

**SOCIO-ECONOMIC IMPACT OF AN URBAN PARK: THE CASE OF WILDERNESS
NATIONAL PARK**

**Maria Elisabeth Mouton
12931373**

**Dissertation submitted for the degree Magister Artium in Tourism
at the North West University**

**Supervisor: Dr. P. van der Merwe
2009
Potchefstroom**

FINANCIAL ASSISTANCE

Financial assistance from the NRF (National Research Foundation) is gratefully acknowledged. Statements and suggestions made in this study are those of the author and should not be regarded as those of the NRF.

ACKNOWLEDGEMENTS

The completion of this study is a dream come true for me and would not have been possible without the help of several people who have encouraged and supported me, namely:

1. My Heavenly Father for giving me the strength to complete this study, for blessing me with real life Angels and for reminding me of His presence by showing me little miracles every day.
2. My Dad, Mom, Sister, Brother, Family and Friends for all their love, sacrifices and prayers, for supporting and believing in me and for always understanding. For dear friends, Martinette, Yolandi, Marie, Erna, Cecilia, Marli and Carli for helping me in every way they could and reminding me to always keep my focus on the Lord!
3. My supervisor, Dr. Peet van der Merwe, for his never-ending patience, support, encouragement and guidance. He has taught me that Jesus lives in people and that part of Jesus' character are revealed to the world through people such as himself. He has helped me accomplish my dream and is an irreplaceable mentor in my life. Words cannot express my gratitude.
4. Prof. Melville Saayman, Prof Andrea Saayman and Prof Elmarie Slabbert for all their help, guidance, advice and support. Lessons that they have taught me have changed my life and I will always remember that. Without them, none of this would have been possible or such fun.
5. The staff at the Institute for Tourism and Leisure Studies at the North West University, for their friendship and support.
6. The fieldworkers who assisted with the survey at the Wilderness National Park.
7. Mr. Malcolm Ellis for the language editing.
8. Prof. Casper Lessing and Mrs. Erika Root for the reference editing.

I dedicate this study to my True Love, Ultimate Provider, Saviour and King, Jesus Christ, who did everything for me to make this possible. Without Him, I would never have been able to do this. All the glory, praise and honour to God the one and only King of heaven and earth.

ABSTRACT

THE SOCIO-ECONOMIC IMPACT OF AN URBAN PARK: THE CASE OF WILDERNESS NATIONAL PARK

The social and economic contribution of tourism to local communities is now being recognised as one of the most vital aspects for the tourism industry. Literature on national parks emphasises the importance of relations between parks and communities, as well as knowledge and understanding of the social and economic impacts of parks on the development of local communities. Although national parks are seen as major tourism assets and the vital role that they play in adjacent communities is understood, still little is known about the socio-economic contribution of these parks to their respective local economies and communities. Socio-economic impact study is important since it provides information that can influence a community's attitudes and perceptions and accordingly, its behaviour, which may create a cohesive society which is important for the success of national parks. The primary goal of this study was to determine the socio-economic impact of the Wilderness National Park (WNP) on the community of Wilderness. To achieve the above goal, secondary objectives were set, namely: to determine the socio-economic benefits of Wilderness National Park, to determine the social impact of the WNP on the community of Wilderness, to determine the length of residency as an influential factor in the social impact of tourism and to draw conclusions and make recommendations based on the results of the study.

Three surveys were conducted (as quantitative research): a community survey (101 questionnaires), a business survey in Wilderness (22 questionnaires) and a tourist survey (85 questionnaires) of tourists visiting the Wilderness National Park. The research outcome contains two components: Article 1 (Chapter 2), a socio-economic impact study (where all three surveys were used); and Article 2 (Chapter 3), a social impact study of length of residency (where only the community survey was used). Research for both articles was undertaken at Wilderness.

Article 1 is titled: "The socio-economic benefits of Wilderness National Park". The main purpose of this article was to determine the socio-economic benefits of the WNP to the community of Wilderness. Results indicated that the Park has an impact in terms of production, income generation and employment, and that it is also achieving its goal with regard to conservation, creating economic opportunities and involving the community of Wilderness. Only 24% of businesses indicated that their existence is due to the Wilderness National Park. However, guest-houses and Bed and Breakfast establishments indicated that they benefit most from the Park since 62,1% of the accommodation units' turnover is due to the Park. Food and restaurants indicated that 7,5% of their business is due to the Park, while tourism services estimated this contribution at 33,3%. The results confirm that the total economic leakage percentage is well above 50%,

indicating that the urban areas face high leakages. However, in terms of employment creation, the fact that 100% of all workers live in the area under consideration is an indication that the benefits of the Park reach the community members. Overall, the results indicated that the total impact of the Wilderness National Park on the local economy was R12,8 million and that it is an effect of the total spending by visitors. Aspects driving the social value/benefits include improvement of the area; that the Park leads to an increased awareness of nature and wildlife; that it preserves local culture and nature; that the appearance of the area has improved; and that the Park provides the community with an opportunity to visit natural areas. Results further indicated that the Park has a greater social impact/benefit than economic impact/benefit because it is situated in an affluent community.

Article 2 is titled: "Length of residency as an influential factor in the social impact of tourism". The main aim of this article was to determine if length of residency influences the social impact of the influence on the community of Wilderness. It further showed that length of residency helps predict positive and negative perceptions of the residents in terms of the environmental, social and economic aspects of tourism. It was found that, since to the establishment of the WNP, the residents which have been living in Wilderness for a shorter period of time indicated that they experienced the social aspects positively, the economic aspects both as equally positive and negative, but regard the environmental aspects as more positive than negative, whereas the residents that have been living in Wilderness for a longer period indicated that they experienced the environmental aspects positively, the social aspects more negatively, and a more negative than positive experience regarding the economic aspects. Thus, length of residency is definitely an influential factor in the social impact of tourism on the community of Wilderness.

The results of both articles confirm that the community felt that the Park does have a positive to very positive effect on the quality of the community and has a greater social, rather than economic, impact on the community of Wilderness. The results indicated that length of residency does help predict perceptions of social impacts and is thus definitely an influential factor of the social impact of tourism on the community of Wilderness. This study contributes to the literature available on the (1) socio-economic impacts/benefits of urban parks (WNP), and (2) length of residency as an influential factor in social impacts of tourism.

Keywords: socio-economic impact; national parks; Wilderness National Park; tourism; urban park.

OPSOMMING

DIE SOSIO-EKONOMIESE IMPAK VAN 'n STEDELIKE PARK: DIE GEVAL VAN DIE WILDERNIS NASIONALE PARK

Die sosiale en ekonomiese bydrae van toerisme tot plaaslike gemeenskappe word tans erken as een van die mees wesenlike aspekte in die toerismebedryf. Literatuur oor nasionale parke beklemtoon die belangrikheid van verhoudings tussen parke en gemeenskappe, asook kennis en begrip van die sosiale en ekonomiese impak van parke op die ontwikkeling van plaaslike gemeenskappe. Alhoewel nasionale parke beskou word as belangrike toerismebates is dit verstaanbaar dat dit wesenlike aspekte is tot aanliggende gemeenskappe. Nogtans is min bekend aangaande die sosio-ekonomiese bydrae van hierdie parke tot hul onderskeie plaaslike ekonomieë en gemeenskappe. Sosio-ekonomiese impakstudie is belangrik, aangesien dit inligting verstrek wat 'n gemeenskap se houdings en persepsies kan beïnvloed en gevolglik ook sy gedrag, wat 'n koherente gemeenskap kan skep wat belangrik is vir die sukses van nasionale parke. Die primêre doelwit van hierdie studie was om die sosio-ekonomiese impak van die Wildernis Nasionale Park (WNP) op die gemeenskap van die Wildernis te bepaal. Om bogenoemde doel te bereik is doelwitte gestel, naamlik om die sosio-ekonomiese voordele van die Wildernis Nasionale Park te bepaal, om vas te stel wat die sosiale impak van die WNP op die gemeenskap van die Wildernis is, om lengte van verblyf as 'n beïnvloedende faktor ten opsigte van die sosiale impak van toerisme te bepaal en gevolgtrekkings te maak en aanbevelings aan die hand te doen wat op die resultate van die studie gebaseer is.

Drie opnames is gemaak (as kwantitatiewe navorsing): 'n gemeenskapsopname (101 vraelyste), 'n besigheidsopname in die Wildernis (22 vraelyste) en 'n toeristeopname (85 vraelyste) van toeriste wat die Wildernis Nasionale Park besoek. Die navorsingsuitkomst bestaan uit twee komponente: Artikel 1 (Hoofstuk 2), 'n sosio-ekonomiese impakstudie (waarby al drie die opnames benut is); en Artikel 2 (Hoofstuk 3), 'n sosiale impakstudie oor verblyflengte (waarby slegs die gemeenskapsopname gebruik is). Navorsing vir beide die artikels is by die Wildernis gedoen.

Artikel 1 is getitel: *Die sosio-ekonomiese voordele van die Wildernis Nasionale Park* ("The socio-economic benefits of Wilderness National Park"). Die hoofdoel van hierdie artikel was om die sosio-ekonomiese voordele van die WNP vir die Wildernis-gemeenskap te bepaal. Die resultate het aangedui dat die Park wel 'n impak het in die sin van produksie, inkomstegenerering en werkverskaffing, en dat dit ook sy doel bereik met betrekking tot bewaring, die skep van ekonomiese geleenthede en om die gemeenskap van die Wildernis te betrek. Slegs 24% van

besighede het aangedui dat hulle bestaan te danke is aan die Wildernis Nasionale Park. Gastehuse en Bed-en-Ontbyt-ondernemings het egter aangedui dat hulle die meeste baat by die Park, aangesien 62,1% van die verblyfeenhede se omset daaraan toegeskryf kan word. Voedsel en restaurante het aangedui dat 7,5% van hul besigheid toe te skryf is aan die Park, terwyl toerismediensle hierdie bydrae geskat het op 33,3%. Die resultate bevestig dat die totale ekonomiese lekkasiepersentasie ver bo die 50% is, wat daarop dui dat die stedelike gebiede hoë lekkasie in die gesig staar. Met betrekking tot die skep van werksgeleenthede is die feit dat 100% van alle werkers in die omgewing onder bespreking woon, 'n aanduiding dat die voordele van die Park die gemeenskapslede bereik. In die geheel gesien, dui die resultate daarop dat die algehele impak van die Wildernis Nasionale Park op die plaaslike ekonomie R12,8 miljoen was en dat dit 'n gevolg is van die totale besteding deur besoekers. Aspekte wat die sosiale waarde/voordele voortdryf, sluit in die verbetering van die gebied; dat die Park tot verhoogde bewustheid van die natuur en wildlewe lei; dat dit plaaslike kultuur en die natuur bewaar; dat die voorkoms van die gebied verbeter het; en dat die Park aan die gemeenskap die geleentheid gee om natuurgebiede te besoek. Die resultate het verder aangedui dat die Park 'n groter sosiale impak/voordeel as ekonomiese impak/voordeel het omdat dit in 'n welvarende gemeenskap gevestig is.

Artikel 2 is getitel: *Lengte van verblyf as 'n beïnvloedende faktor ten opsigte van die sosiale impak van toerisme* ("Length of residency as an influential factor in the social impact of tourism"). Die hoofdoel van hierdie artikel was om te bepaal of verblyflengte die sosiale impak van die Wildernis Park op die gemeenskap beïnvloed. Resultate het aangedui dat die verblyflengte 'n invloed op die gemeenskap van die Wildernis uitoefen. Dit het verder ook getoon dat verblyflengte help met die voorspelling van positiewe en negatiewe persepsies van die inwoners rakende die omgewings-, sosiale en ekonomiese aspekte van toerisme. Daar is bevind dat, sedert die stigting van die WNP, inwoners wat vir 'n korter tydperk by Wildernis woonagtig is, aangedui het dat hulle die sosiale aspekte positief ervaar, die ekonomiese aspekte ewe positief as negatief ervaar, maar die omgewingsaspekte meer positief as negatief ervaar. Daarteenoor het dié inwoners wat 'n langer tyd reeds in die Wildernis woon, aangedui dat hulle die omgewingsaspekte positief ervaar, die sosiale aspekte meer negatief, en 'n meer negatiewe as positiewe ervaring het rakende die ekonomiese aspekte. Lengte van verblyf is dus bepaald 'n beïnvloedende faktor ten opsigte van die sosiale impak van toerisme op die Wildernis-gemeenskap.

Die resultate van beide artikels bevestig dat die gemeenskap gemeen het dat die Park inderdaad 'n positiewe tot baie positiewe effek op die gehalte van die gemeenskap het en 'n groter sosiale as ekonomiese impak op die Wildernis-gemeenskap. Die resultate dui daarop dat lengte van verblyf

help om persepsies van sosiale impak te voorspel en dus bepaald 'n beïnvloedende faktor ten opsigte van die sosiale impak van toerisme op die Wildernis-gemeenskap is. Hierdie studie dra by tot die literatuur wat beskikbaar is oor (1) sosio-ekonomiese impak/voordele van stedelike parke (WNP), en (2) verblyflengte as 'n beïnvloedende faktor ten opsigte van sosiale impak van toerisme.

Sleutelwoorde: sosio-ekonomiese impak; nasionale parke; Wildernis Nasionale Park; toerisme; stedelike park.

TABLE OF CONTENTS

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

1.1	INTRODUCTION	1
1.2	PROBLEM STATEMENT	2
1.3	OBJECTIVE OF THE STUDY	6
1.3.1	Primary objective	6
1.3.2	Secondary objectives	6
1.4	METHOD OF RESEARCH	6
1.4.1.	Literature Study	6
1.4.2	Empirical survey	6
1.4.2.1	Survey one: Business survey (Chapter 2: socio-economic impact study)	7
1.4.2.1.1	Research design and method of compiling data	7
1.4.2.1.2	Selection of the sampling frame	7
1.4.2.1.3	Sampling method	7
1.4.2.1.4	Development of the questionnaire	7
1.4.2.1.5	Data analysis	8
1.4.2.2	Survey two: Tourist survey (Chapter 2: socio-economic impact study)	8
1.4.2.2.1	Research design and method of compiling data	8
1.4.2.2.2	Selection of the sampling frame	8
1.4.2.2.3	Sampling method	9
1.4.2.2.4	Development of the questionnaire	9
1.4.2.2.5	Data analysis	9
1.4.2.3	Survey three: Community survey (Chapter 2 and Chapter 3: socio-economic impact study)	10
1.4.2.3.1	Research design and method of compiling data	10
1.4.2.3.2	Selection of the sampling frame	10
1.4.2.3.3	Sampling method	10
1.4.2.3.4	Development of the questionnaire	11
1.4.2.3.5	Data analysis	11
1.5	DEFINING THE CONCEPTS	12
1.5.1	Economic impact	12
1.5.2	Social impact	12

1.5.3	Socio-economic impact of tourism	12
1.5.4	National parks	12
1.5.5	Urban park	13
1.5.6	Wilderness National Park	13
1.6	PRELIMINARY CHAPTER CLASSIFICATION	14

CHAPTER 2: THE SOCIO-ECONOMIC BENEFITS OF WILDERNESS NATIONAL PARK

2.1	INTRODUCTION	15
2.2	LITERATURE REVIEW	16
2.3	METHOD OF RESEARCH	19
2.3.1	Survey one: The business survey	20
2.3.2	Survey two: The tourist survey	20
2.3.3	Survey three: The community survey	21
2.3.4	Data analysis and model building	21
2.4	RESULTS	22
2.4.1	Economic impact/benefits	22
2.4.2	Social impact	26
2.5	FINDINGS AND IMPLICATIONS	28
2.6	CONCLUSIONS	29

CHAPTER 3: LENGTH OF RESIDENCY AS AN INFLUENTIAL FACTOR IN THE SOCIAL IMPACT OF TOURISM

3.1	INTRODUCTION	31
3.2	LITERATURE REVIEW	33
3.3	METHOD OF RESEARCH	36
3.4	RESULTS	37
3.4.1	Social impact	38
3.4.2	Length of residency	40
3.4.2.1	Environment indicators	40
3.4.2.2	Social indicators	42
3.4.2.3	Economic indicators	43
3.5	FINDINGS	45
3.6	IMPLICATIONS	46
3.7	CONCLUSION	47

CHAPTER 4: CONCLUSIONS AND RECOMMENDATIONS

4.1	INTRODUCTION	49
4.2	CONCLUSIONS	50
4.2.1	Conclusions with regard to the literature review	50
4.2.1.1	Socio-economic impact	50
4.2.1.2	Length of residency as influential factor	52
4.2.2.	Conclusions with regard to the empirical study	53
4.2.2.1	Socio-economic impact surveys	53
4.2.2.2	Length of residency as influential factor survey	56
4.3	RECOMMENDATIONS	57
4.3.1.	Recommendations regarding the economic impact	57
4.3.2	Recommendations regarding the length of residency as an influential factor	58
4.3.3	Recommendations with regard to future research	59
Appendix a:		61
BIBLIOGRAPHY		62

LIST OF TABLES

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

Table 1.1:	International socio- and economic impact research	5
Table 1.2:	National socio- and economic impact research	5

CHAPTER 2: THE SOCIO-ECONOMIC BENEFITS OF WILDERNESS NATIONAL PARK

Table 2.1:	Tourism improvements to the quality of life of local residents	18
Table 2.2:	Summary of socio-economic impact research	19
Table 2.3:	Output multipliers	23
Table 2.4:	Income multipliers	23
Table 2.5:	Total impact of the Wilderness National Park on the local economy	24
Table 2.6:	Spending per visitor group according to input-output categories	24
Table 2.7:	Estimated total expenditure by visitors, 2008	25
Table 2.8:	Breakdown of businesses and employment in the study area	25
Table 2.9:	Employment and other ratios	26
Table 2.10:	Impacts of WNP	26
Table 2.11:	Role of the WNP in Wilderness	27

CHAPTER 3: LENGTH OF RESIDENCY AS AN INFLUENTIAL FACTOR IN THE SOCIAL IMPACT OF TOURISM

Table 3.1:	The effect of the WNP on personal quality of life	38
Table 3.2:	The effect of the WNP on the Wilderness community	38
Table 3.3:	Environment descriptive statistics: Length of residency	40
Table 3.4:	Effect sizes between length of residency and environment indicators	41
Table 3.5:	Social descriptive statistics: Length of residency	42
Table 3.6:	Social effect sizes between the numbers of years living in Wilderness	42
Table 3.7:	Economic descriptive statistics: Length of residency	43
Table 3.8:	Economic effect sizes between the number of years living in Wilderness	44

LIST OF FIGURES

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

Figure 1.1: Framework for socio-economic impact

4

LIST OF MAPS

CHAPTER 2: THE SOCIO-ECONOMIC BENEFITS OF WILDERNESS NATIONAL PARK

Map 2.1:	Regional context of Wilderness National Park	15
----------	--	----

CHAPTER 3: LENGTH OF RESIDENCY AS AN INFLUENTIAL FACTOR IN THE SOCIAL IMPACT OF TOURISM

Map 3.1:	Regional context of Wilderness National Park	31
----------	--	----

APPENDIX

CHAPTER 4: CONCLUSIONS AND RECOMMENDATION

Appendix. a: Social indicators that was experienced the strongest by the
different year groups

61

CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT

1.1 INTRODUCTION

Numerous national parks have been established world-wide to protect nature (Fortin & Gagnon, 1999:200). One such park is Wilderness National Park (hereafter referred to as WNP), situated in the heart of South Africa's famous Garden Route in the Western Cape Province. WNP forms part of South Africa National Parks (hereafter referred to as SANParks), which is the largest conservation authority in South Africa, and responsible for 3 751 113 hectares or 21 national parks of protected land (Phillips, 2005). WNP is located next to the town of Wilderness making it one of the most integrated urban national parks in South Africa, and probably one of the most integrated urban parks in the world (SANParks, 2006:48).

Due to the abundance of wildlife offerings in South Africa, tourists are 'flocking' to South Africa to gain an African experience (which includes its national parks) and to learn more about the country's natural treasures and culture (Motale, 2008:43). National parks have three core objectives: (1) to contribute to the economic welfare of an area; (2) to make a social contribution and (3) to help conserve the environment (Standish, Boting, Van Zyl, Leiman & Trupie, 2004:2). Since the social and economic support of local communities is being recognised more and more as a necessity for the success of conservation objectives, the quality of park/community relations has become a critical issue. Taking into account the social, economic and cultural context of neighbouring communities, park planning and management is increasingly considered as essential for the success of park conservation objectives (Fortin & Gagnon, 1999:200). Therefore, to determine the socio-economic impact/benefits of the WNP is a vital matter that cannot be ignored.

The remainder of the chapter is structured as follows: the problem statement will be analysed, followed by the primary and secondary research aims, the method of research, by definition of key concepts and finally, the chapter classification..

1.2 PROBLEM STATEMENT

As tourism has grown, the importance of sustainable tourism has become undeniable, and therefore the protection of the environment and achievement of successful tourism development cannot be separated (Weaver & Oppermann, 2000:356). For tourism to be truly beneficial to any community, it must be dedicated to improve not only the quality of life of the people who live and work adjacent to tourism products (national parks), but must also maintain and protect the quality of the environment on which both the host community and visitors depend, while simultaneously providing a high quality of experience for the visitor. The above can be achieved through sustainable tourism development (World Tourism Organization, 1993:11). The concept of sustainable tourism strives to harmonize and reconcile issues of intergenerational equity, and the goals of economic growth, environmental protection and social justice. It recognises the need for fairness between local individuals and groups, and between host and guests. If the concept of sustainable tourism is transformed into action, it is expected to contribute to the sustainability of the environment, social and cultural resources and overall socio-economic development (Akama & Kieti, 2007:735). Sustainable tourism consists of five main pillars: cultural, management, social, economic and environmental impacts of a tourism area (Weaver & Oppermann, 2000:355). According to Saarinen (2003:105), tourism impacts vary greatly depending on the place, time and nature of tourism activities. These tourism impacts consist of three pillars, the economic, the environmental and the social impacts (Motale, 2008:17). This study, however, will focus on the social and economic impacts/benefits of tourism.

Wolf (as quoted by Mathieson & Wall, 1982:133) declares that social impacts are 'people impacts'; they are about the effects on the members of host communities through their direct and indirect associations with tourists. Positive social impacts can include aspects such as: the improvement of quality of life, promotion of cultural exchange and an improvement in the appearance of the area to name but a few (Fredline, Deery & Jago, 2005:14; Nyaupane, Morais & Dowler, 2006:1379). Negative social impacts, on the other hand, can include aspects such as increases in crime, social inequality and in the prices of goods and services, to name but a few (Saayman, 2000:135-136). Thus, social impacts focus on the attitudes and perceptions of the community towards tourism and have a definite either positive or negative impact on the personal lives of the community, depending on how tourism product-planning is undertaken.

Economic impacts are estimated by the additional “new money” generated for the local economy due to tourism (Gelan, 2003:409). The impact of economic factors such as: the type of product, the number of people employed, the number of visitors, the size of the town or city and availability of industries, to name but a few, can lead to economic benefits (Page, 2007:394). Economic impact, however, normally refers to the economic benefit that the area derives from the attraction of additional sales, inter-industry transactions and employment benefits (Phillips, 1998:x). According to Eagles (2002:136), economic benefits arise when money spent reflects an increase in economic activity within the defined area that would not have occurred without a tourism product such as a national park. Page (2007:394), as well as Ritchie and Goeldner (1994:203-409), identified four economic benefits of tourism: (1) the generation of income, (2) new employment opportunities, (3) improvements to the structure and balance of economic activities within the locality, and (4) the encouragement of entrepreneurial activity.

These benefits can lead to an increase in salaries, create significant recreational and aesthetic value and make a contribution to the quality of life of people and communities neighbouring on national parks (Standish *et al.*, 2004:8). When the two impacts are combined, socio-economic impact describes the impact of economic factors on the social environment of the people living and working in the direct area of the tourist attraction. It is critical to involve the host community when determining the socio-economic impact of a tourism product, since they determine the success of a tourism destination (Coetzee, 2004:57). Saayman, Saayman and Ferreira (2008:109) indicated that there are five main aspects to consider when measuring the socio-economic impact. These aspects are: understanding the needs of the community, communication, management, improvement of quality of life, understanding the local economy and the sustainability of the area.

Saayman *et al.* (2008:109) also stated that a number of elements, family relationships, economic growth, individual behaviour, employment, collective lifestyles, inflation and economic development affect the analysis of tourism’s socio-economic impact. Socio-economics is thus the study of the relationship between economic activity and social life (Saayman & Van der Merwe, 2008:45). Therefore, a socio-economic impact study of a national park is a way to determine the importance of the lifestyles and values of people and can be used as a norm in an attempt to contribute to positive changes in a community (Glasson & Heaney, 1993:336; Ashford, 2005:3).

In order to determine the socio-economic impact/benefits of a national park, Saayman and Saayman (2006:622) developed a model analysing issues of importance. These issues are, firstly, the area must be specified, as must the main economic activities of the area. Secondly, the magnitude of visitor-spending and the distribution of the spending throughout the local economy should be determined. Thirdly, the social impact of the park on the community must be determined. Fourthly, a complete picture of spending activities should be obtained. Fifthly, the values of the income and sales multipliers should be determined.

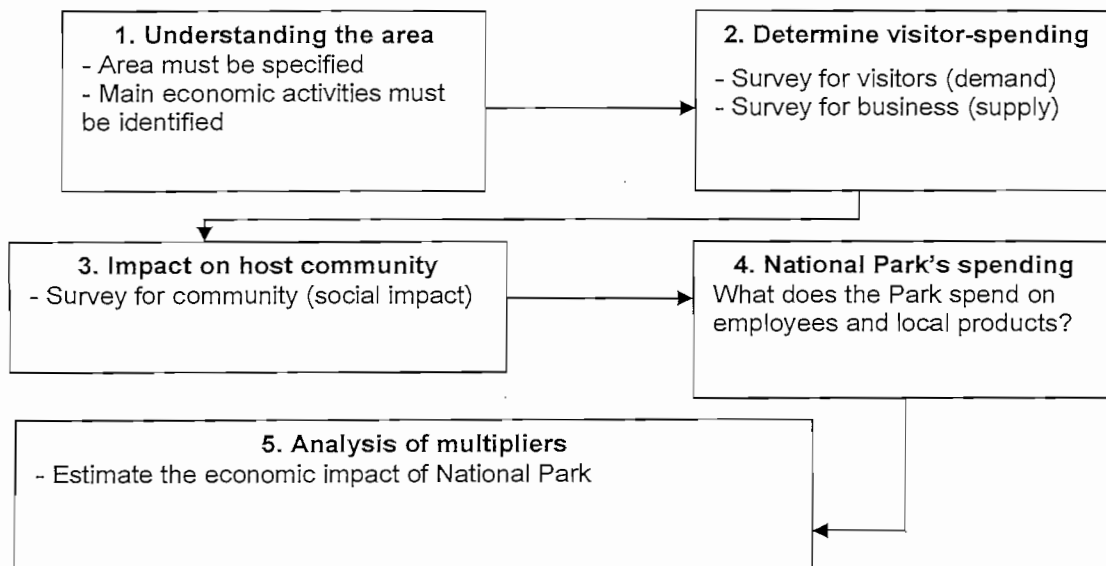


Figure 1.1: Framework for socio-economic impact (Source: Saayman & Saayman, 2006:16)

According to Phillips (1998:24), socio-economic impact studies are very important and useful in providing information to governments (in this case, SANParks) on projects that seek funding, subsidies, tax incentives or other forms of policy assistance. It also provides project proponents with additional information and analysis when negotiating with various levels of government with regard to development approvals or various forms of assistance. None of the above can be accomplished by governments or SANParks, without the availability of sound socio-economic impact research.

Table 1.1 and Table 1.2 illustrate previous studies conducted regarding socio-economic impacts in various tourism fields. In Table 1.1 are listed socio-economic impact studies conducted over a widespread international tourism spectrum, while Table 1.2 focuses on research conducted nationally.

Table 1.1: International socio- and economic impact research

Authors	Context
Acharya (2005)	Socio-economic impacts of tourism in Lumbini, Nepal: A Case Study
Akama and Kieti (2007)	Tourism and the socio-economic development in developing countries: A case study of Mombasa Resort in Kenya
Anielski and Braaten (2008)	The socio-economic impact of gambling (SEIG) framework
Fredline <i>et al.</i> (2005)	Social impacts of tourism on the communities of Coles Bay
Fortin and Gagnon (1999)	An assessment of social impacts of national parks on communities in Quebec, Canada
Goodwin (2002)	Local community involvement in tourism around National Parks: Opportunities and Constraints
Haynes (2001)	Socio-economic impact of the Sydney 2000 Olympic Games
Mbaiwa (2005)	Enclave tourism and its socio-economic impacts in the Okavango Delta, Botswana
Queensland government (2008)	The economic and social impacts of tourism in Far North Queensland planning region
Taylor, Gough, Warren and McClintock (1999)	The social and economic impacts of Kahurangi National Park including tourism and recreational use, park expenditure and employment, and an examination of park interactions with local communities
Walker and Hall (1996)	Physical and social impacts of tourism in Wimberley, Texas
West, Igoe and Brockington (1996)	Parks and peoples: The social impact of protected areas

Table 1.2: National socio- and economic impact research

Motthanke (2005)	The socio-economic impacts of Nature-based tourism: The case study of Bakgatla ba-ga Kgafela in the Pilanesberg National Park
Saayman and Saayman (2005)	Final report: Socio-economic impact of Addo National Park.
Saayman and Saayman (2006)	Creating a framework to determine the socio-economic impact of national parks in South Africa: a case study of the Addo Elephant National Park
Saayman <i>et al.</i> (2008)	The socio-economic impact of Karoo National Park
Standish <i>et al.</i> (2004)	The economic contribution of Table Mountain National Park
Turco, Swart, Bob and Moodley (2003)	Socio-economic impacts of sport tourism in the Durban Unicity, South Africa

While WNP is the most integrated urban national park in the South Africa, Table 1.1 and Table 1.2 indicate that, although socio-economic studies have been conducted internationally as well as, nationally, not a great deal of research has been done on the socio-economic impacts/benefits of urban parks. This emphasises the importance of the current study. Govender, Jury, Mthembu, Hatesse and Bulfoni (2005:37) indicated that, during the 1980's, South Africa built some of the world's most scientifically-managed, best-policed, most luxurious and least expensive conservation parks. However, there is still little known of the socio-economic contribution of these parks to their respective local economies. Therefore, the research question this study will attempt to address is; what is the socio-economic impact/benefits of an urban national park, in this case, WNP.

1.3 OBJECTIVE OF THE STUDY

The primary and secondary objectives of the study are as follows:

1.3.1 Primary objective

- To determine the socio-economic impact of the Wilderness National Park on the community of Wilderness.

1.3.2 Secondary objectives

The following secondary objectives were set:

- To determine the socio-economic benefits of the WNP.
- To determine the social impact of the WNP on the community of Wilderness.
- To determine the length of residency as an influential factor in the social impact of tourism.
- To draw conclusions and make recommendations with regard to the study.

1.4 METHOD OF RESEARCH

1.4.1 Literature study

Literature pertaining to the social-, economic- and socio-economic impacts was used to define certain concepts and to examine case studies. Various respectable and accredited sources were consulted to obtain the above mentioned information and include books, articles and Internet sources. Older sources were used for the discussion of theories. Online databases, such as Ebscohost Research Database - specifically the Academic Search Premier, Business Source Premier, and Hospitality and Tourism Index - Nexus Database System, Sabinet online, Science Direct and SAePublications were consulted to identify recent studies conducted in the field of socio-economic impact.

1.4.2 Empirical survey

The empirical analysis consisted of three surveys. Survey 1 focused on the businesses in-and-around Wilderness (radius: 30km), while survey 2 focused on tourists visiting Wilderness National Park and survey 3 focused on the community of the town of Wilderness. The research synthesised to two results: Chapter 2; a socio-economic impact study (where all three surveys were used), and Chapter 3; a social impact study (where only the community survey was used).

1.4.2.1 Survey one: Business survey (Chapter 2: socio-economic impact study)

1.4.2.1.1 Research design and method of compiling data

A structured questionnaire served as instrument to compile the data. The research was, therefore, descriptive in nature and quantitative. The survey was conducted between the 21st March 2008 and 24th March 2008.

The questionnaire was customised to suit the Wilderness National Park situation. Research boundaries were determined for the survey: a 3.5 km radius around the Wilderness National Park, which included the town of Wilderness. All businesses surveyed were located in Wilderness, due to its isolation from other towns.

1.4.2.1.2. Selection of the sampling frame

There were 44 businesses found in the area. Therefore, 44 questionnaires were distributed, of which twenty-two (22) of the returned questionnaires were usable (convenience sample).

1.4.2.1.3 Sampling method

Convenience sampling was used for the business survey. In a convenience sample, the sample members are chosen because of their being readily available. Thus, selection was done because of convenience (Tustin, Ligthelm, Martins & Van Wyk, 2005:346). Trained field workers were used to conduct the survey. Field workers went to each business to distribute the questionnaires to the owners/managers who were willing to complete a survey. The field workers collected the questionnaires afterwards.

1.4.2.1.4 Development of the questionnaire

The questionnaire was developed by the Institute of Tourism and Leisure Studies, Potchefstroom. The questionnaire used for the business survey was similar to the one used during surveys done to determine the socio-economic impact of the Addo Elephant National Park (Saayman & Saayman, 2006:16), and the socio-economic impact of the Karoo National Park (Saayman *et al.*, 2008). The main categories into which the business survey questions were divided were: (1) demographical information about the business itself, (2) the type of business, (3) the type of product, (4) the period of existence of the business, (5) the number of workers and their residence, (6) the number of tourists versus the locals visiting the business each year, (7) the percentage of the business turnover/stock/other services and operational cost ascribed to the WNP being in the vicinity, and (8) was the existence of the business dependant on the existence of the WNP?

1.4.2.1.5 Data analysis

Microsoft Excel was used to capture the data, while SPSS (Version 15) software was utilised to analyse the data (SPSS Inc. 2007). The statistical techniques used in the business - and tourist data included a Partial Multiplier Analysis (PMA), and the multipliers were derived from a process of iteration compiled from survey data - not from regional estimates based on national input-output tables - and descriptive analysis. The descriptive analyses aided in providing preliminary insight into the nature of the responses obtained, as reflected in the distribution of the values for each variable of interest. Data was presented in a transparent manner, with tables and graphs; and provided a summary of 'typical' responses, as well as the extent of variation in responses for a given variable (Tustin *et al.*, 2005:341). This was consistent with the previous research completed for the Addo Elephant National Park (Saayman & Saayman, 2005) and the Karoo National Park (Saayman *et al.*, 2008).

1.4.2.2 Survey two: Tourist survey (Chapter 2: socio-economic impact study)

1.4.2.2.1 Research design and method of compiling data

The research was descriptive in nature and a structured questionnaire (quantitative) served as the instrument to collect the data. The data accumulated covered the following aspects: demographic data; expenditure patterns; reasons for visiting the Park; consumer behaviour and level of service. A total of 85 questionnaires were received in the visitor survey during the period 21 March to 24 March 2008.

1.4.2.2.2 Selection of the sampling frame

Saayman, Fouché and Kruger (2008:26) have analysed research conducted in national parks in South Africa since 2001, and this research revealed that the profile of visitors to national parks has stayed consistent over a period of eight years. This is also true for Wilderness National Park, since the profile of visitors stayed constant. Since 2006, when research was conducted for the first time at WNP, an average of three nights was used to capture the data. This gave an average of 28 questionnaires per night. Therefore, the sample size was set at 84 questionnaires (28 x 3 nights = 84). Eighty-five questionnaires were received in the 2008 survey over a period of three nights.

1.4.2.2.3 Sampling method

An availability of the sample was drawn from the visitors to WNP for the period. Only tourists per definition were used in the sample, in other words: tourists that were staying overnight in the Park. Tourists to the WNP were grouped into two broad categories, day visitors and overnight tourists. Day visitors were excluded, as they would have distorted the data regarding spending. Fieldworkers were recruited to help with the sample. Six trained field workers went from chalet to chalet to hand out the questionnaires in the evenings at 19:00. The questionnaires were then collected an hour later. Records were kept of visitors that had completed the survey, and as new visitors checked in, they were included.

1.4.2.2.4 Development of the questionnaire

The questionnaire was developed by the Institute of Tourism and Leisure Studies, Potchefstroom. It was based on the questionnaire used during surveys completed to determine the socio-economic impact of the Addo Elephant National Park (Saayman & Saayman, 2006:16) and of the Karoo National Park (Saayman *et al.*, 2008). The questionnaire was customised to suit the Wilderness National Park situation. Research boundaries were determined for the survey as follows: only tourists visiting the Wilderness National Park and staying overnight.

1.4.2.2.5 Data analysis

To accumulate the tourist data, the statistical technique used was a Partial Multiplier Analysis (PMA) and the multipliers were derived from a process of iteration compiled from survey data - not from regional estimates based on national input-output tables - and descriptive analysis. The reasons for using this method to compile the data were lack of data and the size of the local economy. This is consistent with the previous research completed for the Addo Elephant National Park (Saayman & Saayman, 2005), and the Karoo National Park (Saayman *et al.*, 2008). Microsoft Excel was used to capture the data, and SPSS (Version 15) software was used to analyse the data (SPSS Inc. 2007). The descriptive analyses aided in providing preliminary insight into the nature of the responses obtained, as reflected in the distribution of the values for each variable of interest.

It helped to present the data in a transparent manner with tables and graphs; and so provided a summary of 'typical' responses as well as the extent of variation in responses for a given variable (Tustin *et al.*, 2005:341).

1.4.2.3 Survey three: Community survey (Chapters 2 and Chapter 3: socio-economic impact study)

1.4.2.3.1 Research design and method of compiling data

This survey was conducted between 21 March 2008 and 24 March 2008. The research was descriptive in nature and aimed at determining the community perceptions of WNP, and its effect on the local community of Wilderness. A structured questionnaire served as instrument to compile the data and variables (Trochim & Donney, 2007:5). Factor analyses were used to find latent variables among observed variables. Quantitative research was conducted in the community of Wilderness, which involved the compilation of data from large numbers of individuals. According to Saayman, Saayman and Slabbert (2006:63), the advantages of a quantitative approach are, firstly, that it is suitable for collecting demographical information, for example gender, income and age. Secondly, it is inexpensive to conduct and thirdly, it is relatively easy to analyse when using statistical programmes.

1.4.2.3.2 Selection of the sampling frame

There are approximately 2 500 structured households in Wilderness, covering all the neighbourhoods of Wilderness. Sixty (60) percent of households in Wilderness are holiday or second homes. This made the survey and sampling more difficult since most people were either on leave or at work. All households were therefore targeted and 101 ($n=101$) questionnaires were received back from the Wilderness community. The information obtained from these surveys was subsequently analysed to determine the social impact of the WNP.

1.4.2.3.3 Sampling method

A stratified sampling plan was followed to select 2 500 households in Wilderness. This sampling method separates the population into different subgroups (Tustin *et al.*, 2005:354). The population was therefore divided into four subgroups consisting of the four different neighbourhoods of Wilderness, Wilderness Garden Estate, Wilderness Heights, Wilderness East and Wilderness West. Each house was selected out of the various subgroups. If the selected household did not want to participate in the research, the neighbouring house was selected. Six trained fieldworkers were used in order to complete the questionnaire without influencing the responses. The field workers distributed the questionnaires in the evenings and collected them again later in the evenings.

1.4.2.3.4 Development of the questionnaire

The social impact measuring instrument (questionnaire) used, was developed by Fredline, Jago and Deery, (2003:29). It was designed using statements from previous event and tourism literature, with additional information derived from social impact literature. Slightly different versions of this questionnaire had been tested by the above mentioned authors at the Australian Formula One Grand Prix in 2002, the 2002 Melbourne Moomba Festival and Horsham Art Festival in 2002.

The questionnaire was used by Saayman, Saayman and Slabbert at the Aardklop National Arts Festival and at the Klein Karoo National Arts Festival in 2006 (Saayman & Saayman, 2006; Saayman *et al.*, 2006). Since this study focused on a permanently constructed tourism product, the questionnaire was adapted to focus on the needs of the study.

The main variables were measured using a scale. The scale included thirty-five impact statements. These statements referred to positive and negative social impacts of the Park, and respondents were asked to indicate their degree of agreement or disagreement on a seven-point Likert scale. Questions were used to measure the independent variables and demographic information as well. These variables included participation, community attachment and demographics (Fredline *et al.*, 2003:29). Since this questionnaire had been tested successfully in previous studies (see Fredline & Faulkner, 2000:105; Saayman *et al.*, 2006:4), it was considered that there was no need to employ an extensive pilot testing phase.

1.4.2.3.5 Data analysis

Microsoft Excel was used to capture the data. SPSS (Version 15) software was used to analyse the data (SPSS Inc. 2007). Effect sizes were calculated to explore the impact of length of stay on the social impact of the Park. The means and standard deviations for the identified variable on the social impact of tourism were analysed and effect sizes determined. Length of residency was divided into four groups, 0-3 years, 4-8 years, 9-18 years and 18+ years with equal distribution in all groups.

1.5 DEFINING THE CONCEPTS

1.5.1 Economic impact: The economic impact of an area is determined by an evaluation based on macro- and micro-economic measures, namely; employment, balance of payments, price stability and increasing national income (Standeven & De Knop, 1999:172). Tourism affects the economy of a country in terms of; job creation, foreign currency and development of infra- and supra structures and, therefore, it has economic value/benefits (Saayman, 2002:11).

1.5.2 Social impact: This involves the immediate changes in quality of life and adjustment to the industry in destination communities (Saayman, 2000:139). According to Page, Burt, Busby and Connell (2001:270), social impacts are related to changes in societal value systems, individual behaviour, lifestyles, modes of expression, social relationships and community structures. Whereas Cooper, Fletcher, Gilbert, Wanhill and Shephard (1998:169) stated that the social impact of tourism manifested through a significant range of aspects, from the fundamental behaviour of individuals and other collective groups, through to the arts and crafts. Keyser (2002:346) indicated that social impact refers to changes in the norm and values of society that are more perceptible in the short-term. Social impacts of tourism are also defined as the ways in which tourism contributes/benefits to changes in value systems, relationships within the family, individual behaviour, collective lifestyles, creative expressions, traditional ceremonies, various community organisations and moral conduct (Fox, 1977:27).

1.5.3 Socio-economic impact of tourism: This is the study of the relationship between economic activity and social life. Therefore, socio-economic impact describes the impact of economic factors on the social environment of the people living and working in the direct area of the tourist attraction. Factors that influence the magnitude of the socio-economic impact/benefits include the type of product, number of people employed, number of visitors, number of accommodation facilities, type of accommodation, length of stay, number of activities, location of product, size of the town or city and availability of industries (Saayman & Saayman, 2008a:35).

1.5.4 National parks: The definition of a national park as given by The American Heritage Dictionary (2004a) is "a tract of land declared public property with a view to its preservation purposes of recreation and culture. The goal of a national park is to return the area to be similar to its original state as closely as possible." The National Parks Act, Act no. 57 of 1976 (SANParks, 2007b) adds that "the area which constitutes the park shall, as far as may be and for the benefit and enjoyment of visitors, be retained in its natural state".

1.5.5 Urban park: An urban park, also known as a municipal park, is a park that is built in cities and other incorporated places to offer recreation and green space to residents of and visitors to the municipality. The design, operation and maintenance is usually done by government (in this case SANParks), typically on the city level, but may occasionally be contracted out to a private sector company (The American Heritage Dictionary, 2004b).

1.5.6 Wilderness National Park: The Wilderness National Park (hereafter referred to as WNP) is situated in close proximity of the town Wilderness (and is therefore an urban national park) in the Western Cape Province of South Africa. WNP forms part of the famous Garden Route, which is one of South Africa's most important tourism attractions (South African Game Lodges, 2004:1). The Park stretches from the Touw River mouth to the Swartvlei estuary and beyond, where it links with the Goukamma Nature Reserve, giving welcome protection to Five Lakes and to the Serpentine, which is the winding strip of water joining Island Lake to the Touw River at the Ebb-and-Flow Restcamp. This Park differs in several ways from other national parks as, for instance, it is unfenced, it has very few normal game species, it is a marine (fresh and salt water) reserve, it is one of the most integrated urban parks in South Africa and probably one of the most integrated urban parks in the world and it's borders are intertwined with residential areas and farmlands. WNP is a scenic park with wetlands, beaches and forests (SANParks, 2006:48).

1.6 PRELIMINARY CHAPTER CLASSIFICATION

The study consists of the following four chapters:

- Chapter 1** This chapter consists of the introduction, the literature review, the main goal, as well as the objectives of the study and the research methodology. This chapter will discuss all of the above, starting with the importance of this study and it will clarify relevant terms that will be used throughout the dissertation.
- Chapter 2 (Article 1)** This chapter focuses on the socio-economic impact/benefits of Wilderness National Park. An overview of the Park is given which focuses on the phenomena of socio-economics, what it involves, and describing the goal of socio-economic studies. Considering: factors that influence the magnitude of socio-economic impacts/benefits, a model analysing issues of importance when assessing the socio-economic impacts of parks, the importance of the community for the success of tourist destinations, usefulness of socio-economic impact studies, and a summary of socio-economic impacts research is given to state the importance of this study. The research involves three surveys, namely a business survey, a community survey and an overnight park tourist's survey.
- Chapter 3 (Article 2)** This chapter focuses on the length of residency as an influential factor in the social impact of tourism. The chapter discusses the phenomena of social impacts and what these entail, together with certain aspects that influence the degree of social impact, various authors' different opinions about how they signify social impacts, various researchers' findings regarding length of residency and how this aspect influences the residence perceptions and attitudes regarding tourism impacts. The research involves effect sizes to explore the impact of length of stay on the social impact of the Park.
- Chapter 4** This final chapter presents the main conclusions derived from the study and makes recommendations regarding the research.

CHAPTER 2

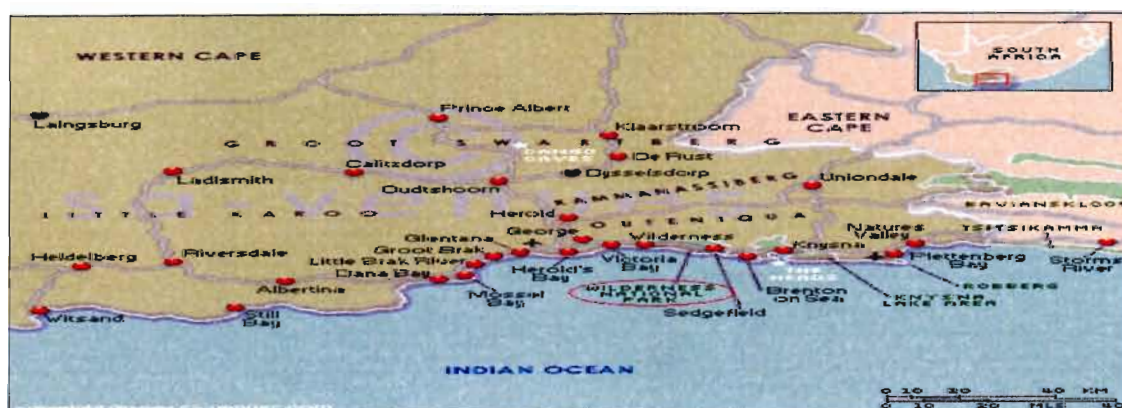
THE SOCIO-ECONOMIC BENEFITS OF WILDERNESS NATIONAL PARK

(This article has already been submitted to and accepted for the Journal of Policy Research in Tourism, Leisure and Events 1(3):247-264).

2.1 INTRODUCTION

There is considerable interest among international as well as local tourists to visit national parks, since wildlife has become a major draw-card for tourists worldwide (Goodwin, 2002:339). It is also true that protected-area based tourism is a large and growing part of the economy of many countries (Green & Paine, 1997:7; Goodwin 2002:340; Higginbottom, 2004:1-5). Saayman (2000:126) reports that tourism is one of the few industries where conservation may actually contribute towards economic development and that national parks are seen as a tourism product that has the capacity to contribute to job creation because conservation is labour intensive, it has the ability to generate significant employment and it can contribute to poverty alleviation. This leads to an increase in salaries, creates significant recreational and aesthetic value and contributes to the quality of life of people and communities neighbouring national parks (Standish *et al.*, 2004:8).

Currently, SANParks forms 3% of the total agricultural land in South Africa (Phillips, 2005). Wilderness National Park situated in the Western Cape Province (Map 2.1) in the town of Wilderness, is one of these 21 national parks. This Park was proclaimed in 1983 as South Africa's first national lake area (South African Game Lodges, 2004:1). This province is a major tourism destination in South Africa and draws 53% of the overseas market to South Africa (Standish *et al.*, 2004:28).



Map 2.1: Regional context of Wilderness National Park (ANON, 2008:1)

The Park consists of 10 600 hectares that stretch from the Touw River mouth to the Swartvlei estuary and beyond, where it links with the Goukamma Nature Reserve (SANParks, 2008) making it one of South Africa's most integrated urban parks with its borders intertwined with residential and farmlands. Apart from being an urban national park, it is also a marine national park bordering the Indian Ocean at Wilderness (SANParks, 2006:48).

While the main emphasis of national parks has traditionally been on conservation, there has been a shift towards the economic sustainability and the upliftment of local communities (Myburgh & Saayman, 2002:259; Phillips, 2008). Saayman and Saayman (2004:638) expressed concern about economic leakages, both in the form of imported goods and imported skills, which will reduce the benefits for the local community. It is therefore important to focus on the community, their involvement and their interests to ensure sustainable tourism. As indicated previously in Chapter 1, South Africa has some of the world's most scientifically managed, best policed, most luxurious and least expensive conservation parks; yet little is known of the socio-economic contribution of these parks to their respective local economies (Govender *et al.*, 2005:37). In an attempt to address this problem, the aim of this article is to determine the socio-economic benefits of the Wilderness National Park in South Africa. The remainder of the chapter is structured as follows: the literature will be analysed, followed by, the method of research, results, findings and implications and, finally, the conclusions

2.2 LITERATURE REVIEW

Acharya (2005:5) indicates that tourism is a product of three main elements: the destination, the hosts and the tourists. Socio-economics involves the study of the relationship between *economic activity* and *social life*. The goal of a socio-economic impact study is generally to bring about socio-economic development, usually in terms of improvements in measures such as GDP, life expectancy, literacy, levels of employment, quality of life and income, to name but a few (Page, 2007:394). Factors that influence the magnitude of the socio-economic impacts/benefits are the type of product, the number of people employed, the number of visitors, the number of accommodation facilities, the type of accommodation, the length of stay, the number of activities, the location of product, the size of the town or city and availability of industries (Saayman & Saayman, 2008a:35). A socio-economic impact study of a national park therefore goes beyond assessing income generated by the park, and involves the contribution of the park to the quality of life of the community (Saayman & Saayman, 2006:3).

According to Bowman and Eagles (2004), economic benefits arise when monies spent reflect an increase in economic activity within the defined area that would not have occurred without the park. Page (2007:394) and Ritchie and Goeldner (1994:203:409) identified four economic benefits of tourism which are the generation of income for the local community; the creation of new employment opportunities; improvements to the structure and balance of economic activities within the locality; and the encouragement of entrepreneurial activity. According to Page (2007); Dwyer, Farsyth and Spurr (2005) and Mathieson and Wall (1982) the magnitude of the economic impact of tourism depends on the following:

- The total number of tourists who visit an area/national park;
- The duration of stay;
- The average spending of tourists in that area/national park; and
- The circulation (multiplier) of tourism expenditure through the area

Phillips (1998:24) indicated that socio-economic impact studies are very important and can be used for various purposes. Eagles and McCool (2002:16-22) indicate that it is important to recognise that it is human action that leads to the socio-economic impacts and creation of parks, and it is ongoing human activity that protects/benefits the ecological and cultural values of parks. According to Saarinen (2003:105), the impacts of tourism vary greatly, depending on the place, time and nature of tourism activities. To estimate economic impacts/benefits, the additional “new money” generated for the local economy due to tourism is normally considered (Gelan, 2003:409). Saayman and Saayman (2006:622) developed a model (as indicated in Chapter 1 on page 17) analysing issues of importance when assessing the socio-economic impacts of parks.

In the tourism industry, tourists visiting a province or region usually create this “new money”. From a regional perspective, both foreign and domestic tourists visiting the region represent “new money”, while day excursions to the region are excluded. Generally, the regional economics of tourism consist of direct, indirect and derivative effects brought to bear on incomes, employment, earnings and taxation revenues. Tourists spend money on services and thereby generate direct income and employment effects, while the companies benefiting from this direct income in turn purchase services and goods from other companies, giving rise to indirect income and employment effects in other parts of the economic structure. The resulting transaction chains may vary greatly in length, depending on the structure of the region and its business network, and may continue still further in the form of personal purchases made by those gaining employment directly; and in the form of social impacts or indirect results from the tourist industry, constituting derivative or induced effects. The host community plays an important role

in the tourism industry and is one of the most important role players in determining the success of tourism (Akama & Kieti, 2007; Fredline & Faulkner, 2002; Fredline *et al.*, 2003). According to Ratz (2000:3), tourism developments vary from significant improvement and increase, to significant deterioration and decrease, and the host communities perceive the impacts of tourism in a different way than do the tourists. Tourists mainly focus on changes that affect their holiday experience, whereas the host community's perceptions involve all areas of their own quality of life. Ratz (2000:3) argues that understanding residents' perceptions may help local decision-making, improvement on important and negative aspects and can create support for tourism development by promoting positive and important variables. If the broader community is involved, fewer problems and greater community acceptance is ensured than if only the business community or others outside the community are involved (Dimmock & Tiyce, 2001:370). Table 2.1 below gives a summary of aspects that could assist in improving the quality of life of communities.

Table 2.1: Tourism improvements to the quality of life of local residents

Economic benefits	Community cohesiveness	Social incentives
Increased employment opportunities Increased standard of living Encourages locals to develop new facilities Provides more recreational opportunities Promotes organisations and businesses Improve infrastructure	Generates revenues for civic projects Enhances community image Builds community pride Helps preserve the local culture Helps create cohesion in the community	Offers family-based recreation activities Enhances community image to outsiders Helps foster relationship between residents and visitors Educational – make people aware Better education Better health conditions Higher incomes Learn new languages Provides educational benefits to residents Sanitation Alternative energy infrastructure Improving women's social status

Source: Nyaupane et al. (2006:1379) and Gursoy, Kim and Uysal (2004:175)

As indicated in Chapter 1, Phillips (1998:24) stresses the importance and usefulness of socio-economic impact studies in providing information to governments, in this case SANParks, on projects that seek funding, subsidies, tax incentives or other forms of policy assistance. It also provides project proponents with additional information and analysis when negotiating with various levels of government with regard to development approvals or various forms of assistance. Furthermore, it gives a clear picture of community perceptions of the importance of a natural park to the country and of how this affects their quality of life.

Table 2.2: Summary of socio-economic impact research

Authors	Context
Standish <i>et al.</i> (2004)	The economic contribution of Table Mountain National Park.
Taylor <i>et al.</i> (1999)	The social and economic impacts of Kahurangi National Park including tourism and recreational use, park expenditure and employment, and an examination of park interactions with local communities.
Goodwin (2002)	Local community involvement in tourism around National Parks. Opportunities and constraints.
Akama and Kieti (2007)	Tourism and the socio-economic development in developing countries: A case study of Mombasa Resort in Kenya.
Saayman and Saayman (2006)	Creating a framework to determine the socio-economic impact of national parks in South Africa: a case study of the Addo Elephant National Park.
Acharya (2005)	Socio-economic impacts of tourism in Lumbini, Nepal: A Case Study.
Anielski, and Braaten (2008)	The socio-economic impact of gambling (SEIG) framework.
Haynes (2001)	Socio-economic impact of the Sydney 2000 Olympic Games.
Mbaiwa (2005)	Enclave tourism and its socio-economic impacts in the Okavango Delta, Botswana.
Turco <i>et al.</i> (2003)	Socio-economic impacts of sport tourism in the Durban Unicity, South Africa.
Kweka, Morrissey and Blake (2000)	Is tourism a key sector in Tanzania? Input-Output analysis of income, output, employment and tax revenue.
Motlhanke (2005)	The socio-economic impacts of Nature-based tourism: The case study of Bakgatla ba-ga Kgafela in the Pilanesberg National Park.
Saayman <i>et al.</i> (2008)	The socio-economic impact of Karoo National Park.
Saayman and Saayman (2008b)	Socio-economic impact of Tsitsikamma National Park

Table 2.2 indicates that there has not been a great deal of research on the socio-economic impacts of parks, especially those of South Africa, and even less concerning urban national parks. The problem that arises, therefore, is what are the socio-economic impacts (benefits) of an urban national park; in this case, the Wilderness National Park? .

2.3 METHOD OF RESEARCH

Three surveys were conducted to achieve the goal of this research, an overnight visitor survey in the Park, a business survey and a community survey in the town of Wilderness. This research employs Partial Multiplier Analysis (PMA), in which the multipliers were derived from a process of iteration compiled from survey data and not from regional estimates based on national input-output tables. This was done because of the lack of data and the small size of the local economy.

This is in line with the previous research completed for the Addo Elephant National Park (Saayman & Saayman, 2005), the Karoo National Park (Saayman *et al.*, 2008) and for the Exmoor National Park in the UK by Vaughan, Farr and Slee (2000). Thirdly, a descriptive analysis was used to

determine community perceptions of WNP and to determine the effects (benefits) it has on the local community of Wilderness.

2.3.1 Survey one: The business survey

All businesses located in the study area were surveyed. This survey included businesses in the Park and all the businesses located in the town of Wilderness (refer to Map 3.1). The questionnaire had been used previously by Saayman and Saayman (2005:16) to determine the socio-economic impact of Addo Elephant National Park. Research boundaries of the research area had to be determined because of the location of the Park, close to bigger towns like George, which could distort the data. It must be kept in mind that this is an urban national park, and therefore the boundaries were set at a 3,5km radius, thus covering all the neighbourhoods of Wilderness, namely Wilderness Garden Estate, Wilderness Heights, Wilderness West and Wilderness East. Convenient sampling was used for the business survey. In a convenient sample, the sample members are chosen because they are readily available. Thus, selection took place because of the willingness and availability of the respondents (Tustin *et al.*, 2005:346). Forty-four questionnaires were distributed to all enterprises that could be identified as a business and all surveys were conducted between 21 March to 24 March 2008. Six trained fieldworkers were used to conduct the surveys. The fieldworkers went from business to business to hand out the questionnaires to those owners or managers who were willing to participate in the survey and then went from business to business again to collect the data afterwards. A total of 22 (n=22) completed questionnaires were received.

2.3.2 Survey two: The tourist survey

Tourist to the WNP can be grouped into two broad categories, day visitors and overnight tourists. Only tourists per definition were used in the sample, in other words, tourist who stayed overnight in the Park. Day visitors were excluded as they would have distorted the data regarding spending. The WNP offers both camping facilities and chalets, and the aim of the visitor survey was to record tourist expenditure data and the key characteristics of the tourists. A structured questionnaire served as the instrument to collect the data and contained both descriptive and causal questions. The questionnaire covered the following aspects: demographic data; expenditure patterns; reasons for visiting the Park; consumer behaviour; and level of service. Based on random sampling, 85 (n=85) respondents formed part of the March 2008 survey. The questionnaires were distributed among tourists staying in chalets as well as those staying in campsites.

Saayman *et al.* (2008:26) did an analysis of research conducted in national parks in South Africa, indicating that all surveys conducted since 2001 at national parks in South Africa revealed that the profile of visitors to national parks stayed consistent. The profile of visitors to WNP is also consistent with this previous research. Therefore, the sample can be seen as representative of the total population. Limited accommodation units, unwillingness of visitors to complete the questionnaire, the limited length of survey and budget implications made it difficult to administer more questionnaires.

2.3.3 Survey three: The community survey

The community survey was conducted by means of a questionnaire based on the social impact measuring instrument developed by Fredline *et al.* (2003:29). It was designed using statements from earlier event and tourism literature as well as additional information from social impact literature. The questionnaire was adapted for the needs of the study. From a sampling point of view, there are approximately 2500 households in the town of Wilderness within the geographical boundaries of the study. The survey confirmed that approximately 60% of households in Wilderness are holiday or second homes. This made the survey and sampling more difficult, since many people were either on leave or at work. All households were therefore targeted and 101 (n=101) useful questionnaires were obtained. Fieldworkers went from house to house to hand out the questionnaires and collected them later in the evening. The information obtained from these surveys was subsequently analysed to determine the social impact of the WNP.

2.3.4 Data analysis and model building

Multipliers indicate the magnitude of economic benefits in terms of sales, income and employment generated by the initial spending in the economy due to tourism activity. They capture the effect of this spending as it works its way through the economy through inter-industry transactions (the indirect effect) and through employee consumption expenditure (the induced effect) (Frechtling & Horvath, 1999). According to Vaughan *et al.* (2000), a proportional multiplier analysis consists of four stages, namely:

1. Determining the direct spending that takes place as tourists visit the local area;
2. Estimating the direct impacts, which are the direct income and jobs that result from the initial spending;
3. Estimating the indirect impacts, which are the income and jobs generated by the businesses where tourists buy and that buy products and services locally; and
4. Estimating the induced impacts, which are all the income and jobs that result from locals' spending their income in the local economy.

A process of iteration was used to determine the multipliers – this involves tracking the spending as its flows through the economy. The disadvantage of this process is that it is quite time-consuming. Yet it was selected since the Wilderness economy is so small, and few purchases are made within the local economy (most stock and services are bought in the larger neighbouring town of George). The Wilderness economy is very focused on tourism, and since it falls within the municipality of George, the economy is simplified to a 4-sector economy. These four sectors are (i) accommodation, (ii) restaurants and food, (iii) tourism services and (iv) retail.

These categories also reflect the main spending items of tourists to the national park. Since the results are based on survey data and not on in-depth industry data, a number of simplifying assumptions were made:

- Since businesses are reluctant to reveal sensitive information on income and profit, some profit assumptions had to be made. The profit was calculated as a mark-up over stock and range from 33, 3% (retail, food and restaurants) to 50% (accommodation and tourism services).
- To trace the purchases of businesses, each business was requested to list its main suppliers of stock, services and other operational expenses. A further breakdown of the percentage of stock (for example) bought from a certain supplier was also given by the respondents, making it easier to track the spending.
- Since consumption data for Wilderness is not available, the 2002 national input-output table consumption percentages were used to determine the income multipliers. Care was taken to include the coefficients of the industries that are pertinent to Wilderness.

2.4. RESULTS

The results are discussed in two sections. Section 1 contains the results of the economic impact/benefits study and Section 2 contains the results of the social impact/benefits study.

2.4.1 Economic impact/benefits

As suggested by Vaughan *et al.* (2000), two methods can be employed to determine the impact/benefits on the local economy, namely *iteration* and *matrix inversion*. This project applied iteration since the local economy of Wilderness is very small and has no municipal, manufacturing or wholesale sectors. In terms of output, one additional tourist group (change in demand) in each category creates the following additional output (see Table 2.3). The total impact of the Wilderness National Park on the local economy is an effect of the total spending by visitors (see Table 2.5). It is evident that spending directly translates into income for a business, and as this business expands its production, the incomes of other businesses also expand, which has an impact on the local

economy of WNP and the area. 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). The process captures the direct and indirect effects/benefits of income for businesses. It is important to note that 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 there after also to pay labourers and (hopefully) profits. What is sought is how this translates into income for consumers (households) in the Wilderness area. The results of the analysis are indicated in Table 2.5.

Table 2.3: Output multipliers

CATEGORY	CHANGE IN DEMAND	CHANGE IN OUTPUT	MULTIPLIER
Chalet	R2647,10	R3014,77	1,139
Camp	R2287,59	R2614,47	1,143

The results of the analysis of how the above translates into income for consumers (households) in the Wilderness area are indicated in Table 2.5, where the income multiplier generated by the iteration process includes the indirect, as well as induced, income generated due to the visitor spending. The multiplier for people staying in chalets during their stay at WNP is also in line with, although slightly higher than, that for campers. This should, however, be expected since campers spend less on accommodation (which is a labour-intensive activity) than people in chalets do, and more on retail items and food, which are more capital-intensive and require more stock purchases.

Table 2.4: Income multipliers

CATEGORY	CHANGE IN DEMAND	CHANGE IN INCOME	MULTIPLIER
Chalet	R2647,10	R808,25	0,31
Camp	R2287,59	R683,82	0,30

While these estimates reflect the spending by visitors, the spending of the Park in its operations has not yet been reflected. If a similar process is repeated for Park expenditure, the output multiplier for Park expenditure is 1085, while the income multiplier is 0,26. These income effects now exclude the income paid to its employees by the Park. 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 Park on the local economy is indicated in Table 2.5.

Table 2.5: Total impact of the Wilderness National Park on the local economy

CATEGORY	TOTAL SPENDING	OUTPUT EFFECT	INCOME EFFECT
Chalet	R5 725 677,30	R6 521 546,45	R1 774 959,96
Camp	R2 351 642,52	R2 687 927,40	R705 492,76
Park	R12 333 192,00	R12 974 517,98	R10 359 881,28
Total	R20 410511,82	R22 183 991,83	R12 840 334,00

Spending is grouped in the selected sectors used in the iteration process. Indicated in Table 2.6, the visitor survey was again consulted to determine tourist spending. According to the survey, campers spend on average R2287, 59 while staying at the WNP. This amounts to R476, 58 per group per day. Spending of chalet tourists results in an average spending of R756, 31 per night per group, which amounts to R476, 58 per group per day.

Table 2.6: Spending per visitor group according to input-output categories

SPENDING CATEGORY	VISITORS CAMPING	%	VISITORS IN CHALETs	%
Accommodation	R919,53	40,2%	R1464,35	55,3%
Curios	R1,23	0,05%	R0,00	0,00%
Food and Restaurants	R942,45	41,2%	R790,00	29,8%
Tourism services	R181,04	7,9%	R296,25	11,2%
Retail	R189,57	8,3%	R44,00	1,7%
Transport	R53,77	2,4%	R52,50	2,0%
Total	R2 287,59	100%	R2 647,10	100%

By using the Proportional Multiplier Analysis (PMA) the number of campers are divided by the average group size for campers (3,55) and the average length of stay (4,8 nights) to estimate the camper groups; and the same method was used to estimate the chalet groups. The number of camping groups that visited WNP during 2008 was 1028, while 2163 groups stayed in the chalets during the same period. It is evident from the percentages spent by each category that the spending patterns of campers differ from those of visitors in chalets. Yet, for both campers and chalet visitors, spending on accommodation and food and restaurants amounts to approximately 80% of total spending, with very little spending on curios. It should be noted that transport to the Park is excluded from the analysis, since it cannot be certain where their cars were fuelled or to which company transport costs accrue. Table 2.7 indicates the magnitude of visitor spending, calculated by making use of the above estimates and the average spending per visitor group as indicated. According to results, visitor spending is estimated at approximately R8, 1 million.

Table 2.7: Estimated total expenditure by visitors, 2008

CATEGORY	NUMBER OF GROUPS	AVERAGE SPENDING PER GROUP	TOTAL SPENDING
Chalets	2 163	R2 647,10	R5 725 677
Camping	1 028	R2 287,59	R2 351 642
Total	3 191	R4 934,69	R8 077 319

Approximately 90% of respondents indicated that they spend money outside the Park in the Wilderness area as well. Under the most prominent businesses visited by the respondents are petrol stations and supermarkets (retail/food), restaurants, curio shops and other retailers (pharmacies).

According to SANParks (2007a), the spending of the Park, excluding depreciation, amounted to approximately R12, 3 million. A rough breakdown of these costs reveals that the biggest spending item is personnel (60, 6%), followed by operational costs (27, 8%) and maintenance (11, 4%). To allocate these cost items to the various sectors in the model, some assumptions are made, including that 90% of operational expenses do not occur in the Wilderness National Park Area, and the remainder is bought from retailers; while only 50% of maintenance cost accrues to the local economy and is equally divided among retail and other service providers (such as electrical services). No finance costs accrue to the local area since the banks are located in George.

Table 2.8 presents a breakdown of the businesses in the area, as well as an indication of the employment levels and the number of permanent versus part-time personnel. Table 2.8 makes it clear that accommodation establishments are the most prominent businesses in the area, which makes sense, because it is a favourite holiday destination in South Africa, as indicated earlier. The accommodation sector employed approximately 137 people, while tourism services in the food and restaurant industry employed 68 and 52 people respectively (Table 2.9).

Table 2.8: Breakdown of businesses and employment in the study area

TYPE	NUMBER	AVERAGE NUMBER OF EMPLOYEES	PERMANENT	PART-TIME
Accommodation units	14	9,75	6,5	3,25
Food and Restaurant	4	13,0	10,75	2,25
Tourism services	3	22,7	3,0	19,7
Retailers	1	20,0	10,0	10,0

The aggregate results illustrated the turnover (income after tax) divided among the various business, where 31% of the turnover is allocated to wages and profit (31%), followed by 26% that goes to the purchasing of stock and 17% to operational cost. The results indicate that 63% of the

stock is bought outside the area – this reveals a leakage in the economy and, if the economy is to grow, this is an aspect that needs attention. Services used by businesses are mainly from outside the town (61%), which are not sourced within Wilderness and which are not conducive to the local economy, with only 39% of the businesses making use of services.

Table 2.9: Employment and other ratios

TYPE	NUMBER	TOTAL EMPLOYMENT	% TURNOVER DUE TO PARK	TOURIS T : LOCAL RATIO
Accommodation units	14	137	62,1%	84 : 16
Retailers	1	20	-	50 : 50
Food and restaurants	4	52	7,5%	40 : 60
Tourism services	3	68	33,3%	57 : 43

Fifty-eight (58) percent of the operational costs are spent outside Wilderness, while 42% is spent locally. If these leakages regarding stock, services and operational costs are calculated, the total leakages percentage is well above 50%, a situation that needs urgent attention. Only 24% of businesses indicated that the WNP is the main reason why they became operational. These businesses are all accommodation units and tourist services; in other words, very tourist-specific industries. Wilderness is not only a tourist destination owing to the existence of the Park, but because of other reasons, such as the beaches and scenery in the area. This is possibly why 76% of the respondents indicated that they would have started their business even if the WNP did not exist.

2.4.2 Social impact

Table 2.10 shows that the community perceives the Park to have a very positive impact on them as well as on their quality of life.

Table 2.10: Impacts of WNP

IMPACTS OF WNP	
Effects on: quality of life the Wilderness community	Very positive (59%) Very positive (71%)

Results in Table 2.11 indicate the role of the WNP in the lives of residents of Wilderness. Table 2.11 illustrates that respondents strongly agreed with most of the statements on a positive social impact by the WNP. Therefore, it can be argued that this Park plays an important role in the local community. In addition, aspects with regard to conservation, community pride, increased tourist

numbers and an increase in people moving to Wilderness permanently are seen as a contribution that the Park has made. The latter is supported by the fact that a nearby national park positively influences property prices. It is also clear that the Park has not contributed significantly in terms of crime prevention, in the participation level of community activities, in reducing excessive drinking or drug use and the over-usage of natural resources. The latter might be an indication of a lack of participation of the Park in the community and vice versa. Park management might not even be aware that the Park has a role to play in the aspects listed above, whilst the community clearly feels that the Park should somehow be involved.

Table 2.11: Role of the WNP in Wilderness

Because of the WNP....	Totally disagree	Disagree	Agree	Total ly agree
the appearance of the area has improved	7%	13%	59%	21%
natural resources of the area are conserved	1%	11%	66%	22%
employment opportunities in Wilderness have increased	4%	29%	62%	11%
the range of things to do in Wilderness has increased	3%	27%	59%	11%
the number of people in the area has increased	2%	22%	58%	18%
rowdy and delinquent behaviour has increased	10%	48%	27%	15%
property values in the area have increased	-	28%	49%	23%
crime has increased	10%	54%	31%	5%
participation in community activities has increased	5%	57%	36%	2%
opportunities to relax have increased	4%	24%	60%	12%
the pride that Wilderness residents have in their town has improved	3%	19%	66%	12%
damage to the environment has decreased	13%	30%	44%	13%
opportunities to meet new people have increased	1%	32%	59%	8%
opportunities for local business have increased	2%	25%	60%	13%
the number of tourists visiting Wilderness has increased	2%	20%	61%	17%
excessive drinking and/or drug use has increased	6%	46%	34%	14%
the number of people moving to Wilderness permanently or buying holiday homes here has increased	2%	21%	60%	17%
interactions between locals and tourists have improved	7%	38%	53%	2%
social and moral values have improved	10%	58%	31%	1%
the natural resources of the area are being over-used	7%	45%	35%	13%
property prices have increased	2%	22%	51%	25%
more investors are focusing on development in Wilderness	1%	33%	51%	15%
the natural environment has been sustained since the establishment of the Park	3%	21%	56%	20%
the turnover for local businesses increases	-	13%	61%	26%

2.5. FINDINGS AND IMPLICATIONS

Based on the results of the research conducted at the WNP, the businesses and the community of the town of Wilderness, the following findings and implications were identified:

Firstly, from the results it is clear that the Park has a positive economic and social impact in the Wilderness community. The results also confirm a greater social than an economic impact. Hence, the Park is achieving different levels of success in terms of its main objective, namely conservation, economic and social upliftment, as explained earlier in this article.

Secondly, the economic impact of the Park is significantly influenced by five aspects, the scale of park operations, the short duration of stay of tourists, the size of the local economy, the community itself (affluent, with a number of holiday homes) and the small number of businesses in the area, which causes a large economic leakage. The scale of operations in the Park is influenced by the limited number of chalets available as well as the absence of a shop, a restaurant and a variety of activities on which tourists could spend money. Therefore, from a policy point of view, national parks will have to invest in more tourism infrastructure in order to create a greater socio-economic impact.

Thirdly, the social impact of the Park can be divided into two broad categories, its impact on the *quality of life* in general and its *conservation value*. *Quality of life* includes aspects/benefits such as the WNP promoting good values, enhancing community pride and image, contributing to increased employment opportunities in Wilderness, contributing to improved social and moral values and creating more opportunities to relax. The *conservation value* of the Park is influenced by the fact that it is an integrated urban park and, when compared to other studies conducted at national parks (Addo Elephant National Park and Karoo National Park), this Park had the highest social impact. Aspects/benefits driving the conservation value include the improvement of the area; that the Park leads to an increased awareness of nature and wildlife; that it preserves local cultural and nature; because the appearance of the area has improved; and because the Park provides the community with an opportunity to visit natural areas. The Park has a greater social impact because it is situated in an affluent community, as this community has high expectations of the conservation of the area. Studies at other national parks (Tsitsikamma and Karoo) situated in communities with a higher level of poverty have reported a much lower conservation value (Saayman *et al.*, 2008; Saayman & Saayman, 2008b). The community also indicated that the Park impacts positively on the water quality and that it limits pollution in general. This enhances the natural beauty and

attracts more bird species and smaller animal species to the area. Similar aspects of social impacts are confirmed by researchers such as Nyaupane *et al.* (2006:1379) and Gursoy *et al.* (2004:175), who indicated that tourism tends to contribute towards an improved standard of living, increased employment opportunities, an enhanced community image and pride, and the preservation of local cultural and nature. These notions are also supported by Taylor *et al.* (1999), who conducted research on the socio-economic impact of Kahurangi National Park.

Fourthly, this is an urban park and the results show that people move to Wilderness to stay there permanently, and that the Park has a positive impact/benefit on property prices. A significant increase in property prices has also been found in most other places surrounding national parks (Saayman & Saayman, 2008a). In order to maintain this positive impact, however, the Park has to continue to fulfil its conservation mandate.

Lastly, that WNP is part of a tourism region where seaside resorts are the main draw-cards, with a high number of second or holiday homes. Hence, the Park is not a tourist destination as such, in contrast to parks like Addo Elephant National Park. Research at the latter indicated that Addo Elephant National Park has developed into a destination that offers proper tourist infrastructure and a wide variety of species and activities (Saayman & Saayman, 2005). An urban park such as WNP would most probably not be able to become a self-sustained tourist destination as it is surrounded by holiday homes, thus limiting its further development potential. It therefore would not be able to expand like other national parks, and this affects its potential to be of greater economic value, when compared to the other national parks.

2.6. CONCLUSIONS

The aim of this article was to determine the socio-economic benefits of WNP. This was done by firstly estimating the economic impact/benefits of the WNP on the local economy of Wilderness. Secondly, the impacts of tourism business development in the town of Wilderness and the way these businesses benefit the community were determined. Thirdly, it was established how the community experienced the Park. This is the first research of this nature to be conducted in an urban national park in South Africa, and the study revealed interesting results.

The results indicated that the total impact of the WNP on the local economy is an effect of the total spending by visitors. 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, which has

an impact/benefit on the local economy of the WNP and the area. The total impact of the WNP on the local economy was R12, 8 million, which is not that significant. The results further estimated visitor spending to be approximately R8, 1 million. To increase the economic impact/benefits of the Park, management must increase both the length of stay and the number of tourists at the Park by developing better tourism infrastructure, such as more accommodation units and a restaurant/shop, and the provision of more water-based activities, particularly as the Park is located near the coast. However, the results also indicated that this Park would probably always have more conservation and social value than economic value.

The leakage factor is high, because the Park as well as the local businesses, make most of their supply purchases outside the research area, in neighbouring towns such as George and Knysna. Businesses in the research area were not primarily dependent on the Park, because there are a variety of other tourism attractions (products) in the area that attract tourists to the town of Wilderness. More research of this type is required, since the results indicated that the factors influencing the magnitude of the socio-economic impact/benefits differ from one national park to the next. Aspects that significantly influenced the results are as follows: the affluent community, the conservation value of the Park, the limited number of accommodation units, a limited range of activities, limited businesses in the area, the type of park and what it offers (game, birds, water and natural beauty), the fact that it is an urban national park, the high leakage, the short length of stay of tourists, and the integration of the Park with urban development. In order to improve further the social impact, it is of paramount importance for Park management to interact more actively with the community. There is a need for SANParks to revise its policy regarding community involvement. This could, perhaps, be in the form of training workshops for life skills and conservation-related management. The results clearly show that the community expects more from the Park than the Park currently offers.

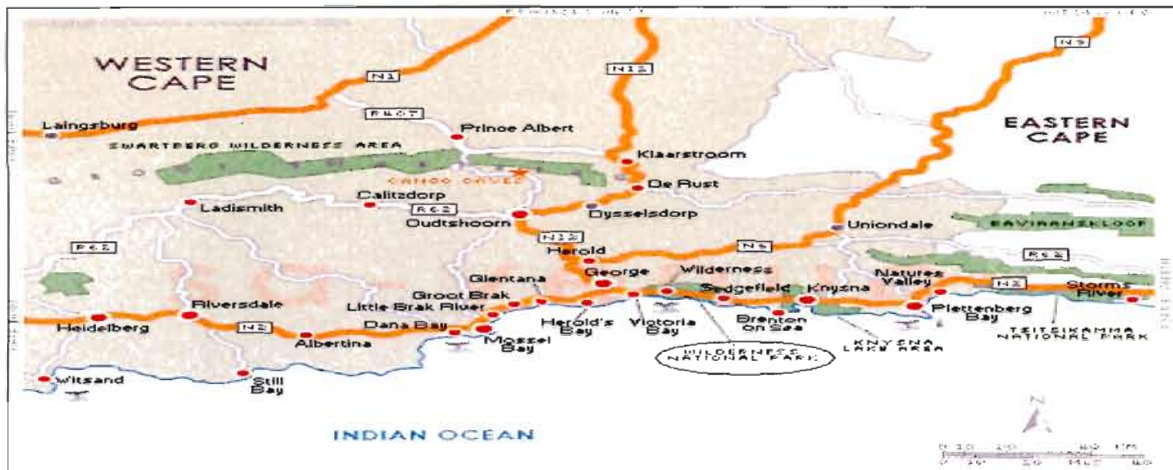
CHAPTER 3

LENGTH OF RESIDENCY AS AN INFLUENTIAL FACTOR IN THE SOCIAL IMPACT OF TOURISM

3.1 INTRODUCTION

Nature is one of the most unique products South Africa has to offer tourists and as a result, more tourists visit South Africa to have a nature-based experience (Motale, 2008:43). One of the key role players in nature-based tourism (ecotourism) and conservation in South Africa is South Africa National Parks (Myburgh & Saayman, 1999:21) consisting of twenty-one national parks including Wilderness National Park (hereafter referred to as WNP), situated in the town of Wilderness in the Western Cape.

WNP was proclaimed in 1983 as South Africa's first national lake conservation area and consists of a unique wetland system, which creates an interconnected web of rivers, vlei and fens covering an area of 10 600 hectares (South African Game Lodges, 2004:1). WNP stretches from the Touw River mouth to the Swartvlei estuary and beyond the small picturesque town of Wilderness, eastwards up the coast as far as the Goukamma Nature Reserve (SANParks, 2008) (Map 3.1).



Map 3.1: Regional context of Wilderness National Park (Anon, 2008:1).

The Park is unique in the sense that it is located within the town of Wilderness municipality's boundaries, making it one of the most integrated urban national parks in South Africa (its borders are intertwined with residential areas and farmlands) (SANParks, 2006:48). The Park therefore has a direct social and economic impact on the local community (Fortin & Gagnon, 1999:200). Motale (2008:2) found that social impact studies can assist in creating guidelines to encourage positive attitudes of the community towards the tourists and the Park. According to Coetzee (2004:57), this is a key factor to success for any tourism destination. It is therefore important to (1) focus on the community, their involvement and interest in tourism and (2) determine the role players regarding how residents experience tourism's social and economic impacts. This will ensure sustainable and successful tourism in tourism destinations such as national parks (Saayman *et al.*, 2008:2; Brougham & Butler, 1981:572).

Tourism generated by national parks has positive, as well as negative, social impacts on adjacent communities (Motale, 2008:47; Fortin & Gagnon, 1999:201; Haralambopoulos & Pizam, 1996:512). Fortin and Gagnon (1999:200) states that relations between parks and communities are of strategic concern, as well as knowledge and understanding of the social impact of parks on the development of local communities, since the community is one of the most vital role players in the tourism industry (Motale, 2008:8). Coetzee (2004:57) adds to this by indicating that community perceptions and experiences are important in analysing of tourism's social impacts. Various factors such as: seasonality, the distance that the residents live from the tourist zones and length of residency, amongst others, can all influence social impacts. These factors can also have an impact on the residents' perceptions of the negative or positive social impacts of the park (Andriotis, & Vaughan, 2003:174; Allen, Long, Perdue & Kieselbach, 1988:20). The specific aim of this article is to determine length of residency as an influencing factor with regard to social impact of tourism.

The remainder of the article is structured as follows: firstly a literature review of previous studies undertaken on length of residence, secondly, the method used in the article is discussed, thirdly, the results are explained, fourthly the findings and implications of the study are discussed and lastly, conclusions and recommendations will be made based on the results of the study.

3.2 LITERATURE REVIEW

South African National Parks (SANParks) has three fundamental objectives: (1) the conservation of a representative sample of the bio-diversity of the country, (2) to maintain a relationship of community upliftment and capacity building among people living in the areas adjacent to the parks, and (3) to provide a recreational outlet that allows people to experience and enjoy the wonders of the parks (as quoted by McLachlan & Pisssoort, 2004:5). Therefore, it is apparent that SANParks has a social responsibility towards adjacent communities. As indicated previously, Fortin and Gagnon (1999:209) believe that the communities most affected by tourism impacts are those that are bordering tourism infrastructures. These impacts caused by tourism development can be divided in three categories, the economic, environmental and social impacts (Motale, 2008:17). Since the focus of this article is on the social impact of the Wilderness National Park, this concept will be discussed in the next section.

Social impacts of tourism can be subdivided into three categories namely, *tourist*, *host community* and *tourist-host interrelationships* (Affeld, 1975:109). Wolf (1977:3) stated that social impacts refer to the effects on the “people” referring to communities directly and indirectly associating with tourists. Saayman (2000:146), Page *et al.* (2001:277) and Motale (2008:17) indicated that certain characteristics of tourists, such as: (1) the volume of the tourists, (2) their length of stay, (3) the pace of tourism development, (4) the importance of the tourism industry, (5) the size and development of the tourism industry, (6) tourists’ activities that they participating in, (7) tourist’s demographic profile, (8) and tourists economic characteristics cause different degrees of social impacts on host communities. The social impact can be beneficial to host communities (Sharma, Dyer, Carter & Gursoy, 2008:292; Motale, 2008:51; Fredline & Faulkner, 2000:773; Fortin & Gagnon, 1999:201). Regrettably, it can also be detrimental to host communities (Saayman, 2000:135-136).

The literature regarding social impacts revealed that there are certain factors that influence the degree of the social impact caused by tourism in a community. These factors would include the stage of the host destination’s development, the type of tourists, the seasonality, the distance that residents live from tourist zones, and their involvement in tourism. Their economic and/or employment dependency in tourism, their *length of residency*, gender, age, education and income are all factors that will be affected (Allen *et al.*, 1988; Andriotis & Vaughan, 2003; Butler, 1975; Sheldon & Var, 1984; Long, Perdue & Allen, 1990; Pizam, Milman & King, 1994; Ap, 1990; Brougham & Butler, 1981; Lankford, 1994; Liu & Var, 1986; Madrigal, 1995; Chen, 2000; Fredline & Faulkner, 2000; Haralambopoulos & Pizam, 1996).

As indicated above, length of residency plays a role regarding the social impact of tourism. Various researchers such as Lankford and Howard (1994), McCeehee and Andereck (2004), Brougham and Butler (1981), Davis, Allen and Cosenza (1988), Jurowski, Uysal and Williams (1997), McCool and Martin (1994), Sheldon and Var (1984), Um and Crompton (1987), Gursoy, Jurowski and Uysal (2002), Madrigal (1995), Haralambopoulos and Pizam, (1996) conducted research regarding length of residency and how this aspect influences the residents' perceptions and attitudes regarding tourism. Their studies indicated that the residents that have been living in the areas for a longer period and the residents that have been living in the areas for a shorter period have different experiences, perceptions and attitudes regarding tourism impacts. Findings from published research regarding this matter (length of residency) revealed the following:

Madrigal (1995) found that residents who have been living in the areas for a shorter period are more likely to support new taxes for tourism development and are also more likely to support tourism planning. Haralambopoulos and Pizam's (1996) findings indicated that the residents who are less attached to the community seem to be those residents who did not live in the community as a child, and thus have shorter residency. They found that these particular residents seem to be less negative towards tourism. Haralambopoulos and Pizam (1996) proposed that the reason for this is that the fewer the number of years respondents lived in the area, the more supportive they are of further tourism development.

Allen *et al.* (1988) indicated that younger, more highly educated individuals with a shorter residency are more attracted to the more improved tourism development areas. They go on to add that residents with shorter residency had lower satisfaction ratings of tourism impacts than residents with a longer residency. The reason for this seems to be that new residents might have potentially different expectations. Sheldon and Var (1984) indicated that residents who have been living in an area for a shorter period of time, who may have moved into the region for employment reasons, appreciate the economic gains from tourism more. It has also been suggested by Sheldon and Var (1984), that length of residence affects residents' sensitivity to the impact of tourism.

Regarding residents that have lived in communities for a longer period of time, the literature revealed the following: Um and Crompton (1987); McGehee and Andereck (2004); Madrigal (1993) and Pizam (1978) indicated that the more attached residents are to the community and the longer the length of residency, the less positively they perceived tourism impacts. Thus, the greater the lengths of residency or attachment to the community, the more likely the residents were to regard future tourism development negatively. Ryan and Montgomery (1994:368) note in their research

that this might be because residents who live longer in the area attitudes may be resistant to change. Jurowski *et al.* (1997) assert that attached residents or those that have been living in the area for longer, are likely to evaluate the economic and social impacts positively but the environmental impacts negatively.

Research undertaken by Madrigal (1995) found that residents who have longer residency are less likely to support new taxes for tourism development and are less likely to support tourism planning. They indicated that residents who had resided longer in the city saw less need for long-term tourism planning. Haralambopoulos and Pizam's (1996) findings indicated that residents who are more attached to the community seems to be those residents who lived in the community as a child and thus have longer residency. They found that these long-term residents seem to be more negative towards tourism. This research is supported by Allen *et al.* (1988) finding's that indicated that older, less highly educated individuals who have longer residency are less attracted to the more improved tourism development areas, but have higher ratings of satisfaction of tourism impacts. Brougham and Butler (1981) who studied residents' attitudes towards tourism, demonstrated that residents attitudes differ in terms of age, language, length of residence and the degree of tourist exposure. Sheldon and Var's (1984) research revealed that lifelong residents are more sensitive to the impact of tourism on their way of life, due to the fact that lifelong residents remember 'old times' and witnessed the changes brought by tourism, translating into the fact that the long-term residents feel more strongly that tourists do not understand their way of life. Their study also indicated that lifelong residents feel more strongly that historic buildings, castles and churches are affected negatively by tourists' visitation.

From the above, it is clear that length of residence plays an important role regarding how residents experience the social impacts of tourism. It also reveals that researchers differ regarding the role that length of residency plays with regard to the social impact of tourism. Therefore, each study is unique and it is very difficult for the results of research conducted in one community to be used for another. The literature studied further revealed that little or no research had been done in this regard on communities living in close proximity of national parks in South Africa, more particularly, near urban national parks such as Wilderness National Park. Therefore, the problem that needs to be understood is the role that length of residency plays with regard to the residents' perceptions of social effects caused by tourism.

3.3 METHOD OF RESEARCH

In order to achieve the goal of this study a community survey was conducted to measure the social impacts of the Park on the community by means of a questionnaire. The questionnaire used was developed by Fredline *et al.* (2003:29) and adapted to the needs of South Africa National Parks. Information was obtained from tourism and social impact literature to determine the community perceptions of WNP and to determine the Park's effect on the local community of Wilderness. This questionnaire was previously used by The Institute for Tourism and Leisure Studies, North-West University to conduct similar research at Karoo (2007) and Tsitsikamma National Parks (2008).

The survey was conducted between 21st - 24th March 2008 by six trained field workers. The field workers went from house to house to distribute the questionnaires and collected the completed questionnaires later in the evening. Residents' perceptions were measured using a scale that included thirty-five impact statements. These statements referred to negative and positive social impacts of the Park, and respondents were asked to indicate their degree of agreement or disagreement on a seven-point Likert scale. Questions (quantitative research) were used to measure the demographic information and independent variables. These variables included community attachment, demographics and participation (Fredline *et al.*, 2003:29). As previously indicated, WNP is an urban national park and so research boundaries were set at a 3.5km radius covering all the neighbourhoods of Wilderness, namely Wilderness Garden Estate, Wilderness Heights, Wilderness East and Wilderness West. Within these geographical boundaries of the study, there are approximately 2500 households. The literature study indicates that approximately 60% of households in Wilderness are second-property investments, for example, holiday homes. Therefore, sample members were chosen because of being readily available and willing to complete the questionnaire as implied by convenience sampling (Tustin *et al.*, 2005:346).

All households were therefore targeted and 101 (n=101) useful questionnaires were obtained. Problems experienced by the field workers included limited numbers of occupied housing units, unwillingness of residents to participate, limited accessibility to the houses and budgetary implications. These problems made it difficult to administer a larger number of questionnaires. Information obtained from these questionnaires was subsequently analysed to determine the influence of the length of residency on the social impact of tourism.

Microsoft Excel was used to capture the data and descriptive analyses were conducted using both Excel and SPSS (SPSS Inc. 2007) software programmes. Effect sizes were calculated to explore the impact of length of stay on the social impact of the Park. The means and standard deviations for the identified variable on the social impact of tourism were analysed and effect sizes determined. Length of residency were divided in to four groups, 0-3 years, 4-8 years, 9-18 years and 18+ years with equal distribution in all groups.

Ellis and Steyn (2003:2) state that a natural way to comment on practical significance is by using the absolute difference between the groups (for example, age): (1) 87 – 67; (2) 66 – 57; (3) 56 – 47) divided by square root of the mean square error. This measure is called an effect size (d), which not only makes the difference independent of units and sample size, but relates it also to the spread of the data (Steyn, 1999 & Steyn, 2000, as quoted by Ellis and Steyn, 2003:2). The following guidelines are given by Cohen (as quoted by Ellis and Steyn, 2003:3) for the interpretation of the effect sizes in the article:

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

3.4. RESULTS

This part of the article focuses on the results of the study and is divided into two sections. Firstly, the social impact results obtained through the community survey will be discussed and thereafter the length of residency as an influential factor in the social impact of tourism will be examined.

The demographic profile revealed that (68%) of the community of Wilderness is well-educated with an average age of 50 years and (26%) are either self-employed or pensioners. Most (51%) of the community members were born elsewhere in South Africa, while 22% come from another country. The Wilderness National Park affects the community of Wilderness positively and mostly everyone's perception of the Park is positive (71%). Ninety-five (95%) percent of the community of Wilderness indicated that the Park is an asset to the community, while 80% indicated that the appearance of the area has improved, and they had visited the Park during 2006 and 2007. Most of the respondents had visited the Park sixteen or more times. The main reason, according to the respondents, for not visiting the Park is due to a lack of time. The positive contributions of the Park, according to the community, are that the Park assists in conservation (35%) and nature (28%). Members of the community, moreover, believe that the Park plays an important role in their lives. The aspects influenced by the Park include that: the appearance and image of the town has

improved, property values have increased, entertainment opportunities have improved, interaction between locals and tourists has increased and is perceived as being positive, social and moral values have improved, pride amongst members of the community has increased due to the Park. In terms of employment creation, the fact that 100% of all workers live in the area under consideration is an indication that the benefits of the Wilderness National Park reach the local community and that it certainly contributes towards social upliftment in the vicinity. Twenty six (26%) percent of the community members have been living in Wilderness between six and ten years. From a Park management point of view, these are important findings that will assist in future development by providing information proving that parks do have a positive impact, that will help to convince role players such as communities to further develop and will assist with the application for funds. The research will also assist by illustrating that park development has a positive impact on communities, on job creation, and on quality of life, that it assists in conservation of nature and with the improvement of the area.

3.4.1 Social impact

Social impacts have an influence on community's quality of life, which on the other hand, can influence their perceptions and attitudes towards the Park (Fortin & Gagnon, 1999:200). According to Liu and Var (1986:196), the attitude of residents toward tourists is one of the most important factors after natural beauty, climate, infrastructure and lodging since the way residents perceive the social indicators of environmental, social and economic elements caused by tourists affects their perceptions and the manner in which they react to tourism (Andriontis & Vaughan, 2003:173).

Table 3.1: The effect of the WNP on personal quality of life

Very Negative			No Effect		Very Positive	
-3	-2	-1	0	1	2	3
1%	6%	1%	18%	15%	26%	33%

Table 3.2: The effects of the WNP on the Wilderness community

Very Negative			No Effect		Very Positive	
-3	-2	-1	0	1	2	3
2%	4%	1%	5%	17%	34%	37%

Table 3.1 illustrates that the majority of the residents (74%) perceive the Park to have a very positive impact on their *personal quality* of life. Adding to this, Table 3.2 indicated a similar result, with 88% of the *community perceiving* the effect of WNP as 'very positive'. This positive perception can be due to the degree of fulfilment that the host community experience because of tourism (Ap, 1992:674-677).

The various social indicators of the WNP on the Wilderness community were divided into three sections, namely environment, social and economic impacts (Appendix, a). In terms of the environment impacts (Appendix, a, column 1), 80% of the community felt that the appearance of the area had improved, 76% felt that the natural environment had been sustained since the establishment of the Park, 83% felt that the Park provided the community with an opportunity of visiting a national park and 69% of the community felt that the WNP was accessible to them. Regarding noise levels, the correspondents were almost equally split as 51% of the community felt the noise levels had increased and 49% felt that there was no increase in the noise levels due to tourism.

In terms of the social impacts (Appendix, a, column 2), 72% of the community felt that opportunities to relax have increased, while 78% indicated the pride residents have in their town has improved, and 70% disagree strongly that the WNP disrupts the lives of local residents - causing them stress. On the negative side, 83% of the community perceived strongly that the traffic congestion in the area has increased due to tourism. The community of Wilderness seems to have a divided opinion with regard to excessive drinking and/or drug use, as there was an equally divided negative and positive experience towards this specific aspect.

In terms of the economic impacts (Appendix, a, column 3) 73% of the residents from Wilderness felt that the opportunities for local business have increased. With regard to property, 76% of the residents believed that property prices have increased and 72% indicated that property values have also increased. The economic impacts that were perceived negatively by the community were that the: the overall cost of living has increased (64%), that the facilities available to local residents have not improved (56%) and that the prices of some goods and services have increased (68%) due to the Park.

3.4.2 Length of residency

In order to determine how residents experience social impacts of tourism, the social indicators are divided in three sections, the environment, social and economic indicators. The data consists of descriptive statistics (means and standard deviations), the effect sizes and a discussion regarding size and the interpretation thereof.

3.4.2.1 Environment indicators

Table 3.3: Environment descriptive statistics: Length of residency

Years of residency	Mean	Std	Mean	Std	Mean	Std	Mean	Std	Mean	Std
	Improvement of the appearance of the area		Noise levels increased		Environment sustain		Visit the Park		Accessibility of the Park	
18 yrs+	2.67	0.98	2.60	1.06	2.88	0.96	2.29	0.83	2.50	0.82
9-17yrs	2.84	0.80	2.68	0.85	2.77	0.71	3.09	0.51	2.92	0.72
4-8 yrs	2.88	0.86	2.23	0.91	2.92	0.58	2.96	0.45	2.56	0.65
0-3 yrs	3.24	0.52	2.72	0.68	3.26	0.69	2.96	0.77	2.85	0.88

There are only small differences between length of residence and the environment perceptions. For the dimensions *sustaining the environment* and *improvement of the appearance of the area*, the people who have shorter length of residency in Wilderness (0-3 years) had the highest positive response and felt that WNP is contributing to these dimensions. The resident group with 9-17 years of residency had the highest positive response for the dimensions '*visiting the Park*' and '*accessibility of the Park*' (Table 3.3).

Table 3.4: Effect sizes between length of residency and environment indicators

Effect sizes	Improvement of the appearance of the area	Noise levels increased	Environment sustain	Visit Park	Accessible
18yrs+with 9-17yrs	-0.18	-0.08	0.11	-0.97	-0.51
18yrs+with 4-8yrs	-0.22	0.35	-0.04	-0.82	-0.07
18yrs+with 0-3yrs	-0.59	-0.11	-0.40	-0.82	-0.39
9-17yrs with 4-8yrs	-0.05	0.49	-0.21	0.25	0.50
9-17yrs with 0-3yrs	-0.50	-0.05	-0.69	0.16	0.08
4-8yrs with 0-3yrs	-0.41	-0.54	-0.50	0.00	-0.32

Large effect sizes exist between the people that have been living in Wilderness for more than 18 years and 9-17 years (-0.97), 4-8 years (-0.82) and 0-3 years (-0.82) regarding 'visit the Park' dimension. The results therefore show that the longer residents live in Wilderness the more they tend to visit the Park. Medium effect sizes exist between those that have been in town for 18+ years and 0-3 years (-0.59) as well as 9-17 years and 0-3 years (-0.50) on the 'improvement of the appearance of the area' dimension. In both cases, people that have been living in Wilderness for a shorter period are of the opinion that the Park assists in improving the appearance of the area (Table 3.4).

There is a medium effect between the people that have been living in Wilderness for 9-17 and 4-8 years (0.49) and the 4-8 and 0-3 years (-0.54) on the 'noise levels in the area have increased' dimension. It is clear that those who have been living in Wilderness for a shorter period of time (0 to 3 years) felt that the noise levels in the area have increased negatively due to the Park.

3.4.2.2 Social indicators

Table 3.5: Social descriptive statistics: Length of residency

Years of residency	Mean	Std	Mean	Std	Mean	Std	Mean	Std	Mean	Std
	Opportunities to relax		Pride increased		Drinking increased		Traffic increased		Disrupts lives	
18 yrs+	2.87	0.83	3.00	0.55	2.82	0.81	3.35	0.61	2.53	0.87
9-17 yrs	2.59	0.73	2.82	0.80	2.58	0.83	3.16	0.69	2.21	0.98
4-8 yrs	2.65	0.63	2.72	0.61	2.31	0.79	2.84	0.69	2.19	0.63
0-3 yrs	3.08	0.64	3.04	0.61	2.58	0.83	3.08	0.63	1.92	0.76

From Table 3.5, it can be seen that differences exist regarding the social indicators according to residents' length of residency. The group of residents with the shortest length of residency (0-3 years) felt that the '*opportunities to relax*' had increased and the '*pride that Wilderness residents have*' also improved because of the Park. However, residents that have been living in Wilderness for longer than 18 years felt that *excessive drinking and/or drug use have increased* as well as *traffic has increased*. Happily, this 18 yrs plus group indicated that *WNP does not disrupt the lives of local residents and does not causes them stress* (see Table 3.5).

Table 3.6: Social effect sizes between the numbers of years living in Wilderness

Effect sizes	Opportunities to relax	Pride increased	Drinking increased	Traffic increased	Disrupts lives
18+yrs with 9-17yrs	0.33	0.23	0.29	0.28	0.33
18+yrs with 4-8yrs	0.26	0.46	0.64	0.75	0.39
18+yrs with 0-3yrs	-0.26	-0.07	0.29	0.44	0.70
9-17yrs with 4-8yrs	-0.09	0.12	0.33	0.47	0.02
9-17yrs with 0-3yrs	-0.67	-0.28	0.00	0.12	0.30
4-8yrs with 0-3yrs	-0.67	-0.52	-0.33	-0.34	0.36

Medium effect sizes were found between those residents that have been living in Wilderness for longer than nine years and those living there for less than 3 years. Medium effect sizes exist in terms of *'the opportunities to relax have increased'* dimension for people staying in Wilderness between 9-17 years and 0-3 years (-0.67) and 4-8 years and 0-3 years (-0.67). Therefore, residents living in Wilderness for a shorter time felt that the opportunities to relax had increased due to the Park. People that have been living in Wilderness for longer than 18 years differ from residents living in Wilderness between 0 and 8 years in terms of three dimensions, namely *'excessive drinking and/or drug use has increased'* (longer than 18 years versus 4-8 years -0.64), *'traffic congestion in the area increases'* (longer than 18 years versus 4-8 years -0.75) and *'that the Park disrupts the lives of residents'* (longer than 18 years versus 0-3 years -0.70). Therefore, residents that lived longer in Wilderness seem to have a negative experience regarding these particular social impacts of the Park (Table 3.6).

3.4.2.3 Economic indicators

Table 3.7: Economic descriptive statistics: Length of residency

Years of residency	Mean	Std	Mean	Std	Mean	Std	Mean	Std	Mean	Std	Mean	Std
	Cost of living increased		Local business increased		Facilities improved		Property prices increased		Property values increased		Prices increased	
18 yrs+	3.06	0.77	3.06	0.68	2.06	0.85	3.19	0.83	2.81	0.75	2.88	1.05
9-17 yrs	3.00	0.76	2.83	0.70	2.38	0.74	3.08	0.65	3.29	0.75	3.00	0.83
4-8 yrs	2.56	0.82	2.69	0.62	2.48	0.59	2.72	0.79	2.81	0.63	2.56	0.87
0-3 yrs	2.79	0.72	2.87	0.69	2.48	0.79	3.04	0.75	2.92	0.70	3.04	0.84

Table 3.7 data reveals that differences occur between residents of various lengths of stay regarding the economic impacts of tourism. People who have longer length of residency in Wilderness (18+ years) had the highest mean regarding *'the overall cost of living has increased'*, *'property prices have increased'* and the *'opportunities for local business have increased'* dimensions. Residents living in Wilderness for a shorter period had the highest mean for the *'property values in the area have increased'*, *'facilities available to local residents have not improved'* and *'prices of some goods and services have increased'* dimensions.

Table 3.8: Economic effect sizes between the numbers of years living in Wilderness

Effect sizes	Cost of living	Local business	Facilities	Property prices	Property values	Prices
18+yrs with 9-17yrs	0.08	0.33	-0.37	0.12	-0.64	-0.11
18+yrs with 4-8yrs	0.61	0.54	-0.49	0.56	0.01	0.31
18+yrs with 0-3yrs	0.35	0.28	-0.49	0.17	-0.14	-0.15
9-17yrs with 4-8yrs	0.54	0.20	-0.13	0.46	0.64	0.51
9-17yrs with 0-3yrs	0.27	-0.05	-0.12	0.06	0.50	-0.05
4-8 yrs with 0-3yrs	-0.28	-0.26	0.00	-0.41	-0.16	-0.55

Medium effect sizes were found between those residents that have been living in Wilderness for longer than nine years and those living in Wilderness for less than 3 years. Medium effect sizes exist in terms of *'facilities available to local residents have not improved'* dimension for people staying in Wilderness between 18+ years and 0-3 years (-0.49) and 18+ years and 4-8 years (-0.49). Therefore, residents living in Wilderness for a shorter time felt that facilities available to local residents have not improved and prices of goods and services have increased. People that have been living in Wilderness for longer than 9 years also differ from those living in this area between 0 and 8 years in terms of the following four dimensions, *'the overall cost of living has increased'*, (longer than 18 years versus 4-8 years 0.61 and longer than 9-17 years versus 4-8 years 0.54), *'property prices have increased'* (longer than 18 years versus 4-8 years 0.56 and longer than 9-17 years versus 4-8 years 0.46), *'opportunities for local business have increased'* (longer than 18 years versus 4-8 years 0.54) and the *'property values in the area have increased'* (longer than 18 years versus 9-17 years - 0.64 and longer than 9-17 years versus 4-8 years 0.64).

Therefore, residents who have lived longer in Wilderness felt that the Park had a negative social impact on the overall cost of living and prices of goods and services, but experienced positive social impacts with regard to property prices, property values and the increasing of opportunities for local businesses. Residents that have been living in Wilderness for a shorter period experienced that the Park impacted negatively on their lives, particularly that prices of goods and services have increased and that facilities available to local residents have not improved (Table 3.8).

3.5 FINDINGS

The results revealed that length of residency has an influence on social impacts of tourism. Studies done by Lankford and Howard (1994) and by Lui and Var (1986) came to the same conclusion. This research indicated that residents that have been living in Wilderness for a longer period felt more strongly about the negative impacts that the Park has on the area. Similar results were found by Sheldon and Var (1984), Madrigal (1995), McCool and Martin (1994) and Allen *et al.* (1988). An explanation of this might be that residents staying longer may be better informed about the social impacts in the local area. However, different results were found by Madrigal (1993) indicating that residents with a longer residency perceived negative aspects of tourism less strongly. Results also revealed that residents with longer residency in Wilderness felt that the traffic due to tourism had increased, and similar results were found by Sheldon and Var (1984).

The results revealed that residents with shorter residency had a more positive attitude towards tourism. Researchers such as Um and Crompton (1987); McGehee and Andereck (2004); Haralambopoulos and Pizam (1996); Madrigal (1995) and Pizam (1978) agreed with this finding, and stated that residents that have been living in an area for a shorter period of time perceived tourism impacts more positively. Confusingly, the opposite results were found in studies done by Madrigal (1993), Brugham and Butler (1981), who found that newer residents displayed more negative attitudes. Therefore, it can be stated that different tourism destinations/areas perceive tourism impacts differently.

Members of both short and long residency groups experienced an increase in property values and prices. Similar results were found by Madrigal (1993). Most governments assume that the benefits from tourism to local populations are universal and outweigh the costs (Brougham & Butler (1981).

Findings of this study indicated that both groups of residents that have been living in Wilderness for a shorter or a longer period evaluated the *environmet indicators as positive ones*. This may be because a national park contributes positively to conservation of an area. These findings are in contrast to the findings of Jurowski *et al.* (1997) who indicated that the residents that have been living in the area for a longer period have evaluated the environment indicators more negatively.

The research indicated that residents that have been living in Wilderness for a shorter period have evaluated *the social indicators more positively*, whereas the residents that have been living in Wilderness for a longer period revealed the opposite. Different results were found by of Jurowski *et*

al. (1997) indicating that the residents that have been living in the area for a longer period have evaluated the social indicators more positively.

The research findings indicated that the residents that have been living in Wilderness for a longer period experienced the economic indicators more negatively whereas the residents that have been living in Wilderness for a shorter period have experienced the *economic indicators both (equally) positive as well as negatively*. Research conducted by Jurowki *et al.* (1997) indicated that residents living in the area for a longer period evaluate the economic indicators more positively. This may be due to the type/scale of the tourism development.

The reason for the positive attitudes towards the social and economic indicators in the Jurowski *et al.* (1997) study is that the residents believed that there will be economic and social benefits from an increase in tourism, and more importantly, that tourism will improve the natural environment. Ryan and Montgomery (1994:368) note that a reason why residents' that have been living in tourism areas for a longer period are mostly negative about tourism impacts might be because these residents' attitudes may be resistant to change. However, Sheldon and Var (1984:43) indicate that the reason for lifelong resident's attitudes to be more negative towards tourism is that they are more sensitive to the impact of tourism on their way of life. Sheldon and Var's (1984:43) study also indicated that these residents feel more strongly that historic buildings, castles and churches suffer from tourists' visits. This can also be seen as the reasons why the residents that have been living in Wilderness for a longer period are more negative about the social and economic impacts of tourism of Wilderness.

3.6 IMPLICATIONS

Based on the results of the research conducted at Wilderness National Park, the following implications can be identified:

Firstly, from the results it is clear that national parks impact positively on the quality of life of residents and that length of residency has an influence on the social impacts of tourism. Since the Park is achieving different levels of success in terms of some of its objectives (namely conservation and social upliftment, as explained earlier in this article), national parks can be used as a medium to uplift communities' quality of life in addition to their wellbeing and therefore must be marketed to the public (community) accordingly.

Secondly, SANParks needs to communicate a more positive image to the residents that have been living in Wilderness for a longer period, by advertising projects with positive outcomes. Also, this would assist in obtaining a positive response in the future should SANParks wish to expand the Park. It is recommended that WNP distribute pamphlets and conduct workshops with the community indicating the positive uplifting projects already completed, as well as those planned for the future.

Thirdly, it is perceived as true that property prices in the proximity of Wilderness have increased due to the presence of the national park. A significant increase in property prices has also been found in most other places surrounding national parks (Saayman & Saayman, 2009). Tourism attractions (national parks) can be used as an attraction for new development (WNP), and also to market the town.

Lastly, the community of Wilderness indicated that the Park impacts positively on the water quality and that it limited pollution in general. The community is very proud of the fact that this national park contributes to the conservation of the natural environment. The presence of urban national parks increase the environmental quality of neighbouring areas, in this case, of Wilderness. SANParks can communicate this information to those residents who have been living in Wilderness for a longer period and by focussing on the conservation value that the Park provides for the community, engender more positive attitudes, and so gain support from the community.

3.7. CONCLUSION

The aim of this research was to determine the influence of length of residency on the social impacts of tourism. This is the first research of this nature to be conducted in an urban national park in South Africa, and the study revealed interesting results.

The results indicate that those residents that have been living in Wilderness for a shorter period believe that they experienced the following social indicators positively: the appearance of the area has improved due to the Park, the natural environment has been sustained since the establishment of the Park, opportunities to relax have increased and the pride that Wilderness residents have in their town has increased. This group also recorded that they experienced the following social indicators as negative ones: that the facilities available to local residents have not improved, that prices of some goods and services have increased and that noise levels in the area have increased due to the Park.

Residents that have been living in Wilderness for a longer period indicated that they experienced the following social indicators positively: that the community is provided with an opportunity of visiting a national park, that the Park is accessible to members of the community, that the WNP does not disrupt the lives of local residents and does not cause them stress, that property values in the area have increased and that opportunities for local businesses have increased. However, residents with longer residency indicated that they experienced the following social indicators as being negative: excessive drinking and/or drug use have increased, traffic congestion in the area has increased, overall cost of living has increased and prices of some goods and services have increased.

This article contributes to the literature regarding length of residency as a factor in the residents' perception of social impacts of urban national parks. From the results it can be concluded that length of residency helps predict residents' perceptions of social impacts. Thus, length of residency is definitely an influential factor in the social impact of tourism.

CHAPTER 4

CONCLUSIONS AND RECOMMENDATION

4.1 INTRODUCTION

The primary aim of this study was to determine the socio-economic impact of Wilderness National Park. To achieve this aim the following secondary objectives were set, they are:

Objective 1 and 2: To determine the socio-economic impacts/benefits of the WNP on the community of Wilderness (Chapter 2).

This objective was met in Chapter 2 article 1, by defining the social and economic impacts and focussing on: factors influencing social and economic impacts/benefits (positive and negative), and by referring to previous research completed on social and economic impacts and impacts on tourism. (This article has already been submitted to and accepted for the Journal of Policy Research in Tourism, Leisure and Events 1(3):247-264). Three surveys were used to analyse the socio-economic impact of tourism in Wilderness; survey 1, focused on local businesses, survey 2, on the visitors to the Park and survey 3, on the community.

Objective 3: To determine the length of residency as an influential factor in the social impact of tourism (Chapter 3). This objective was met in Chapter 3 (article 2). The aspects influencing length of stay were determined for inclusion in the questionnaire. A community survey was then used to determine how the residents believed differing aspects to have affected the social, environment and economic aspects of their lives. The respondents were then divided in different groups according to their length of stay.

Objective 4: To draw conclusions and make recommendations.

Objective four is met in this Chapter 4. The aim of this chapter is to draw conclusions from the literature and empirical research conducted, as well as to make recommendations concerning the research.

The aim of this chapter is to draw conclusions based on the literature review and empirical research. These are structured in two sections as follow: conclusions from the literature reviews of (Chapter 2 and Chapter 3), namely: (1) socio-economic impact/benefits and (2) length of residency as an influential factor. Thereafter, conclusions will be drawn with regard to the following surveys,

namely; (1) socio-economic impact surveys and (2) surveys concerning length of residency as an influential factor. In conclusion, recommendations with regard to the study will be made and finally, recommendations will be made regarding future research.

4.2 CONCLUSIONS

Conclusions will be drawn according to the literature review and empirical research. The conclusions are structured in two sections as follow:

- Conclusions from the literature review, and
- Conclusions with regard to empirical research.

4.2.1 Conclusions with regard to literature review

The literature study was divided into two sections namely, literature concerning socio-economic impact/benefits and literature concerning length of residency as an influential factor in the social impact of tourism.

4.2.1.1 Socio-economic impact

Socio-economics is the study of the relationship between *economic activity* and *social life*. The goal of a socio-economic impact study is generally to bring about socio-economic development usually in terms of improvements in economic indicators such as the GDP, life expectancy, literacy, levels of employment, quality of life and income (c.f. 2.2).

Factors that influence the magnitude of the socio-economic impact/benefits are:

- the type of product;
- the number of people employed;
- the number of visitors;
- the average spending of visitors in that area;
- the circulation (multiplier) of tourism expenditure throughout the country;
- the number of accommodation facilities;
- the type of accommodation;
- the length of stay;
- the number of activities;
- the location of product;
- the size of the town or city; and
- availability of industries (c.f. 2.2).

A socio-economic impact study of a national park, therefore, goes beyond assessing income generated by the Park and also involves the contribution of the Park to the quality of life of the community (c.f. 2.2).

Economic benefits arise when monies spent reflect an increase in economic activity within the defined area that would not have occurred without the tourism attraction (c.f. 2.2).

The four economic benefits of tourism are the generation of income for the local community, the creation of new employment opportunities, improvements to the structure and balance of economic activities within the locality and the encouragement of entrepreneurial activity (c.f. 2.2).

A model analysing the socio-economic impacts of Parks determines that:

- firstly, the area must be specified, as must the main economic activities;
- secondly, the magnitude of visitor spending and the distribution of the spending throughout the local economy should be established;
- thirdly, the social impact of the park on the community must be determined;
- fourthly, a complete picture of spending activities should be obtained; and
- fifthly, the values of the income and sales multipliers should be determined (c.f. 2.2).

Understanding residents' perceptions may help local decision-making, may lead to improvement on important and negative aspects and encourage support for tourism development by promoting positive and important variables (c.f. 2.2).

The importance and usefulness of socio-economic impact studies can assist in: providing information to governments (by providing project proponents with additional information and analysis when negotiating with various levels of government with regard to development approvals or various forms of assistance) and by giving a clearer picture of community perceptions of the importance of a natural park to the country and how this impacts on their quality of life (c.f. 2.2).

Relations between parks and communities are of strategic concern, as well as knowledge and understanding of the social and economic impacts/benefits of parks on the development of local communities, for the community is one of the most important role players in the tourism industry (c.f. 3.1).

Social impacts: are about the effects on the “people”, referring to communities’ direct and indirect associations with tourists, and can be perceived as either beneficial or detrimental to host communities (c.f.3.2).

Social impacts of tourism can be subdivided into three categories: *tourist*, *host* and *tourist-host interrelationships* (c.f. 3.2).

There are certain aspects that influence the degree of social impact caused by tourism in a community, namely:

- the degree of stage of the host destination’s development;
- type of tourists;
- seasonality;
- distance that residents live form tourist zones;
- involvement in tourism;
- economic and/or employment dependency in tourism;
- ***length of residency***;
- gender of residents ;
- age of residents;
- education; and
- income (c.f. 3.2).

4.2.1.2 Length of residency as influential factor

The literature studied indicates that:

1. length of residency is an important role player regarding how residents experience tourists’ impacts (c.f. 3.1), and
2. length of residency also plays an important role regarding how residents perceive the social impacts of tourism (c.f. 3.2).

Residents that have been living in areas for a shorter period seem to be:

- more likely to support new taxes for tourism development;
- more likely to support tourism planning;
- less negative towards tourism;
- more supportive of further tourism development;
- more attracted to the more improved tourism development areas;
- rating satisfaction of tourism impacts lower;

- more appreciative of the economic gains from tourism; and
- have less sensitivity to the impact of tourism (c.f. 3.2).

Residents that have been living in areas for a longer period seem to be:

- perceiving tourism impacts less positively;
- associating future tourism development negatively;
- resistant to change;
- evaluating the economic and social impacts positively but the environmental impacts negatively;
- less likely to support new taxes for tourism development;
- less likely to support tourism planning;
- seeing less need for long-term tourism planning;
- more attached to the community;
- lived in the community as a child;
- more negative towards tourism;
- older;
- less attracted to the more improved tourism development areas;
- rating satisfaction of tourism impacts higher;
- increasing relative enthusiasm as a function of total tourist pressure;
- more sensitive to the impact of tourism on their way of life;
- witnesses to changes;
- feeling more strongly that tourists do not understand their way of life; and
- feeling more strongly that historic buildings, castles and churches suffer from tourists' visits (c.f. 3.2).

4.2.2 Conclusions with regard to the empirical study

The surveys were divided into two sections: (1) socio-economic impact surveys and (2) surveys concerning length of residency as an influential factor.

4.2.2.1 Socio-economic impact surveys

The following section will summarise the most important aspects of Chapters 2 and 3 (Objectives 1 & 2) that consisted of the three surveys.

- The positive aspects of the Wilderness National Park are that the Park assists in conservation (35%) and nature (28%) (c.f. 3.4).
- A large percentage (80%) of the community visit the Wilderness National Park while 70% indicated that they perceive the Park positively. The results show that respondents are

exceptionally satisfied with what Wilderness has to offer them. Results indicated that 31% think of nature when they think of SANParks. The fact that nature presented with a high percentage is a sign that the community is familiar with SANParks role in conserving the environment (c.f. 3.4).

- The community of Wilderness supports the Park. Most of the respondents have visited the Park sixteen or more times. It appears that the community is interested in the Park, but fail to visit the Park often due to time constraints (c.f. 3.4).
- The community felt that the Park has a positive to a very positive effect on the quality of life of the community (c.f. 3.4.1).
- Members of the community, moreover, believe that the Park plays an important role in their lives. The aspects (benefits) influenced by the Park include the following: the appearance and image of the town has improved due to the Park, property values have increased, entertainment opportunities have improved, interaction between locals and tourists has increased and is perceived as being positive, social and moral values have improved, and pride amongst members of the community has increased (c.f. 3.4).
- The Wilderness National Park has an impact/benefit on employment, production and general income in the region. Only 24% of businesses indicated that their existence is due to the Wilderness National Park, yet many of these businesses rely on tourists' spending – which might be an indication that the influence of the Wilderness National Park on tourism activity in the area was not taken into account by these businesses (c.f. 2.4.1).
- Guest houses and Bed and Breakfast establishments indicated that 62.1% of their turnover is due to the Wilderness National Park (c.f. 2.4.1).
- Restaurants indicate that 7.5% of their business is due to the Wilderness National Park, while tourism and recreation services estimated this contribution to be 33.3% (c.f. 2.4.1).
- The results also support the concern that urban areas normally face high leakages, and thus the local economy does not benefit to its full potential. The impact is greater and this is intuitively correct, as Wilderness is situated close to larger towns, such as Port Elizabeth and George, where leakages that are more extensive are created in terms of employment and spending by households (c.f. 2.4.1).
- Positive social impacts/benefits include the following changes in social values, with greater levels of community turnover; all improving the quality of life in the following ways:
 - Firstly, additional job opportunities coming to fruition as tourism expands, bringing an additional income to homes
 - Secondly, improving the standard of living due to the additional employment opportunities
 - Thirdly, business development is stimulated by tourism

- Lastly, residents and tourists get to socialise and interact with other cultures at social events (c.f. 2.4.1).
- Based on the partial input-output model, the proportional output multipliers range between 1.085 (Park spending) and 1.139 (chalet visitors), while the proportional income multipliers range between 0.30 (campers) and 0.26 (Park expenditure). This indicates that the Park has an important income generating effect on the local community (c.f. 2.4.1).
- The Park makes a significant contribution to the local economy in terms of income generation and job creation. Yet when compared to larger Parks, such as the Addo Elephant National Park, the magnitude of the contribution is much smaller in terms of total output (only approximately R22 million) and income. It should thus be noted that the number of accommodation facilities available in the Park plays an important role in income and employment generation. The same applies to the number of tourism activities that are available, because more activities could definitely impact positively on the length of stay which, in turn, increases spending. The level of development of the Park in terms of accommodation, needs and activities is seen as critical in generating a greater economic impact. Therefore, size of operation does play an important role regarding socio-economic impact/benefits (c.f. 2.4.1).
- The WNP staff lives in the community, therefore having a positive impact on community perceptions of the Park (c.f. 2.4.1).
- The study area is small compared to the Addo Elephant National Park (in terms of accommodation, tourist numbers and activities), hence the reason for the smaller socio-economic impact/benefits (c.f. 2.4.1).
- Input and output multipliers were divided into two categories (campers and chalets). The income multipliers for the category chalets (0.31) and camping (0.30) are much lower than those of the output multipliers for the categories chalets (1,139) and camping (1,143) (c.f. 2.4.1).
- The output multiplier for Park expenditure is 1,085, while the income multiplier is 0.26. Chalet tourists spend (R5 725 677, 30) - much more than campers (R2 351 642, 52) - but tend to stay for fewer days than campers. The total impact/benefit of the Park on the local economy is R2 480 453 which poorly compares to other national parks (c.f. 2.4.1).
- In terms of employment creation, the fact that 100% of all workers live in the area under consideration is an indication that the benefits of the Wilderness National Park reach the local community and that it certainly contributes towards social upliftment in the vicinity (c.f. 3.4).

4.2.1.2 Length of residency as influential factor survey

The following section summarises the most important aspects of chapter 3 (Objective 3) which consist of the community survey, determining how residents perceive the social impacts of tourism, which play an important role in defining length of residency as an influential factor.

Results regarding the residents that have been living in Wilderness for a shorter period, as illustrated in Appendix a, indicate that:

- The residents that have been living in Wilderness for a shorter period have evaluated the social indicators more positively (c.f. 3.5).
- The residents that have been living in Wilderness for a shorter period have experienced the economic indicators both (equally) positive and negatively (c.f. 3.5).
- Both short and long residents experienced an increase in property values and prices (c.f. 3.5).
- Both residents that have been living in Wilderness for a shorter period as well as for a longer time evaluated the environment indicators as positively (c.f. 3.5).
- Residents with shorter residency have attitudes that are more positive and perceive tourism impacts more positively. Jurowski *et al.* (1997) indicate that one reason why residents that have been living in close proximity to tourism destinations have positive attitudes towards the social and economical indicators is because the residents believed that there will be economic and social benefits from an increase in tourism, and more importantly, that tourism will improve the natural environment. This might be the same reason why the residents that have been living in Wilderness for a shorter period are more positive to the social and economical impacts of tourism of Wilderness.
- Thus, the residents who have been living in Wilderness for a shorter period experienced the following aspects as having positive impact on their lives namely: the social, environmental and economical aspects. A reason for this, arguably, as indicated by various studies' results, is that the fewer the number of years respondents have lived in the area, the more supportive they are of further tourism development (Haralambopoulos & Pizam, 1996:520).

Results illustrated in Appendix a, indicate that:

- Residents that have been living in Wilderness for a longer period have evaluated the social indicators more negatively (c.f. 3.5).
- Residents that have been living in Wilderness for a longer period experience the economic indicators more negatively (c.f. 3.5).
- Both long-term and short-term residents that have been living in Wilderness evaluate the

environmental indicators positively (c.f. 3.5).

- Residents with longer residency in Wilderness are more sensitive to the perception that traffic has increased (c.f. 3.5).

Therefore, it can be concluded that length of residency is an influential factor in the social impact of tourism (c.f. 3.5).

4.3 RECOMMENDATIONS

In the following section recommendations are made, bearing in mind the results of the study. Since the literature study was divided into two sections, namely (1) literature concerning socio-economic impacts/benefits and (2) literature concerning length of residency as an influential factor, the recommendations will firstly be made regarding the socio-economic impacts/benefits of the Wilderness National Park, and thereafter recommendations will be made regarding the length of residency as an influential factor.

4.3.1. Recommendations regarding the economic impact

The following section recommendations are made regarding the most important aspects of chapter 2 and 3 (Objectives 1 & 2), concerning the socio-economic impacts/benefits of the Wilderness National Park.

To increase the economic impact of the Park, management must increase (i) the number of tourists and (ii) the length of stay at the Park, by developing better tourism infrastructure. SANParks could accomplish this by:

- Expanding the scale of operations in the Park by providing more chalets, a conference facility, a house boat on the lagoon, a shop, a cafeteria, a restaurant and a variety of activities (such as water-based activities seeing that WNP is located near the coast), on which tourists could spend money.
- Upgrading the interior of the chalets will keep tourists interested by making it more appealing to those who have visited the Park previously and also attract new clientele, which will increase tourists numbers.
- Improving and upgrading the existing camping and caravan sites and facilities in the Park, including the barbecue facilities and communal ablution facilities, making it more appealing and private. Installing wind breaks as well as an indoor-swimming pool will automatically draw more tourists during winter times.

- Increasing its knowledge (mostly through research) about WNP's day-visitors' needs and travel behaviours. Fulfilling day visitors' needs will not only lead to an increase in day visitor numbers, but will also give SANParks more information about what they want in the Park, in addition to nature conservation and tourism.
- Arranging more educational school outings to Wilderness National Park. These scholars are the consumers of tomorrow who can make a difference to the future of WNP. Residents who have been living in Wilderness for a longer period can also be brought to the Park as part of a community outreach programme.
- Decreasing leakages by sourcing more supplies and services locally. This could be achieved by employing local people, by utilising local products and, as far as possible, by awarding contracts for rendering services to those people living in the area. This will, it is believed, maximise local capital, develop entrepreneurial skills and increase the use of local labour in tourism developments.
- Encouraging the local community to become involved in management committees. These measures will increase the benefits accruing to the province or region. If this can be achieved, conservation of wildlife will increase, thus improving the living conditions of the local people, thereby benefiting more than just fauna and flora.

4.3.2 Recommendations regarding the length of residency as an influential factor

The following section will make recommendations regarding chapter 3 (Objective 3), the length of residency as an influential factor in the social impact of tourism.

- SANParks needs to constantly keep the community informed of new developments, activities, benefits and opportunities offered by the Park. This will create a more knowledgeable, positive and supportive community. It will also increase their awareness and thus improve the image of the WNP as perceived by tourists, the community, businesses and other product owners, which could in turn lead to an increase of visitor numbers. SANParks can achieve this by:
 - Firstly, presenting community workshops, investing in more tourism infrastructure, focusing on the benefits that the Park has to offer the residents of all ages, and by holding public meetings quarterly where residents with longer residency can sit in to enhance community participation.
 - Secondly, providing a better communication system by investing in its own 'Park paper' for the local community. In this 'Park paper' information about events, activities, competitions, animals in the Park, new developments and conservation news can be published.

- Thirdly, making it more affordable to the local community members to visit the Park during the year, having them pay only a minimum fee by developing a community wild card. This wildcard would only be available to the local community of Wilderness, providing them with a discount on accommodation and vouchers for a specific amount of visits. This way, community members will be able visit the Park more often and would give local members more opportunities to engage with nature.
- Fourthly, presenting a more positive image to those residents that have been living in Wilderness for a longer period specifically. To achieve this, organised day trips can be arranged by the WNP for them which will involve, inform and accommodate the needs of these residents on a more regular basis. Such excursions will also engender positive attitudes amongst them. Furthermore, SANParks could offer WNP wildlife photo competitions with great prizes quarterly and vouchers to be used at WNP cafeteria's.

4.3.3 Recommendations with regard to future research

- The questionnaire did not determine which activities the local community or their families, as day visitors, would prefer in the Park. Thus, the Park should include questions in future research that can determine what specific activities the residents would prefer.
- The visitor survey should also include questions regarding other tourist attractions (offerings) in the area, to determine whether visitors to the Park have visited or would like to visit these attractions and, if not, determine whether they would like to visit these attractions during their visit to the Park. This research will enable researchers to determine whether or not tourists have knowledge of other attractions in the area and, if not, better marketing of such attractions should be done during their stay at the Park.
- Research needs to be conducted regarding what the WNP should do in future to create more positive attitudes amongst residents who experience the socio-economic impacts of the Park negatively.
- SANParks should consider doing similar research in other national parks to determine the total socio-economic impact/benefits of SANParks in South Africa, since this information can contribute to the success of all national parks.
- It is important that SANParks should consider doing similar research on length of residency as an influential factor on all communities living in close proximity of national parks in South Africa, particularly on other urban parks such as Table Mountain National Park. This will assist in the sustainability and the success of tourism in other urban national parks.

- Since 60% of households in Wilderness are holiday or second homes, research could be conducted comparing tourist expenditure by accommodation choice. Ziene Mottiar (2006) undertook similar research, indicating the benefits of holiday homes in tourist destinations.

Appendix a: Social indicators that was experienced the strongest by the different year groups

Because of the WNP....	Longer Residency		Shorter residency	
	18+ years and 9-17 years		4-8 years and 0-3 years	
Environmental impacts				
appearance of the area has improved				X (+)
noise levels in the area have increased				X (-)
the natural environment has been sustained since the establishment of the Park				X (+)
the Park provides the community with an opportunity of visiting a national park		X (+)		
the WNP is accessible for us as members of the community		X (+)		
Social impacts				
opportunities to relax have increased				X (+)
the pride that Wilderness residents have in their town has improved				X (+)
excessive drinking and/or drug use has increased	X (-)			
traffic congestion in the area increases	X (-)			
WNP disrupts the lives of local residents and causes them stress	X (+)			
Economical impacts				
the overall cost of living has increased	X (-)			
opportunities for local business have increased	X (+)			
facilities available to local residents have improved				X (+)
property prices have increased	X (+) (-)			
property values in the area have increased		X (+)		
prices of some goods and services have increased		X (-)		X (-)

BIBLIOGRAPHY

- ACHARYA, P. 2005. Socio-economic impacts of tourism in Lumbini, Nepal: a case study. *Dhaulagiri: journal of sociology and anthropology*, 1
<http://www.nepjol.info/index.php/DSAJ/article/view/290/281> Date of access: 10 July 2008.
- AFFELD, D. 1975. Social aspects of the development of tourism. (In Mathieson, A. & Wall, G. Tourism: economic, physical and social impacts. New York: Longman. p. 109-115.)
- AKAMA, J.S. & KIETI, D. 2007. Tourism and socio-economic development in developing countries: a case study of Mombasa Resort in Kenya. *Journal of sustainable tourism*, 15(6):735-748.
- ALLEN, L.R., LONG, P.T., PERDUE, R.R. & KIESELBACH, S. 1988. The impact of tourism development on residents' perceptions of community life. *Journal of travel research*, 27(1):16-21.
- ANDRIOTIS, K. & VAUGHAN, D. R. 2003. Urban residents' attitudes towards tourism development: the case of Crete. *Journal of travel research*, 42(2):172-185.
- ANIELSKI, M. & BRAATEN, A. 2008. The socio-economic impact of gambling (SEIG) framework: an assessment framework for Canada: in search of the Gold Standard. Edmonton: Anielski Management Inc. (Prepared for the Inter Provincial Consortium of the Department of Methodology to access the social and economic impact of gambling.)
- ANON. 2008. The garden route: search for accommodation by map. http://www.savenues.com/maps/garden_route_accommodation_map.htm Date of access: 15 August 2008.
- AP, J. 1990. Residents' perceptions research on the social impacts of tourism. *Annals of tourism research*, 17(4):610-616.
- AP, J. 1992. Residents' perceptions on tourism impacts. *Annals of tourism research*, 19(3):665-690.
- ASHFORD, R. 2005. Socio-economics: an overview.
<http://www.coba.usf.edu/research/Events/SocioEconAndBinaryEcon/SocioEconOverVu0502.pdf>
Date of access: 15 July 2008.

BOWMAN, M.E. & EAGLES, P.F.G. 2004. Tourism spending in Algonquin provincial park. (*In* Munro, N.W.P., Dearden, P., Herman, T.B., Beazley, K. & Bondrup-Neilsen, S. Making ecosystem based management work. Proceedings of the Fifth International SAMPAA Conference on Science and Management of Protected Areas, held at the University of Victoria, British Columbia on 11 - 16 May 2003. Wolfville: Science and Management of Protected Areas Association.)

BROUGHAM, J.E. & BUTLER, R.W. 1981. A segmentation analysis of resident attitudes to social impact of tourism. *Annals of tourism research*, 8(3):569-589.

BUTLER, R.W. 1975. Tourism as an agent of social change. (*In* International Geographical Union's Working Group on the Geography of Tourism and Recreation. Tourism as a factor in national and regional development. Peterborough: Trent University. Occasional Paper No. 4. p. 85-90.)

CHEN, J.S. 2000. An investigation of urban tourism residents' loyalty of tourism. *Journal of travel and tourism research*, 24(1):5-19.

COETZEE, W.J.L. 2004. An integrated sustainable tourism development strategy for the Vredefort Dome as a World Heritage Site. Potchefstroom: North-West University. (Thesis -PhD.)

COOPER, C., FLETCHER, J., GILBERT, D., WANHILL, S. & SHEPHERD, R. 1998. Tourism principles and practice. 2nd ed. Edinburgh: Pearson.

DAVIS, D., ALLEN, J. & COSENZA, R. M. 1988. Segmenting local residents by their attitudes, interests and opinions toward tourism. *Journal of travel research*, 27(2):2-8.

DIMMOCK, K. & TIYCE, M. 2001. Festivals and events: celebrating special interest tourism. (*In* Douglas, N., Douglas, N. & Derrett, R., eds. Special interest tourism: context and cases. Brisbane: Wiley. p. 355-383.)

DWYER, L., FORSYTH, P. & SPURR, R. 2005. Estimating impacts of special events on an economy. *Journal of travel research*, 43(4):351-359.

EAGLES, P.F.J. 2002. Trends in park tourism: economic, finance and management. *Journal of sustainable management*, 10(2):132-153.

EAGLES, P.F.J. & McCOOL, S.F. 2002. Tourism in national parks and protected areas: planning and management. Wallingford: CABI Publishing.

ELLIS, S. & STEYN, H.S. 2003. Management dynamics. *Contemporary research*, 12(4):51-53.

FRECHTLING, D.C. & HORVATH, E. 1999. Estimating the multiplier effects of tourism expenditures on a local economy through a regional input-output model. *Journal of travel research*, 37(4):324-333.

FREDLINE, E. & FAULKNER, B. 2000. Host community reactions: a cluster analysis. *Annals of tourism research*, 27(3):763-784.

FREDLINE, E. & FAULKNER, B. 2002. Residents' reactions to the staging of major, motor sport events within their communities: a cluster analysis. *Event management*, 7(2):104-114.

FREDLINE, E.D., DEERY, M. & JAGO, L. 2005. Host community perceptions of the impacts of events: a comparison of different event themes in urban and regional communities. Sydney: Australian Centre for Event Management.

FREDLINE, L., JAGO, L. & DEERY, M. 2003. The development of a generic scale to measure the social impact of events. *Event management*, 8(1):23-37.

FORTIN, M-J. & GAGNON, C. 1999. An assessment of social impacts of national parks on communities in Quebec, Canada. *Environmental conservation*, 26(3):200-211.

FOX, M. 1977. The social impact of tourism: a challenge to researchers and planners. (In Finney, B.R. & Watson, A. A new kind of sugar: tourism in the Pacific. Santa Cruz, Calif.: Centre for South Pacific Studies, University of California.

GELAN, A. 2003. Local economic impacts: the British Open. *Annals of tourism research*, 30(2):406-425.

GLASSON, J. & HEANEY, D. 1993. Socio-economic impacts: the poor relations in British environmental impact statements. *Journal of environmental planning and management*, 36(3):335-343.

GOODWIN, H. 2002. Local community involvement in tourism around national parks: opportunities and constraints. *Current issues in tourism*, 5(3/4):338-360.

GOVENDER, Y., JURY, M.R., MTHEMBU, A., HATESSE, S. & BULFONI, E. 2005. Socio-economic status and development potential for a rural community on the Maputaland coast of South Africa. *SA geographical journal*, 87(1):37-42.

GREEN, M.J.B. & PAINE, J. 1997. State of the world's protected areas at the end of the twentieth century. (Unpublished paper presented at IUCN World Commission on Protected Areas Symposium. Protected Areas in the 21st Century: from Islands to Networks. Albany, Western Australia: World Commission on Protected Areas.) http://www.unep-wcmc.org/protected_areas/archive/albany.pdf Date of access: 18 August 2008.

GURSOY, D., JUROWSKI, C. & UYSAL, M. 2002. Resident attitudes: a structural modelling approach. *Annals of tourism research*, 29(1):79-105.

GURSOY, D., KIM, K. & UYSAL, M. 2004. Perceived impacts of festivals and special events by organizers: an extension and validation. *Tourism management*, 25(2):171-181.

HARALAMBOPOULOS, N. & PIZAM, A. 1996. Perceived impacts of tourism: the case of Samos. *Annals of tourism research*, 23(3):503-526.

HAYNES, J. 2001. Socio-economic impact of the Sydney 2000 Olympic games. (Seminar of the International Chair in Olympians, Centre d'Estudis Olímpics i de l'Esport (UAB).) http://olympicstudies.uab.es/pdf/od013_eng.pdf Date of access: 25 August 2008.

HIGGINBOTTOM, K. 2004. Wildlife tourism: an introduction. (In Higginbottom, K., ed. Wildlife tourism: impacts and planning. Altona, Vic.: Common Ground Publishing. p, 1-11.)

JUROWSKI, C., UYSAL, M. & WILLIAMS, D.R. 1997. A theoretical analysis of host community resident reactions to tourism. *Journal of travel research*, 34(2):3-11.

KEYSER, H. 2002. Tourism development. Cape Town: Oxford City Press.

- KWEKA, J., MORRISSEY, O. & BLAKE, A. 2000. Is tourism a key sector in Tanzania? Input-output analysis of income, output, employment and tax revenue. http://www.nottingham.ac.uk/ttri/pdf/2001_1.pdf Date of access: 20 July 2008.
- LANKFORD, S.V. 1994. Attitudes and perceptions toward tourism and rural regional development. *Journal of travel research*, 32(3):35-43.
- LANKFORD, S.V. & HOWARD, D.R. 1994. Developing a tourism impact attitude scale. *Annals of tourism research*, 21(1):121-139.
- LIU, J. & VAR, T. 1986. Resident attitudes toward tourism impacts in Hawaii. *Annals of tourism research*, 13(2):193-214.
- LONG, P.T., PERDUE, R.R. & ALLEN, L. 1990. Rural residents' tourism perceptions and attitudes by community level of tourism. *Journal of travel research*, 28(3):3-9.
- MADRIGAL, R. 1993. A tale of tourism in two cities. *Annals of tourism research*, 22(2):336-353.
- MADRIGAL, R. 1995. Residents perceptions and the role of government. *Annals of tourism research*, 22(1):86-102.
- MATHIESON, A. & WALL, G. 1982. Tourism: economic, physical and social impacts. New York: Longman.
- MBAIWA, J.E. 2005. Enclave tourism and its socio-economic impacts in the Okavango Delta, Botswana. *Tourism management*, 26(2):157-172.
- McCOOL, S.F. & MARTIN, S.R. 1994. Community attachment and attitudes toward tourism development. *Journal of travel research*, 32(3):29-34.
- McGEHEE, N.G. & ANDERECK, K.L. 2004. Factors predicting rural residents' support of tourism. *Journal of travel research*, 43(2):131-140.
- McLACHLAN, R. & PISSOORT, V. 2004. The socio-economic impact of the Addo Elephant National Park: a desktop study. Potchefstroom: Institute for Tourism and Leisure Studies.

- MOTALE, M.D.B. 2008. The social impact of arts festivals: a case of the ABSA Klein Karoo National arts festival. Potchefstroom: NWU Potchefstroom campus. (Dissertation - MCom. Tourism.)
- MOTLHANKE, S.G. 2005. The socio-economic impacts of nature-based tourism: the case study of Bakgatla ba-ga Kgafela in the Pilanesberg National Park. Johannesburg: University of Witwatersrand. (Research report - MA.)
- MOTTIAR Z. 2006. Holiday home owners, a route to sustainable tourism development? an economic analysis of tourist expenditure data. *Journal of sustainable tourism*, 14(6):582-599.
- MYBURGH, E. & SAAYMAN, M. 1999. Ecotourism in action: practical guidelines and principles. Potchefstroom: Leisure Consultants and Publications.
- MYBURGH, E. & SAAYMAN, M. 2002. Ecotourism in action: guidelines and principals. 2nd ed. Potchefstroom: Institute for Tourism and Leisure Studies.
- NYAUPANE, G.P., MORAIS, D.B. & DOWLER, L. 2006. The role of community involvement and number/type of visitors on tourism impacts: a controlled comparison of Annapurna, Nepal and Northwest Yunnan, China. *Tourism management*, 27(6):1373-1385.
- PAGE, S.J. 2007. Tourism management: managing for change. 2nd ed. Oxford: Butterworth-Heinemann.
- PAGE, S.J., BURT, P., BUSBY, G. & CONNELL, J. 2001. Tourism: a modern synthesis. London: Thomson.
- PHILLIPS, A., ed. 1998. Economic values of protected areas, guidelines for protected area managers. Cambridge: World Conservation Union & Cardiff University.
- PHILLIPS, G. 2005. Ecotourism: a SANParks perspective. (Paper delivered at the Ecotourism South Africa Confex at the Indaba Hotel Johannesburg, South Africa on the 9-11 November 2005. Johannesburg.) (Unpublished.)
- PHILLIPS, G. 2008. Park management. (Tourism workshop held at the North-West University, Potchefstroom campus, 12 August 2008.) (Unpublished.)

PIZAM, A. 1978. Tourism impacts: the social costs to the destination community as perceived by its residents. *Journal of travel research*, 16(4):8-12.

PIZAM, A., MILMAN, A. & KING, B. 1994. The perceptions of tourism employees and their families toward tourism. *Tourism management*, 15:53-61.

QUEENSLAND GOVERNMENT. Planning Information and Forecasting Unit. 2008. The economic and social impacts of tourism in Far North Queensland planning region. Queensland: Queensland Government, Department of Infrastructure and Planning: City East.

RATZ, T. 2000. Residents' perception of the socio-cultural impact of tourism at Lake Balaton, Hungary? (In Richards, G. & Hall, D., eds. *Tourism and sustainable community development*. London: Routledge. p. 36-47.)

RITCHIE, J.R.B. & GOELDNER, C.R. 1994. *Travel, tourism and hospitality research: a handbook for managers and researchers*. 2nd ed. London: Wiley.

RYAN, C. & MONTGOMERY, D. 1994. The attitudes of Bakewell residents to tourism and numbers in community responsive tourism. *Tourism management*, 15(5):358-369.

SAARINEN, J. 2003. The regional economics of tourism in Northern Finland: the socio-economic implications of recent tourism development and future possibilities for regional development. *Scandinavian journal of hospitality and tourism*, 3(2):91-113.

SAAYMAN, M. 2000. *En route with tourism*. 2nd ed. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SAAYMAN, M., ed. 2002. *Hospitality, leisure and tourism management*. Potchefstroom: Leisure Consultants and Publications.

SAAYMAN, M., FOUCHE, M. & KRUGER, M. 2008. Executive summary of research profiles of selected national parks in South Africa. Potchefstroom: Institute for Tourism and Leisure studies, NWU Potchefstroom Campus.

SAAYMAN, M. & SAAYMAN, A. 2004. Economic impact of cultural events. *South African journal for economic and management sciences*, 7(4):629-642.

SAAYMAN, M. & SAAYMAN, A. 2005. Final report: socio-economic impact of Addo National Park. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SAAYMAN, M. & SAAYMAN, A. 2006. Creating a framework to assess the economic contribution of national parks in South Africa: the case of the Addo Elephant National Park. *Tourism economics*, 12(4):619-633.

SAAYMAN, M. & SAAYMAN, A. 2008a. Socio-economic impact of the Wilderness National Park. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SAAYMAN, M. & SAAYMAN, A. 2008b. Socio-economic impact of Tsitsikamma National Park. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SAAYMAN, M. & SAAYMAN, A. 2009. Why travel motivation and socio-demographics matter in managing a national park. *Koedoe*, 51(1):49-57.
<http://www.koedoe.co.za/index.php/koedoe/article/view/381/1012> Date of access: 30 June 2009.

SAAYMAN, M., SAAYMAN, A. & FERREIRA, M. 2008. Socio-economic impact of the Karoo National Park. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SAAYMAN, M., SAAYMAN, A. & SLABBERT, E. 2006. The economic impact of visitors to the Klein Karoo National Arts Festival at Oudtshoorn. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SAAYMAN, M. & VAN DER MERWE, L.H. 2008. The socio-economic impact of the Klein Karoo National Arts Festival. Potchefstroom: Institute for Tourism and Leisure Studies, NWU Potchefstroom Campus.

SANPARKS (SOUTH AFRICAN NATIONAL PARKS). 2006. Tourism plan: Wilderness National Park. <http://www.sanparks.org/> Date of access: 15 July 2008.

SANPARKS (SOUTH AFRICAN NATIONAL PARKS). 2007a. Financial data. <http://www.sanparks.org/> Date of access: 17 July 2008.

SANPARKS (SOUTH AFRICAN NATIONAL PARKS). 2007b. Acts and Regulations: National Park Act. <http://www.sanparks.org/about/acts/NatParksAct.pdf> Date of access: 13 August 2008.

SANPARKS (SOUTH AFRICAN NATIONAL PARKS). 2008. Wilderness National Park: gateway to the Garden Route. <http://www.sanparks.org/parks/wilderness/> Date of access: 14 August 2008.

SHARMA, B., DYER, P., CARTER, J. & GURSOY, D. 2008. Exploring residents' perceptions of the social impacts of tourism on the Sunshine Coast, Australia. *International journal of hospitality and tourism administration*, 9(3):288-311.

SHELDON, P. & VAR, T. 1984. Residents attitudes toward tourism in North Wales. *Tourism management*, 5(1):40-47.

SOUTH AFRICAN GAME LODGES. 2004. Garden route area information: Wilderness National Park. <http://www.south-african-lodges.com/garden-route-area-info.php> Date of access: 15 August 2008.

SPSS INC. 2007. SPSS* 16.0 for Windows, Release 16.0.0, Copyright* by SPSS inc., Chicago, Illinois. www.spss.com Date of access: 15 August 2008.

STANDEVEN, J. & DE KNOP, P. 1999. Sport and tourism: international perspectives. Champaign, Ill.: Human Kinetics.

STANDISH, B., BOTING, A., VAN ZYL, H., LEIMAN, T. & TRUPIE, J. 2004. The economic contribution of Table Mountain National Park. Cape Town: Graduate School of Business, University of Cape Town.

TAYOR, C.N., GOUGH, J., WARREN, J. & MCCLINTOCK, W. 1999. Social and economic impacts of Kahurangi National Park. Wellington: Department of Conservation, New Zealand.

THE AMERICAN HERITAGE DICTIONARY OF ENGLISH LANGUAGE. 2004a. National Park. 4th ed. Houghton Mifflin Company. <http://www.answers.com/topic/nationalpark> Date of access: 10 August 2008.

THE AMERICAN HERITAGE DICTIONARY OF ENGLISH LANGUAGE. 2004b. Urban Park. 4th ed. Houghton Mifflin Company. <http://www.answers.com/topic/urban-park> Date of access: 14 August 2008.

TROCHIM, W.M. & DONNELLY, J.P. 2007. The research methods knowledge base. 3rd ed. Mason, Oh.: Thomson Custom.

TURCO, D.M., SWART, K., BOB, U. & MOODLEY, V. 2003. Socio-economic impacts of sport tourism in the Durban unicity, South Africa. *Journal of sport tourism*, 8(4):223-239.

TUSTIN, D.H., LIGTHELM, A.A., MARTINS, J.H. & VAN WYK, H de J. 2005. Marketing research in practice. Pretoria: University of South Africa Press.

UM, S. & CROMPTON, J.L. 1987. Measuring resident's attachment levels in a host community. *Journal of travel research*, 26(1):27-29.

VAUGHAN, D.R., FARR, H. & SLEE, R.W. 2000. Estimating and interpreting the local economic benefits of visitor spending: an explanation. *Leisure studies*, 19(2):95-118.

WALKER, S. & HALL, S. 1996. Physical and social impacts of tourism in Wimberley, Texas. Texas: Southwest Texas State University, Centre for Nature and Heritage Tourism. (GEO 5395.7.)

WEAVER, D.B. & OPPERMAN, M. 2000. Tourism management. Brisbane: Wiley.

WEST, P., IGOE, J. & BROCKINGTON, D. 1996. Parks and peoples: the social impact of protected areas. *Annual review of anthropology*, 35(1):14.1-14.27.

WOLF, C.P. 1977. Social impact assessment: the state of the art updated. *SIA Newsletter*, 29:3-23.

WTO (WORLD TOURISM ORGANISATION). 1993. Sustainable tourism development: guide for local planners. Madrid: Tourism and the Environment Publication.