

# **The socio-economic impact of the Tsitsikamma National Park**

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## SUMMARY

**Key terms:** *Socio-economic impact, tourism, community, partial multiplier modelling, regional economy, marine tourism, community, perceptions, tourism impacts, effect sizes, Tsitsikamma National Park.*

The primary objective of this study was to determine the socio-economic impact of the Tsitsikamma National Park. Secondly, to determine the relationship between the community's level of interest in the Tsitsikamma National Park (TNP) and their perceptions concerning the environmental, economic and social impacts of the TNP.

By conducting a literature study, the first objective was achieved. The following tourism impacts were identified: environmental, economic and social. These impacts, both positive and negative, were measured by means of a questionnaire. The goal of the questionnaire was to measure the communities' perceptions concerning the Tsitsikamma National Park and its impact on the local economy. Based on this, the aspects that needed clarity were the economic (monetary) value of the TNP in terms of tourists and park management spending as well as the size of the multiplier effect. Furthermore, the residents' perceptions regarding the TNP were identified as well as the benefits received from the TNP.

Three surveys were conducted to achieve the goal of this study: a community survey (among the local residents of Nature's Valley and Storms River Village) to measure the tourism impacts; a business survey (including permanent local businesses in and around the TNP), and a visitor survey (tourists visiting the TNP) to measure the economic impacts as a result of the TNP. A total of 299 questionnaires were completed of which 132 represented the community survey, 11 the business survey and 156 the visitors' survey.

Firstly, partial multipliers were derived through a process of iteration to determine the economic impact of the Tsitsikamma National Park. The total impact of the Tsitsikamma National Park on the local economy resulted in total spending being R45 359 784, an output effect of R50 002 793, and finally an income effect of R21 723 510. Therefore, it was found that the TNP has a positive economic impact.

Secondly, effect sizes were calculated, which involved the difference in means to determine the relationships between tourism impacts and product interest from the communities' perspectives. It was found that residents who visit the TNP more often have a more positive

attitude towards the TNP, which is important for the sustainability of the TNP as well as building positive relationships with the community. The positive impacts due to TNP that were found can be divided into three categories. Firstly, environmental impacts included improving the appearance of the area, conservation of natural resources, sustainability of the natural environment, increased awareness of nature, improvement of knowledge and preservation of water areas for recreation purposes. Secondly, positive economic impacts included an increase in employment opportunities, more investors focused on development in the surrounding areas, business development and tourism is promoted and money spent by tourists stimulates the economy. Lastly the positive social impacts that were identified included opportunities to relax and the park provides opportunities for people to have fun with their families and friends.

## OPSOMMING

**Sleutelterme:** *Sosio-ekonomiese impak, toerisme, gemeenskap, gedeeltelike vermenigvuldiger modellering, streekseksonomie, marine-toerisme, gemeenskap, persepsies, toerisme impakte, effek groottes, Tsitsikamma Nasionale Park.*

Die primêre doelwit van hierdie studie was om die sosio-ekonomiese impak van die Tsitsikamma Nasionale Park te bepaal. Tweedens om die verhouding tussen die gemeenskap se vlak van belangstelling in die Tsitsikamma Nasionale Park (TNP) sowel as hul persepsies ten opsigte van die omgewings-, ekonomiese- en sosiale impakte van die TNP te bepaal.

Die eerste doelwit is bereik deur middel van 'n literatuurstudie. Die volgende toerisme-impakte is geïdentifiseer, naamlik omgewings-, ekonomiese- en sosiale impakte. Hierdie impakte, beide positief en negatief, is gemeet deur middel van 'n vraelys. Die doel van die vraelys was om die gemeenskappe se persepsies ten opsigte van die TNP te meet, sowel as die impak daarvan op die plaaslike ekonomie. Gebaseer op die bogenoemde, is gevind dat die ekonomiese (monetêre) waarde van die TNP in terme van toeriste- en parkbestuurbesteding, sowel as die grootte van die vermenigvuldiger effek bepaal moet word. Verder is die inwoners se persepsies ten opsigte van die TNP, sowel as die voordele ontvang vanaf die TNP, geïdentifiseer.

Drie opnames is uitgevoer om die doelwit van hierdie studie te bereik: 'n gemeenskapsopname (onder die plaaslike inwoners van Nature's Valley en Storms River Village) om die toerisme-impakte te meet; 'n besighedsopname (insluitend permanente plaaslike besighede in en om die TNP); en 'n besoekersopname (toeriste wat die TNP besoek) om die ekonomiese impakte as gevolg van die TNP te meet. 'n Totaal van 299 vraelyste is voltooi, waarvan 132 die gemeenskapsopname verteenwoordig, 11 die besighedsopname en 156 die besoekersopname.

Eerstens is gedeeltelike vermenigvuldigers bepaal deur 'n iterasie-proses om die ekonomiese impak van die TNP te bepaal. Die totale impak van die TNP op die plaaslike ekonomie sluit in 'n totale spandering van R45 359 784, 'n uitset-effek van R50 002 793 en laastens 'n inkomste-effek van R21 723 510. Dus is gevind dat die TNP wel 'n positiewe ekonomiese impak het.

Tweedens is effekgroottes bereken, wat die verskil in gemiddelde aantoon en dan meer spesifiek tussen die impakte van toerisme en belangstelling in die produk vanuit 'n gemeenskaps perspektief. Daar is bevind dat inwoners wat die TNP meer gereeld besoek, dikwels 'n meer positiewe siening van die TNP het. Dit is belangrik in terme van die volhoubaarheid van die TNP sowel as die bou van positiewe verhoudings met die gemeenskap. Die positiewe impakte wat geïdentifiseer is kan in drie kategorieë verdeel word. Eerstens, omgewings impakte wat die verbetering van die omgewing, die bewaring van natuurlike hulpbronne, die volhoubaarheid van die natuurlike omgewing, verhoogde bewuswording van die natuur, die verbetering van kennis asook die bewaring van water areas vir rekreasie doeleindes insluit. Tweedens, positiewe ekonomiese impakte sluit in verhoogde werkseleenthede, meer investeerders wat fokus op die ontwikkeling in die omliggende omgewing, bevordering van besigheid en toerisme asook geld wat toeriste spandeer wat die ekonomie stimuleer. Laastens, die sosiale impakte wat as positief geïdentifiseer is, is dat die park die geleentheid bied om te ontspan asook om pret te hê met familie en vriende.

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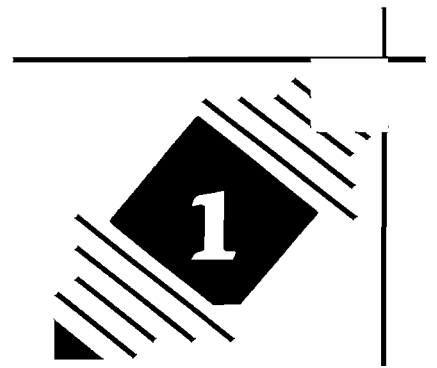
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# CHAPTER 1:

## Introduction and problem statement



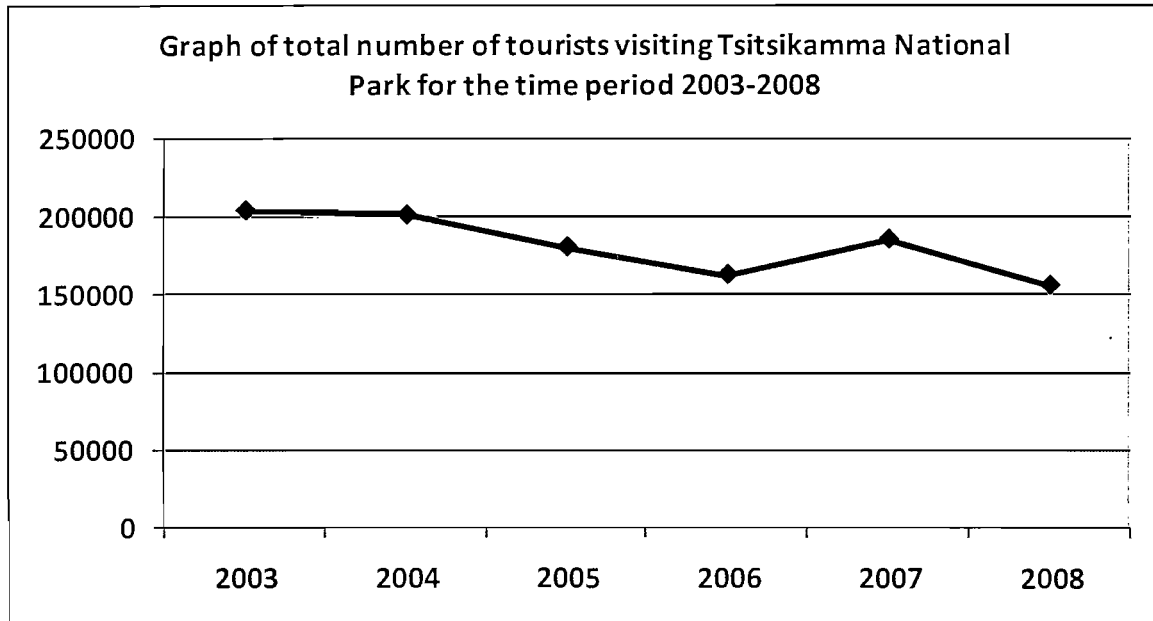
**One can travel the world to seek beauty, but if it is not within oneself, it will never be found anywhere else –R.W. Emerson**

### 1.1 INTRODUCTION

Tourism worldwide has differing impacts on tourism regions, destinations and communities; some of which are economic, social, cultural and environmental. These impacts can either be positive or negative (Mathieson & Wall, 1982, as quoted by Vanhove, 2005:169). The impacts referred to could be initiated within the local communities surrounding the Tsitsikamma National Park, for it attracts large numbers of tourists annually.

The Tsitsikamma National Park, Africa's oldest marine park, is situated in the Garden Route that is located in the Eastern Cape Province of South Africa. In 1964, the TNP was proclaimed as the first Marine National Park in Africa. The word Tsitsikamma means 'place of much water' and the TNP comprises 80 km of rocky coastline (with marine life and a variety of fauna and flora) (SANParks, 2008). Therefore, tourists can be expected to visit the TNP for its amazing beauty and marine life. There are various activities and sightseeing opportunities, which makes the TNP an ideal tourist destination. This leads to a large number of tourists visiting the area throughout the year, therefore spending more money in the area. By doing so, the tourists contribute to the local economy through income generation, employment of local community, tax revenue generation and the encouragement of entrepreneurial activities (Mathieson & Wall, 1982 as quoted by Vanhove, 2005:169). However, over the past few years (2003-2008), see Figure 1.1, the total number of tourists visiting the park has decreased, with the exception of 2007 which show an increase. The number of tourists visiting the park in 2003 was 203 678. In 2004, it decreased to 200 840 and in 2005 a further decrease to 180 231 occurred. Again in 2006 the number of tourists decreased to 162 546, but an increase of 22 567 occurred in 2007, which amounted to 185 116 tourists visiting the TNP. However, in 2008 a further decrease occurred, and only 155 762 tourists visited the TNP. This was the lowest number of visitors for the period 2003-2008. Visitor numbers play an important role for they have an impact on the contribution

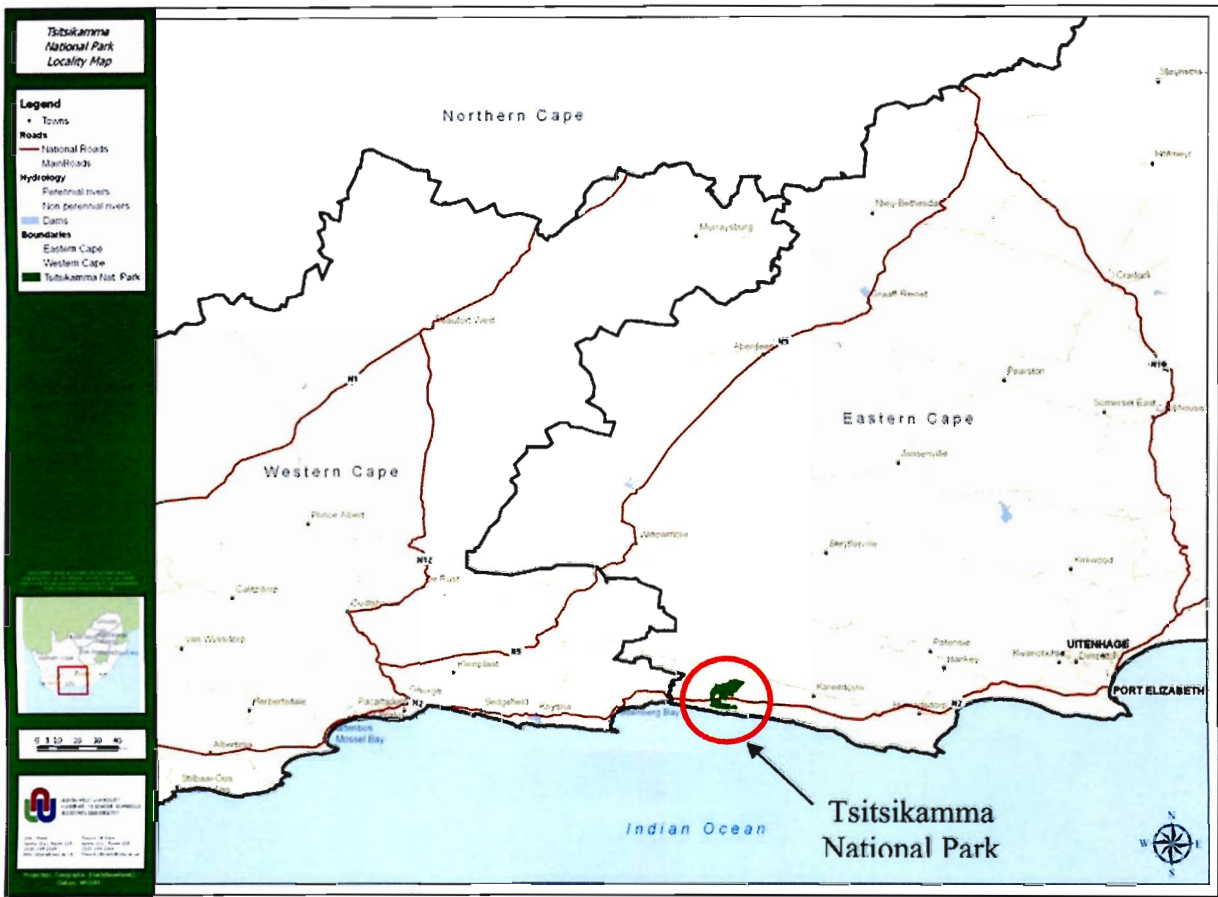
towards the local economy. Lower visitor numbers lead to a lesser contribution towards the local economy, while an inverse effect is present in the case of higher visitor numbers.



**Figure 1.1: Total number of tourists visiting the Tsitsikamma National Park (2003-2008)**

According to Van der Merwe (2008:49), the number of tourists and the amount they spend has an influence on the economic and social well-being of the surrounding community. Therefore, it is important to determine the socio-economic impact of the TNP, as this will help to determine the current relationships between the community and TNP management, as well as provide an indication of the economic contribution of the TNP towards the area and its community. These communities reside mainly at Nature's Valley and in Storms River Village. This will ensure that harmony exists between communities and the TNP and could prevent problems such as illegal fishing and trading as well as negativity towards the park.

The purpose of this chapter is to portray the research methods used to conduct this study, to compose a problem statement and to state the goals of the study.



**Map 1: Location of the Tsitsikamma National Park**

## 1.2 PROBLEM STATEMENT

Tourism development in the area of the TNP (as indicated in Map 1) could lead to various impacts on the local communities of Nature's Valley and Storms River Village. Therefore, it is vital that there is clarity concerning the different impacts. The main effects of tourism on the local community include economic, social and environmental impacts (Saayman & Saayman, 2006a:620). However, for the purpose of this study, the focus will be on the first two, the economic and social impacts. When undertaking a socio-economic study, aspects such as the perceptions of communities can be determined, as well as the value tourism contributes towards the local economy.

The research can be divided into two sections - socio-economic impact from a visitor and business perspective and a social impact analysis from the community members' perspective.

Firstly, the aim of a socio-economic study is to measure socio-economic development, usually in terms of improvement in metrics such as Gross Domestic Product (GDP), life expectancy and employment opportunities (Anon, 2006). Local communities, furthermore,

experience social and cultural changes because of tourism development. With this in mind, previous studies by Dogan (1989); Ap and Crompton (1993); Costa and Feronne (1995); Williams and Lawson (2001) as well as Kuvan and Akan (2005), found that local communities' attitudes towards tourists could differ from being welcoming to that of antagonistic. These studies also researched how members of small communities perceived tourism, as well as what the members considered important, such as personal values. Most of the studies found that tourism was seen as positive and that community members had favourable attitudes towards tourism development. However, community members also had concerns about the negative impacts of tourism. Green (2005:49) found that changes within the community due to tourism were perceived as negative, and the focus of future tourism development should be on sustainable development. Some of these negative impacts included advertising signs blocking pedestrian traffic, traffic congestion, a polluted stream, hawkers on the beach, informal squatter settlements and flooding and garbage along and on the main beach. Community participation was furthermore recognised as a key success factor for successful tourism development.

Secondly, to determine the economic impact of tourists on a destination, there is a need to identify such aspects as the number of tourists visiting the destination, their spending patterns, their duration of stay and the multiplier effect (Saayman, 2000:114). Even though economic growth may occur due to tourism, communities do not benefit from it and the majority of the community remains poor. The case of the TNP can be linked to this because, should economic development, take place, the following aspects will improve:

- The communities' standard of living, (this includes their income, consumption of food and admittance to medical and educational facilities)
- The communities' self-esteem, which refers to their poise and self-respect
- The communities' freedom to choose, as portrayed in an increase of products and services (Todaro, 1992 as quoted by Saayman, 2000:105).

Positive economic impacts of tourism can be estimated from the facts that tourism is the largest job provider of all professions worldwide, and the fourth largest industry in South Africa. Tourism demand increases as more tourists visit an area and, therefore, it creates immediate job opportunities, such as locally produced products. Foreign currency is generated, which is very important since it benefits the local economy. An opportunity to develop improved infrastructure and suprastructure then arises. Therefore better roads, water and electricity supplies can be developed (Saayman, 2000:18-20). According to Lickorish (1994) as quoted by Mason (2003:35), other positive effects are the contribution

towards regional development and government revenues. Entrepreneurial activities are created through tourism and therefore contribute economically towards the local community (Telfer & Sharpley, 2008:183).

However, an unhealthy overdependence on tourism as an economic resource could also have negative influences. Political disturbances could occur which, overnight, could lead to ruinous results. During the holiday seasons an increase of local prices (inflation) may occur and this could lead to the local residents being resentful. Furthermore, property prices in holiday towns such as Nature's Valley and Storms River Village tend to be higher than those of similar towns. These 'tourist' towns are situated in a rural area. Therefore, the level of economic benefits derived from tourism depends on the amount of spending that remains in the area. Because of this, leakages in the form of imported skills and goods are of concern, since these will decrease these benefits (Saayman, 2000:21-24; Mason, 2003:35; Telfer & Sharpley, 2008:184-185).

Thirdly, tourism can also have social impacts on a destination that could be beneficial, but may also be negative or detrimental. When referring to social impacts, this is the impact tourism has on a community. Fredline, Jago and Deery (2003:24) defined social impacts of tourism as the ways in which tourism contributes to changes in the value systems, morals and individual behaviour, family interaction, communal lifestyles, creative expressions and traditional ceremonies. The need to determine these effects is of great importance for it is vital that the community and the tourists live together in harmony.

Positive social impacts of tourism on destinations include cross-cultural relationships that are built when different cultures come together and gain knowledge of one another. This helps broaden education and break down racial and cultural barriers. In doing so, the appreciation of cultural traditions is enhanced and international peace is promoted, for tourists understand why different cultures act in different ways. Additionally, pride for ones' own country is created through traditional and locally produced products that are not available in other countries (Saayman, 2000:19-20,136). Mason (2003:28) states that, due to tourism demand, stimulation and improvement of traditional art or handicraft activities occurs.

Regrettably, however negative attitudes such as xenophobia could also occur. This refers to the local community being negative towards tourists and reflecting dislike, perhaps hatred, because of previous unpleasant experiences before the tourists even start arriving at the destination. The local community may leave their homes during holiday season, because of an overflow of tourists. Conflict between the local community and tourists *could arise, since*

tourists bring new ideas and methods of doing things into the host community. This may confuse the community, and therefore there needs to be a compromise between the traditional and the modern ways of doing things. Other negative impacts that could be noted within the community are drug dealing, prostitution, crime and gangsterism. Local communities could also lose their cultural identity, especially where tourists are from developed countries and the community, as host, is located in a developing country, such as South Africa. In addition, the local communities may imitate the visitors' activities and behaviour. This is also known as the demonstration effect (Saayman, 2000:135-136; Telfer & Sharpley, 2008:195-197; Mason, 2003:29).

All of the above-mentioned aspects must be taken into consideration in determining the socio-economic impact. To minimise the negative impacts and improve the positive impacts of tourism, it was important to conduct research in this regard. In order to conduct this research it is important to know which studies has been conducted previously. The literature review indicates the previous research done on this topic and these studies are summarised in Table 1.1.

**Table 1.1: Previous studies: Socio-economic impacts**

<b>Economic articles</b>	Gössling (2001); Mahoney and Van Zyl (2002); Saayman and Saayman (2004); Samuelsson and Stage (2007); Vaughan, Farr and Slee (2000); Kim, Scott, Thigpen and Kim (1998); Snowball and Antrobus (2003).
<b>Social articles</b>	Costa and Ferrone (1995); Fredline <i>et al.</i> (2003); Green (2005); Kuvan and Akan (2005); Williams and Lawson (2001); Weikert and Kertsetter (1996); Slabbert (2000); Adendorff (2008); Motale (2008); Gursoy, Jurowski and Uysal (2002); Weaver and Lawton (2001); McGehee and Andereck (2004); Tosun (2002); Teye, Sönmez and Sirakaya (2002); Andriotis (2005); Jurowski, Uysal and Williams (1997); Janiskee (1994); Clements, Schultz and Lime (1993); Crompton and McKay (1997).
<b>Socio-economic articles</b>	Fauzi and Bucharly (2002); Mbaiwa (2003); Turco, Swart, Bob and Moodley (2003); Saayman, Saayman and Ferreira (2009); Saayman and Saayman (2006a); Van der Merwe, Saayman and Saayman (2009); Saayman, Van der Merwe, Rossouw and Oberholzer (2009).

Studies concerning the economic impacts of tourism on the community and local economy were conducted by Samuelsson and Stage (2007), Mahony and Van Zyl (2002), and Gössling (2001). Their findings signified that tourism had a positive effect by improving the livelihood of the communities. Therefore, the local communities need tourism - and tourism needs the local communities' support to be sustainable and to contribute successfully. Other socio-economic studies that have been conducted include that of the Okavango Delta in Botswana by Mbaiwa (2003), as well as that of Turco, Swart, Bob and Moodley (2003) regarding the socio-economic impacts of sport tourism in Durban. According to these studies, tourism has contributed positively towards the development of communication facilities, infrastructure and to increased tourist-flow. It seems, therefore, for successful and sustainable tourism development to take place, it is important to focus on social equity, economic efficiency and ecological sustainability. In the case of residents of Kepulauan Seribu Marine Park, Del Este, in the Dominican Republic, Macleod (2001:221), and Fauzi and Buchary (2002:167) suggest that, if poverty is to be decreased, residents should be the main concern and park management should be based on the agreement and involvement of all stakeholders (Saayman & Saayman, 2006b:77).

Three previous socio-economic studies conducted in South African national parks include the Karoo National Park (Saayman, Saayman & Ferreira, 2009), the Wilderness National Park (Mouton, 2009) and the Addo Elephant National Park (Saayman & Saayman, 2006a). Both these studies found that these parks had a major impact on employment, production and general income creation in the surrounding areas. The parks have led both to the existence and to the continuation of businesses and tourism, where protected areas, in particular, contribute to the development of the regions. However, both these studies also revealed negative impacts. These being that the local economy does not benefit to its full potential due to high leakages.

These studies collectively demonstrate the importance of socio-economic impact studies. Even though a similar study was done by Mouton (2009), which was conducted at a marine park, Wilderness National Park, no study has been conducted in the oldest marine park of South Africa. Therefore, it is important to conduct this research to determine these impacts, and to help the TNP management in managing tourism effectively. The results of the study can also be used to determine how the host community feels concerning tourism and the impacts it has on the area. It could furthermore give guidelines to the TNP on how best to manage tourists and activities in such a manner that the local community is influenced positively, rather than negatively. Consequently, it is important to maintain a balance between the community, the TNP and the tourists visiting the area to ensure the continuous

sustainability of the TNP. In knowing the benefit of local businesses, the employment creation potential, the social impacts, the importance of the park and the impact of the park on the local economy, it will help SANParks with the management of the TNP, to the benefit of both the community and the park. The need for this research, also being to contribute towards the overall success and management of SANParks as an organisation, which could lead to a snowball effect on all levels of management.

Therefore, the research question that this study will attempt to address is: What is the socio-economic impact of tourists to TNP on the surrounding communities?

### **1.3 GOAL OF THE STUDY**

#### **1.3.1 Primary goal**

To determine the socio-economic impact of the Tsitsikamma National Park

#### **1.3.2 Secondary objectives**

The secondary objectives of this study are:

- To analyse socio-economic impact studies by means of a literature review
- To determine visitor spending by means of a survey
- To determine the communities' perceptions regarding the TNP
- To formulate conclusions and make recommendations concerning the socio-economic impact of the TNP

### **1.4 METHOD OF RESEARCH**

The method entails both a literature study and an empirical survey.

#### **1.4.1 Literature study**

A literature study was done based on the following concepts and keywords: *Socio-economic impact, tourism, community, partial multiplier modelling, regional economy, marine tourism, national parks, loyalty, relationship, perspective*. Resources such as books, journals, textbooks, theses, dissertations and questionnaires were used to conduct this study. The North-West University Library's databases and scientific databases such as Google Scholar, ScienceDirect and Ebscohost, as well as questionnaires and the Internet played an important role in obtaining the most recent information concerning the topic. The following institutions were approached for support and information:

- The Institute for Tourism and Leisure Studies, North-West University, Potchefstroom Campus
- South African National Parks (SANParks)

## **1.4.2 Empirical study**

The following section describes the method chosen to conduct the empirical analysis. It consisted of three surveys. Survey 1 focused on the community of Nature's Valley and Storms River Village, Survey 2 on the businesses in and around Nature's Valley and Storms River Village, while Survey 3 focused on the tourists visiting the TNP. Each of the surveys will be discussed separately in the next section.

## **1.4.3 Questionnaire development**

All three questionnaires were developed by the Institute for Tourism and Leisure Studies at the North-West University, Potchefstroom Campus in collaboration with SANParks. Likert-scale types of questions were used. With these questions, the respondents could indicate to which degree they agreed or disagreed with different statements. Open-ended as well as close-ended questions were used (Tustin, Ligteim, Martins & van Wyk, 2005:408).

### **1.4.3.1 Survey 1: Community survey**

#### **1.4.3.1.1 Research design and method of collecting data**

The primary research design that was used was causal research. Here, it is investigated whether one variable causes or determines the value of another variable. This includes experimentation research that leads to meaningful results. In this case, there are variables that need to be measured and this was done by making use of questionnaires and structured observations (Tustin *et al.*, 2005:82-83, 290).

#### **1.4.3.1.2 Selection of the sampling frame**

Nature's Valley and Storms River Village are small towns. According to the Ratepayers' Association, there are 470 households in the little town of Storms River (400 households are coloured residents and 70 belonging to white residents), and 360 households in Nature's Valley of which just 91 are permanent residents. Due to the small numbers of potential respondents available, all residents of these two towns formed part of the sampling frame. They were approached to capture this information. The type of sample that was used is a probability sample where each element in the population has a known, non-zero probability of being included in the sample. Simple random sampling was implemented (Tustin *et al.*, 2005:344). Tustin *et al.* (2005:343) added that, for the sampling frame to be reliable, the following requirements must be met:

- It should be complete and include all population members
- It should be free from duplicate elements
- It must be accurate and consequently free from foreign elements

#### **1.4.3.1.3 The questionnaire**

The community questionnaire comprised five sections. Section A focused on the demographic information such as age, gender, occupation and highest educational qualification. Section B assessed the general impact of the TNP. The respondents could indicate to what extent the TNP had an impact on them, be it positive or negative. Section C focused on the number of times the respondents had visited the TNP over the past few years as well as the total number of times they have visited the TNP. This section also included statements where respondents could indicate the degree to which they were interested in visiting the TNP. Section D measured the community's commitment towards the TNP, which included questions that determined where the respondents were born, how long they have been living in Nature's Valley or Storms River Village, and how they feel about living in these towns. Finally, section E of the questionnaire mainly focused on specific impacts that could be a result of the TNP and the respondents had to indicate the degree to which they agreed or disagreed with the possible effect.

The questionnaires were distributed in the region of the TNP over a period of five days (25-29 March 2008) by field workers, who were postgraduate students trained to ensure that they understood both the aim of the study and the questionnaire itself. The respondents were briefed beforehand to ensure that they participated willingly and honestly.

#### **1.4.3.2 Survey 2: Business survey**

##### **1.4.3.2.1 Research design and method of collecting data**

The questionnaire that was used was similar to those used in previous surveys to determine the socio-economic impact of the Karoo and the Wilderness National Parks. Non-probability sampling was used, specifically, random sampling, where all the businesses in the selected area had the same chance of being selected. Availability sampling applied and therefore only those businesses that were willing and available to complete the questionnaire formed part of the sampling frame (Altinay & Paraskevas, 2008:91-92).

##### **1.4.3.2.2 Selection of the sampling frame**

Because Nature's Valley and Storms River Village are such small towns, research boundaries were determined. This survey included all businesses within a 25 km radius of the TNP.

##### **1.4.3.2.3 The questionnaire**

This questionnaire consisted of questions such as location and category of business, years of operation, and reasons for existence, visitors (local and tourists) visiting the business,

number of people employed and turnover as well as the percentage stock, services and operational needs bought from suppliers in the TNP's immediate area.

### **1.4.3.3 Survey 3: Visitors survey**

#### **1.4.3.3.1 Research design and method of collecting data**

The visitors' survey, as in the case of the business and community surveys, was done by means of a questionnaire. This questionnaire has been used since 2001 in various national parks focusing on the profile of visitors to these parks. Questions focused on demographic aspects and on expenditure to obtain the socio-economic information. Non-probability sampling, of which a convenience sample was drawn from the visitors to the TNP, formed part of the sample. Here, the visitors were selected because of their convenient accessibility (Altinay & Paraskevas, 2008:95).

#### **1.4.3.3.2 Selection of the sampling frame**

Table 1.2 portrays all of the previous surveys conducted at the TNP from 2001-2007. An average of 84,1 questionnaires have been received for each survey, and therefore a minimum of 85 questionnaires was needed for this research to be representative. Further analysis shows that summer and winter surveys had averages of 111.8 and 56.5 questionnaires respectively. As this research was conducted during the summer, a minimum of 112 questionnaires was needed.

#### **1.4.3.3.3 The questionnaire**

The questionnaire comprised three sections. Section A focused on the socio-demographic detail that included information such as home language, date of birth, marital status, province of residence and highest level of education. Section B measured economic impact information such as spending behaviour, which included the number of people paid for, length of stay, and expenditure of visitors on different spending components. Lastly, section C focused on the tourist preferences. This section included information concerning accommodation preferences, marketing media, rating of services and any further recommendations. The field workers distributed the questionnaires amongst overnight visitors, which included all campers, as well as overnight visitors in the chalets, forest huts and oceanettes, during 25-29 March 2008.

**Table1.2: Number of questionnaires from 2001-2007**

<b>Month of survey</b>	<b>Total number of questionnaires completed</b>
May 2001 (Winter)	73
July 2002 (Winter)	48
Dec 2003 (Summer)	122
Nov 2004 (Summer)	91
Nov 2005(Summer)	83
July 2006 (Winter)	64
June 2007 (Winter)	41
Dec 2007 (Summer)	151
<b>Total</b>	<b>673</b>

#### **1.4.4 Data analysis**

After gathering the needed information, it was analysed and used to determine the socio-economic impact of tourists visiting the TNP. The software that was used for the statistical processing of the data was Microsoft® Excel® (2003) and the Statistical Package for the Social Sciences (SPSS™ version 16). Figures and tables were developed from the data captured. Partial multiplier modelling was used for Article 1. Here, partial multipliers were derived through a process of iteration as the number of businesses in the study area was very limited. The second article's data was analysed using effect sizes, for it was necessary to determine whether one variable caused or determined the value of another variable (Tustin *et al.*, 2005:82-83).

The main reason for using these techniques was to determine, with meaningful data, the socio-economic impact the TNP has on the local community.

#### **1.5 DEFINING THE CONCEPTS**

The following concepts will be used during the course of the study and are therefore defined to provide clarity and indicate relevance to this particular study.

### **1.5.1 Tourism**

Tourism can be defined as the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of attracting, interacting with, transporting and accommodating tourists (Saayman, 2001:5). According to Slabbert (2000:131), tourism is more concerned with the movement and interaction of people in different geographical locations. This may lead to creating social relationships with a community that differs greatly from their own traditions.

Supporting the creation of relationships, Hampton (2005:736) stated that the nature of tourism demands that it be seen as an extended field of relationships not readily disentangled from one another, not easily sorted into clear-cut and exclusive opposing categories: host and visitor, inside and outside, local and global, we and they, here and there. Lastly, Theobald (1998:8) stated that tourism is the study of a person away from his usual habitat, of the industry that responds to his needs, and of the impacts that both he and the industry have on the host's socio-cultural, economic and physical environments. Therefore, tourism concerns the movement of people, the creation of relationships and the spending of money.

### **1.5.2 Socio-economics**

Fredline *et al.* (2003:24) defined the social impacts of tourism as the customs whereby tourism contributes to changes in the value systems, morals of individual behaviour, family interaction, communal lifestyles, creative expressions and traditional ceremonies. Barrow (2000:1) defines social impact as an adaptation on the part of a social system to external agents of change and/or endogenous change. Another definition might be the social consequences of actions, including change to norms, beliefs, perceptions and values. Therefore, it could be debated that all impacts have a social dimension. According to the Oxford Advanced Learners Dictionary (2005:465,746) an economic impact refers to the direction in which money flows, the quantity thereof and the effect it has on the flow. Employment is an issue that functions within the scope of the definition. Lastly, Turco and Kelsey (1993:34) define economic impact as the net change in the host community's economy, as a result of spending. By combining the above-mentioned definitions, socio-economics could be defined as the study of the relationship between economic activity and social life.

### **1.5.3 Tsitsikamma National Park**

The word Tsitsikamma means 'Place of much water' (SANParks, 2008). The TNP consists of 80 km of rocky shoreline and of undisturbed fauna and flora. A national park is defined as an

area of land that is protected by the government for people to visit because of its natural beauty and historical or scientific interest (Oxford Advanced Learners Dictionary, 2005:975). The TNP is located in the Eastern Cape Province of South Africa, along the Garden Route, approximately 180 km west of Port Elizabeth and 170 km east of George (See Map 1). Activities that can be enjoyed in the TNP include hiking, swimming and snorkelling.

## **1.6 CHAPTER CLASSIFICATION**

This dissertation consists of four chapters that will be summarised in the next section.

### **Chapter 1: Introduction and problem statement**

This chapter consists of the nature of the problem and the motivation for this study. This includes the introduction, concept definitions, problem statement, main goal and objectives, and research methodology. The research methodology consists of the literature study, the empirical study, the research design, method of collecting data, selection of the sampling frame, the development of the questionnaires and the data analysis.

### **Chapter 2: The social value and economic impact of the Tsitsikamma National Park**

The chapter includes Article 1, which focused on the socio-economic impacts of tourism on the local community and the areas surrounding the TNP. Here, since the TNP is dependent on tourism, partial multiplier modelling was used and partial multipliers were derived through a process of iteration because the number of businesses in the study area was very limited and leakages occurred.

### **Chapter 3: The relationship between tourism impacts and product interest: a community perspective**

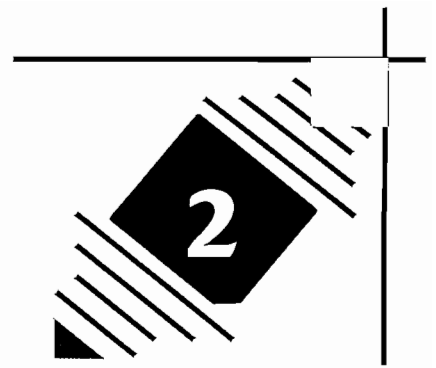
This chapter contains Article 2. This article determined the relationship between the community's level of interest in the TNP and the effect this could have environmental, economic and social perspectives. The social impacts of tourism on the local community and the surrounding areas of the TNP, together with a comparison between different characteristics and variables concerning the latter, are the main concerns of this chapter. To determine the relationships, effect sizes were calculated, which involved the difference in means.

### **Chapter 4: Conclusions and recommendations**

The chapter, which is also the final chapter, consists of conclusions to project the goal and objectives of the study and to make recommendations, firstly concerning the socio-economic impact of the TNP and, secondly, with regard to the relationship between *the communities'*

# **CHAPTER 2:**

## **The social value and economic impact of the Tsitsikamma National Park**



### **ABSTRACT**

South African National Parks (SANParks) plays a major role in the tourism industry and has three primary roles. These are to conserve biodiversity, to create tourism and recreational opportunities and to build strong community relations. National parks have a definite socio-economic impact on adjacent communities although little is known about this impact. The main aim of this chapter is to determine the socio-economic impact of Africa's oldest marine park, the Tsitsikamma National Park, which forms part of the newly created Garden Route National Park, on the region. This was done by conducting three surveys during March 2008: a visitor's survey (156 questionnaires), a community survey (132 questionnaires) and a business survey (11 questionnaires). It was found that the park has a positive economic impact and that the community is positive towards the park. The results also differed from similar studies conducted at other national parks in South Africa, one of the main reasons being that the park is located in a touristic area. For a greater impact, however, the park should expand its marine activities, and communication with the local community could also be improved.

**Keywords:** Socio-economic impact, tourism, community, partial multiplier modelling, regional economy, marine tourism, national parks.

## 2.1 INTRODUCTION AND LITERATURE REVIEW

Situated on the Garden Route in the Eastern Cape Province in South Africa, is Africa's oldest marine park, known as the Tsitsikamma National Park (TNP). Tsitsikamma means 'place of much water' and comprises 80 km of rocky coastline (marine life and a variety of fauna and flora) (Maree, 2007:2-8). Marine tourism is defined as "those recreational activities that involve travel away from one's place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected)". Such a definition is significant for in addition to its biological and recreational foundation it also emphasises that marine and coastal tourism must also include shore-based activities, such as land-based whale watching, reef walking, cruise ship supply and yachting events, within the overall ambit of marine tourism (Hall, 2001:602-603). Therefore Tsitsikamma National Park is classified as a marine park for it includes various aspects or activities mentioned above.

The World Conservation Union (IUCN) appealed to governments for the establishment of marine parks and reserves during the First World Conference on National Parks in Seattle in 1962. In response, the Tsitsikamma National Park was proclaimed in December 1964 as the first National Marine Park in Africa by the then National Parks Board (South Africa, 1995). The original coastal park extended some 59 km between Groot River (east) (24°12' E, west of Oubosstrand) and Groot River (west) (23°34' E, at Nature's Valley), and the areas within the region of 800 m landward and 800 m seaward of the low water mark were included (horizontal distance - contours ignored). The seaward boundary of the park between the Groot River (east) and the Bloukrans River (23°,39' E) was extended to three nautical miles and the remainder (Bloukrans to Groot River (west)) changed to 0.5 nautical miles offshore in September 1983 (South Africa, 1983). In December 1987, the De Vasselot Reserve (2561 ha) was added to the park (South Africa, 1987).

As a very popular ecotourism attraction in South Africa, the park attracts a considerable number of tourists annually and it has an influence on the economic and social well-being of the surrounding community. South African National Parks in South Africa (SANParks) has three primary objectives. These are to conserve the biodiversity of the country first and foremost, secondly, to maintain a relationship of community upliftment and capacity building among people living in the areas neighbouring the parks, and thirdly to provide a tourism and recreational outlet that allows people to experience and enjoy the wonders of the parks (SANParks, as quoted by Streuders, 2008:45). This research focuses on the second and third objectives. The second and third objectives are the motivation for undertaking this research, as the socio-economic impact of the TNP has not yet been determined. In fact,

only one socio-economic study by Mouton (2009) has been done for marine parks in South Africa. Telfer and Sharpley (2008:6) refer to socio-economic development as the creation and improvement of wealth and employment as well as accessibility to resources. It therefore signifies a relationship between society and the economy and a socio-economic study determines this relationship. Without such studies, it is difficult to understand and incorporate the role of local communities in park structures, even though its importance has long been realised. Conservation has played a major role in the sustainability of the parks. However, parks have now become more reliant on tourism to be sustainable and this has an impact on the community, whether it is positive or negative (Myburgh & Saayman, 2002:19; Massyn, 2008:225-226; Streuders, 2008:58). A higher level of community participation is needed where the community interacts with the environment and hopes to reap certain benefits from these interactions (Streuders, 2008:113-114). The 'rights' of the communities should be acknowledged. These include participation in decision making, sharing the benefits of development such as job opportunities and enhancement of quality of life because of environmental improvements (Hall & Richards, 2003:103; Spenceley, 2008:1-10). Streuders (2008:113-114) found that not all communities understand the relevance of a national park and that, without the input of the community, park management will not be aware of their needs and how to fulfil these needs. Added to this, communities need to understand the economic contribution and value of a national park.

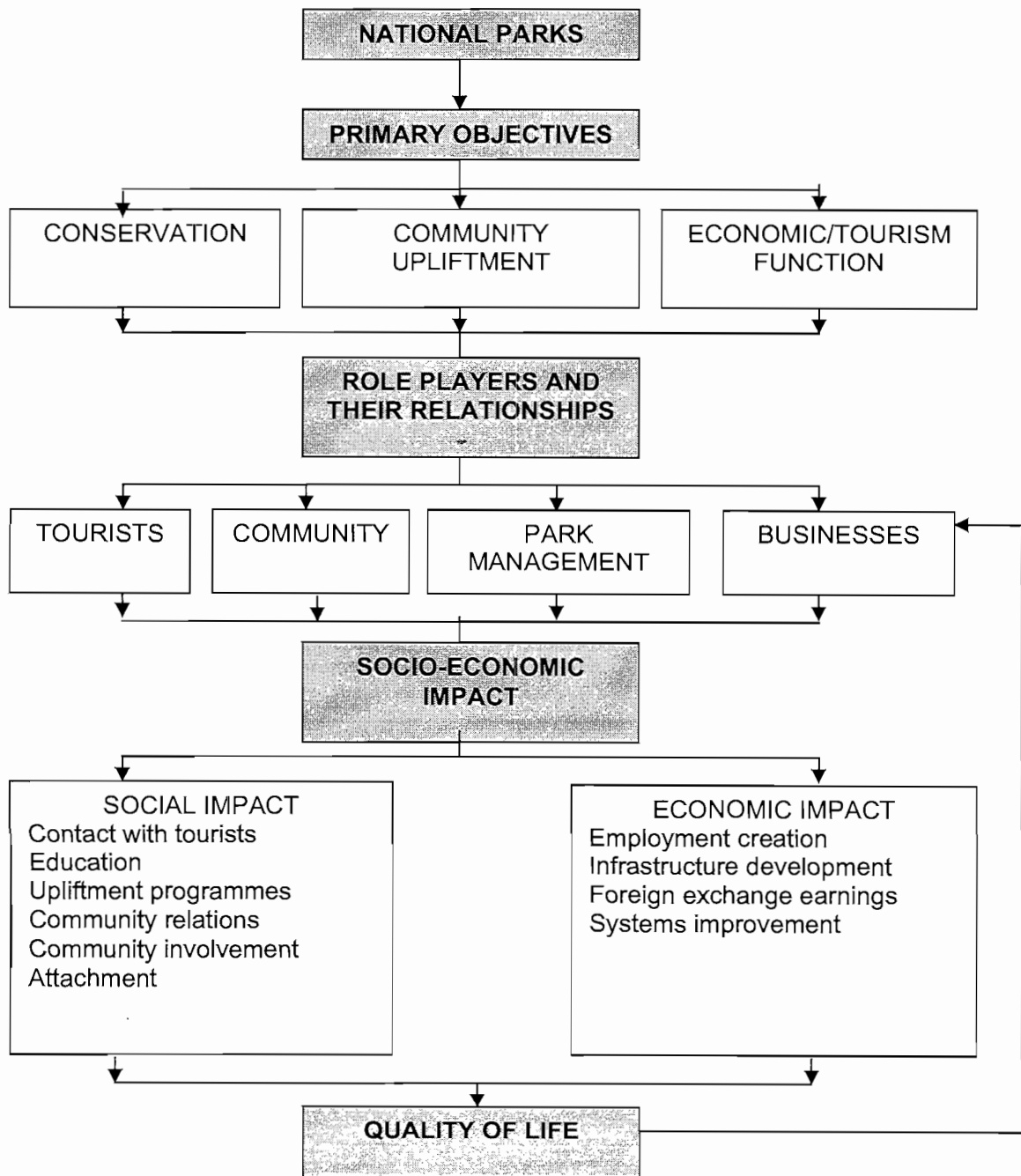


**Map 2: Location of Tsitsikamma National Park**

Socio-economics is the study of the relationship between economic activity and social life. The aim of a socio-economic study is to measure socio-economic development (see Figure 2.1), usually in terms of improvements in metrics such as Gross Domestic Product (GDP), life expectancy, employment opportunities and the ways that these impact on communities' quality of life (Anon 2006). Saayman *et al.* (2009:1), Massyn (2008:225-236), as well as Relly (2008:267-280) indicated that, from a socio-economic point of view, there are four major relationships to be managed and therefore determined. These relationships are captured in Figure 2.1 and add to the importance and relevance of conducting a socio-economic study. Streuders (2008:45), Ferreira (2008:64) and Van der Merwe (2008:44) highlighted that it is of utmost importance that the role players in Figure 2.1 are continuously in consultation with one another to avoid problems and conflicts and to encourage socio-economic development, which may ultimately contribute to the quality of life of communities, tourists and businesses. It is therefore not only about the economic contribution of a park, but also the contribution the park makes towards the community's quality of life (Saayman & Saayman, 2006a:621) and how these are integrated with the three primary objectives of SANParks.

When well managed within the socio-economic framework, tourism has various positive effects on communities, including economic development, additional employment, the enhancement of community image, improved community-tourist relationships and cultural opportunities, as well as increased community participation (Shone & Parry, 2004:54). However, Tiyce and Dimmock (2000:223-229) indicate that negative social impacts may include transformation in community characteristics and image, an increase in noise pollution and overcrowding. In terms of the economic impact, money spent by tourists has a multiplier effect within the local and regional economy, and income generated by the park can help in funding other activities, such as nature conservation. On the negative side, the jobs created are often poorly paid and various leakages may exist that do not benefit the community. The TNP is situated in a rural area and therefore the level of economic benefits depends on the amount that remains in the area. Because of this, leakages in the form of imported skills and goods are of concern, for it will reduce these benefits. In determining the magnitude of the TNP's economic impact, determinants such as location and size of the park, the length of stay (tourists), the number of tourists and how much they spend are important, for they influence these leakages (Van der Merwe, 2008:49). The magnitude of economic impact depends on (i) the number of visitors to the park; (ii) the magnitude of their spending whilst visiting the park, and (iii) the effect that their spending has in generating additional output and income in the area surrounding the TNP – thus, the multiplying effect. Each of these three factors that determine the magnitude of the economic impact is

discussed in the context of the TNP. Based on this, the questions that need answering are: what is the economic (monetary) value of the park in terms of tourists and park management spending? How many jobs are created by the park? What is the multiplier effect? What are communities' perceptions concerning the park? Do they benefit from the park in general?



**Figure 2.1: Conceptual framework for socio-economic research in national parks**  
 Source: Van der Merwe (2008), Streuders (2008), Saayman et al. (2009), Ferreira (2008), Massyn (2008) and Relly (2008).

Inevitably, local communities experience social and cultural changes because of tourism development. Previous studies by Dogan (1989); Ap and Crompton (1993); Costa and Feronne (1995); Williams and Lawson (2001) Kuvan and Akan (2005) as well as Spenceley (2008) found that local communities' attitudes towards tourists could differ from being welcoming to being antagonistic. These studies investigated how members of small communities perceived tourism, as well as what they consider important, such as personal values. Most of these studies found that tourism was seen as positive and that community members had favourable attitudes towards tourism development. However, it was also found that community members had a concern for the negative impacts of tourism. Green (2005:52-53) and Simpson (2008:263) also found that changes within the community due to tourism were perceived as negative and the focus of future tourism development should be on sustainable development. Community involvement was identified as a key success factor for successful tourism development.

Samuelsson and Stage (2007), Relly (2008), Suich, Busch and Barbancho (2005), Mahony and Van Zyl (2002), and Gössling (2001) conducted studies concerning the economic impacts of tourism on the community. The findings indicated that tourism had a positive effect on local communities by improving their livelihood. According to the results, small-scale, high-value tourism is important to maximise a stable income over the long term. Therefore, the local communities need tourism and, to be sustainable, tourism needs the local communities' support.

Other socio-economic studies that have been conducted include that on the Okavango Delta in Botswana by Mbaiwa (2003; 2004; 2005), Saayman and Saayman (2006a) that determined the economic contribution of the Addo Elephant National Park, Saayman *et al.* (2009) who conducted a socio-economic impact study of hunting in the Northern Cape Province of South Africa, Ferreira (2008) who conducted a study at the Karoo National Park, Mouton (2009) who determined the socio-economic impact of the Wilderness National Park, Van der Merwe (2008) who conducted a study at the Klein Karoo National Arts Festival, as well as Turco, Swart, Bob and Moodley (2003) who determined the socio-economic impact of sport tourism in Durban to name but a few. Sims-Castley, Kerley, Geach and Langholtz (2005) also determined the significance of an ecotourism-based private game reserve in the Eastern Cape Province of South Africa. According to these studies, tourism has contributed positively towards the development of communication facilities, infrastructure, and increased tourist flow. Therefore, for successful and sustainable tourism development to take place, it is important to focus on the social equity, economic efficiency and ecological sustainability of tourism on the local communities. Loader (1994:143) and Pelser (2003:164) state that, in

South Africa, social involvement is an integral part of conservation. In the case of residents of Kepulauan Seribu Marine Park, Del Este in the Dominican Republic, Macleod (2001:221), and Fauzi and Buchary (2002:167) suggest that poverty should be reduced, residents should be the main concern and park management should be based on the agreement and involvement of all stakeholders. The problem with most studies mentioned above is that the methodology differed significantly which makes it difficult to compare results. A reason for this is that researchers attempt this kind of research from different perspectives be it sociology, investment, economic, conservation, pro-poor tourism, responsible tourism, ecotourism, sustainable tourism and the list continues. Added to this is the fact that the study areas (products) differed and this has significant influences on the results. Some studies were conducted in wetlands, in national parks, in game farms and in private parks. The importance of this lies in the aim and objectives of these different offerings (products) and what it is that they want to achieve. Few of these researchers have determined multipliers. In support of this, Relly (2008) states that determining multipliers could show a comprehensive picture of the impact of a park on the poor. Ferreira (2008) states that most so-called 'socio-economic studies' are, in fact, economic analyses with little to no social impact analysis other than a reference to employment. Ferreira (2008) supports the notion that studies are not comprehensive enough.

The literature review indicated that only three socio-economic studies have been conducted at national parks in South Africa. These are the Wilderness National Park (Mouton, 2009), Karoo National Park (Saayman *et al.*, 2009:1-10) and the Addo Elephant National Park (Saayman & Saayman, 2006a:619-633). These studies found that the parks had a positive socio-economic impact although the results differed significantly. These differences were due to aspects such as the size of the park, the type of park, type of activities available, number of tourists, type and variety of species, involvement of the community in the park management, as well as levels of poverty in communities adjacent to the park. Even though Mouton (2009) did do a socio-economic study on Wilderness National Park, the question remains whether a marine park will have different results and what lessons can be learnt. Therefore results from this study could furthermore assist SANParks in achieving its objectives more effectively and efficiently as well as contributing to the existing knowledge concerning socio-economic studies in national parks. The aim of this research is to estimate the socio-economic contribution of the TNP to the surrounding communities. This involves estimating the economic impact of the TNP on the local economy, estimating the impact of tourism business development in the region and how tourism businesses and communities benefit from the park as well as determining the employment generated as a result of tourism activity due to the park.

## 2.2 METHOD OF RESEARCH

According to Gelan (2003), there are three controversial issues that need to be addressed when this type of research is conducted. These are (a) which spending to include, (b) the spatial area under evaluation and (c) what multiplier to use.

Firstly, both park expenditure and expenditure by visitors were assessed in determining the economic value of the TNP for the region. Secondly, the local economy is defined as the 20 km radius around the TNP. Therefore the study area included the communities of Nature's Valley and Storms River Village. Storms River Village is a fairly poor community, with 25% of the local residents being unemployed, and 11% being self employed or pensioners respectively. Nature's Valley is a fairly well-off community, although most of the houses are holiday or second homes.

Three surveys were conducted to achieve the goal of this study: a community survey (among the local residents of Nature's Valley and Storms River Village) to measure the social impacts; a business survey (including permanent local businesses in and around the park), and a visitor survey (tourists visiting the park) to measure the economic impacts that increase as a result of the park. Secondly, partial multipliers were derived through a process of iteration to determine the economic impact of the TNP. Vaughan, Farr and Slee (2000:96) proposed proportional multiplier analysis in determining local economic impacts of visitor spending to a rural national park. Two methods can be used to derive these multipliers, a process of iteration or a partial input-output model. Since the number of firms is very limited in the study area, a process of iteration was used, where the spending is traced through the local economy as tourists buy goods, firms buy stock from suppliers and pay employees. The multipliers thus represent the change in sales and income due to tourist spending.

The following illustrates a typical iteration procedure:

A tourist purchases accommodation services from a hotel, guesthouse or lodge. The owner of the accommodation service uses the money received to pay various expenses, including payments for goods (i.e. soap, towels and breakfast provisions). The portion that is spent on goods is then traced to the providers of these goods, such as supermarkets. Supermarkets again use the money received to make certain payments, for example the payment for inventory. This portion of the money received is then traced towards the providers of inventory (i.e. wholesalers and producers), who use the funds received to pay their expenses. For a producer, for example, a portion of the money would go to payment for raw materials, and this payment is then traced to the provider of raw materials. The sum of these payments to the various role players constitutes the increase in total output due to the

purchase of accommodation by the tourist and the output multiplier is derived by dividing the sum of these payments by the original payment made by the tourist. Clearly this process requires detailed information from businesses and the business survey provided this information. The three surveys that were conducted include the following:

### **Survey 1: Community survey**

Community data was obtained by means of a structured questionnaire based on the social-impact measuring instrument developed by Fredline *et al.* (2003:29). The reason for using this instrument is twofold. Firstly because it is most used to determine the social impact of tourism on a community and, secondly, it makes it easier to compare results from different studies. This instrument was adapted according to the needs of this nature-based product as compared to festivals for which the instrument was originally designed. Residents' perceptions (main variables for the purpose of this study) were measured using a 4-point Likert scale. The scales as used by Fredline *et al.* (2003:23-37) were retained. Independent variables, such as community attachment, participation and length of stay were also measured by means of closed-ended questions.

There are approximately 360 households (91 permanent) in Nature's Valley and 470 in Storms River Village and they can therefore be considered as small towns. This led to the decision to include all households in the sample frame. Therefore, this part of the study is based on probability sampling where each element in the population has a known, non-zero probability of being included in the sample. Simple random sampling was implemented (Tustin *et al.*, 2005:344). In total, 132 questionnaires were completed, even though field workers experienced problems such as inaccessible homes and vacant houses.

### **Survey 2: Business survey**

A similar questionnaire to the one that was used for determining the socio-economic impact of the Karoo and Wilderness National Parks was implemented. Research boundaries were determined and therefore this survey included businesses in a 25 km radius around the TNP, thereby including businesses in Storms River and Nature's Valley. Again, availability sampling was applied and all businesses in the specified area were part of the sampling frame. Only those, however, who were willing and available to complete the questionnaire, participated. Thirty-five (35) questionnaires were distributed (n=35) to businesses that could be identified as a business in the survey area. In total eleven (11) questionnaires were completed and used.

### **Survey 3: Visitors survey**

The visitors survey was also done by means of a questionnaire. This questionnaire has been used since 2001 in various national parks focusing on the visitors to these parks (Saayman, Saayman & Ferreira, 2007). Questions focused on demographic aspects and expenditure to obtain the socio-economic information needed to conduct this study. A convenience sample was drawn from the visitors to the TNP from 25-29 March 2008. Field workers distributed the questionnaires among overnight visitors and 156 questionnaires were completed for the purpose of this study, of which 80 were completed by visitors camping and 76 by visitors in chalets. The number of questionnaires is deemed representative of the total population as the surveys that were conducted since 2001 were done in different months and therefore different seasons. Saayman and Fouché (2007:26) indicated that the profile of visitors to the Tsitsikamma National Park has remained consistent since 2001 and therefore the sample could be seen as representative.

Six post-graduate students assisted in distributing the questionnaires to the selected groups during the April holidays from 25-29 March 2008. These field workers distributed the questionnaires and collected the completed questionnaires later in the evening. The data was then coded and captured on Microsoft® Excel®, after which SPSS (version 15) was used to analyse the data. Descriptive analyses were done to provide preliminary insights into the nature of the responses obtained, as reflected in the distribution of the values of each variable of interest (Tustin *et al.*, 2005:341).

## **2.3 RESULTS**

The results are divided into two sections. Firstly, the social impact results that were obtained through the community survey and, secondly, the economic impact results that were obtained from both the business and visitor surveys.

### **2.3.1 Social impact**

Sustainable socio-economic development is influenced by community perceptions. It is important that the community members of Nature's Valley and Storms River are positive towards the TNP and its management. Statements were rated by using a 7-point Likert scale, where 1 is very negative and 7 is very positive (Table 2.1). Respondents indicated that the TNP has a very positive impact on the community of Nature's Valley and Storms River (68%). The TNP also affects the community's personal quality of life in a very positive manner (65%).

**Table 2.1: The influence of the Tsitsikamma National Park on the community**

Statement	Very negative					Very positive	
	1	2	3	4	5	6	7
Personal quality of life	6%	2%	3%	15%	9%	21%	44%
Nature's Valley and Storms River community	7%	2%	1%	14%	8%	18%	50%

When considering specific perceptions (see Table 2.2) of the community, respondents indicated on a positive note that the TNP contributes to the increased number of tourists visiting the area (81%), sustains the environment (80%) and conserves the natural resources (80%). The appearance of the area has improved (74%), employment opportunities in Nature's Valley and Storms River Village have increased (73%), more investors are focusing on development in Nature's Valley and Storms River Village, opportunities to meet new people have increased (71%) and during high season the turnover for local businesses increases (70%). On a negative note, however, community members feel that, due to the TNP, the prices of some goods and services have increased (76%) and that less parking is available during high season (71%). In general, the TNP is contributing to the development of the area and community members consider the TNP as an asset. It is, however, imperative to get community members more involved and park management should continue to maintain positive relationships with these communities.

**Table 2.2: Perceptions concerning TNP**

SOCIAL INDICATORS	Totally disagree			Totally agree
	1	2	3	4
The appearance of the area has improved	6%	20%	56%	18%
Nature resources of the area are conserved	3%	11%	59%	21%

Noise levels in the area have increased	16%	37%	42%	5%
Employment opportunities in Nature's Valley/Storms River have increased	9%	18%	<b>57%</b>	<b>16%</b>
The range of things to do in Nature's Valley/Storms River has increased	8%	25%	51%	16%
The number of people in the area has increased	5%	16%	58%	21%
Rowdy and delinquent behaviour has increased	14%	39%	33%	14%
Property values in the area have increased	10%	25%	48%	17%
Crime has increased	19%	35%	36%	10%
Participation in community activities has increased	11%	24%	56%	9%
Opportunities to relax have increased	11%	27%	53%	9%
Prices of some goods and services have increased	8%	16%	<b>53%</b>	<b>23%</b>
The pride that Nature's Valley/Storms River residents have in their town has improved	15%	21%	50%	14%
The overall cost of living has increased	10%	28%	41%	21%
Litter in the area has increased	17%	31%	37%	15%
Damage to the environment has decreased	12%	23%	50%	15%
Opportunities to meet new people have increased	8%	21%	<b>57%</b>	<b>14%</b>
Opportunities for local business have increased	10%	27%	51%	12%
The number of tourists visiting Nature's Valley/Storms River has increased	6%	13%	<b>58%</b>	<b>23%</b>

Excessive drinking and/or drug use has increased	17%	38%	38%	7%
The number of people moving to Nature's Valley/Storms River permanently or buying holiday homes here has increased	12%	19%	56%	13%
Public funding for community activities has increased	12%	34%	46%	8%
The rights and civil liberties of local residents have increased	16%	39%	38%	7%
Roads and public facilities are better maintained	23%	23%	47%	7%
Interactions between locals and tourists have improved	15%	20%	59%	6%
Facilities available to local residents have improved	14%	34%	47%	5%
Social and moral values have improved	16%	36%	42%	6%
The natural resources of the area are being over-used	18%	35%	42%	5%
Property prices have increased	10%	22%	53%	15%
More investors are focusing on development in Nature's Valley/Storms River	9%	19%	<b>57%</b>	<b>15%</b>
Investment opportunities are limited	11%	38%	44%	7%
The natural environment has been sustained since the establishment of the park	7%	13%	<b>61%</b>	<b>19%</b>
During high season the availability of parking decreases	8%	21%	53%	18%
During high season traffic congestion in the area increases	7%	25%	56%	12%

During high season the turnover for local businesses increases	9%	21%	52%	18%
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\* Only perceptions/ social indicators with a percentage higher than 70% when added up were used in the discussion above

### 2.3.2 Economic impact

Since the TNP offers both camping facilities and chalets, overnight visitors are thus divided into campers and visitors who overnight in chalets. Firstly, an evaluation of the visitor numbers to the TNP indicates that there has been a steady decline from 2003 (203 678 visitors) to 2006 (162 546 visitors), but overall visitor numbers seem to have turned around again in 2007 and a total of 155 762 tourists visited the Park during 2008. The decline can mainly be ascribed to a decline in chalet unit nights sold until 2005 (declining to a low of 22 655 chalet nights sold), while 2006 showed a huge decline in camping nights sold (38 890 nights compared to the 50 876 nights of 2005). In this case, 2006 was clearly an atypical year in the TNP's history. In 2008 a total of 60 236 camp person nights were sold, while 24 655 chalet unit nights were sold.

The visitor survey revealed that campers visiting the TNP travel in groups of average size 3.4, while visitors staying in chalets travel in groups of average size 3.6. This information is valuable since camping numbers are in 'person nights'. This is also an interesting observation, since campers generally tend to travel in larger groups when visiting other national parks.

Secondly, to determine the magnitude of spending by tourists, the visitor survey was again consulted. Spending has been grouped into the selected sectors used in the iteration process. According to the survey, campers spend on average R2 707.45 while staying at the TNP. This amounts to R530.87 per group per day. Spending of chalet tourists is on average R3 194.80 per group, exceeding that of campers, and results in a spending per day of R887.44 per night per group. The spending patterns of campers differ from those of visitors in chalets, with campers spending a relatively higher percentage on food and restaurants than visitors in chalets (Table 2.3). However, for both campers and chalet visitors, spending on accommodation and food and restaurants amounts to approximately 80% of total spending, with very little being spent on curios. Note that transport to the TNP is excluded from the analysis, since it cannot be certain where the vehicle has been filled or to which company transport costs accrue.

**Table 2.3: Spending per visitor group according to categories**

<b>SPENDING CATEGORY</b>	<b>VISITORS CAMPING</b>	<b>%</b>	<b>VISITORS IN CHALETS</b>	<b>%</b>
Accommodation	R1 235.87	45.6%	R1 869.38	58.5%
Food and restaurants	R855.06	31.6%	R711.20	22.3%
Tourism services	R258.91	8.7%	R244.14	9.4%
Retail	R235.14	8.7%	R300.70	9.4%
Transport	R122.46	4.5%	R69.38	2.2%
<b>Total</b>	<b>R2 707.45</b>	<b>100%</b>	<b>R3 194.80</b>	<b>100%</b>
<b>Total excluding transport</b>	<b>R2 584.99</b>		<b>R3 125.42</b>	

Approximately 74% of respondents indicated that they also spend money in the area outside the TNP. The businesses most visited by the respondents are petrol stations and general dealers (retail/food), restaurants and the liquor stores.

SANParks provided the income and expenditure account for the TNP for the year ending March 2008. According to this account, expenditure, excluding depreciation, amounted to approximately R15 million. A rough breakdown of these costs reveals that the highest spending item is personnel (56.5%), followed by operational costs (31%), and maintenance (12.5%). To allocate these cost items to the various sectors in the model, some assumptions are made, including that 90% of operational expenses do not take place in the area surrounding the park, and the remainder is bought from retailers; only 50% of maintenance cost accrues to the local economy and is equally divided between retail and other service providers (such as electrical services); no finance cost accrues to the local area since the bank is located in Plettenberg Bay.

Since unit nights already exclude the problem of 'spending per person' versus 'spending per group', only the numbers of campers are divided by the average group size for campers (3.4) and the average length of stay (5.1 nights), to estimate the camper groups. According to this method, 3 474 camper groups visited the Park in 2007/8. To determine the number of chalet visitors, the unit nights sold are divided by the number of days that a group stays (3.6). The result is 6 849 groups. The magnitude of visitor spending can be calculated by multiplying the number of groups with the above estimates and the average spending per visitor group excluding transport cost (indicated in Table 2.3). The calculation reveals that

total spending by visitors staying in chalets amounts to approximately R21.4 million, while the total spending by visitors camping amounts to approximately R9.0 million. Total visitor spending during 2008 is therefore estimated at approximately R30.4 million. Note that transport cost is omitted, since the nearest service station lies outside the study area.

Thirdly, the multiplying effect of the spending by visitors has to be determined. As suggested by Vaughan *et al.* (2000:97), two methods can be employed to determine the multiplying impact on the local economy, iteration and matrix inversion. The authors decided to use iteration, since the local economy surrounding the TNP is very small and has no municipal, manufacturing or wholesale sectors. In terms of output, one additional chalet tourist group (change in demand) in each category creates additional output of R3 455.16, indicating an output multiplier of 1.105. One additional camping group creates additional output of R2 869.16, indicating an output multiplier of 1.11). The multipliers created by the iteration process are in line with those determined for the Addo Elephant National Park (Saayman & Saayman, 2006a:267), but the multiplier is much smaller than that for the Karoo National Park (Saayman *et al.*, 2009:9). The latter is expected since the surrounding towns near Tsitsikamma are less diversified and industrially developed than Beaufort West (in the case of the Karoo National Park).

To determine the total effect on income (direct, indirect and induced), the process had to be expanded to include the effect of household spending and wages. The assumption was made that the consumption pattern of locals in the study area is similar to that of the national consumption pattern (as defined in the 2005 nationwide input-output table). It is evident that spending directly translates into income for a business, and as this business expands its production, the income of other businesses also expands. This process captures the direct and indirect effects of income for businesses. Yet, not all income that businesses receive translates into income for consumers. The income is used to buy stock, pay for operational expenses and services and thereafter to pay labourers and, hopefully, to provide profits. What is sought is the latter – in other words, how does this translate into income for consumers (households) in the Tsitsikamma area?

The income multiplier generated by the iteration process for people holidaying in chalets is 0.3 and for campers it is 0.32, indicating that one additional chalet group generates income of R934.35 for the immediate economy, and one additional camping group generates income of R813.52. These multipliers are in line with those found for the Addo Elephant National Park (Saayman & Saayman, 2006a:267), but are lower than the income multipliers for the Karoo National Park (Saayman *et al.*, 2009:9). It is interesting to note that the effect

of one camping group is larger than that of tourists staying in chalets. One of the reasons might be that campers spend money on a wider variety of products and services in the local economy.

While these estimates reflect the spending by visitors, the spending of the TNP in its operations is not yet reflected. If a similar process is repeated for TNP expenditure, the output multiplier for park expenditure is 1.10, while the income multiplier is 0.27. Yet these income effects now exclude the income paid to its employees by the TNP. Therefore, the total income effect of park expenditure is adapted to include both the direct, indirect and induced income effects of park expenditure. The total impact of the TNP on the local economy is indicated in Table 2.4.

**Table 2.4: Total impact of the Tsitsikamma National Park on the local economy**

<b>CATEGORY</b>	<b>TOTAL SPENDING</b>	<b>OUTPUT EFFECT</b>	<b>INCOME EFFECT</b>
Chalet	R21 406 001.58	R23 653 631.75	R6 421 800.47
Camp	R8 980 255.26	R9 878 280.79	R2 873 681.68
Park	R14 973 528.00	R16 470 880.80	R12 428 028.24
<b>Total</b>	<b>R45 359 784.84</b>	<b>R50 002 793.34</b>	<b>R21 723 510.39</b>

The years of existence of the different businesses provides a good indication of how business has developed in the region. Isolating the influence of the TNP is a non-accomplishable task, since tourist activity along the Garden Route where the park is located has increased significantly and the area is renowned for its scenic beauty and tourism potential. However, it is interesting to note that none of the businesses in the area is older than the TNP. It is evident that the tourism service industry (especially recreational activities in the area) only started to boom in the past few years. Many businesses indicated that they rely heavily on tourist spending (see Table 2.5 below), as could be expected, since the area boasts a thriving tourism destination for both locals and foreigners. Table 2.5 presents a breakdown of the businesses in the area that completed the business survey, as well as an indication of the employment levels and the number of permanent versus part-time personnel.

As indicated in Table 2.5, the accommodation industry is very reliant on labour and is a large employer of people in the area. Approximately 118 people are employed by the accommodation units surveyed. It should also be noted that, in all of the cases except for one retailer with three employees, the workers employed live in the area. This is

encouraging since it is an indication that employment opportunities are created for the local community.

**Table 2.5: Breakdown of businesses, employment and other ratios**

TYPE	NR	AVERAGE NUMBER OF EMPLOYEES	PERMANENT	PART-TIME	TOTAL EMPLOYMENT	% TURNOVER DUE TO PARK	TOURIST/ LOCAL RATIO
Accommodation units	6	20	18	12	118	35%	81:19
Retailers	4	3	2	1	11	12%	35:65
Food and restaurants	1	10	10	0	10	Not indicated	46:54
Tourism services	1	1	1	0	1	Not indicated	90:10

On average, accommodation establishments sell 81% of their business to tourists and 19% to locals. It should be remembered that some of the accommodation units also offer other products (such as a restaurant, or small retail outlet), which may contribute to the relatively high percentage of turnover ascribed to locals. Tourists are also the main customers of tourism and recreation services, while restaurants, food stores and retailers are reliant on both tourist and local business for their existence. This is indicated in Table 2.5 and it again highlights the importance of the tourism industry as a source of employment and income in the local economy surrounding the TNP.

The accommodation establishments indicated that they owe 35% of their turnover to the TNP, while 12% of retail turnover is due to the park. Due to a lack of additional information, the authors assume that the same percentages that were indicated in previous studies can be applied to the TNP for the restaurant (7.5%) and tourism and recreation services (33.3%). If this is taken as an indication of the number of employment opportunities created due to the TNP, it can be concluded that the park led to 44 additional job opportunities in the businesses surveyed (presuming a linear relationship between turnover and employment). The TNP alone employs 86 people.

This survey captured 157 beds as part of the accommodation sector, while the Tourism Association indicates that there are 620 beds available. Thus, approximately 25% of the accommodation products were surveyed and extrapolation of the employment results indicates that 176 additional jobs were created by the TNP. With the TNP employment, total employment is thus 262. Seen in the light of there being 561 households in Storms River

and Nature's Valley, it can be concluded that the tourism industry, sparked by the TNP, provides employment opportunities for approximately 46,7% of all the households. This shows that the area is very reliant on tourism.

## **2.4 FINDINGS AND IMPLICATIONS**

From the results it becomes clear that the TNP has a positive socio-economic impact on the region.

Results from this study, and specifically the community perceptions, confirm research by Streuders (2008), Fauzi and Buchary (2002), Macleod (2001), Dogan (1989), and Kuvan and Akan (2005) that the communities, in general, perceive tourism development (in this case the TNP) as positive. Communities did, however, indicate that communication structures should improve and, in this regard, the newly established park-forums should address this concern. Research by Spenceley (2008) and Simpson (2008) had mixed results in their respective studies concerning community participation. Results from this research also confirm research by Macleod (2001), Saayman and Saayman (2006a), Ferreira (2008), Streuders (2008), Mbaiwa (2004; 2005) and Saayman *et al.* (2009) that the park has a positive impact on the quality-of-life of adjacent communities.

The same applies for the economic analysis that shows that the TNP has a positive impact. The latter was also the case in studies conducted by Saayman and Saayman (2006a) in the Addo Elephant National Park, Mouton (2009) in the Wilderness National Park as well as Saayman *et al.* (2009) in the Karoo National Park, although the TNP had a bigger economic impact than the Karoo National Park. Mbaiwa (2004; 2005), Relly (2008:279-280) also confirm that tourism and conservation areas, in general, have a positive economic impact. Especially Relly's research in Madikwe showed the significant impact of tourism investment in the area (Relly, 2008). The TNP, however, has a significant leakage and in this regard. Tiyce and Dimmock (2000:222) stated that this is an aspect that has to be addressed if the region wants to take full advantage of the TNP. The main reason for the high leakage is the dependence of the region on tourism and the absence of other major industries. It therefore seems that the more dependent the regional economy becomes on tourism, the greater the leakages. One opportunity that this research revealed is the low spending on curios and that the production of curios could become a joint venture between the TNP and the community to grow small industries and also to curb leakages. Results also showed that the TNP has directly contributed to the existence of 25% of the businesses in Nature's Valley and Storms River, which is higher than the 4% for the Karoo National Park, but lower than the 35% for the Addo National Park. However, a much higher percentage of businesses indicated that

tourism activity contributes significantly to their turnover. This might be an indication that the businesses in Nature's Valley and Storms River underestimate the impact that the TNP has had on their activities.

Some implications could be that the higher the socio-economic impact of the park is, then the whole area could benefit from it, from an environmental, economic and social point of view. Contradicting this, the lower the socio-economic impact, then businesses would benefit more from it than the community members themselves. A major contradiction when compared to terrestrial parks is that the literature review revealed that a greater variety of tourist activities and species as well as the size of the park lead to a greater socio-economic impact. The TNP, however, is small compared to most terrestrial parks and it offers few organised activities, with only a small variety of species accessible to tourists. This proves that scenic beauty (especially the sea and shoreline) is a strong enough drawcard for tourists. In addition, tourists stay longer at the TNP than at the Karoo or Addo Elephant National Parks, even though these parks offer much more in terms of activities and variety of species. Results also indicated that chalet tourists spend more than campers, but that the campers' spending patterns affect more sectors of the economy. Therefore, both these types of tourists are important from a socio-economic and marketing point of view. Additionally, the TNP should offer more marine activities (such as diving, boat rides, canoeing, etc.), since this could lead to greater spending hence a greater socio-economic impact.

## **2.5 CONCLUSIONS**

The purpose of this research was to determine the socio-economic impact of the Tsitsikamma National Park on the local communities. From the results, it has been confirmed that the TNP has a positive socio-economic impact on the communities of Nature's Valley and Storms River Village. The positive impacts are evident in economic spend, job creation and a wide variety of social indicators as well as business development in the area. A negative aspect, however, is the high leakage from the regional economy. The TNP is therefore achieving its goals of conservation, creating economic opportunities and getting the community involved. Partial multipliers were derived through a process of iteration to determine the economic impact of the Tsitsikamma National Park. The total impact of the Tsitsikamma National Park on the local economy resulted in total spending being R45 359 784, an output effect of R50 002 793, and finally an income effect of R21 723 510. Therefore, it was found that the TNP has a positive economic impact.

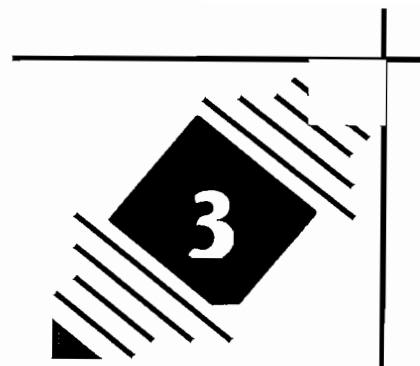
Various role players need to be in consultation with one another continuously to avoid problems and conflicts and to encourage socio-economic development, which may ultimately

contribute to the quality of life of communities, tourists and businesses. It is therefore not only about the economic contribution of a park, but also the contribution the park makes towards the community's quality of life, be it providing basic needs, such as food, water, housing or the well being and health of the community (Saayman & Saayman, 2006a:621) and how these are integrated with the three primary objectives of SANParks.

An aspect not covered by this research is the opportunity cost of economic activities foregone to make way for the TNP. This aspect would be difficult to determine and should be seen in the context of government's mandate to conserve 10% of land in South Africa that covers all types of biomes. This is a goal that still has some way to go. If this does not happen, South Africa is bound to be a poor country from a biodiversity point of view. Hence more land has to be protected and this includes marine areas. From the results, it appears that the TNP has a balanced approach in terms of its three main objectives. The area is dependent on tourism, which leads to high leakages. This is an aspect that should be addressed. The solution will, however, depend on cooperation between the park, communities and businesses in the region and confirms that these results contradict some findings compared to similar research at terrestrial parks. The marine attributes are a strong enough drawcard to ensure that tourists stay longer than at the Karoo and Addo Elephant National Parks, confirming the importance of a marine park. From this research, one could conclude that marine conservation is highly valued by the communities. Therefore it should be maintained by ensuring quality water, natural habitats for animals and a pollution-free environment. This research was the first of its kind at a marine national park in South Africa and highlighted the fact that little research in this regard has been done.

# **CHAPTER 3:**

## **The relationship between tourism impacts and product interest: a community perspective**



### **ABSTRACT**

It is important in the tourism industry to study the various interrelationships between role players and the impacts of tourism. In doing so, tourism developments with the least negative impacts and the most positive impacts on surrounding communities can be identified and exploited. Local communities' attitudes toward tourism are crucial for sustainable tourism growth. If residents' loyalty to the tourism product is high, potential conflicts between communities and tourism businesses can be avoided. Therefore it is crucial to involve the community in the planning and development of tourism. For the future success of a tourism destination such as the Tsitsikamma National Park (TNP), the measurement of host communities' perceptions is essential for it results in visitor satisfaction and repeat visitation to the destination. The aim of this chapter is to determine the relationship between the community's level of interest in the TNP and their perceptions of the environmental, economic and social impacts of the park. A community survey was conducted during March 2008 to achieve this aim. A total of 132 ( $n = 132$ ) questionnaires were obtained and used in the analysis. To determine the relationships, effect sizes were calculated, which focused on the difference in the mean values. Six environmental impacts, six economic impacts and ten social impacts were identified. In general, it was found that residents, who visit the park more often (regular visitors), are more positive towards the park, which emphasises the importance of building and maintaining positive relationships with the community as this can improve the sustainability of the park. Obligated and blasé visitors, however, tend to be more negative in this regard.

Keywords: Community, perceptions, tourism impacts, effect sizes, Tsitsikamma National Park.

### **3.1 INTRODUCTION**

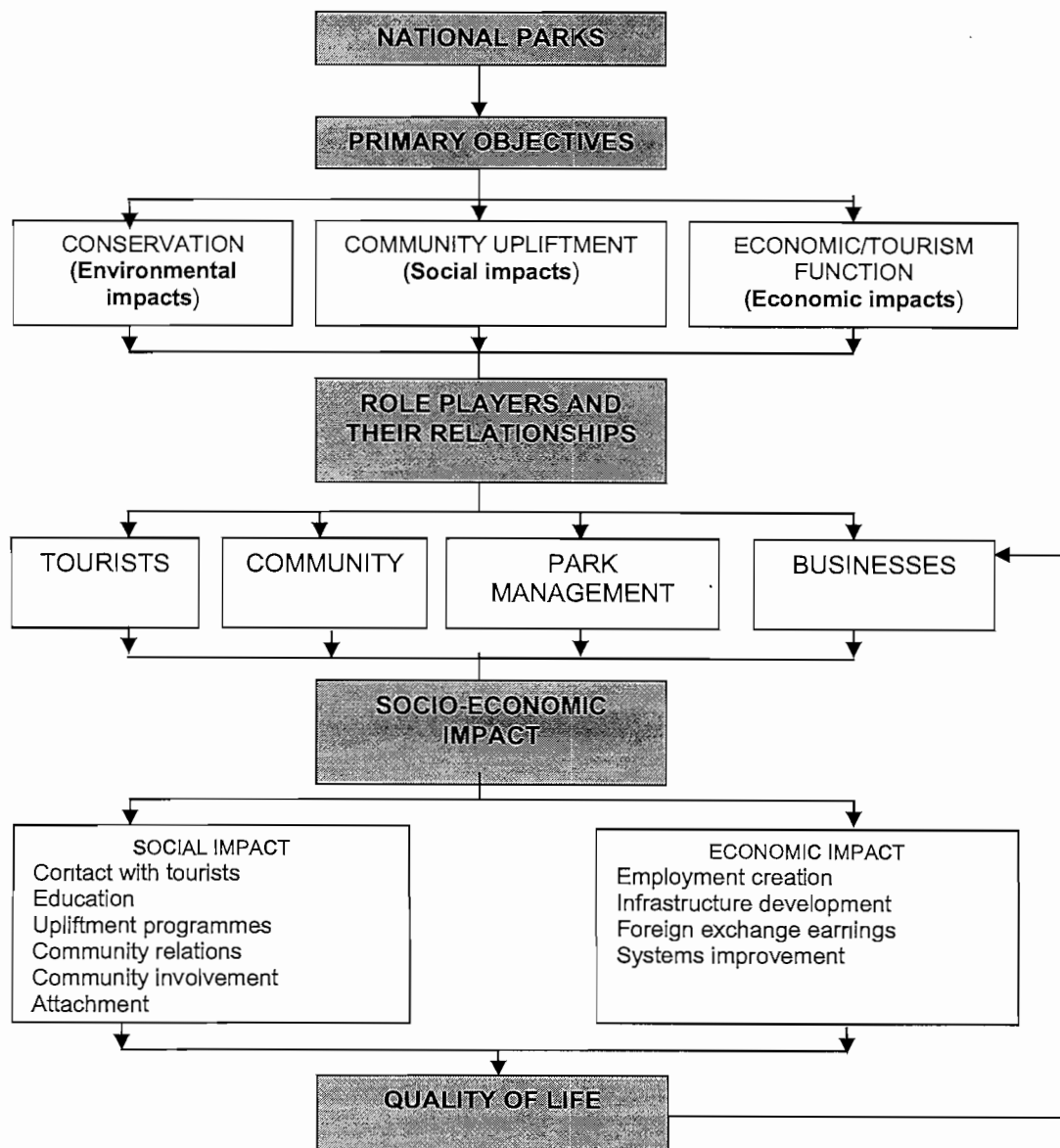
Sustainable management of protected areas, in this case the Tsitsikamma National Park (TNP), ultimately depends on the co-operation and support of the local community (Wells & Brandon, 1993:157). Community support, however, requires an understanding of how residents formulate their attitudes towards tourism (Jurowski *et al.*, 1997:3). Various empirical studies have reported positive attitudes of the host community (see Andriotis (2005); Chen (2001); Weaver & Lawton (2001); Chen (2000); McGehee & Andereck (2004). However, many of these studies also noted the residents' negative perceptions of tourism (Teye *et al.*, 2002; Dyer, Gursoy, Sharma & Carter, 2007; Tosun, 2002; McGehee & Andereck, 2004). Since the community (Storms River Village and Nature's Valley) surrounding the TNP is constantly exposed to tourism traffic and they also make use of the product, it is imperative to analyse their attitudes towards the TNP based on their level of interest in the park. This could give an indication of how the communities perceive the environmental, economic and social impacts of tourism due to the park and how the park management can improve relationships with the communities through knowing these perceptions. The TNP is one of South Africa's twenty-one proclaimed national parks, forming part of the Greater Garden Route National Park together with Knysna and Wilderness, and is located in the Eastern Cape Province of South Africa. The TNP has been in existence for 46 years and therefore the surrounding communities are aware of the existence of the TNP and probably also visit the park. Even though the community is considered as a key role player in maintaining the sustainability of tourism products, such as the TNP, the perceptions of the community about this park are unknown.

The aim of this chapter is therefore to determine the relationship between the community's level of interest in the TNP and their perceptions of the environmental, economic and social impacts of the park. Firstly, a literature review will be discussed, followed by the method of research used to conduct this study as well as the results that were found. Furthermore the findings and implications will be presented and, finally, conclusions will be drawn.

### **3.2 LITERATURE REVIEW**

The tourism industry involves interactions between tourists, businesses and the communities in which this industry operates. These interactions create different impacts (Williams & Lawson, 2001:269) that may lead to the disruption or disturbance of local communities' quality of life within rural settings (Belsky, 1999 as quoted by Stronza & Gordillo, 2008:448). These disruptions can be divided into three impacts which are environmental, social and economic impacts, which are not always easily managed by the local residents. However, the creation of positive impacts is important to sustain tourism products such as national

parks, for this will lead to an improved and positive relationship between park management and the local communities surrounding the TNP. Stronza and Gordillo (2008:460-461) indicated that communities should be protected from tourism and that tourism should be protected from communities. Communities should therefore be involved in tourism and experience the positive impacts of tourism. By identifying different impacts (social, economic and environmental impacts) it would be possible to select tourism developments which have the least negative impacts and the most positive impacts on the communities involved (Williams & Lawson, 2001:270). In addition, it could also assist in solving issues existing between local communities and tourists (Gu & Wong, 2006:268).



**Figure 3.1: Conceptual framework for socio-economic research in national parks**

**Source: Van der Merwe (2008), Streuders (2008), Saayman et al. (2009), Ferreira (2008), Massyn (2008) and Relly (2008)**

As indicated in Figure 3.1, the primary objectives of SANParks are to conserve a representative sample of the bio-diversity of the country (conservation), to maintain a relationship of community upliftment and capacity building amongst people living in the areas adjacent the parks (community upliftment) and to provide a recreational outlet allowing people to experience and enjoy the wonders of the parks (economic/tourism function). Taking the above into consideration, this research is of extreme importance to the TNP as it may result in visitor satisfaction ensuring sustainability.

Figure 3.1 also indicates the importance of interactions between the various role players to ensure sustainable tourism development and highlights the significance of socio-economic impact studies in this process. It is clear that the support of the local community as one of the key role players is essential for the sustainable development of tourism products. It is important to understand how residents formulate attitudes towards tourism (Jurowski *et al.*, 1997:3) and how this may affect a tourism product. Once an attraction such as the TNP becomes a tourism destination, it will influence the quality of life of local residents as they are affected by the consequences of such development (Gursoy *et al.*, 2002:80).

Jurowski *et al.* (1997:5) stated that various factors such as economic gain, use of the resource base, attachment to the community and attitudes toward the preservation of the natural environment can have an influence on the way residents perceive these impacts. In their study of community issues and resident opinions of tourism, Williams and Lawson (2001:282-284) identified four different resident clusters. These were:

- *Cluster 1: The 'Lovers'* – those who approve of tourism the most
- *Cluster 2: The 'Cynics'* - those residents who least approve of tourism
- *Cluster 3: The 'Taxpayers'* - the residents that do not appear to feel very strongly about anything except what might be termed 'concerned taxpayer' type issues
- *Cluster 4: The 'Innocents'* - the people who seem to be missing the benefits of tourism because they do not notice tourists and they have the least direct contact with the industry to determine how they perceive the effect of tourism on their communities

Various researchers have explored the impact of tourism on the community (Jurowski *et al.*, 1997:3). It was established that economic benefits have a positive impact on residents' perceptions, whereas environmental and social disadvantages have the opposite effect. According to Chen (2000:5,17), as well as McGehee and Andereck (2004:136,138) the support of the community will diminish if they perceive the impact of tourism as negative.

Therefore it is important for residents' attitudes to be positive towards tourism and this will lead to the sustainable growth of tourism development. Loyalty towards a destination creates loyalty amongst community members towards tourism growth.

The measurement of host communities' perceptions is essential as it may result in visitor satisfaction and repeat visitation to the destination (Andriotis, 2005:68). However, residents' attitudes tend to change towards tourism development when the level of tourism development increases. It was found by McGehee and Andereck (2004:131) that residents' attitudes towards tourism were not predicted based on their personal characteristics, but rather their dependence on tourism. Communication between the park and community members needs to be sufficient with regard to the latter, for this will lead to clarity of different impacts on the community and solving these impacts.

Weaver and Lawton (2001:439) stated that proper management of tourism could lead to improved positive perceptions. According to policy, this is one of SANParks' main responsibilities towards communities. The majority of respondents in the study conducted by Weaver and Lawton (2001:451) indicated that they had little or no contact with tourists and found that respondents who were more involved with tourists and tourism tend to be more positive toward tourism, whereas those residents who were not involved were inclined to have a negative attitude. To the contrary, Teye *et al.* (2002:684) found in their study in Ghana that local residents working in tourism and its related industries, which had constant contact with tourists, had a negative attitude towards tourism, for their wages were below standard, leakages occurred from the region to other regions and occupancy tends to be low due to seasonality. Therefore perceptions differ due the level of contact with the visitors.

Three different communities formed part of the study done by Tosun (2002:250) and it was found that all three communities differed in response, either being negative, positive or neutral toward tourism. Therefore tourism impacts cannot be seen as being universal but are community and destination specific. The next section focuses on the environmental, economic and social impacts, found by previous research, of tourism on the community.

### **3.2.1 Environmental impacts**

From an environmental point of view Jurowski *et al.* (1997:7) found that residents were not affected by this impact and therefore tourism did not influence their perceptions as much as economic and social impacts. Even though the residents with strong environmental attitudes appeared to have been neutral towards tourism, when it came to tourism impacts the residents tended to be more negative towards tourism. According to Chen (2000:17), the

local community was concerned about environmental costs such as escalating land costs. In a study done by Dyer *et al.* (2007:418), some positive environmental impacts identified included the motivation to conserve natural resources as well as the maintenance of public facilities.

### **3.2.2 Economic impacts**

Jurowski *et al.* (1997:7) found that economic gain influenced the respondents positively and had a direct and positive effect on the community's support for tourism. Chen (2000:5,17) found that residents felt economic benefits to be a sensitive issue. Therefore, it is important that negative impacts due to tourism should not outweigh the economic benefits. Nevertheless, the community tended to support tourism for it resulted in an economic contribution to the local economy. This supports the findings by Chen (2001:243), Dyer *et al.* (2007:409) and Gursoy *et al.* (2002:99) that economic benefits had the strongest effect on the local community and their perceptions of impacts due to tourism as well as their support towards further tourism development. Positive economic impacts due to tourism identified by the residents in the study by Dyer *et al.* (2007:416-417), McGehee and Andereck (2004:134), Weaver and Lawton (2001:446) and Tosun (2002:239) included the creation of job opportunities, increased investments and improved business activity for the local community. An increase in the cost of living was identified as a negative economic impact by residents in a study conducted by McGehee and Andereck (2004:134).

### **3.2.3 Social impacts**

According to a study done by Jurowski *et al.* (1997:7), the strongest effects were those of social impacts, because residents felt that positive socio-cultural benefits are of utmost importance and have an effect on their perceptions concerning tourism. Social costs were of great concern to the community in the study done by Chen (2000:17). According to Dyer *et al.* (2007:418) and Tosun (2002:239), residents identified negative social impacts such as increased pressure on local services like police, fire protection, utilities, roads and overcrowding as well as crime, alcoholism, openness to sexual behaviour and drug addiction. Other negative social impacts identified by Weaver and Lawton (2001:446) include lack of management, tourism traffic congestion and division within communities. The respondents, however, appreciated and used various services and facilities that were provided for tourists.

The positive impacts should be increased and the negative impacts need to be reduced. Positive attitudes towards tourism will support tourism growth in a sustainable manner. Potential conflicts between communities and tourism businesses should be avoided if the

level of residents' loyalty to tourism development is high (Chen, 2000:5). Overall, according to Teye *et al.* (2002:686), it is vital to involve the community in the planning and development of the industry. Community members should be informed properly and form part of the decision-making processes.

Even though various studies have been conducted within the field of tourism impacts, especially positive and negative impacts, the relationship between community visitation and perceptions regarding tourism impacts is unclear. This study can assist the TNP in improving its role, position and relations with the community.

Therefore the problem that arises is that it is unclear what the local communities' perceptions and attitudes are with regard to the TNP and its impacts on the local community as well as how often the community members visit the park and what effect this has on their perceptions.

### **3.3 METHOD OF RESEARCH**

The aim of the chapter is to determine the relationship between the community's level of interest in the TNP and their perceptions of the environmental, economic and social impacts of the park. This was done by identifying different types of visitors within the local communities surrounding the park, based on visitation. Their perceptions regarding the impacts of the TNP were then analysed. A community survey was conducted to achieve this aim. The method of research consists of the questionnaire used during the study, the samples that formed part of the study as well as the method that was used in gathering the information.

#### **3.3.1 The questionnaire**

A structured questionnaire was used to obtain the data. The questionnaire was developed by the Institute for Tourism and Leisure Studies at the North-West University, Potchefstroom Campus in collaboration with SANParks. The questionnaire was based on a social measuring instrument developed by Fredline *et al.* (2003:29) which has been used with great success. Likert-scale questions were used to measure the tourism impacts. With these questions, the respondents could indicate to which extent they agree or disagree with different statements. Open-ended as well as close-ended questions were used to determine the level of visitation and demographic characteristics (Tustin *et al.*, 2005:408).

### 3.3.2 The samples

According to the Ratepayers Association, there are a total of 470 households in the town of Storms River Village (400 coloured households and 70 white households). There are 360 households in Nature's Valley of which 91 are permanent residents. The small numbers of households led to all households being included in the sample frame especially since a number of households are holiday homes. The type of sample that was used is a probability sample where each element in the population has a known, non-zero probability of being included in the sample. Simple random sampling was implemented (Tustin *et al.*, 2005:344). Trained field workers distributed questionnaires from 25-29 March 2008 among the local community of Nature's Valley and Storms River Village. The respondents were briefed beforehand to ensure that they participated willingly and honestly. A total of 132 ( $n = 132$ ) questionnaires were obtained and used in the analysis.

### 3.3.3 The method

After gathering the information required, it was captured and analysed. The software used for the statistical processing included Microsoft® Excel® (2003) and the Statistical Package for the Social Sciences (SPSS™ version 16). The main aim was to determine, through causal research, whether one variable (in this case 'level of interest') caused or lead to the value of another variable (environmental, economic and social impacts) (Tustin *et al.*, 2005: 82-83,290).

To determine the relationships, effect sizes were calculated, which involved the difference in means. Therefore a natural way to comment on practical significance is by using the absolute difference between groups (for example statements regarding level of interest and (1) regular visitors; (2) impromptu visitors; (3) obliged visitors and (4) blasé visitors) divided by the square root of the mean square error. This measure is known as an effect size, which not only makes the difference independent of units and sample size, but relates it also with the spread of the data (Steyn, 1999 & Steyn, 2000, as quoted by Ellis & Steyn (2003:2).

The following guidelines were given by Cohen (as quoted by Ellis & Steyn, 2003:4) for the interpretation of the effect size in this case:

- Small effect:  $d = 0.2$
- Medium effect:  $d = 0.5$
- Large effect:  $d = 0.8$

Data with an effect size of  $d \geq 0.8$  is considered as practically significant, whereas an effect size of 0.2 is not practically significant. When examining the means of these impacts the respondents had to indicate their responses on a 4-point Likert scale, where 1= totally disagree; 2= disagree; 3= agree and 4= totally agree, to which degree they agreed or disagreed with the statements. Each impact's effect sizes as well as its mean is described below.

### 3.4 RESULTS

The following section focuses on the results of the study. It is divided into three sections which include descriptive analyses of environmental, economic and social impacts of tourism on the local communities of the TNP. Residents' level of interest was divided into four types of visitors which were based upon different statements within the questionnaire. These are:

1. *Regular visitors*: These are the people who indicated that they are avid fans of the TNP and they try to visit the park regularly.
2. *Impromptu visitors*: These are the respondents who indicated that they are interested in the TNP and visit it when they can.
3. *Obligated visitors*: The people in this group appear not to feel very strongly towards visiting the TNP and indicated that they are not interested in the park, but sometimes visit the park because family and friends are interested.
4. *Blasé visitors*: These respondents are those who stated that they are so used to the park that they no longer recognise it as a national park.

#### 3.4.1 Environmental impact results

**Table 3.1: Descriptive analysis of environmental impacts due to tourism**

Statement	Appearance	Natural resources	Natural environment sustained	Increased awareness of nature	Improves knowledge	Preservation
	Effect size	Effect size	Effect size	Effect size	Effect size	Effect size
1 and 2	0.32	0.13	0.56	0.45	0.50	0.07
1 and 3	0.96	0.62	0.72	1.01	0.69	0.52
1 and 4	0.76	0.21	0.67	0.83	1.24	0.79
2 and 3	0.65	0.75	0.16	0.55	0.19	0.45
2 and 4	0.44	0.34	0.11	0.38	0.74	0.71
3 and 4	0.20	0.41	0.05	0.17	0.55	0.27

Statement	Mean	Mean	Mean	Mean	Mean	Mean
1	3.21	3.15	3.32	3.40	3.47	3.16
2	2.97	3.25	2.89	3.11	3.13	3.10
3	2.47	2.71	2.76	2.76	3.00	2.76
4	2.63	3.00	2.80	2.88	2.63	2.56
<b>Average Mean Value</b>	<b>2.82</b>	<b>3.03</b>	<b>2.94</b>	<b>3.04</b>	<b>3.06</b>	<b>2.90</b>

Notes to the table:

1 and 2= Regular visitors versus Impromptu visitors

1 and 3= Regular visitors versus Obligated visitors

1 and 4= Regular visitors versus Blasé visitors

2 and 3= Impromptu visitors versus Obligated visitors

2 and 4= Impromptu visitors versus Blasé visitors

3 and 4= Obligated visitors versus Blasé visitors

Table 3.1 portrays that six specific environmental impacts were identified with medium to large effect sizes. These included improving the appearance of the area, conservation of natural resources, sustainability of the natural environment, increased awareness of nature, improvement of knowledge and preservation of water areas for recreation purposes. The analysis of these environmental impacts revealed that regular visitors are more positive towards the role the TNP plays in the community. Although not totally negative, obligated and blasé visitors tend to be more negative than regular visitors in this regard.

The highest effect size was calculated for 'improved knowledge with regard to the environment, plants and animals' with five effect sizes with a value of above 0.5, which indicates that the community regards this impact as the most important. Regular visitors seeing it as positive whereas impromptu and obligated visitors had the lowest rating and tend to be more negative towards this impact.

Therefore, it is important for residents to visit the park regularly, for this will lead to more positive attitudes towards the park which is important for the sustainability of the park and for building positive relationships with the community.

### 3.4.2 Economic impact results

**Table 3.2: Descriptive analysis of economic impacts due to tourism**

<b>Effect sizes</b>	<b>Employment opportunities</b>	<b>Prices increased</b>	<b>More investors</b>	<b>Investment opportunities</b>	<b>Stimulate economy</b>	<b>Promotes tourism</b>
	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>
1 and 2	0.22	0.12	0.27	0.03	0.31	0.07
1 and 3	<b>0.84</b>	0.30	<b>0.83</b>	<b>0.55</b>	1.25	<b>0.70</b>
1 and 4	<b>0.55</b>	0.38	0.39	0.04	<b>0.74</b>	0.23
2 and 3	<b>0.63</b>	0.18	<b>0.56</b>	<b>0.51</b>	<b>0.95</b>	<b>0.63</b>
2 and 4	0.33	<b>0.50</b>	0.12	0.07	0.43	0.16
3 and 4	0.30	<b>0.68</b>	0.44	<b>0.59</b>	<b>0.51</b>	0.47
<b>Statement</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>
1	<b>3.06</b>	2.94	<b>3.05</b>	2.50	<b>3.00</b>	<b>3.06</b>
2	2.87	2.84	2.83	2.47	2.74	3.00
3	<b>2.35</b>	<b>2.69</b>	<b>2.38</b>	<b>2.06</b>	<b>1.94</b>	<b>2.50</b>
4	2.60	<b>3.27</b>	2.73	<b>2.53</b>	2.38	2.88
<b>Average Mean Value</b>	<b>2.72</b>	<b>2.94</b>	<b>2.75</b>	<b>2.39</b>	<b>2.52</b>	<b>2.86</b>

Primarily medium and large effect sizes existed concerning the economic impacts (see Table 3.2). Again, six specific economic impacts were identified which included increased employment opportunities in surrounding communities, increased prices of some goods and services, more investors focus on development in the surrounding areas, limited investment opportunities, money spent by tourists to stimulate the economy and, due to the TNP, business development and tourism is promoted.

Again, regular visitors seem to be more positive towards the TNP and its economic impacts on the surrounding communities, but obliged visitors and blasé visitors are more negative in this regard. It is again important to encourage the community members to visit the park more regularly, for this leads to positive attitudes towards the park. Community members seemed to be informed on issues concerning economic impacts. The economic impacts that were identified as having the largest effect size, were those of 'increased employment opportunities', 'investment opportunities being limited' and 'money that tourists spend at the

TNP helps to stimulate the economy'. All three impacts each have three effect sizes with values above 0.5. Regular visitors are the most positive towards employment opportunities being created as well as stimulating the economy due to tourist spending. On the other hand, obliged and blasé visitors were negative towards these impacts. However, regular visitors did not feel that investment opportunities were limited, whereas obliged and blasé visitors agreed with this.

### 3.4.3 Social impact results

**Table 3.3: Descriptive analysis of social impacts due to tourism**

<b>Effect sizes</b>	<b>Participation in community activities</b>	<b>Opportunities to relax</b>	<b>Pride of residents</b>	<b>Interaction locals tourists</b>	<b>Support culture</b>
	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>
1 and 2	0.15	0.00	0.24	0.13	0.22
1 and 3	<b>0.64</b>	<b>0.61</b>	<b>0.78</b>	0.02	0.30
1 and 4	<b>0.70</b>	<b>0.50</b>	<b>0.67</b>	<b>0.53</b>	0.47
2 and 3	0.49	<b>0.61</b>	<b>0.53</b>	0.11	<b>0.52</b>
2 and 4	<b>0.55</b>	<b>0.50</b>	0.43	0.40	<b>0.69</b>
3 and 4	0.06	0.10	0.11	<b>0.51</b>	0.18
<b>Statement</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>
1	<b>2.84</b>	<b>2.70</b>	<b>2.95</b>	<b>2.71</b>	2.74
2	2.72	<b>2.70</b>	2.73	2.60	<b>2.93</b>
3	2.33	<b>2.20</b>	<b>2.24</b>	2.69	2.47
4	<b>2.29</b>	2.29	2.33	<b>2.27</b>	<b>2.31</b>
<b>Average Mean Value</b>	<b>2.55</b>	<b>2.47</b>	<b>2.56</b>	<b>2.57</b>	<b>2.61</b>
<b>Effect sizes</b>	<b>Fun with families</b>	<b>Opportunity to visit park</b>	<b>Disrupts lives</b>	<b>Friends and family visit me</b>	<b>Accessible for community</b>
	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>	<b>Effect size</b>
1 and 2	0.10	0.30	0.26	0.30	0.06
1 and 3	<b>0.93</b>	<b>1.08</b>	0.49	<b>0.73</b>	0.24
1 and 4	<b>0.76</b>	<b>0.77</b>	<b>0.80</b>	<b>0.72</b>	<b>0.67</b>

2 and 3	0.83	0.78	0.23	0.43	0.30
2 and 4	0.66	0.47	0.54	0.41	0.73
3 and 4	0.17	0.31	0.31	0.01	0.43
<b>Statement</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>
1	3.00	3.16	2.00	2.84	2.89
2	2.92	2.90	2.22	2.57	2.95
3	2.24	2.24	2.41	2.18	2.69
4	2.38	2.50	2.67	2.19	2.31
<b>Average</b>	<b>2.64</b>	<b>2.70</b>	<b>2.33</b>	<b>2.45</b>	<b>2.71</b>
<b>Mean Value</b>					

Ten specific social impacts were identified while analysing the data. These ten included increased participation in community activities, increased opportunities to relax, the improvement of residents' pride, improved interaction between locals and tourists, the park supports the community and culture of Nature's Valley/ Stormsriver Village, the park provides opportunities for people to have fun with their family and friends, creates opportunity for community to visit a national park, due to the park the lives of local residents is being disrupted and causes them stress, friends and family visit residents due to the park and Tsitsikamma National Park is accessible for the members of the community.

Overall medium as well as large effect sizes existed (see Table 3.3). Once more, as in the case of environmental and economic impacts, the results revealed that regular visitors tend to be more positive towards the TNP in the case of the social impacts. Obligated and blasé visitors, however, have a propensity to be more negative in this regard. It is important to encourage the local community to visit the park as this creates positive perceptions. Community involvement and interest in the park is therefore very important for sustainability and success to be achieved.

With regard to the social impacts, two impacts stood out in effect sizes, both having four effect sizes each with a value equalling 0.5 and higher. These two included '*opportunities to relax have increased*' and '*the park provides opportunities for people to have fun with their families and friends*'. The highest difference being between regular and obliged visitors, with regard to both impacts, for regular visitors were positive and obliged visitors were negative towards these impacts.

### 3.5 FINDINGS AND IMPLICATIONS

From the results, it is clear that community members have definite opinions regarding the different impacts of tourism. The results confirm research by Chen (2000:1-2), who found that the level of community support is likely to diminish if the local community perceives total tourism impacts as negative. This research shows that visitors to the TNP, especially obliged and blasé visitors, tend to be more negative toward tourism impacts overall. These individuals indicated that they do not feel very strong about visiting the TNP and indicated respectively that they are not interested in the park, but sometimes visit the park because family and friends are interested and that they are so used to the park that they no longer recognise it as a national park. Therefore they are being more negative toward tourism and their level of support is less.

Contradicting the findings of this study, Teye *et al.* (2002:679) found that residents who had more contact with tourists tend to be more negative towards tourism, whereas this research found that residents who had more contact with tourists tend to be more positive towards tourism. Regular and impromptu visitors, who indicated that they visit the park on a regular basis or when they can, therefore have more contact with tourists than obliged and blasé visitors and have an overall positive outlook towards tourism development and tourism impacts. However, impromptu visitors tend to be more neutral towards these impacts.

The conservation of the area was important for the visitors and this is supported by the research done by Dyer *et al.* (2007:418). Most of the environmental impacts were perceived as positive by regular and impromptu visitors and perceived negatively by obliged and blasé visitors. From an economic point of view, corresponding findings were indicated by Dyer *et al.* (2007:419), McGehee and Andereck (2004:133), Weaver and Lawton (2001:452-454) as well as Tosun (2002:233,250), who found the creation of employment opportunities as a positive impact, and the increase of prices of some goods and services as a negative impact, depending on the type of visitor. Even though the overall mean value of social impacts was the lowest of the three types of impacts, the local communities identified the most impacts as social impacts. Therefore the results are similar to those of Jurowski *et al.* (1997:5). In this regard, regular visitors were positive and obliged and blasé visitors tended to be more negative. Consequently, through the analysis of the environmental, economic and social impacts, the following implications could be made.

Firstly, with regard to regular visitors being the most positive towards these tourism impacts, it is important to constantly motivate residents to visit the TNP on a regular basis. This can be achieved by encouraging more regular visits by promoting the *Wild Card* as well as

through community projects where the local community can be involved, such as competitions.

Secondly, concerning the impromptu visitors who were generally found to have a neutral perception towards the impacts of the TNP, park management should implement regular contact sessions with the local residents. A campaign could therefore be launched communicating through posters, pamphlets or quarterly park forum letters distributed amongst the community members. In general, park fees could be reduced throughout the year, especially during off-peak seasons to improve the regularity of their visits to the park.

Thirdly, regarding obliged visitors and blasé visitors who were found to be the most negative towards the impacts, for these visitors respectively only visit the park because family members or friends are interested or because they are so used to the park, they no longer recognise it as a national park. Currently there is a week during the year where free access to the park for community members exist, however this could be implemented on a more regular basis such as quarterly. The competitions mentioned above could also be implemented here. A local newspaper with current activities occurring at TNP could be distributed amongst these residents in order to keep them informed and optimistically motivate them to visit the TNP more regularly.

Fourthly, since perceptions of tourism impacts is a changing variable, it is important to continue measuring communities' perceptions as this will allow for the management of negative perceptions before they influence the sustainability of the park. Therefore a relationship between the TNP and the local communities of Nature's Valley and Storms River Village is important. This could be done by regularly involving the communities in decision making by means of workshops and information sessions. This could lead to developing ownership and pride towards the TNP amongst community members, which could improve visitation.

Fifthly, it is important that similar research should be conducted enabling comparative studies with other national parks and identifying best practice. In doing so, solutions for negativity towards tourism development and its impacts could be identified and minimised. This would mean that more communities would support the tourism industry and be more positive towards it.

Sixthly, in addition to sustainable tourism, the focus should rather be on the market of tomorrow, which is the youth of the local communities, for they are the future of the country.

The continuation and the success of the TNP could be directly influenced by this. Consequently, marketing strategies and encouragement should focus on the younger generation as they play a vital role in the development and sustainability of the TNP. By launching various projects with school groups, this could be achieved. Projects may include groups taking part in youth camps hosted by the park, where activities such as teambuilding, field guide training, walking trails, food preparation and service quality courses could be presented, hereby also educating the youth.

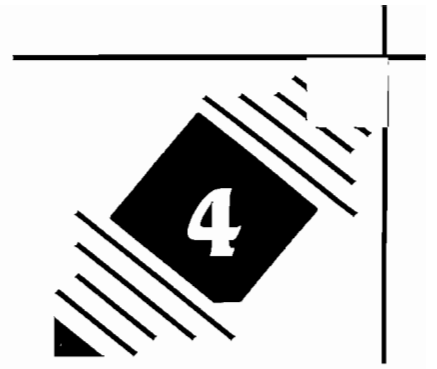
Lastly, more effective communication should take place between park management and the community, and residents should be offered the opportunity to give feedback concerning their experiences of the TNP and other aspects concerning the park. This could be achieved by distributing comment boxes at strategic locations throughout the communities.

### **3.6 CONCLUSIONS**

The purpose of this research was to determine the relationship between the communities' level of interest in the TNP and their perceptions regarding the environmental, economic and social impacts of the park. From the results, it has been confirmed that the TNP has a positive impact on the communities' perceptions. However, different types of visitors tend to have different perceptions of the impacts of tourism. Regular and impromptu visitors were found to be the most positive, whereas obliged and blasé visitors tended to be more negative in this regard. Therefore, encouraging the local communities to visit the TNP on a regular basis could lead to more positive attitudes towards the park. In doing so, reward could be linked to loyalty. Park management could therefore involve the local community in such a manner that it would lead to increased visitation. This will encourage a positive relationship between the TNP and its local communities as well as better support from both communities. Similar research should be conducted at other national parks within South Africa, especially those surrounded by rural communities, to draw comparisons between different communities and their perceptions concerning tourism development and its different impacts due to these national parks.

# **CHAPTER 4:**

## **Conclusions and recommendations**



### **4.1 INTRODUCTION**

The aim of this chapter is to draw conclusions and make recommendations based on the study. The goal of this study was to determine the socio-economic impact of the Tsitsikamma National Park (the TNP). The following objectives were met in achieving this goal:

- Objective 1: To undertake a literature study on the topic of socio-economic impacts. This objective was met in Chapters 2 and 3, where literature was reviewed in both chapters on the socio-economic impacts of tourism.

- Objective 2: To determine the socio-economic impacts of tourism. This objective was achieved in Chapter 2, where results were analysed.

- Objective 3: To determine communities' perceptions of the TNP and to analyse identified tourism impacts.

This objective was accomplished in Chapter 3, where surveys were conducted and the results were analysed.

- Objective 4: To formulate conclusions and recommendations concerning the socio-economic impact of the TNP.

The final objective will be met in this chapter where the main conclusions and recommendations of the study are provided for future research.

### **4.2 CONCLUSIONS**

The conclusions of this study are structured as follows:

- Firstly, conclusions will be drawn from the literature study
- Secondly, conclusions will be drawn with regard to the empirical studies

#### **4.2.1. Conclusions from the literature study**

- The tourism industry involves relationships between tourists, businesses and the communities in which this industry operates. These relationships have different impacts on local communities, which include social, economic and environmental

impacts. The impacts of tourism, however, cannot be seen as being universal (c.f. 2.1, 3.2).

- These impacts can be defined as follow:

Social impact: Consequences caused by actions, which could influence communities' lifestyle either positively or negatively.

Economic impacts: The contribution tourism creates due to spending within the local communities, either being positive or negative.

Environmental impact: Physical effects on the natural surroundings that could be brought about due to tourism activities taking place.

- Tourism has positive effects on communities, when well managed within the socio-economic framework. These positive effects include economic development, employment opportunities, improved community-tourist relationships and increased community participation (c.f. 2.1).
- Negative effects also exist. These include poorly paid jobs, overcrowding, transformation in community characteristics and image as well as an increase in noise pollution (c.f. 2.1).
- Communities' perceptions of tourism could fluctuate between being welcoming to being antagonistic (c.f. 2.1)
- For successful and sustainable tourism development to take place, it is important to focus on social equity, economic efficiency and ecological sustainability (c.f. 2.1).
- It is important that negative impacts due to tourism should not outweigh the benefits it has on the local communities (c.f. 3.2.2).
- By identifying different impacts, it would be possible to select tourism developments which have the least negative impacts and the most positive impacts on the communities involved. In addition, this could also assist in resolving current issues which exist between local communities and tourists (c.f. 3.2).
- Residents with a positive relationship and support to tourism and who are more involved with tourists tend to be more positive towards tourism development within the surrounding area as it leads to benefits within the community, whereas those residents who were not involved were inclined to have a negative attitude. However, residents' attitudes tend to change toward tourism development when the level of tourism development increases (c.f. 3.2).
- It is important that negative impacts are minimised and positive impacts are maximised for communities to participate in and support tourism development (c.f. 3.2).

- The primary objectives of SANParks is to conserve a representative sample of the bio-diversity of the country (conservation), to maintain a relationship of community upliftment and capacity building amongst people living in the areas adjacent the parks (community upliftment) and to provide a recreational outlet allowing people to experience and enjoy the wonders of the parks (economic/tourism function).
- Compared to terrestrial parks, the literature review revealed that a greater variety of tourist activities and species as well as the size of the park could lead to greater socio-economic impact. The TNP, however, is small compared to most terrestrial parks and it offers few organised activities as well as having only a small variety of species accessible to tourists. This shows that that scenic beauty (especially the sea and shoreline) is a strong enough draw card for tourists. (c.f. 2.4).
- Interactions between various role players are extremely important, for this is essential for the sustainable development of tourism products. It is therefore clear that the support of the local community is essential as one of the key role players. Consequently, the measurement of host communities' perceptions is essential as this may result in greater visitor satisfaction and repeat visitation to the tourism destination (c.f. 3.2).

#### **4.2.2 Conclusions from the empirical studies**

The empirical studies led to the following conclusions:

##### **4.2.2.1 Article 1: The social value and economic impact of the Tsitsikamma National Park**

- The TNP has a positive socio-economic impact on the region (c.f. 2.4).
- The communities in general perceived tourism development as positive (c.f. 2.4).
- From an economic point of view, the TNP had a positive impact. When compared to previous studies, the TNP has a bigger economic impact than the Karoo National Park, but a smaller impact than the Addo Elephant National Park (c.f. 2.4).
- Because the region is dependent on tourism, and other major industries were absent, a significant leakage occurred. The TNP is situated in a rural area and therefore the level of economic benefits depends on the amount that remains in the area. Because of this, leakages in the form of imported skills and goods are of concern, for these will reduce the benefits. In determining the magnitude of the TNP's economic impact, determinants such as location and size of the park, the length of stay (tourists), the number of tourists and how much they spend are important, for they influence these leakages. (c.f. 2.1, 2.4).

- An evaluation of the visitor numbers to the TNP, showed a decline from 2003 (203 678) to 2006 (162 546). Visitor numbers increased in 2007 (185 116), and declined again in 2008 (155 762). The latter being the lowest number of visitors for the period 2003-2008. (c.f. 2.3.2). The reason for the increase in visitor numbers could be that the TNP is more famous than it was a few years ago and a reason for the decline in tourist numbers could be the economic recession that occurred.
- In terms of output, one additional chalet tourist group (change in demand) in each category creates additional output of R3 455.16, indicating an output multiplier of 1.105. One additional camping group creates additional output of R2 869.16, indicating an output multiplier of 1.11. The income multiplier generated by the iteration process for people holidaying in chalets is 0.3 and for campers it is 0.32, indicating that one additional chalet group generates income of R934.35 for the immediate economy, and one additional camping group generates income of R813.52. While these estimates reflect the spending by visitors, the spending of the TNP in its operations is not yet reflected. If a similar process is repeated for TNP expenditure, the output multiplier for the TNP expenditure is 1.10, while the income multiplier is 0.27. Yet these income effects now exclude the income paid by the TNP to its employees. Therefore, the total income effect of TNP expenditure is adapted to include both the direct, indirect and induced income effects of TNP expenditure. Therefore by combining the chalet visitors, camping visitors and TNP expenditure to determine the total impact of the TNP on the local economy, the total spending amounts to R45 359 784.84. The total output effect is R50 002 793.34 and the income effect amounts to R21 723 510.39. (c.f. 2.3.2)
- The TNP has contributed towards 25% of the businesses in Nature's Valley and Storms River, which is higher than that of the Karoo National Park (4%), but lower than that of the Addo Elephant National Park (35%) (c.f. 2.4).
- Tourists stay longer at the TNP than at the Karoo and Addo Elephant National Parks, even though these parks offer much more in terms of activities and variety of species (c.f. 2.4).
- Both camping and chalet tourists play an important role from a socio-economic and marketing point of view. However, chalet tourists spend more than campers, but the campers' spending patterns affect more sectors of the economy (c.f. 2.4).
- the TNP is achieving its goals of conservation, creation of economic opportunities and involving the community (c.f. 2.5).
- Marine conservation is highly valued by the communities (c.f. 2.5).

#### **4.2.2.2 Article 2: The relationship between tourism impacts and product interest: a community perspective**

- Four types of visitors were identified. These were regular, impromptu, obliged and blasé visitors. All of these had different reasons for visiting the TNP (c.f. 3.4).
- Six specific environmental and economic impacts and ten social impacts were identified by the local communities of Nature's Valley and Storms River Village (c.f. 3.4).
- From an environmental point of view, the most important impact identified by residents was that it leads to improved knowledge of the environment, plants and animals. Regular visitors seeing this as positive whereas impromptu and obliged visitors had the lowest rating and tended to be more negative towards this impact (c.f. 3.4).
- The economic impacts that were identified as most important were those of increased employment opportunities, investment opportunities being limited and money that tourists spend at the TNP help to stimulate the economy. Regular visitors once more being most positive towards employment opportunities being created as well as stimulating the economy due to tourist spending. On the other hand, obliged and blasé visitors were negative towards these impacts. Regular visitors did not feel that investment opportunities were limited, whereas obliged and blasé visitors felt that investment opportunities were limited (c.f. 3.4).
- Two social impacts stood out, these were that opportunities to relax have increased, and the TNP provides opportunities for people to have fun with their families and friends. The greatest difference being between regular and obliged visitors for both impacts. Regular visitors were positive and obliged visitors were negative towards these impacts (c.f. 3.4).
- Even though the overall mean value of social impacts was the lowest of the three types of impacts, the local communities identified most impacts as being social impacts (c.f. 3.5).
- It is clear that community members have definite opinions regarding the different impacts of tourism (c.f. 3.5).
- Regular and impromptu visitors have an overall positive outlook towards tourism development and tourism impacts. However impromptu visitors tend to be more neutral towards these impacts (c.f. 3.5).
- Obligated and blasé visitors tend to be more negative toward tourism impacts (c.f. 3.5).

## **4.3 RECOMMENDATIONS**

Recommendations are divided into two sections which will be discussed below.

### **4.3.1 Recommendations from the study**

- An opportunity revealed is the low spending on curios, therefore the production of curios could become a joint venture between the TNP and the community to grow small industries and curb leakages (c.f. 2.4). However, the spending on curios can be improved by offering a wider variety of curios, which should be marketed more affectively and be sold at the right prices.
- The TNP should offer more marine activities (such as diving, boat rides, canoeing etc.), since this could lead to greater spending and hence a greater socio-economic impact (c.f. 2.4).
- Park management should encourage more regular visits by promoting the Wildcard as well as community projects, such as competitions, where the local community can be involved (c.f. 3.5).
- A local campaign could be launched communicating through posters, pamphlets or quarterly park forum letters distributed amongst the community members (c.f. 3.5).
- In general, park fees could be reduced throughout the year, especially during off-peak seasons to improve the regularity of visits to the park (c.f. 3.5).
- Family days or weekends, during off-peak season and with free access to the park, could be implemented so that community members can enjoy visiting the park with friends and family (c.f. 3.5).
- Effective communication should occur between TNP management and the community. Residents should be offered the opportunity to give feedback as to how they experience the park and aspects concerning the park. Comment boxes could be distributed throughout the communities at strategic locations (c.f. 3.5).
- Since perceptions of tourism impacts is a changing variable, it is important to continue measuring communities' perceptions as this will allow for the management of negative perceptions before they influence the sustainability of the park (c.f. 3.5).

### **4.3.2 Recommendations for further studies**

- It is important that similar research should be conducted enabling comparative studies with other national parks and identifying best practice. In doing so, solutions for negativity towards tourism development and its impacts could be identified and minimised. Therefore more communities would support the tourism industry and be more positive towards it.

- A socio-economic measurement model could be developed for further research purposes to standardise this field of study. In doing so, more studies could be conducted more rapidly and effectively.
- The questionnaires should be revised and updated on a regular basis to cover various aspects within the field of socio-economic research. Aspects which could be focused on might include improving community participation and contribution.

**SECTION A: DEMOGRAPHIC INFORMATION**

A1. In what year were you born?

19
----

A2. What is your gender?

Female	1
Male	2

A3. Occupation? Please mark only one box.

Professional	1
Manager	2
Self-employed	3
Technical	4
Sales personnel	5
Farmer, Forester	6
Mining	7
Administrative	8
Civil Service	9
Education	10
Home duties	11
Pensioner	12
Unempolyed	13
Other (Please specify)	14

A4. What is the highest education level you have completed?

Please mark only one box.

No school	1
Matric	2
Diploma, Degree	3
Post Graduate	4
Professional	5
Other (Specify)	6

**SECTION B: OVERALL IMPACT OF TSITSIKAMMA NATIONAL PARK (TNP)**

B1. What is the first word that comes to mind when you think of Tsitsikamma National Park? (TNP) (One word only please)

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B2. Overall, how does TNP affect your **personal quality of life**? (Circle the number below)

Very Negatively			No Effect			Very Positively
-3	-2	-1	0	1	2	3

B3. Overall, how does TNP affect Nature's Valley/Stormsriver **community** as a whole?

Very Negatively			No Effect			Very Positively
-3	-2	-1	0	1	2	3

B4. What do you think are the most positive aspects of TNP?

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B5. What do you think are the most negative aspects of TNP?

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B6. Are you in favour of the residential location of TNP?

No	1
Yes	2

B7. Do you feel the park is an asset to the community of Nature's Valley/Stormsriver?

No	1
Yes	2

**SECTION C: VISITATION TO TNP**

C1. Did you visit TNP during 2006-2007?

No	1	To C3
Yes	2	To C2

C2. Approximately how many times have you visited TNP in total?

	Times	(Years)
	Times	(For 2007)

C3. Do you own a Wild Card?

No	1
Yes	2

C4. Why did you not visit the park? (please select main reason only)

Didn't have time ⇒ Go to C5	1
Have been before, doesn't interest me ⇒ Go to C5	2
Didn't want to ⇒ Go to C5	3
Other (please state) _ ⇒ Go to C5	4

C5. Which of the following statements best summarises your level of interest in TNP? Please mark only one box.

I am an avid fan of TNP and try to visit regularly	1
I am interested in the TNP and visit when I can	2
I am not interested in TNP, but I sometimes visit because family/friends are interested	3
I have absolutely no interest in the TNP and do not wish to visit	4
I am so used to the park that I do not recognised it any more as a National Park	5

#### SECTION D: COMMUNITY ATTACHMENT

D1. Where were you born?

Nature's Valley/Stormsriver P go to D3	1
Elsewhere in Western Cape ⇒ go to D2	2
Elsewhere in South Africa ⇒ go to D2	3
In another country ⇒ go to D2	4

D2. If not in Nature's Valley/Stormsriver, approximately how long have you lived here?  
\_\_\_\_\_ years

D3. Which of the following statements best describes how you feel about living in Nature's Valley/Stormsriver?

I love it, I can't think of anywhere else I would rather live	<b>1</b>
I enjoy living here but can think of other places I would equally enjoy	<b>2</b>
I only live here because circumstances demand it and would prefer to live somewhere else	<b>3</b>

## SECTION E: SPECIFIC SOCIAL IMPACTS

BECAUSE OF TSITSIKAMMA NATIONAL PARK		TOTALLY DISAGREE	DISAGREE	AGREE	TOTALLY AGREE
1	the appearance of the area has improved	1	2	3	4
2	natural resources of the area are conserved	1	2	3	4
3	noise levels in the area have increased	1	2	3	4
4	employment opportunities in Nature's Valley/Stormsriver have increased	1	2	3	4
5	the range of things to do in Nature's Valley/Stormsriver has increased	1	2	3	4
6	the number of people in the area has increased	1	2	3	4
7	rowdy and delinquent behaviour has increased	1	2	3	4
8	property values in the area have increased	1	2	3	4
9	crime levels have increased	1	2	3	4
10	participation in community activities has increased	1	2	3	4
11	opportunities to relax have increased	1	2	3	4
12	prices of some goods and services have increased	1	2	3	4
13	the pride that Nature's Valley/Stormsriver residents have in their town has improved	1	2	3	4
14	the overall cost of living has increased	1	2	3	4
15	litter in the area has increased	1	2	3	4
16	damage to the environment has decreased	1	2	3	4
17	opportunities to meet new people have increased	1	2	3	4
18	opportunities for local business have increased	1	2	3	4
19	the number of tourists visiting Nature's Valley/Stormsriver has increased	1	2	3	4
20	excessive drinking and/or drug use has increased	1	2	3	4
21	the number of people moving to Nature's Valley/Stormsriver permanently or buying	1	2	3	4

22	holidays homes here has increased						
23	public funding for community activities has increased	1	2	3			4
24	the rights and civil liberties of local residents have increased	1	2	3			4
25	roads and public facilities are better maintained	1	2	3			4
26	interactions between locals and tourists have improved	1	2	3			4
27	facilities available to local residents have improved	1	2	3			4
28	social and moral values have improved	1	2	3			4
29	the natural resources of the area are being over-used	1	2	3			4
30	property prices have increased	1	2	3			4
31	more investors are focusing on development in Nature's Valley/Stormsriver	1	2	3			4
32	investment opportunities are limited	1	2	3			4
33	the natural environment has been sustained since the establishment of the park	1	2	3			4
34	<b>DURING HIGH SEASON</b> .....	TOTALLY DISAGREE	DISAGREE	AGREE	TOTALLY AGREE		
35	the availability of parking decreases	1	2	3			4
36	traffic congestion in the area increases	1	2	3			4
37	the turnover for local businesses increases	1	2	3			4

<b>SOCIAL IMPACT STATEMENTS</b>		TOTALLY DISAGREE	DISAGREE	AGREE	TOTALLY AGREE
36	The park supports the community and culture of Nature's Valley/Stormsriver	1	2	3	4
37	TNP provides opportunities for people to have fun with their family and friends	1	2	3	4
38	The money that tourists spend at TNP helps to stimulate the economy	1	2	3	4
39	TNP promotes tourism and business development in Nature's Valley/Stormsriver	1	2	3	4
40	The park provides the community the opportunity to visit a national park	1	2	3	4
41	The park lead to an increased awareness of nature and wildlife	1	2	3	4
42	The TNP disrupts the lives of local residents and causes them stress	1	2	3	4
43	The TNP brings too many people into the community	1	2	3	4

44	The TNP enhances Western Cape's reputation as Tourism Destination	1	2	3	4
45	Friends and family visit me because of the park	1	2	3	4
46	Ordinary residents get no say in the planning and management of the TNP	1	2	3	4
47	The TNP promotes values that are good	1	2	3	4
48	The TNP improves my knowledge with regard to the environment, plants and animals	1	2	3	4
49	The TNP is accessible for us as members of the community	1	2	3	4
50	The TNP has increased my interest in activities such as hiking, birding and so on	1	2	3	4
51	The TNP improved the preservation of water areas for recreation purposes	1	2	3	4
52	TNP deprive us from accessing marine resources (fishing and so on)	1	2	3	4

**SECTION F**

Any suggestions?

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**AFDELING A: SOSIO-DEMOGRAFIESE DETAIL  
SECTION A: SOCIO-DEMOGRAPHIC DETAIL**

1. Huistaal?/Home language?

1
2
3

English  
Afrikaans  
Ander/Other (Spesifiseer/Specify)

2. In watter jaar is u gebore? / In which year were you born?

3. Inligting i.v.m. kinders onder 21 jaar wat die Park saam met u besoek (indien enige)./  
Information regarding children under 21 years who visit the Park with you (if any)

Ouderdom/ Age

1ste kind/1st child  
2de kind/2nd child  
3de kind/3rd child  
4de kind/4th child

4. Huwelikstatus?/Marital status?

1
2
3
4
5

Getroud/Married  
Ongetroud/Not married  
Geskei/Divorced  
Wewenaar, Weduwee/Widow/er  
Woon saam/Living together

5. Land van herkoms (Indien buite RSA)?/  
Country of residence (if outside RSA)?

6. In watter provinsie is u woonagtig?/  
In which province do you live?

1
2
3
4
5

Gauteng  
KwaZulu-Natal  
Oos-Kaap/Eastern Cape  
Wes-Kaap/Western Cape  
Noord-Kaap/Northern Cape

Limpopo	6
Mpumalanga	7
Vrystaat/Free State	8
Noordwes/North West	9

Geen skool/No school	1
Matriek/Matric	2
Diploma, Graad/Diploma, Degree	3
Nagraads/Post Graduate	4
Professioneel/Professional	5
Ander/Other (Spesifiseer/Specify)	6

**AFDELING B: EKONOMIESE IMPAK**  
**SECTION B: ECONOMIC IMPACT**

1. Vir hoeveel persone **betaal** u in u toergroep, insluitend u self?/  
*How many people are you **paying** for in your travelling group, including yourself?*

2. Met watter tipe vervoer reis u na die Park?/  
*Which mode of transport do you use to travel to the Park?*

4x4	1
Kombi	2
Rekreasie voertuig/Leisure vehicle	3
Sedan	4
Ander/Other (Spesifiseer/Specify)	5

3. Hoeveel keer het u Nasionale Parke oor die afgelope 3 jaar besoek (insluitende hierdie keer)? /  
*How many times have you visited National Park over the past 3 years (including this time)?*

4. Hoeveel nagte bly u in dié Park?/How many nights are you staying at this Park?

5.1 Wat is die hoofrede waarom u die Nasionale Park gekies het? / What is the main reason for choosing this National Park?

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6.1 Meen u die huidige aktiwiteite, bv staproetes, is voldoende? / Do you feel the current activities, for example hiking routes, are adequate?

Ja/Yes	Nee/No
1	2

6.2 Motiveer u antwoord op vraag 6.1. / Please justify your answer to question.

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6.3 Watter ander aktiwiteite, bv sterrekyk, sou u graag in die nabye toekoms in die Park wou sien? Which other activities, for example stargazing, would you like to see in this Park in the near future?

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6.4 Indien kinders onder 18 jaar oud saam met u die Park besoek, watter tipe rekreasie-aktiwiteite sou hulle verkies? / If children under the age of 18 years are included in your travel party, what type of recreation activities would they prefer?

- Geen kinders vergesel ons nie/ No accompanying children
- Speleljies (aktiwiteitsboek)/Games (activity book)
- Opvoedkundige praatjies/Educational talks
- Gidsuitstappies / Guided walks
- Ouer-en-kind aktiwiteite / Parent-and-child activities
- Natuurvideo's/ Nature video's
- Rekreasieprogramme/ Recreational programmes

1
2
3
4
5
6
7

Kleutersorg/ Daycare

Ander/Other (Spesifiseer/Specify)

8
9

7. Beoordeel volgens die skaal waarom u die Park besoek het (beantwoord asseblief al die moontlikhede)?/Rate on a scale of importance why you visited the Park? (please answer all possibilities)

	5	4	3	2	1
<b>Uiters belangrik/Extremely important</b>					
Baie belangrik/Very important					
<b>Belangrik/Important</b>					
Minder belangrik/Less important					
<b>Glad nie belangrik/Not at all important</b>					
	1	2	3	4	5
a. Om weg te breek uit my roetine/To get away from my routine	1	2	3	4	5
b. Om te ontspan/To relax	1	2	3	4	5
c. Om 'n nuwe bestemming te verken/To explore a new destination	1	2	3	4	5
d. Om tyd saam met my vriende te spandeer/To spend time with my friends	1	2	3	4	5
e. Tot voordeel van my kinders/For the benefit of my children	1	2	3	4	5
f. Vir gesinsrecreasie of om tyd saam met iemand spesiaal deur te bring /For family recreation (to be with family) or to spend time with someone special.	1	2	3	4	5
g. Sodat ander lede van my geselskap kan leer van die natuur/So that other members in my party could learn about nature	1	2	3	4	5
h. Sodat ander lede van my geselskap waardering vir bedreigde spesies en wildlewe kan ontwikkel/So that other members in my party could develop an appreciation for endangered species and wildlife	1	2	3	4	5
i. Hoofsaaklik om opvoedkundige redes (om dinge te leer, my kennis te verbreed)/ Primarily for education reasons (to learn things, increase my knowledge)	1	2	3	4	5
j. Om van diere in die algemeen te leer/To learn about animals in general	1	2	3	4	5
k. Om van bedreigde spesies te leer/To learn about endangered species	1	2	3	4	5
l. Om van plante te leer/To learn about plants	1	2	3	4	5
m. Om van spesifieke diere te leer/To learn about specific animals	1	2	3	4	5
n. Om diere te fotografeer/To photograph animals	1	2	3	4	5
o. Om plante te fotografeer/To photograph plants	1	2	3	4	5

	1	2	3	4	5
p. Omdat ek met die Park grootgeword het/ Because I grew up with the Park					
q. Dit is 'n bekende handelsmerk, daarom ken almal dit/It is a well-known brand; therefore everybody knows it	1	2	3	4	5
r. Die Park het goeie akkommodasie en fasiliteite/The Park has great accommodation and facilities	1	2	3	4	5
s. Ek verkies die gebied weens die klimaat/ I prefer this area, because of its climate	1	2	3	4	5
t. Vir die staproetes/To do hiking trails	1	2	3	4	5
u. Vir konferensies/For conferences	1	2	3	4	5
v. Vir gebeurtenisse in die omgewing / For events in the area	1	2	3	4	5

Ja/ Yes	Neel/ No
------------	-------------

8.1 Besoek u enige winkels insluitend vulstasies in die onmiddellike omgewing van die Park?/Do you visit any shops including petrol stations in the immediate vicinity of the Park?

8.2 Indien Ja, noem die tipes besighede / If Yes, list the types of businesses

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. Hoeveel het u tydens u besoek aan die volgende bestee?! How much did you spend during your visit to the Park on the following?

1. Ingangs- en bewaringsfooi/Entrance and conservation fee R \_\_\_\_\_
2. Akkomodasie/Accommodation R \_\_\_\_\_
3. Restaurante/Restaurants R \_\_\_\_\_
4. Kos/Food R \_\_\_\_\_
5. Drinkgoed/Beverages R \_\_\_\_\_
6. Tabakprodukte/Tabacco products R \_\_\_\_\_
7. Klere en skoene/Clothes and footwear R \_\_\_\_\_

**8. Vervoer/Transport**

R \_\_\_\_\_  
 R \_\_\_\_\_  
 R \_\_\_\_\_  
 R \_\_\_\_\_  
 R \_\_\_\_\_  
 R \_\_\_\_\_  
 R \_\_\_\_\_

14.1 \_\_\_\_\_ R \_\_\_\_\_  
 14.2 \_\_\_\_\_ R \_\_\_\_\_  
 14.3 \_\_\_\_\_ R \_\_\_\_\_

- 8.1. Na die Park/ To the Park
- 8.2. By die Park/At the Park
- 9. Rekreasie (Wildritte)/Activities (Game drives)
- 10. Medisyne/ Medicine
- 11. Toiletware/Toiletries
- 12. Aandenkings en juwele/Souvenirs and jewelry
- 13. Telefoon, faks, internet/Telephone, fax, internet
- 14. Ander uitgawes nie hierbo vervat nie (Spesifiseer) /Other expenses not listed above (Specify)

**AFDELING C: VERBRUIKERSPROFIEL  
 SECTION C: CONSUMER PROFILE**

1.a) Watter dienste behoort die besoekersentrum te lewer?/  
 Which services should the visitor centre offer?

- |   |
|---|
| 1 |
| 2 |
| 3 |
| 4 |
| 5 |
- a) Auditorium met natuurvideo's/  
Auditorium with nature video's
  - b) Skyfievertonings/ Slide shows
  - c) Spesialispraatjies/ Specialist talks
  - d) Vermaak vir kinders/ Entertainment for kids
  - e) Ander (spesifiseer)/ Other (specify)

2. Watter van die volgende verkies u wanneer u die Park besoek?/  
 Which of the following do you prefer when you visit the Park?

- |   |
|---|
| 1 |
| 2 |
| 3 |
| 4 |
- a) Selfbediening /Self-catering
  - b) Uiteet & selfbediening/ / Dine out & self-catering
  - c) Bed & ontbyt/ Bed & breakfast
  - d) Aandete, bed & ontbyt/Dinner, bed & breakfast

3.1 Watter tydskrifte koop u **gereeld**? / Which magazines do you buy **regularly**?

- a \_\_\_\_\_
- b \_\_\_\_\_
- c \_\_\_\_\_

3.2. Watter koerante koop u **gereeld**?/ Which newspapers do you buy **regularly**?

- a \_\_\_\_\_
- b \_\_\_\_\_
- c \_\_\_\_\_

3.3 Na watter TV-programme kyk u **gereeld**? / Which TV programmes do you watch **regularly**?

- a \_\_\_\_\_
- b \_\_\_\_\_
- c \_\_\_\_\_

3.4. Na watter radiostasies luister u **gereeld**? / Which radio stations do you listen to **regularly**?

- a \_\_\_\_\_
- b \_\_\_\_\_
- c \_\_\_\_\_

3.5. Waar het u van die Park te hore gekom (Toon slegs die belangrikste een)?/ Where did you hear about the Park (Indicate only the most important one)?

- a. Webwerf/Website
- b. Skoue/ Shows (Getaway)
- c. Vriende & familie/ Friends & family
- d. Radio
- e. TV
- f. Tydskrifte/ Magazines
- g. SANParke/ SANParks

Ja/Yes
1
2
3
4
5
6
7

- h. Vorige besoeke/Previous visits  
 i. Ander/ Other (Spesifiseer/ Specify)

8
9

4. Besit u 'n "Wild Card"?/Are you a Wild Card holder?

Ja/Yes	Nee/No
1	2

5. Hoe het u die volgende in die Park ervaar?/How did you experience the following in the Park?

	6	5	4	3	2	1
Nie van toepassing/ Not applicable						
Uitstekend/ Excellent						
Goed/ Good						
Redelik/ Fair						
Swak/ Poor						
Baie swak/ Very poor						
a. Restaurante/Restaurants	1	2	3	4	5	6
b. Winkels/Shops	1	2	3	4	5	6
c. Aanwysings/Directions	1	2	3	4	5	6
d. Pamflette/brosjures (aangekoop)/Pamphlets/brochures (purchased)	1	2	3	4	5	6
e. Gratis pamflette/brosjures/Free pamphlets/brochures	1	2	3	4	5	6
f. Uitleg van die Park in die algemeen/Layout of the Park in general	1	2	3	4	5	6
g. Wildritte (waar van toepassing)/Game drives (where applicable)	1	2	3	4	5	6
h. Wilduitstappies (waar van toepassing)/Game walks (where applicable)	1	2	3	4	5	6
i. Bosbraaie (gereël deur SANParke)/Bush Braais (arranged by SANParks)	1	2	3	4	5	6
j. Staproete/Hiking trail	1	2	3	4	5	6
k. Wassery/Laundry service	1	2	3	4	5	6
l. Piekniekplek/ Picnic sites	1	2	3	4	5	6
m. Braaifasiliteite by Chalet/Tent/ Braai facilities at Chalet/Tent	1	2	3	4	5	6
n. Vriendelikhed en diens van Park personeel/Friendliness and service of Park personnel	1	2	3	4	5	6

**ONTVANGS/RECEPTION**

o. In boek/Registrasie-proses /Check-in process	1	2	3	4	5	6
p. Genoegsame inligting rakende kontakpersone ingeval van nood/ <i>Sufficient information regarding contact persons in case of emergency</i>	1	2	3	4	5	6
q. Inligting rakende attraksies en aktiwiteite in die Park/Information regarding <i>attractions and activities in the Park</i>	1	2	3	4	5	6
r. Vriendelikhed en diens van ontvangs / <i>Friendliness and service of reception</i>	1	2	3	4	5	6
s. Ontvangs in die algemeen/ <i>Reception in general</i>	1	2	3	4	5	6

6. Akkommodasie/Accommodation

6.1 Watter tipe akkommodasie verkies u (kan meer as een selekteer)?/  
*Which kind of accommodation do you prefer (more than one can be selected)?*

- Kampeer/ Camping
- Chalets
- Houthut/Wooden hut
- Tentkamp/ Tented camp
- Gastehuis/ Guesthouse
- Wilderniskamp (sonder heining)/  
*Wilderness camp (without fence)*
- Ander (Spesifiseer)/ *Other (Specify)*

1
2
3
4
5
6
7

6.2 Watter nuwe tipe akkommodasie, indien enige, sal u graag in die Park in die nabye toekoms wil sien?/  
*What new tpe of accommodation, if any, would you like to see in this Park in the future?*

6.3 Word die akkommodasie-eenhede na u mening goed in stand gehou? (Motiveer asb.)  
*According to you, are the accommodation units well maintained? (Please justify)*

Jal/Yes	Need/No
1	2

6.4 Hoe kan die Park se "ambience" (milieu/omgewing) na u mening verbeter word?/ What do you think should be done to enhance the ambience of this Park?

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7.1 Is daar aan u verwagtinge voldoen t.o.v. die volgende?/Were your expectations met regarding the following?

	Ja/ Yes	Nee /No
a. Akkommodasie/ Accommodation	1	2
b. Natuur- en wildelewe/ Nature and wildlife	1	2
c. Fasiliteite/ Facilities	1	2
d. Aktiwiteite/ Activities	1	2

7.2 Indien u NEE geantwoord het in enige kategorie, motiveer asb./ If the answer was NO in any category, please justify.

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8. Sou u hierdie spesifieke Park vir u familie en vriende aanbeveel?/ Would you recommend this specific Park to your friends and relatives?

Ja/Yes	1
Nee/ No	2

8.1 Motiveer asseblief u antwoord op vraag 8./ Please justify your answer to question 8.

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9. Enige aanbevelings of voorstelle?/ Any recommendations or suggestions?

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## BESIGHEIDSVRAELYS/ BUSINESS SURVEY:

Beantwoord asb die volgende vrae deur die toepaslike blokkie in te vul./Please answer the following questions by writing in the appropriate answer or choosing the appropriate block.

1.Ligging van besigheid/*Business location:*

Binne die park / <i>Inside the park</i>	1
Buite die park / <i>Outside the park</i>	2

2.Watter katgorie beskryf u besigheid die beste?U kan meer as een kategorie kies./  
*Which category describes your business best?You may choose more than one category.*

B & B	1
Gastehuis/ <i>Guesthouse</i>	2
Lodge	3
Hotel	4
Curio winkel/ <i>Curio shop</i>	5
Kleinhandelaar/ <i>Retailer</i>	6
Groothandelaar/ <i>Wholesaler</i>	7
Vulstasie/ <i>Petrol Station</i>	8
Depot	9
Vervaardiger/ <i>Manufacturer</i>	10
Wildplaas/ <i>Game Farm</i>	11
Restaurant	12
Ander/ <i>Other</i>	13

Indien ander, spesifiseer/ *If other specify:* \_\_\_\_\_

**AKKOMMODASIE EN KONFERENSIE AFDELING BEANTWOORD ASB VRAE 3 TOT 5. ANDER GAAN NA VRAAG 6./ONLY ACCOMMODATION AND CONFERENCE CATEGORY, PLEASE ANSWER 3 TO 5. OTHER BUSINESSES PROCEED TO QUESTION 6.**

3. Hoeveel beddens het u beskikbaar?/*How many beds do you have available?* \_\_\_\_\_

4. Wat is u bedokkupasie?/*What is your bed occupancy?* \_\_\_\_\_

5. Wat is u konferensie kapasiteit?/*What is your conference capacity?* \_\_\_\_\_

**ALLE BESIGHEDE VUL ASB DIE RES VAN DIE VRAELYS IN / ALL BUSINESSES, PLEASE ANSWER THE REST OF THE QUESTIONNAIRE.**

6. Hoe lank bestaan u besigheid al?/How long has your business been in existence? \_\_\_\_\_ jaar/ years.

7. Toon die persentasie toeriste teenoor die plaaslike gemeenskap aan wat u besigheid jaarliks besoek./Indicate in percentage the number of tourists versus versus locals that visit your establishment each year.

Toeriste/Tourists	
Plaaslike gemeenskap/Locals	
<b>TOTAAL/TOTAL</b>	100%

8. Hoeveel mense het u in diens?/How many people do you employ?

Permanent	
Plaaslike gemeenskap/Locals	
<b>TOTAAL/ TOTAL</b>	

9. Woon al die mense wat vir u werk in die omgewing gedurende die week?/Do all the people that work here live in the area during the week?

Ja/ Yes	1
Nee/ No	2

10. Hoe is u omset (inkomste na belasting) verdeel ten opsigte van die volgende koste?-Sien notas onder vir inligting./How is your turnover (income after tax) divided between the following business costs?-See notes below for more clarification

Voorraad aankope/ Stock purchases	%
Munisipale dienste/ Municipal services	%
Ander dienste/ Other services	%
Bedryfsuitgawes/ Operational costs	%
Salarisse en winste/ Wages and profit	%
<b>TOTAAL / TOTAL</b>	100%

**Notas:**

\*Onder voorraad word bedoel alle materiaal wat aangekoop word met die doel om dit te herverkoop, of te gebruik in die produksieproses - B&B's behoort bv. nie voorraad te hê nie

\*Ander dienste is dienste wat u besigheid gereeld gebruik, wat nie deur die munisipaliteit voorsien word nie, soos bv sekuriteit, koeriers, bankdienste, internet

\*Bedryfsuitgawes is alle kostes wat u besigheid aangaan, wat nie voorraad of munisipale en ander dienste is nie, soos verversings, skryfbehoeftes, herstelwerk

\* Salarisse en winste sluit in alle vergoeding aan werkers en die eienaar

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