

INAUGURAL LECTURE

of

Prof Elmarie Slabbert

**Reflections on the social value of tourism for South African
communities**



11 October 2013



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Tourism Research in Economic Environs and Society

Faculty of Economic and Management Sciences

School for Business Management: Tourism Management

What gets measured gets managed (Peter Drucker)

1. INTRODUCTION

Although journeying and travel have been part of the human experience for millennia, in recent times tourism has become one of the major activities shaping our world (Cohen, Kennedy & Perrier, 2000) and our co-existence. Tourism can be described as the total experience that originates from the interactions between tourists, employers, government systems and communities in the process of providing attractions, entertainment, transport and accommodation to tourists (Saayman, 2013). In particular, developing countries such as South Africa are encouraged to use tourism as a means of economic development since it is far less damaging to the environment than extractive industries. In addition to its economic benefits, this industry offers social, cultural and environmental benefits and contributes to the well-being of communities and individuals (Saayman, 2013) (see Figure 1.1).

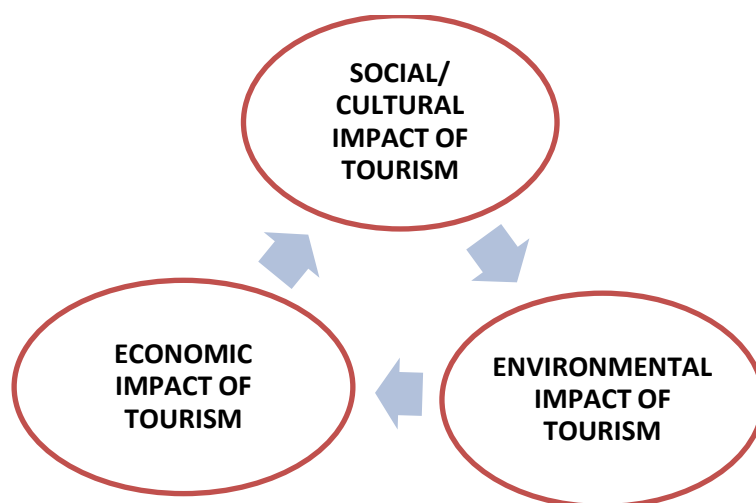


Figure 1.1: Impacts of tourism

The social impacts of tourism cover the ways in which it contributes to changes in the value systems, morals and conduct of individuals, and its effect on family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organisations (Fredline, Jago & Deery, 2003). At the same time, the long-term sustainability of tourism rests on the ability of community leaders and tourism professionals to maximise its benefits and minimise its costs. With these considerations in mind, it is important that government and other interested parties understand how residents in a host community perceive the advantages or benefits and/or the disadvantages of tourism because of a potential hostile response to tourists if a balance is not achieved. The community is thus a major role player in the tourism industry, and in South Africa there is intense awareness of community involvement and the role the community plays in creating a tourist-friendly environment.

Tourism researchers have identified numerous impacts (tangible and intangible) attributed to tourism activities. However, not all are relevant to every community. Some communities depend on particular natural resources (for example wildlife), while others tend to favour development and spatial patterns (special tourist areas). Tourism development may thus have many and complex results, which underlines the importance of careful planning for future growth. Implementing broad community involvement and entertaining different perspectives during planning can help identify and resolve concerns that could otherwise create problems in communities. Thus, one must ask whether this is indeed the case in our tourism areas and what the impact of tourism is on South African communities. This paper focuses on the social impact of tourism on South African communities and the factors influencing the perceptions of its effect.

2. BACKGROUND TO THE RESEARCH

Research concerning the impact of tourism on communities has developed significantly over a period of ten years. The first phase of this research was dedicated to an in-depth literature review (Adendorff, 2008; Jacobs, 2009; Motale, 2008; Roodt, 2008). From this it became evident that there was a lack of research concerning the impact of tourism on South African communities. This information led to the selection of the research questions discussed below.

2.1 Theories pertaining to the social impact of tourism

Understanding the influence of tourism on the community has been extensively researched in other countries, and it was clear from previous research and the various models that attempt to improve our understanding of this phenomenon that it is a complex one. Starting

in 1975, Doxey was the first to develop models in his research. This marked the beginning of a plethora of studies in the area. His model, Irridex, focused on assessing host-guest interactions and relationships. He noted the existence of local tolerance thresholds on a scale that indicated a unidirectional change in the attitudes of residents. Carmichael (2006) states that these changes are linked to the tourism destination growth cycle, and that residents become more irritated as the number of tourists to a specific area increases. Irridex, unfortunately, does not provide for different residents to be in different categories at the same time.

Also in 1975, Butler developed the Intercultural Perception Model that focused on understanding the diversity of residents' attitudes and behaviours towards tourism. He identified two groups of factors that can influence visitor-resident relationships, namely the characteristics of visitors and the destination's own characteristics. The community's emerging attitude towards tourism is thus likely to be complex and affected by various degrees of contact and involvement. Very importantly, he emphasised the notion that residents can show active or passive behaviour in their interactions with tourists.

Thirdly, the Social Exchange Theory was developed by Ap (1990, 1992). It relates social behaviour to the exchange of goods, material and also non-material. Briefly, people who give to others also try to get something in return, and people who receive from others are likewise under pressure to give something in return. This theory therefore provides a basis for identifying residents' perceptions of the impact of tourism and their reactions towards its effects. According to this theory, residents will evaluate tourism development in terms of expected benefits or costs obtained in return for their services. This constitutes the social exchange. This is a behavioural theory that tries to understand and predict the reactions of individuals in an interactive situation. Positive attitudes are therefore created if the residents perceive tourism development as offering them personal benefits. Owing to the interactive basis of the theory, it was decided to use it as the theoretical framework for the research.

The above theories have been developed in and for developed countries where communities function differently and experience the tourism industry differently from the communities in developing countries. The research question thus arises: *How relevant is the social exchange theory in a South African developmental context?*

2.2 Understanding the impact or effects of tourism

The reactions of residents to tourism, both positive and negative, as gauged by the above theories and their models emanates from three specific areas of impact. Furthermore, the impact of tourism has a direct or indirect effect on the behaviour and attitudes of residents towards the industry and tourists and therefore needs clarification.

2.2.1 Economic impact

The economic impact refers to the flow of money through the economy of a host community (Fredline, Raybould, Jago & Deery, 2004) (see Table 1.1).

Table 1.1: Economic impact of tourism

ECONOMIC IMPACT			
Positive effects			Negative effects
	• Increases employment opportunities • Creates new business opportunities • Stimulates the local economy • Promotes development because of media coverage • Improves infrastructure and facilities • Improves standard of living • Improves investment and development • Increases opportunities for shopping • Increases tax revenues • Spreads economic impact (direct, indirect, induced spending) widely throughout the community		
		• Increases price of goods and services • Increases the overall cost of living • Increases price of property • Creates high-risk, under- or unemployment issues if seasonal • Encourages low wages • Increases maintenance and transportation systems costs • Creates competition for land with other (higher value) economic uses • Allows profits to be exported by non-local owners	

Sources: Fredline *et al.* (2004); Goeldner & Ritchie (2003); Ohmann, Jones & Wilkes (2006); Viviers (2009); Viviers & Slabbert (2012)

Positive economic effects are widely publicised and refer to aspects such as an improved standard of living, more profit for local businesses and job opportunities. These improvements benefit tourists and residents alike. However, tourism can also lead to an increase in the cost of living and increases in prices of goods and services. In many cases the possibility of only the positive economic impact is emphasised for the community where a new tourism development is planned. This strategy creates expectations that are not always met.

2.2.2 Environmental impact

Areas with high-value natural resources, such as great scenic beauty, mountains, oceans and waterfalls attract not only tourists but also new residents who seek emotional and spiritual connections with nature. Tourism contributes to the preservation and protection of this environment and income from tourists often makes it possible to preserve and restore

certain buildings, monuments and significant areas. Tourism is generally considered a “clean” industry, based on hotels, restaurants, shops and attractions, instead of factories.

However, tourism can contribute to the degradation of the environment since visitors generally create additional waste and pollution, and the natural resources can be jeopardised through improper uses or overuse (See Table 1.2). Providing tourist services without planning can alter the landscape’s appearance. For instance, where water is scarce, tourists can overwhelm the available supply. After the tourists have left, the community has to deal with the damaged or disrupted environment and the possible decrease in their quality of life. This has a direct influence on their attitudes and behaviour towards future visitors.

Table 1.2: Environmental impact of tourism

ENVIRONMENTAL IMPACT			
Positive effects	- Improves the area’s appearance (visual and aesthetic) - Protects selected natural environments or prevents further ecological decline - Preserves historic buildings and monuments - Establishes a "clean" industry - Creates awareness of the importance of a “green industry”	Negative effects	- Damages the environment - Increases traffic congestion - Pollutes (air, water, noise, solid waste, and visual) - Destroys flora and fauna - Uses high levels of energy - Increases littering - Degrades landscape, historic sites, and monuments - Negatively impacts natural resources - Disrupts wildlife

Sources: Andereck, Valentine, Knopf & Vogt (2005); Fredline *et al.* (2004); Getz (2007); Gursoy, Sharma & Carter (2007); Viviers (2009); Viviers & Slabbert (2012)

2.2.3 Social and cultural impact

The social and cultural ramifications of tourism warrant careful consideration as the impact can be either an asset or detrimental to communities. The influx of tourists influences behaviour and family life, and brings diverse values to the community. Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities and services available also to the local community. Furthermore, tourism offers residents the opportunity to meet interesting people, make new friends, learn about the world and expose themselves to new perspectives. Experiencing different cultural practices can enrich the people’s knowledge and broaden their horizons.

However, in many cases, the influx of tourists has created opportunities for excessive drinking, the use of drugs and increased crime levels. The surrounding communities are exposed to or become part of these types of activity and might adapt their lifestyle to

accommodate the new behaviour. This will lead to changes in the daily living patterns of residents.

Table 1.3: Social and cultural impact

SOCIAL AND CULTURAL IMPACT			
Positive effects	•	Improves quality of life	Negative effects
	•	Increases the range of activities available	
	•	Increases the entertainment opportunities	
	•	Heightens pride in community	
	•	Provides opportunities to meet new people	
	•	Provides opportunities for educational experiences	
	•	Promotes cultural exchange	
	•	Improves understanding of different cultures	
	•	Makes available more facilities and wider range of choices	
	•	Changes values and customs positively	
	•	Preserves cultural identity of host population	
	•	Increases demand for historical and cultural attractions	
	•	Encourages rowdy behaviour	
	•	Promotes excessive drinking and alcoholism	
	•	Increases crime and the use of drugs	
	•	Disrupts and alters family relationships and lifestyle	
	•	Changes values and customs negatively	
	•	Excludes locals from natural resources	
	•	Displaces residents for tourism development	
	•	Creates political and public relations challenges	
	•	Causes residents to feel excluded from planning	
	•	Causes residents to feel loss of control over community future (owing to outsider development)	

Sources: Andereck *et al.* (2005); Fredline *et al.* (2003); Gursoy *et al.* (2007); Viviers & Slabbert (2012); Viviers (2009)

It is clear that tourism has certain economic, environmental and social impacts, but that these differ between communities. It can thus not be concluded that all effects will be either negative or positive, but more likely a mix of both will occur. The question thus remains: *What is the impact of tourism on South African communities?*

2.3 Factors influencing the impact of tourism

Knowing what the impact is likely to be will not automatically lead to solutions in minimising the negative and maximising the positive effects. It is important to identify the sources of each effect and how it influences the interactions between tourists and residents. This information will help to plan the management of the various effects on and functioning of the tourism industry best.

One should also take note of tourist factors and destination factors. Tourist factors comprise those aspects which tourists bring to the destination. They include elements such as demographic characteristics, social differences and so on. Destination factors are those that

are part of the destination itself, such as local acceptance and participation, stability of the community and the local economic status.

Table 1.4: Factors influencing interactions

FACTORS INFLUENCING INTERACTIONS BETWEEN TOURISTS AND HOST COMMUNITIES			
Tourist factors	• Attachment to residents	Destination factors	• Pace of tourism development
	• Economic characteristics of the community		• Local economic status
	• Number and type of visitors		• Level of diversification of the economy
	• Visitors' length of stay		• Attitudes of tourism leaders
	• Mass arrivals and departures		• Degree of involvement in tourism
	• Ethnic/racial characteristics		• Viability of the host culture
	• Activities selected by tourists		• Stability in the community
	• Interaction patterns with the community		• Transport availability
	• Ability to speak local language/accents		• Spatial characteristics of tourism development
	• "Demonstration effect" of tourists		• Carrying capacity of the environment

Sources: Saayman (2013)

Both these factors are of equal importance in understanding the interactions between residents and tourists, but the way in which they are experienced differs between communities, which necessitates individual analyses of communities. The questions which therefore arise are: *Which factors influence the residents' perceptions of the impacts of tourism in South African communities? Which measuring instrument is suitable to measure the social impact of tourism in a developing context?*

3. RESEARCH METHODOLOGY

Quantitative research on this subject in South Africa has been conducted since 2006 through the use of surveys pertaining to different tourism products. The first surveys were conducted at arts festivals, since this type of tourism product developed significantly after 1994. At the same time, South African National Parks emphasised the importance of the community in nature-based product development and it was necessary to assess the social impact among residents residing adjacent to selected parks. Then South Africa hosted the 2010 FIFA World Cup (one of the biggest events in Africa) and, given the scope, media coverage and levels of community awareness and participation, it was deemed appropriate to distribute questionnaires among community members. After these surveys had been completed, it was decided to measure the social impact of tourism in selected tourism towns.

3.1 Development of the questionnaire

During the initial stages of this research (2006–2007), conducted at various arts festivals, the social impact measuring instrument (questionnaire) used was developed by Fredline *et al.*

(2003). It was designed using statements from previous events and tourism literature as well as from additional social capital literature. Slightly different versions of this questionnaire had already been tested by the above authors at the Australian Formula One Grand Prix (2002), the 2002 Melbourne Moomba Festival and the Horsham Festival in 2002. The questionnaire was adapted according to the structure of South African arts festivals and communities.

The main dependent variables (residents' perceptions of the impact of events) were measured using a scale which included forty-five impact statements. These statements referred to perceptions of the positive and negative economic, social and environmental effects of the festival, in relation to which respondents were asked to indicate the level of agreement or disagreement on a 4-point Likert scale. Questions also measured independent variables such as participation in and identification with the festival theme, community attachment and demographics (Fredline *et al.*, 2003).

Owing to difficulties experienced by community members in understanding some of the questions and challenges such as illiteracy and length of the questionnaire, Viviers (2009) commenced his doctorate studies in 2007 to develop a questionnaire suitable for the South African context. This questionnaire has been used since the completion of his research, with slight variations to accommodate the type of product analysed. Over the years changes of the independent variables also led to the creation of more statistical opportunities to understand the perceptions of South Africans on the social impact of tourism on communities.

3.2 Sampling and distribution of the questionnaires

For the festivals, national parks, the Soccer World Cup and tourist towns stratified random sampling was implemented in all cases. The stratification was based on the different residential areas of the selected communities. The survey starting point was randomly selected (Tustin, Ligthelm, Martins & Van Wyk, 2005) and participants were then approached at regular intervals: every third household (depending on the sample size) was included in each sample group. If the selected respondent did not wish to participate in the survey, either the house on the right or left of the respondent's house was selected. In cases where access was difficult to obtain, such as in the towns surrounding the national parks, convenience sampling was implemented. Community members older than 18 years of age and who fell within the applicable strata could participate in the survey.

The guidelines for general research activities as set out by Krejcie and Morgan (1970) was used to determine the number of questionnaires needed in each case. They recommend a

sample (*n*) of 384 for a population (*N*) of 1 000 000. Fieldworkers were trained with regard to the correct method for completing the questionnaires and answering respondents' questions. In most cases, the fieldworkers waited for the participant to complete the questionnaire, thereby ensuring that any questions were dealt with immediately and professionally.

Table 1.5: Distribution of the questionnaires from 2006-2013

DISTRIBUTION OF QUESTIONNAIRES ON SOCIAL IMPACT OF TOURISM IN SOUTH AFRICAN COMMUNITIES								
	2006	2007	2008	2009	2010	2011	2012	2013
ARTS FESTIVALS								
Klein Karoo National Arts Festival	179	279	265	330	398	415	375	360
Aardklop National Arts Festival		245	245	219	270	296	264	
Grahamstown National Arts Festival		265						
Innibos Arts Festival					234			
NATIONAL PARKS								
Kruger National Park				1377				
Table Mountain National Park					552			
Wilderness National Park			107					
MAJOR EVENT								
FIFA 2010 Soccer World Cup					1400			
TOURISM TOWNS Communities of								
Clarens							251	
Dullstroom								203
Jeffreys Bay							417	
Soweto							375	
TOTAL NUMBER OF QUESTIONNAIRES	179	789	617	1926	2854	711	1682	563

3.3 Statistical analyses

The statistical analyses were carried out using the Statistical Package for Social Sciences as well as Statistica. Various statistical analyses were conducted from 2006 onwards. The initial focus was to explore the fundamental patterns of the various impacts. This was done by applying factor analyses to all the surveys to determine the differences and similarities in the identified factors. Thereafter analyses of variance (ANOVA) and *t*-tests were conducted to determine the differences in the perceptions of the impacts in relation to demographic variables, participation patterns, awareness of tourism, attitudes towards the industry, employment in the industry and so forth. Finally, structural equation modelling was performed to indicate the relationship between the impacts and selected independent variables.

4. RESULTS

The results are discussed according to the research questions posed in this paper for arts festivals, nature-based products and tourist towns:

4.1 *The impact of tourism on South African communities*

This section deals with the analyses of the impact of tourism on residents serving as host communities for arts festivals, living adjacent to nature-based products and living in tourism towns.

4.1.1 Results for the major arts festivals

The results from the surveys conducted at the major arts festivals indicated that residents in the various communities attend and support these festivals, but that there was a decrease in community attendance numbers over the last two years. Residents are, in essence, positive about the continuation and contribution of the festivals to their communities. However, it was evident that these festivals have a greater impact on the community in general than on the personal lives of the residents.

In the case of the Aardklop National Arts Festival for example, it was evident from the results of the surveys that five impact factors could be identified, namely: positive economic impact ($M=3.4$, $SD^1=\pm 0.86$), negative community impact ($M=3.5$, $SD=\pm 0.86$), positive community impact ($M=3.4$, $SD=\pm 0.90$), community opportunities ($M=3.4$, $SD=\pm 0.87$) and tourism impact ($M=3.3$, $SD=\pm 1.0$).

¹ Mean Value (M) & Standard Deviation (SD)

All these factors yielded Cronbach alpha values of above 0.85, with the negative community impact yielding the highest mean value. This was also the finding of many other studies done on arts festivals (Slabbert & Viviers, 2013).

It is clear that the festival had a negative impact on the community and the residents' responses which yielded fairly high mean values. This negative impact included activities such as excessive drinking, damage to the environment, disruptive behaviour, increase in crime levels, increase in noise levels, increase in the prices of goods and services, and traffic congestion. Although the festivals also produced a number of positive results, their negative impact should not be underestimated, bearing in mind that if residents experience too many negative effects their attitudes towards visitors will change.

4.1.2 Results for the nature-based products

Owing to the nature of the product the results were different from those of the arts festivals, although there were also similarities. Most of the surveys found that tourism led to an increase of certain positive effects including an increase in the number of visitors to the area, the ability to sustain the environment and the conservation of natural resources. However, residents from communities adjacent to the national parks also indicated their concern that tourism led to the increase of prices of certain goods and services and a shortage of parking during the high season.

In the case of Table Mountain National Park (TMNP) (urban national park), eight factors were identified: economic and social values ($M=3.68$, $SD=\pm 0.64$), park-community conflict ($M=2.95$, $SD=\pm 0.90$), negative park impacts ($M=3.62$, $SD=\pm 0.62$), park-community relationship ($M=3.50$, $SD=\pm 0.72$), community opportunities ($M=3.65$, $SD=\pm 0.67$), park management ($M=3.47$, $SD=\pm 0.71$), community well-being ($M=3.18$, $SD=\pm 0.67$) and people knowledge and place image ($M=3.83$, $SD=\pm 0.68$). Residents considered the role of the park in "People knowledge and place image" as the most important impact with the highest mean value. This indicates that they value the interactions with tourists and realise the importance of the park in improving the image of the area.

Similar to the results for the arts festivals, it was evident also from the nature-based results that residents considered the impact of the national parks as more important to the community in general than to their personal lives. Stated differently, residents recognise the broader impact of the national parks as tourism attractions but not as phenomena that influence their personal lives. The positive role that the parks play in conserving the

environment and educating both residents and visitors was noted. In general, the TMNP is seen as contributing to the development of the area, and community members consider the park an asset. However, it is imperative that community members become more involved in park management and discussions. Therefore the park management should continue to maintain positive relationships with residents.

In the case of the Kruger National Park (KNP) it was found that this park has a positive to very positive impact on both the respondents' personal quality of life and the community as a whole. Again the respondents associate this park with conservation, tourism and education, but then also with poaching, overcrowding and expense. Respondents are of the opinion that the KNP is an asset to the community and they visit this park regularly. In terms of its social impact, residents believe that the KNP promotes good values and is accessible to the community members. In terms of its environmental impact, residents believe that the park conserves the natural resources and improves knowledge about the environment. In terms of economic impact, the respondents indicated that the KNP promotes tourism and business development in the area, and that the money spent by tourists helps to stimulate the economy (Slabbert, Saayman & Kruger, 2009).

4.1.3 Results for the tourism towns

Since 2012 research has shifted towards gaining greater in-depth knowledge on the impact of tourism, hence the surveys and the analyses subsequently distinguished between tangible and intangible effects. This approach, undertaken for the communities of Clarens, Soweto, Dullstroom and Jeffreys Bay, is new to the South African environment.

The analyses of the tangible effects yielded four phenomena: environmental improvement (M=3.18), environmental degradation (M=2.79), cost of daily living (M=3.73) and economic improvement (M=2.89). With regard to the intangible effects three phenomena were identified: namely community protection and education (M=3.09), community disruptions and community upliftment and pride (M=3.88). The Cronbach alphas of all the factors were above 0.65 except for "Community disruptions" (Scholtz, 2013).

The results indicate that the intangible effects of tourism are very important with "Community upliftment and pride" yielding the highest mean value. Residents may not always benefit tangibly from tourism, but they do recognise the intangible value of this industry, a fact often neglected by tourism planners and developers (Scholtz, 2013). In many cases very few tangible benefits were experienced by the residents.

It is thus clear from the results that the tourism industry has a marked impact on local communities. In many cases this impact is positive and residents are aware of and do appreciate the value of tourism activities. It is also evident that residents experience negative effects as well, and this influences their attitudes towards tourists. The intangible value which the residents attributed to the industry was a significant finding which highlights the residents' support even though they do not receive any direct benefit. Therefore, the tourism industry should promote the intangible value of tourism in all its communication with the various communities.

4.2 Factors influencing residents' perceptions of the impact of tourism in South African communities

This section deals with the analyses of factors influencing the impact of tourism on residents serving as host communities for arts festivals, living adjacent to nature-based products and living in tourism towns.

4.2.1 Results for the major arts festivals

The results of the surveys conducted in communities hosting arts festivals revealed various significant factors that influence the residents' perceptions of the impact of these festivals. It was evident that demographic factors such as gender and age did not influence these perceptions. The results from the Klein Karoo National Arts Festival, however, indicated that *qualification level* has an influence on the perceptions of residents of the impact of the event: residents with higher educational qualifications rated the effects of this particular festival as more significant than did those with lower educational qualifications. The results of the survey/s also showed that those residents who have attended the festival a *number of times* and those who consider themselves avid fans of the festival are more likely to support and participate in the festival.

A structural equation model was developed to determine the factors influencing community support for festivals. It was found that *community attachment* serves as one of the most important factors that influence community support (Loots, Ellis & Slabbert, 2012). It was also clear that *culture/race* has an influence on the residents' perceptions of the festivals. The type of event had an influence on these perceptions as the festivals were mainly Afrikaans arts festivals. The differences between the perceptions of different race groups decreased the longer the festival had been in existence and it was clear that, in some cases, residents had grown used to the festival and the activities related to it. However, it was also

clear that any direct benefits did not necessarily yield a more positive attitude towards the festivals (Slabbert & Saayman, 2011).

The results showed that length of residency also influences the assessment of the social impact of arts festivals. This, in turn, influences the sustainability of these festivals. According to the results, long-established residents of these communities had stronger opinions about certain negative impacts resulting from the festivals than those who had been living in these towns for a shorter period of time (Slabbert, Viviers & Erasmus, 2013).

The festivals continue to have an impact on the community even after many years of existence; therefore the residents' goodwill should be sought and fostered to improve the future sustainability of these events.

4.2.2 Results for nature-based products

The results from nature-based products revealed that the communities adjacent to the parks value the park owing to the economic and educational value it creates and that they want to be more involved in the parks. It was clear from the findings for nature-based products that the level of interest in the parks definitely influenced the perceptions of the effects of tourism on the community. Individuals who did not want to visit Table Mountain National Park, for example, were not interested in the park, but they sometimes do visit the park because family and friends are interested. These residents are so used to the park that they no longer recognise it as a national park (Oberholzer & Slabbert, 2010). Residents that were more in contact with and visited the park regularly were more positive with regard to the impact of tourism. It was clear that residents have a definite role to play in promoting and sustaining the national parks.

4.2.3 Results for the tourism towns

The surveys from the different tourism towns yielded interesting results and there were clear differences between the communities in the way the respondents assessed the various effects of tourism. A one-size-fits-all approach is thus not appropriate in making tourism work for everyone. It was also evident from the results that participation in the tourism industry did not influence the way in which residents assessed the impact of tourism: those who are part of the tourism industry are not more positive towards tourism than those that are not part of this industry. The effect of education was small, but in some cases significant. This was revealed in a trend where respondents with a higher level of education were more critical

regarding the improvements to their environment associated with tourism more than those with lower educational qualifications (Scholtz, 2013).

The results from the various case studies illustrate the influence of certain variables on the way residents evaluated the impact of tourism. These variables are community specific and thus need to be evaluated in the communities to which they apply. What is relevant to one community is not relevant to the next, as tourism development and strategies differ between communities.

4.3 Towards a measuring instrument suitable for measuring the social impact of tourism in a developing context

It became evident early in the research that measuring community perceptions would be challenging owing to the different factors that influence perceptions and the lack of an adequate measuring instrument for the South African context. In addition, the instruments used to measure community perceptions did not measure the impact of the various events in an integrated manner covering the social, environmental and economic effects. As a result, Viviers (2009) developed such an instrument to cater for events in South Africa. He identified seventy-five items that could have an impact on the community from a literature study. These were reduced to forty-four items by using the Delphi technique. These forty-four items were included in a questionnaire distributed at two festivals in South Africa, the Klein Karoo (N=330) and Grahamstown National Arts Festivals (N=401). A principal components factor analysis was performed to determine the reliability of the items, descriptive factors were identified and Cronbach alpha coefficients calculated. Nine factors were identified, of which two were found to be not reliable in this case. A total of thirty-four items were thus included in the measuring instrument. This was a first step in developing an integrated community perception measuring instrument for events in South Africa (Viviers, 2009; Viviers & Slabbert, 2012).

It is obvious that it was important to develop a measuring instrument for the multicultural South African society. This instrument takes the South African context into account and facilitates the understanding and analyses of this environment. Future studies will focus on standardising this instrument for developing countries.

4.4 The social exchange theory in a developmental context: relevant or not?

Across all the different products, the various surveys conducted showed that in certain communities, individuals display a positive attitude towards the tourism industry if they

benefit directly. However, the more recent studies have found that the exchange of intangible benefits influences residents' perceptions more than that of tangible benefits (Scholtz, 2013). Recent research has also shown that even if residents do not receive benefits they still remain positive towards the tourism industry, thus challenging the social exchange theory. These findings imply that each community is a unique entity and attention should be given to the indirect benefits received.

5. CONCLUSIONS AND RECOMMENDATIONS

The following four major conclusions can be drawn:

Firstly, tourism has an impact on any community that experiences or is subjected to tourism activities. The impact can be of an economic, social or environmental nature (or a combination of these), and can be perceived either as positive (Andereck *et al.*, 2005; Jurowski & Gursoy, 2004; Small, Edwards & Sheridan, 2005) or negative (Delamere, Wankel & Hinch, 2001; Haley, Snaith & Miller, 2005; Tosun, 2002). Furthermore, aspects of the impact of tourism may also be tangible or intangible. The communities in this project rated the intangible impacts as well as the negative social impacts most highly. Even though respondents did not receive direct benefits from this industry, they remained positive and welcoming towards tourists. This finding corresponds with the studies done by Gu and Ryan (2008) and Cornelissen and Maennig (2010).

Secondly, the magnitude of the impact of tourism is influenced by aspects such as community attachment (Gursoy, Jurowski & Uysal, 2002; Gursoy & Rutherford, 2004; Jurowski, Uysal & Williams, 1997); participation levels and education levels. Culture also plays an important role in the assessment of the impact of tourism (Besculides, Lee & McCormick, 2002). Factors such as age, gender, occupation and employment in a tourism business did not influence the way residents assessed the impacts.

Thirdly, the development of the social impact measuring instrument for South Africa eliminated various problems experienced with previous instruments. However, the multicultural, educationally multilevelled South African society still poses many challenges with regard to measuring the various impacts of tourism and this society differs from that of more developed countries.

Fourthly, every community is a unique entity and attitudes towards tourism and tourism activities change. Not all the members of a "community" necessarily feel the same (negative or positive) about the tourism industry: sometimes there are huge differences with regard to

cultural traditions, personal participation and even awareness. Thus a one-size-fits-all approach cannot be applied to tourism when a community is involved in the process.

To sustain, and indeed promote, the tourism industry, while at the same time taking account of the residents of the various affected communities, it may be wise to take heed of the community value framework below (Figure 1.2). Before any tourism development takes place, the possible impacts of the industry on the community should be measured as this assessment can eliminate various problems that may be encountered with concerned residents. In this initial phase it is important to emphasise the positive impacts related to tangible and intangible benefits. The factors that influence any specific community can then be analysed, the managerial, marketing and sustainability implications determined and the most appropriate plan developed for that community. This approach will go a long way to ensuring the community's support for the tourism development.



Figure 1.2: Community value framework

The community remains an important role player in the tourism industry and, if one neglects their feelings, opinions and attitudes towards tourists, the sustainability of this industry can be negatively influenced.

6. OUTPUTS FROM THIS RESEARCH

This research contributed towards the development of this field of study and created various opportunities for students and academics to gain insight into this phenomenon. It also led to the publication of seven articles in accredited and peer-reviewed journals and the presentation of nine international conference papers. Seven master's and three doctorate students have completed their studies with success in this field of study. The Thuthuka Grant provided a platform to develop the theoretical framework for this field of study in South Africa and the unrated grant provided for the assessment of the theoretical framework within different tourism contexts.

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