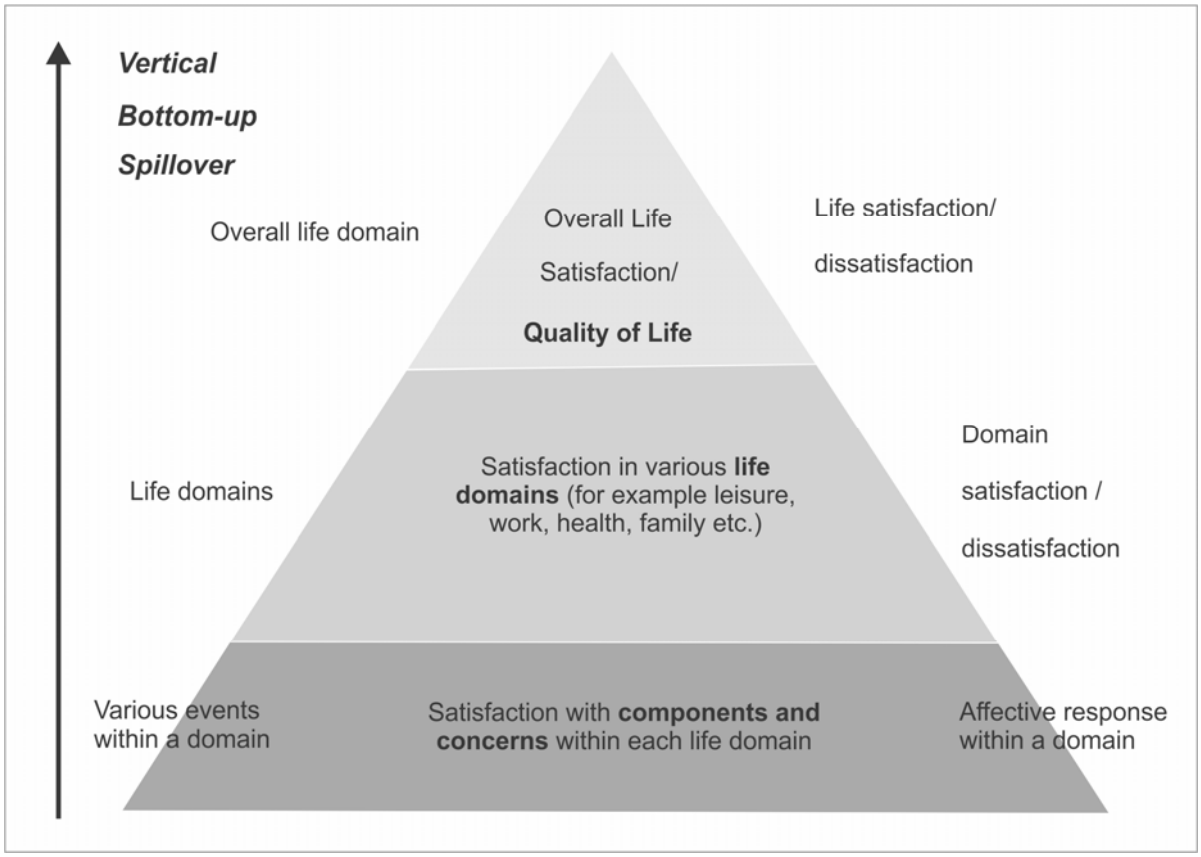

Figure 2.4: Bottom-up Spillover theory / Domain hierarchy

Source: Sirgy (2002:38); Neal et al. (1999:155)

2.3.2 Top-down Spillover theory

The *Top-down Spillover theory* postulates that the affect from *life overall* influences the affect embedded in various life domains. Therefore the affect flows from a super-ordinate domain (*life overall*) to subordinate domains (for example *family life, work life, family life, community life, social life* etc). Specifically, the positive affect induced from the most super-ordinate domain, influences the affect in the various sub-domains, which in turn influences satisfaction in the most super-ordinate domain (refer to Figure 2.5);

hereby determining QoL. Specific factors that influence the *Top-Down Spillover* process according to Sirgy (2002:73) include personality type and intense levels of subjective well-being (for example *extreme happiness* or *depression*). From the above discussion, it can be seen that the *Top-Down Spillover theory* is a more complex view of QoL, with various psychosomatic influential factors. Therefore, the link with tourism will be difficult to determine through an empirical survey.

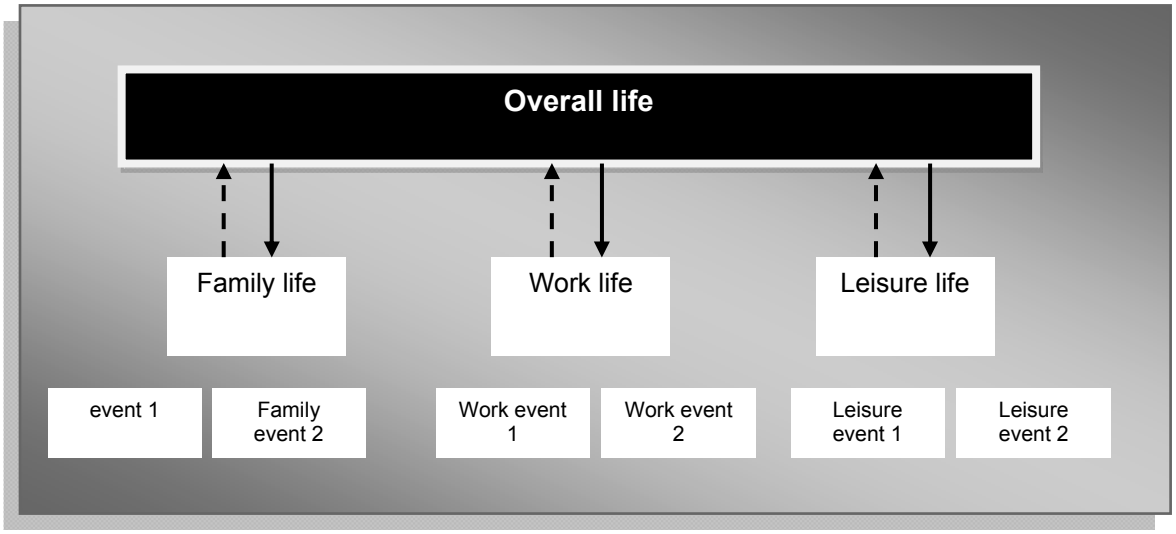

Figure 2.5: Top-down Spillover

Source: Sirgy (2002:71)

2.3.3 Horizontal Spillover theory

As stated by Sirgy (2002:77), evidence in QoL literature suggests that the affect in one life domain will influence the affect in another domain. This life domain is not super-ordinate or subordinate to the specific domain in question; it is however on the equivalent level in the overall hierarchy of life domains and concerns. Therefore, as indicated in Figure 2.6, QoL can be improved by inducing positive affect in a particular life domain (for example *family life*) to horizontally spill over to adjacent important domains (for example *work life*). Hereby the positive affect increases (or negative affect decreases) in neighbouring domains. This in turn will enhance QoL through a *Bottom-up Spillover* of positive affect from the adjacent domain to *overall life* (Sirgy, 2002:82). The above discussion provides enhanced acquaintance on the Horizontal Spillover theory. Even though the theory provides a comprehensible view of the functioning of QoL, it is a complex psychological view. Therefore, as with the *Top-Down Spillover theory*, the link with tourism will be difficult to determine through an empirical survey.

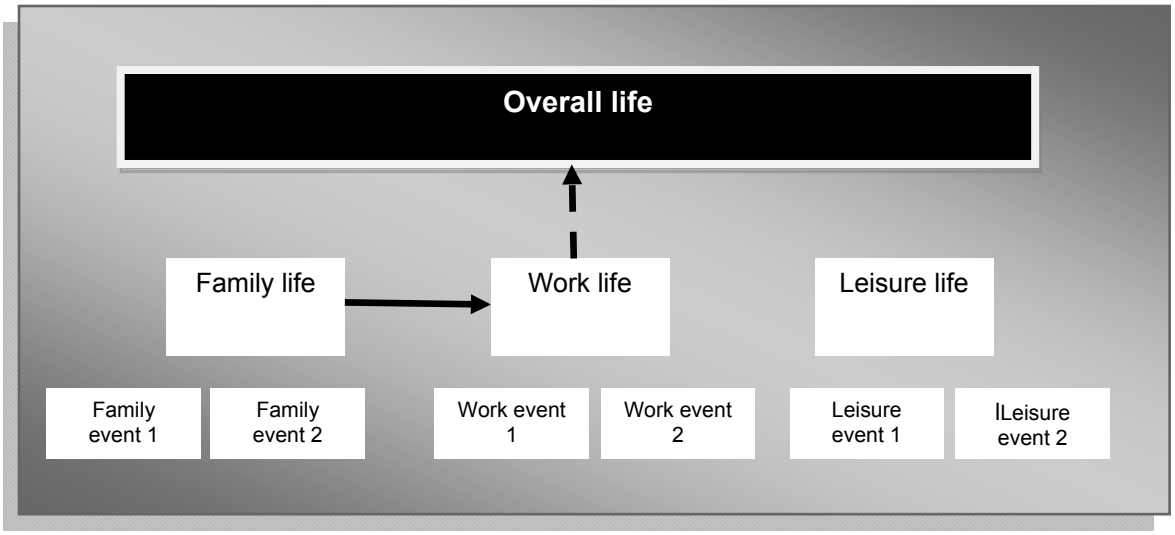

Figure 2.6: Horizontal Spillover

Source: Sirgy (2002:79)

2.3.4 Compensation

According to Sirgy (2002:89), people are enthused to improve their QoL. In order to attain improved QoL, individuals manipulate the salience of life domains through *Compensation*. This theory suggests (refer to Figure 2.7 on the following page) that if an individual experiences dissatisfaction in a life domain they reduce the importance of the specific life domain (for example *leisure life*), and increase the importance of other life domains (for example *family life*) in which they have experienced satisfaction. As with the *Top-down Spillover* and *Horizontal Spillover theories* the *Compensation theory* is a multifaceted notion, one that involves intense psychological observation. Therefore, determining the influence of tourism on QoL, specifically through the *Compensation theory*, will be difficult to establish using empirical research.

Although there is obvious correspondence between the above Inter-domain theories, it is evident that the *Top-down Spillover, Horizontal Spillover* and *Compensation theories* are complex and psychological intensive; producing difficulty in determining QoL through a quantitative empirical survey. Conversely, the *Bottom-up Spillover theory* is direct and has frequently been used to determine QoL through quantitative empirical survey (Sirgy *et al*., 2011:263; Sirgy, 2010:248; Neal *et al*., 1999:155; Neal *et al*., 2007:154; Uysal *et al*., 2012:681).

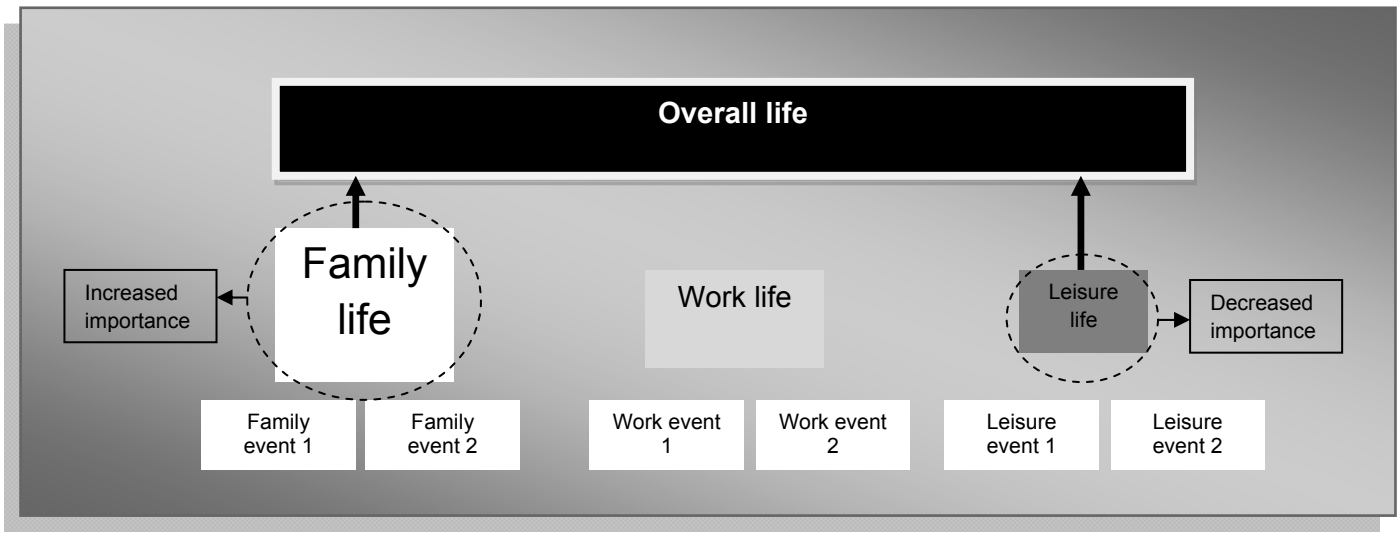

Figure 2.7: Compensation theory

Source: Sirgy (2002:91)

Further, there is considerable agreement that tourism literature makes use of the *Bottom-Up Spillover theory* (Sirgy *et al*., 2011:262), to determine QoL; yet these types of studies are few in kind. It is also important to note that different studies make use of different life domains (c.f.4.2.1). Thus, the findings of previous research cannot be generalised to the particular study. Further, the research questions in previous research concerning tourism and QoL differ and so the problem in this study remains unique and unresolved through previous studies.

With the knowledge gained from the discussion based on the *SET* (c.f.2.2.6) and the *Bottom-up Spillover theory* (c.f.2.3.1), the theoretical framework for the study will be derived in the next section (c.f.2.4) in order to indicate how tourism impacts influence residents' QoL; hereby facilitating the goal (c.f.1.4.1) of the study and resolving the specific research question (c.f.1.3).

2.4 THEORETICAL FRAMEWORK DERIVED FOR THE STUDY

Based on the discussion of the *SET* and *Bottom-up Spillover theory* it is now possible to discuss the theoretical framework of the study by incorporating both of the above theories. This is done, as tourism and QoL are two separate disciplines, with little research on the relationship between them (Andereck *et al.*, 2007:485; Sirgy *et al*., 2000:280; Andereck & Nyaupane, 2011:248; Moscardo, 2009:161; Benckendorff *et al*.,

2009:172); yet it is evident in available literature that there is an existing relationship (Carmichael, 2006:116 - c.f.1.1; Uysal *et al*., 2012:675 - c.f.4.4). Therefore, a need exists to derive a theoretical framework to indicate the relationship between tourism impacts and residents QoL.

Tourism as a growing industry (Tangeland & Aas, 2011:822; Kwon & Vogt, 2010:423; Miguéns & Mendes, 2008:2963) brings various rewards and costs to the residents of a host community (Lee & Back, 2006:476; Kim, 2002:12; Gursoy *et al*., 2010:383; Diedrich & García-Buades, 2009:517; Kwon & Vogt, 2010:425). Specifically, these rewards and/or costs are collectively seen as impacts that may be perceived as either positive or negative (Ko & Stewart, 2002:251). Further, these impacts predominantly consist of environmental, economic, social and cultural impacts (Mason, 2008:36; Kim, 2002:27 – c.f.3.3.1).

On the other hand, QoL (Overall indicator) consists of various life domains (c.f.4.2.1) which include *health, leisure life, cultural life, social life, spiritual life, home and family life, financial life, work life,* and *community life* (Sirgy *et al*., 2011:264; Kim, 2002:242; Neal *et al*., 2007:158). Still further, these life domains are measured using both or either Objective (for example, *income and benefits at your job, economic security of job, family income, services received in community, facilities in community* etc.) or Subjective indicators (for example, *satisfaction with relationship with partner, family's happiness, satisfaction with personal goals, satisfaction with standard of living, satisfaction with happiness in general, satisfaction with life as a whole* etc.) (Uysal *et al*., 2012:681).

A correlation between tourism impacts and specifically life domains can be made as certain tourism impacts have an influence on particular life domains. The latter can be observed in the table (Table 2.1) below, indicating which tourism impacts manipulate which life domains. In most cases, a specific life domain is influenced by more than one tourism impact, depending on the purpose of a tourism facility, activity or individual.

Table 2.1: Tourism impacts and life domains

Tourism impact	Life domain
Economic impact **(c.f.3.3.1.1)**	• **Leisure life** - Restoration or construction of leisure and recreation facilities/activities through tourism funding. • **Work life** - Employed in tourism (permanent and non-permanent) / multiplier effect of tourism. Tourism also provides the opportunity to improve education and skills. • **Health** - Improvement of health and safety facilities / more activities to enhance health and safety through tourism funding. • **Financial life** - Employed in tourism (permanent or non-permanent) / multiplier effect. This will determine whether the standard of living will be improved or disrupted. • **Life overall -** Employment in tourism, multiplier effect or provision of financial resources through tourism will influence happiness in general, life as a whole and the way you spend your life through the financial life domain; thus influence life overall.
Environmental impact **(c.f.3.3.1.2)**	• **Health** - Tourism funds are generated to conserve the environment, which in turn improves health and safety in a community. • **Community life** - Environmental impact of tourism will influence residents' perception of their community that will also determine the improvement or disruption of standard of living in the particular community. • **Life overall -** Conservation and protection of the natural, manufactured or cultural environment will influence life overall through the health and community domain.
Social impact **(c.f.3.3.1.3)**	• **Social life** - Social impacts will perceptibly have an effect on residents' social life. Through social interaction, be it positive or negative, residents learn about others, or what is wrong and right, or acceptable and unacceptable. Further, social impacts or opportunities through tourism will influence relationships with others in a positive or negative manner, depending on choices and characteristics of the individual. • **Leisure -** Tourist movement and activity will influence the quality of leisure and recreational facilities and activities in the community. • **Home and family life -** Social impacts will influence how and if a family spends time together hereby determining their happiness. • **Health -** Social impacts can be detrimental to the health or safety of the community and the individual. • **Spiritual life -** Social impacts may enhance, decrease or change spiritual belief depending on the contact between tourists and residents or events. • **Community life -** Evidently, the social impacts will determine how residents perceive their community and feel living there.

	• **Life overall -** Social impacts of tourism (for example noise, vandalism etc.) will influence their happiness as individual, how they evaluate their life a whole and the way they spend their time; thus determining life overall.
Cultural impact **(c.f.3.3.1.4)**	• **Social life -** Tourism will influence the social life of residents in a positive or negative way through cultural impacts such as the demonstration effect or acculturation, depending on individual perception. Additionally, tourism brings other cultures to a community. These cultures encompass different norms, morals, traditions, lifestyles or national character. Hereby residents learn from tourists; enhancing their basic education. However, this is not always a positive phenomenon. Thus, residents will be approving or negative towards other cultures in their community; hereby influencing their relationship towards tourists and other community members. • **Home and family life –** The demonstration effect and/or acculturation may cause disruption in a family, if a family member(s) is influenced. This may be seen in traditional and underdeveloped households or communities. • **Cultural life -** Tourism activity, such as festivals, brings other art and culture to a community. Hereby the arts and culture life domain is enhanced. • **Spiritual life -** Tourism brings other cultures to a community with different or strong spiritual views. Thus, the spiritual life of residents may be influenced. • **Community life -** As with social impacts, cultural impacts will influence how residents positively or negatively perceive their community life. • **Life overall -** Depending on whether the cultural impact is positive or negative will influence these life domains in collaboration through other life domains (for example social life, family and life, leisure, and cultural life) consequently influencing the life overall.

Source: Authors' own compilation

From the above, it is evident that tourism encompasses specific impacts (c.f.3.3.1) and that QoL is determined through various life domains (c.f.2.4, c.f.4.2.1) that, in turn, are related and influence each other (Table 2.1). However, it is not yet clear how the influence of tourism impacts on QoL comes into existence. Particularly, this influence originates through the *SET* (c.f.2.2.6).

Thus, tourism brings rewards and costs (impacts) to the host community. The residents evaluate these impacts in terms of expected benefits and costs, in return for the services delivered by the residents or community (Lee & Back, 2006:476; Kim, 2002:12;

Gursoy *et al*., 2010:383; Diedrich & García-Buades, 2009:517; Kwon & Vogt, 2010:425); hereby implying the occurrence of the *"social exchange"* process that exists between tourism and residents. More specifically, the *"social exchange"* also occurs on a personal level (Roehls, 1999; cited by Lee & Back, 2006:468); indicating that tourism impacts influence residents' QoL.

Therefore the more positive the perception of a certain tourism impact, the more positive the influence on a particular or on various life domains. Conversely, the more negative the evaluation of a certain impact, the more negative the influence on a specific or variety of life domains. Consequently, tourism, specifically the impacts thereof, influences various life domains that collaboratively improve or diminish the residents' QoL (*Bottom-up Spillover*) through the process of *"social exchange"* (*SET*). The latter hereby concludes the theoretical framework derived specifically for the study (refer to Figure 2.8).

2.5 CONCLUSION

The purpose of this chapter was to derive a theoretical framework specifically for the purpose of the study. In order to achieve the latter comprehensively, the theoretical frameworks particular to tourism were firstly analysed; followed by the evaluation of the theoretical frameworks of QoL. Specifically the theoretical frameworks of tourism examine how residents' perceptions of or reaction to tourism is influenced in a host community; while the theoretical frameworks particular to QoL consider the views of the functioning thereof.

From the discussion of the various theoretical frameworks of tourism, the *SET* was established as the most appropriate framework for the study. The latter is ascribed to the notion that the *SET* serves as a relevant foundation to indicate the exchange that occurs between tourism and QoL. Specifically, the exchange is a process of *"give and take"* between the impacts of tourism and residents; which is correspondingly a phenomenon on personal level. Thus, the close alliance between the *SET* and QoL. Considering the theoretical frameworks of QoL, the *Bottom-up Spillover theory* was recognised as the most suitable for the purpose of the framework for the study. This suitability was established as: (1) tourism; comprising the economic, environmental,

social and cultural facet thereof; will influence various life domains of QoL, (2) QoL through the *Bottom-up Spillover theory* is easier to determine specific to quantitative research; and (3) available literature has made use of the theory to indicate the relation of tourism and QoL.

Therefore, the theoretical framework for the study was derived from the *SET* and *Bottom-up Spillover theory*. This Framework postulates that tourism; comprising the economic, environmental, social and cultural impacts; affects various life domains (*health, leisure life, cultural life, social life, spiritual life, home and family life, financial life, work life,* and *community life*); which in turn influence residents' QoL in a host community through *"social exchange".* From the derived theoretical framework, it is evident that a relationship does exist between tourism and QoL. However, empirical analysis thereof is required (c.f.5). Despite the perceived relationship between tourism impacts and QoL, this relationship originates from two diverse disciplines, Tourism and Psychology, respectively. Therefore, the following chapters will address the concepts to gain a more comprehensive insight in the context of the specific fields. This will be followed by the empirical testing of the relationship between tourism impacts and QoL.

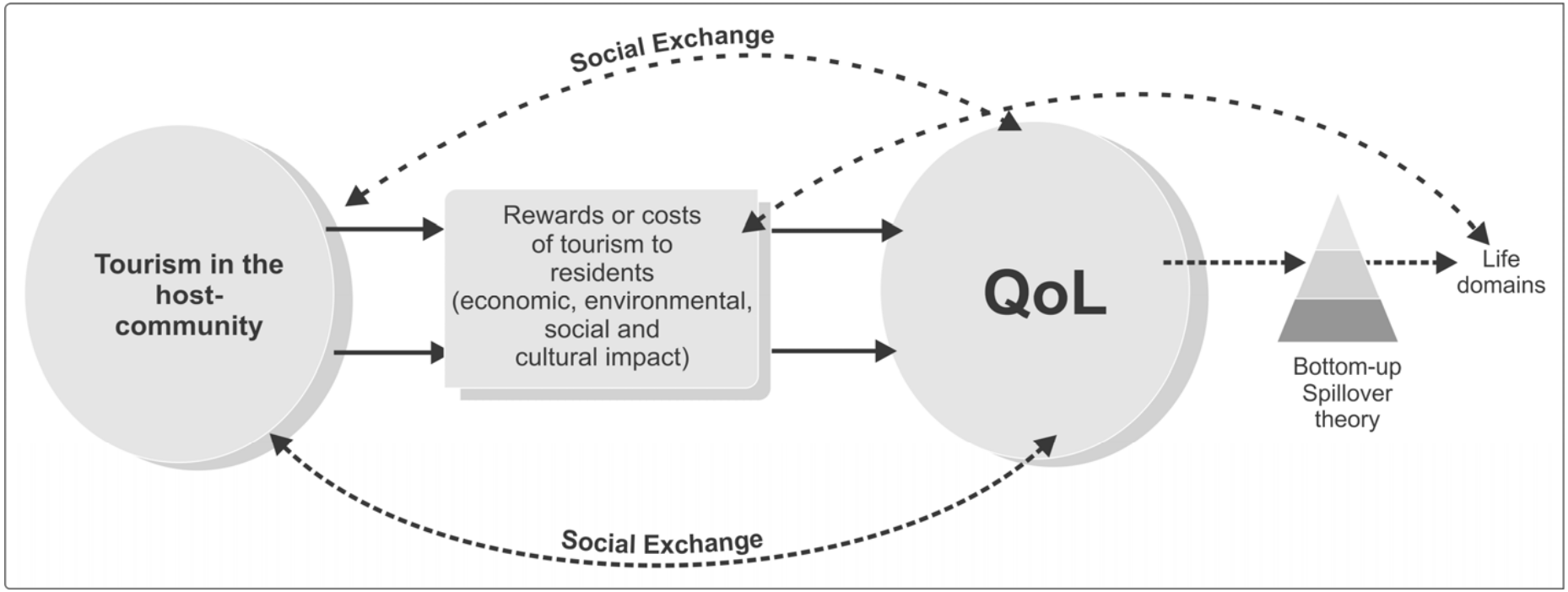

Figure 2.8: Theoretical framework for the study based on the SET and the Bottom-up Spillover theory

Source: Authors' own compilation based on consulted literature

CHAPTER 3

ANALYSING TOURISM AS AN INDUSTRY AND A PRODUCT IN A HOST COMMUNITY

3.1 INTRODUCTION

Worldwide tourism is seen as the largest and fastest growing industry (Saayman, 2007:2; Payne & Dimanche, 1996:997; Tangeland & Aas, 2011:822; Kwon & Vogt, 2010:423; Miguéns & Mendes, 2008:2963). Specifically to the South African context, growth of tourism is confirmed on an annual basis (South African Tourism 2011a; 2011b). With this tourism growth, arises imperative benefits and costs (Higgins-Desbiolles, 2006:1192; Ko & Stewart, 2002:251) in a particular host community; which are collectively regarded as tourism impacts (Archer *et al*., 2005:79). Although tourism is generally appreciated for its economic benefits (Payne & Dimanche, 1996: 1000; Kim, 2002:26); hereby recognising the industry as vital for income generation (Sharma, 2007:1); it is important to consider the environmental, social and cultural impacts correspondingly to ensure the sustainability and long-term success of the community as a tourism destination (Diedrich & García-Buades, 2009:512).

From the above it can be seen that tourism; as a growing industry, brings with it various impacts to a host community. In order to improve the comprehension of the impacts of tourism, the purpose of this chapter is two-fold and consequently will be discussed according to the structure signified in Figure 3.1 on the next page.

3.2 UNDERSTANDING THE CONCEPT 'TOURISM'

In order to understand the tourism industry thoroughly, one should start by defining tourism. Various definitions have been developed to define the concept of tourism (Saayman, 2007:3; George, 2011:20; Keyser, 2002:60) with no full agreement on the meaning (Mason, 2008:5). One of the earliest definitions dates back as far as 1910 by Von Schullard defining tourism as the *"sum total of operators mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and*

outside a certain country, city or region" (cited by Sharma, 2007:2). In 1942 Hunziker and Krapfs (Keyser, 2002:61; Sharma, 2007:2) defined tourism as the *"sum of the relations and phenomena which result from travelling and visiting an area by non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity".*

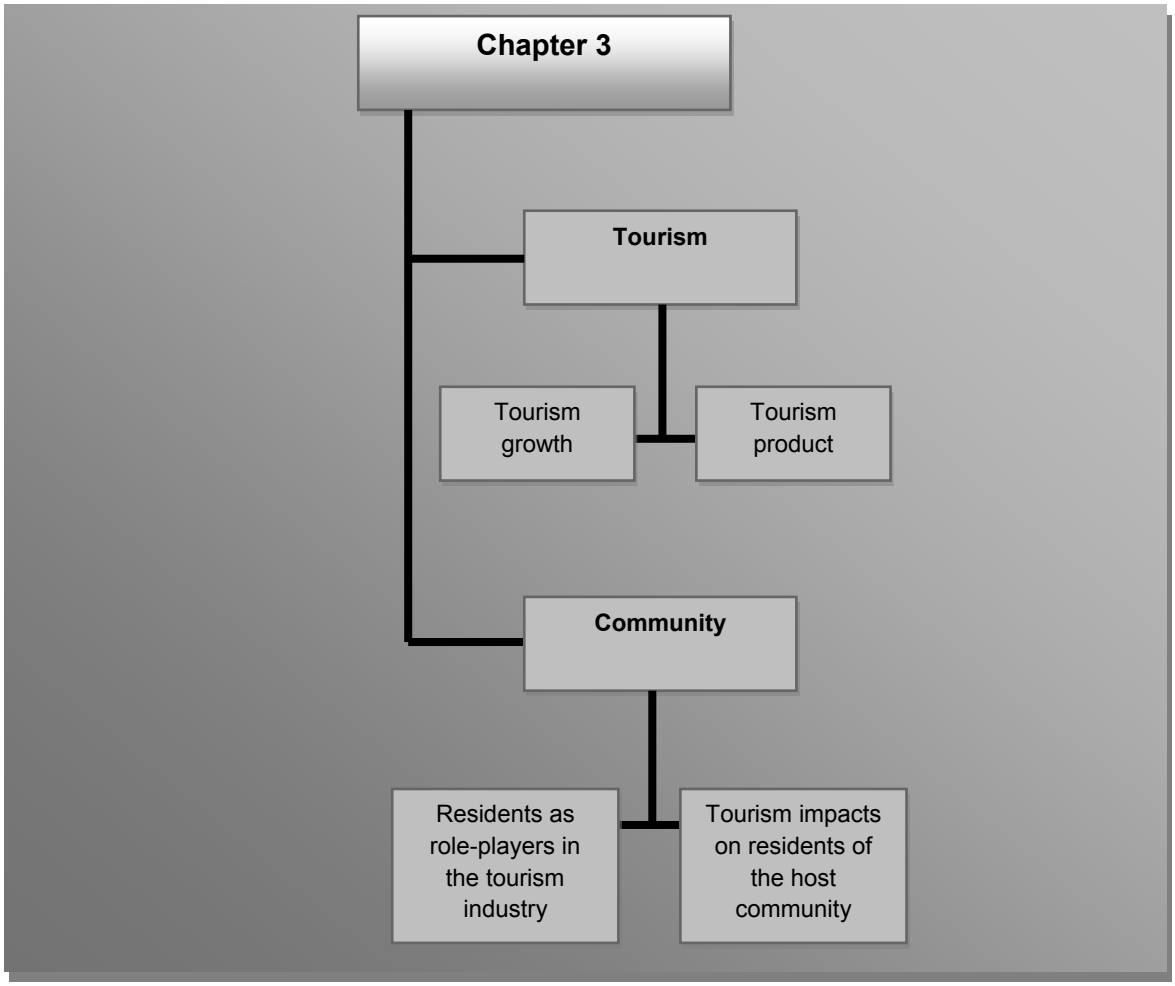

Figure 3.1: Outline of chapter 3

More recently, the United Nations World Tourism Organisation (UNWTO) defined tourism as the *"activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes"* (2008, cited by George, 2011:20; Keyser, 2002:5; Walker & Walker, 2011:7). In the South African context, tourism according to the Department of Environmental affairs and Tourism (1996) is seen as *"travel for whatever purpose, which results in one or more nights being spent away from home"*.

From the above it can be seen that a variety of definitions are given to understand tourism. However, these definitions were developed over a long timeline and are not all formulated exclusively from an academic tourism perspective. As a result, these definitions are not reasonably comparable particular in tourism literature (Keyser, 2002:72). Therefore, a definition compiled by Saayman (2007:3) will be utilised for the purpose of the study. This specific definition was chosen as it is more recent, specific to tourism and developed in the South African context that is applied internationally. According to Saayman (2007:3) tourism is defined as *"the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of providing attractions, entertainment, transport and accommodation to tourists"* (refer to Figure 3.2).

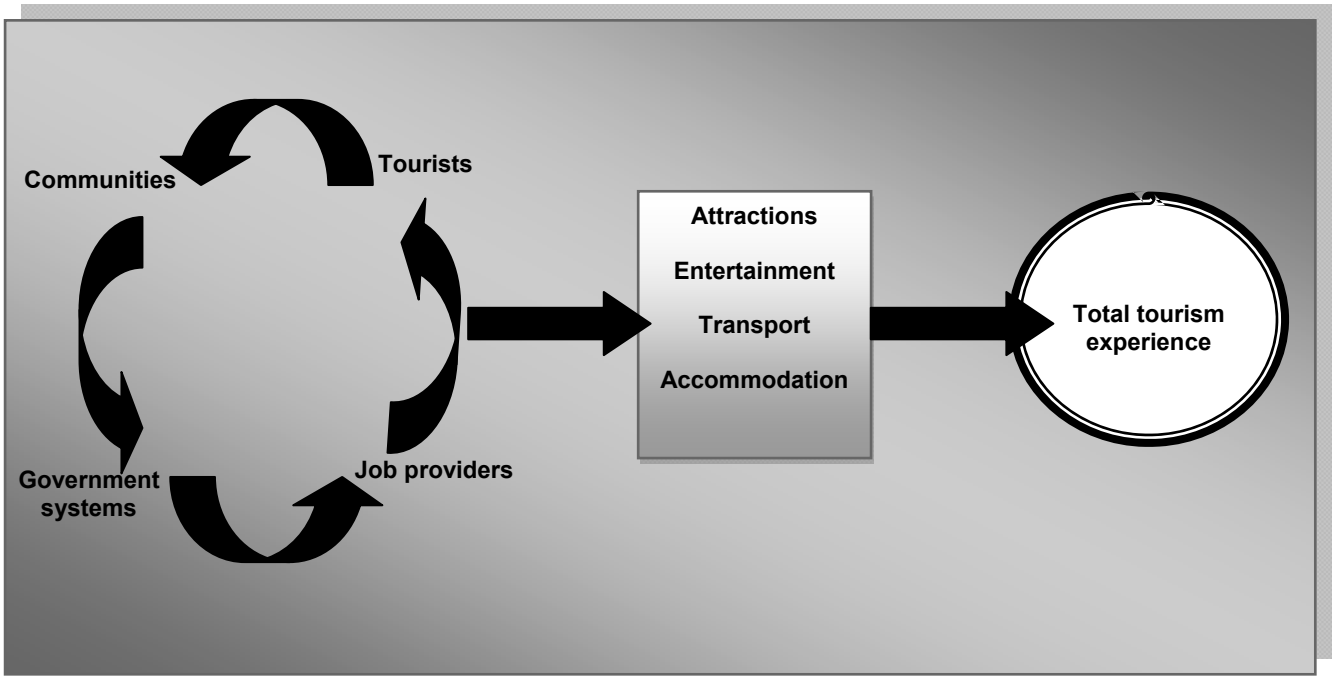

Figure 3.2: Definition of tourism

Source: Authors' own compilation based on literature

Through the knowledge gained on the concept, it can additionally be recognised that tourism as an industry, is seen as the largest as well as the fastest growing internationally (Saayman, 2007:2; Payne & Dimanche, 1996:997; Tangeland & Aas, 2011:822; Kwon & Vogt, 2010:423; Miguéns & Mendes, 2008:2963); described as one of the most important forces shaping our world today (Cohen & Kennedy, 2000 as cited by Higgins-Desbiolles, 2006:1192; Miguéns & Mendes, 2008:2963). Further, tourism is

of economical growing importance providing vital foreign exchange and employment (Higgins-Desbiolles, 2006:1192; Yu, Chancellor & Cole, 2009:57; Kwon & Vogt, 2010:423) to enhance local economies (Ko & Stewart, 2002:521). Beyond these economic values, tourism offers social, cultural and environmental benefits (Higgins-Desbiolles, 2006:1192). These benefits may also result in costs, and so, tourism impacts arise.

Pertaining to the above, it is evident that tourism is a multifaceted concept and as an industry which produces various impacts. Taking the latter into consideration, a more thorough discussion is needed to attain better comprehension of related theory. Accordingly, tourism growth in South Africa, the tourism product, residents as role-players in the tourism industry and the associated tourism impacts will be discussed.

3.2.1 Growth of the tourism industry in South Africa

As stated by Miguéns and Mendes (2008:2963) the movement of tourists worldwide is responsible for the travelling mobility of hundred million tourist arrivals every year. Hereby, representing the largest movement of humans ever out of their usual environment (Miguéns and Mendes; 2008:2963). Additionally the UNWTO (Sharma, 2007:10) forecasts that international tourism will continue to grow at the average annual rate of 4%. Specifically in the South African context, tourism continues to grow annually. According to the Department of Environmental affaris and Tourism (1996), the country's attractiveness particularly lies in the diversity (wildlife, scenery, culture, climate, history etc.). This promotes growth of tourism. In order to observe the annual growth of tourists to South Africa, more recent statistics as provided by South African Tourism (SAT) will be discussed, based on their availability.

In 2009, positive growth in tourist arrivals to the country for 2010 was predicted by experts (Tourism forecasting, 2009). The latter was confirmed with tourist arrivals reaching a record of 8,1 million. Despite the immense natural disaster in Europe (ash clouds) affecting travel, 1,061,687 more tourists arrived in South Africa for 2010 when compared to the statistics of 2009 (South African Tourism, 2011a). From the arrival statistics, it can be observed that tourists arrivals were exceeded across all months, when 2010 is compared to 2009 (refer to Figure 3.3). The total growth (15.1%) of tourist

arrivals for 2010 can largely be credited to South Africa successfully hosting the FIFA World Cup in the months of June and July (South African Tourism, 2011a; South African Tourism, 2011b).

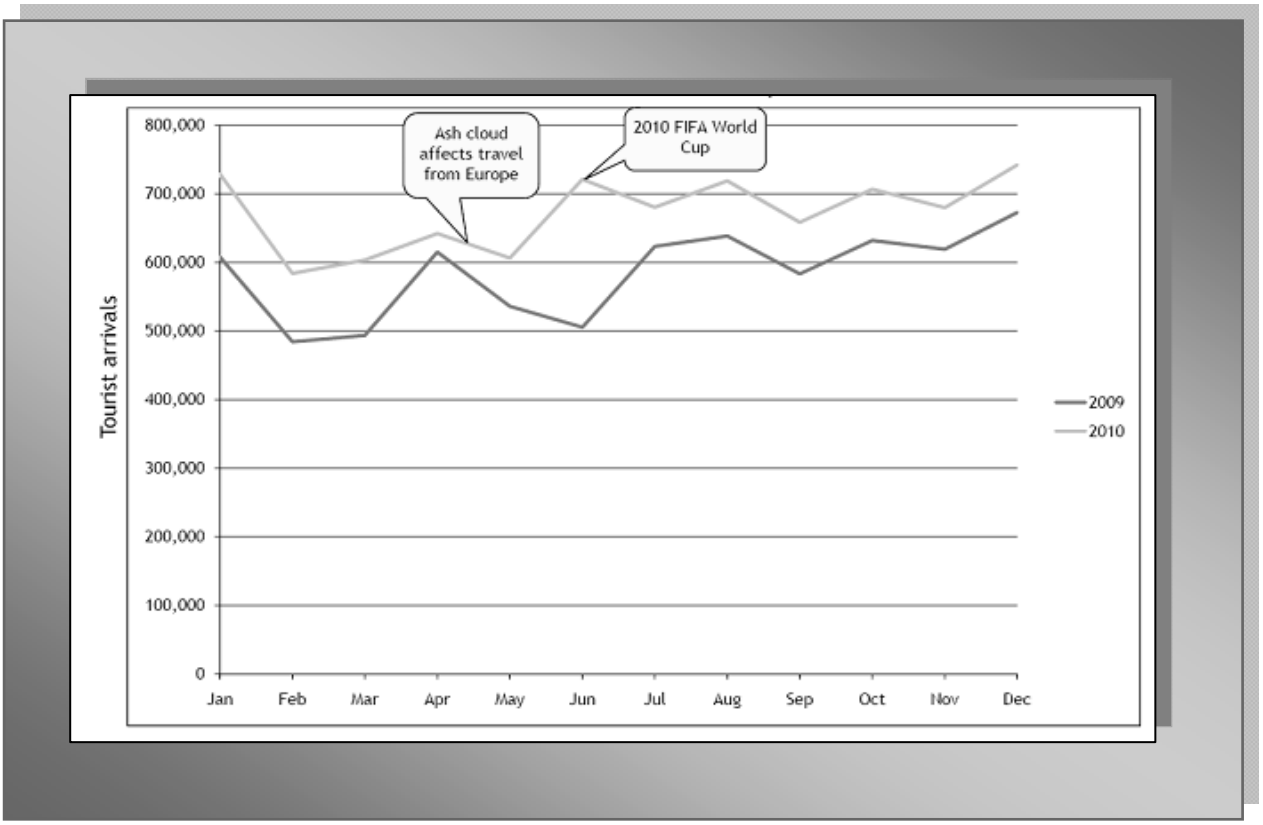

Figure 3.3: Tourist arrivals to South Africa by month

Source: South African Tourism (2011a)

Research further indicated that the World Cup not only boosted tourist arrivals in 2010, it significantly improved the international awareness of South Africa as a leisure destination. With the improved infrastructure due to hosting the mega event and enhanced awareness of South Africa as a leisure destination, further tourism growth was expected (South African Tourism, 2011b). According to Statistics South Africa (2012), this expected growth was achieved in 2011. Specifically, an increase of 3.3% was seen, with 8,339,354 tourist arrivals compared to 8,073,552 in 2010. Further, according to monthly distribution, arrivals were overall higher in 2011 than in 2010. However, an exception must be made for the month of June, signifying that tourist arrivals were higher in 2010 (721,311) compared to 2011 (599,800). The latter can again be ascribed to South Africa hosting the 2010 FIFA World Cup over the months of

June and July. Further, according to the Tourism Minister of South Africa, Marthinus van Schalkwyk, an exceptional growth in tourist arrivals for the first quarter of 2012 was observed (Anon, 2012). Specifically, arrivals to South Africa indicated a growth of 10.5% in the first quarter of 2012 (2,267,807) compared to the same period in 2011 that had 216,031 less tourist arrivals.

From the above, it can be seen that the tourism industry of South Africa shows continuing annual growth. However, and despite the positive continual annual growth of tourism in South Africa, it is important to recognise that the industry remains susceptible to external distress (for example, global economic recessions, epidemic alerts, natural disasters, extreme weather events and fuel/oil prices) (South African Tourism, 2011). Taking this *caveat* into consideration and, specifically as it concerns the continual growth of tourism in South Africa, it is important for tourism planners to manage the tourism product successfully in order to ensure its sustainability. With the latter in mind, tourism planners in host communities need to understand the significance of the tourism product, must acknowledge residents as important role-players and should comprehend the impacts of tourism. Therefore, the following sections of the chapter will address these subject matters, by means of consulting related literature.

3.2.2 The significance of the tourism product

Having something to offer is the case of any profitable industry and, for this reason, the product is the central factor of any industry (Forbord *et al*., 2011:1). The latter also applies to the tourism industry; yet finding a precise definition of a tourism product is somewhat troublesome and absent from tourism literature (Xu, 2010:607), which shows little agreement of the term. The concept often takes on a rather marketing perspective, being referred to as a '*tourism offering'* (George, 2011:13, 431), or *'place product'* (Bramwell, 1998:35; Kwon & Vogt, 2010:423). To make a starting point for the explanation of the concept, the marketing literature must be examined.

Specifically Medlik and Middleton (1973, cited by Smith, 1994:582) define a tourism product as a bundle of activities, services and benefits that constitute the entire tourism experience. This is further supported by Witt and Moutinho (1989, cited by Saayman, 2007:111) indicating that a tourism product is the combination between activities and

services; resulting in tourism as a human experience (Forbord *et al*., 2011:2) in a host community. More practically, Forbord *et al*. (2011:2) refers to a tourism product as any offering to facilitate travel and activity of individuals away from their usual environment. Despite the various definitions given, the enlightenment of the tourism product is much more complex and dynamic as various authors provide diverse elements or attributes (Saayman, 2007:8, Xu, 2010:609; Forbord *et al*., 2011:3; Mason, 2008:15) indicating modest agreement, though similarity does occur. Regarding the latter confusion may arise as different authors make use of the same term; yet classification varies each indicating different elements or attributes making up the tourism product (refer to Table 3.1). These elements and/or attributes will be discussed in order to provide a more thorough perspective on tourism as a product in a community. Further the characteristics of a tourism product will be elucidated in order to differentiate it from other industrial products indicating the distinctiveness. From the latter, the characteristic of permanency will be discussed, as it requires explanation in tourism literature.

Table 3.1: Elements and/or attributes of the tourism product

Core elements (Saayman, 2007:8) (c.f. 3.2.2.1)	**Elements** (Smith 1994:587, Xu, 2010:609; Forbord *et al*., 2011:3) (c.f.3.2.2.2)	**Attributes** (Mason, 2008:15) (c.f.3.2.2.3)
Core elements of the tourism product: - Tourists experience - Physical (tangible component) - Service component	Five elements of the tourism product: - Physical plant - Service - Hospitality - Freedom of choice - Involvement	Attributes of the tourism product: - Attractions - Services and facilities - Host population and culture

Source: Authors own compilation based on consulted literature

3.2.2.1 Core elements of the tourism product

Saayman (2007:8) identified three elements that form the core elements of the tourism product. These three elements are interrelated and include (1) *experience*, (2) *physical* (*tangible*) component, and (3) the *service* component of tourism in a community. Consequently, the tourism product exists out of *tangible* (transportation, accommodation

and other components of the hospitality industry) and *intangible* (*service*) components (Sharma, 2007:1); in order to provide an *experience*. The tourist *experience* differentiates the tourism product from any other ordinary product (Saayman, 2007:1). This *experience* takes place in five different phases; also making it unique to other commercial products.

These phases include:

- the planning phase;
- the journey to the destination;
- the destination experience;
- the return journey; and
- the recovery phase.

During each phase, the *experience* will be distinctive as different *services* are provided. Therefore, the *service* provided determines the nature of the *experience* as tourism is regarded as service industry (Sharma, 2007:1). Additionally, all *tangible* (physical) components in a community are needed to provide *service*, which in turn determines the nature of the tourism *experience* (Saayman, 2007:8). Therefore, it can be seen that one element cannot function without the others as all three collaborate to offer the tourism product in a host community.

Tangeland and Aas (2011:822) conceptualized the tourism product into four *'parts'* which correlate closely to the core elements provided above. However, the core elements provide a more formal definition in tourism literature than that of the four *'parts'*. These *'parts'* of the tourism product include: (1) the provision of activities/experiences, (2) eating and drinking, (3) accommodation and (4) transportation (Tangeland & Aas, 2011:822) in a community. One can thus see that the four *'parts'* of a tourism product also include the elements of *service* and *physical components* in providing the *experience* which all feature in host community. Figure 3.4 (on the following page) indicates the relationship between the core elements and the four *'parts'* of a tourism product which occur in host community.

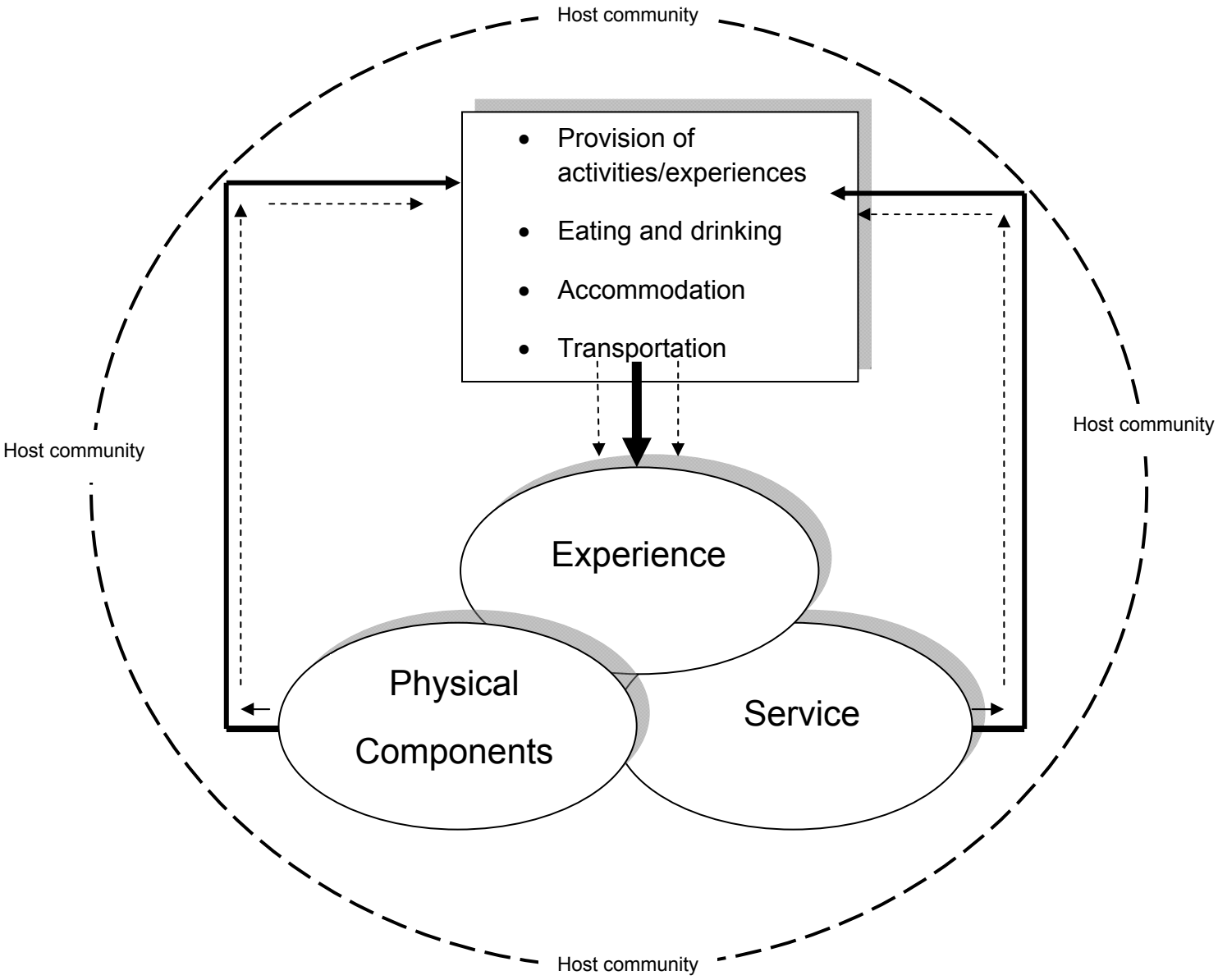

Figure 3.4: Relationship between core elements and the four 'parts' of a tourism product in a host community

Source: Authors' own compilation based on literature

3.2.2.2 Elements of the tourism product

Smith (1994:587) divided the tourism product (refer to Figure 3.5) into five elements (Xu, 2010:607; Forbord *et al*., 2011:2). These five elements include the physical plant (natural features or fabricated structures in a host community), service, hospitality, freedom of choice and involvement (tourists' physical or mental involvement during travel). The physical plant is at the centre, with the other four elements in the marginal circle. The tourism product comes into existence when these five elements are

appropriately integrated in a particular community. Accordingly, each element is important in delivering the tourism product. This importance can be seen in the external four elements that facilitate the process of tourism production and consumption. Thus, the freedom of choice and involvement, in collaboration with service and hospitality, add value to the physical plant in order to create the tourism experience. Therefore, these four elements play supporting roles in providing the tourism experience in a community. The physical plant only determines limited customer satisfaction as there are minimal tangible needs to be fulfilled. While the supporting elements create satisfaction with experiences that meet more important needs (Xu, 2010:609; Forbord *et al*., 2011:2). Once again, it can be seen that these elements cannot function without each other in order to provide a total tourism experience.

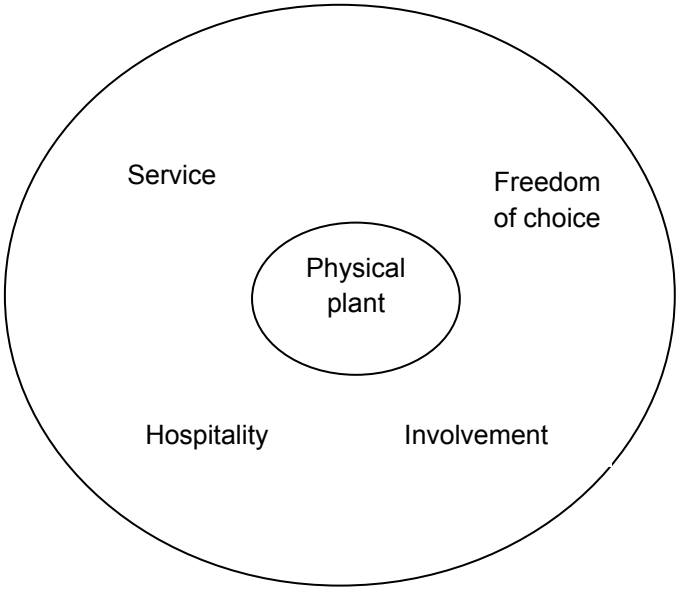

Figure 3.5: Tourism product model

Source: Smith (1994:587); Xu (2010:609) & Forbord et al. (2011:3)

3.2.2.3. Attributes of the tourism product

According to Prosser (1998, cited by Mason, 2008:15) a tourism destination environment (host community) consists of various attributes which make up a tourism product. As seen in Figure 3.6, these attributes include attractions, services and facilities; as well as a host population (community) and culture. Once again, these attributes correspond to the above elements that include attractions (physical aspect) as well as the services and facilities in providing the tourism experience. Yet one distinctive

attribute that is provided here is that of the host population (community) and culture. Therefore, the previous elements took the consumer (tourist) into perspective, whereas these attributes take the host community into consideration. The latter is important to the study as the residents of the host community are the focus, rather than the tourists.

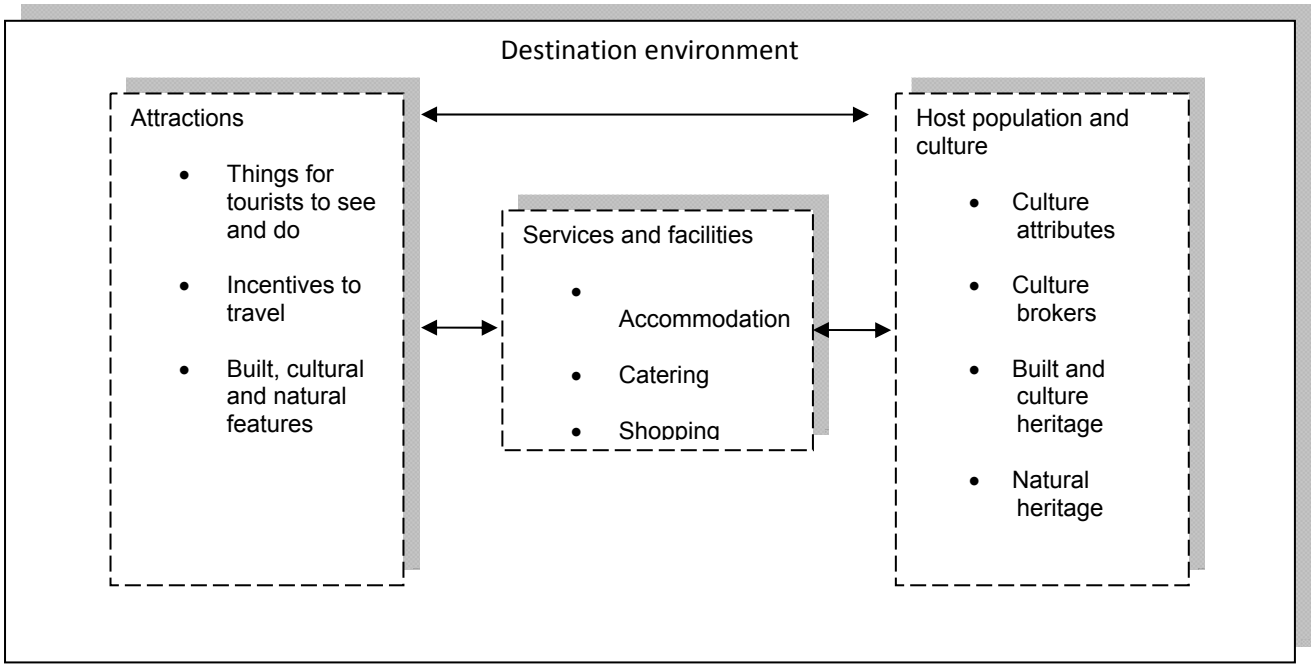

Figure 3.6: The tourism environment

Source: Prosser, (1998) adapted from Mason (2008:15)

Despite the various elements and/or attributes of the tourism product, it can be seen that there are tangible and intangible components that structure the tourism product in order to provide the experience (Xu, 2010:608; Forbord *et al*., 2011:2; Saayman, 2006:111). Therefore, for the purpose of the study the tourism product will be seen as the offering to tourists existing out of tangible (physical setting and attributes) and intangible (services) components in a host community in order to provide an experience. It can therefore be seen that experience is always the outcome when delivering a tourism product in a host community. With the latter in mind, the distinctive characteristics of the tourism product will discussed. This is important as a tourism product differs greatly from other commercial products.

3.2.2.4 Characteristics of a tourism product

As stated by Lancaster (1966) and Rosen (1974, cited by Rigall-I-Torrent & Fluvià, 2011:1) many products can be understood as bundles of characteristics. Tourism products are no exception to the latter. However, differentiation is made comparing the characteristics of a tourism product to other products. This differentiation is seen in the following characteristics of a tourism product:

- Intangibility (Keyser, 2002:141; Saayman, 2006:15; Saayman, 2007:12; George, 2011:24; Bennett, Jooste & Strydom, 2005:250; Arsal, Woosnam, Baldwin & Backman, 2010:400). Tourism is primarily seen as a service delivered away from home (Arsal *et al*., 2010:400) that has to be experienced as it is not touchable to the tourist (Saayman, 2007:12). However, there are physical aspects in order to deliver the tourism product as indicated by the elements. Yet it is the intangible components that add the vital value to the physical component. This correlates to the elements of the tourism product, indicating that the tangible and intangible components cannot function without each other.
- Inseparability of production and consumption (Keyser, 2002:141; Saayman, 2006:15; George, 2011:26; Bennett *et al.,* 2005:250). The tourism product is not a physical product that is produced, packed, shelved, delivered, sold and consumed by the buyer, occurring over time. It is therefore typically seen and experienced as a service (George, 2011:13); hereby referring to tourism as a service industry. Production and consumption therefore occur at the same time; making it inseparable (Saayman, 2007:12; George, 2011:13,431). As previously seen the tourism experience takes place over five phases (c.f.3.2.2.1). The experience takes place from when the tourism product is planned, up and until the recovery phase of the experience. However, production and consumption take place in all five of these phases and cannot be separated. Some have even gone so far as to state that tourism is perceived as high-risk consumption (Arsal *et al*., 2010:401). This is due to the inseparability of production and consumption as tourism is a service and not a product.
- Perishability (Keyser, 2002:141; Saayman, 2006:15; George, 2011:28; Bennett *et al*., 2005:250). The tourism experience takes place over a limited time. Once the time to the accessibility to the tourism product (experience, physical product and

service) expires, the tourism experience is terminated. This feature correlates closely to the characteristics of ownership and fixed location: the tourism product is bought and experienced in a fixed location over a limited time; and therefore does not become the property of the buyer differentiating it greatly from an ordinary product.

- Heterogeneity/variability (Keyser, 2002:141; Saayman, 2006:15; George, 2011:28; Bennett *et al.*, 2005:250). Each tourism experience is different and never the same. The tourism experience can therefore not be predicted as it may change.
- Seasonality (Keyser, 2002:141; Saayman, 2006:15; George, 2011:29; Bennett *et al.,* 2005:250). The tourism product is susceptible to seasonality. This can be ascribed to the fact that various destinations are visited more or less at different times of the year. This is due to seasons, school holidays, leave requirements or travel patterns of tourists.
- Ownership is not transformed (Keyser, 2002:141; Saayman, 2006:15; George, 2011:29; Bennett *et al*., 2005:250). Once the tourism product is bought is does not become the property of the tourist. It therefore remains the property of the owner; the tourists just make use of it for a certain period in order to obtain an experience.
- Uniqueness/standardization (Keyser, 2002:144; Saayman, 2006:16). The tourism product is not a standard product and is thus unique depending on the experience. This is supported by Getz (2008:404) stating that each product is exclusive due to the relation among settings, people, management systems as well as the design elements and the program. This characteristic correlates closely to that of 'heterogeneity/variability' as the product cannot be predicted for; and must be experienced to see the uniqueness thereof.
- Complementarily (Keyser, 2002:145). It is known that a tourism product consists of elements that are both tangible and intangible. These elements have to be complementarily to each other in order to provide a satisfactory tourism experience and thus function in collaboration with each other (Saayman, 2007:8).

- Tourist behaviour and involvement (Saayman, 2006:16). The tourist has to be involved in order to experience the tourism product; making them part of the service-production process (George, 2011:13).
- Fixed location (George, 2011:32). The tourism product is consumed at a certain location where the desired experience is offered. The specific location of the tourism product is also often the main motivation for tourists to visit with unique features that are desired to be explored by the tourists.

From these characteristics, it is evident that tourism is an industry in its own right, selling an experience in collaboration with other tangible and intangible components in a host community, to a tourist and not a physical product to a client. Therefore, an ordinary physical product is easier to plan for and manage when compared to a tourism product, as it is normally an implementation program or process through which quality can be controlled (Saayman, 2007:9) with a certain or definite outcome.

To conclude, it can be seen that a tourism product is unique. An additional characteristic that enhances this uniqueness is permanency.

3.2.2.5 Permanency of a tourism product

The significance of the tourism product was reviewed indicating the complex nature thereof; comprising the elements, attributes and characteristics. From this review, an inclusive definition was made stating that a tourism product is an offering to tourists existing out of tangible (physical setting and attributes) and intangible (services) components in a host community, in order to provide an experience. Despite the comprehensive appraisal of tourism as a product, literature neglects an important aspect that is significant in the differentiation of tourism products. This overlooked aspect is the characteristic of permanency that also distinguishes a tourism product from any physical product. The meaning of the term ‘permanency’ is rather logical, yet literature neglects to explain it in the tourism context. The latter can be ascribed to the view that permanency in tourism literature has greater meaning and is more complex. Thus, the need to enlighten the vague concept of permanency of a tourism product.

Simply clarified, with the term ‘permanency’ it is meant that a tourism product can be offered on a permanent or a non-permanent basis in a particular host community; otherwise permanent or temporary; thus making a differentiation between a permanent (PTP) and non-permanent tourism product (N-PTP). Yet this basic clarification does not provide improved comprehension of the concept in tourism literature. Additionally, a tourism product is also referred to as an attraction or a destination, as an attraction or destination also consists of tangible and intangible components in order to provide an experience. Hence, the typology specifically of attractions as provided by Mill and Morrison (1989, cited by Saayman, 2006:57) will be used to recognise the profundity of permanency of a tourism product. According to Figure 3.7, the typology of tourism products can be approached in terms of opportunity, ownership and permanency thereof. As permanency is the focal point, the other two features will be discussed in accordance to it.

To emphasise once again, a PTP is permanently accessible, while a N-PTP product is provisionally hosted by a community for a shorter duration of time. These N-PTP’s that are hosted for a shorter period are also referred to as events (Getz, 2008:404). Regarding the typology, the ‘opportunity’ of a tourism product will differ. According to Figure 3.7, a PTP is a primary destination, whereas a N-PTP is seen as a secondary destination. The primary (permanent) destination is the major motivation for travel and will be visited for a few days or longer. As a secondary destination (non-permanent), the main motivation is to attend an event. However, tourism events have become an enormous attraction, thus visitors may not exclusively come to attend the particular event. Visitors may attend the festival; arriving prior to the commencement or depart after the culmination of the festival while making use of other tangible and intangible components in the community. Thus, the typology of the attraction needs to be re-evaluated as a non-permanent attraction (N-PTP) could also be visited as a primary destination. The latter will depend on individual motivation and purpose.

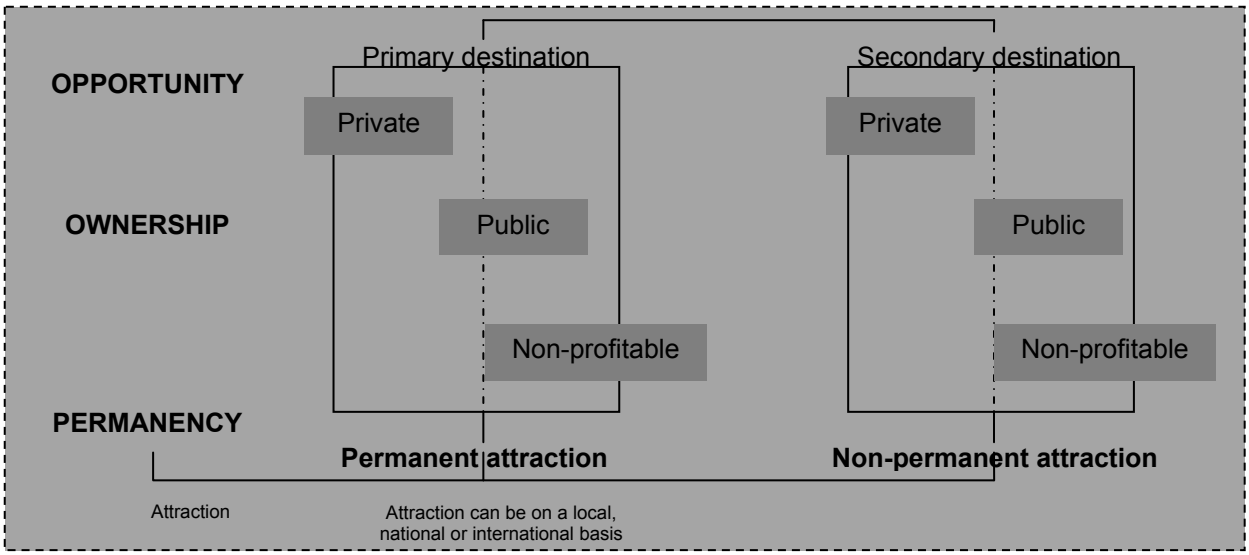

Figure 3.7: Typology of attractions

Source: Mill and Morrison (1989, cited by Saayman, 2006:57)

Further, regarding the ownership of the tourism products, both (PTP and N-PTP) can be private, public or non-profitable, depending on the particular purpose of the product. Lastly, PTPs as well as N-PTPs can be on a local, national or international basis. Additional description and examples of ownership and production level are given in Table 3.2, distinctive to PTP and a N-PTP in order to gain practical insight thereof.

Table 3.2: Ownership and production level of tourism products

		Permanent tourism product (PTP)	**Non-permanent tourism product (N-PTP)**
Ownership	Private	Any privately owned and managed permanent resource. Revenue generated remains the assets of the private owners. Examples include: privately owned guest houses, game lodges, resorts, hotels, motels etc.	Any privately managed event on a permanent resource. Revenue generated remains the assets of the private owners. Examples: privately owned game lodge hosting a live performance by an artist, or a guest house hosting a talk by a known speaker etc.

	Public	Any permanent resource that is accessible to all visitors. Can either be fabricated structures or the natural environment that is publically owned. Man-made structures include historical buildings or sites. Natural features include wetlands, waterfalls, fountains, gorge, forests etc. Revenue generated is used to maintain such publically owned resources.	Any public owned event of which the revenue is used to maintain resources or for the use of future events in the specific community. Examples include festivals, carnivals, fairs, markets etc.
	Non-profitable	A permanent resource that does not generate private or public revenue. Therefore, no additional cost is charged when making use of this resource. This also may include fabricated structures or natural features. However, no fee is charged.	Any event that is held for no profits. These usually comprise different charity events. Conferences and seminars are also a common example.
Production level	Local	Local PTPs, is permanent resources that are distinctive to a specific community and are usually privately owned. Examples include cultural villages, heritage sites, battlefields, historical buildings etc.	Any event that is held locally and is therefore distinctive to the particular community. These events may convey a characteristic of the community or are hosted by the specific community for a rational reason. Examples of these include local festivals, carnivals, fairs, markets, concerts, sport competitions etc.
	National	This PTP is accessible on national level. Normally hotel and resort chain groups are an example. In South Africa the ATKV holiday and resort group and City Lodge is commonly known. Table Mountain is also a common example of a PTP that is accessible at national level.	This is any event that is presented on national level only. This includes any shows and festivals by performing artists, groups etc. at national level. A South African example of this would be the Noot vir Noot roadshow.

[redacted]	International	This is a PTP that is accessible on an international level. Here too hotel and resort groups are common examples. To name just a few, these groups include: Forever Resorts, Tsogo Sun, Sun International, Hilton etc.	This is any event that is presented internationally. This may include world tours by famous performing artists or diverse groups.

Source: Authors' own compilation

Even though the concept of the tourism product has now been comprehensively discussed referring to elements, attributes, characteristics and the typology thereof, the definition will be modified to suite the context of the study. The latter can be ascribed to the perception that the definition should include the distinctive characteristic of permanency of a tourism product. As a tourism product is also seen as an attraction, the definition of a visitor attraction will be reviewed and adapted in order to further define a tourism product specifically taking permanency as a distinctive characteristic into deliberation. Specifically, the English Tourism Council (Leask, 2010:155) defines a visitor attraction as a permanently established excursion destination, for the primary purpose of allowing public access for entertainment, interest or education open to the public for published periods each year. It should be capable of attracting tourists or day visitors as well as local residents. Lew (1987, cited by Botti *et al*., 2008:594) adds to this by stating that a visitor attraction is a factor that draws tourists away from their usual environment. According to Hu and Wall (2005:619), a visitor attraction is defined as permanent resource, either natural or manmade, which is developed and managed for the main purpose of attracting tourists. This definition however excludes temporary attractions such as events and festivals (Hu & Wall, 2005:619); hereby only refer to permanent resources. Therefore, the need arises to define a tourism product by incorporating the definition of a tourist attraction and permanency, including both permanent and non-permanent aspects.

Previously a tourism product was defined as an offering to tourists existing out of tangible (physical setting) and intangible (services) components in a host community, in order to provide an experience (c.f.3.2.2). Taking the latter into account, as well as the definition of a visitor attraction and permanency, a tourism product can now be defined

as: ‘A permanent resource, either natural or manmade, consisting of tangible and intangible components, which is developed and managed to attract tourists away from their usual environment, for the experience of leisure, recreation, entertainment, interest and/or education. This permanent resource can be utilised and managed permanently or non-permanently; depending on the desired outcome of the product.’ Thus, a differentiation is made between a PTP and a N-PTP, based on permanency. It can be seen that despite the differentiation, a PTP and N-PTP consists of tangible and intangible components to provide an experience. This remains a common characteristic of a PTP and a N-PTP.

From this review, it can be seen that, concerning permanency of a tourism product, there are appreciable differences and similarities. These noticeable differences and similarities were concluded from work done by Saayman (2006:57), Leask (2010:155), Botti *et al*. (2008:594), Getz (2008:404) as well as Fredline and Faulkner (2000:764). The differences are presented in the table below (Table 3.3). Regarding the similarities of these products, the following is concluded:

- ✓ It remains a permanent resource that is utilised and managed differently,
- ✓ Each permanent product or event is exclusive due to the relation among settings, people, management systems, as well as the design elements or the program,
- ✓ The ownership may either be private, public or non-profitable depending on the purpose of the product,
- ✓ Both consist out of tangible and intangible components in order to provide the experience; and
- ✓ It is available on local, national or international level.

Table 3.3: Differences between a permanent (PTP) and non-permanent tourism product (N-PTP)

Permanent tourism product (PTP)	Non-permanent tourism product (N-PTP)
Permanent resource that is utilised and managed on a permanent basis.	Permanent resource that is utilised and managed at certain times for shorter periods.
PTP is the primary destination.	N-PTP is seen as the secondary destination. It is argued that tourists only visit a destination in order to attend the particular event. However, this idea should be re-evaluated, as PTPs

	have also become the primary destination.
There is a fixed location and cannot be changed.	It could be that there is fixed location. However, the location could be changed if desired or needed.
These tourism products are more expensive and time consuming to maintain and manage.	Events are usually inexpensive to host as the revenue generated is put back into future funding and organization. Events are not as time consuming as a PTP as planning and management are for shorter periods and not permanently.
Purpose is fixed.	All events are created for a purpose and are never the same.
PTPs are susceptible to seasonality.	N-PTPs are not susceptible to seasonality.

Source: Authors' own compilation

According to Fredline and Faulkner (2000:765) residents of host community's' perceptions towards permanent situations (PTP) and one-off events (N-PTP) will differ respectively. Regarding the PTP, the permanent presence of tourists in a community places significant amounts of pressure on locals. As a result the perceptions of locals become more negative (Gursoy *et al.,* 2010:382). However, research also suggests that residents become more adapted, either through the development of coping strategies or passively by becoming desensitized to the impacts of permanent products (Fredline & Faulkner, 2000:765). Concerning the N-PTP, negative and positive impacts are perceived with confirmed rising support over time (Fredline & Faulkner, 2000:765). One can thus observe that perceptions of PTPs and N-PTPs will be at variance in different communities. Accordingly, an immense need exists to explore further this occurrence in tourism as the nature of the products differs as well as individual communities. Prior to the onset of this examination, additional explanation is needed to understand residents as role-players in the tourism industry, the impacts of tourism; followed by the perceptions of tourism impacts.

3.3 RESIDENTS AS ROLE-PLAYERS IN THE TOURISM INDUSTRY

People on the receiving end of tourism activity, living in destination areas, are referred to as a host community (Mason, 2008:4). Residents of these host communities are a fundamental necessity for tourism (Dyer, Gursoy, Sharma & Carter, 2007:409; Cordero,

2008:35; Gursoy, Jurowski & Uysal, 2002:79; Jurowski & Gursoy, 2004:296; Gursoy & Rutherford, 2004:495; Dyer *et al*., 2007:409) referring to them as the focal point (Choi & Sirakaya, 2005:381). They are seen as the focal point (Payne & Dimanche, 1996:1000), as they determine the nature of tourists' experience and contribute to the attractiveness of a destination (Fredline & Faulkner, 2000:764; Zhou & Ap, 2009:78). The vital relationship between residents and quality experience for tourists is also supported by Carmichael (2006:116 - c.f.1.1). However, this relationship is not always optimistic and is influenced on whether or not the residents are positively disposed to tourism in their community (Fredline & Faulkner, 2000:764; Zhou & Ap, 2009:78).

Further the importance of the residents of the host community in tourism is demonstrated by the 'magic pentagon' of sustainable tourism (Giaoutzi & Nijkamp, 2006:3). This pentagon (Figure 3.8 on the following page) illustrates that the well-being of the local residents along with economic health, satisfaction of visitors, a healthy culture and the protection of resources will ensure sustainable tourism in the host community. Therefore, one can see that residents are important role-players in the host community influencing tourists' experience (Fredline and Faulkner, 2000:764; Carmichael, 2006:116; Dyer *et al*., 2007:409), managing destination attractiveness (Fredline and Faulkner, 2000:764; Dyer *et al*., 2007:409) and gaining sustainable tourism (Giaoutzi & Nijkamp, 2006:3); depending on their disposition to tourism development in the community.

Despite this theoretical importance of the residents, tourism development is too often planned without the consideration of the local community (Payne & Dimanche, 1996:997; Bramwell, 1998:35). As stated by Williams and Lawson (2001:270) local residents are generally only recognised by planners and businesses that are obligated to take the views of their host community into consideration for the success and sustainability of their investments. However, the residents of a community should be treated in an ethical manner involving their participation in the planning and decision-making process (Payne & Dimanche, 1996:1000) regardless of investment. When the community is treated in this manner, friendliness and service quality will excellently be provided to tourists.

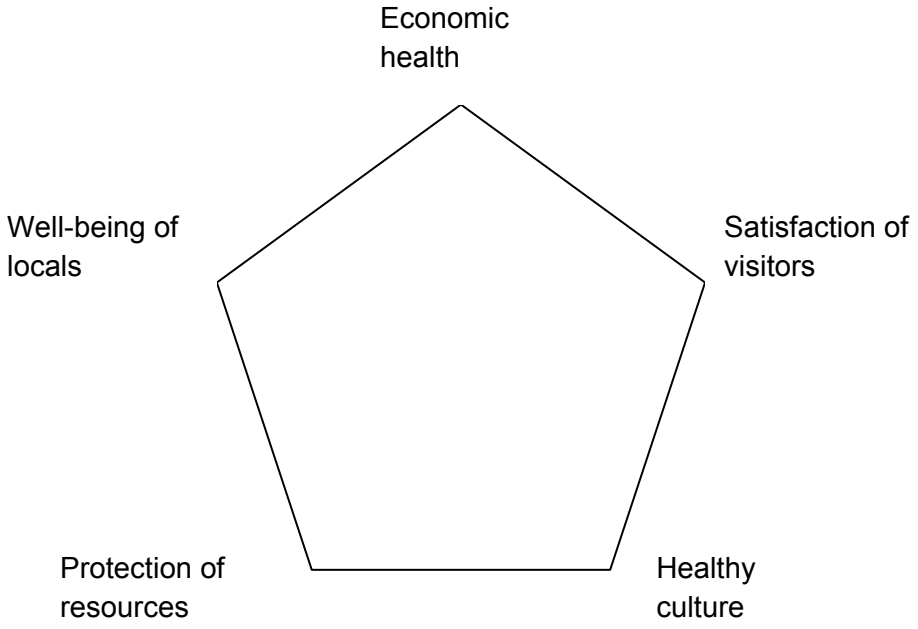

Figure 3.8: The magic pentagon of sustainable tourism

Source: Giaoutzi and Nijkamp (2006:3)

In turn, this will ensure satisfaction with the host community as a tourism destination, future loyalty, positive word-of-mouth, increasing arrivals; and therefore more economic benefits to the host community and its residents. It can thus be seen that the appropriate support and involvement of residents of the host community is important for the tourism industry.

As stated by Hiller (1990, cited by Gursoy & Kendall, 2006:604) community support and involvement may transform tourism to become significant experiences for the hosts and the tourists. The active involvement gave rise to the term “resident responsive tourism”. When effectively implemented by the key role-players, resident responsive tourism will influence attitudes towards tourism more positively (Vargas-Sánchez *et al*., 2009:373). However, community involvement is often regarded as simply a tool to involve residents in tourism planning and development. Yet, it is a much more complex phenomenon (Hung, Sirakaya-Turk & Ingram, 2011:276). Hung *et al*. (2011:279) provides an integrative model for community involvement indicating the complexity thereof (Figure 3.9).

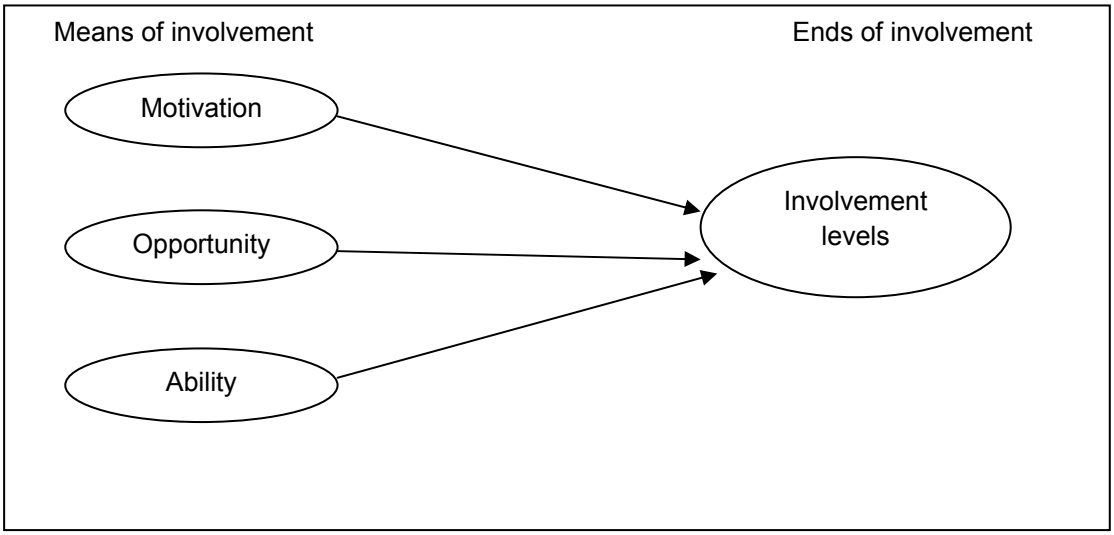

Figure 3.9: An integrative model for community involvement

Source: Adapted from Hung et al. (2011:279)

This framework integrates two ends of resident involvement, including the (1) factors that influence involvement (means) and (2) the level of involvement (ends). Motivation, opportunity and the ability to participate are the three antecedents of involvement. These three antecedents are vital for involvement. The level of involvement will change according to each situation due to the variability of the antecedents. Motivation as the first antecedent is seen as the most important determinant influencing the choice to be involved. Specifically perceived benefits of tourism will motivate residents to be involved. Opportunity is seen as the situation that allows or facilitates involvement in tourism. This opportunity occurs when tourism developers provide a supportive framework for community involvement through communication between tourism developers and residents. Lastly is the antecedent of ability, suggests that despite the right that individuals have to be involved, it does not mean residents have the ability to do so. In many communities, tourism is a relatively new concept. Therefore, residents are often uninformed about the tourism industry and do not have the appropriate ability to be involved (Hung *et al*., 2011:279).

From this, it can be seen that residents play a vital role in the tourism industry. They should therefore be actively involved in the design and management of tourism development (Vargas-Sánchez *et al.,* 2009:373) as the benefits thereof are greater than

the costs of neglecting them. The latter will result in an enhanced attitude towards tourism and thus greater support of residents towards this development (Vargas-Sánchez *et al*., 2009:373; Lee & Back, 2006:469). However, the choice to be involved is that of the residents. Tourism planners in the community should provide motivation, opportunity and ensure they are able to be involved (Hung *et al*., 2011:279). By this, residents will perceive more benefits than costs from tourism. These costs and benefits that may be perceived will further be discussed.

3.3.1 The impacts of tourism on residents of a host community

Tourism development leads not only to positive but also potential negative outcomes (Ko & Stewart, 2002:251); thus introducing benefits and possible costs which collectively make up tourism impacts (Archer *et al*., 2005:79). Mostly impacts are strongly experienced by the residents of a host community as interaction occurs between them and tourists, putting residents on the receiving side of tourism (Mason, 2008:13).Literature dealing with these tourism impacts on communities have gained increasing attention over the years and have become abound (Ko & Stewart, 2002:521; Payne & Dimanche, 1996:1000; Mason, 2008:38, 40).

Research results regarding community impacts tend to be dissimilar with some suggesting that there is a growing concern over negative impacts (Gursoy *et al*., 2010:382); while others have suggested that negative impacts outweigh the positive impacts (Mason, 2008:38; Kim, 2002:26; Draper *et al*., 2011:66). It can be observed that impacts are not universal. The latter can be ascribed to the fact that host communities and residents thereof differ in terms of development experience, development stage, carrying capacity; and other social, cultural and political problems (Zhou & Ap, 2009:79); therefore the occurrence of conflicting results. Regardless of the difference in communities, it appears that most residents continue to want tourism growth as the economic benefits are significant (Mason, 2008:38; Kim, 2002:26; Draper *et al*., 2011:66); however are still concerned with potential negative social, cultural and environmental impacts (Kim, 2002:26; Gursoy *et al*., 2010:382). Therefore, tourism development is welcome in host communities, but unmanaged tourism will cause intense pressure and problems (Kwon and Vogt, 2010:423). As stated by Archer *et al*. (2005:79) tourism impacts cannot be prevented. However destinations need to

understand and assess the impacts in order for tourism management to minimize negative effects while optimizing positive benefits to the specific host community (Gursoy *et al*., 2010:382; Archer *et al*., 2005:79); hereby maintaining sustainability and long-term success of the tourism industry (Diedrich & García-Buades, 2009:512).

In order to classify and discuss the related impacts, it has to be recognised that tourism activity takes place in a community of which the environment is made up of both human and natural features. The human environment embraces the economic, social and cultural factor. which is interwoven with the natural environment. For this reason, it is conventional to consider the impacts of tourism under the headings of economic, environmental, social and cultural impacts (Mason, 2008:36; Kim, 2002:27).

3.3.1.1 Economic impact

Tourism is seen as a powerful tool for improving local economies (Yu *et al*., 2009:57). Therefore the economic impact of tourism is often perceived as the main impact on local residents of a host community (Payne & Dimanche, 1996:999), and as a result has been researched more than any other tourism impact (Mason, 2008:45; Kim, 2002:25; Deery *et al*., 2012:65; Archer *et al*., 2005:79). Despite the fact that impacts may be perceived as positive or negative, most economic impacts caused by tourism are perceived as positive (Payne & Dimanche, 1996: 1000; Kim, 2002:26) due to enormous fiscal benefits to the residents of the community (Gursoy *et al*., 2010:382). It has even been indicated that due to tourism as an economic development tool, residents would go so far as to perceive tourism as positive in a community despite other costs (Gursoy *et al*., 2010:381; Draper *et al*., 2011:66; Archer *et al*., 2005:81). This is further supported by Liu and Var (1986, cited by Ko & Stewart, 2002:521) indicating that tourism development is usually justified on the basis of economic benefits and challenged on the grounds of social, cultural and environmental destruction.

The following positive economic impacts are perceived by the host community:

- Contribution to foreign exchange (Mason, 2008:45; Kim, 2002:27; Ko & Stewart, 2002:521; Archer *et al*., 2005:82).

- Contribution to government revenues (Mason, 2008:45; Kim, 2002:27; Ko & Stewart, 2002:521; Archer *et al*., 2005:82) or local economy (Mason, 2008:37; Kim, 2002:27; Deery *et al*., 2012:68; Yu *et al*., 2009:57; Archer *et al*., 2005:82).
- Generation of employment (Mason, 2008:45; Kim, 2002:27; Deery *et al*., 2012:68; Yu *et al*., 2009:57; Ko & Stewart, 2002:521; Archer *et al*., 2005:82).
- Contribution to regional development (Mason, 2008:45).
- Enhances community infrastructure. This in turn will attract other industries (Ko & Stewart, 2002:521; Archer *et al*., 2005:83).
- Improves the standard of living (Kim, 2002:27).

Despite knowing that economic impacts of tourism in a community are mostly perceived as positive (Payne & Dimanche, 1996: 1000; Kim, 2002:26), some negative consequences may arise due to neglect by management. These negative impacts include:

- Inflation (Mason, 2008:46) / Increase in prices of goods and services (Kim, 2002:28; Deery *et al*., 2012:69; Archer *et al*., 2005:83). Prices of commodities increase when demand on local services in a host community increases (Mason, 2008:46); leading to less favourable attitudes towards tourism. This in turn may lead to the shortage of certain commodities (Kim, 2002:28).
- Opportunity costs (Mason, 2008:46). This term refers to investment rather being put into tourism than other economic activity in the community (Mason, 2008:46). As a result, residents that have investment in other economic activity will have a negative attitude towards tourism.
- Over-dependence on tourism (Mason, 2008:46). Over-dependence on tourism usually occurs in smaller communities where tourism is viewed as the best method for development (Mason, 2008:46) or as the economic liberator (George *et al*., 2009:30). In communities such as these, a change in tourism demand is likely to result in major economic crisis (Mason, 2008:46).

Accordingly, it is evident that there are positive and negative economic impacts in tourism communities. Yet, communities perceive them more positive than negative as they incorporate tourism for economic improvement. It however remains of paramount

importance to consider and manage the negative economic impacts, as the neglect of it may have considerable detrimental effects on the host community. Further, despite the fact that tourism has more economic benefits than costs to communities, tourism is also attracted to unique and fragile environments and societies that will thus result in environmental, social and cultural impacts (Archer *et al*., 2005:79). These will further more be discussed.

3.3.1.2 Environmental impact

Studies regarding the environmental impact of tourism have multiplied in recent years, as there has been an increased awareness of the potential negative impacts to the host community (Yu *et al*., 2009:57). When referring to the environment in which tourism takes place, it includes the natural as well as the manufactured environment (Mason, 2008:70; Keyser, 2002:346). However, the natural environmental of a destination is often regarded as the foremost motivation for tourists to visit a specific area (Payne & Dimanche, 1996:999; Mason, 2008:70; Keyser, 2002:346) and is therefore a major resource for tourism (Mason, 2008:70).

If the preservation of these natural resources is neglected it could lead to destruction of the natural environment. In turn this may lead to a decline in tourist arrivals to area; decreasing economic benefits to the host community (Payne & Dimanche, 1996:999). Tourism should therefore help create a greater awareness and appreciation for the need to preserve the natural environment (Kim, 2002:35). Preservation of the natural environment is consequently a necessity to sustainable tourism, as it is not easily reclaimed (Payne & Dimanche, 1996:999). As a result, alternative forms of tourism have emerged; including ecotourism, green tourism and geotourism, in order to make tourism more sustainable, thus minimising negative impacts on the environment, while generating benefits for local residents (Yu *et al*., 2009:57).

In addition, Mason (2008:71) indicates that there are factors that will determine the scope of impacts on the environment in the host community. These factors include:

(1) ‘where’ as more environments are more susceptible to tourism impacts than others;
(2) type of tourism activity;

(3) nature of any tourist infrastructure; as well as
(4) when the tourism activity occurs as seasonal variation plays a significant role.

As described by Archer *et al*. (2005:92) environmental damage done by tourists is related to the extent of development and the amount of visitors, the concentration of usage both spatially and temporally, the nature of the environment in question; as well as the nature of the planning and management practices implemented before and after development takes place.

Regardless of these determining factors that are distinctive to each host community, the following collective positive environmental impacts may be observed by the residents, if management is implemented effectively:

- Tourism encourages the protection and preservation of the natural environment (Mason, 2008:73; Kim, 2002:35);
- Tourism provides revenue in order to protect and preserve natural resources (Mason, 2008:73);
- Tourism also provides revenue in order to maintain and erect man-made structures in host communities (Mason, 2008:73); and
- Tourism facilitates the establishment of national parks and wildlife reserves (Mason, 2008:73).

On the other hand, excessive and poorly planned tourism development will produce the following general negative impacts:

- Tourism increases pollution in communities (Mason, 2008:73; Kim, 2002:35; Deery *et al*., 2012:69). This pollution may take place with detrimental effects on the environment in many forms in a host community. These various types of pollution include: litter, water pollution, air pollution, solid waste, footpath erosion, and damage and/or disturbance to wildlife habitats. Each of these forms of pollution will lead to the depletion or destruction of resources and loss of biodiversity (Keyser, 2002:353).
- As the environment also includes fabricated structures, tourism may lead to the destruction of buildings because of vandalism or natural causes (Mason, 2008:74).

One can consequently see that the environment, which includes natural and manufactured, is a fundamental resource for tourism. Damage or disturbance to this environment will lead to the decline in tourist numbers in a community. Including the residents of the host community in the planning and management of the environment therefore remains a critical issue in tourism.

3.3.1.3 Social impact

Confusion may arise concerning the difference between the terms social and cultural impacts as various authors make use of the combined term of the socio-cultural impact in tourism literature (Mason, 2008:57; Harcombe, 1999:1; Saayman, 2007:24). However, and as stated by Deery *et al*., (2012:70), culture has a number of elements in common with research into social impacts. Nevertheless, a difference does exist and therefore this study will make distinctive use of the terms referring distinctively to social impact and cultural impact (Northcote & Macbeth, 2006:199; Kim, 2002:30). Accordingly, a brief explanation is given to enable better understanding of these concepts. Firstly, sociology is seen as the study of society, concerned with people in groups, their interaction, their attitudes and behaviour (Mason, 2008:57), resulting in social impacts on residents of the host communities due to tourism. Whereas, culture is about how people interact as observed through social interaction, social relations and material artefacts (Mason, 2008:57); hereby leading to cultural impacts because of exposure to tourism. With this brief explanation in mind, this section will particularly discuss the social impact of tourism.

Studies specifically concerned with the social impacts of tourism is large and growing (Fredline & Faulkner, 2000:765; Deery *et al*., 2012:64) and the importance thereof cannot be overestimated (Deery *et al*., 2012:64). Further Deery *et al*. (2012:65) indicated that research on the subject of the social impact of tourism has gone through a number of stages of development. These stages of development are summarized by Deery *et al*. (2012:65) as follows:

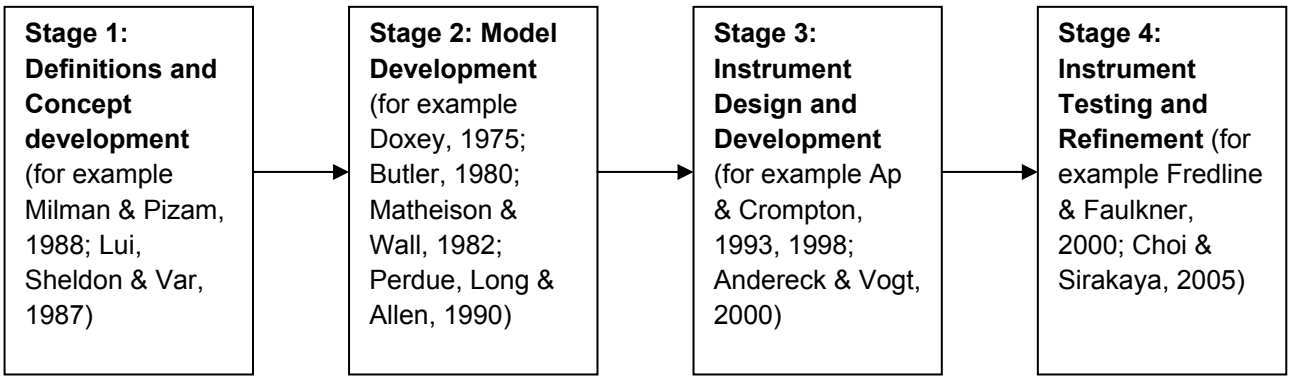

Figure 3.10: Stages of development in social impacts of tourism research with specific authors in the field

Source: Deery et al. (2012:65)

From these stages, it can be seen that the refinement of social impacts has improved over time. Firstly, attention was given to the basis of the term referring to definitions and development of the concept. Thereafter various models were developed relating to social impacts (c.f.2.2). Subsequently instruments were designed and developed; which were further tested and refined according to revised research in the field. Despite the refinement, literature still refers to former work, as it remains the fundamental basis of all discussions of the related topic.

As the fundamental stages of the concept remains unchanged, so do the related impacts. Therefore, the following positive social impacts may be experienced by residents of the host community because of tourism:

- Creates a more favourable image of the host community (Kim, 2002:38). This is also referred to as the showcase effect, as a positive tourism experience will lead to the enhanced image of a community through word-of-mouth publicity (Deery *et al*., 2012:68).
- Due to tourism services and activities in a community, more recreational facilities may be provided for residents (Kim, 2002:38; Deery *et al*., 2012:68).
- Tourism assists the process of modernisation in a community, as an interaction exists between residents and tourists (Kim, 2002:38).
- Opportunities for education can be provided through tourism resources (Kim, 2002:38).

Very often the social costs of tourism is overlooked due to the imperative economic benefits (Sharma & Dyer, 2009:351). However, tourism brings with it great social costs that should not be ignored as the effects can be detrimental to the community. Therefore, the following negative social impacts are identified:

- Tourism increases traffic congestion and over crowdedness in communities (Kim, 2002:30; Deery *et al*., 2012:68).
- Social problems also increase in communities. These social problems include crime, drug and alcohol abuse, prostitution and human trafficking (Kim, 2002:32; Deery, 2012:68).
- Due to the increase in social problems, more pressure is also put on local services such as police service (Kim, 2002:31).

3.3.1.4 Cultural impact

Cultural resources have been used as a method of enhancing economic stability in communities (Besculides *et al.,* 2002:306). Despite the economic benefits (Payne & Dimanche, 1996: 1000; Kim, 2002:26), tourism has often been criticized for the disruption of traditional social and cultural structures; and behavioural patterns (Kim, 2002:33). As stated by Besculides, *et al*. (2002:303) there has been an increase in tourism for experiencing another culture. As supported by Dogan (1989:216) tourism has become a major source of international cultural contact in the modern world. The above consequently leads to greater cultural impacts on the residents of the host community, which may be perceived either as positive or negative. Specifically, the perception of these cultural impacts depends on whether it is a developed or a developing community; as this will determine the susceptibility to change on local culture (Kim, 2002:33; Mason, 2008:58). Therefore, the following impacts may be perceived either as positive or negative by the residents:

- Demonstration effect (Mason, 2008:58). This effect arises as there are visible existing differences between tourists and residents of a host community. The basic premise of this theory is that residents observe the tourists, which will lead to behavioural changes in the population. This may be positive as it can encourage residents to take on more productive patterns and behaviour. However more often it is troublesome as the local residents become indignant,

as they are not able to attain the goods and lifestyle demonstrated by the visitors. This may further lead to the migration of residents striving to find the 'demonstrated' lifestyle (Mason, 2008:59).

- Acculturation (Mason, 2008:59; Kim, 2002:33) takes place when two or more cultures are exposed to each other for a length of time. During this time, an exchange of ideas and products occurs between residents and tourists. The latter will also create a sense of tolerance and understanding towards the other involved culture (Besculides, *et al*., 2002:303). Despite the exchange, this process is not always constructive, as they become similar or one culture is stronger than the other. This may cause an unwanted reduction in the diversity of cultures (Mason, 2008:59). Acculturation may also occur with the consent of the local community, as they act in accordance with the tourists' expectations. The true traditional local culture is therefore not preserved as tourists see what they expect to see and not what they are supposed to see (Kim, 2002:33; Mason, 2008:60). This leads to the proliferation of non-authentic forms of cultural traditions (Besculides, *et al*., 2002:307). One of the strongest forms of acculturation is the loss of local languages because of a flood of tourist languages to a host community (Besculides, *et al*., 2002:308).
- Preservation of local culture (Kim, 2002:33). Thought has been given to whether tourism preserves or destroys local culture in host communities (Besculides, *et al*., 2002:307). However, according to Mathieson and Wall (1982, cited by Kim, 2002:33) the feeling towards this dispute seems rather harmful, holding tourism responsible for the depletion of cultures. The preservation of local culture has been neglected or lost through the process of acculturation. However, it should be a vital part of management to sustain a healthy culture in a host community (Giaoutzi & Nijkamp, 2006:3). Tourism may also be seen as a vehicle to preserve and enrich local culture in communities. This latter idea has, however, not been proven conclusively (Kim, 2002:33).
- Presenting one's culture to tourists strengthens the idea of what it means to live within a community. Therefore, identity, pride, cohesion and support within a community are enhanced. However if tourism is perceived as negative in the host

community, the sense of identity, pride, cohesion and support will diminish (Besculides, *et al*., 2002:306).

It is important to continually asses' tourists' perception of tourism impacts on their community as perceptions thereof are likely to change over time (Gursoy *et al*., 2010:383). The latter can be ascribed to the various theoretical frameworks (c.f.2.2) and factors that influence perception of tourism impacts in a host community (Gursoy *et al*., 2010:383).

3.3.2 Perception of tourism impacts

Residents' perceptions of tourism and its related impacts have been frequently studied to understand it from the perceptive of the host communities (Diedrich & García-Buades, 2009:513; Draper *et al*., 2011:64; Vargas-Sánchez *et al*., 2009:373; Cordero, 2008:35). As stated by Dyer *et al*. (2007:410) residents' perceptions of these impacts will influence their support or opposition for tourism development in the particular community. Deery *et al.* (2012:64) further signify that it is crucial for the tourism industry to understand how individuals within a host community as well as the host community overall perceives these impacts. The latter can be ascribed to the fact that potential response of the residents to tourists could be hostile if a balance is not achieved (Deery *et al*., 2012:64) hereby progressing opposition (Dyer *et al*., 2007:410; Gursoy & Kendall, 2006:604); obstructing the success and sustainability of tourism destinations (Diedrich & García-Buades, 2009:513; Yu *et al*., 2009:58; Ko & Stewart, 2002:251). The latter is most likely to lead to the decline of tourists to a specific host community (Mason, 2008:81) as residents' perceptions towards tourism is a major factor in predicting tourists' choice to a certain destination (Hoffman & Low, 1981; Sheldon & Var, 1985; as cited by Vargas-Sánchez *et al*., 2009:373). Thus, the economic benefits of tourism will decrease in such host communities (Payne & Dimanche, 1996:999).

One can therefore see that residents' perception of tourism has a significant influence on tourism development (Yu *et al*., 2009:61). Thus the importance to scrutinise further the perceptions concerning specific theoretical frameworks (c.f.2.2) and other factors that influence the perceptions of tourism impacts.

However, prior to such discussion, it is important to recognise that few consistent findings have emerged between such variables and perceptions of tourism in a host community (Draper *et al*., 2011:64). The latter can be ascribed to the fact that each community and its residents is different consequently perceiving tourism dissimilar. As a result, perceptions of impacts on a community must continually be assessed (Ko & Stewart, 2002:521).

3.3.2.1 Factors influencing perception of tourism

There are a number of factors that influence residents' perception of tourism impacts and their influence on attitudes towards tourism activity in a community (Sharma and Dyer, 2009:354). As supported by Gursoy *et al*. (2010:381) these studies with regard to resident attitude (perception or reaction) and the influencing factors are great. These factors include:

3.3.2.1.1 Geographical proximity to activity concentrations/distance from tourism sites

The perceived impacts of tourism decreases as the distance between residents' homes and tourism movement of the community increases (Fredline & Faulkner, 2000:766; Huh & Vogt, 2008:446; Kim, 2002:26; Deery *et al*., 2012:66; Besculides, *et al*., 2002:308; Draper *et al*., 2011:66). However, Deery *et al*. (2012:66) indicated that there is mixed results regarding this aspect, as some residents enjoy the dynamism while others are inconvenienced by tourism activity.

3.3.2.1.2 Length of residency

Length of residency will have different effects on residents' perceptions of tourism impacts in different communities. It thus destination related and findings of studies cannot be generalized to other communities *(*Besculides, *et al*., 2002:308; Carmichael, 2006:119; Perdue *et al*., 1999:170; Wang, 2006:414; Cordero, 2008:39*)*.

3.3.2.1.3 Involvement in tourism

Most studies have found a positive relationship between involvement in tourism and favourable relationship of it (Fredline & Faulkner, 2000:766; Besculides, *et al*., 2002:308). As supported by Gursoy *et al*. (2010:383) community involvement is a factor that is expected to influence the sustainability of any tourism development considerably.

Further, involvement of the residents in tourism planning and management will ensure that impacts of tourism will be perceived more as being acceptable and appropriate (Gursoy *et al*., 2010:383).

3.3.2.1.4 Business or employment interest in the tourism industry and/or *residents' economic dependence on tourism*

The examination of the relationship between residents' attitudes towards tourism and their economic dependence dates back to 1978, which was conducted by Pizam (Lee & Back, 2006:467). A positive relationship was found between economic dependence and residents' acceptance of tourism in a community (Besculides, *et al*., 2002:308; Kwon & Vogt, 2010:425; Huh & Vogt, 2008:446). Further, it was established that residents that have business or employment interest in the tourism industry will generally be more positive towards it (Kim, 2002:26; Deery *et al*., 2012:66; Draper *et al*., 2011:66). This is because they perceive more benefits than costs. On the other hand, residents who have no interests are more inclined to hold negative perceptions, as the costs are greater with no significant direct benefits (Fredline & Faulkner, 2000:766; Lee & Back, 2006:467). This aspect also supports the *'social exchange theory'* (Lee & Back, 2006:468).

3.3.2.1.5 Demographic characteristics and/or socioeconomic factors

Studies have suggested that demographic characteristics and/or socio-economic factors would have a bearing on resident reactions (Fredline & Faulkner, 2000:766; Kim, 2002:26; Deery *et al*., 2012:66; Huh & Vogt, 2008:446; Cordero, 2008:39). Those who have comparable characteristics will be more positively inclined towards tourism. However, mixed success has been found in the explanation of these characteristics in residents' response to tourism (Fredline & Faulkner, 2000:766; Cordero, 2008:39).

3.3.2.1.6 Personal behaviour

This factor is based on the premise that residents formulate their perception towards tourism in their own community based on their personal leisure behaviour (Draper *et al*., 2011:64). Residents travel to various destinations hereby providing them with varying perspectives of tourism development. The latter influences their perspective of tourism in their own community. A stated by Draper *et al*. (2011:64) who better to have an

opinion on tourism and tourism development than residents who have the experience of being travellers themselves.

3.3.2.1.7 Social representation

Representations are seen as the means people use to attempt to understand objects and events around them. They tend to turn unfamiliar into familiar as the objects and events are recognised based on experience. Therefore, prior knowledge serves as reference for new encounters. The social element refers to the fact that these representations are shared by groups within a community; facilitating them to communicate. These representations could be accepted by the whole community ("hegemonic"), could have some differentiated opinions or ideas ("emancipated"); or groups could have opposing ideas ("polemical"). There are three sources of social representations:

- firstly, including direct experience of the event providing more information to the resident;
- secondly, social interaction with family, friends, colleagues, casual acquaintances and strangers. The latter is a powerful mean of transmission where people are affiliated with groups that have similar social identities, hereby adapting representations comparable to other group members; and
- thirdly, the media has the potential to influence the perceptions of the member of the community (Fredline & Faulkner, 2000:768).

3.3.2.1.8 Seasonality pattern of development

Due to climactic seasons, school holidays, leave requirements, religious holidays or travel patterns of tourists, seasonality arises at destinations. This will influence the way in which residents perceive tourism in their community as seasonality patterns differ from community to community (Fredline & Faulkner, 2000:765).

3.3.2.1.9 Cultural differences between tourists and residents of a host community

Cultural differences can be identified in cultural values, social behaviour, attitudes, perceptions, needs, expectations, experiences, beliefs, norms, motivations; as well as verbal and non-verbal behaviour (Reisinger & Turner, 1997:141). These cultural

differences between tourists and residents will have an influence on how tourism impacts are perceived in a community (Fredline & Faulkner, 2000:765). This is due to cultural impacts (c.f.3.3.1.4) such as the *demonstration effect*, *acculturation,* as well as the *preservation of local culture*. These impacts may be perceived as either a positive or a negative phenomenon by residents'; and hereby influences the perception thereof. As stated by Reisinger and Turner (1997:139) the greater the difference in cultural background, the more likely that residents and tourists will misunderstand each other hereby causing irritation; which in turn will cause residents to perceive tourism as negative in the host community.

From this review, it can thus be observed that there are various theoretical frameworks (c.f.2.2) and factors that influence how residents perceive tourism impacts in different communities. These perceptions continually need to be assessed as they change over time and differ between host communities (Cordero, 2008:39).

3.4 CONCLUSION

The purpose of this chapter was to analyses tourism as an industry and a product specifically in a host community. The latter was achieved by firstly examining the tourism industry and the current status thereof in South Africa. Accordingly, tourism as a product was thoroughly scrutinised to ultimately develop a comprehensive definition and understand permanency as a characteristic. Subsequently, the importance of the residents of the community as role-players in the tourism industry was addressed; as well as the related impacts that influence the residents.

Globally the tourism industry is considered as the largest and fastest growing industry. Correspondingly, the annual significant growth of the tourism industry in South Africa provides confirmation of the industry as the fastest growing in the country. Mainly this tourism growth is valued for the economic benefits; however, the associated environmental, social and cultural costs should not be disregarded. In order to comprehend the impacts associated with tourism growth in the South African context; tourism as a product in a host community needs to be realised. Despite the discrepancy on the specific or correct definition, literature reasonably agrees that the tourism product consists out of tangible and intangible components that structure the tourism product in

order to provide the experience in host community. Further, this experience may be permanently accessible or non-permanently available; thus identifying a PTP and N-PTP. Additionally the residents of these host communities play a significant role in the tourism industry. Specifically it is evident in literature that residents determine the tourism experience, attractiveness of the destination and ultimately the sustainability of tourism in a host community.

Therefore the management of a tourism product; PTP or N-PTP, should involve residents in planning, avoid or improve the negative impacts and emphasise the positive impacts; thus determining the impact on the residents of the community and consequently their perceptions thereof. The objective of management should further be driven by various concerns and issues, including Quality of Life (QoL) issues of the host community;, in order to ensure sustainability of tourism. Therefore, the next chapter will address the important issue of QoL in general, as well as the significance of QoL of residents in host communities.

CHAPTER 4

ANALYSING QUALITY OF LIFE, AND THE RELATION THEREOF TO THE RESIDENTS OF A HOST COMMUNITY

4.1 INTRODUCTION

Quality of Life (QoL) has generally been recognised as a complex concept with no precise definition or standardised measure (questionnaire) in literature. Further it has been noted that QoL in a community has been researched in and across various disciplines (Sirgy *et al*., 2000:280); thus emphasising the multidisciplinary nature thereof (Cummins, 2000:55; Andereck & Nyaupane, 2011:248). Specifically, tourism is regarded as one of these various disciplines (Sirgy, 2002:xiv; Lloyd & Little, 2005:148). Implication has been given that a limited number of studies have been conducted in order to determine the impact of tourism on QoL (Andereck *et al*., 2007:485; Sirgy *et al*., 2000:280; Andereck & Nyaupane, 2011:248; Moscardo, 2009:161; Benckendorff *et al*., 2009:172); hereby implying that these types of studies require consideration in literature.

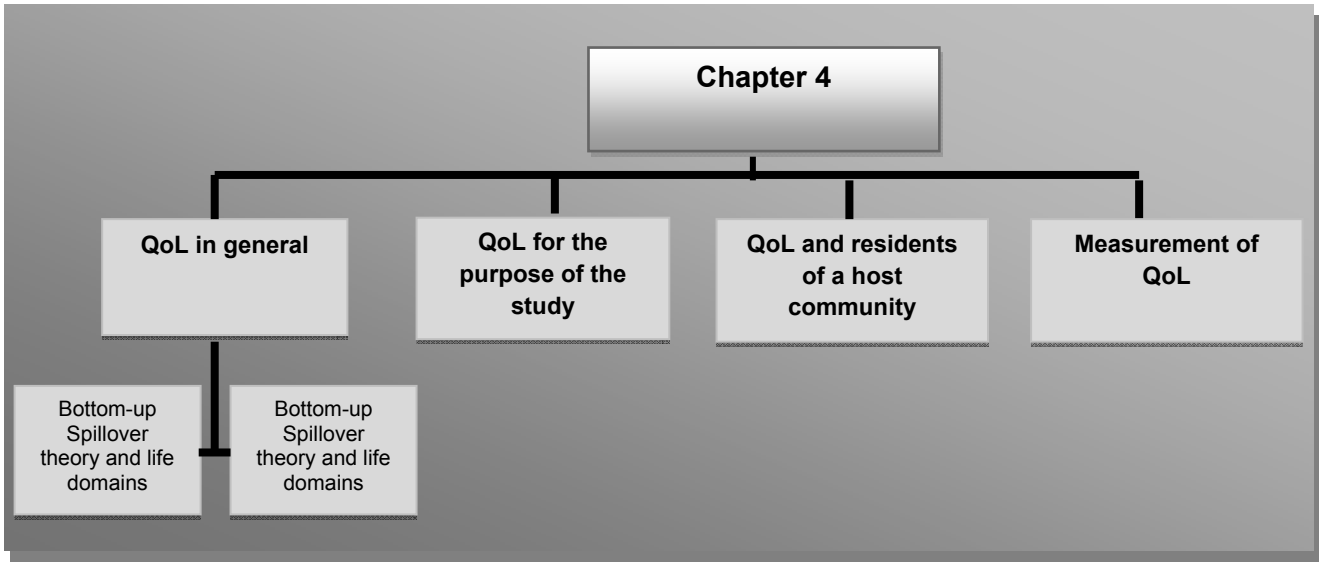

Figure 4.1: Outline of chapter 4

The purpose of this chapter is to analyse QoL in general and the application thereof in the tourism industry. This will be realised through firstly addressing QoL in general;

followed by a discussion based on the relationship between tourism and residents' QoL in a host community will be illuminated. Specifically, this will be done by following the structure in Figure 4.1.

4.2 UNDERSTANDING THE CONCEPT 'QOL'

According to Dissart and Deller (2002:136) there is no clear origin on the literature of QoL. The beginning of QoL locates in the social indicators movements of the 1960's (Rapley, 2003:5; Kim, 2002:47) with literature growing since the early 1970's (Sirgy, 2002:xi; Lloyd & Little, 2005:148). Specifically, Andrews and Withey (1976:14), Campbell *et al*., (1976:14) and Diener (1984:565) are regarded as the novices of valuable literature on this subject. The term QoL is also often equivalent and referred to as happiness, life satisfaction, subjective well-being and perceived QoL (Sirgy, 2002:xiv; Moscardo, 2009:161) hereby often using the terms interchangeably (Benckendorff *et al*., 2009:172). Regardless of the untimely origin of literature on the subject or synonym used, modest agreement is found among scholars and policy-makers as to the precise meaning of QoL (Massam, 2002; Dissart & Deller, 2000:136; Ngai, 2005:195; Bramston *et al*., 2002:261; Andereck *et al*., 2007:484; Crouch & Ritchie, 1999:139; Smith & Puckzo, 2009:43) with over a 100 definitions and models (Smith & Puckzo, 2009:43; Andereck & Nyaupane, 2011:248) making an equal meaning quite problematic (Lloyd & Little, 2005:150).

Andereck and Nyaupane (2011:248) state that defining QoL is difficult as it is a subjective experience dependent on individuals' perceptions and feelings. Thus, QoL lacks a consistent framework to describe the phenomenon and to develop theoretical approaches (Moscardo, 2009:161). As supported by Schalock (1996, cited by Andereck & Nyaupane, 2011:248) there is modest agreement on the precise definition and cohesive framework. However, agreement exists on the fact that it is a multidimensional and an interactive construct encompassing many aspects of peoples' lives and environments (Schalock, 1996 cited by Andereck & Nyaupane, 2011:248). Thus it can be assumed that QoL means different things to different people (Massam, 2002:148; Dissart & Deller, 2000:135) as similar situations and circumstances are perceived differently by different people (Andereck & Nyaupane, 2011:248). Due to this immense

divergence it has been suggested that QoL should be studied from the perspective of the individual (Taylor & Bogdan, 1990 cited by Andereck & Nyaupane, 2011:248).

Nevertheless, QoL can be seen as ones' satisfaction with life and feelings of contentment or fulfilment with ones' experience in the world (Andereck & Nyaupane, 2011:248; Benckendorff *et al*., 2009:172). It therefore reflects a state of human life situation (Matarrita-Cascante, 2010:108; Moscardo, 2009:161) measured by social indicators rather than by quantitative measures of income and production (Moscardo, 2009:161). Sirgy (2002:xiii) adds that it is an end goal for the human species and society organises its many institutions to strive to attain a better QoL for all. QoL is however a much more complex concept referring to it as a multidimensional subject (Bramston *et al*., 2002:262), with a great need for synthesis and integration (Sirgy, 2002:xi). Some have even gone so far as to say it would be easier to say what it is not rather than what it is (Dann, 2001:7). Despite the literature to be quite fragmented (Sirgy, 2002:xi) the term seems to be used more often in recent literature; hereby becoming a topic of broad discussion (Smith & Puckzo; 2009:42; Andereck *et al*., 2007:484; Andereck & Nyaupane, 2011:248). As supported by a number of authors (Leung & Lee, 2005:162; Lloyd & Auld, 2002:43) it has become a growing concern for individuals and communities.

Despite the growing concern, various authors (Diener & Suh, 1997:189; Crouch & Ritchie, 1999:139; Lloyd & Little, 2005:150) have indicated that several approaches to define and measure QoL exist, with each measuring aspects that is not enclosed in other measures. Literature hereby indicates that various approaches have been identified to understand the subject of QoL thus studying it from a variety of theoretical perspectives (Lloyd & Little, 2005:150). Additionally, these different measures to determine QoL encompass diverse yet similar life domains (Sirgy, 2010:248; Neal *et al*., 1999:155; Sirgy *et al.,* 2011:262) also referred to as dimensions (Moscardo, 2009:169). For the purpose of the study, it will specifically be referred to as domains, in order to eliminate bias.

With regard to the above, it has been found that Sirgy (2002:xv) alone has provided 13 different models which varyingly signify between 5 and 16 domains of QoL. Alkire

(2002:187) also reviewed different approaches to illustrate the most important domains of QoL. In this review, 5 to 11 domains were identified. Regardless of the number of academics discussing the complex concept of QoL as well as the diversity of domains, focus will be given to the work done by Sirgy, as he is widely recognised as the connoisseur in the particular field with endless research on the subject (Sirgy, 2002:xv; Sirgy, 2010:246; Sirgy *et al*., 2011:261; Sirgy *et al*., 2000:283). More specifically, the *Bottom-up Spillover theory* that was founded by Andrews and Withey (1976:14), Campbell *et al*. (1976:14) and Diener (1984:565) will be utilised for the study; as discussed in Chapter 2 (c.f.2.3) and below.

4.2.1 Bottom-up Spillover theory and life domains

Sirgy (2002:xv) identified various theories to define and measure QoL. Yet, considerable agreement between scholars exists that tourism literature specifically makes use of the *Bottom-Up Spillover theory* (Sirgy *et al*., 2011:262). The basic principle of this theory is that QoL is determined by life domains (for example *community life, home and family life, social life, leisure life, financial life*, etc); as well as subdomains or life concerns (for example *satisfaction with water condition, satisfaction with people living in the neighbourhood* etc., which relate to the *community life* domain) (c.f.2.3). The affect within a specific life domain accrues and perpendicularly spills over to the super-ordinate domain, known as QoL. Further, it is emphasised that QoL is not established by a certain life domain, but is however determined by the satisfaction with a variety of life domains (Andrews & Withey, 1976:14; Campbell *et al*., 1976:14; Diener, 1984:565; Sirgy *et al*., 2011:263; Sirgy, 2010:248; Neal *et al*., 1999:155; Neal *et al*., 2007:154; Uysal *et al*., 2012:681).

From the latter, it can be seen that various life domains determine QoL (Sirgy *et al*., 2011:263; Sirgy, 2010:248; Neal *et al*., 1999:155; Neal *et al*., 2007:154). Knowing that there are various domains, it is important to illustrate different authors' views thereof in order to attain a greater perspective. Thus, Table 4.1 (Appendix B) will provide a thorough; yet not complete idea, of the diverse domains as identified by different academics on the subject of QoL.

From the table (Appendix B) it can be observed that considering all the life domains as identified or categorised according to different scholars (Cummins, 1997 cited by Kim, 2002:53, Neal *et al*., 2007:158; Benckendorff *et al*., 2009:173; Moscardo, 2009:162; Andereck & Nyaupane, 2011:249; Sirgy *et al*., 2011:264) various similarities and differences exist. The most obvious existing difference is that some domains are broad and embrace various aspects of life (Moscardo, 2009:162; Andereck & Nyaupane, 2011:249); while others are more specific (Cummins, 1997 cited by Kim, 2002:53; Neal *et al*., 2007:158; Benckendorff *et al*., 2009:173; Sirgy *et al*., 2011:264). Another noticeable dissimilarity is that different terms are used with, however, the same domain being implied. An example of the latter is *material-wellbeing* (Cummins, 1997 cited by Kim, 2002:53; Andereck & Nyaupane, 2011:249), *standard of living* (Neal *et al*., 2007:158; Benckendorff *et al*., 2009:173), *security issues* (Moscardo, 2009:162) or more directly the *financial life* domain (Neal *et al*., 2007:158; Sirgy *et al*., 2011:264).

Concerning similarities, most of the life domains include or imply:

- *Health* (Cummins, 1997 cited by Kim, 2002:53; Neal *et al*., 2007:158; Benckendorff *et al*., 2009:173; Moscardo, 2009:162; Andereck & Nyaupane, 2011:249; Sirgy *et al*., 2011:264) which also incorporates the *leisure* and *recreational life domain* (Kim, 2002:242; Neal *et al*., 2007:158; Sirgy *et al*., 2011:264);
- *Safety or security* (Cummins, 1997 cited by Kim, 2002:53; Benckendorff *et al*., 2009:173; Moscardo, 2009:162; Andereck & Nyaupane, 2011:249; Sirgy *et al*., 2011:264);
- *Community* life (Cummins, 1997 cited by Kim, 2002:53; Neal *et al*., 2007:158; Benckendorff *et al*., 2009:173; Moscardo, 2009:162; Andereck & Nyaupane, 2011:249; Sirgy *et al*., 2011:264);
- *Relationships* with significant others, which include or refer to *intimacy* or *love life* (Cummins, 1997 cited by Kim, 2002:53; Sirgy *et al*., 2011:264);
- *Home life* (Kim, 2002:242);
- *Family situation* or *life* (Neal *et al*., 2007:158; Sirgy *et al*., 2011:264);
- *Relationships with other people* (Neal *et al*., 2007:158; Benckendorff *et al*., 2009:173);

- *Belongingness* (Moscardo, 2009:162); as well as
- *Interpersonal and social relationships* (Andereck & Nyaupane, 2011:249).

Regarding the life domain, *'the self'* as identified by Sirgy *et al*. (2011:264) other scholars identified different domains that may however also incorporate aspects of *the self*. These domains include:

- *Emotional* (Cummins, 1997 cited by Kim, 2002:53) and *psychological well-being* (Andereck & Nyaupane, 2011:249);
- *Spiritual life* (Kim, 2002:242; Benckendorff *et al*., 2009:173; Sirgy *et al*., 2011:264),
- *The way you spend your life* (Kim, 2002:242), *self-esteem* (Moscardo, 2009:162),
- *Personal development* and *self-determination* (Andereck & Nyaupane, 2011:249).

Finally, concerning profession and education, the different scholars made use of dissimilar terms to refer to it. The domains to represent profession and education included:

- *Productivity* (Cummins, 1997 cited by Kim, 2002:53), *job* (Neal *et al*., 2007:158);
- *Achievements in life* (Benckendorff *et al*., 2009:173), *security issues* (Moscardo, 2009:162);
- *Material well-being* (Andereck & Nyaupane, 2011:249); and
- *Work life* (Sirgy *et al*., 2011:264).

From the above, it can be seen that most life domains as identified by different scholars are similar implying the same domain; however makes use of different terms. In order to illuminate confusion and facilitate the theoretical framework of the study, mainly most of the domains compiled by Kim (2002:242), Sirgy *et al*. (2011:264) and Neal *et al*. (2007:158) will be utilised, as it collectively embraces all the life domains signified in Table 4.1. The specific life domains include *health, leisure, cultural life, social life, spiritual life, home and family life, financial life, work life,* and *community life* (Kim, 2002:242; Sirgy *et al*., 2011:264; Neal *et al*., 2007:158). Certain life domains, particularly identified by Sirgy *et al.* (2011:264) were not included in the study, as they

are regarded from the perspective of the tourist and not from the residents' point of view. These particular life domains include *culinary* and *travel* life. While other life domains identified by Kim (2002:242), Sirgy *et al*. (2011:264) and Neal *et al*. (2007:158) were not included specifically as life domains, as they are rather regarded as Subjective indicators (c.f.4.2.2.2). These specifically include: *Relationship with partner, family's happiness, level of education, personal skills, achievement of personal goals, standard of living, happiness in general, life as a whole* and *the way life is spent*.

With the enhanced knowledge attained on the *Bottom-up Spillover theory* and related life domains, the question of how Objective and Subjective indicators fit into the discussion of QoL, with specific reference to life domains, will be addressed. As stated by Uysal *et al*. (2012:681) life domains are measured using both Objective and Subjective indicators with specific measures (c.f.4.2.2.1 & c.f.4.2.2.2). Therefore, QoL of an individual in a community is viewed in terms of Objective and Subjective indicators (Uysal *et al*., 2012:669) which may further be regarded as *reflective* or *formative* in specific measurement (Kim, 2002:47). This view can be seen in Figure 4.2 and will be confirmed in the next section by making use of related literature.

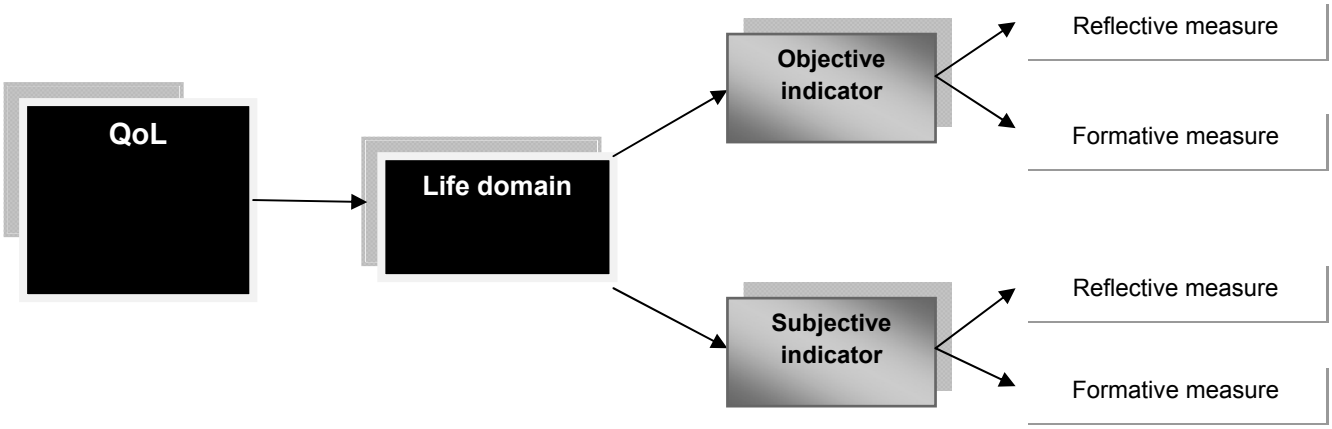

Figure 4.2: Life domains, indicators and measures of QoL

Source: Authors' own compilation based on consulted literature

4.2.2 Objective and Subjective indicators of QoL

The construct of QoL can be outlined as a scientific index that measures the well-being of a population and of individual experiences (Rapley, 2003:3). This is supported by Andereck *et al*. (2007:484) and Andereck and Nyaupane (2011:248) indicating that the

purpose of a QoL study is to signify how an area is doing from an objective physical design perspective; as well as from a subjective human responsive perspective. Accordingly, QoL can be seen as a public matter as well as a private concern (Massam, 2002:143). The above consequently confirms that the measurement of QoL encompasses two indicators that include Objective and Subjective indicators (Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50). As supported by Cummins (2000:56) any general definition of QoL must include both Objective and Subjective indicators as each has its strengths; hereby embracing the totality of human life. These Objective and Subjective indicators of QoL will firstly be addressed as a unit; thereafter each indicator will be discussed respectively.

Much deliberation has been led regarding Objectives and Subjective indicators of QoL; indicating different use thereof. This deliberation has focussed on issues such as on which to place the emphasis, and the strength of relationship between the two indicators. Regarding emphasis, different schools of thought and studies emphasise either Objective and/or Subjective indicators (Rapley, 2003:5; McCrea, Shyy & Stimson, 2006:82). The Scandinavian school of thought focus exclusively on the Objective indicator of QoL of the society as a whole; while the American model is primarily based in the assessment of the Subjective indicator at an individual level of residents (Rapley, 2003:5). Further Economists regard the tangible measures (Objective indicator) of wealth as indicative of QoL, whereas the social scientists depend on subjective measurement (Cummins, 2000:55).

Concerning the issue of the relation of Objective and Subjective indicators to each other, further controversy arises. McCrea *et al*. (2006:79) suggest that the indicators of QoL are rarely related to each other with psychological factors such as personality trait even further weakening this relationship (McCrea *et al*., 2006:81). It has been stated that Objective and Subjective indicators should not be thought of as two measures of the same thing (McCrea *et al*., 2006:79). Further the distinction between Objective and Subjective indicators has been dismissed (Andrews & Withey, 1976:14). The latter is unacceptable, as the Objective indicator and the Subjective indicator are based on

different criteria (Zautra, 1983 as cited by Cummins, 2000:56) with specific consideration to exogenous and endogenous forces (Ferris, 2006:117).

Despite the above issues it has been found that the combination of both approaches; including Objective and Subjective indicators; is the most promising perspective for a more complete evaluation of QoL (Santos, Martins & Brito, 2007:53). This can be ascribed to the fact that each measure presents a serious of limitations and strengths, making respective use problematic (Cummins, 2000:56; Santos *et al*., 2007:53). Additionally, improvements in the Objective indicator are associated with improvements in the Subjective experience of QoL (McCrea *et al*., 2006:80); therefore indicating that interdependence does exist between the two indicators. Thus, investigation into both the Objective and Subjective indicators with clear distinction thereof is important in order to provide significant insight into the construct of QoL (Cummins, 2000:56).

4.2.2.1 Objective Indicator

The Objective indicator of QoL has been described as “hard” measures, devoid of subjective assessment (Kim, 2002:50). As stated by Ferris (2006:117) the Objective indicator of QoL may also be seen as an exogenous force. This assumption can be ascribed to the notion that exogenous forces are external to the individual that are described as facts of life, reality (Andereck & Nyaupane, 2011:250) or actual circumstances (Uysal *et al*., 2012:670). These exogenous forces include the social structure, cultural and social psychological influences of the social environment that have an impact on the individual and/or society (Ferris, 2006:117); hereby focussing on social indicators of a community (Neal *et al*., 2007:154). As indicated by Kim (2002:50) the social indicators are derived from areas such ecology, human rights, welfare and education and therefore relate to individuals’ economic well-being, social well-being, environmental well-being, and health well-being (Uysal *et al*., 2012:670). Therefore, the Objective indicator is seen as the actual product of human perceptions (Cummins, 2000:56). Based on the above deliberation, different scholars (Smith & Puckzo, 2009:43; Andereck & Nyaupane, 2011:250) have identified various measures specific to the Objective indicator hereby indicating discrepancy (refer to Table 4.2).

Table 4.2: Measures of the Objective indicator

Smith and Puckzo (2009:43)	Andereck and Nyaupane (2011:250)
• Life expectancy • Employment status • Marital status • Education • Working hours per week • Housing conditions • Crime rates • Poverty level • Healthcare provision • Legal rights	Economic factors: • Income • Employment opportunities • Job security Social factors: • Recreation opportunities • Family structure • Social networks • Cultural integrity • Historical infrastructure Environmental factors: • Crowding • Noise • Litter • Traffic congestion • Driving hazards • Air or water pollution

The use of the Objective indicator has strengths as well as limitations. The strength of the Objective indicator is that it is easy to define and quantify without heavily relying on individual perceptions. On the other hand, the limitation of this indicator is that it does not accurately reflect peoples' experience of well-being (Kim, 2002:50). Therefore, the need to consider and discuss Subjective indicator of QoL as the use of both indicators conveys balance to the construct.

4.2.2.2 Subjective indicator

Individuals also evaluate their environment with personal feelings and perceptions, clearly something of subjective nature (Andereck & Nyaupane, 2011:250; Dann, 2001:8) and for that reason referral is made to the Subjective dimension of QoL. The Subjective

indicator of QoL may also be seen as an endogenous force (Ferris, 2006:117). The latter may be confirmed in the thought that these endogenous forces include mental, emotional and psychological responses of the individual to its life conditions (Ferris, 2006:117; Kim, 2002:50) and hereby captures the overall well-being of the individual (Uysal *et al*., 2012:670). As supported by Neal *et al*. (2007:154) the Subjective indicator hereby attempts to measure the perceived satisfaction of an individuals' experience in their life. It can subsequently be seen as a consequence of the Objective measures (Cummins, 2000:56).

The Subjective indicator seems to have lower scientific reliability (Kim, 2002:50); as it is associated to problems of measurement such as current mood of respondents, memory biases and communications norms (Kim, 2002:50). Despite the various disadvantages of the Subjective indicator, it captures the experiences that are important to the individual, which is regarded as a major advantage to the use thereof (Kim, 2002:50) and has dominated literature compared to the Objective indicator (Uysal, *et al*., 2012:681). As with the Objective indicator, it is evident that there is inconsistency with regard to the specific measures of the Subjective indicator, with scholars identifying different components (refer to Table 4.3); nonetheless, correspondence is evident.

Table 4.3: Measures of the Subjective indicator

Smith and Puckzo (2009:43)	**Andereck and Nyaupane (2011:250)**
• Happiness • Job satisfaction • Sense of community • Family relationships • Social relationships • Stress levels • Use of leisure time • Degree of spirituality • Sense of safety • Holidays taken	• Life satisfaction • Happiness • Feelings of well-being • Beliefs about standard of living

With the improved knowledge gained from the respective discussion of the Objective and Subjective indicators, it can now be better understood why it is required that the definition of QoL encompass both indicators (Cummins, 2000:56) as each reflects advantages or disadvantages of the use (Kim, 2002:50). Therefore, QoL should mirror the sum of community residents' feelings about and perceptions of the objective conditions within the particular community (Andereck & Nyaupane, 2011:250) thus embracing the importance of both Objective and Subjective measures. Consequently, it is imperative to examine the perspective of the individual resident of the community on their experience of tourism and the related impacts as this is personally valuable and contributes to QoL (Andereck & Nyaupane, 2011:250).

4.2.3 Reflective or formative measures

QoL, specifically referring to the Objective and Subjective indicators, can further be considered in terms of *reflective* or *formative* measures, *reflective* implying QoL as a one-dimensional construct, thus making use of one-item measures to capture it in a global way. Therefore, *reflective* involves measures to capture the construct directly. Conversely, the *formative* measurement views the construct of QoL as multidimensional. The construct is therefore deliberated through composite dimensions; and, as a result, are measured indirectly (Kim, 2002:47). Hence, it can be seen that the measures of QoL can be divided into four categories (refer to Figure 4.3) that are *reflective subjective*, *reflective objective*, *formative subjective* and *formative objective* indicators.

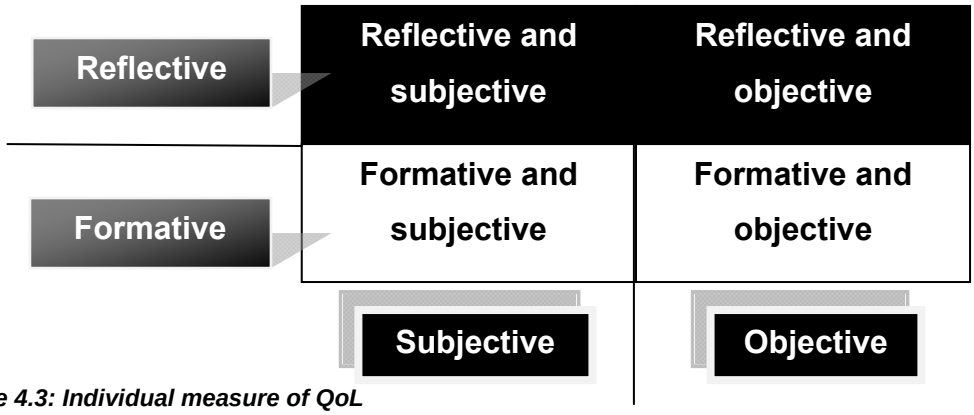

Figure 4.3: Individual measure of QoL

Source: Kim (2002:48)

From the literature consulted based on life domains (c.f.4.2.1), discussing objective and subjective indicators (c.f.4.2.2), as well as *reflective* and *formative* indicators (c.f.4.2.3), the proposal as revealed in Figure 4.2 will be supported using examples (Table 4.4). This will be done to gain practical and comprehensive insight of the relationship between the associated concepts. The unit of analysis must be addressed, as QoL is viewed from different perspectives (Sirgy *et al*., 2000:281).

Table 4.4: Practical examples of life domains, indicators and measures of QoL

Life domain (c.f.4.2.1)		**Indicator (c.f.4.2.2)**	**Measure (c.f.4.2.3)**	**Category (c.f.4.2.3)**
Financial life domain	**Community life domain**	Objective / Subjective	Reflective / formative	Objective reflective / Objective formative / Subjective reflective / Subjective formative
• **Satisfaction with income and benefits at your job** • **Satisfaction with economic security of your job** • **Satisfaction with family income** • **Satisfaction with real estate taxes** • **Satisfaction with cost of basic necessities**	• Satisfaction with condition of community environment • Satisfaction with services received in community • Satisfaction with facilities in the community • Satisfaction with people living in community	**Objective indicator**	**Formative**	**Objective formative**
• **Satisfaction with financial life domain**	• Satisfaction with community life	**Subjective indicator**	**Reflective**	**Subjective reflective**

Source: Authors' own compilation based on consulted literature

4.2.4 Unit of analysis

Finally, the QoL indicators (c.f.4.2.2) making use of specific measures (c.f.4.2.3), is also measured through different units of analysis. These units of analysis include *individual, family, community, state* and *global* perspectives (Sirgy *et al*., 2000:283; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250). Accordingly, Objective and Subjective indicators of QoL, making use of either *reflective* or *formative* measures can

be considered in an *individual, family, community, state* or *global* context, depending on the objective of specific research. This perception can be discerned in Figure 4.4 adapted from Sirgy *et al*. (2000:281).

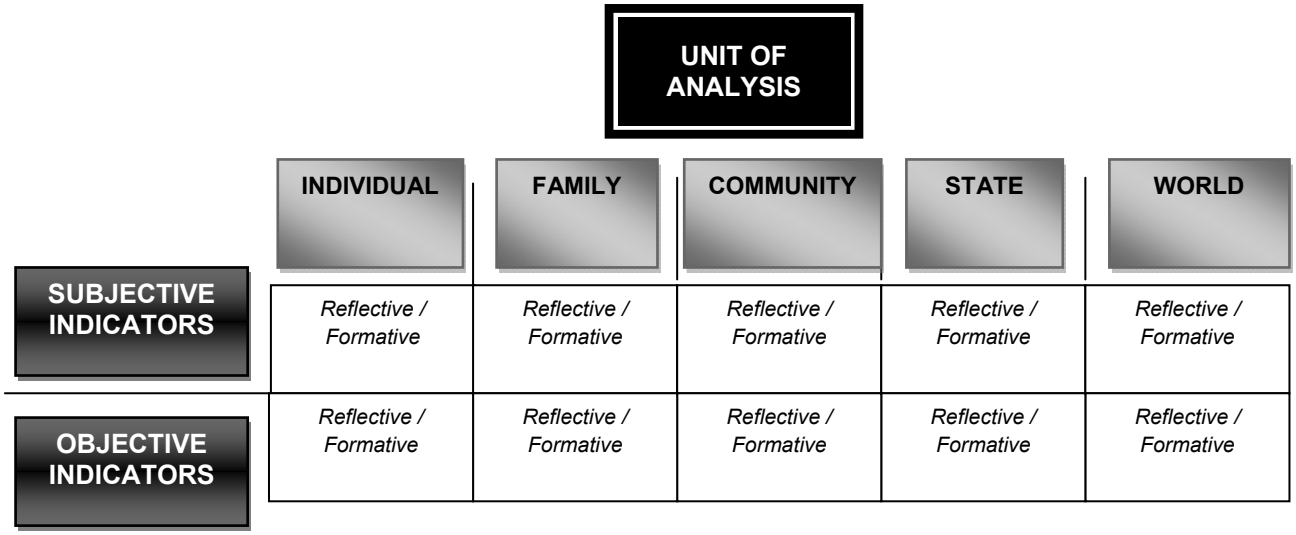

Figure 4.4: An adapted classification of QoL indicators and measures in different units of analysis

Source: Sirgy et al. (2000:281)

Specifically, the *individual* unit of analysis refers to one person whereas the *family* unit refers to a group of people who are related to each other. The *community* unit of analysis specifically makes reference to a group of people that share similar characteristics such as specific *geographic locality*. Further, the *state* perspective alludes to a particular country, while the *global* perspective refers to the worldwide QoL. Table 4.5 below provides a variety of allied research conducted of each specific perspective in order gain a more comprehensive insight thereof. From the table it can be seen that research conducted on *individual, family, community* and *state* perspectives is feasible. However, the determination of *global* QoL is unachievable. Conclusions can be made from the *state* perspective to give an elementary indication of *global* QoL. Nevertheless, these assumptions are not reliable as they have not been empirically tested by research.

Table 4.5: QoL research in different units of analysis

Unit of analysis	Research
Individual	Andereck & Nyaupane, 2011
	Bohdanowicz & Zientara, 2008
	Bramston *et al*., 2002
	Lloyd & Little, 2005
	Neal *et al*., 1999
	Neal *et al*., 2007
	Sirgy *et al*., 2011
Family	Kubey, 1990
	Greenhaus, Collins & Shaw, 2003
	Poston, Turnbull, Park, Mannan, Marquis, Wang & Taylor, 2003
Community	Andereck *et al*., 2007
	Bohdanowicz & Zientara, 2008
	Bramston *et al*., 2002
	Kim, 2002
	Matarrita-Cascante, 2010
	Sirgy, Gao & Young, 2008
State	Ngai, 2005
	Campbell *et al*., 1976
	Prescott-Allen, 2001
	Inoguchi & Shin, 2009
	Shin, Rutkowski & Park, 2003
Global	Elementary assumptions can be made based on *state* research. However it is not reliable, as it is unfeasible to measure worldwide QoL

Source: Authors' own compilation based on consulted literature

In tourism literature there is specifically more often made use of the *individual* (tourist or resident) unit of analysis (Andereck & Nyaupane, 2011:248; Bohdanowicz & Zientara, 2008:147; Kim, 2002:1; Neal *et al*., 2007:154; Sirgy *et al*., 2011:261) or the *community* perspective (Andereck *et al*., 2007:483; Bohdanowicz & Zientara, 2008:147). As supported by Moscardo (2009:163) tourism has the ability to have individual and

collective impacts. However, from the collective perspective tourism will have different impacts than from the individual perspective. As a result, it is important to recognise that *individual* QoL is distinct from *community* QoL (Sirgy *et al*., 2000:282). This difference is seen in the proposal that *community* QoL is considered a factor that affects *individuals'* overall QoL (Sirgy *et al*., 2000:282; Matarrita-Cascante, 2010:108). It can further be regarded that resources in a community will affect the welfare of the individual; thus indicating the difference between *individual* QoL and *community* QoL. For the purpose of the study, QoL will be measured through the *individual* (resident) unit of analysis; as it more accurately reflect peoples' experience of well-being (Kim, 2002:50).

4.3 THE CONSTRUCT OF QOL SUMMARISED

It can manifestly be seen that QoL means different things to different people (Massam, 2002:148; Dissart & Deller, 2000:135) and is thus determined in dissimilar approaches by different academics in the field (Smith & Puckzo, 2009:43; Andereck & Nyaupane, 2011:248). However, for the specific purpose of this study QoL is determined by the eminent *Bottom-up Spillover theory* (c.f.2.3) as it is frequently used in tourism literature (Sirgy *et al*., 2011:262). The basic premise of this theory is that QoL is determined by the collaboration of various life domains. Further, these life domains are measured using both Objective and Subjective measures (Uysal *et al.*, 2012:681) therefore the use both indicators (c.f.4.2.2). However, as stated by Kim (2002:50) the Subjective indicator is more easily compared to life domains, as it is an endogenous perception. Yet the Objective indicator is also of importance in setting life domains, as it indicates the forces exogenous to the individual. As stated by Cummins (2000:56) measures of the Objective indicator are regarded as the actual product of human perceptions and Subjective indicator is seen as the consequence thereof (Cummins, 2000:56). Thus, Objective and Subjective indicators establish certain life domains. The above notion can be seen in the collaborated figure below (Figure 4.5).

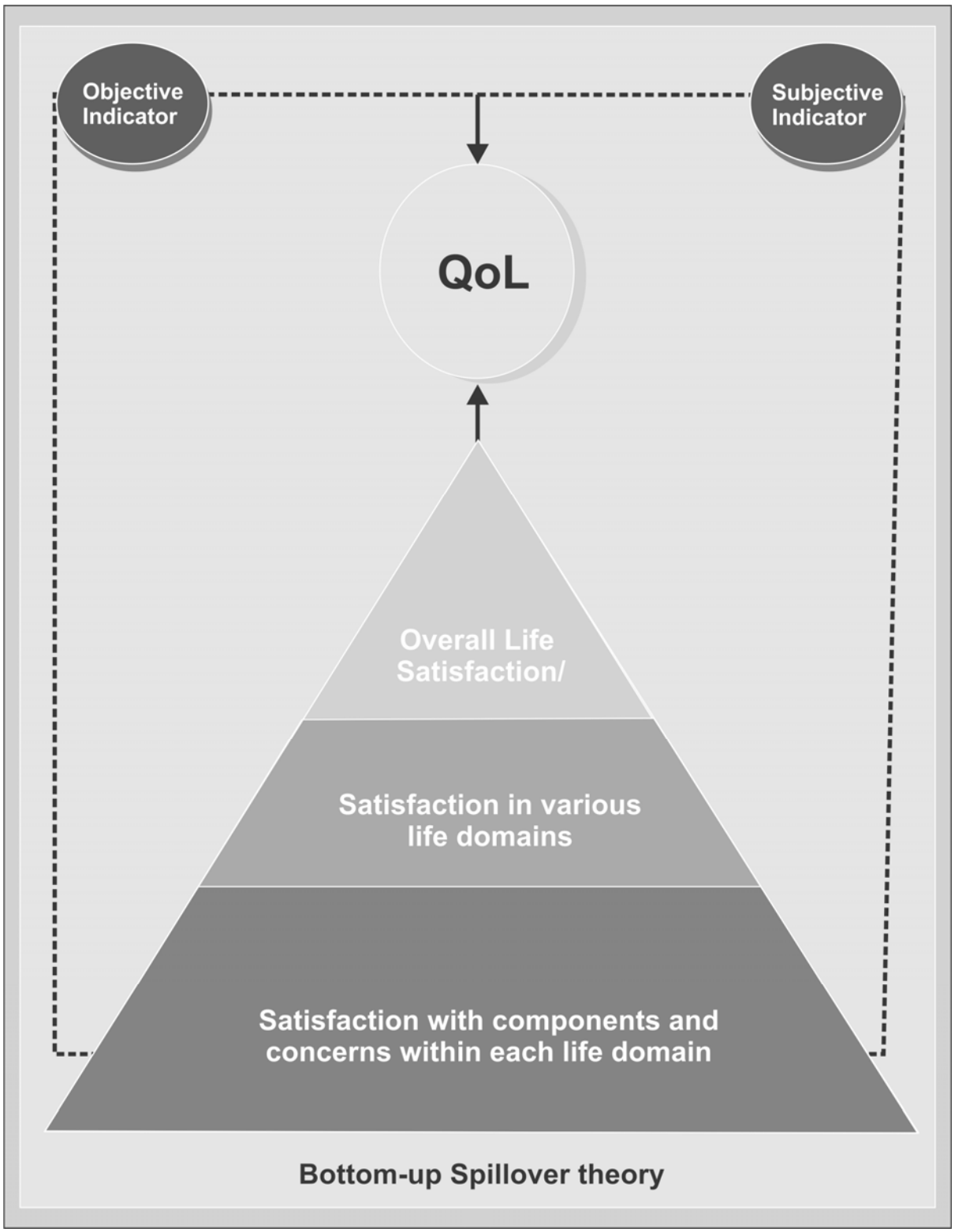

Figure 4.5: Measurement of QoL for the purpose of the study

Source: Authors' own compilation based on available literature

4.4 QOL AND THE HOST COMMUNITY

It has been widely recognised that communities contend to various types of opportunities, such as tourism, in order to reach economic survival (Sirgy *et al*., 2000:280; George *et al*., 2009:30; Bohdanowicz & Zientara, 2008:147); hereby attaining desirable living environments (Andereck *et al*., 2007:484). However, in recent years it has been seen that communities are not exclusively attracted to tourism for the economic and associated benefits but also for their well-being (Sirgy *et al*., 2000:280; Uysal *et al*., 2012:676). Consequently, it has been observed that tourism has great potential to affect the lives of community residents (Andereck & Nyaupane, 2011:248; Bohdanowicz & Zientara, 2008:148). As supported by Khizindar (2012:618) the improvement in residents' QoL creates positive impact towards tourism and brings sustainability in tourism. Therefore the evaluation of a host community's QoL has become important in tourism literature (Sirgy, 2002:xiv; Lloyd & Little, 2005:148).

Uysal *et al.* (2012:675) compiled an integrated model (Figure 4.6) reflective of current and future research in specifically determining the effect of tourism on residents' QoL. However, for the purpose of the study, the model will be reviewed to signify the relationship between tourism and residents' QoL of a host community. As additionally stated by Andereck *et al*. (2007:484) tourism, through the development of tourism products, is increasingly being viewed as an industry that provides elements to improve residents' QoL (Andereck *et al*., 2007:484; Crouch & Ritchie, 1999:138; Uysal *et al*., 2012:675). According to Uysal et al. (2012:675), these elements refer to the existing community resources (natural, cultural or human resources) that influence the economic condition and infrastructure of the community. The economic conditions affect the residents' perceptions of tourism impacts, which in turn affect the support for tourism in the community. Finally, these elements interact and independently or collectively affect the residents satisfaction with life domains which affect satisfaction with life in general (QoL), thus affecting the well-being of the host community. To summarise; the model (Figure 4.6) postulates that the way in which residents perceive their community living conditions, as impacted by tourism, will affect satisfaction in various life domains; which in turn will ultimately and cumulatively affect residents' life overall (QoL) and the sense of community well-being (Uysal *et al*., 2012:675).

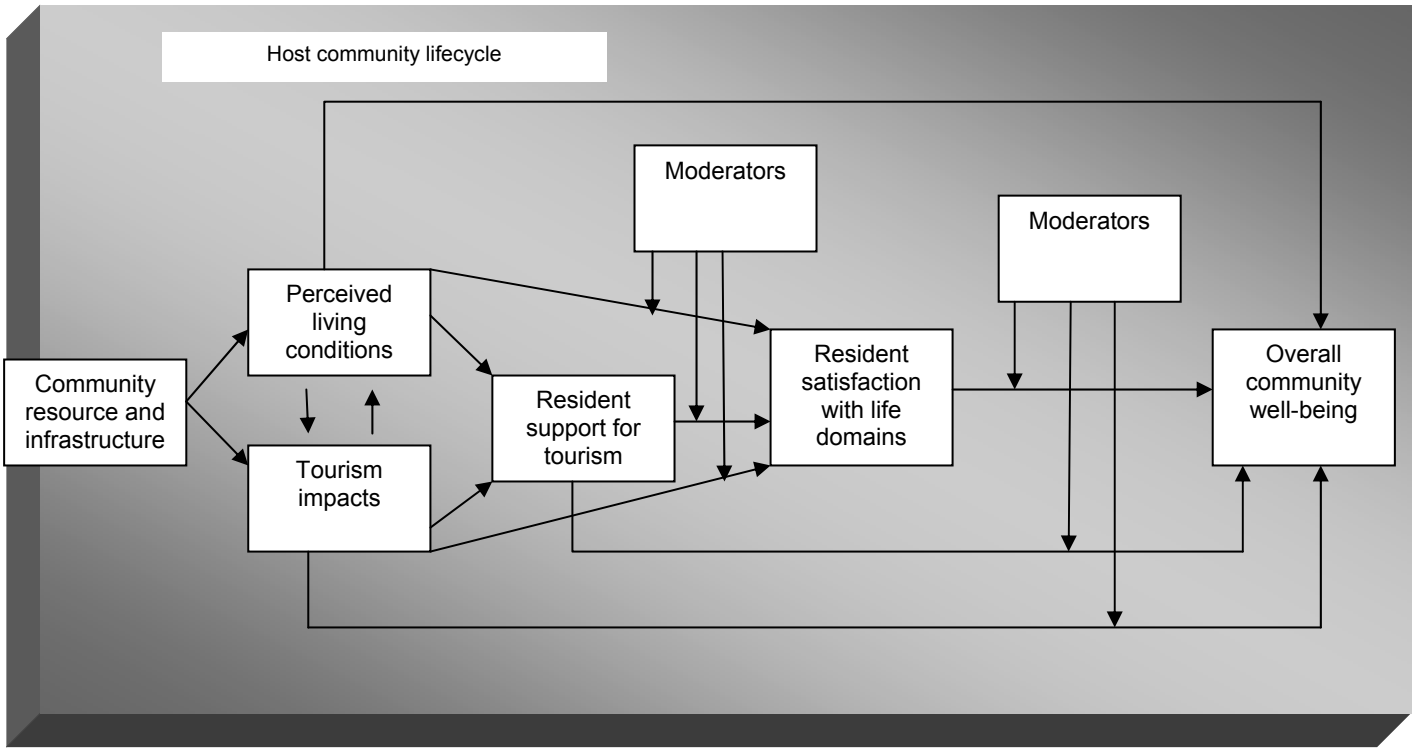

Figure 4.6: An integrated model reflective of current and future research in the effect of tourism on the QoL of residents

Source: Uysal et al. (2012:675)

This improved QoL embodies potential advantages to the community. The improvement of QoL will contribute to the attractiveness (Sirgy *et al*., 2000:280) and determine the success of a tourism destination as it portrays a positive or negative image of a community; leading to competitive advantage or disadvantage as a host community (Lloyd & Auld, 2002:43). Despite these potential advantages, it has been noted that QoL in a community, in and across various disciplines has extensively been researched (Sirgy *et al*., 2000:280); likewise the subject exclusively focussing on residents' perceptions of tourism impacts has been researched comprehensively (Andereck & Nyaupane, 2011:249; Mason, 2008:38, 40; Moscardo, 2009:159; Benckendorff *et al*., 2009:172). Whereas, fewer studies have been conducted in tourism to specifically consider the impact of tourism on QoL (Andereck *et al.*, 2007:485; Sirgy *et al*., 2000:280; Andereck & Nyaupane, 2011:248; Moscardo, 2009:161; Benckendorff *et al*., 2009:172).

'*Measurement*' is specifically seen as the essential difference between QoL and impact studies; hereby indicating that impact studies focus on the way people perceive tourism influences communities and the environment, whereas QoL studies are typically concerned with the way these impacts affect individuals' subjective well-being (Andereck & Nyaupane, 2011:249). The former is further supported by Benckendorff *et al*. (2009:172) also implying that impacts studies rate individuals' agreement regarding perceived impacts of tourism; while QoL research aims to understand how these impacts are internalised and hereby influence the QoL of the individual. Nevertheless, the focus is not to discuss tourism impacts and QoL, respectively, but to purposefully study the impact of tourism on residents' QoL as an urgent necessity to do so exists (Moscardo, 2009:161).

Knowing that there are few studies that specifically establish the impact of tourism on residents' QoL, another ongoing complexity, identified in the subject, is the ability to specifically develop measures that provide a valid understanding of impacts that tourism may have on residents' QoL in a host destination (Crouch & Ritchie, 1999:139). Regardless of the existing complexity it has been signified that the relationship between tourism impacts and QoL is important and can be conceptually established and empirically substantiated (Uysal *et al*., 2012:676); hereby QoL offers the potential to broaden the discussion of tourism outcomes (Moscardo, 2009:162).

As stated by Lloyd and Auld (2002:43) QoL is a growing concern for residents and host communities; and the goal should accordingly be to sustain and improve it. There are many ways in which tourism will improve individuals' QoL (Andereck & Nyaupane, 2011:249); which in turn will determine the overall QoL of the community (Uysal *et al*., 2012:675). The improved QoL can be seen through positive impacts of tourism (Andereck *et al*., 2007:485) which include higher personal standard of living, increased tax revenues, increased employment opportunities and services to residents (Andereck *et al*., 2007:485; Andereck & Nyaupane, 2011:249). Just as there are positive impacts of tourism on residents' QoL; so are there negative impacts (Bohdanowicz & Zientara, 2008:148). These negatives impacts which could be detrimental on residents' QoL include crowding, traffic and parking problems, increased crime, increased cost of living, friction between tourists and residents, changes in residents' way of life and others

(Andereck *et al*., 2007:485; Andereck & Nyaupane, 2011:249). Just as there are factors that influence how these positive and negative impacts of tourism are perceived (c.f.3.3.2), are factors that directly affect a host community's' QoL. These factors specifically include the tourist-host relationship and the development the tourist industry (Bohdanowicz & Zientara, 2008:148).

One can hereby observe that QoL studies in tourism are typically concerned with the way impacts influence individual satisfaction, hereby comprising satisfaction with the community, resulting in QoL (Andereck *et al*., 2007:485). Changes in the host community's' QoL is influenced by the development of the industry itself (Rátz, 2000:36; Bohdanowicz & Zientara, 2008:148). Therefore, the need to understand residents' QoL as part of planning for tourism in a community is an important focus of attention, as it has direct consequences on residents (Massam, 2002:142). Further by including QoL in community planning will enhance sustainable tourism development (Giaoutzi & Nijkamp, 2006:3); over short and long term (Andereck *et al*., 2007:484). This is supported by Bramwell and Sharman (2000:17) emphasising that sustainable tourism practises should include residents of a community living in a tourist destination, in decision-making about tourism activity that influences their lives.

Tourists interact with local residents, which produces changes in the hosts' individual and host community's QoL. For this reason alone, if for no other, regular planning is important (Dissart & Deller, 2000:136). As stated by Santos *et al*. (2007:53), participation of residents provides information regarding the importance to different fields concerning QoL, thus representing important support for policy definition and establishment of long-term goals shared by the community. Further decisions in tourism planning should be based on the greatest balance of benefits over harms to the individual (Moscardo, 2009:161). Therefore the aim and objectives of tourism management planning should be to improve the QoL for the community and increase benefits that tourism brings to the local community (Bramwell & Sharman, 2000:25); implying a direct concern between planning and QoL (Massam, 2002:148).

4.5 CONCLUSION

The purpose of the chapter was to analyse QoL and the relation thereof to the residents of a host community. This was done by firstly addressing QoL in general; discussing the *Bottom-up Spillover theory* and the related life domains. In addition to the latter, the Objective and Subjective indicators were also addressed in order to indicate that life domains are measured making use of both the indicators. Secondly, explanation was given as to how QoL is contextualised for the purpose of the study. Lastly, the relationship between tourism and residents' QoL in a host community was examined.

QoL is an exceedingly complex concept with various definitions in literature, indicating the multifarious disposition of the theory. However, QoL can be perceived as one's evaluation of life, hereby signifying satisfaction or dissatisfaction thereof. Moreover, the construct of QoL is illustrated making use of the *Bottom-up Spillover theory*, thus demonstrating that QoL is the sum of satisfaction with various life domains. In turn, these various life domains are made up out of Objective and Subjective indicators, which may be *reflective* or *formative* in character.

Concerning the relationship between tourism and QoL, it is evident that tourism has the ability to affect the QoL of residents of a host community. As with residents' perception of tourism, residents' QoL will determine tourists' experience, the attractiveness of a destination and consequently the sustainability of tourism in a host community. Therefore, it is of great significance to test empirically the influence of perceived impacts of tourism in residents' QoL. This will be premeditated in the following chapter.

CHAPTER 5

PRESENTATION AND DISCUSSION OF RESULTS

5.1 INTRODUCTION

This research specifically focussed on the influence of perceived tourism impacts on residents' QoL in selected towns; one being a more permanent tourism environment and the other being a more non-permanent tourism environment. In order to attain the goal of the study (c.f.1.4.1) the chapter will be divided into two sections (refer to Figure 5.1). Firstly, the descriptive results of the respondents of the permanent (PTP) and non-permanent tourism product (N-PTP) will be discussed; from which the factors for the study will be extracted for further analysis. Consequently, the inferential results will be addressed in order to analyse the difference between the PTP and N-PTP. Additionally model development will be conducted in order to further explore the difference between a PTP and N-PTP; thus concluding the inferential results of the study. Therefore, the purpose of this chapter is to present and discuss the results of the empirical research by specifically following the structure of Figure 5.1 as presented on the following page.

5.2 RESULTS OF THE STUDY

5.2.1 Descriptive results of the sample

The purpose of this section is to analyse the descriptive results of the PTP and N-PTP. Firstly, the descriptive results regarding demographic and social characteristics of the respondents will be presented. This will be followed by the perception of tourism impacts of the PTP and N-PTP. Accordingly, the results of the EFA will be examined in order to present the extracted factors of tourism impacts for further analysis. Thereafter, the evaluation of QoL as perceived by the respondents of the PTP and N-PTP will be scrutinised. Following the latter, the EFA conducted on QoL will be analysed, enabling the presentation of the related extracted factors.

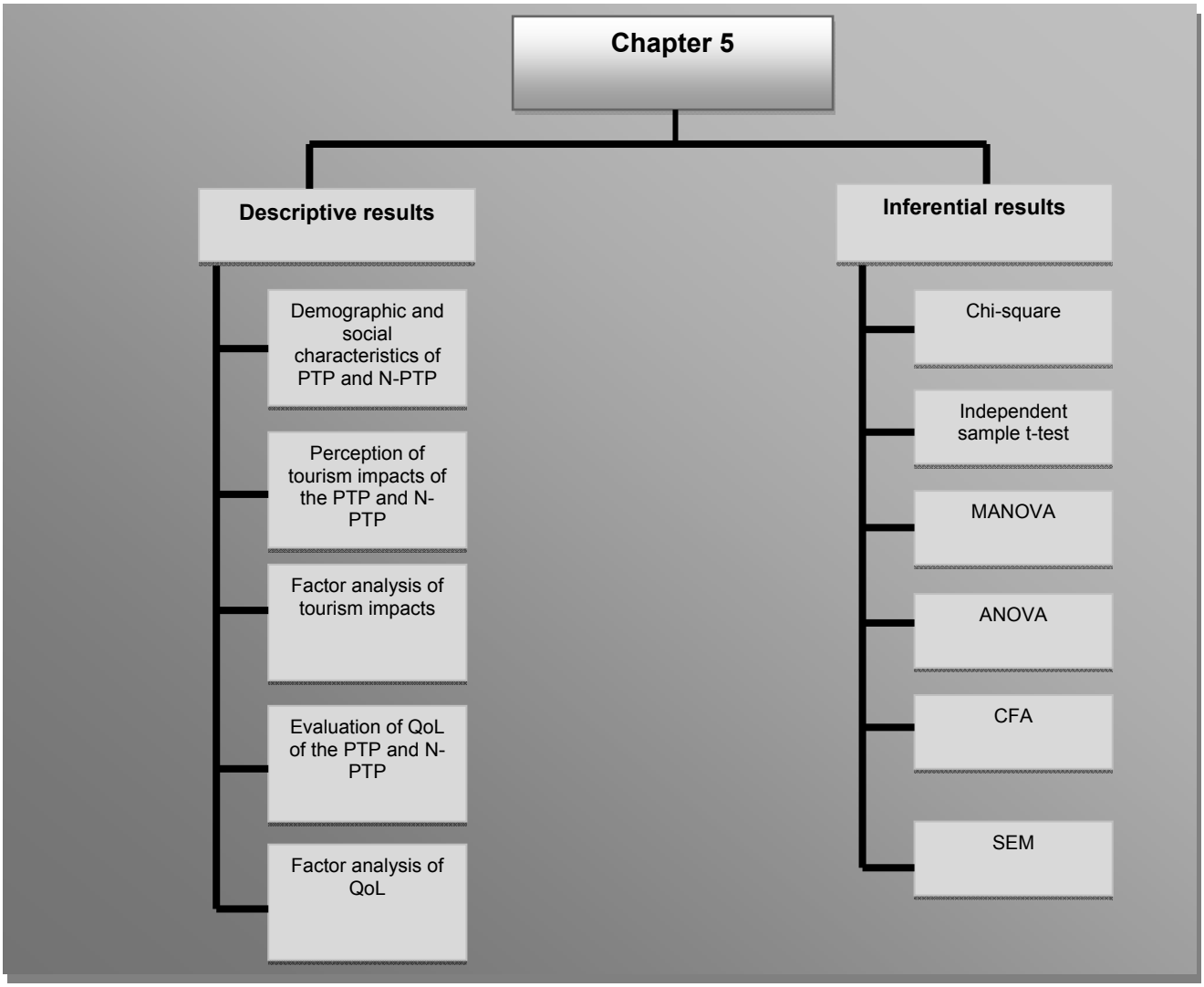

Figure 5.1: Outline of Chapter 5

5.2.1.1 Descriptive statistics regarding demographic and social characteristics of a permanent and non-permanent tourism product

From Table 5.1 it can be seen that the majority of the respondents of the survey were female (PTP=66%; N-PTP=65%). Pertaining to race, most of the respondents of the PTP were Coloured (53%), while 58% were White in the N-PTP. Considering age, the majority of the respondents of the PTP (40%) and N-PTP (36%) were between the ages of 25 and 34 years. The latter groupings were closely followed by respondents between the ages of 35 and 49 years (PTP=31%; N-PTP=29%).

Further, it was observed that most of the respondents of the PTP (72%) and N-PTP (76%) speak Afrikaans as their home language. The majority of the respondents have been living in their particular communities between 16 and 31 years (PTP=37%; N-

PTP=45%). Largely, the respondents to the survey have matriculated (Grade 12) as their highest level of education (PTP=43%; N-PTP=57%). However, more respondents of the PTP (27%) have acquired a diploma or degree compared to the N-PTP (21%).

Primarily it can be seen (refer to Table 5.1) that most of the respondents of the PTP (70%) and N-PTP (84%) are not employed in the tourism industry. Concerning the involvement of respondents in tourism in their community it can be seen that mostly respondents are not involved at all (PTP=71%; N-PTP=52%). However, more respondents of the N-PTP are moderately involved (40%) in tourism in their community compared to the respondents of the PTP (22%). With regard to distance residents live from the tourism activity, it can be observed that respondents of the PTP live close ranging between 1km and 5km (51%). Conversely, the majority of the respondents of the N-PTP live very close (≤1km) to the tourism activity (48%).

In conclusion, it can be perceived (refer to Table 5.1) that most of the respondents to the survey, specifically of the PTP and N-PTP, were female, between the ages of 25 and 34 years and speak Afrikaans as their home language. Further, respondents have been living in their particular communities for 16 to 31 years. Regarding level of education, most of the respondents of the PTP and N-PTP have obtained matric. Predominantly the respondents of the PTP and N-PTP are not employed in the tourism industry. Lastly, most of the respondents are not involved in tourism in their community. Most of the respondents of the PTP were Coloured while the respondents of the N-PTP were White. The majority of respondents of the PTP live *close* to the tourist activity, whereas most of the respondents of the N-PTP live *very close* to the activity.

Table 5.1: Descriptive statistics of demographic and social characteristics of the permanent and non-permanent tourism product

Demographic / social characteristic	Permanent tourism product						Non-permanent tourism product					
Gender	**Male**		**Female**				**Male**		**Female**			
	34%		**66%**				35%		**65%**			
Race	**White**		**Coloured**		**Black**		**White**		**Coloured**		**Black**	
	37%		**53%**		9%		**58%**		27%		14%	
Age	**≤19**	**20 - 24**	**25 - 34**	**35 - 49**	**50 - 64**	**≥65**	**≤19**	**20 - 24**	**25 - 34**	**35 - 49**	**50 - 64**	**≥65**
	4%	15%	**40%**	31%	14%	2%	4%	13%	**36%**	29%	15%	3%
Home language	**Afrikaans**		**English**		**Xhosa**		**Afrikaans**		**English**		**Xhosa**	
	72%		21%		7%		**76%**		14%		9%	
Length of stay in the community	**1-6 years**	**7-15 years**	**16 -31 years**	**32-53 years**	**54+ years**		**1-6 years**	**7-15 years**	**16 -31 years**	**32-53 years**	**54+ years**	
	28%	21%	**37%**	14%	1%		15%	20%	**45%**	18%	3%	
Highest level of education	**No school**	**Matric**	**Diploma / degree**	**Post graduate**	**Professional**	**Other**	**No school**	**Matric**	**Diploma / degree**	**Post graduate**	**Professional**	**Other**
	2%	**43%**	27%	5%	3%	20%	1%	**57%**	21%	6%	2%	13%
Employment in the tourism industry	**Yes**		**No**				**Yes**		**No**			
	30%		**70%**				16%		**84%**			
Involved with tourism	**Not at all**	**Moderately involved**	**Highly involved**				**Not at all**	**Moderately involved**	**Highly involved**			
	71%	22%	7%				**52%**	40%	8%			
Distance from tourism	**Very close (≤1km)**	**Close (1 – 5km)**	**Far (5 – 10km)**	**Remote (≥10km)**			**Very close (≤1km)**	**Close (1 – 5km)**	**Far (5 – 10km)**	**Remote (≥10km)**		
	34%	**51%**	11%	4%			**48%**	31%	15%	7%		

5.2.1.2 Descriptive statistics with regard to perceived tourism impacts of a permanent and non-permanent tourism product

This section will discuss respondents' perceptions of tourism impacts in the PTP and N-PTP, specifically as these refer to the economic, environmental, social and cultural impacts. This specific section of the questionnaire (refer to Appendices A1 and A2) made use of the following Likert scale: *1 - Strongly disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 -Strongly agree.* Therefore, perceptions of tourism impacts were interpreted according to this scale, enabling means, Std. Deviation and frequencies.

From Table 5.2 it can be seen that the respondents of the PTP ($\bar{x}$=3.76) and N-PTP ($\bar{x}$=3.61) regard the economic impact as the most important tourism impact. Concerning the economic impact, most of the respondents of the PTP strongly agree that the *prices of goods and services increase due to tourism* in the community ($\bar{x}$=4.01). With regard to the N-PTP, respondents mostly agree that *tourism brings more business* to the community ($\bar{x}$=4.00). Pertaining to the environmental impact of tourism, it can be observed that respondents of the PTP feel neutral to agree that *tourism support conservation of natural resources* in the environment ($\bar{x}$=3.53). Respondents of the N-PTP agree that the *environment can cope with the impacts of tourism* ($\bar{x}$=3.60).

Specific to the positive social impacts of tourism it can be seen that respondents of the PTP ($\bar{x}$=3.79) and N-PTP ($\bar{x}$=3.84) agree that the *community image is enhanced* through tourism. Concerning the negative social impacts, respondents of the PTP ($\bar{x}$=3.30) and N-PTP ($\bar{x}$=3.60) agree to strongly agree that *traffic congestion is a result due to tourism* in their respective communities. Regarding the cultural impacts of tourism, it can be observed (refer to Table 5.2) that respondents of the PTP ($\bar{x}$=3.45) and N-PTP ($\bar{x}$=3.50) agree that *tourism has a positive impact on their cultural identity*. Considering the means of the PTP and N-PTP, minimal evident differences seem to exist based on observation between the two. However, it can be seen from Table 5.2 that respondents of the N-PTP are more inclined to agree that *tourism puts more pressure on local services*. This can be ascribed to the rapid and intensive nature of a N-PTP.

Table 5.2: Descriptive statistics of perceived tourism impacts of the permanent and non-permanent tourism product

	Permanent tourism product							Non-permanent tourism product						
Items of tourism impacts	$\bar{x}$		Frequencies*					$\bar{x}$		Frequencies*				
Economic impact	**Means 3.76**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 3.61**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
Cost of being a tourism destination	3.79	1.24	9%	6%	19%	30%	**36%**	3.80	1.03	3%	7%	27%	**34%**	29%
Prices of goods and services	**4.01**	1.27	9%	6%	8%	29%	**48%**	3.14	1.17	10%	22%	26%	**31%**	12%
Tourism creates jobs	3.68	1.32	11%	9%	17%	28%	**35%**	3.73	1.22	8%	10%	14%	**38%**	31%
Tourism attracts investment	3.75	1.26	10%	6%	18%	31%	**35%**	3.82	1.10	3%	13%	17%	**36%**	32%
Tourism brings more business	3.82	1.29	11%	5%	15%	31%	**38%**	**4.00**	1.02	3%	7%	15%	**39%**	37%
Tourism generates additional tax revenue	3.71	1.21	9%	5%	26%	29%	**32%**	3.40	1.02	4%	12%	**40%**	29%	15%
Increases standard of living	3.58	1.31	12%	7%	25%	25%	**31%**	3.40	1.07	5%	15%	**33%**	32%	16%
Environmental impact	**Means 2.90**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 2.73**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
Tourism damages environment	2.34	1.25	31%	**33%**	17%	11%	9%	2.28	1.01	21%	**47%**	20%	9%	4%
Tourism disturbs balance of environment	2.38	1.22	28%	**31%**	23%	11%	8%	2.31	1.06	19%	**43%**	27%	8%	3%
Environment can cope with impacts of tourism	3.36	1.22	10%	12%	**30%**	28%	20%	**3.60**	1.00	5%	13%	27%	**40%**	16%
Tourism supports conservation of natural resources	**3.53**	1.15	7%	9%	**32%**	29%	24%	2.74	1.36	4%	9%	29%	**40%**	18%
Social impact	**Means 2.92**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 3.08**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
Tourism brings too many people	2.84	1.42	**23%**	**23%**	18%	18%	18%	2.74	1.36	19%	**35%**	15%	15%	16%
Crime rates increase due to tourism	2.64	1.40	**29%**	22%	19%	17%	14%	2.79	1.19	13%	**35%**	22%	20%	10%
Traffic congestion result due to tourism	**3.30**	1.43	16%	15%	19%	23%	**28%**	**3.60**	1.14	4%	16%	19%	**38%**	24%

Vandalism increases due to tourism	2.38	1.25	**31%**	28%	23%	10%	9%	2.72	1.19	17%	**31%**	25%	20%	8%
Tourism causes noise and pollution	2.22	1.21	**35%**	31%	17%	11%	6%	2.89	1.21	13%	**30%**	26%	20%	12%
Tourism increases prostitution	2.12	1.10	**37%**	28%	23%	8%	3%	2.20	1.11	31%	**35%**	21%	9%	4%
Tourism put pressure on local services	2.78	1.33	**23%**	21%	**23%**	21%	12%	3.22	1.20	11%	16%	26%	**33%**	13%
Tourism improves standard of roads and facilities	3.20	1.28	14%	16%	25%	**28%**	17%	2.84	1.31	20%	24%	19%	**27%**	10%
Community image is enhanced through tourism	**3.79**	1.17	6%	9%	20%	32%	**33%**	**3.84**	1.06	4%	9%	17%	**40%**	30%
Tourism helps promote relationship	3.74	1.17	7%	7%	22%	**33%**	31%	3.78	1.09	6%	8%	16%	**44%**	26%
Recreational facilities are provided from tourism	3.11	1.25	13%	17%	**33%**	19%	17%	3.24	1.12	10%	13%	**33%**	**33%**	11%
Cultural impact	**Means 3.10**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 3.05**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
Visitors have negative effect on culture	2.17	1.10	**33%**	32%	22%	9%	4%	2.15	0.94	24%	**47%**	21%	5%	3%
More cultural activities by local residents	3.34	1.21	11%	12%	27%	**33%**	17%	3.21	1.04	8%	15%	**35%**	34%	8%
Exchange culture with visitors	3.41	1.19	10%	10%	30%	**31%**	20%	3.32	0.97	4%	15%	35%	**38%**	8%
Tourism has a positive impact on our cultural identity	**3.45**	1.19	9%	9%	**30%**	**30%**	21%	**3.50**	0.97	5%	9%	31%	43%	13%

**Note of frequencies - scale: 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly agree*

5.2.1.3 Exploratory Factor Analysis of items measuring tourism impacts for the study

Prior to performing EFA, the suitability of data for the factor analysis was assessed. From Table 5.3, specifically concerning the Bartlett's test of sphericity, it was found to be statistically significant ($p < 0.000$). Additionally, the Kaiser-Meyer-Olkin value for tourism impacts (0.83) was also considered appropriate as it exceeds the minimum value (0.60) for an acceptable EFA (Pallant, 2010:183). Therefore, the data was considered suitable for a factor analysis. All the items with a factor loading greater than 0.31 were considered a contributing factor.

A principal axis analysis, applying an Oblimin rotation method with Kaiser Normalization, was utilised to extract factors from the data. This was done in order to indicate the underlying relationships among the variables (Pallant, 2010:181) while retaining as much of the data variation as possible (Field, 2005:619). From the table below (Table 5.3), it can be seen that six factors were extracted regarding tourism impacts; explaining 60% of the total variance. These factors most appropriately portrayed the underlying relationship between the incorporated variables. These factors were recognised and labelled as *positive cultural* impacts *(Pos_Cult), negative social* impacts *(Neg_Soc), positive economic* impacts *(Pos_Econ), negative environmental* impacts *(Neg_Environ), positive environmental* impacts *(Pos_Environ)* and *positive social* impacts *(Pos_Soc)*.

These extracted factors are supported by literature (c.f.3.3.1) indicating that tourism has social, cultural, economic and environmental impacts (Mason, 2008:36; Kim, 2002:27) which could be experienced as either positive (benefits) or negative (costs) (Ko & Stewart, 2002:251; Archer *et al.,* 2005:79) by residents of a host community. The EFA also supports the concept that communities resort to tourism due to positive economic benefits thereof, while negative economic tourism impacts are but infrequently perceived by host communities (Payne & Dimanche, 1996: 1000; Kim, 2002:26; Gursoy *et al*., 2010:382; Draper *et al*., 2011:66; Archer *et al*., 2005:81).

Further it can be seen that *positive* and *negative environmental* factors were extracted from the data. The inclusion of both positive and negative factors with regard to the

environmental impact can be ascribed to the fact that the environment; including natural and man-made; is seen as the primary motivation for tourists to visit a specific area (Payne & Dimanche, 1996:999; Mason, 2008:70; Keyser, 2002:346). Therefore the need to consider both positive and negative environmental impacts of tourism to ensure preservation and future visitation to the destination; hereby maintaining tourism as a major resource for a community (Mason, 2008:70).

The extracted factors of *positive social* and *negative social* also supports literature indicating that tourism brings with it positive and negative social impacts to a community (Fredline & Faulkner, 2000:765; Deery *et al*., 2012:64). Lastly, from the EFA, it can be observed that only *positive cultural* impacts are identified, thus excluding negative cultural impacts. As stated by Deery *et al*., (2012:70), cultural impacts embrace a number of elements that show similarity to social impacts. It is therefore presumed that *negative cultural* impacts are also embraced by *negative social* impacts of tourism.

In addition, it is important to record that reverse coding was conducted on a specific variable of *positive economic* factor in the EFA, that of *cost of hosting tourism / hosting festival* (refer to Table 5.3). The wording of the scale (c.f.1.5.2.1.2 & c.f.1.5.2.2.2) of this particular item was reversed in order to remain consistent with other variables. Thus, a total score can be calculated. Accordingly, the scores for this item of the *positive economic* factor range from *1 – Strongly agree* to *5 – Strongly disagree.* Further, one item, "*festival brings too many people*", was cross loaded on two factors (*Neg_Soc* - .264*, Pos_Econ* - .306). However, it was found to be more statistically contributing in the factor of *positive economic*, thus producing a higher loading on the specific factor.

The reliability of the extracted factors was computed by calculating the Cronbach's Alpha coefficient and mean inter-item correlation statistics. According to these statistics the reliability of the factors were proven to be reliable with the Cronbach Alpha coefficients' greater than 0.70 and mean inter-item correlation between 0.15 and 0.55 (Clark & Watson, 1995:309). According to the mean, it was established that the *positive economic* ($\bar{x}$=3.64) factor was ranked as the most important by respondents. This can yet again be endorsed by the recognised fact that communities resort to tourism for economic benefits while the economic costs are only rarely perceived by the residents

of the particular host community (Payne & Dimanche, 1996: 1000; Kim, 2002:26; Gursoy *et al*., 2010:382; Draper *et al*., 2011:66; Archer *et al*., 2005:81).

5.2.1.4 Descriptive statistics concerning the evaluation of QoL of a permanent and non-permanent tourism product

The purpose of this section is to discuss the evaluation of QoL according to the respondents of the PTP and the N-PTP based on descriptive statistics (See Table 5.3). This section includes three indicators in order to determine QoL: Objective, Subjective and Overall indicators. The Objective and Subjective indicators make use of the following scale: *1 – Very unsatisfied, 2 – unsatisfied, 3 – Neutral, 4 – Satisfied* and *5 – Very satisfied*. Whereas the Overall indicator utilises the following Likert scale: *1 – Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree* and *5 – Strongly agree*.

From Table 5.4 it can be seen that the respondents of the PTP ($\bar{x}$=3.77) and N-PTP ($\bar{x}$=3.94) regard the Subjective as the most important indicator of QoL. Concerning the Objective indicator of QoL, respondents of the PTP are *satisfied with the flood of tourists* in their community ($\bar{x}$=3.54). The respondents of the N-PTP mostly indicate that they are satisfied with the *economic security of their job* ($\bar{x}$=3.62). Pertaining to the Subjective indicator of QoL it can be observed that the respondents of the PTP are very satisfied with the *relationship with their partner* ($\bar{x}$=4.09). With regard to the Subjective indicator particular to the N-PTP it can be distinguished that respondents are *satisfied with their home and family life* ($\bar{x}$=4.17).

Finally, regarding the Overall indicator of QoL, the respondents of the PTP and N-PTP, indicate that they are *satisfied with their life* (PTP - $\bar{x}$=3.78; N-PTP - $\bar{x}$=3.85). From Table 5.4, perceptible differences between the respondents of the PTP and N-PTP can be seen regarding the *cost of living in the community* and *basic necessities*. Specifically respondents of the PTP are unsatisfied with the *cost of living in the community* ($\bar{x}$=2.82) and *basic necessities* ($\bar{x}$=2.73). While respondents of the N-PTP are satisfied with *cost of living in the community* ($\bar{x}$=3.20) and of *basic necessities* ($\bar{x}$=3.10).

Table 5.3: Exploratory Factor Analysis of items measuring tourism impacts

Section B	Item	Positive culture	Negative social	Positive economic	Negative environment	Positive environment	Positive social
B26	Tourism / festival has a positive impacts on our cultural identity	.798					
B25	Exchange culture with visitors	.795					
B24	More cultural activities by local residents	.509					
B15	Vandalism increases due to tourism / during festival		.685				
B16	Tourism / festival causes noise and pollution		.650				
B18	Tourism / festival puts pressure on local services		.646				
B13	Crime rates increase due to tourism / during festival		.589				
B14	Traffic congestion result due to tourism / festival		.532				
B17	Tourism / festival increases prostitution		.464				
B5	Tourism / festival brings more business			.744			
B4	Tourism/ festival attracts investment			.738			
B3	Tourism / festival creates jobs			.691			
B6	Tourism / festival generates additional tax revenue			.561			
B7	Increases standard of living			.468			
B12	Tourism / festival brings too many people			.306			
B1	Cost being host destination / hosting festival			.254*			
B9	Tourism / festival disturbs balance of environment				.968		
B8	Tourism / festival damages environment				.770		
B11	Tourism / festival supports conservation of natural resources					.710	
B10	Environment can cope with impacts of tourism / festival					.692	
B20	Community image is enhanced through tourism / festival						.585
B21	Tourism / festival helps promote relationship						.541
B19	Tourism / festival improves standard of roads and facilities						.508
B22	Recreational facilities are provided from tourism / festival						.355
	Cronbach Alpha coefficient	.77	.79	.77	.89	.70	.72
	Mean inter-item correlation	.53	.39	.32	.79	.54	.40
	Mean ± Std. Deviation	3.38 ± .94	2.70 ± .88	3.64 ± .80	2.34 ± .09	3.48 ± .99	3.45 ± .88

Extraction method: Principal axis analysis

Rotation method: Oblimin with Kaiser Normalization

**Reverse coding*

Table 5.4: Descriptive statistics of QoL of the permanent and non-permanent tourism product

	Permanent tourism product							Non-permanent tourism product						
Items of QoL	$\bar{x}$		Frequencies*					$\bar{x}$		Frequencies*				
Objective indicator	**Means 3.09**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 3.21**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
Income and benefits at job	3.02	1.30	17%	18%	**27%**	22%	16%	3.55	1.01	5%	8%	31%	**40%**	16%
Economic security of job	3.09	1.22	14%	14%	**34%**	25%	13%	**3.62**	1.00	4%	8%	29%	**42%**	18%
Family income	3.10	1.26	13%	19%	**28%**	24%	16%	3.37	0.98	4%	13%	35%	**38%**	10%
Real estate taxes	2.91	1.27	17%	18%	**35%**	15%	14%	2.88	0.96	8%	22%	**49%**	15%	6%
Cost of living in the community	2.82	1.30	17%	**28%**	25%	15%	15%	3.20	1.00	5%	19%	**34%**	**34%**	8%
Cost of basic necessities	2.73	1.30	20%	**29%**	23%	16%	13%	3.10	1.06	7%	24%	28%	**35%**	6%
Condition of community environment	3.25	1.22	12%	12%	29%	**31%**	16%	2.99	1.17	13%	22%	**29%**	28%	9%
Service received in the community	3.14	1.26	14%	15%	**28%**	**28%**	15%	2.99	1.12	10%	24%	**31%**	26%	8%
Facilities received in community	3.00	1.20	13%	21%	**32%**	23%	12%	2.90	1.03	9%	25%	**38%**	22%	6%
People who live in community	3.52	1.09	5%	10%	**36%**	26%	23%	3.53	0.84	1%	9%	35%	**45%**	9%
Health and safety in the community	3.14	1.21	12%	18%	25%	**33%**	12%	3.22	1.05	6%	18%	32%	**35%**	9%
Leisure activities in the community	2.92	1.30	18%	20%	**26%**	22%	14%	3.02	1.08	10%	21%	**34%**	29%	7%
Flood of tourists in the community	**3.54**	1.15	7%	8%	30%	**31%**	23%	3.40	0.95	4%	10%	**39%**	37%	10%
Subjective indicator	**Means 3.77**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 3.94**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
Satisfaction with health	4.04	1.06	5%	4%	13%	39%	**40%**	4.12	0.82	1%	4%	13%	**49%**	34%
Satisfaction with leisure	3.75	1.14	4%	12%	18%	**35%**	31%	3.81	0.96	1%	12%	17%	**46%**	24%

Satisfaction with cultural life	3.84	1.06	2%	10%	21%	**34%**	33%	3.83	0.87	1%	6%	20%	**52%**	20%
Satisfaction with social life	3.91	1.03	4%	5%	17%	**43%**	31%	3.88	0.86	1%	8%	17%	**54%**	22%
Satisfaction with spiritual life	3.95	1.10	5%	5%	17%	36%	**38%**	4.06	0.88	2%	4%	13%	**49%**	32%
Relationship with partner	**4.09**	1.05	4%	4%	17%	32%	**44%**	4.09	1.04	4%	6%	10%	39%	**42%**
Satisfaction with home and family life	4.03	1.07	4%	7%	12%	36%	**41%**	**4.17**	0.90	2%	4%	8%	**47%**	40%
Satisfaction with family happiness	4.01	1.08	3%	8%	14%	34%	**41%**	4.15	0.86	1%	4%	12%	**46%**	38%
Satisfaction with financial life	2.95	1.30	19%	19%	22%	**29%**	11%	3.58	0.94	1%	14%	24%	**48%**	13%
Satisfaction with work life	3.33	1.27	13%	12%	24%	**33%**	19%	3.91	0.85	0%	5%	27%	**42%**	27%
Satisfaction with level of education	3.43	1.26	12%	9%	24%	**35%**	21%	3.83	0.88	1%	6%	27%	**43%**	24%
Satisfaction with personal skills	3.81	1.21	6%	5%	20%	**37%**	31%	3.85	0.84	1%	4%	23%	**51%**	21%
Achievement of personal goals	3.67	1.14	6%	8%	26%	**33%**	27%	3.73	0.88	2%	5%	29%	**47%**	17%
Satisfaction with community life	3.67	1.07	4%	8%	**31%**	**31%**	26%	3.89	0.80	1%	2%	23%	**54%**	20%
Satisfaction with standard of living	3.69	1.09	5%	8%	24%	**39%**	24%	3.84	0.81	1%	5%	23%	**53%**	19%
Satisfaction with happiness in general	3.86	1.01	3%	6%	22%	**40%**	30%	4.01	0.75	1%	3%	15%	**58%**	24%
Satisfaction with life as a whole	3.98	0.95	2%	4%	21%	**40%**	33%	4.08	0.69	0%	2%	14%	**58%**	26%
Satisfaction with way you spend your life	3.85	1.04	4%	6%	22%	**38%**	30%	4.02	0.75	0%	4%	17%	**54%**	26%
Overall indicator	**Means 3.45**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**	**Means 3.62**	**Std. Deviation**	**1**	**2**	**3**	**4**	**5**
In most ways life is close to ideal	3.36	1.13	6%	16%	**31%**	30%	17%	3.47	0.93	2%	13%	33%	**40%**	12%
Condition of life is excellent	3.42	1.08	5%	14%	31%	**33%**	17%	3.62	0.85	0%	9%	35%	**40%**	15%
Satisfied with life	**3.78**	0.96	2%	7%	27%	**39%**	25%	**3.85**	0.89	1%	6%	22%	**48%**	23%

So far I got important things	3.54	1.16	6%	13%	24%	**34%**	23%	3.72	0.92	0%	13%	23%	**45%**	19%
If I could live my life over, I would change almost nothing	3.16	1.32	13%	21%	21%	**26%**	19%	3.42	1.17	4%	23%	24%	**27%**	22%

**Note of frequencies - scale (Objective and Subjective indicators): 1=Very unsatisfied, 2=Satisfied, 3=Neutral, 4=Satisfied and 5=Very satisfied*

** Note of frequencies – scale (Overall indicator): 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly agree*

5.2.1.5 Exploratory Factor Analysis of items measuring QoL for the study

Further, the data specifically focussing on QoL was also found to be suitable to conduct a factor analysis (refer to Table 5.5). The latter can be seen in the Bartlett's test of sphericity and was proven be statistically significant ($p < 0.000$). The Kaiser-Meyer-Olkin value for QoL (0.91) was also found to be appropriate, as it ranged from 0 to 1 and is therefore above the minimum acceptable value (0.60) to conduct a factor analysis (Pallant, 2010:183). As the data was verified as suitable, the EFA was accordingly conducted. For the purpose of QoL, all items with a factor loading greater than 0.34 were considered as a contributing factor.

A principal axis analysis technique was performed to extract the factors from the data by implementing an Oblimin rotation method with Kaiser Normalisation. Concerning QoL, five factors were extracted from the data by means of an EFA, explaining 55% of the total variance. These five factors most appropriately indicate the underlying relationship among the particular variables. The factors extracted from the data were labelled as *personal Subjective indicators (Personal_SI), community Objective indicators (Community_OI), economic Objective indicators (Economic_OI), economic Subjective indica*tors (*Economic_SI*); as well as *overall indicators (Overall_I).* From the extracted factors, it can be observed that there are Objective and Subjective indicators in QoL. The latter is supported by available literature (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et*

al., 2007:154; Kim, 2002:50) signifying that QoL includes both Objective (exogenous to the individual – c.f.4.2.2.1) and Subjective (endogenous to the individual – c.f.4.2.2.2) indicators, in order to embrace the sum of human life (Cummins, 2000:56; Ferris, 2006:117). According to Diener *et al*. (1984, cited by Sirgy, 2002:21) QoL also incorporates an overall indicator (overall life domain) by implementing the SWLS (c.f.1.5.2.1.2 & c.f.1.5.2.2.2) for the purpose of measurement. Therefore it can be seen that the extracted factors (*Personal_SI, Community_OI, Economic_OI, Economic_SI and Overall_I*) is supported by literature indicating that QoL comprises Objective and Subjective indicators (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50); as well as overall indicators (*Overall_I*).

Further, it can be perceived that the extracted factors are *personal* (*Personal_SI*) and *economic* (*Economic_OI, Economic_SI*) in nature taking various *community* aspects (*Community_OI*) into consideration. With reference to these specific extracted factors, there is not currently existing literature that classifies the indicators of QoL in this specific manner. However, Smith and Puckzo (2009:43), as well as Andereck and Nyaupane (2011:250) identify specific measures of each indicator. Accordingly, these measures are personal (*e.g. education, , happiness, job satisfaction, sense of community, family relationships, social relationships, , use of leisure time, degree of spirituality, holidays taken* - Smith & Puckzo, 2009:43; *recreation opportunities, family structure, life satisfaction, feelings of well-being* - Andereck & Nyaupane, 2011:250); or economic (e.g. *employment status* - Smith & Puckzo, 2009:43; *income, employment opportunities, job security, beliefs about standard of living* - Andereck & Nyaupane, 2011:250) in nature, as well as inclusive of community aspects (e.g. *housing conditions, crime rates, health care provision, sense of safety* - Smith & Puckzo, 2009:43; *social networks, cultural integrity, infrastructure, crowding, noise, litter, traffic congestion, driving hazards, water and air pollution* - Andereck & Nyaupane, 2011:250). Given the classification based on personal, economic and community characteristics, it is further identified as either Objective or Subjective indicators (Smith & Puckzo, 2009:43; Andereck & Nyaupane, 2011:250 – c.f.4.2.2.1 & c.f.4.2.2.2). Therefore, the classification based on personal Subjective indicator (Personal_SI), economic Objective and

Subjective indicator (*Economic_OI, Economic_SI*) and community Objective indicator (Community_OI) indicators of QoL.

The Cronbach's Alpha coefficients of the extracted factors were above the minimum (0.70) requirement while the mean inter-item correlations were also found to be reliable, ranging between 0.15 and 0.55 (Clark & Watson, 1995:309). Therefore, the extracted factors were proven reliable according to statistical requirements. Regarding the mean, *personal Subjective indicator* ($\bar{x}$=3.95) was ranked as the most important factor according to the respondents. As stated by Andereck and Nyaupane, (2011:250); as well as Dann (2001:8) individuals evaluate their environment with personal feelings and perceptions (Andereck & Nyaupane, 2011:250; Dann, 2001:8); perceptibly something Subjective and personal in nature. The latter therefore supports the *personal Subjective indicator* as being most important to the respondents of the survey. Various factors were cross loaded concerning QoL. However, the particular items were positioned under a specific factor where they were found to have the highest information applicability.

Table 5.5: Exploratory Factor Analysis of items measuring QoL

Section C	Item	Personal Subjective indicator	Community Objective indicator	Economic Objective indicator	Economic Subjective indicator	Overall indicator
C20	Satisfaction with home and family life	.754				
C17	Satisfaction with social life	.705				
C21	Satisfaction with family happiness	.701				
C18	Satisfaction with spiritual life	.695				
C19	Relationship with partner	.641				
C16	Satisfaction with cultural life	.595				
C30	Satisfaction with life as a whole	.573				
C29	Satisfaction with happiness in general	.478				
C15	Satisfaction with leisure	.459				
C31	Satisfaction with the way you spend your life	.431				
C14	Satisfaction with health	.407				
C27	Satisfaction with community life	.383				
C9	Facilities received in community		.797			
C8	Service received in community		.788			
C11	Health and safety in community		.677			
C7	Condition of community environment		.595			
C10	People who live in community		.526			
C12	Leisure activities in community		.493			
C13	Flood of tourists in community		.455			
C2	Economic security of your job			.711		
C1	Income and benefits at job			.685		
C3	Family income			.586		
C4	Real estate taxes			.562		
C5	Cost of living in community			.409		
C6	Cost of basic necessities			.340		
C23	Satisfaction with work life				.672	
C24	Satisfaction with level of education				.521	
C25	Satisfaction with personal skills				.490	
C22	Satisfaction with financial life				.438	
C26	Achievement of personal goals				.411	
C28	Satisfaction with standard of living				.363	
C34	Satisfied with life					.831
C35	So far I got important things					.766

C33	Conditions of my life is excellent					.709
C32	In most ways my life is close to ideal					.662
C36	If I could live my life over I would change almost nothing					.610
	Cronbach Alpha coefficient	.91	.83	.80	.82	.84
	Mean inter-item correlation	.45	.40	.40	.44	.52
	Mean ± Std. Deviation	3.95 ± .70	3.19 ± .80	3.07 ± .85	3.59 ± .80	3.51 ± .84

Extraction method: Principal axis analysis

Rotation method: Oblimin with Kaiser Normalization

5.2.2 Inferential results exploring the differences and similarities between a permanent and non-permanent tourism product

5.2.2.1 Two-way frequency tables for demographic and social characteristics according to destination

The purpose of this section was to compare the PTP and N-PTP with regard to particular demographic and social characteristics (*gender, race, home language, length of stay in the community, highest level of education, employment in the tourism industry, tourism / festival involvement and distance from the tourism / festival*) of the involved respondents (refer to Table 5.6). Therefore, a non-parametric technique, the Chi-square test of independence was conducted between the two destinations to indicate the existing differences. The findings of the Chi-square, specifically regarding the frequencies (%), support the results of the descriptive statistics regarding the demographic and social characteristics of the respondents (c.f.5.2.1.1).

However in order to determine the statistical differences, the *p*-value ($p \leq 0.05$) was presented to indicate the strength of relationship between variables with statistical significance; followed by the Cramer's V which was interpreted according to the effect sizes (Cramer's V - values) by Cohen (1988, cited by Ellis and Steyn, 2003:51). According to the effects sizes a small effect – Cramer's V = 0.1, medium effect – Cramer's V = 0.3, and a large effect – Cramer's V = 0.5. An effect size Cramer's V ≥ 0.5 is considered as practically significant (Ellis & Steyn, 2003:54).

From Table 5.6 it can be seen that, according to the interpretation requirement of the *p*-value ($p \leq 0.05$), a significant difference was found between the PTP and N-PTP regarding *race* ($p < 0.01$), with a small effect size of Cramer's V = 0.25. *Length of stay in the community* was also found to be statistically significant ($p < 0.01$) presenting a medium effect size (Cramer's V = 0.31). Regarding the *highest level of education* statistical significance was also found ($p < 0.01$), demonstrating a large effect size (Cramer's V = 0.57); therefore indicating practical significance (Cramer's V ≥ 0.5). Pertaining to *employed in the tourism industry* a significant difference was also found between the PTP and N-PTP ($p < 0.01$). However the effect size regarding to the latter was found to be small (Cramer's V = 0.16) according to the interpretation guidelines.

Tourism / festival involvement also indicated statistical significance ($p < 0.01$), with effect size of (Cramer's V = 0.59). The latter is interpreted as a large effect size, thus indicating practical significance (Cramer's V ≥ 0.5). Lastly, considering *distance from tourism or festival*, statistical significance was also proven ($p < 0.01$). The latter demonstrated a small effect size (Cramer's V = 0.20) and was therefore of no practical significance (Cramer's V ≥ 0.5). Concerning *home language,* no statistical significance was found so indicating a small effect size (Cramer's V = 0.14). Therefore, no practical significance was found with regard to the home language.

According to literature, host communities differ. These differences between communities differ according to *length of residency* (Besculides, *et al*., 2002:308); *business or employment interest in the tourism industry* and/or *residents' economic dependence on tourism* (*e.g. race, level of education*) (Lee & Back, 2006:467; Besculides, *et al*., 2002:308; Kwon & Vogt, 2010:425; Huh & Vogt, 2008:446; Kim, 2002:26; Deery *et al*., 2012:66; Draper *et al*., 2011:66); *involvement in tourism* (Fredline & Faulkner, 2000:766; Besculides, *et al*., 2002:308; Gursoy *et al*., 2010:383); *geographical proximity to activity concentrations/distance from tourism sites* (Fredline & Faulkner, 2000:766; Huh & Vogt, 2008:446; Kim, 2002:26; Deery *et al*., 2012:66; Besculides, *et al*., 2002:308; Draper *et al*., 2011:66); and other *demographic characteristics and/or socioeconomic factors* (Fredline & Faulkner, 2000:766; Kim, 2002:26; Deery *et al*., 2012:66; Huh & Vogt, 2008:446).

Various studies have suggested that communities differ regarding various demographic characteristics; comprising *highest level of education* (Cramer's V = 0.57) as one of these discriminating characteristics (Fredline & Faulkner, 2000:766; Kim, 2002:26; Deery *et al*., 2012:66; Huh & Vogt, 2008:446). However, as specifically indicated by Fredline and Faulkner (2000:766) mixed results are found on the characteristics of communities and are therefore never the same. More specifically, evaluative research has not been conducted concerning demographic characteristics between PTP and N-PTP. Therefore, from the results it can be seen that concerning the demographic characteristic '*highest level of education*' significant difference (Cramer's V ≥ 0.5) is found between the PTP and N-PTP.

As stated by Gursoy *et al*. (2010:383) community involvement is a factor that is expected to influence the sustainability of any tourism destination considerably. Therefore the importance to examine *tourism / festival involvement* (Cramer's V = 0.59) as a distinctive characteristic of the residents of a destination. However, as with *highest level of education* distinguishing research has not been conducted concerning *tourism / festival involvement* between PTP and N-PTP. Thus, from the results it can be seen that there is significant difference between PTP and N-PT concerning *tourism / festival involvement* (Cramer's V = 0.59).

Table 5.6: Chi-square test of independence concerning demographic and social with regard to the destinations

		PTP (%)	N-PTP (%)	*p*-value ($p \leq 0.05$)	Cramer's V
Gender	Male	34%	35%	.41	.02
	Female	66%	65%		
Race	White	37%	58%	**.00***	.25
	Coloured	53%	27%		
	Black	9%	14%		
Home language	Afrikaans	72%	76%	.26	.14
	English	21%	14%		
	Xhosa	7%	9%		
Length of stay in the community (years)	1-6	28%	15%	**.00***	.31
	7-15	21%	20%		
	16-31	37%	45%		
	32-53	14%	18%		
	54+	1%	3%		
Highest level of education	No school	2%	1%	**.00***	.57
	Matric	43%	57%		
	Diploma, degree	27%	21%		

	Post-graduate	5%	6%		
	Professional	3%	2%		
	Other	20%	13%		
Employed in the tourism industry	Yes	30%	16%	**.00***	.16
	No	70%	84%		
Tourism / festival involvement	Not at all	71%	52%	**.00***	.59
	Moderately	22%	40%		
	Highly involved	7%	8%		
Distance from tourism / festival	Very close (radius of 1km)	34%	48%	**.00***	.20
	Close (radius of 1 to 5km)	51%	31%		
	Far (radius of 5 to 10km)	11%	15%		
	Remote (10km and further)	4%	7%		

**Significant difference (p≤ 0.05)*

5.2.2.2 Independent sample t-test of destination and extracted factors of tourism and QoL

The purpose of this section was to compare the PTP and N-PTP with regard to the extracted factors of tourism impacts (*Pos_Cult, Neg_Soc, Pos_Econ, Neg_Environ, Pos_Environ, Pos_Soc*) and QoL (*Personal_SI, Community_OI, Economic_OI, Economic_SI, Overall_I*). A parametric technique, specifically an independent sample t-test, was conducted to establish the differences, as it is a common technique to test for the significant differences between two *different* groups of people or conditions (Pallant, 2010:239). In order for a significant difference to exist between groups a *p*-value of ≤ 0.05 is required. Further, the significant difference is interpreted according to Cohen (Ellis & Steyn, 2003:54) to indicate the strength of the difference. The guidelines to interpret the effect sizes of these differences are:

- d = 0.2 – small effect;
- d = 0.5 – medium effect and
- d = 0.8 large effects,

with $d \geq 0.8$ considered to be practically significant (Ellis & Steyn, 2003:54).

According to Table 5.7, a significant difference ($p \leq 0.05$), concerning tourism impacts, was found between the PTP and N-PTP specifically regarding *negative social impacts* ($p < 0.01$). Specifically, the effect size of the difference was found to be small (d = 0.37)

according to the interpretation guidelines; therefore it was not practically significant ($d \geq 0.8$). Literature does not exist to support the difference between the PTP and N-PTP; specifically concerning the *negative social impacts*. However, it can be discerned that communities differ and therefore perceptions on tourism impacts (Sharma & Dyer, 2009:354), between a PTP and N-PTP, will be evaluated as dissimilar. Yet, according to the results on the effect size of the difference, it was not found to be practically significant ($d \geq 0.8$).

With regard to QoL, significant differences ($p \leq 0.05$) were found between the PTP and N-PTP in *economic Objective indicator* ($p < 0.01$), *economic Subjective indicator* ($p < 0.01$) and the *Overall indicator* ($p < 0.01$). More specifically, the effect size between destination and *economic Objective indicator* ($d = 0.39$), destination and *economic Subjective indicator* ($d = 0.36$), as well as destination and *Overall indicator* ($d = 0.19$) proved to be small, of no existing practical significance ($d \geq 0.8$). As indicated by various academics (Sirgy *et al*., 2000:280; George *et al*., 2009:30; Bohdanowicz & Zientara, 2008:147), it is widely accepted that communities resort to various types of economic opportunities, such as tourism, in order to gain economic benefits thereof. Consequently, it can be observed that the economic impact of tourism has the ability to affect the QoL of community residents (Andereck & Nyaupane, 2011:248; Bohdanowicz & Zientara, 2008:148), particularly the *economic Objective indicator* and *economic Subjective indicator* that, in turn, determines how the *Overall indicator* of QoL is evaluated.

Table 5.7: Independent sample t-test of the permanent and non-permanent tourism product concerning extracted factors

Factor	Destination	N	Mean	Std. Deviation	*p*-value (Sig. 2-tailed)	Cohen effect sizes
Positive culture	PTP	258	3.40	0.99	.53	0.06
	N-PTP	144	3.34	0.83		
Negative social	PTP	258	2.57	0.89	**.00***	0.37
	N-PTP	144	2.90	0.83		
Positive economic	PTP	258	3.64	0.84	.91	0.01
	N-PTP	144	3.63	0.74		
Negative environment	PTP	258	2.36	1.18	.53	0.06
	N-PTP	144	2.30	0.91		
Positive environment	PTP	258	3.45	1.03	.32	0.10
	N-PTP	144	3.55	0.93		
Positive social	PTP	258	3.46	0.91	.71	0.04
	N-PTP	144	3.43	0.83		

Personal subjective indicator	PTP	258	3.92	0.74	.18	0.12
	N-PTP	144	4.01	0.61		
Community objective indicator	PTP	258	3.22	0.82	.42	0.08
	N-PTP	144	3.15	0.78		
Economic objective indicator	PTP	258	2.94	0.88	**.00***	0.39
	N-PTP	144	3.26	0.74		
Economic subjective indicator	PTP	258	3.48	0.87	**.00***	0.36
	N-PTP	144	3.79	0.63		
Overall indicator	PTP	258	3.45	0.87	**.05***	0.19
	N-PTP	144	3.62	0.77		

**Significant difference (p≤ 0.05)*

5.2.2.3 Multivariate Analysis of Variance of destination and demographic and social characteristics

The purpose of this section was to determine the differences in tourism impacts and QoL for the PTP and N-PTP relating to demographic and social characteristics. Firstly, the differences concerning the tourism impacts will be reported, followed by the differences particular to QoL. In order to determine these differences, a MANOVA, regarded as a parametric technique, was conducted on the data. From the MANOVA, the most commonly reported statistic is Wilks's Lambda. This statistic must have a *p*-value ≤ 0.05 in order for a practically significant difference to exist (Pallant, 2010:294). Further, the effect sizes of the differences will be calculated and are interpreted according to generalised eta² (where eta² = 0.02 – small effect, eta² = 0.13 – medium effect, eta² = 0.26 – large effect) as described by Steyn and Ellis (2009:113). If the interaction effect was not statistical significant, the main effects of the MANOVA was examined. If a significant result is found on the *destination* variable, referral is made to the Independent sample t-test (c.f.5.2.2.2) to examine what the cause of the difference was. Conversely, if a significant interaction (*) effect is found from the MANOVA, further investigation is needed in order to determine where the difference exists particular to the extracted factors of tourism impacts and QoL. Therefore, to examine this difference an ANOVA will further be conducted (c.f.5.2.2.4).

5.2.2.3.1 Multivariate Analysis of Variance of destination and characteristics concerning the tourism impacts section

A one-way between groups MANOVA was performed to investigate the *destination*, PTP and N-PTP, differences in tourism impacts (dependent variable). The independent variable was *destination (Dest.)*; as well as *gender, race, home language* (*Hlang), employed in tourism industry (Employ), involved in tourism /festival (Involve), distance from tourism / festival (Distance),* and *length of stay in the community (Livecomm)* were used.

From Table 5.8, it can be seen that a statistically significant ($p \leq 0.05$) interaction effect was found between the PTP and N-PTP concerning *race* (Wilk's Lambda = .91). This implies that according to *race*, residents of the PTP perceive the impacts of tourism differently to the residents of the N-PTP. However the effect size (eta² = 0.09) was found to small; therefore it is not considered practically significant. Further, a statistically significant interaction effect was also seen between PTP and N-PTP regarding the *home language* of the respondents, with a Wilk's Lambda of .91 and significant *p*-value of ≤ *0.01.* The latter means that according to the specific *home language* spoken by respondents, residents of the PTP and N-PTP experience the impacts of tourism dissimilarly. This effect size (eta² = 0.09) was also proven to be small according to the interpretation guidelines (Steyn & Ellis, 2009:113) and was thus not practically significant.

Lastly, a Wilk's Lambda of .97 and a *p*-value of $p \leq 0.05$ were obtained. This indicates that a statistically significant interaction effect was established between the PTP and N-PTP with specific relation to the item, *employed in the tourism industry (*$p \leq 0.05$). Concerning the significant difference, the implication is that respondents to the survey, depending on whether or not they are *employed in the tourism industry*; will perceive tourism impacts differently in both PTP and N-PTP. Somewhat surprisingly, the effect size was here was also found to be small (eta² = 0.03) thus indicating no practical significance.

From the results of the MANOVA conducted on tourism impacts, it can be observed that statistically significant differences were found. These statistically significant differences

were seen in the following interaction effects (*): *destination * race* ($p \leq 0.05$), *destination * home language* ($p \leq 0.01$) and *destination * employed in the tourism industry* ($p \leq 0.05$). All of these interaction effects (*) proved to be small effects (eta² = 0.02); thus demonstrating no practical significance. Nevertheless, the statistically significant differences regarding the tourism impacts were further be examined by conducting an ANOVA (c.f.5.2.2.4.1).

Table 5.8: Multivariate Analysis of Variance concerning the destination and characteristics of tourism impacts

Demographic / social characteristic	Effect	Wilk's Lambda Value	*p*-value (Sig.) (p≤ 0.05)	Effect size
Destination (Dest.)	Destination	.93	0.01**	0.07
Gender	Destination	.92	0.01**	0.08
	Gender	.98	0.30	0.02
	Dest. * Gender	.98	0.23	0.02
Race	Destination	.99	0.60	0.01
	Race	.85	0.01**	0.15
	Dest * Race	.91	**0.02****	0.09
Home language (Hlang)	Destination	.95	0.01**	0.05
	Home language	.88	0.01**	0.12
	Dest * Hlang	.91	**0.01****	0.09
Employed in tourism industry (Employ)	Destination	.93	0.01**	0.07
	Employ	.99	0.74	0.01
	Dest. * Employ	.97	**0.05****	0.03
Involved in tourism / festival (Involve)	Destination	.97	0.11	0.03
	Involve	.91	0.01**	0.09
	Dest. * Involve	.98	0.41	0.02
Distance from tourism / festival (Distance)	Destination	.95	0.01**	0.05
	Distance	.93	0.05**	0.07
	Dest. * Distance	.94	0.15	0.06
Length of stay in community (Livecomm)	Destination	.94	0.01**	0.06
	Livecomm	.80	0.18	0.20
	Dest. * Livecomm	.97	0.94	0.03

**Interaction*

***Significant difference (p≤ 0.05)*

5.2.2.3.2 Multivariate Analysis of Variance of destination and characteristics concerning the QoL section

This section focussed on the one-way between groups MANOVA that was conducted to determine the *destination* differences specifically in QoL (dependent variable). In this

statistic the independent variable was also *destination (Dest.)*; as well as *gender, race, home language* (*Hlang), employed in tourism industry (Employ), involved in tourism /festival (Involve), distance from tourism / festival (Distance),* and *length of stay in the community (Livecomm*).

From Table 5.9 it can be seen that the results of the MANOVA conducted on QoL only presented two statistically significant interaction effects *(p*≤ 0.05). The first interaction effect was proven between the PTP and N-PTP with reference to *race* of the respondents. Concerning the interaction, a Wilk's Lambda value of .92 was found and a p-value ≤ 0.01, thus indicating statistical significance. The latter therefore implies that different races will evaluate QoL dissimilarly in both the PTP and N-PTP. Yet, the effect size with regard to the differences was established as small (eta² = 0.08), thereby implying no practical significant difference.

Secondly, a statistically significant interaction effect was found regarding the *home language* of the respondents. This interaction presented a Wilk's Lambda of .95 with a statistical significant *p*-value of ≤ 0.05. This implies that respondents with different *home languages* will evaluate their QoL diverse in PTP and N-PTP. This effect size was however also found to be small (eta² = 0.05) with no practical significant difference. A third statistical significant interaction effect was observed. This significant interaction effect was seen in *distance* presenting a Wilk's Lambda value of .93 with a *p*-value of ≤ 0.01. Considering the latter, it can be seen that respondents assess their QoL in a PTP or N-PTP according to *distance* from the tourism activity. The effect size of this interaction effect was however also found to be small (eta² = 0.05).

Conclusively, it can be seen that respondents from different *races* (*Dest. * Race - p*≤ 0.05; hence speaking different *home languages* (*Dest. * Hlang - p*≤ 0.01), living diverse *distances* from the tourism activity (*Dest. * Distance - p*≤ 0.01); will appraise their QoL dissimilar in a PTP and N-PTP. Despite this statistical significance found, the effect sizes of the interaction effects, were all proven to be small (eta² = 0.02); thus practical significance was not seen regarding the differences in QoL. The existing statistically significant differences will additionally be examined by conducting an ANOVA (c.f.5.2.2.4.2).

Table 5.9: Multivariate Analysis of Variance concerning the destination and characteristics of QoL

Demographic / social characteristic	Effect	Wilk's Lambda Value	*p*-value (Sig.) (*p*≤ 0.05)	Effect size
Destination (Dest.)	Destination	.93	0.01**	0.07
Gender	Destination	.93	0.01**	0.07
	Gender	.99	0.90	0.01
	Dest. * Gender	.98	0.17	0.02
Race	Destination	.99	0.59	0.01
	Race	.91	0.01**	0.09
	Dest * Race	.92	**0.01****	0.08
Home language (Hlang)	Destination	.96	0.01**	0.04
	Home language	.96	0.08	0.04
	Dest * Hlang	.95	**0.05****	0.05
Employed in tourism industry (Employ)	Destination	.95	0.01**	0.05
	Employ	.99	0.61	0.01
	Dest. * Employ	.99	0.35	0.01
Involved in tourism / festival (Involve)	Destination	.97	0.07	0.03
	Involve	.93	0.03**	0.07
	Dest. * Involve	.99	0.88	0.01
Distance from tourism / festival (Distance)	Destination	.94	0.01**	0.06
	Distance	.96	0.37	0.04
	Dest. * Distance	.93	**0.01****	0.07
Length of stay in community (Livecomm)	Destination	.94	0.01**	0.06
	Livecomm	.85	0.44	0.15
	Dest. * Livecomm	.92	0.67	0.08

**Interaction*

***Significant difference (p≤ 0.05)*

5.2.2.4 Analysis of Variance to explore effect differences between characteristics and extracted factors of tourism impacts and QoL

The purpose of this section is to indicate specifically where the particular differences, between the PTP and N-PTP, exist as discovered by the MANOVA. Therefore, a one-way between groups ANOVA was conducted to examine the differences which is specifically considered a parametric statistical technique. For the difference to be statistically significant a *p*-value of ≤ 0.05 is required. Only the interaction effect (*) will be interpreted, as the interest is the difference between the *destination* (PTP and N-PTP) with regard to certain demographic or social characteristics of the respondents;

according to the factors of tourism impacts and QoL. Further, the effect sizes of the differences are interpreted according to Cohen (1988, Ellis & Steyn, 2003:54):

- d = 0.2 – small effect,
- d = 0.5 – medium effect,
- d = 0.8 – large effect.

Therefore, data with $d \geq 0.8$ is considered to be of practical significance (Ellis & Steyn, 2003:54). Firstly, the differences concerning *destination* of tourism impacts (c.f.5.2.2.4.1) will be discussed. This discussion will be; followed by an examination of differences between *destinations* of QoL (c.f.5.2.2.4.2).

5.2.2.4.1 Analysis of Variance to explore the effect differences between characteristics and extracted factors of tourism impacts

The purpose of this section is to indicate the differences existing in tourism impacts of the PTP and N-PTP (*destination*); specifically of the factors of tourism impacts (refer to Table 5.10). Moreover, the differences existing between the *destinations* regarding the tourism impacts factors will be observed according to the statistical significant ($p \leq 0.05$) demographic and social characteristics of the respondents as indicated by the MANOVA (c.f.5.2.2.3.1). According to the MANOVA (c.f.5.2.2.3.1) conducted on tourism impacts (refer to Table 5.8), statistical significant differences ($p \leq 0.05$) were found between the PTP and N-PTP with regard to *race*, *(Dest. * Race), home language (Dest. * Hlang)* and *employment in the tourism industry (Dest. * Employ)*.

Table 5.10: Analysis of Variance to determine the difference between destination and race, home language and employment in the tourism industry of tourism impacts according to extracted factors

Demographic / social characteristic	Tourism impacts	Effect	*p*-value (Sig.) ($p \leq 0.05$)
Race	Pos_Cult	Destination Race Dest. * Race	0.20 0.56 0.20
	Neg_Soc	Destination Race Dest. * Race	0.09 0.01** 0.27
	Pos_Econ	Destination Race Dest. * Race	0.48 0.01** 0.46

	Neg_Environ	Destination Race Dest. * Race	0.83 0.41 **0.01****
	Pos_Environ	Destination Race Destination * Race	0.38 0.50 **0.01****
	Pos_Soc	Destination Race Dest. * Race	0.34 0.19 0.07
Hlang	Pos_Cult	Destination Hlang Dest. * Hlang	0.14 0.97 0.31
	Neg_Soc	Destination Hlang Dest. * Hlang	0.01** 0.01** 0.30
	Pos_Econ	Destination Hlang Dest. * Hlang	0.04** 0.01** 0.02**
	Neg_Environ	Destination Hlang Dest. * Hlang	0.33 0.06 **0.03****
	Pos_Environ	Destination Hlang Dest. * Hlang	0.01** 0.03** **0.01****
	Pos_Soc	Destination Hlang Dest. * Hlang	0.08 0.26 0.17
Employ	Pos_Cult	Destination Employ Dest. * Employ	0.33 0.82 0.31
	Neg_Soc	Destination Employ Dest. * Employ	0.01** 0.42 0.19
	Pos_Econ	Destination Employ Dest. * Employ	0.21 0.18 **0.01****
	Neg_Environ	Destination Employ Dest. * Employ	0.57 0.54 0.72
	Pos_Environ	Destination Employ Dest. * Employ	0.30 0.97 0.61
	Pos_Soc	Destination Employ Dest. * Employ	0.59 0.44 0.50

**Interaction*

***Significant difference (p≤ 0.05)*

5.2.2.4.1.1 Analysis of Variance to explore the effect differences of destination and race concerning tourism impacts

From the ANOVA (Table 5.10), specifically regarding *destination * race*, statistically significant differences ($p \leq 0.01$) were found on *negative environmental* and *positive environmental* tourism impacts. This implies that respondents independently from the PTP and N-PTP, originating from different *races*, perceive *negative (Neg_Environ)* and *positive environmental (Pos_Environ)* impacts of tourism dissimilarly.

Specifically (refer to Table 5.11), White respondents from the PTP feel neutral ($\bar{x}$=2.68) towards the *negative environmental impacts*, Coloured respondents disagree ($\bar{x}$=2.17) to *negative environmental impacts* and Black respondents also disagree ($\bar{x}$=2.26) to the *negative environmental impacts* of tourism. Particularly, a medium effect (d = 0.44) was found between White and Coloured; small effect (d = 0.29) between White and Black; and a small effect (d = 0.06) between Coloured and Black respondents of the PTP. Regarding the *positive environmental impacts*, White respondents felt neutral ($\bar{x}$=3.33), and Coloured ($\bar{x}$=3.45) as well as Black ($\bar{x}$=3.93) respondents agreed the *positive environmental impact* of tourism. With regard to the effect sizes, the following was noticed: small effect between White and Coloured respondents (d = 0.10); large effect between White and Black respondents (d = 0.70) and a medium effect between Coloured and Black respondents of the PTP (d = 0.42). Although one large effect size (d = 0.70) was found concerning the positive environmental impact, specifically between the White and Black respondents, it was found not to be practically significant ($d \geq 0.8$)

Pertaining to the N-PTP (refer to Table 5.11) it can be observed that White respondents disagree ($\bar{x}$=2.22) to the *negative environmental impacts*; Coloured respondents feel neutral ($\bar{x}$=2.54) towards the *negative environmental impacts* and Black respondents disagree ($\bar{x}$=2.15) to the *negative environmental impacts* of tourism. A small effect size was found between White and Coloured (d = 0.33), as well as White and Black respondents (d = 0.08), while a medium effect was found between the Coloured and Black respondents of the N-PTP. Considering the positive environmental impact of tourism, it can be seen from Table 5.11, that White respondents agree ($\bar{x}$=3.79), while Coloured ($\bar{x}$=3.33) and Black ($\bar{x}$=3.00) respondents feel neutral towards the positive

environmental impacts of tourism. Thus, a medium effect size was found between White and Coloured (*d* = 0.54) and White and Black (*d* = 0.59), while a small effect size was found between Coloured and Black (*d* = 0.25), once again indicating no practical significance (*d*≥ 0.8).

5.2.2.4.1.2 Analysis of Variance to explore the effect differences of destination and home language concerning tourism impacts

Concerning *destination* * *home language* the following statistical significant differences were found: *Pos_Econ* (*p*≤ 0.02), *Neg_Environ* (*p*≤ 0.03) and *Pos_Environ* (*p*≤ 0.01). This means that respondents respectively of the PTP and N-PTP; speaking different *home languages*, evaluate the *positive economic (Pos_Econ)*, *negative environmental* (*Neg_Environ)* and *positive environmental (Pos_Environ)* tourism impacts in different ways. From Table 5.12, it can be seen that Afrikaans- ($\bar{x}$=3.66) and English- ($\bar{x}$=3.66) speaking respondents agree, while Xhosa speaking respondents feel neutral ($\bar{x}$=3.30) toward *positive economic impacts* in the PTP. Small effect sizes were found between Afrikaans and English (*d* = 0.00); while medium effect sizes were found between Afrikaans and Xhosa (*d* = 0.34); as well as English and Xhosa (*d* = 0.34) speaking respondents of the PTP. Therefore no practical significance was indicated (*d*≥ 0.8) with regard to home language of respondents of the PTP specifically concerning *positive economic impact* of tourism.

Table 5.11: Analysis of Variance for Race – tourism impacts

Destination	Tourism impact	Race						Effect sizes		
		White		Coloured		Black		White with Coloured	White with Black	Coloured with Black
	Extracted factors	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation			
PTP	Pos_Cult	3.42	0.80	3.31	1.10	3.90	0.99	0.10	0.48	0.54
	Neg_Soc	2.87	0.74	2.42	0.94	2.26	0.93	0.48	0.66	0.17
	Pos_Economic	3.74	0.70	3.60	0.91	3.42	0.91	0.15	0.35	0.20
	Neg_Environ*	2.68	1.08	2.17	1.16	2.26	1.43	0.44	0.29	0.06
	Pos_Environ*	3.33	0.86	3.45	1.15	3.93	0.84	0.10	0.70	0.42
	Pos_Soc	3.50	0.76	3.38	0.96	3.70	1.12	0.13	0.18	0.29
N-PTP	Pos_Cult	3.46	0.74	3.30	0.80	2.95	1.12	0.20	0.46	0.31
	Neg_Soc	2.98	0.79	2.91	0.91	2.56	0.81	0.08	0.52	0.38
	Pos_Economic	3.83	0.67	3.42	0.68	3.23	0.89	0.60	0.67	0.21
	Neg_Environ*	2.22	0.89	2.54	0.97	2.15	0.86	0.33	0.08	0.40
	Pos_Environ*	3.79	0.76	3.33	0.85	3.00	1.34	0.54	0.59	0.25
	Pos_Soc	3.59	0.74	3.30	0.78	2.99	1.10	0.37	0.55	0.28

Significant difference (p≤ 0.05) in ANOVA

With regard to *negative environmental impacts* of the PTP, it can be seen that Afrikaans speaking respondent disagree ($\bar{x}$=2.28), English respondents feel neutral ($\bar{x}$=2.77) and Xhosa respondents also disagree ($\bar{x}$=2.00). Pertaining to the effect sizes, small effects were found between Afrikaans and English (*d* = 0.36) respondents, and Afrikaans and Xhosa (*d* = 0.20) speaking respondents. The effect size between English and Xhosa speaking respondents was found to be medium (*d* = 0.55) according to the interpretation guidelines. Regarding the *positive environmental impacts* of tourism of the PTP (refer to Table 5.12), it can be seen that Afrikaans ($\bar{x}$=3.42) and English ($\bar{x}$=3.30) feel neutral towards the impact; while Xhosa speaking respondents agree ($\bar{x}$=4.03) agree to the *positive environmental impacts* of tourism in the community. A small effect size (*d* = 0.10) was found between the Afrikaans and English speaking respondents regarding the *positive environmental impact* of tourism in the PTP. Further medium effect sizes were

found concerning the Afrikaans and Xhosa (*d* = 0.48) and English and Xhosa (*d* = 0.57) speaking respondents with regard to the *positive environmental impacts*.

With regard to the N-PTP, concerning the *positive economic impact* of tourism, it can be seen that Afrikaans speaking respondents agree ($\bar{x}$=3.80); while English ($\bar{x}$=3.26) and Xhosa ($\bar{x}$=2.82) speaking respondents feel neutral to the *positive economic impacts* of tourism in the community. Specifically small effects were found between the Afrikaans and English (*d* = 0.35) and English and Xhosa (*d* = 0.29) respondents of the N-PTP. Additionally a large effect was found between Afrikaans and Xhosa (*d* = 0.71) speaking respondents concerning the *positive economic impacts* of tourism. From Table 5.12 it can be observed that Afrikaans ($\bar{x}$=2.20) and English ($\bar{x}$=2.43) speaking respondents disagree to the *negative environmental impacts* of tourism; while the Xhosa ($\bar{x}$=2.92) speaking respondents feel neutral towards the *negative environmental impacts* of tourism. With regard to the effect sizes, it can be seen that small effect sizes were found between the Afrikaans and English (*d* = 0.11) and English and Xhosa (*d* = 0.24) respondents of the N-PTP. Concerning the effect size between Afrikaans and Xhosa speaking respondents a medium effect was found (*d* = 0.42).

Lastly, the ANOVA (Table 5.12) will be discussed regarding the *positive environmental impacts* of the N-PTP. From these results it can be seen that Afrikaans respondents agree ($\bar{x}$=3.73) to the *positive environmental impacts* of tourism. Regarding the English respondents it can be seen that they feel neutral ($\bar{x}$=3.73) towards the *positive impacts of tourism*, while the Xhosa speaking respondents disagree ($\bar{x}$=2.35) to the impacts. A small effect was found between the Afrikaans and English (*d* = 0.21) respondents, with a medium effect between the English and Xhosa (*d* = 0.56) respondents of the N-PTP. Lastly a large (*d* = 0.89) effect was seen between the Afrikaans and Xhosa speaking respondents with regard to the *positive environmental impacts*, which was found to be practically significant (*d*≥ 0.8).

Table 5.12: Analysis of Variance for Home language – tourism impacts

Destination	Tourism impacts	Home language						Effect sizes		
		Afrikaans		English		Xhosa		Afrikaans with English	Afrikaans with Xhosa	English with Xhosa
	Extracted factors	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation			
PTP	Pos_Cult	3.53	1.20	3.44	1.11	3.65	1.22	0.07	0.10	0.17
	Neg_Soc	2.54	1.03	2.91	1.02	1.98	1.11	0.36	0.50	0.84
	Pos_Economic*	3.66	1.03	3.66	0.94	3.30	1.06	0.00	0.34	0.34
	Neg_Environ*	2.28	1.37	2.77	1.28	2.00	1.39	0.36	0.20	0.55
	Pos_Environ*	3.42	1.20	3.30	1.11	4.03	1.28	0.10	0.48	0.57
	Pos_Soc	3.45	1.20	3.45	1.03	3.53	1.17	0.00	0.07	0.07
N-PTP	Pos_Cult	3.37	1.54	3.27	1.79	3.15	1.45	0.06	0.14	0.07
	Neg_Soc	2.86	1.37	3.15	1.62	2.78	1.37	0.18	0.06	0.23
	Pos_Economic*	3.80	1.37	3.26	1.54	2.82	1.22	0.35	0.71	0.29
	Neg_Environ*	2.20	1.71	2.43	2.05	2.92	1.67	0.11	0.42	0.24
	Pos_Environ*	3.73	1.54	3.35	1.79	2.35	1.50	0.21	0.89	0.56
	Pos_Soc	3.51	1.54	3.23	1.71	2.96	1.39	0.16	0.36	0.16

*****Significant difference ($p \leq 0.05$) in ANOVA*

5.2.2.4.1.3 Analysis of Variance to explore the effect differences of destination and employed in the tourism industry concerning tourism impacts

From Table 5.10, it can be seen that the statistically significant difference ($p \leq 0.05$) of *destination * employed in the tourism industry* exists in *positive economic* ($p \leq 0.01$) impact of tourism. The latter signifies that respondents from the PTP and N-PTP, evaluate the economic benefits of tourism *(Pos_Econ)* dissimilar, based on whether or not they are *employed in the tourism industry.*

Specifically respondents of the PTP that *are employed in the tourism industry* agree ($\bar{x}$=3.92) to the *positive economic impacts* of tourism. The respondents of the PTP that are not *employed in the tourism industry* also agree ($\bar{x}$=3.52) to the positive economic impacts of tourism. Concerning the effect sizes of the *positive economic impacts* of the tourism, a small effect (*d* = 0.38) was found regarding *employment in the tourism industry* of the PTP. Thus, no practical significance is found (*d*≥ 0.8).

With regard to the respondents of the N-PTP, it can be observed that respondents that are *employed in the tourism industry* agree to the *positive economic impacts* of tourism. The latter also applies to the respondents that are not *employed in the tourism industry* presenting a mean of 3.65. A small effect size (d = 0.08) was found between the respondents that are *employed* and respondents that are not *employed in the tourism industry.* Therefore, it can be seen that no practical significance (*d*≥ 0.8) was found regarding the *employment in the tourism industry* of respondents of the PTP as well as the N-PTP.

Table 5.13: Analysis of Variance for Employment in the tourism industry – tourism impacts

Destination	Tourism impacts	Employed in tourism industry				Effect size
		Yes		No		Yes with No
	Extracted factors	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation	
PTP	Pos_Cult	3.51	1.11	3.35	1.21	0.13
	Neg_Soc	2.53	1.00	2.59	1.21	0.05
	Pos_Economic*	3.92	0.90	3.52	1.04	0.38
	Neg_Environ	2.46	1.21	2.32	1.39	0.10
	Pos_Environ	3.40	1.11	3.47	1.21	0.06
	Pos_Soc	3.58	1.00	3.41	1.21	0.14
N-PTP	Pos_Cult	3.26	2.01	3.36	1.56	0.05
	Neg_Soc	3.11	1.80	2.86	1.39	0.14
	Pos_Economic*	3.52	1.71	3.65	1.21	0.08
	Neg_Environ	2.33	2.31	2.29	1.73	0.02
	Pos_Environ	3.61	2.11	3.54	1.56	0.03
	Pos_Soc	3.44	1.81	3.42	1.39	0.01

**Significant difference (p≤ 0.05) in ANOVA*

5.2.2.4.2 Analysis of Variance to explore the effect differences between characteristics and extracted factors of QoL

This section further evaluates the existing differences (refer to Table 5.14) between the PTP and N-PTP of the extracted factors of QoL as indicated by the MANOVA (c.f.5.2.2.3.2); specifically concerning *race* (*Dest. * Race*), *home language* (*Dest. * Hlang*) and *distance from the tourism activity* (*Dest. * Distance*). These differences were determined according to the *p*-value of statistical significance ($p \leq 0.05$). With regard to *home language*, no further statistically significant ($p \leq 0.05$) interaction effects (*) were found particular to the extracted factors of QoL and will therefore not be reported in this section as it has no practical contribution to the differences.

Table 5.14: Analysis of Variance to determine the difference between destination and race, home language and distance from tourism activity of QoL according to extracted factors

Demographic / social characteristics	QoL	Effect	*p*-value (Sig.) ($p \leq 0.05$)
Race	Personal_SI	Destination Race Dest. * Race	0.91 0.67 **0.03****
	Community_OI	Destination Race Dest. * Race	0.93 0.19 0.94
	Economic_OI	Destination Race Dest. * Race	0.46 0.06 0.39
	Economic_SI	Destination Race Dest. * Race	0.66 0.01** 0.08
	Overall_I	Destination Race Dest. * Race	0.22 0.20 **0.01****
Hlang	Personal_SI	Destination Hlang Dest. * Hlang	0.27 0.21 0.13
	Community_OI	Destination Hlang Dest. * Hlang	0.36 0.12 0.77
	Economic_OI	Destination Hlang Destination * Hlang	0.01** 0.01** 0.28
	Economic_SI	Destination Hlang Dest. * Hlang	0.01** 0.01** 0.54

	Overall_I	Destination Hlang Dest. * Hlang	0.19 0.18 0.84
Distance	Personal_SI	Destination Distance Dest. * Distance	0.11 0.08 0.06
	Community_OI	Destination Distance Dest. * Distance	0.42 0.77 0.12
	Economic_OI	Destination Distance Dest. * Distance	0.00** 0.74 **0.02****
	Economic_SI	Destination Distance Dest. * Distance	0.00** 0.33 0.44
	Overall_I	Destination Distance Dest. * Distance	0.01** 0.50 0.23

**Interaction*

***Significant difference (p≤ 0.05)*

5.2.2.4.2.1 Analysis of Variance to explore the effect differences between destination and race concerning QoL

From Table 5.14, it can be observed that statistically significant differences ($p \leq 0.05$) exist regarding *personal Subjective indicator* ($p \leq 0.03$) and *Overall indicator* ($p \leq 0.01$) of *destination * race*. Hereby, it can be seen that respectively from the PTP and N-PTP, originating from different *races*, respondents' *personal (Personal_SI)* and *overall (Overall_I) Subjective indicators* of QoL are affected dissimilar.

Specifically the White ($\bar{x}$=3.80), Coloured ($\bar{x}$=3.99) and Black ($\bar{x}$=3.95) respondents of the PTP, are satisfied with the *personal Subjective indicator* of QoL (refer to Table 5.15). Even though satisfaction is found with regard to the *personal Subjective indicator* of QoL, only small effect sizes were found between: White and Coloured (d = 0.24), White and Black (d = 0.22) and Coloured and Black (d = 0.05). Therefore, no practical significance was found regarding the satisfaction with the *personal Subjective indicator* of QoL in the PTP. Pertaining to the *Overall indicator* of QoL, it can be noticed that White ($\bar{x}$=3.44), Coloured ($\bar{x}$=3.49) and Black ($\bar{x}$=3.23) feel neutral towards the evaluation of the *Overall indicator*. As with the *personal Subjective indicator* of QoL,

only small effects were found regarding the *Overall indicator* between: White and Coloured (*d* = 0.06); White and Black (*d* = 0.23); as well as Coloured and Black (*d* = 0.28). Thus, it can be seen that no practical significant differences were found regarding the evaluation of the *Overall indicator* of QoL (*d*≥ 0.8) specific to *race*.

From Table 5.15, it can be seen that the respondents of the N-PTP are satisfied with the *personal Subjective indicator* of QoL, regardless of the specific race: White ($\bar{x}$=4.11), Coloured ($\bar{x}$=3.81) and Black ($\bar{x}$=3.96). However a medium effect size was found between White and Coloured (*d* = 0.43) concerning the satisfaction with the *personal Subjective indicator* of QoL. Further, small effects were found between White and Black (*d* = 0.25) and Coloured and Black (*d* = 0.21). Thus, no practical significant differences (*d*≥ 0.8) were found between different *races* regarding the satisfaction with the *personal Subjective indicator* of QoL in the N-PTP.

Concerning the *Overall indicator* of the N-PTP (refer to Table 5.15) it can be seen that the White ($\bar{x}$=3.75) and Black ($\bar{x}$=3.76) respondents agree to the evaluation thereof; while the Coloured ($\bar{x}$=3.35) respondents feel neutral to the evaluation of the *Overall indicator* of QoL. Regarding the effect sizes, a small effect (*d* = 0.11) was found between the White and Black respondents of the N-PTP regarding the evaluation of the *Overall indicator* of QoL. Medium effects were found between White and Coloured (*d* = 0.51) as well as between Coloured and Black (*d* = 0.41) respondents of the N-PTP. Therefore, no practical significance (*d*≥ 0.8) was found regarding *race* and the evaluation of the *Overall indicator* of QoL in the N-PTP.

Table 5.15: Analysis of Variance for Race – QoL

Destination	QoL	Race						Effect sizes		
		White		Coloured		Black		White with Coloured	White with Black	Coloured with Black
	Extracted factors	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation			
PTP	Personal_SI*	3.80	0.67	3.99	0.79	3.95	0.66	0.24	0.22	0.05
	Community_OI	3.34	0.67	3.15	0.86	3.11	1.11	0.22	0.21	0.04
	Economic_OI	2.89	0.80	3.02	0.93	2.59	0.80	0.14	0.38	0.46
	Economic_SI	3.63	0.73	3.42	0.94	3.12	0.87	0.22	0.59	0.32
	Overall_I*	3.44	0.83	3.49	0.90	3.23	0.93	0.06	0.23	0.28
N-PTP	Personal_SI*	4.11	0.56	3.81	0.70	3.96	0.60	0.43	0.25	0.21
	Community_OI	3.22	0.72	3.08	0.78	2.96	0.99	0.18	0.26	0.12
	Economic_OI	3.38	0.66	3.21	0.72	3.03	1.00	0.24	0.35	0.18
	Economic_SI	3.92	0.56	3.56	0.69	3.76	0.63	0.52	0.25	0.29
	Overall_I*	3.75	0.73	3.35	0.79	3.67	0.70	0.51	0.11	0.41

**Significant difference (p≤ 0.05) in ANOVA*

5.2.2.4.2.2 Analysis of Variance to explore the effect differences between destination and distance concerning QoL

Lastly, Table 5.14 indicated that a statistical significant difference (*p*≤ 0.05) exists regarding *destination* * *distance* from the tourism activity. This significant difference is seen in the *economic Objective indicator* (p≤ 0.02). This implies that respondents' *economic Objective indicator* (*Economic_OI*) is influenced differently in a PTP and N-PTP according to the *distance* that they reside from the tourism activity.

Particularly, with regard to the PTP, it can be indicated that despite the distance (refer to Table 5.16) respondents live from the tourism activity, they feel neutral concerning the satisfaction with the *economic Objective indicator* of QoL: very close ($\bar{x}$=2.90), close ($\bar{x}$=3.06), far ($\bar{x}$=2.64) and remote ($\bar{x}$=2.70). The following small effect sizes were found between very and close (*d* = 0.18), very close and far (*d* = 0.25), very close and remote (*d* = 0.26) as well as far and remote (*d* = 0.06). Further, the following medium effects were found concerning *distance* and the *economic Objective indicator* of QoL: close and far (*d* = 0.40) as well as close and remote (*d* = 0.40).

From Table 5.16, it can be seen that respondents in the N-PTP living very close ($\bar{x}$=3.32), close ($\bar{x}$=3.07) and far ($\bar{x}$=3.33); feel neutral towards their satisfaction with the *economic Objective indicator* of QoL. Additionally the respondents of the N-PTP that live remote from the tourism activity agree ($\bar{x}$=3.70) that they are satisfied with the *economic Objective indicator* of QoL. The following small effect sizes were found regard to *distance* and the satisfaction with the *economic Objective indicator* of QoL: very close and close (*d* = 0.30), close and far (*d* = 0.01), as well as close and far (*d* = 0.31). Regarding medium effects, the following was observed: close and remote (*d* = 0.51) and far and remote (*d* = 0.47). Lastly a large effect was found between close and remote (*d* = 0.76). From the above it can be seen that no practical significant differences (*d*≥ 0.8) were found regarding *race* and satisfaction with the *economic Objective indicator* of QoL of the N-PTP.

Table 5.16: Analysis of Variance for Distance from the tourism activity – QoL

Destination	QoL	Distance from tourism activity								Effect size					
		Very close < 1km (1)		Close 1 – 5km (2)		Far 5 – 10km (3)		Remote > 10km (4)		Very close with Close	Very close with Far	Very close with Remote	Close with Far	Close with Remote	Far with Remote
	Extracted factors	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation	Mean $\bar{x}$	Std. Deviation						
PTP	Personal_SI	3.78	0.75	4.02	0.73	3.86	0.75	3.83	0.40	0.32	0.11	0.07	0.21	0.26	0.04
	Community_OI	3.28	0.77	3.20	0.85	3.18	0.93	2.90	0.50	0.09	0.11	0.49	0.02	0.35	0.30
	Economic_OI*	2.90	0.78	3.06	0.89	2.64	1.05	2.70	0.74	0.18	0.25	0.26	0.40	0.40	0.06
	Economic_SI	3.54	0.73	3.44	0.96	3.47	0.87	3.48	0.76	0.10	0.08	0.08	0.03	0.04	0.01
	Overall_I	3.42	0.82	3.53	0.88	3.29	1.03	3.14	0.72	0.13	0.13	0.34	0.23	0.44	0.15
N-PTP	Personal_SI	4.04	0.54	4.02	0.59	3.66	0.82	4.44	0.44	0.03	0.46	0.74	0.44	0.71	0.95
	Community_OI	3.06	0.64	3.05	0.88	3.36	0.85	3.49	1.01	0.01	0.35	0.43	0.35	0.44	0.13
	Economic_OI*	3.32	0.63	3.07	0.83	3.33	0.79	3.70	0.75	0.30	0.01	0.51	0.31	0.76	0.47
	Economic_SI	3.80	0.59	3.75	0.65	3.61	0.58	4.31	0.59	0.08	0.32	0.86	0.22	0.86	1.19
	Overall_I	3.63	0.73	3.60	0.86	3.42	0.74	4.04	0.51	0.03	0.28	0.56	0.21	0.51	0.84

*****Significant difference (p≤ 0.05) in ANOVA*

5.2.2.5 Confirmatory Factor Analysis and Structural Equation Modelling

The purpose of this is to determine the influence of perceived impacts of tourism on residents' QoL in selected towns. Additionally, to comprehensively attain the purpose; differentiation will be made between a PTP and N-PTP. The above will be done by means of model development, specifically, CFA and SEM. Therefore, the data was further used and analysed making use of Amos – Analysis of Moment Structures (Amos Development Company, 2011); conducting Maximum Likelihood (ML) method of estimation (Harrington, 2009:12) in order to present CFA and SEM. CFA is seen as the initial step of SEM, as it focuses on the relationship between the indicators and latent variables, while SEM includes structural paths specifically between the latent variables (c.f.1.5.3.2.5).

Therefore, the importance to conduct CFA and SEM as found to be suitable.

From the statistical analysis, the (*1*) correlation coefficients and (*2*) standardised regression weights (β-value) were reported. Finally the (*3*) the model fit statistics were indicated making use of Chi-square statistic be divided by the degrees of freedom value (χ2/df), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA) (c.f.1.5.3.3.2)

CFA was first conducted on separate constructs of theoretical model in order to obtain individual acceptable fit indices according to set guidelines. As stated by Hooper *et al*. (2008:56) it is good practice to evaluate the fit of each construct and its items individually to establish whether there are any items that are particularly weak. After obtaining a fit of each construct; comprising tourism impacts (*stage 1*) and QoL (*stage 2*), that is acceptable; the fit of two constructs were measured (*stage 3*). From the latter, the overall model fit was tested making a distinction between a permanent and non-permanent tourism product (*stage 4*) and thus presenting a SEM to facilitate the goal of the study.

In the case where the model fit indices were found not to be good according to the set guidelines or the model did not support the underlying theory as desired, model modifications were conducted in order to present good model fit. Therefore, more than one model fit may be presented under an individual construct thereby obtaining the best model fit for each construct as well as the final model of the study to be presented.

5.2.2.5.1 Stage 1 – Confirmatory Factor Analysis conducted on tourism impacts comprising correlation coefficients, standardised regression weights and model fit statistics

This section conducted CFA respectively on tourism impacts; presenting the correlation coefficients of latent variables, standardised regression weights of manifest various; and lastly die model fits statistics including χ2/df, CFI and RMSEA. Only one model fit was made, as it was found to be acceptable according to model fit statistics and supportive underlying theory.

5.2.2.5.1.1 Representation of structural relationship (correlation coefficients, standardised coefficients and model fit statistics) between tourism impacts

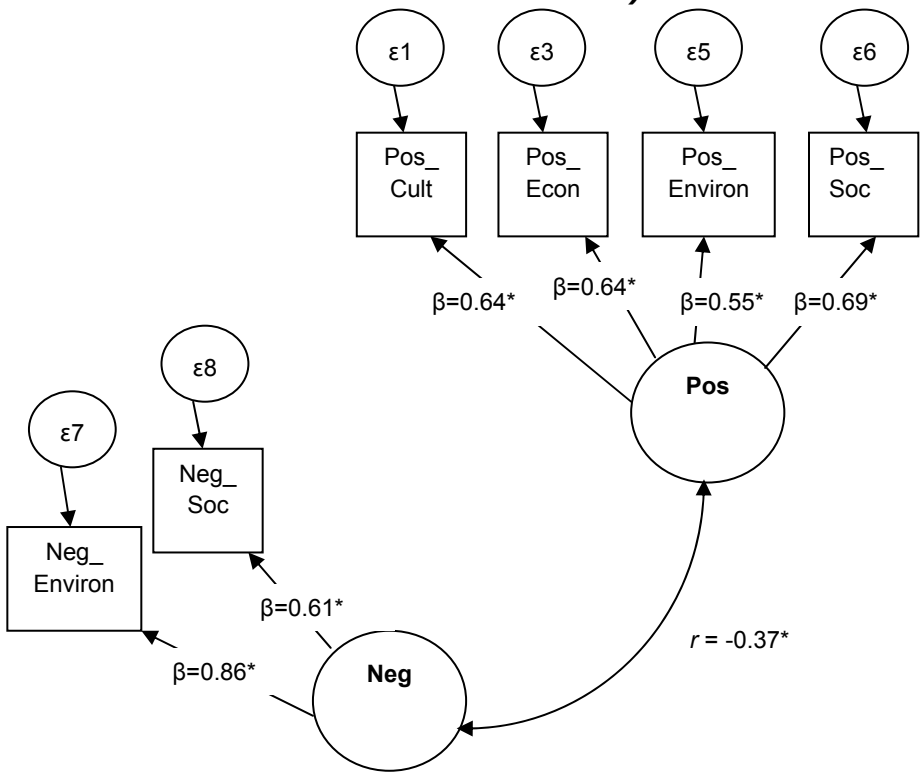

Figure 5.2: Confirmatory Factor Analysis with correlation coefficients and standardised regression weights of tourism impacts

**Statistical significant on 5% level of significance (≤ 0.05)*

From Figure 5.2 it can be seen that a significant relationship was found between *negative* (*Neg*) and *positive* (*Pos*) tourism impacts. Hereby indicating that *negative* tourism impacts has a direct relationship with *positive* tourism impacts. Specifically the correlation coefficient, indicating the strength of the relationship, was found to be positive medium (r = 0.37) according to the interpretation by Cohen (1988, Pallant, 2010:134). Additionally, the standardised regression weights (β – value) indicated that *negative* tourism impacts had a significant effect on *negative environmental* (β = 0.86); and *negative social* impacts of tourism (β = 0.61). Therefore, *negative environmental* and *negative social* impacts produced a significant contribution to the prediction. Further *positive* tourism impacts had a significant effect on *positive cultural* (β = 0.64), *positive economic* (β = 0.64), *positive environmental* (β = 0.55) and *positive social* (β = 0.69). Thus, *positive cultural*, *positive economic*, *positive environmental* and *positive social*

impacts indicated a significant contribution to the prediction of tourism impacts specifically through *positive* tourism impacts.

Concerning the model fit statistics of tourism impacts Chi-square divided by the degrees of freedom value of $\chi 2/df=3.82$ was yielded. Values between 2 and 3 are indicative of a good fit. However, it has also been indicated that values as low as 2 and as high as 5 are an acceptable fit. Therefore the model indicates a relatively acceptable fit value of $\chi 2/df=3.82$. The CFI value of 0.95 is considered a good fit as it complies with the interpretation guidelines (≥0.95). The RMSEA value of 0.08 with a 90% confidence interval of [0.05; 0.12] is considered a good fit and is therefore accepted. The model fit statistics were considered good with no further need for model modification.

Further, the results obtained from the CFA is supported by tourism literature (c.f.3.3.1) indicating that tourism has social, cultural, economic and environmental impacts (Mason, 2008:36; Kim, 2002:27) which could be experienced as either *positive* (*Pos*) or *negative* (*Neg*) (Ko & Stewart, 2002:251; Archer *et al.,* 2005:79). *Negative* (*Neg*) tourism impacts predominantly includes *negative environmental* (*Neg_Environ*) and *negative social* tourism impacts (*Neg_Soc*); hereby excluding negative economic and cultural tourism impacts. Economic impacts are mostly regarded as positive (*Pos_Econ*) and not negative as communities reside to tourism for economic enhancement hereby regarding tourism as their 'economic saviour' (Petrzelka *et al*., 2005:1121; George *et al*., 2009:30; Ying & Zhou, 2007:96; Allen, Long, Perdue & Kieselbach, 1988:16; Byrd *et al*., 2009:693; Cawley & Gillmor, 2008:316; MacDonald & Jolliffe, 2003:307; Fleischer & Tchetchik, 2005:494; Liu, 2006:878; Lepp, 2007:876; Crouch & Ritchie, 1999:137). Additionally, various authors perceive social and cultural impacts as one tourism impact described as socio-cultural tourism impacts (Harcombe, 1999:1; Saayman, 2007:24). The negative cultural impacts are closely related to *social negative* impacts (*Neg_Soc*), with few or none distinctive negative cultural tourism impacts. Therefore, negative cultural impacts are mostly detained under *social negative* (*Neg_Soc*) impacts due to the close association.

One can hereby observe that the model is also supported by existing literature. Therefore, the model specifically for tourism impacts is accepted as it presented

satisfactory model fit statistics and supported theory. No need for model modification is required regarding tourism impacts. Therefore, the next stage of SEM can be conducted, specifically referring to QoL.

5.2.2.5.2 Stage 2 – Confirmatory Factor Analysis conducted on QoL comprising correlation coefficients, standardised regression weights and model fit statistics

Stage 2 conducted CFA specifically on QoL. From the structural equation analysis done, the correlation coefficients, standardised regression weights and model fit statistics (χ2/df; CFI and RMSEA) were indicated. This stage presented 3 model fits in order to ultimately obtain the most appropriate model fit and support underlying theory accurately.

5.2.2.5.2.1 Representation of structural relationship (correlation coefficients, standardised coefficients and model fit statistics) between QoL indicators – model fit 1

From the figure on the following page (Figure 5.3), it can be seen that no correlation coefficients (*r* – values) were determined, as only one latent variable (*QoL*) exists in the model. Regarding the standardised coefficients (β – values), *QoL* had a statistically significant effect on the *personal Subjective indicator* (β = 0.80), *community Objective indicator* (β = 0.42), *economic Objective indicator* (β = 0.58), *economic Subjective indicator* (β = 0.76) and *Overall indicator* (β = 0.74) of QoL. Therefore, these indicators produce a significant contribution to the prediction of QoL. The latter is supported by literature signifying that QoL consists out of Objective and Subjective indicators (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50); which are *personal* (*Personal_SI*) or *economic* (*Economic_OI* and *Economic_SI*) in nature; additionally reflective of *community* aspects (*Community_OI*) (Smith & Puckzo, 2009:43; Andereck & Nyaupane, 2011:250) and comprise *Overall* indicators (Overall_I) also known as the SWLS (Diener *et al*.'s, 1984 cited by Sirgy, 2002:21).

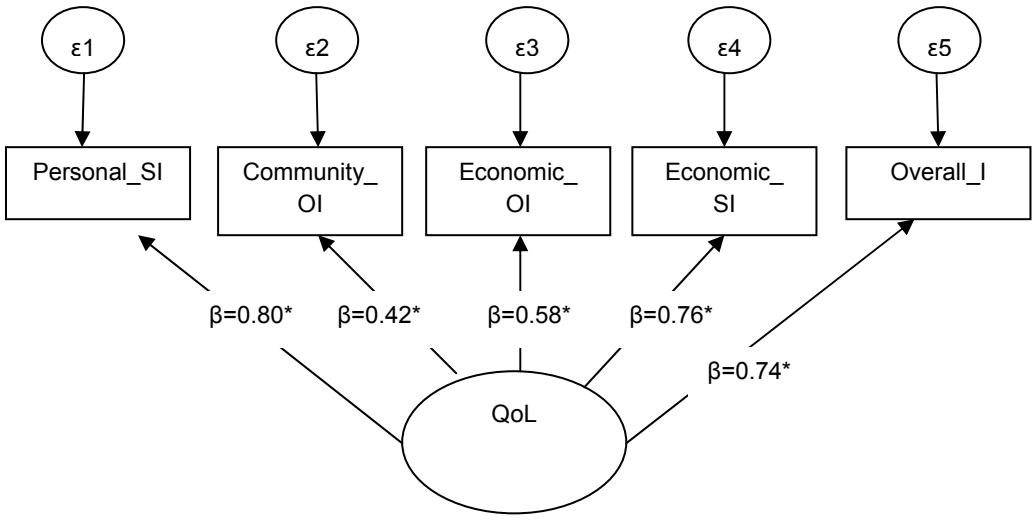

Figure 5.3: Confirmatory Factor Analysis with standardised regression weights of QoL – model fit 1

**Statistical significant on 5% level of significance (≤ 0.05)*

Further, the model including the indicators of QoL (Figure 5.3) indicated a Chi-square divided by its degrees of freedom value of $\chi 2/df=6.62$. This is not a good fit as values between 2 and 3 are considered a good fit. In some cases a high value of $\chi 2/df=5$ is accepted. However, this model exceeds the required value and cannot be accepted as the goal is to attain a $\chi 2/df$ value closer to 1. The model produced an acceptable CFI of 0.95. Further a RMSEA value of 0.12 with a 90% confidence interval of [0.08; 0.16] was observed. The latter is also unacceptable as models with a value of 0.10 and larger are not acceptable. This model was consequently not accepted as it confirms “not good” model fit (c.f.1.5.3.3.2) statistics. As a result, it was essential to conduct model modification in order to obtain good model fit statistics for further SEM analysis.

5.2.2.5.2.2 Representation of structural relationship (correlation coefficients, standardised regression weights and model fit statistics) between QoL indicators – model fit 2

Model fit 1, concerning QoL indicators, did not produce acceptable fit statistics (c.f.1.5.3.3.2). For that reason model, modification was conducted to improve these statistics, while still supporting the underlying theory. This modified model (refer to Figure 5.4) divided QoL into Objective, Subjective and Overall indicators in order to support the fundamental theory of QoL (Cummins, 2000:56; Matarrita-Cascante,

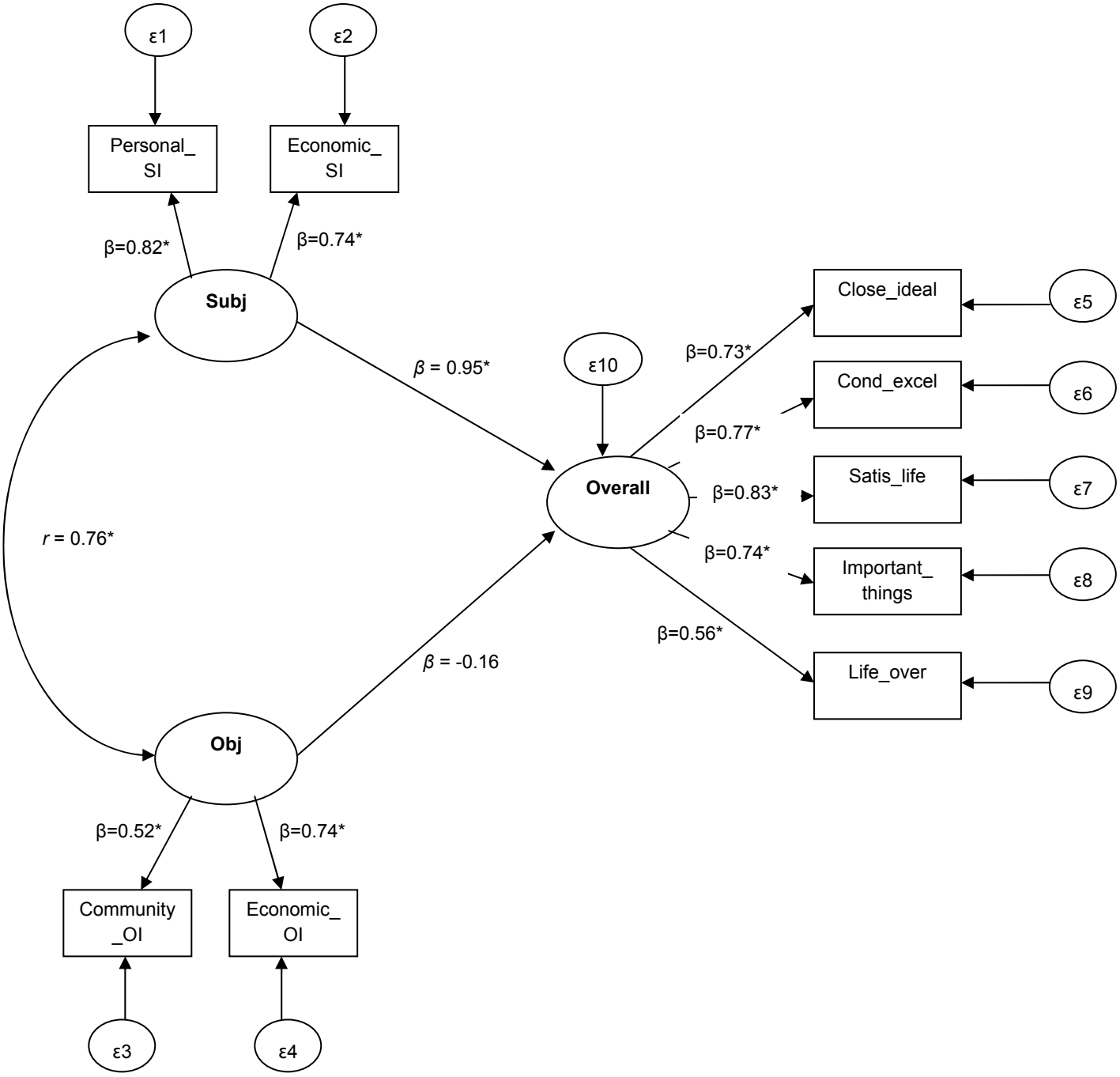

Figure 5.4: Structural Equation Model with correlation coefficients and standardised regression weights of QoL – model fit 2

**Statistical significant on 5% level of significance (≤ 0.05)*

2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50; Diener *et al*.'s, 1984 cited by Sirgy, 2002:21). From Figure 5.4, it can be seen that a correlation between *Subjective* (*Subj)* and *Objective* (*Obj)* (*r* = 0.76) indicators of QoL was found; which is seen as a large correlation (Cohen, 1988, cited by Pallant,

2010:134). According to the standardised regression weights (β – value), *Subjective* indicators had a statistically significant effect (β = 0.95) on the *Overall* indicators of QoL. Conversely, the effect of *Objective* on *Overall* indicators was not found to be statistically significant (β = -0.16). Thus, it does not make a significant contribution to the prediction of overall QoL.

The model (Figure 5.4) indicated a Chi-square divided by degrees of freedom value of $\chi 2/df=3.28$ which is acceptable according to statistical interpretation guidelines. As it is good practice to report multiple fit indices (Hancock & Mueller, 2010:490; Hooper *et al*., 2008:56) the CFI presented a good value of 0.96, while the RMSEA value of 0.08 with a 90% confidence interval of [0.06 ; 0.09] was proven to be acceptable. According to model fit indices, this model is proven acceptable.

Despite the acceptable model fit statistics, the model was rejected. It was rejected as *(1)* the standardised regression weights were not all found to be statistically significant (*Obj* to *Overall* – β = -0.16) and (*2*) does not support the underlying theory. Specifically, the underlying theory postulates that QoL is determined by Objective, Subjective and Overall indicators (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50; Diener *et al*.'s, 1984 cited by Sirgy, 2002:21). On the contrary, the model indicates that *Subjective* (*β* = 0.95) and *Objective* (*β* = -0.16) indicators have a direct effect on the *Overall* indicators of QoL and therefore do not function in collaboration to determine QoL. Alternatively, another CFA model with no structural paths between Objective and Subjective with Overall was examined. The latter was done as it supports underlying theory of QoL.

5.2.2.5.2.3 Representation of structural relationship (correlation coefficients, standardised regression weights and model fit statistics) of QoL indicators – model fit 3

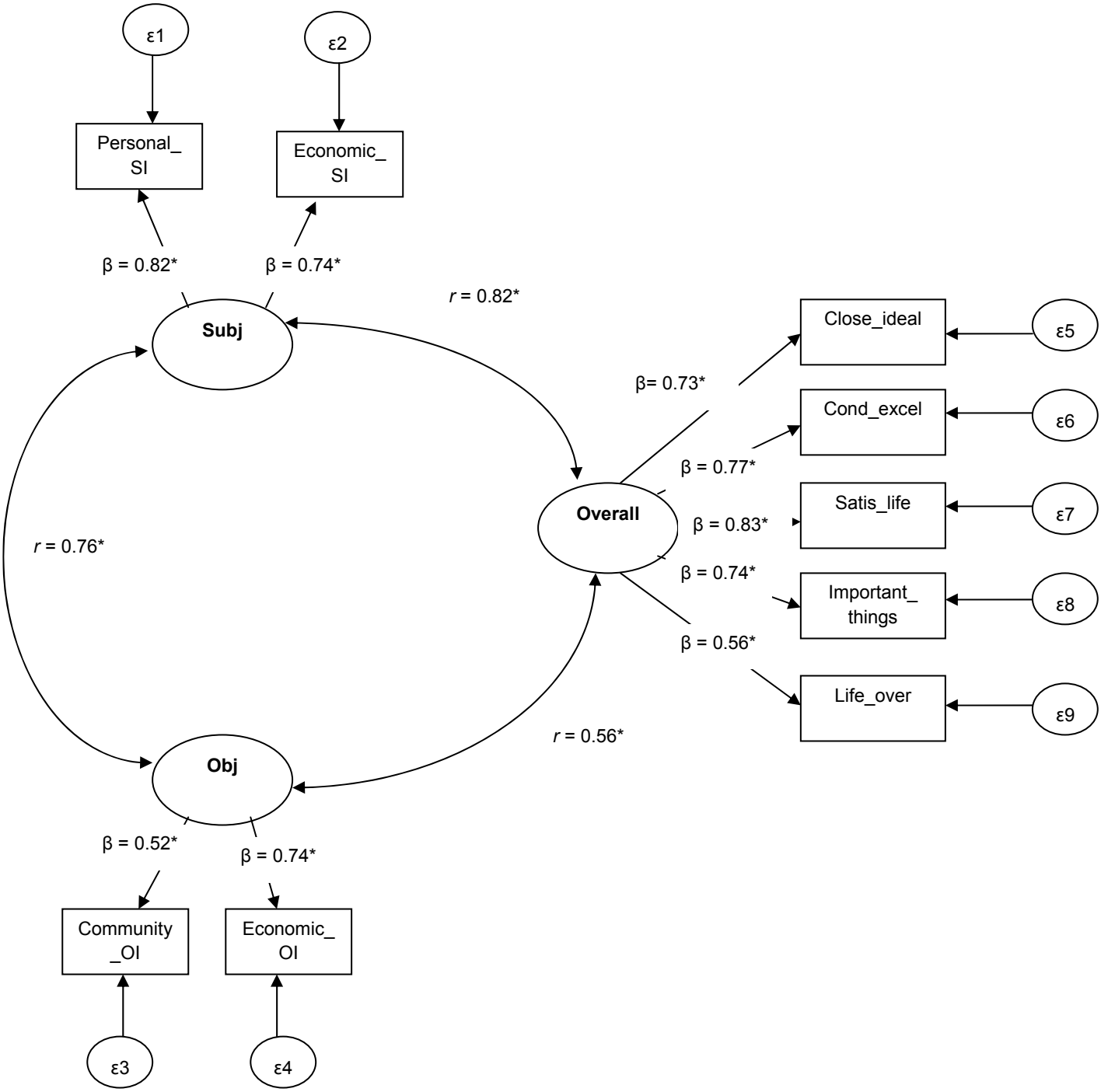

Figure 5.5: Confirmatory Factor Analysis with correlation coefficients and standardised regression weights of QoL – model fit 3

**Statistical significant on 5% level of significance (≤ 0.05)*

The first model fit concerning QoL, reflected non-good model fit statistics (c.f.1.5.3.3.2), while the second model fit mainly did not support the underlying theory of the study. Therefore, model modification was conducted to improve the model fit statistics and support the fundamental theory.

According to Figure 5.5, large correlations were found between *Subjective* and *Overall* (*r* = 0.82), *Overall* and *Objective* (*r* = 0.56) as well as *Objective* and *Subjective* (*r* = 0.76). The latter indicates that underlying theory is supported as Objective, Subjective and Overall indicators in collaboration determine QoL (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50; Diener *et al*.'s, 1984 cited by Sirgy, 2002:21). Further, statistical significant effects were found for all manifest variables.

Regarding the model fit statistics from the modification conducted, a Chi-square dived by degrees of freedom value of $\chi 2/df=3.28$ was found. Values between 2 and 3 are indicative of a good fit, however, values up to 5 are also acceptable. An acceptable fit is thus found from the fit statistics. The model further produced a good CFI of 0.96; indicating a good overall fit compared to the set guidelines of fit indices (≥0.95). The RMSEA value of 0.08 with a 90% confidence interval of [0.06; 0.09] was found to be indicative of good fit, as models with a RMSEA greater than 0.10 are not accepted. It can therefore be concluded that the model is acceptable based on the following:

- the model supports the underlying theory of the study, and
- according to model fit statistics, the model proves to be acceptable.

For these reasons, no need for supplementary model modification concerning QoL is necessary. Further statistical analysis can be conducted to facilitate the goal of the study.

5.2.2.5.3 Stage 3 – Confirmatory Factor Analysis conducted on tourism impacts and QoL comprising correlation coefficients, standardised regression weights and model fit statistics

Previously, CFA was conducted on tourism impacts, followed by CFA of QoL. From the above structural equation analyses acceptable model fit statistics were found for tourism impacts and QoL, applying model modification where needed. Besides model fit statistics, the approved models (c.f.5.2.2.5.1.1 & c.f.5.2.2.5.2.3) confirmed to be supportive of fundamental tourism impacts (Mason, 2008:36; Kim, 2002:27) and QoL theory (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane,

2011:250; Neal *et al*., 2007:154; Kim, 2002:50; Diener *et al*.'s, 1984 cited by Sirgy, 2002:21). Therefore, the purpose of this section (stage 3) is to conduct SEM on tourism impacts and QoL, by incorporating both accepted models (c.f.5.2.2.5.1.1 & c.f.5.2.2.5.2.3). By means of the SEM, correlation coefficients, standardised regression weights and model fit statistics were presented in order to determine suitability of model fit statistics. After stage 1, it was observed that model modification was required. Therefore, a second model fit was conducted in order to attain improved model fit statistics and enhance support of the fundamental theory.

5.2.2.5.3.1 Representation of structural relationship (correlation coefficients, standardised regression weights and model fit statistics) between tourism impacts and QoL – model fit 1

Before the correlation coefficients of Figure 5.6 (on the following page) are discussed, it is important to note that in the case where the negative impacts of tourism are analysed, a negative relationship will exists with all other latent variables. The latter is statistically correct as negative statements were used in order to determine the negative impacts of tourism thus presenting a negative statistic.

Concerning the correlation coefficients of tourism impacts, a medium correlation was found between *positive* and *negative* (r = -0.38) tourism impacts. The latter is consistent with theory as tourism has both positive and negative impacts (Wang, 2006:415; Gursoy *et al*., 2003:175; Sirakaya *et al*., 2002:60; Gursoy *et al*., 2002:91; Dyer *et al*., 2007:413; Gursoy & Rutherford, 2004:505); hereby seeing tourism as both a 'cause and affect' (George *et al*., 2009:4).

Further large correlations were found between the following indicators of QoL:

- *Overall* and *Subjective indicators* (r = 0.82);
- *Subjective* and *Objective indicators* (r = 0.77); and
- *Overall* and *Objective indicators* (r = 0.57).

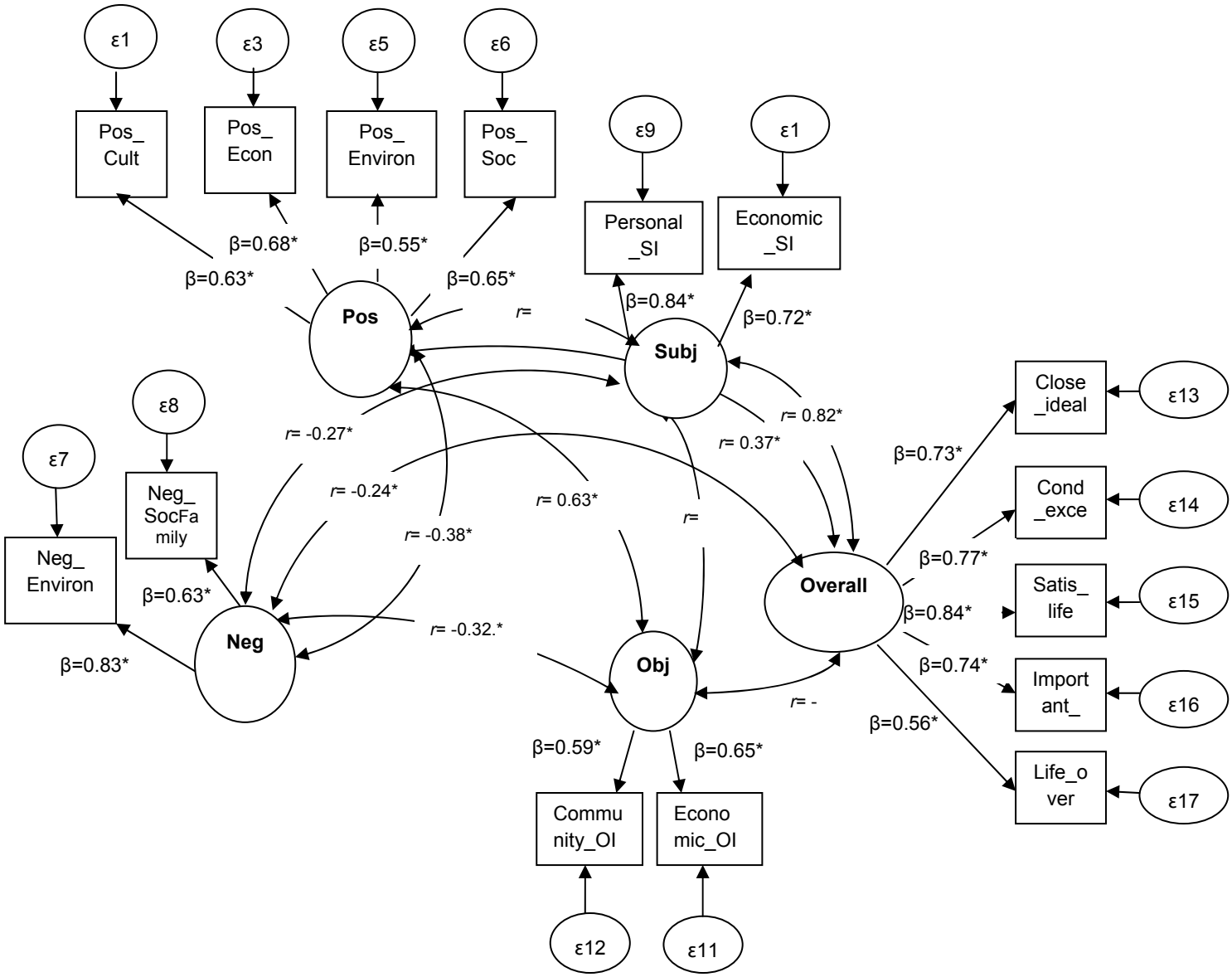

Figure 5.6: Confirmatory Factor Analysis with correlations coefficients and standardised regression weights of tourism impacts and QoL – model fit 1

**Statistical significant on 5% level of significance (≤ 0.05)*

The latter agrees with the underlying theory indicating that Objective, Subjective and Overall indicators, determine the total QoL of residents of the community (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50; Diener *et al*.'s, 1984 cited by Sirgy, 2002:21).

Further, concerning the correlations of the determinants of tourism impacts and QoL, medium correlations were observed between:

- *Overall indicators* and *negative* tourism impacts (*r* = 0.24);

- *negative* tourism impacts and *Subjective indicators* (*r* = 0.27);
- *Overall* indicators and *positive* tourism impacts (*r* = 0.37); and
- *negative* tourism impacts and *Objective indicators* (*r* = 0-.32) of QoL.

Lastly: large correlations were found regarding

- *positive* tourism impacts and *Objective* (*r* = 0.63); and
- *positive* tourism impacts and *Subjective* (*r* = 0.48) *indicators* of QoL.

The former correlations cannot be supported by literature as the this study is the first to determine the influence of tourism impacts on QoL making use of these specific determinants of QoL; referring to Subjective, Objective and Overall indicators. The study conducted by Kim (2002:160) referred to QoL indicators as Material well-being, Community well-being, Emotional well-being, Health and safety well-being and Overall well-being. In theory, the latter indicators correspond to those used in the study, however classification differs. Additionally, Kim (2002:160) also refers to tourism impacts as only economic impacts, social impacts, cultural impacts and environmental impacts. Similarly, this study also makes use of these specific impact concepts, but clear differentiation is made between *positive* (*Pos*) and *negative* (*Neg*) impacts of these major tourism impacts.

The model (Figure 5.6 on the previous page) of the constructs collectively, presented a Chi-square divided by degrees of freedom value of $\chi 2/df=3.01$. The latter is seen as an acceptable fit as values between 2 and 3 are indicative of a good fit, accepting CMIN/DF values up to 5. Regarding the CFI value, it was found to be relatively acceptable (0.92). However values equal to or lager than 0.95 are generally more acceptable as a good fit. Further a RMSEA value of 0.07 with a 90% confidence interval of [0.06 ; 0.08] was presented, that is seen as good.

Despite the good model fit statistics (c.f.1.5.3.3.2), the model was not accepted as it does not support the underlying theory. According to theory, tourism impacts will influence the QoL of residents of a host community (Uysal *et al.*, 2012:675; Andereck *et al*., 2007:484; Crouch & Ritchie, 1999:138; Carmichael (2006:115). This model however does not depict the influence of tourism impacts on QoL; it portrays alliance of tourism

impacts and QoL. Alternatively model modification is needed to illustrate the influence of *negative* and *positive* tourism impacts (*Neg_Environ, Neg_Soc, Pos_Cult, Pos_Econ, Pos_Environ* and *Pos_Soc*) on the *Objective, Subjective* and *Overall indicators* of QoL (*Personal_SI, Economic_SI, Community_OI* and *Economic_OI*).

5.2.2.5.3.2 Representation of structural relationship (correlation coefficients, standardised regression weights and model fit statistics) between tourism impacts and QoL – model fit 2

As seen from Figure 5.7 (on the following page), a medium correlation was found between *Neg* and *Pos* tourism impacts (*r* = -0.38). Once again, this correlation corresponds to tourism literature indicating that tourism has both positive and negative impacts (Wang, 2006:415; Gursoy *et al*., 2003:175; Sirakaya *et al*., 2002:60; Gursoy *et al*., 2002:91; Dyer *et al*., 2007:413; Gursoy & Rutherford, 2004:505). A significant large correlation was once more found between *Overall* and *Objective indicators* (*r* = 0.48). Additionally, large correlations were also seen between *Subjective* and *Overall indicators* (*r* = 0.79) as well as between *Subjective* and *Objective indicators* (*r* = 0.68) of QoL. These findings strengthen the theory that Objective, Subjective and Overall indicators function in collaboration to determine the total QoL of residents of a host community (Cummins, 2000:56; Matarrita-Cascante, 2010:108; Andereck & Nyaupane, 2011:250; Neal *et al*., 2007:154; Kim, 2002:50; Diener *et al*.'s, 1984 cited by Sirgy, 2002:21).

Regarding the standardised regression weights (β – values), the following statistical significant direct effects were seen (refer to Figure 5.7 on the following page):

- *Positive* tourism impacts to *Subjective* indicators (β = 0.44);
- *positive* tourism impacts to *Overall indicators* (β = 0.29); as well as
- *positive* tourism impacts to *Obj*ective *indicators* (β = 0.59).

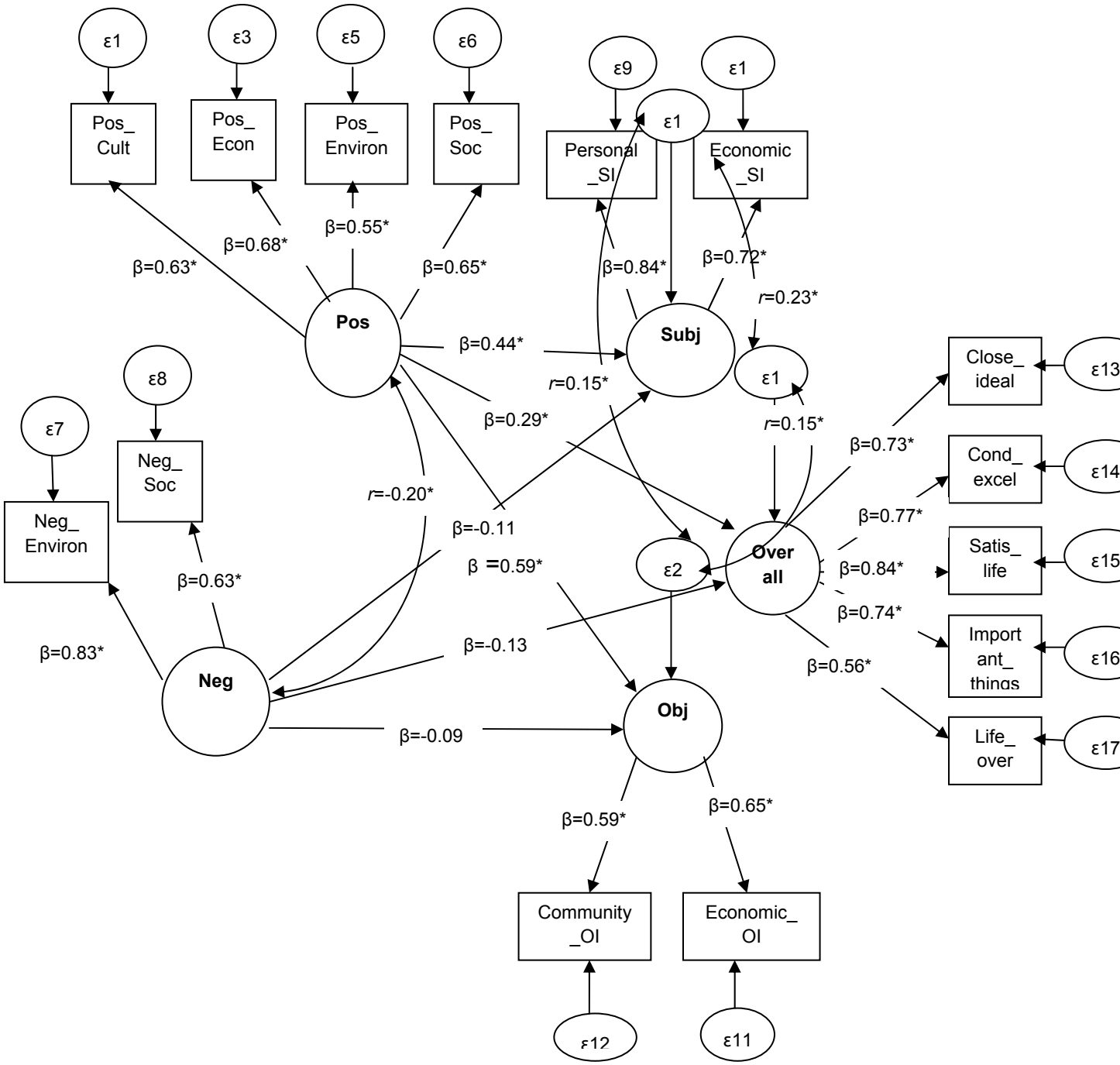

Figure 5.7: Structural Equation Model with correlation coefficients and standardised regression weights of tourism impacts and QoL – model fit 2

**Statistical significant on 5% level of significance (≤ 0.05)*

Conversely, no statistical significant direct effects were found from:

- *negative* tourism impacts to *Objective indicators* (β = -0.09);
- *negative* tourism impacts to *Overall indicators* (β = -0.13); as well as
- *negative* tourism impacts to *Subjective indicators* of QoL (β = -0.11).

It can thus be concluded that negative tourism impacts to do not influence residents' QoL. Therefore, significant correlation exists between *positive* tourism impacts and the indicators of QoL (p = ≤0.05).

After adjusting pathways to determine the influence of tourism impacts on residents' QoL, a Chi-square test divided by degrees of freedom value of χ2/df=3.06 was found which is regarded as acceptable. The model produced a relatively acceptable CFI value of 0.92, while a RMSEA value of 0.07 with a 90% confidence interval of [0.06; 0.08]. Therefore, this model comprising tourism impacts and QoL as accepted as it indicates good model fit statistics (c.f.1.5.3.3.2) and supports the fundamental theory of the study. No need for further model modification was required. Further statistical analysis of SEM could be conducted in order to reach the goal of the study (c.f.1.4.1); hereby distinguishing between a PTP and N-PTP.

5.2.2.5.4 Stage 4 – Comparison of final Structural Equation Model conducted on tourism impacts and QoL differentiating between a PTP and N-PTP

Lastly, stage 4 of SEM tested the permanency of a tourism product as variable. This was done in order to examine whether the influence of perceived impacts of tourism on residents' QoL differ between a PTP and N-PTP. The model produced a Chi-square divided by degrees of freedom value of χ2/df=2.33. This seen as good for values between 2 and 3 are accepted, where values closer to 1 are seen as excellent. The CFI value of 0.90 was found to be relatively acceptable; with a good RMSEA value of 0.06 with a 90% confidence interval of [0.05; 0.07]. According to the SEM, there is no practical difference between a PTP and N-PTP. This implies that tourism impacts do not influence residents' QoL of a PTP and N-PTP differently.

Therefore, the model as presented in Figure 5.7 (c.f.5.2.2.5.3.2), is accepted as the conclusive model; hereby reaching the goal (c.f.1.4.1) of the study. It can thus be emphasised that the model, compared to other tested models (refer to Table 4.19), is accepted as it:

- Presents relatively good model fit statistics;

- Represent underlying theory of tourism impacts and QoL; and
- Supports the goal of the study in order to establish whether the influence of perceived impacts of tourism on residents' QoL differ between a PTP and N-PTP.

Table 5.17: Comparison of model fit statistics including tourism impacts and QoL

Model	Description	CMIN/DF x^2/df	CFI	RMSEA [90% CI]
Initial model	Concerning model fit 1 of tourism impacts and QoL (Figure 5.6) good model fit statistics were found. However, the correlations examined the collaboration between tourism impacts and QoL indicators. This does not facilitate the goal of the study as the influence needs to be examined.	3.01	0.92	0.07 [0.06 ; 0.08]
Modified model	Model fit 2 (Figure 5.7) presented good model fit statistics. Additionally, the goal of the study was better reflected as the correlations measured the influence of tourism impacts on residents' QoL.	3.06	0.92	0.07 [0.06 ; 0.08]
Final model	The final model is also presented in Figure 5.7, examining the influence of tourism impacts on residents' QoL. A variable of permanence was added in order to reach the goal of the study; hereby differentiating between a PTP and N-PTP. Good model fit statistics were found, and therefore the model was accepted as the final model of the	2.33	0.90	0.06 [0.05 ; 0.07]

	study. Hereby supporting underlying theory and reaching the goal of the study conducted.			

5.3 CONCLUSION

The purpose of the chapter was to present the results of the study. Firstly, the descriptive results were presented; followed by the inferential results. The descriptive results mainly analysed the respondents of the study; and established the extracted factors of tourism impacts and QoL. From the identified extracted factors, it was possible to conduct further calculations. Consequently, the inferential results of the study were presented to explore the differences between a PTP and N-PTP and develop a model to indicate the influence of perceived impacts of tourism on residents' QoL in selected towns.

Concerning the descriptive results, the respondents of the study were analysed in terms of (1) demographic and social characteristics, (2) perception of tourism impacts as well as the (3) evaluation of QoL. From these results, it is evident that respondents of the PTP and N-PTP do not differ to great extent regarding characteristics. Inconsequential difference was found between the respondents of the PTP and N-PTP concerning race and distance from the tourism activity. Regarding the perception of tourism impacts great similarity was found between the respondents of the PTP and N-PTP; equally regarding the economic impact of tourism as the most important. Further, the respondents of the study perceive the environmental, social and cultural impacts of tourism alike, embracing a positive perception thereof. However, it can be observed that the respondents of the N-PTP perceive the social impacts somewhat more intense; yet the difference is insignificant. Similar to the perceptions of tourism impacts, respondents of the PTP and N-PTP evaluate QoL correspondingly. The respondents of the study identified the Subjective indicator as the most important in determining QoL. Additionally it is seen that the respondents of the study evaluate their QoL positively. Further, the descriptive results identified the extracted factors of tourism impacts (*positive cultural*, *negative social, positive economic, negative environmental*, *positive environmental* and *positive social* impacts) and QoL (*personal Subjective, community Objective, economic*

Objective, economic Subjective and *overall indicators*); which are supported by literature. From these extracted factors further statistical calculations were made; hereby presenting the inferential results of the study.

The inferential results were conducted to:

(1) evaluate the difference between the PTP and N-PTP concerning different demographic and social characteristics of respondents;

(2) establish the difference between PTP and N-PTP with specific distinction between extracted factors;

(3) determine the difference between the destination (PTP and N-PTP) and demographic and social characteristics specific to tourism impacts and QoL independently;

(4) to indicate where the difference particularly exist with regard to the latter; and.

(5) the inferential results addressed model development to ultimately facilitate the goal of the study.

From the above calculations, excluding model development, various significant differences were found. However, only negligible differences were found concerning practical significance to the study, thus indicating that practically significant differences do not exist between the respondents of the PTP and N-PTP. This was further explored in the final section of the inferential results, specifically through model development.

The model development comprised various stages in order to present the final model of the study. Initially statistical calculations for the purpose of model development were conducted separately on tourism impacts (stage 1) and QoL (stage 2). Subsequently (stage 3), statistical calculations were conducted on the integration of tourism impacts and QoL in order to establish the influence of perceived impacts of tourism on residents' QoL. Suitable models (distinctive to each stage) were chosen based on good model fit statistics and support of the underlying theory of the constructs.

Regarding stage 3 of model development, the accepted model specifically signified that positive tourism impacts influence residents' QoL, while negative tourism impacts do not influence residents' QoL in host communities. Finally, stage 4 of model development was conducted. Specifically, the permanency of a tourism product was explored in order

to determine whether the influence of perceived impacts of tourism on residents' QoL differ between a PTP and N-PTP. No difference was found between a PTP and N-PTP; therefore, the model of stage 3 was accepted as the final model of the study.

Conclusively the final model of the studies signifies that positive economic, environmental, social and cultural tourism impacts influence residents' QoL, while negative environmental and social tourism impacts do not influence residents' QoL in a host community. Additionally, this influence does not differ between a PTP and N-PTP. From the above, it is observed that the goal of the study has been reached. Therefore, it is appropriate to present the conclusions, contribution, recommendations and limitations in the following chapter based on the literature review(s) and empirical survey.

CHAPTER 6

CONCLUSIONS, CONTRIBUTIONS, RECOMMENDATIONS AND LIMITATIONS

6.1 INTRODUCTION

The goal (c.f.1.4.1) of the study was to present a model indicating the influence of perceived tourism impacts on residents' Quality of Life (QoL) in selected towns. Considering the selected towns, specific differential reference is made between a permanent (N-PTP) and non-permanent tourism product (N-PTP). In order to accomplish the goal of the study, various objectives were formulated (c.f.1.4.2). These objectives were addressed in the course of five distinctive chapters each with a dissimilar purpose collaboratively to support the goal of the study (c.f.1.4.1). To review, refer to Table 6.1 indicating the objectives; as well as the related headings in order to conquer each of the objectives formulated (c.f.1.4.2).

Table 6.1: Review of objectives formulated

Objective (c.f.1.4.2)	Headings	Chapter
Objective 1 **To analyse the theoretical frameworks of tourism and QoL; to specifically identify the theoretical framework derived for the study (c.f.2)**	• Theoretical frameworks of tourism impacts (c.f.2.2) • Theoretical frameworks related to QoL (c.f.2.3) • Theoretical framework derived for the study (c.f.2.4)	Chapter 2
Objective 2 **To analyse tourism as an industry and product in a host community by means of a literature review (c.f.3)**	• Understanding the concept 'tourism' (c.f.3.2) • Residents as role-players in the tourism industry (c.f.3.3)	Chapter 3
Objective 3 **To discuss QoL and the relation thereof to the residents of a host community by means of a literature review (c.f.4)**	• Understanding the concept 'QoL' (c.f.4.2) • The construct of QoL summarised (c.f.4.3) • QoL and the host community (c.f.4.4)	Chapter 4

Objective 4 **To analyse the influence of economic, environmental, social and cultural impacts of tourism on residents' QoL by means of an empirical study and to differentiate between a PTP and N-PTP (c.f.5)**	• Results of the study (c.f.5.2) • Descriptive results (c.f.5.2.1) • Exploratory results (c.f.5.2.2) • Causal results (c.f.5.2.3)	Chapter 5
Objective 5 **To draw conclusions, indicate contributions and formulate recommendations particular to the study and future research; as well as presentation of limitations to the study (c.f.6)**	• Conclusions (c.f.6.2) • Contributions (c.f.6.3) • Recommendations (c.f.6.4) • Limitations (c.f.6.5)	Chapter 6

From the specific objectives (Objectives 1, 2, 3 and 4) signified, it is possible and requisite to provide conclusions, contributions, recommendations and limitations. Therefore, the purpose of this chapter is to compose conclusions, provide the distinguishing contributions, compile recommendations particular to the context of the study conducted and present limitations; thus addressing the final objective (Objective 5) of the study (refer to Table 6.1). The conclusions (c.f.6.2) will be drawn according to the objectives of the study (refer to Table 6.1); while contributions (c.f.6.3) will be made concerning literature, methodology; as well as practical contributions. Thereafter the recommendations will be made particular to the study; followed by specific recommendations for future research (c.f.6.4). Finally the limitations (c.f.6.5) of the study will be presented. Refer to Figure 6.1 for a conceptualisation of the layout specific to the chapter (Chapter 6).

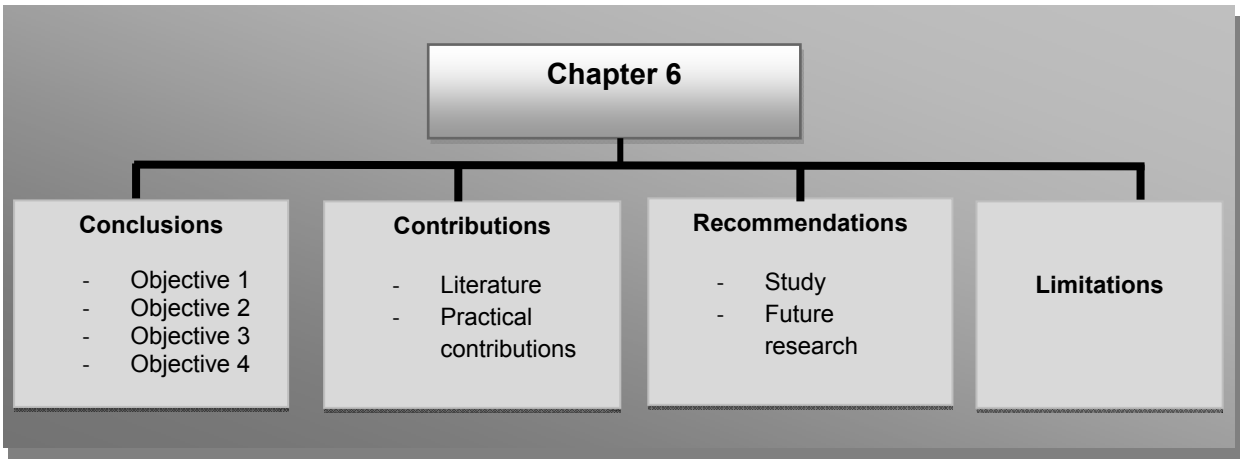

Figure 6.1: Layout of Chapter 6

6.2 CONCLUSIONS

The conclusions will be discussed according to the particular objectives (refer to Table 6.1) of the study; however the final objective (Objective 5) will be excluded as the purpose of this chapter is to address the latter. Therefore, the conclusions will specifically be conferred as follows:

- Conclusions with regard to the theoretical frameworks of tourism and QoL; as well as the theoretical frameworks derived for the study;
- Conclusions with regard to tourism as an industry and a product in a host community;
- Conclusions with regard to QoL and the relation thereof to the residents of a host community; and finally
- Conclusions with regard to the analysis of the economic, environmental, social and cultural impacts of tourism on residents' QoL by means of an empirical study; and to differentiate between a PTP and N-PTP

6.2.1 Conclusions with regard to the theoretical frameworks of tourism and QoL, as well as the theoretical framework derived for the study

The following are regarded as the main conclusions pertaining to Objective 1 (c.f.1.4.2):

- Tourism and QoL originate from two distinctive fields of study (c.f.2.1), each with various theoretical frameworks to explain the explicit phenomenon, specifically referring to the perceptions of tourism (c.f.2.2) and views of the dissimilar functioning of QoL (c.f.2.3). Studies to determine the relationship between perceived tourism impacts and QoL are infrequent. The latter indicates that a theoretical framework specifically to signify this relationship is absent in available literature. Therefore, a great need exists for integration in order to compose a collaborative theoretical framework portraying the relationship between the concepts of tourism and QoL (c.f.2.1).
- A number of theoretical frameworks have been identified to provide specifically comprehension as to how residents' perceive the functioning of the tourism industry and factors influencing that (c.f.2.2). These theoretical frameworks include *Doxey's' Irridex* (c.f.2.2.1)*, Butlers' tourism destination lifecycle* (c.f.2.2.2)*, Ap and Crompton's framework* (c.f.2.2.3)*, Social carrying capacity theory*

(c.f.2.2.4) and *Social Exchange Theory (SET)* (c.f.2.2.5). Similarly, these theoretical frameworks occur along a positive-negative continuum. However, each community is diverse, and therefore the findings of studies concerning the theoretical frameworks of perceptions of tourism cannot be generalised. The perception of tourism should be evaluated within the specific context and related conditions.

- Concerning the theoretical frameworks of tourism (c.f.2.2), it can be seen that *Doxey's Irridex* (c.f.2.2.1), *Butlers' tourism destination lifecycle* (c.f.2.2.2), *Social carrying capacity theory* (c.f.2.2.4) and *SET* (c.f.2.2.6) specifically evaluate residents' perception of tourism in a host community. Whereas *Ap and Crompton's framework* (c.2.2.3) and *Dogan's framework* (c.f.2.2.5) asses residents' reaction towards tourism in the community.
- Considering the various theoretical frameworks regarding tourism (c.f.2.2), it can be seen that the specific perception of or reaction to tourism takes place at different stages (*introduction, growth, maturity, stagnation, rejuvenation or decline*) of the particular development. Thus, it can be concluded that *Butlers' tourism destination lifecycle* (c.f.2.2.2) is an evidently predicting framework of residents' perception or reaction in *Doxey's Irridex* (c.f.2.2.1), *Ap and Crompton's framework* (c.f.2.2.3), *Social carrying capacity theory* (c.f.2.2.4), *Dogan's framework* (c.f.2.2.5); as well as the *SET* (c.f.2.2.6).
- A particular theoretical framework regarding tourism (perception or reaction) was designated to support the theoretical framework derived for the study (c.f.2.4), thus additionally complementing the individual nature of QoL. Therefore, the *SET* (c.f.2.2.6) was specifically selected as it is based on the exchange process between tourism in a community and residents that may occur on a personal level.
- Concerning the theoretical frameworks of QoL (c.f.2.3), differentiation is made between Inter-domain and Intra-domain theories. The Inter-domain theories were examined as concentration is given to the interrelationship among particular life domains rather than manipulation thereof (c.f.2.3). Therefore, thought is given to *Bottom-up Spillover theory* (c.f.2.3.1)*, Top-down Spillover theory* (c.f.2.3.2)*, Horizontal Spillover* (c.f.2.3.3) and *Compensation* theory (c.f.2.3.4) of QoL.

- Regarding the theoretical frameworks particular to tourism (c.f.2.2), it can be seen that different studies, make use of either or numerous of the frameworks with no distinctive preference in tourism literature. These theoretical frameworks have been studied abound. Conversely, considering the theoretical frameworks related to QoL (c.f.2.3), it can be observed that distinctive preference is given to the *Bottom-up Spillover theory* (c.f.2.3.1). The latter does not only apply specifically to the field of psychology; however is noticeable in other fields of study (for example health and marketing) (c.f.1.2). Therefore, negligible attention in available literature is given to the *Top-down Spillover theory* (c.f.2.3.2)*, Horizontal Spillover* (c.f.2.3.3) and *Compensation theory* (c.f.2.3.4) particular to QoL.
- Comparison is observed between the Inter-domain theories of QoL (c.f.2.3), as they focus on the interrelationship and not on the manipulation of life domains. Regardless of the number of Inter-domain theories of QoL, there is considerable agreement that tourism literature makes use of the *Bottom-Up Spillover theory* (c.f.2.3 & c.f.2.3.1). Specifically, the initial research of the theory merely described the underlying perception; from which the specific concept of *'Bottom-up Spillover theory'* was conceptualised and confirmed through advanced research (c.f.2.3.1).
- The *Bottom-up Spillover*, as an Inter-domain theory, signifies that QoL is the sum of the interrelationship among various life domains. Thus, particular life concerns influence specific life domains, which in turn determine the overall QoL (c.f.2.3.1). Therefore, pertaining to the basic premise of the theory it is evident that QoL is seen as a personal process based on *"give and take".* The latter also applies to the *SET* (c.f.2.2.6); consequently indicating the coherent use of the *SET* and *Bottom-up Spillover* theory in order to derive the theoretical framework particular to the study (c.f.2.4).
- Conclusively, due to the economic, environmental, social and cultural character of tourism impacts, it will influence particular or various life domains of QoL through the process of *SET*. The *SET* is specifically utilised as an *exchange* between tourism development; encompassing tourism impacts, and residents of the host community takes place; thus particularly influencing their QoL. Thus, the

theoretical framework derived for the study (c.f.2.4) comprising the *SET* (c.f.2.2.6) and *Bottom-up Spillover theory* (c.f.2.4).

6.2.2 Conclusions with regard to tourism as an industry and a product in a host community

The following are regarded as the main conclusions concerning Objective 2 (c.f.1.4.2)

- The phenomenon of tourism is not a new concept in literature with definitions dating back as far as 1910 (c.f.3.2). Tourism is regarded as a multidimensional concept with several definitions (c.f.3.2). However, for the purpose of the study tourism is seen as the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of providing attractions, entertainment, transport and accommodation to tourists (c.f.3.2).
- Tourism is seen as the largest and fastest growing global industry (c.f.3.2) while the tourism industry in the South African context, is correspondingly developing (c.f.3.2.1). With this growth, the intensity of impacts increases, which may be either positive and/or negative (c.f.3.2 & c.f.3.3.1). Therefore, the need exists for tourism planners to understand related concepts, thus enabling effective management, minimising negative impacts and ensuring sustainability of tourism in host communities. These concepts include tourism as a product (c.f.3.2.2), residents as role-players in the tourism industry (c.f.3.3) and tourism impacts (c.f.3.3.1).
- Defining a tourism product is rather difficult with little consensus (c.f.3.2.2). This problem can evidently be ascribed to the multidimensional nature thereof; comprising diverse and various core elements (c.f.3.2.2.1), elements (c.f.3.2.2.2), attributes (c.f.3.2.2.3); as well as characteristics (c.f.3.2.2.4) of a tourism product.
- Concerning the diverse and various core elements (c.f.3.2.2.1), elements (c.f.3.2.2.2) and attributes (c.f.3.2.2.3), similarity does occur including physical elements, service and experience. Therefore, it can be concluded that a tourism product consists out of various tangible components and services in order to provide a tourism experience. Conversely, an attribute (c.f.3.2.2.3) that is not often recognised in the literature but is presumed to be in place, is the ‘host

community'. This is an element that is of great importance to any tourism product and needs to be emphasised. Consequently, a tourism product may be defined as:

> The offering to tourists existing comprising tangible (physical setting and attributes) and intangible (services) components in a host community in order to provide an experience (c.f.3.2.2).

- A considerable amount of literature specifically elucidates the characteristics of a tourism product thereby making clear differentiation from other products (c.f.3.2.2.4). Despite the large amount of literature dealing with the characteristics of a tourism product, the characteristic of permanency has apparently been neglected in literature, thus no consideration is given to the concept even though it is a universal and logical characteristic. It is, therefore, of great importance to examine permanency (c.f.3.2.2.5) as a characteristic of a tourism product, as it is one of the vital characteristics differentiating tourism from other products.
- Based on the characteristic of permanency (c.f.3.2.2.5), a differentiation between a PTP and N-PTP is made indicating various similarities and differences. This differentiation was further specified by consulting the *'Typology of attractions'* (refer to Figure 3.7). It was seen that the definition of a tourism product as formerly formulated did not embrace the characteristic of permanency. Therefore, by incorporating the former definition of a tourism product, permanency and reviewing the definition of a visitor attraction, a tourism product is now comprehensively regarded as:

  > A permanent resource, either natural or manmade, consisting out of tangible and intangible components which is developed and managed to attract tourists away from their usual environment, for the experience of leisure, recreation, entertainment, interest and/or education. This permanent resource can be utilised and managed permanently or non-permanently, depending on the desired outcome of the product (c.f.3.2.2.5).

- The importance of residents of host communities, particular to the tourism industry, is constantly emphasised in literature (c.f.3.3). This emphasis is persistently stressed as residents determine tourists' experience, influence the

attractiveness of the particular destination; and consequently regulate the sustainability (refer to Figure 3.8) of tourism in the host community (c.f.3.3). It is therefore important to involve (refer to Figure 3.9) and recognise residents as part of the tourism "product", thus positively disposing them to the effects thereof (c.f.3.3).

- Research specifically concerning tourism impacts (c.f.3.3.1) is abundant, with academics ascertaining the economic, environmental, social and cultural impacts dissimilar. Thus, there is no existing universal view of tourism impacts. Additionally findings of research pertaining to tourism impacts cannot be generalised. Nevertheless, comparisons can be made (c.f.3.3.1).
- Considering the impacts, it can be seen that tourism is adopted and embraced mostly for the economic benefits despite other costs. However, it is important to recognise and manage the environmental, social and cultural impacts, to ensure that the economic benefits are maintained and/or increased in a host community (c.f.3.3.1).
- From the literature review concerning tourism impacts (c.f.3.3.1) it is observed that the economic (c.f.3.3.1.1), environmental (c.f.3.3.1.2) and social impacts (c.f.3.3.1.3) clearly distinguishing between positive and negative impacts. Conversely, the cultural impacts (c.f.3.3.1.4) are broadly identified, which may be either positive or negative, depending on the distinct perceptions of the residents of a host community.
- Various theoretical frameworks (c.f.2.2 & c.f.6.2.1) and factors (c.f.3.3.2.1) influence residents' perception of tourism impacts. It is important to examine these theoretical frameworks (c.f.2.2 & c.f.6.2.1) and factors (c.f.3.3.2.1) as residents' perception of impacts will determine the tourist experience, the attractiveness of a destination and consequently the sustainability of tourism in a host community (c.f.3.3 & c.f.3.3.2).
- Regarding the factors that influence residents' perception of tourism impacts (c.f.3.3.2.1), it can be observed that research has typically concentrated on the following factors: *geographical proximity to activity concentrations/distance from tourism sites* (c.f.3.3.2.1.1), *length of residency* (c.f.3.3.2.1.2), *involvement in tourism* (c.f.3.3.2.1.3), *business or employment interest in the tourism industry*

and/or residents' economic dependence on tourism (c.f.3.3.2.1.4) and *demographic characteristics and/or socioeconomic* factors (c.f.3.3.2.1.5). On the contrary, a lesser amount of research is concerned with the following factors: *personal behaviour* (c.f.3.3.2.1.6), *social representation* (c.f.3.3.2.1.7), *seasonality pattern of development* (c.f.3.3.2.1.7) and *cultural differences between tourists and residents of a host community* (c.f.3.3.2.1.8). With reference to the latter factors, it is important to emphasise that they are not new concepts in tourism literature. However, they need to be researched further, for clarification and comparison purposes.

- The findings with regard to different studies specifically concerning the factors that influence residents' perceptions of tourism (c.f.3.3.2.1) are never identical. This can be ascribed to the fact that host communities are unique in various ways; with regard to residents' demographic and social characteristics, attributes and attractiveness of the destination; as well as the stage of development. Consequently, perceptions continually change over time and frequently need to be examined. From the above it can also be seen that findings with regard to perceptive studies cannot be generalised; however it can be utilised for the purpose of a literature review and comparison (c.f.3.3.2.1).
- Conclusively, it can be seen that tourism as an industry (c.f.3.2.1) and a product (c.f.3.2.2) is continually growing. With this growth, tourism development brings economic (c.f.3.3.1.1), environmental (c.f.3.3.1.2), social (c.f.3.3.1.3) and cultural (c.f.3.3.1.4) benefits and/or costs to the residents of a host community. These impacts (c.f.3.3.1), as influenced by various theoretical frameworks (c.f.2.2) and factors (c.f.3.3.2.1), will effect residents' perception of tourism (c.f.3.3.2). Thus, residents of a host community form an integral part of the provision of the tourism experience and the attractiveness of a destination, consequently determining the sustainability of tourism (c.f.3.3).

6.2.3 Conclusions with regard to QoL and the relation thereof to the residents of a host community

The following are regarded as the main conclusions regarding Objective 3 (c.f.1.4.2)

- QoL (c.f.4.2), similar to Tourism (c.f.3.2), has been described as multidimensional concepts with various definitions, indicating modest agreement thereof (c.f.4.2). However, QoL is seen as a more complex concept as it is subjective evaluation of life thus endogenous to the individual (c.f.4.2) while tourism is an objective trend exogenous to the individual.
- QoL encompasses various synonyms such as happiness, life satisfaction and subjective well-being (c.f.4.2). Therefore, various researchers or academics in the field make dissimilar use of the concept. Tourism however is recognised as a universal concept; including travel and hospitality, and thus does not make use of a number of vague synonyms in research or literature.
- As with tourism (c.f.3.2), QoL (c.f.4.2) has numerous definitions in available literature. For the purpose of the study, the most fathomable definition is accentuated in order to circumvent further confusion of the complex concept. QoL is defined as ones' satisfaction with life and feelings of contentment or fulfilment with ones' experience in the world. It therefore reflects a state of a human life situation (c.f.4.2). From the above, it is reasonable to state that QoL is perceived differently by different people (c.f.4.2). The latter correspondingly applies to tourism, hereby signifying that tourism will be perceived differently by different people. This is ascribed to the fact that individuals and communities differ.
- As there are various definitions of QoL (c.f.4.2), it is correspondingly evident that there are several ways in which QoL is specifically established (c.f.2.3, c.f.4.2 & c.f.4.2.1). However, for the purpose of the study QoL (c.f.4.3) is determined through the *Bottom-up Spillover theory* (c.f.4.2.1) and Objective (c.f.4.2.2.1) and Subjective (c.f.4.2.2.2) indicators. Therefore QoL is determined through the collaboration of various life domains (c.f.2.3, c.f.4.2.1 & c.f.4.3), which are measured through Objective (c.f.4.2.2.1) and Subjective (c.f.4.2.2.2) indicators (c.f.4.3). Additionally, specifically concerning the measurement, the Objective (c.f.4.2.2.1) and Subjective (c.f.4.2.2.2) indicators are measured through either/or reflective and formative measures (c.f.4.2.3). Further QoL; thus including life domains, which are Objective (c.f.4.2.2.1), or Subjective (c.f.4.2.2.2) in nature measured in a reflective or formative manner (c.f.4.2.3); is measured in different

units of analysis (c.f.4.2.4). These units of analysis (refer to Figure 4.4) include individual, family, community, state and world (c.f.4.2.4).

- Despite the dissimilar views of QoL (c.f.2.3, c.f.4.2 & c.f.4.2.1), it is observed that all incorporate the importance of life domains (c.f.4.2.1) and consequently life concerns. However, from literature it is evident that various researchers or academics in the field identify different life domains (c.f.4.2.1). This can be ascribed to the reality that dissimilar life domains; consequently correspondingly life concerns, are incorporated to suite the context of the specific study in different fields. To illustrate the latter: specifically in the field of tourism, different life domains of tourists are incorporated; compared to life domains of residents in order to determine QoL.
- Literature evidently confirms that tourism is commenced in host communities to gain or improve economic benefits (c.f.3.3.1 & c.f.4.4). Recently, it has been indicated that tourism is not exclusively adopted for the economic benefits. However, it is incorporated for the noticeable benefits to QoL. Despite the latter, research has not focussed adequately on the relationship between tourism and QoL (c.f.1.1 & c.f.4.4).
- Tourism (c.f.3.2); through tourism (permanent or non-permanent) products (c.f.3.2.2), cogently produce impacts (c.f.3.3.1) which will influence various life domains (c.f.2.4 & c.f.4.2.1); thus determine QoL (c.f.4.4).
- QoL is measured through Objective (c.f.4.2.2.1 & c.f.4.3) and Subjective (c.f.4.2.2.2 & c.f.4.3) indicators, while tourism is an objective matter that will influence the individual subjectively (c.f.4.4).
- QoL is a growing concern for individuals and communities (c.f.4.2); while tourism; due to the potential QoL benefits (c.f.4.4); is becoming a growing need for individuals (tourists and residents) and communities.
- Residents' perception of tourism impacts will influence the tourist experience, attractiveness of a destination and consequently determine the sustainability of tourism in the host community (c.f.3.3). Correspondingly, residents' perceived QoL; as influenced through tourism impacts; will influence the tourist experience, attractiveness of a destination and thus effect the sustainability of tourism. The latter can be ascribed to the social exchange (c.f.2.2.6) that takes place between

residents' and tourism in a host community (c.f.2.4). Therefore the importance to manage tourism (c.f.3.3); specifically the perceived impacts (c.f.3.3.1), in order to sustain and improve residents' QoL (c.f.4.4).

6.2.4 Conclusions with regard to the analysis of the economic, environmental, social and cultural impacts of tourism on residents' QoL by means of an empirical study; and to differentiate between a PTP and N-PTP

The following are regarded as the main conclusions with regard to Objective 4 (c.f.1.4.2)

- Considering the descriptive results (c.f.5.2.1), great similarity between the PTP and N-PTP is seen regarding the demographic and social characteristics (c.f.5.2.1.1). However, differences in these characteristics were specifically found regarding the race of the respondents and distance from the tourism activity (c.f.5.2.1.1). The existence of these specific differences can be attributed to the dissimilar population and community characteristics concerning host destinations.
- Regarding the descriptive results of the perception of tourism impacts (c.f.5.2.1.2), the respondents of the PTP and N-PTP regard the economic impact as the most important impact of tourism. The latter is supported by literature signifying that the benefits of the economic impact outweigh the costs associated with other impacts of tourism (c.f.3.2, c.f.3.3.1 & c.f.3.3.1.1). Pertaining to the environmental impact, it was seen that the respondents of the study indicate that the environment can cope with tourism and that tourism supports conservation in the community. Thus, the environmental impacts of tourism are perceived as positive with no detrimental effects. Further considering the social impacts, the respondents of the PTP and N-PTP indicate that traffic congestion becomes a problem due to tourism. Nevertheless, the community image is still advanced through tourism. Comparing the social impacts as perceived by the respondents of the PTP and N-PTP, great similarity exists. Yet, it is important to recognise that the negative social impacts are experienced somewhat more intense by the respondents of the N-PTP. This phenomenon of the N-PTP is ascribed to the intense nature of an event as it is hosted for short periods, compared to the enduring nature of a PTP. With regard to the cultural impact of tourism, it is seen

that tourism in the PTP and N-PTP, has a positive impact on the cultural identity of the respondents. Overall, it can be seen that the respondents of the study perceive the economic, environmental, social and cultural impacts of tourism positively (c.f.5.2.1.2).

- With regard to QoL, the Subjective indicator is regarded as the most important according to the respondents of the study (c.f.5.2.1.4). This occurrence is ascribed to the subjective evaluation of QoL (c.f.4.2) and is consequently emphasised. Dissimilar views of the Objective indicator according to the PTP and N-PTP are conveyed. Specifically, respondents of the study regard satisfaction with the influx of tourists to the community as the most important factor while the respondents of the N-PTP regard satisfaction with economic security of their work as the most important factor in effecting the Objective indicator (c.f.5.2.1.4). Specifically the respondents of the PTP indicate satisfaction with influx of tourists to the community as the most important factor, due to the permanent nature and economic dependence thereof. With reference to the Overall indicator (c.f.5.2.1.4), it is evident that the respondents of the study equally view satisfaction with life as the most important factor in determining overall QoL. Generally, considering QoL it is evidently observed that respondents to the survey have a positive evaluation of QoL, insignificant dissatisfaction or disagreement. However, differences found concerning the evaluation of QoL between the PTP and N-PTP is ascribed to diverse individual and community characteristics of the host destinations.
- The descriptive results additionally presented the extracted factors distinctive to tourism impacts (c.f.5.2.1.3) and QoL (c.f.5.2.1.5). The extracted factors of tourism impacts (c.f.5.2.1.3) supported the underlying theory signifying that tourism has positive and negative impacts (c.f.3.3.1). Specifically, more economic benefits are experienced than costs (c.f.3.3.1.1), various environmental (c.f.3.3.1.2) and social impacts (c.f.3.3.1.3) are perceived as either positive or negative; and positive cultural impacts (c.f.3.3.1.4) are experienced positively. The latter can be ascribed to the fact that literature (c.f.3.3.1.3) frequently classifies social and cultural impacts as a combined impact, therefore the negative cultural impacts are often interpreted as negative social impacts

(c.f.3.3.1.3 & c.f.3.3.1.4). Therefore, the extracted factors were labelled as *positive culture, negative social, positive economic, negative environmental, positive environmental* and *positive social* impacts.

- Pertaining to QoL (c.f.5.2.1.5), it can also be recognised that the extracted factors is supported by the theory (c.f.4). Specifically, for the purpose of the study, QoL (c.f.4.3) is seen as the effect of the collaboration of various life domains, which may be either Objective or Subjective. Therefore, the study identified Objective and Subjective indicators, as well as an Overall indicator of QoL. It is known that Subjective (c.f.4.2.2.2) indicators are endogenous; while Objective indicators (c.f.4.2.2.1) are exogenous; thus two factors were labelled as *personal subjective* and *community objective*. From the economic tourism impact (c.f.3.3.1) it was observed that more benefits than costs were perceived; consequently the introduction of tourism in a community is mostly economically driven. Correspondingly, QoL is greatly influenced by financial aspects (c.f.2.3.1 & c.f.4.2.1). Therefore, *economic objective* and *economic subjective* factors were labelled (c.f.5.2.1.5). Lastly, an *overall indicator* was also identified as the previous factors influence overall measures of QoL.
- From the descriptive results (c.f.5.2.1), specifically the extracted factors of tourism (c.f.5.2.1.3) and QoL (c.f.5.2.1.5), it is possible to do further and advanced calculations; hereby presenting the inferential (c.f.5.2.2) results of the study. Considering the inferential results, specifically comparing a PTP and N-PTP, differences were found with regard to race, length of residency, highest level of education, employment in the tourism industry, tourism/festival involvement and distance from tourism activity (c.f.5.2.2.1). However, highest level of education and tourism/festival involvement were the only differences between the PTP and N-PTP that were found to be practically significant (c.f.5.2.2.1) according to statistics. The differences found in demographic and social characteristics are ascribed to the unique individual and community aspects; concisely communities differ therefore characteristics vary.
- Further the difference between the respondents of the PTP and N-PTP were examined, specifically regarding the extracted factors (c.f.5.2.2.2). Construing the tourism impacts, a difference was found pertaining to the *negative social* factor.

This can be recognised in the difference of the intensifying nature of hosting events, while PTPs are steadily accessible. The latter is also supported by the descriptive statistics based on the perception of tourism impacts (c.f.5.2.1.3). Considering QoL, differences were seen with regard to the *economic objective* indicator, *economic subjective* indicator and *overall* indicator. These differences are credited to the concept that individual and communities differ, more accurately,the needs of residents regarding QoL differ. Therefore, the indicators of QoL will be evaluated differently by residents of diverse communities in order to satisfy QoL needs. It can therefore be presumed that the *economic objective* and *economic subjective* needs of PTP and N-PTP varied and that, consequently, the *overall* indicator differed. Despite the differences found between the PTP and N-PTP as discussed above, none of the effect sizes were found to be practically significant (c.f.5.2.2.2).

- The inferential results additionally presented the differences of (demographic and social) characteristics and extracted factors (distinctive to tourism impacts and QoL); specifically comparing the PTP and N-PTP (c.f.5.2.2.3). With regard to tourism impacts (c.f.5.2.2.3.1), differences were found concerning race, home language and employment in the tourism industry. Once again, these differences can be endorsed to the certainty that individuals and communities differ. Therefore according to certain (race, home language, employment in the tourism industry and distance from tourism activity) demographic and social characteristics residents' perceptions of tourism impacts will differ. Yet, none of the above differences proved to be practically significant to the results of the study (c.f.5.2.2.3.1). As with tourism impacts, QoL (c.f.5.2.2.3.2) similarly indicated differences regarding race and home language; however a difference was found particular to the distance from the tourism activity. Thus, according to certain (race, home language, employment in the tourism industry and distance from tourism activity) demographic and social characteristics, evaluation of QoL diverges (c.f.5.2.2.3.2). The latter too is ascribed to the certainty that individual and communities differ. Despite the differences reported, none were found to practically significant.

- Additionally, the inferential results presented advanced findings with regard to the above conclusion (c.f.5.2.2.4). Therefore, the differences as indicated were further analysed in order to indicate specifically the existence of differences according to the extracted factors of the study and distinctive to tourism impacts (c.f.5.2.2.4.1) and QoL (c.f.5.2.2.4.2). Particular to tourism impacts (c.f.5.2.2.3.1), differences were found regarding race, home language and employment in the tourism industry. After further investigation (c.f.5.2.2.4.1), the difference concerning race was specifically seen in the perception of *negative* and *positive environmental* impact. Concerning home language, the particular difference was observed in the perception of *positive economic*, *negative* and *positive environmental* impacts. Regarding employment in the tourism industry, differences in the perception of tourism impacts were observed concerning the *positive economic* impact (c.f.5.2.2.4.1). The above inferential results confirm the notion that individuals and communities differ; therefore the perception of tourism impacts will be divergent according certain characteristics (for example stage of development, demographic characteristics, economic need and so on).
- Further examination (c.f.5.2.2.4.2) was conducted concerning the differences found regarding characteristics and extracted factors of QoL, between a PTP and a N-PTP (c.f.5.2.2.3.2). Differences were found regarding race, home language and distance from the tourism activity (c.f.5.2.2.3.2). With specific reference to race, the *personal subjective* and *overall* indicators of QoL were evaluated dissimilarly by the respondents of PTP and N-PTP. No specific differences were found regarding the evaluation of QoL according to different home languages. Lastly, when considering distance from tourism activity, the *economic objective* indicator of QoL was evaluated as dissimilar when comparing the respondents of the PTP and N-PTP (c.f.5.2.2.4.2). The above inferential results confirm the notion that individuals and communities differ; therefore the evaluation of QoL will be dissimilar according to needs and characteristics (for example stage of development, demographic characteristics, economic need and so on).
- From the above descriptive and inferential results, it is appropriate to conclude that various differences exist between a PTP and N-PTP, specifically concerning demographic and social characteristics (c.f.5.2.1.1, c.f.5.2.2.1 & c.f.5.2.2.3),

perception of tourism impacts (c.f.5.2.1.2, c.f.5.2.2.2, c.f.5.2.2.3.1 & c.f.5.2.2.4.1) and the evaluation of QoL (c.f.5.2.1.4, c.f.5.2.2.2, c.f.5.2.2.3.2 & c.f.5.2.2.4.2). However, few of the established differences were practically significant to the study according to effect sizes. Therefore substantial differences do not exist between the PTP and N-PTP concerning characteristics, perception of tourism impacts and evaluation of QoL.

- Additionally to the inferential results, the differences between a PTP and N-PTP regarding the influence of tourism impacts on residents' QoL, was further studied by means of model development (c.f.5.2.2.5). In order to appropriately establish the latter, tourism impacts (c.f.5.2.2.5.1) and QoL (c.f.5.2.2.5.2) were initially examined as individual concepts in order to attain suitable correlation coefficients and standardised regression weights indicating the strength of relationship between (latent and/or manifest) variables; as well as good model fit statistics (c.f.5.2.2.5). Further, the acknowledged model distinctive to tourism (c.f.5.2.2.5.1.1) and QoL (c.f.5.2.2.5.2.3) supported the underlying theory of tourism impacts (c.f.2.2 & c.f.3.3.1) and QoL (c.f.2.3 & c.f.4.3) and 4). Subsequently, these models (c.f.5.2.2.5.1.1 & c.f.5.2.2.5.2.3) were integrated (c.f.5.2.2.5.3) in order to scrutinise the influence of tourism impacts on residents' QoL (c.f.5.2.2.5.3.2) specifically through model development. This integrated model (c.f.5.2.2.5.3.2) supported essential structural relationships (correlation coefficients, standardised regression weights and good model fit statistics) and the underlying theory (c.f.2.4, c.f.3.3.1 & c.f.4.3). The goal (c.f.1.4.1) of the study was to determine the influence of perceived tourism impacts on residents' QoL in selected towns; specifically differentiating between a PTP and N-PTP. Therefore, to comprehensively facilitate the goal (c.f.1.4.1) and to analyse the uniqueness of the study; a variable of permanency was added to the integrated model (c.f.5.2.2.5.3.2); consequently presenting the final model of the study (c.f.5.2.2.5.4).
- The final model (c.f.5.2.2.5.4) of the study was entitled: Root's model of Community TourQoL (CTQ). Below, the model (refer to Figure 6.2) will be discussed thoroughly to enable comprehensive understanding thereof:

- The proposed model (refer to Figure 6.2) was developed based on literature concerning tourism impacts (c.f.3.3.1) and QoL (c.f.4.2).
- From the empirical study (c.f.5.2.1.3 & c.f.5.2.2.5.1.1) it was found that tourism encompasses *positive (Pos)* and *negative (Neg)* tourism impacts. The latter is supported by the final model (refer to Figure 6.2), indicating that the relationship between *positive* and *negative* impacts are significant in creating tourism impacts (c.f.5.2.2.5.4). Specifically the positive impacts included:
    - *positive culture (Pos_Cult);*
    - *positive economic (Pos_Econ);*
    - *positive environmental (Pos_Environ)*; and
    - *positive social (Pos_Soc)*;

  While the negative impacts comprised:
    - *negative environmental (Neg_Environ); and*
    - *negative social (Neg_Soc).*

  These emphasised impacts are also supported by literature (c.f.3.3.1) as well as the conclusions (c.f.6.2.4) pertaining to the extracted factors of tourism impacts.
- Concerning QoL, the empirical study confirmed that the concept is determined by *Objective*, *Subjective* and *Overall* indicators (c.f.5.2.1.5 & c.f.5.2.2.5.3). This is further supported by the final model, presenting significant strength of relationship between the variables; thus endorsing that QoL is determined through the collaboration of *Objective, Subjective* and *Overall indicators* (c.f.5.2.2.5.4) that, according to literature, structures various life domains (c.f.2.4, c.f.4.2 & c.f.4.3). Pertaining to the *Objective* indicators, *community objective (Community_OI)* and *economic objective (Economic_OI)* indicators were identified while *personal subjective (Personal_SI)* and *economic subjective (Economic_SI)* indicators were established. Concerning the *Overall indicator*, five variables were identified, that are identical to the items of the Satisfaction with Life Scale (SWLS) and include:
    - *In most ways my life is close to ideal (Close_ideal);*
    - *The conditions of my life are excellent (Cond_excel);*

  - *I am satisfied with my life (Satis_life);*
  - *So far I got important things I want in life (Important_things);* and
  - *If I could live my life over I would change almost nothing (Life_over).*
- As with tourism impacts (c.f.3.3.1 & c.f.6.2.4); the above emphasised indicators and the collaborative working thereof is confirmed through literature (c.f.4.2 & c.f.4.3) and conclusions (c.f.6.2.4) specific to the extracted factors of QoL.
- The final model (c.f.5.2.2.5.4) additionally examined the influence of tourism impacts (*Pos_Cult, Pos_Econ, Pos_Environ, Pos_Soc, Neg_Environ* and *Neg_Soc*) on QoL (*Community_OI, Economic_OI, Personal_SI, Economic_SI* and *Overall_I).* Significant relationships were found between the *positive impacts* of tourism and *Objective, Subjective* as well as the *Overall indicator* of QoL. The model therefore confirms that the positive impacts of tourism influence residents' QoL. Conversely, significant relationships were not found between the *negative impacts* of tourism and *Objective, Subjective* as well as *Overall indicators* of QoL. Thus, the model indicates that negative tourism impacts do not influence residents' QoL. Thus, positive tourism impacts influence residents' QoL; however, negative tourism impacts do not influence residents' QoL.
- Finally, the final model (c.f.5.2.2.5.4) tested permanency of tourism products; consequently differentiating between a PTP and N-PTP. With the addition of this variable, no differences were found. Therefore, tourism impacts do not influence the residents of a PTP's QoL differently; compared to a N-PTP.
- In conclusion, the view of the model can be summarised as follows: The positive impacts of tourism influence residents' QoL; while the negative tourism impacts do not influence the residents' QoL. These influences act equally on the residents of both PTP and N-PTP; indicating no difference (c.f.5.2.2.5.4) between the two.

From the above conclusions (c.f.6.2.1, c.f.6.2.2, c.f.6.2.3 & c.f.6.2.4) based on the formulated objectives (c.f.1.4.2), the goal of the study (c.f.1.4.1) was effectively reached.

Therefore, it is possible to present the contributions (c.f.6.3) and recommendations (c.f.6.4).

6.3 CONTRIBUTIONS

Significant contributions were made to literature, together with practical contributions that can be utilised in managing the impacts of tourism to improve residents' QoL as well as directing future research concerning tourism and QoL. This section will discuss these substantial contributions to literature (c.f.6.3.1), followed by a discussion of the practical contributions (c.f.6.3.2).

6.3.1 Contributions to literature

- The main contribution to literature was found in the value of the model (Root's model of CTQ). This model can be utilised and further tested in future research studies to improve the understanding of the influence of perceived impacts of tourism on residents' QoL in host communities. More specifically, understanding of the influence of tourism in both permanent and non-permanent tourism environments has been enhanced.
- Additionally, contribution is made to literature as advancement is made in further integration of tourism impacts and QoL.
- Tourism and QoL originate from two diverse fields of study (c.f.2.1). These concepts encompass numerous theoretical frameworks (c.f.2.2 & c.f.2.3) to describe substantial underlying notions distinctively. Specifically, tourism includes theoretical frameworks to indicate *'how'* residents' of a host community's perceptions of or reactions towards tourism are influenced (c.f.2.2). While QoL embraces theoretical frameworks in order to signify the functioning thereof according to different Inter-domain theories (c.f.2.3). A significant contribution is made to literature, as a theoretical framework is derived for the study comprising tourism and QoL (c.f.2.4). Particularly, the *SET* (c.f.2.2.6) and *Bottom-up Spillover theory* (c.f.2.3.1) were selected to indicate the exchange that occurs between tourism in a host community and residents (c.f.2.4). Thus, signifying the

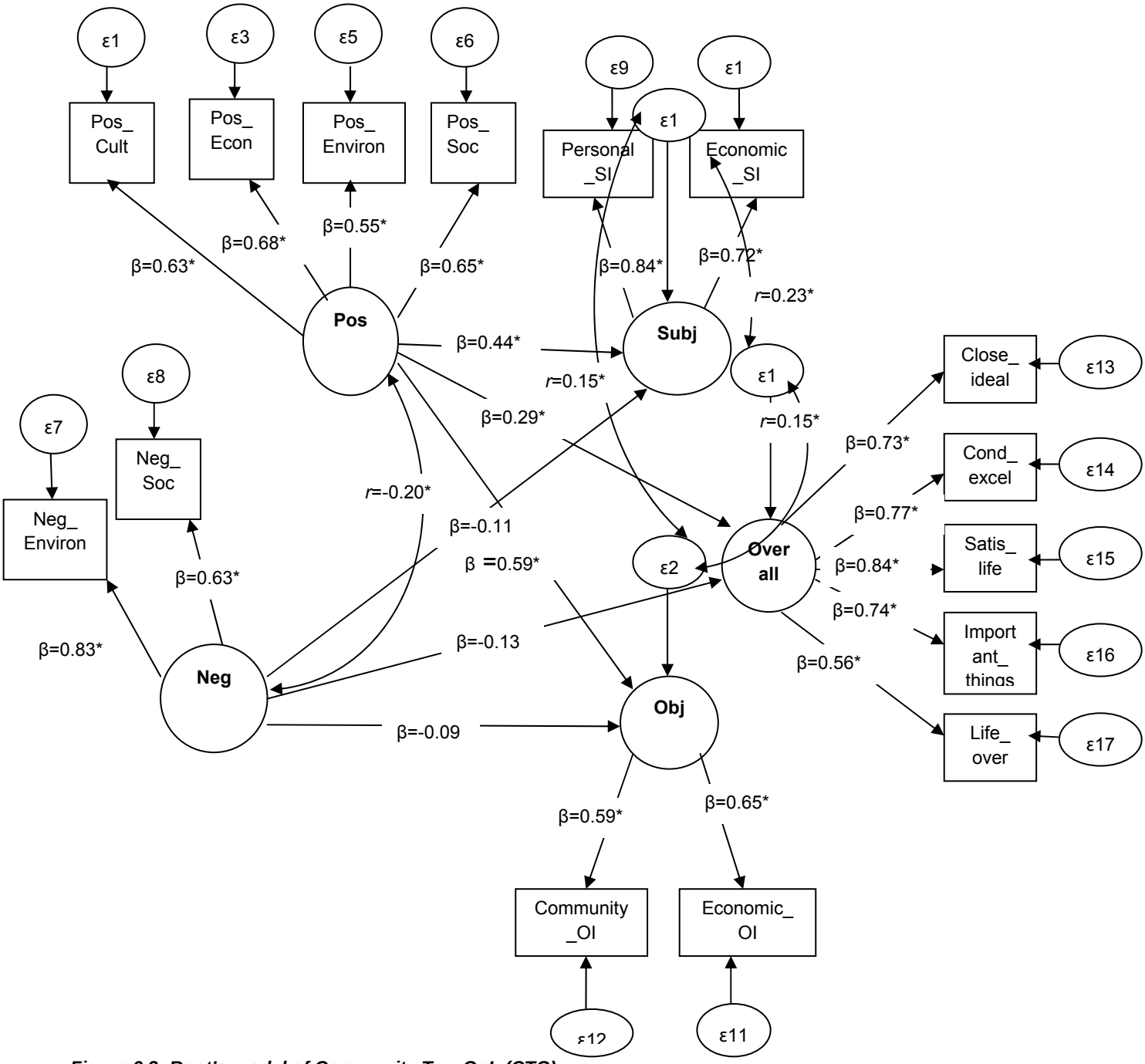

Figure 6.2: Root's model of Community TourQoL (CTQ)

theoretical framework to indicate the influence of tourism impacts on residents' QoL based on the process of the *SET* (c.f.2.4). The above can be conceptualised by the review of Figure 2.8 (c.f.2.4).

- Defining a tourism product is difficult and vague in literature; indicating diminutive agreement thereof (c.f.3.2.2). After consulting available literature reflecting the definitions (c.f.3.2.2), core elements (c.f.3.2.2.1), elements (c.f.3.2.2.2), attributes (c.f.3.2.2.3); as well as the characteristics (c.f.3.2.2.4) of a tourism product, the following definition was formulated based on the latter (c.f.3.2.2):

A tourism product is defined as the offering to tourists existing out of tangible (physical setting and attributes) and intangible (services) components in a host community in order to provide an experience.

- However, from this definition, it was seen that the characteristic of permanency was not included. Therefore, by the inclusion of the former formulated definition, permanency; as well as the definition of a visitor attraction, the following comprehensive definition of a tourism product was established:

  A permanent resource, either natural or manmade, consisting of tangible and intangible components, which is developed and managed to attract tourists away from their usual environment, for the experience of leisure, recreation, entertainment, interest and/or education. This permanent resource can be utilised and managed permanently or non-permanently, depending on the desired outcome of the product (c.f.3.2.2.5).

- By this definition, a significant contribution is made to tourism literature regarding a comprehensive definition of a tourism product; including the important characteristic of permanency. Thus, the opportunity to distinguish between a PTP and N-PTP is offered.
- Available literature addresses the characteristics of a tourism product, thus differentiating it from other products (c.f.3.2.2.4). However, permanency as a characteristic of a tourism product was not identified and discussed in tourism literature. This study provides considerable input to the characteristic of the permanency (c.f.3.2.2.5) of a tourism product as it is an important characteristic when differentiating it from other products. Thus, differentiation is facilitated between a PTP and a N-PTP. Regarding permanency, consideration is given to definitions, comprising permanency and visitors attractions, as well as to the *'Typology of attraction'* in order to emphasise and comprehend the characteristic. From the latter, the following significant contributions to tourism literature is made:
  - practical discussion based on the *'Typology of attractions'* was conducted thus differentiating between a PTP and N-PTP (refer to Table 3.2) specifically concerning ownership and production level;

    - the definition of a tourism product was formulated, considering the characteristic of permanency; and
    - the similarities and differences (refer to Table 3.3) between a PTP and N-PTP were established (c.f.3.2.2.5).
- Therefore, significant contribution is made to tourism literature enabling differentiation between PTP and N-PTP.
- Significant contribution to literature is made concerning the view of QoL for the purpose of the study (c.f.4.3). Specifically, this view incorporated the *Bottom-up Spillover theory* (c.f.2.3.1 & c.f.4.2.1), as well as Objective (c.f.4.2.2.1) and Subjective (c.f.4.2.2.2) indicators in order to establish QoL. To explain this particular view (c.f.4.3), QoL is determined by the collaboration of various life domains. These life domains are measured using both Objective and Subjective measures, thus explaining the use of both indicators (c.f.4.2.2). Therefore, life concerns, as the subdomains, influence certain life domains that are Objective or Subjective nature. In turn, the collaboration of various life domains influences QoL as the super-ordinate domain. This latter confirms the vertical, bottom-up, spillover effect signified by the *Bottom-up Spillover theory* (c.f.2.3.1 & c.f.4.2.1). From the above, a practical figure was created by the combination of the existing *Bottom-up Spillover theory* (c.f.2.3.1) as well as Objective (c.f.4.2.2.1) and Subjective (c.f.4.2.2.2) indicators.
- Only a little research has been conducted to establish the influence of tourism on QoL (c.f.4.4). The goal of this study (c.f.1.4.1) was to determine the influence of perceived tourism impacts on residents' QoL in selected towns; differentiating between a PTP and N-PTP. The latter was reached through various objectives (c.f.1.4.2); concerning related theoretical frameworks (c.f.2), tourism (c.f.3), QoL (c.f.4); and finally an empirical study (c.f.5). Therefore, a significant contribution is made to literature which can be used as a future reference concerning the relationship between tourism and QoL.

6.3.2 Practical contributions

- The main practical contribution of the study, is the presentation of the model (c.f.5.2.2.5.4 & c.f.6.2.4) signifying the influence of perceived tourism impacts on

residents' QoL, and specifically differentiating between a PTP and a N-PTP. Once a community becomes a tourism destination, the lives of residents are affected by the development (c.f.4.4). It has constantly been emphasised that residents' perceptions of tourism impacts and the evaluation of QoL; as influenced by tourism in a host community, will effect: (1) the tourism experience, (2) attractiveness of a destination; and consequently (3) the sustainability of tourism in a particular community. Therefore, the QoL of residents in a host community should be a major concern for community and tourism planners and/or mangers. Community and tourism planners and/or managers of the PTP and N-PTP can use the model to gain awareness of how tourism impacts influence the residents' QoL.

Particular to the model of the study, it is seen that positive economic, environmental, social and cultural impacts influence residents' QoL, while negative environmental and social impacts do not influence residents' QoL. More specifically, the positive economic, environmental, social and cultural impacts influence the Objective, Subjective and Overall indicators. Conversely, the negative environmental and social impacts do not influence the Objective, Subjective and Overall indicators of QoL. Considering the latter, the ultimate goal of community and tourism planners and/or managers in PTP and N-PTP should be sustain the findings of the model, thus sustaining and improving the positive impacts while sustaining and minimising the negative impacts of tourism development. To rephrase: the outcome of planning and management in a host community should be to gain more economic, environmental, social and cultural benefits than costs from tourism; in order to improve residents' QoL through Objective, Subjective and Overall indicators. This can be done by applying the following managerial implications particular to each tourism impact:

- ***Economic impact:***
  - Design programmes or present workshops for residents in order to understand the economic benefits of tourism and encourage participation.
  - Design strategies to ensure that businesses do not increase prices of goods and services according to the seasonality pattern of tourism in the host community.

- Develop policies to ensure that local tourism businesses provide job opportunities to residents of the community.
- Develop programmes to promote the community in order to attract invest.
- Develop strategies to ensure that money generated through tourism is put back into the community (for example funding of education facilities or improvement of infrastructure).
- By the implementation of the above, the Objective (for example *satisfaction with income and benefits, family income, cost of living in the community, cost of basic necessities, service received in the community, facilities received in the community* and so on) and Subjective indicators (for example *satisfaction with family's happiness, level of education, personal skills, standard of living* and so on) are improved; thus improving the life domains (for example *satisfaction with financial life, community life* and so on), Overall indicators (for example *satisfaction with life*) and consequently QoL.

➢ ***Environmental impact:***

- Develop programmes in a pro-active manner to ensure that the natural environment is conserved and protected.
- Develop a checklist for current and future business owners in the host community, to ensure that their development and practices will not disturb the natural environment.
- By the implementation of the above, the Objective (for example *satisfaction with condition of community environment, facilities received in the community, influx of tourists, health and safety in the community* and so on) and Subjective indicators (for example *standard of living*) are improved; thus improving the life domains (for example *satisfaction with community life*), Overall indicators (for example *satisfaction with life*) and consequently QoL.

➢ ***Social impact:***

- Develop programmes to reduce social issues such as vandalism, noise and pollution, prostitution and so on.
- Provide guidelines to public services (for example police) to ensure that crime and traffic congestion is reduced because of tourism.

- Develop policies to ensure that tourism revenue is used to improve standard of roads and recreational facilities in the host community.
- Develop programmes to promote the local community as a tourism destination, thereby improving the image of the community.
- By the implementation of the above, the Objective (for example *satisfaction with cost of living in the community, people who live in the community, service received in the community, facilities received in the community, health and safety in the community* and so on) and Subjective indicators (for example *satisfaction with family's happiness, standard of living, happiness in general* and so on) are improved; thus improving the life domains (for example *satisfaction with leisure, social life, spiritual life, community life* and so on), Overall indicators (for example *satisfaction with life*) and consequently QoL.

➢ ***Cultural impact:***

- Develop policies to encourage tourism providers to incorporate local culture in the delivery of their tourism product.
- Develop policies in a host community to ensure that the culture is preserved.
- By the implementation of the above, the Objective (for example *satisfaction with income and benefits, people who live in the community, leisure activities* and so on) and Subjective indicators (for example *satisfaction with level of education, personal skill* and so on) are improved; thus improving the life domains (for example *satisfaction with leisure life, cultural life, social life, community life* and so on), Overall indicators (for example *satisfaction with life*) and consequently QoL.

From the above, it is evident that community and tourism planners and/or managers of PTPs and N-PTPs, must develop and integrate the QoL indicators into the overall planning and management of tourism development in order to increase the QoL of the residents. Consequently, by the implementation of the above criteria:

- the tourism experience for tourists to the particular host community will improve;
- the attractiveness of a destination will increase; and therefore

- sustainability of tourism in the community is ensured.

The economic benefits to the community will also be greater by recognising the importance of residents' QoL as influenced by tourism impacts; thus increasing the certainty of long-term success as a host destination. From the above is evident that tourism should not exclusively be economically driven by planners and/or managers. However, tourism in host communities should be psychologically attentive also in order to ensure success.

- From literature, it is evident that there is modest agreement on a standard measure concerning QoL (c.f.4.2). Literature was consulted, from which a measure to determine QoL for the purpose of the study was created (c.f.1.5.2.1.2). This measure particularly included Objective indicators, Subjective indicators, particular life domains concerning residents of a host a community; as well as the SWLS in order to determine satisfaction with life overall. Therefore, this measure can be utilised as the basis for studies with a similar view on QoL and so make significant practical contribution. However, some life domains can be added or excluded in order to suite the context of the particular study from the perspective of the resident or tourist.

6.4 RECOMMENDATIONS

The following section provides the recommendations. Specifically, recommendations are given regarding the study (c.f.6.4.1); followed by the recommendations for future research (c.f.6.4.2).

6.4.1 Recommendations regarding the study

- Considering the theoretical frameworks (c.f.2), specific classification is given to QoL differentiating between Inter-domain and Intra-domain theories (c.f.2.3); therefore portraying analytical structure to the concept. Conversely, the theoretical frameworks particular to tourism (c.f.2.2), indicate insufficiency regarding coherent structure and is consequently indistinct of precise differentiation thereof. It is thus recommended that analytical structure also be given to the theoretical frameworks of tourism (c.f.2.2). Specifically it is

recommended that the following classification be applied to the theoretical frameworks of tourism: (1) *Perceptive theoretical frameworks* and (2) *Responsive theoretical frameworks*. The *Perceptive theoretical frameworks* refer to residents' perception of tourism in the particular host community whereas *Responsive theoretical frameworks* analyse residents' reaction to tourism. Therefore, the *Perceptive theoretical frameworks* include *Doxey's Irridex* (c.f.2.2.1), *Butlers' tourism destination lifecycle* (c.f.2.2.2), *Social carrying capacity theory* (c.f.2.2.4) and *SET* (c.f.2.2.6), while the *Responsive theoretical frameworks* include *Ap and Crompton's framework* (c.2.2.3) and *Dogan's framework* (c.f.2.2.5). By applying the above classification to the theoretical frameworks of tourism, distinctive differentiation can be made,

- In literature, it is evident that *Doxey's Irridex* (c.f.2.2.1) refers specifically to the attitude (perception) residents adopt towards tourism in a community depending on the particular stage of development, thus defining it as a *Perceptive theoretical framework* according to the above recommendation. However, when reconsidering the literature (c.f.2.2.1), the theoretical framework should be interpreted as residents' reaction towards tourism in the host community, rather than as an attitude (perception). This would classify it as a *Responsive theoretical framework*.
- It is further recommended that *Butler's tourism destination lifecycle* (c.f.2.2.2) **not** be regarded as one of the theoretical frameworks of tourism. It should however be regarded as the basis of all theoretical frameworks particular to examining the **perception** of tourism (c.f.2.2), a critical difference. This is evidenced by the fact, that the particular stage of the development in the host community will affect residents' perception of, or reaction towards, tourism (c.f.2.2).
- It is recommended that the *'Typology of attractions'* (c.f.3.2.2.5) with specific reference to Figure 3.7 be reviewed. According to the figure and the discussion thereof, a PTP is regarded as a primary destination; while a N-PTP is regarded as a secondary destination. The primary destination (permanent) is regarded as the main motivation for travel and will thus be visited for a few days or longer. Conversely, and according to this discussion, a secondary destination (non-permanent), the main motivation is to attend a festival. However, tourism events

have become an enormous attraction and so visitors do not exclusively come to attend the particular event. Visitors now attend the festival; arriving prior to the commencement or depart after the culmination of the festival, making use of other tangible and intangible components in the community. Thus the *'Typology of the attractions'* needs to be reconsidered for a non-permanent attraction (N-PTP) could very easily be visited as a primary destination. This latter will depend on individual motivation and purpose. From the above, specifically referring to the structure of the *'Typology of attractions'*, it can thus be concluded that: a PTP and N-PTP can either be a (1) primary or secondary destination depending on the individual motivation and purpose, (2) can be private, public, profitable or non-profitable; (3) and can be available/hosted at local, regional, national or international levels. Therefore, the *'Typology of attractions'* needs to be modified to accommodate the above (c.f.3.2.2.5).

- Based on the findings of the study, it is recommended that tourism impacts and QoL be integrated in community and tourism planning, management and marketing. This recommendation is made, as it is evident from the study that tourism impacts influence residents' QoL in a host community. Therefore, an integrated approach needs to be implemented by planners, managers and marketers in order to enhance positive impacts of tourism and improve residents' QoL. From this integrated approach, the sustainability of a tourism destination will be boosted.
- Regarding the tourism impacts, it is seen in literature and the results of the study that the economic benefits of tourism are important to the residents of a host community. This was confirmed by the evaluation of QoL in a community, identifying economic objective and economic subjective indicators of QoL. It is therefore recommended that community and tourism planners and/or managers never ignore the importance of economic benefits to residents, in order to improve their QoL and enhance the sustainability of tourism in the destination. This will be to the advantage of the residents, community and tourism planners and/or managers; as well as the image of the host community.
- Lastly and most importantly it is recommended that CTQ model (refer to Figure 6.3) be implemented by community and tourism planners and/or managers.

Specifically, PTPs such as Margate, Jeffreys Bay, Cape Town, Kruger National Park, ATKV resorts and so on, could utilise this model in order to improve the QoL of residents. Likewise, it is recommended that N-PTPs such as Aardklop National arts festival, Klein Karoo National arts festival, Wacky Wine Weekend, Grahamstown National arts festival, and so on, incorporate the elements of the model to ensure residents' QoL on a long-term basis. Consequently, it is seen that by utilising the model in a PTP and N-PTP residents' QoL will improve. Considering the latter the tourism experience for tourists will be enhanced, the attractiveness of the destination will increase and sustainability of the community as a host destination will be greater. Thus, a satisfied resident produces a satisfied tourist as well as popular tourism destination.

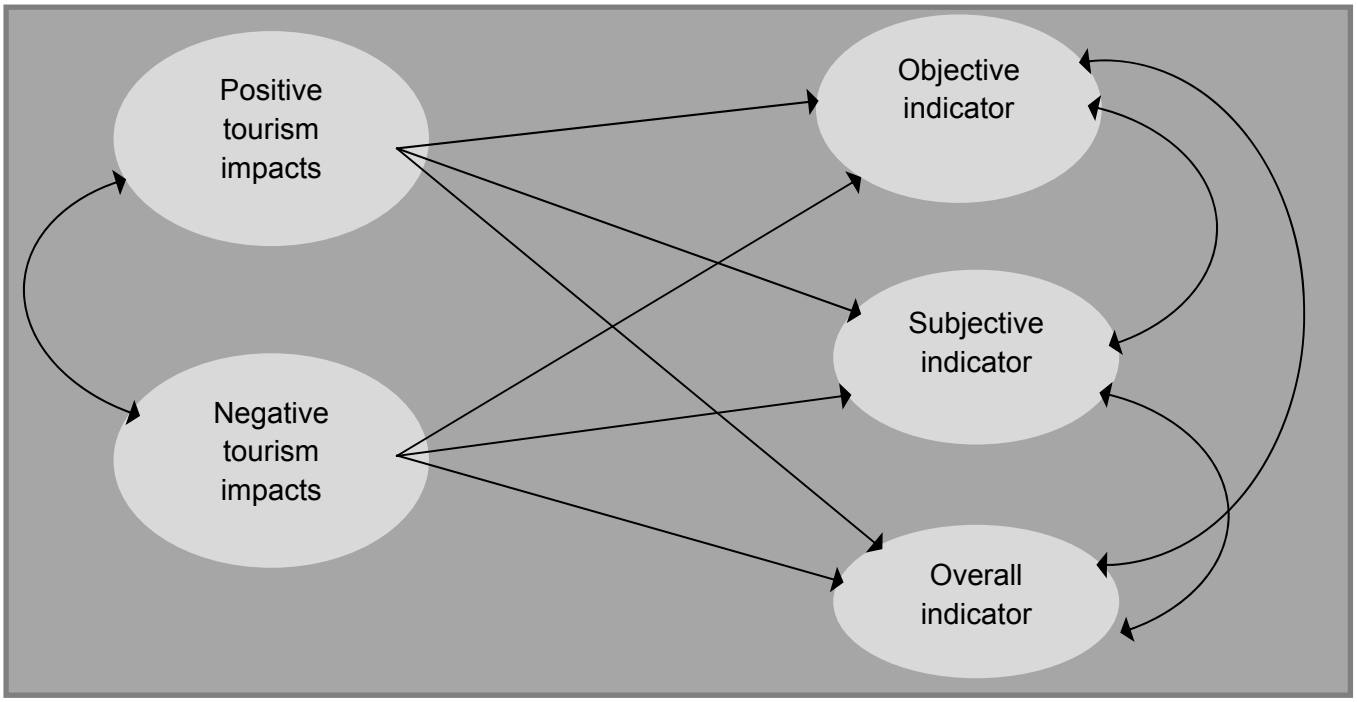

Figure 6.3: Simplified version of Root's model of Community TourQoL (CTQ)
Source: Authors' own compilation

6.4.2 Recommendations concerning future research

- When considering the factors that influence residents' perception of tourism (c.f.3.3.2), more attention, with specific reference to previous research and available literature, is paid to certain factors than to others. Specifically, the following factors have not been researched adequately:
    - *personal behaviour* (c.f.3.3.2.1.6);
    - *social representation* (c.f.3.3.2.1.7);

- *seasonality pattern of development* (c.f.3.3.2.1.7); and
- *cultural differences between tourists and residents of a host community* (c.f.3.3.2.1.8).

Therefore, it is recommended that future research investigate these factors concerning residents' perception of tourism impacts more regularly; consequently making a much-needed contribution to literature.

- Considering the social impacts of tourism (c.f.3.3.1.3), literature and research thereof abounds. Therefore, a figure (Figure 3.11) was created from literature to conceptualise the available research thereof, presenting additional analytical sequencing. As QoL is a complex concept (c.f.2.3 & c.f.4.2), when presenting various definitions (c.f.4.2) and views (c.f.2.3 & c.f.4.2) with tentative agreement on a standard measure (c.f.4.2), it would be valuable to create a similar figure in order to conceptualise QoL in a more systematic manner. Therefore presenting a refined timeline of research and literature based on QoL. The above will be valuable to future research concerning QoL, presenting a concise, clear structure to the complex concept.
- It is known that fewer studies have been conducted to establish the impact of tourism on residents' QoL (c.f.4.4). Consequently, constant intricacy is the ability to develop a standard measure in order to determine empirically the impacts of tourism on residents' QoL in a host community (c.f.4.4). Therefore, it is recommended that a standardised measure be developed to determine the influence of tourism impacts on residents' QoL. The utilisation of a standardised measure will expand the opportunity to make comparisons with other and future research. This will enhance the knowledge base of academics, researcher and industry practitioners.
- It is recommended that the present study be researched in different permanent and non-permanent tourism destinations. By conducting the latter, similarities and differences can be established in comparison to the present study from which generalisations can be interpreted over time. Again, research and literature based on permanency of tourism products will be thus enhanced.
- Further, it is recommended that the present study by conducted on a regular basis in host communities. This suggestion is made as communities are

continually changing due to external factors (for example economic, social, technological and political factors) with consequent impacts on tourism development and QoL in destinations.

- Lastly, it is recommended that the model (Root's model of CTQ) of the study be tested on international level. From the latter, comparison can be made between developed, developing and underdeveloped permanent and non-permanent tourism destinations, thus presenting a global view of the influence of perceived impacts of tourism on residents' QoL with specific differentiation between a PTP and N-PTP being made.

6.5 LIMITATIONS

The final section of the chapter identifies the limitations from the research conducted. These limitiations can be considered by future researchers studying a related topic or research question to that of this thesis. This will enable the future researchers to identify concerns before conducting their research in the field of tourism.

The following limitations were identified and can be considered by future researchers:

- The study only made use of two research destinations in order to distinguish the influence of tourism impacts on residents' QoL in a PTP and N-PTP. Therefore the findings cannot be generalised to all PTP and N-PTP as the magnitude and direction of the relationship between tourism impacts and QoL might be perceived dissimilar by different host community or tourism products. As seen in the recommendations for future research (c.f.6.4.2) it is suggested that other PTP and N-PTP be incorporated in research to gain a more hoslistic and comprehensive view of the research topic, as findings may be dissimilar.
- Secondly, only the residents of the host community of the PTP and N-PTP were involved in the study. By including business people, tourism planners and other types of stakeholders in the tourism community, different levels of influence of tourism impacts on residents' QoL will be perceived. Thus obtaining a more holistic view of the impacts of tourism on residents' QoL in both PTP's and N-PTP's.

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APPENDIX

Appendix A

Questionnaires

Appendix A1

Questionnaire – Permanent tourism product (PTP)

TOURISM IN FRANSCHHOEK / TOERISME IN FRANSCHHOEK

Dear Community Resident

This survey is designed to assess your quality of life in the community. Specifically, it assesses community residents' perception of how their overall quality of life is affected by tourism. Your participation in this survey allows you to voice your opinion to help community planners improve the quality of life in your community. Your response will remain confidential and will be greatly appreciated.

We value your co-operation in this matter greatly.

Geagte Gemeenskapsinwoner

Dié navorsing is ontwerp om jou kwaliteit van lewe in die gemeenskap te bepaal. Spesifiek bepaal dit gemeenskapsinwoners se persepsie van hoe hul algehele lewenskwaliteit deur toerisme geaffekteer word. Jou deelname in die navorsing laat jou toe om jou opinie te gee oor hoe gemeenskapsbeplanners die kwaliteit van lewe in jou gemeenskap kan verbeter. Jou antwoord bly konfidensieel en word opreg waardeer.

Ons waardeer jou samewerking in die saak opreg.

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SECTION A / AFDELING A
DEMOGRAPHIC AND SOCIAL INFORMATION / DEMOGRAFIESE EN SOSIALE INLIGTING

A1. Gender / *Geslag*?

M	1
F/V	2

A2. What year were you born? / *Watter jaar is jy gebore?*

19

A3. Home language/ *Huistaal*?

Afrikaans	1
English / *Engels*	2
Other / *Ander:*	3

Specify other: / *Spesifiseer ander*:

A4. How long have you been living in this community? / *Hoe lank bly jy al in dié gemeenskap?*

Years / *Jare*

A5. Highest level of education / *Hoogste kwalifikasievlak*

No school / *Geen skool*	1
Matric / *Matriek*	2
Diploma, degree / *Diploma, graad*	3
Post-graduate / *Nagraads*	4
Professional / *Professioneel*	5
Other / *Ander*	6

Specify other: / *Spesifiseer ander*:

A6. Are you employed in the tourism industry? / *Werk jy in die toerismebedryf?*

Yes / *Ja*	1
No / *Nee*	2

A7. How involved are you with tourism planning in Franschhoek? / *Hoe betrokke is jy met toerisme beplanning in Franschhoek?*

Not at all / *Glad nie*	1
Moderately involved / *Matig betrokke*	2
Highly involved / *Hoogs betrokke*	3

A8. How far do you live from tourism activities/ businesses? / *Hoe ver bly jy van toerisme aktiwiteite/besighede?*

Very close (radius of 1km)	1
Close (radius of 1 to 5km)	2
Far (radius of 5 to 10km)	3
Remote (10km en further)	4

SECTION B / AFDELING B
IMPACTS OF TOURISM / IMPAKTE VAN TOERISME

This section determines the impact tourism on you as resident of the Franschhoek community. Please mark ONE option with an 'X'. / ***Dié afdeling bepaal die impak van toerisme op jou as inwoner van die Franschhoek-gemeenskap. Merk EEN opsie met 'n 'X'.***

	Strongly disagree / Stem ten volle nie saam nie	***Disagree / Stem nie saam nie***	***Neutral / Neutraal***	***Agree / Stem saam***	***Strongly agree / Stem volkome saam***
Economic impact / Ekonomiese impak					
B1. The cost of being a tourism destination is worth the outcome / *Die koste om 'n toerisme bestemming te wees is die moeite werd*	1	2	3	4	5
B2. The prices of goods and services increase due to tourism/ *Die pryse van goedere en dienste verhoog as gevolg van toerisme*	1	2	3	4	5
B3. Tourism creates jobs for us as residents / *Toerisme skep werk vir ons as inwoners*	1	2	3	4	5
B4. Tourism attracts investment opportunities to our community /*Toerisme lok beleggings moontlikhede na ons gemeenskap*	1	2	3	4	5
B5. Tourism brings more business for residents and entrepreneurs / *Toerisme bring meer besigheid vir inwoners en entrepreneurs*	1	2	3	4	5
B6. Tourism generates additional tax revenue for local government / *Toerisme genereer meer belastinginkomste vir die plaaslike regering*	1	2	3	4	5
B7. Tourism increases the standard of living / *Toerisme verhoog die lewenstandaard*	1	2	3	4	5
Environmental impact / Omgewingsimpak					
B8. Tourism damages the natural environment / *Toerisme beskadig die natuurlike omgewing*	1	2	3	4	5
B9. Tourism disturbs the balance of the natural environment / *Toerisme versteur die balans van die natuurlike omgewing*	1	2	3	4	5
B10. The natural environment can cope with the impacts of tourism / *Die natuurlike omgewing kan die impakte van toerisme hanteer*	1	2	3	4	5
B11. Tourism planners support conservation of natural resources / *Toerisme beplanners ondersteun bewaring van natuurlike hulpbronne*	1	2	3	4	5
Social impact / Sosiale impak					
B12. Tourism brings too many people / *Toerisme bring te veel mense*	1	2	3	4	5
B13. Crime rates increase due to tourism / *Misdaad verhoog as gevolg* van toerisme	1	2	3	4	5
B14. Traffic congestion is a result of tourism / *Verkeersopeenhopings word veroorsaak deur toerisme*	1	2	3	4	5
B15. Vandalism increases due to tourism / *Vandalisme verhoog as gevolg van toerisme*	1	2	3	4	5

	Strongly agree / Stem volkome saam	Agree / Stem saam	Neutral / Neutraal	Disagree / Stem nie saam nie	Strongly disagree / Stem ten volle nie saam nie
Social impact / Sosiale impak					
B16. Tourism causes noise and pollution / *Toerisme veroorsaak geraas en besoedeling*	1	2	3	4	5
B17. Tourism increases prostitution in the community / *Toerisme verhoog prostitusie in die gemeenskap*	1	2	3	4	5
B18. Tourism puts pressure on local services (Police, fire protection etc.) / *Toerisme plaas druk op plaaslike dienste (Polisie, brandweer ens.)*	1	2	3	4	5
B19. Tourism improves standard of roads and facilities / *Toerisme verbeter standaard van paaie en fasiliteite*	1	2	3	4	5
B20. The community image is enhanced through tourism / *Die beeld van die gemeenskap word versterk deur toerisme*	1	2	3	4	5
B21. Tourism helps promote a relationship between us and tourists / *Toerisme help om 'n verhouding tussen ons en toeriste te bevorder*	1	2	3	4	5
B22. Recreational facilities are provided for us from tourism / *Rekreasie-fasiliteite word aan ons voorsien deur toerisme*	1	2	3	4	5
Cultural impact / Kulturele impak					
B23. Tourists have a negative effect on our culture / *Toeriste het 'n negatiewe impak op ons plaaslike kultuur*	1	2	3	4	5
B24. Due to tourism more cultural activities are done by local residents / *As gevolg van toerisme word meer kulturele aktiwiteite deur plaaslike inwoners gedoen*	1	2	3	4	5
B25. We exchange our culture with tourists / *Ons ruil kultuur uit met toeriste*	1	2	3	4	5
B26. Tourism has a positive impact on our cultural identity / *Toerisme het 'n positiewe impak op ons kulturele identiteit.*	1	2	3	4	5

SECTION C / AFDELING C
QUALITY OF LIFE / KWALITEIT VAN LEWE

Your feelings about life / Jou gevoel oor die lewe

The following statements are about your satisfaction with various living conditions. Rate the statements according to the scale provided by marking ONE option with an 'X'. When answering the questions take tourism in Franschhoek into consideration. For example:

"Due to tourism in my community I am satisfied (4) with my social life."

Consider each statement of Section C as influenced by tourism.

Die volgende stellings gaan oor jou tevredenheid met verskeie lewenskondisies. Evalueer die stellings volgens die skaal deur EEN opsie af te merk met 'n 'X'. Wanneer jy die vrae beantwoord neem toerisme in Franschhoek in ag. Byvoorbeeld:

"As gevolg van toerisme in my gemeenskap is ek tevrede (4) met my sosiale lewe."

Neem elke stelling van Afdeling C in ag, soos beïnvloed deur toerisme.

	Very satisfied /Baie tevrede	Satisfied / Tevrede	Neutral / Neutraal	Unsatisfied / Ontevrede	Very unsatisfied / Baie ontevrede
C1. Your income and benefits at your job / *Jou inkomste en voordele by jou werk*	1	2	3	4	5
C2. Economic security of your job / *Ekonomiese sekuriteit van jou werk*	1	2	3	4	5
C3. Your family income / *Jou familie-inkomste*	1	2	3	4	5
C4. Your real estate taxes / *Jou eiendomsbelasting*	1	2	3	4	5
C5. The cost of living in your community / *Koste om in die gemeenskap te leef*	1	2	3	4	5
C6. Cost of basic necessities such as food, housing and clothing / *Koste van basiese benodighede soos kos, behuising en klere*	1	2	3	4	5
C7. Condition of the community environment (air, water, land) / *Toestand van die gemeenskap se omgewing (lug, water, land)*	1	2	3	4	5
C8. Service you receive in this community / *Diens wat jy ontvang in die gemeenskap*	1	2	3	4	5
C9.Facilities you get in this community/*Fasiliteite wat jy kry in hierdie gemeenskap*	1	2	3	4	5
C10. People who live in this community / *Mense wat in hierdie gemeenskap bly*	1	2	3	4	5
C11. Health and safety in your community / *Gesondheid en veiligheid in die gemeenskap*	1	2	3	4	5
C12. Leisure activities in your community / *Vryetydsaktiwiteit in jou gemeenskap*	1	2	3	4	5
C13. Flood of tourists into your community / *Instroming van toeriste in jou gemeenskap*	1	2	3	4	5

Satisfaction with life / Tevredenheid met lewe

These statements are about your satisfaction with life. Indicate how satisfied you are by choosing ONE option in the scale. Take tourism into consideration. /

Dié stellings gaan oor hoe tevrede jy is met die lewe. Dui aan hoe tevrede jy is deur EEN opsie op die skaal te kies. Neem toerisme in ag.

	Very satisfied /Baie tevrede	Satisfied / Tevrede	Neutral / Neutraal	Unsatisfied / Ontevrede	Very unsatisfied / Baie ontevrede
C14. Your health / *Jou gesondheid*	1	2	3	4	5
C15. Your leisure life / *Jou vryetyd*	1	2	3	4	5
C16. Your cultural life / *Jou kulturele lewe*	1	2	3	4	5
C17. Your social life / *Jou sosiale lewe*	1	2	3	4	5
C18. Your spiritual life / *Jou spirituele lewe*	1	2	3	4	5
C19. Your relationship with your partner / *Jou verhouding met jou maat*	1	2	3	4	5
C20. Your home and family life / *Jou huis en familielewe*	1	2	3	4	5
C21. Your family's happiness / *Jou familie se geluk*	1	2	3	4	5
C22. Your financial life / *Jou finansiële lewe*	1	2	3	4	5
C23. Your work / *Jou werk*	1	2	3	4	5
C24. Your level of education / *Jou vlak van onderrig*	1	2	3	4	5
C25. Your personal skills / *Jou persoonlike vaardighede*	1	2	3	4	5
C26.Your achievement of personal goals / *Jou behaling van persoonlike doelwitte*	1	2	3	4	5
C27. Your community life / *Jou lewe in die gemeenskap*	1	2	3	4	5
C28. Your standard of living / *Jou standaard van lewe*	1	2	3	4	5
C29. Your happiness in general / *Jou geluk oor die algemeen*	1	2	3	4	5
C30. Your life as a whole / *Jou lewe as 'n geheel*	1	2	3	4	5
C31. The way you are spending your life / *Wyse waarop jy jou lewe spandeer*	1	2	3	4	5

Life overall / Lewe oor die algemeen

Concerning your overall life, please indicate to what degree you agree with the statements. Mark with an 'X' as applicable to your life. / ***Met betrekking tot jou lewe oor die algemeen, dui aan tot watter jy saamstem aangaande die volgende stellings. Merk af met 'n 'X' soos toepaslik op jou lewe.***

	Strongly agree / Stem volkome saam	***Agree / Stem saam***	***Neutral / Neutraal***	***Disagree / Stem nie saam nie***	***Strongly disagree / Stem ten volle nie saam nie***
C32. In most ways my life is close to ideal / *In meeste opsigte is my lewe naby aan ideaal.*	1	2	3	4	5
C33. The conditions of my life are excellent / *Die kondisies van my lewe is uitstekend*	1	2	3	4	5
C34. I am satisfied with my life / *Ek is tevrede met my lewe*	1	2	3	4	5
C35. So far I got the important things I want in life / *So ver het ek die belangrike dinge gekry wat ek wil hê in die lewe*	1	2	3	4	5
C36. If I could live my life over, I would change almost nothing / *As ek my lewe oor kan leef, sal ek amper niks wil verander nie*	1	2	3	4	5

Recommendations / Voorstelle

Do you have any recommendations you would like to make regarding tourism in Franschhoek? / *Het jy enige voorstelle wat jy graag sal wil maak met betrekking tot toerisme in Franschhoek?*

_____

_____

_____

_____

_____

_____

Thank you for your participation / Dankie vir jou deelname

Appendix A2

Questionnaire – Non-permanent tourism product (N-PTP)

ABSA Kirkwood Wildlife Festival

Dear Community Resident

This survey is designed to assess your quality of life in the community. Specifically, it assesses community residents' perception of how their overall quality of life is affected by the ABSA Kirkwood Wildlife Festival. Your participation in this survey allows you to voice your opinion to help community planners improve the quality of life in your community. Your response will remain confidential and will be greatly appreciated.

We value your co-operation in this matter greatly.

Geagte Gemeenskapsinwoner

Dié navorsing is ontwerp om jou kwaliteit van lewe in die gemeenskap te bepaal. Spesifiek bepaal dit gemeenskapsinwoners se persepsie van hoe hul algehele lewenskwaliteit deur die ABSA Kirkwood Fees geaffekteer word. Jou deelname in die navorsing laat jou toe om jou opinie te gee oor hoe gemeenskapsbeplanners die kwaliteit van lewe in jou gemeenskap kan verbeter. Jou antwoord bly konfidensieel en word opreg waardeer.

Ons waardeer jou samewerking in die saak opreg.

Cindy Rootenberg
North-West University / Noordwes-Universiteit
Potchefstroom Campus / -kampus
082 759 2284

Dr Stefan Kruger
North-West University / Noordwes-Universiteit
Potchefstroom Campus / -kampus
(018) 299 1401

SECTION A / AFDELING A
DEMOGRAPHIC AND SOCIAL INFORMATION / DEMOGRAFIESE EN SOSIALE INLIGTING

A1. Gender / *Geslag*?

M	1
F/V	2

A2. What year were you born? / *Watter jaar is jy gebore?*

19

A3. Home language/ *Huistaal*?

Afrikaans	1
English / *Engels*	2
Other / *Ander:*	3

Specify other: / *Spesifiseer ander*:

A4. How long have you been living in this community? / *Hoe lank bly jy al in dié gemeenskap?*

Years / *Jare*

A5. Highest level of education / *Hoogste kwalifikasievlak*

No school / *Geen skool*	1
Matric / *Matriek*	2
Diploma, degree / *Diploma, graad*	3
Post-graduate / *Nagraads*	4
Professional / *Professioneel*	5
Other / *Ander*	6

Specify other: / *Spesifiseer ander*:

A6. Are you employed in the tourism industry? / *Werk jy in die toerismebedryf?*

Yes / *Ja*	1
No / *Nee*	2

A7. How involved are you with the festival? / *Hoe betrokke is jy met die fees?*

Not at all / *Glad nie*
Moderately involved / *Matig betrokke*
Highly involved / *Hoogs betrokke*

A8. How far do you live from the festival grounds? / *Hoe ver bly jy van die feesterrein af?*

_____

A9. Did you attend the festival this year? / *Het jy die fees dié jaar besoek?*

Yes / *Ja*
No / *Nee*

A10. If you answered **NO** in A10, what is the reason for not attending? / *Indien jy **NEE** geantwoord het in A10, wat is die rede hiervoor?*

_____
_____
_____

A11. Including this year, how many times have you attended the festival? / *Insluitend dié jaar*, *hoeveel keer het jy al die fees besoek?*

Times/ *Keer*

SECTION B / AFDELING B
IMPACTS OF THE FESTIVAL / IMPAK VAN DIE FEES

This section determines the impact of the festival on you as resident of the Kirkwood community. Please mark ONE option with an 'X'. / ***Dié afdeling bepaal die impak van die fees op jou as inwoner van die Kirkwood-gemeenskap. Merk EEN opsie met 'n 'X'.***

	Strongly disagree / Stem ten volle nie saam nie	***Disagree / Stem nie saam nie***	***Neutral / Neutraal***	***Agree / Stem saam***	***Strongly agree / Stem volkome saam***
Economic impact / Ekonomiese impak					
B1. The cost of hosting the festival is worth the outcome / *Die koste om die fees aan te bied is die moeite werd*	1	2	3	4	5
B2. The prices of goods and services increase during the festival / *Die pryse van goedere en dienste verhoog tydens die fees*	1	2	3	4	5
B3. The festival creates jobs for our residents / *Die fees skep werk vir ons inwoners*	1	2	3	4	5
B4. The festival attracts investment to our community / *Die fees lok belegging in die gemeenskap*	1	2	3	4	5
B5. The festival brings more business for residents and entrepreneurs */ Die fees bring meer besigheid vir inwoners en entrepreneurs*	1	2	3	4	5
B6. The festival generates additional tax revenue for local government */ Die fees genereer meer belastinginkomste vir die plaaslike regering*	1	2	3	4	5
B7. The festival increases the standard of living / *Die fees verhoog die lewenstandaard*	1	2	3	4	5
Environmental impact / Omgewingsimpak					
B8. Hosting the festival damages the natural environment / *Aanbieding van die fees beskadig die natuurlike omgewing*	1	2	3	4	5
B9. The festival disturbs the balance of the natural environment / *Die fees versteur die balans van die natuurlike omgewing*	1	2	3	4	5
B10. The natural environment can cope with the impacts of the festival */ Die natuurlike omgewing kan die impakte van die fees hanteer*	1	2	3	4	5
B11. The festival supports conservation of natural resources / *Die fees ondersteun bewaring van natuurlike hulpbronne*	1	2	3	4	5

	Strongly agree / Stem volkome saam	Agree / Stem saam	Neutral / Neutraal	Disagree / Stem nie saam nie	Strongly disagree / Stem ten volle nie saam nie
Social impact / Sosiale impak					
B12. The festival brings too many people / *Die fees bring te veel mense*	1	2	3	4	5
B13. Crime rates increase during the festival / *Misdaad verhoog tydens die fees*	1	2	3	4	5
B14. Traffic congestion is a result due to the festival / *Verkeersopeenhopings word veroorsaak deur die fees*	1	2	3	4	5
B15. Vandalism increases during the festival / *Vandalisme verhoog tydens die fees*	1	2	3	4	5
B16. Festival causes noise and pollution / *Fees veroorsaak geraas en besoedeling*	1	2	3	4	5
B17. Festival increases prostitution in the community / *Fees verhoog prostitusie in die gemeenskap*	1	2	3	4	5
B18. Festival puts pressure on local services (Police, fire protection etc.) / *Fees plaas druk op plaaslike dienste (Polisie, brandweer ens.)*	1	2	3	4	5
B19. Festival improves standard of roads and facilities / *Fees verbeter standaard van paaie en fasiliteite*	1	2	3	4	5
B20. The community image is enhanced through the festival / *Die beeld van die gemeenskap word versterk deur die fees*	1	2	3	4	5
B21. Festival helps promote a relationship between us and the visitors / *Die fees help om 'n verhouding tussen ons en die besoekers te bevorder*	1	2	3	4	5
B22. Recreational facilities are provided for us from the festival / *Rekreasie-fasiliteite word aan ons voorsien deur die fees*	1	2	3	4	5
Cultural impact / Kulturele impak					
B23. Festival visitors have a negative effect on our culture / *Die fees het 'n negatiewe impak op ons plaaslike kultuur*	1	2	3	4	5
B24. During the festival more cultural activities are done by local residents / *Tydens die fees word meer kulturele aktiwiteite deur plaaslike inwoners gedoen*	1	2	3	4	5
B25. We exchange our culture with visitors / *Ons ruil kultuur uit met besoekers*	1	2	3	4	5
B26. The festival has a positive impact on our cultural identity / *Die fees het 'n positiewe impak op ons kulturele identiteit.*	1	2	3	4	5

SECTION C / AFDELING C
QUALITY OF LIFE / KWALITEIT VAN LEWE

Your feelings about life / Jou gevoel oor die lewe

The following statements are about your satisfaction with various living conditions. Rate the statements according to the scale provided by marking ONE option with an 'X'. When answering the questions take the festival period into consideration. For example:

Due to the festival I am satisfied (4) with my social life.

Consider each statement of Section C as influenced by the festival period.

Die volgende stellings gaan oor jou tevredenheid met verskeie lewenskondisies. Evalueer die stellings volgens die skaal deur EEN opsie af te merk met 'n 'X'. Wanneer jy die vrae beantwoord neem die fees tydperk in ag. Byvoorbeeld:

As gevolg van die fees is ek tevrede (4) met my sosiale lewe.

Neem elke stelling van Afdeling C in ag, soos beïnvloed deur die fees.

	Very satisfied /Baie tevrede	Satisfied / Tevrede	Neutral / Neutraal	Unsatisfied / Ontevrede	Very unsatisfied / Baie ontevrede
C1. Your income and benefits at your job / *Jou inkomste en voordele by jou werk*	1	2	3	4	5
C2. Economic security of your job / *Ekonomiese sekuriteit van jou werk*	1	2	3	4	5
C3. Your family income / *Jou familie-inkomste*	1	2	3	4	5
C4. Your real estate taxes / *Jou eiendomsbelasting*	1	2	3	4	5
C5. The cost of living in your community / *Koste om in die gemeenskap te leef*	1	2	3	4	5
C6. Cost of basic necessities such as food, housing and clothing / *Koste van basiese benodighede soos kos, behuising en klere*	1	2	3	4	5
C7. Condition of the community environment (air, water, land) / *Toestand van die gemeenskap se omgewing (lug, water, land)*	1	2	3	4	5
C8. Service you receive in this community / *Diens wat jy ontvang in die gemeenskap*	1	2	3	4	5
C9. Facilities you get in this community / *Fasiliteite wat jy kry in die gemeenskap*	1	2	3	4	5
C10. People who live in this community / *Mense wat in die gemeenskap bly*	1	2	3	4	5
C11. Health and safety in your community / *Gesondheid en veiligheid in die gemeenskap*	1	2	3	4	5
C12. Leisure activities in your community / *Vryetydsaktiwiteit in jou gemeenskap*	1	2	3	4	5
C13. Flood of tourists into your community / *Instroming van toeriste in jou gemeenskap*	1	2	3	4	5

Satisfaction with life / Tevredenheid met lewe

These statements are about your satisfaction with life. Indicate how satisfied you are by choosing ONE option in the scale. Take the festival into consideration. /
Dié stellings gaan oor hoe tevrede jy is met die lewe. Dui aan hoe tevrede jy is deur EEN opsie op die skaal te kies. Neem die fees in ag.

	Very satisfied /Baie tevrede	Satisfied / Tevrede	Neutral / Neutraal	Unsatisfied / Ontevrede	Very unsatisfied / Baie ontevrede
C14. Your health / *Jou gesondheid*	1	2	3	4	5
C15. Your leisure life / *Jou vryetyd*	1	2	3	4	5
C16. Your cultural life / *Jou kulturele lewe*	1	2	3	4	5
C17. Your social life / *Jou sosiale lewe*	1	2	3	4	5
C18. Your spiritual life / *Jou spirituele lewe*	1	2	3	4	5
C19. Your relationship with your partner / *Jou verhouding met jou maat*	1	2	3	4	5
C20. Your home and family life / *Jou huis en familielewe*	1	2	3	4	5
C21. Your family's happiness / *Jou familie se geluk*	1	2	3	4	5
C22. Your financial life / *Jou finansiële lewe*	1	2	3	4	5
C23. Your work / *Jou werk*	1	2	3	4	5
C24. Your level of education / *Jou vlak van onderrig*	1	2	3	4	5
C25. Your personal skills / Jou persoonlike vaardighede	1	2	3	4	5
C26.Your achievement of personal goals / *Jou behaling van persoonlike doelwitte*	1	2	3	4	5
C27. Your community life / *Jou lewe in die gemeenskap*	1	2	3	4	5
C28. Your standard of living / *Jou standaard van lewe*	1	2	3	4	5
C29. Your happiness in general / *Jou geluk oor die algemeen*	1	2	3	4	5
C30. Your life as a whole / *Jou lewe as 'n geheel*	1	2	3	4	5
C31. The way you are spending your life / *Wyse waarop jy jou lewe spandeer*	1	2	3	4	5

Life overall / Lewe oor die algemeen

Concerning your overall life, please indicate to what degree you agree with the statements. Mark with an 'X' as applicable to your life. / ***Met betrekking tot jou lewe oor die algemeen, dui aan tot watter jy saamstem aangaande die volgende stellings. Merk af met 'n 'X' soos toepaslik op jou lewe.***

	Strongly disagree / Stem ten volle nie saam nie	***Disagree / Stem nie saam nie***	***Neutral / Neutraal***	***Agree / Stem saam***	***Strongly agree / Stem volkome saam***
C32. In most ways my life is close to ideal / *In meeste opsigte is my lewe naby aan ideaal.*	1	2	3	4	5
C33. The conditions of my life are excellent / *Die kondisies van my lewe is uitstekend*	1	2	3	4	5
C34. I am satisfied with my life / *Ek is tevrede met my lewe*	1	2	3	4	5
C35. So far I got the important things I want in life / *So ver het ek die belangrike dinge gekry wat ek wil hê in die lewe*	1	2	3	4	5
C36. If I could live my life over, I would change almost nothing / *As ek my lewe oor kan leef, sal ek amper niks wil verander nie*	1	2	3	4	5

Thank you for your participation / Dankie vir jou deelname

Appendix B

Domains of Quality of Life (QoL)

Table 4.1: Domains of QoL

Cummins (1997, cited by Kim, 2002:53)	Kim (2002:242)	Neal *et al*. (2007:158)	Benckendorff *et al*., (2009:173)	Moscardo (2009:162)	Andereck & Nyaupane (2011:249)	Sirgy *et al*. (2011:264)
• Material well-being • Health • Productivity • Intimacy • Safety • Community well-being • Emotional well-being	• Health • Leisure life • Cultural life • Social status • Spiritual life • Home life • Community life • Environmental cleanness • Safety and security • Life as a whole • The way you spend your life	• Leisure • Job • Family situation • Personal health • Relationships with other people • Community and neighbourhood • Standard of living and financial life	• Standard of living • Health • Safety • Community connectedness • Achievements in life • Relationships • Future security • Spirituality	• Basic *psychological needs* - food and water, good health and physical protection from destruction. • *Security issues* - stable place to live and work, as well as opportunities to work and earn. • *Belongingness* - supportive social networks; and opportunities for participation in various community activities, relating to social, cultural and political activities. • *Self-esteem* - knowledge, confidence; as well as the ability and freedom to make choices.	• *Emotional and psychological well-being* - safety, spirituality, happiness, freedom from modern stressors, self-concept, and contentment. • *Interpersonal and social relationships* - intimacy, affection, family, interactions, friendships and support. • *Material well-being* - employment and economic security. Specifically referring to ownership, financial, security, food, employment, possessions, social economic status etc. • *Personal development* - competence, goals, educations,	• Social life • Leisure and recreation • Family life • Love life • Arts and culture • Work life • Health and safety • Financial life • Spiritual life • Intellectual life • The self • Culinary life • Travel life

				skills, fulfilment, personal competence, purposeful activity, and advancements. • *Physical well-being* - wellness, recreation, health, nutrition, recreation, mobility, health care, health insurance, leisure activities etc. • *Self-determination* - individual control, decisions, autonomy, choices, decisions, personal control, self-direction, personal goals and values. • *Social inclusion, dignity and worth* - acceptance, status, supports, work environment, community activities, roles, volunteer

			activities and residential environment. • *Rights* - privacy with regard to voting, access, due process, ownership and civic responsibilities.

Source: Authors' own compilation based on consulted literature