

**PERCEPTIONS OF RESIDENTS OF THE  
MOSES KOTANE LOCAL MUNICIPALITY  
ON TOURISM STRUCTURES AROUND  
MOGWASE AND SAULSPOORT**

**BY**

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## DECLARATION

I MARIPE JOSEPH NYAMATE declare that the research report for the MBA at North West University hereby submitted has not previously been submitted by me for a Masters degree at this or any other University, that it is my own work in design and execution and that all material contained herein has been duly acknowledged.

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15.03.07 [Date]

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## **Abstract**

The impact of tourism on local communities may not always be positive, and consequently the contribution done by tourism to communities is debatable. It is noted that while some developed and developing countries generate most of their income from tourism, they [these countries] are negatively affected by tourism. The attitudes of the host community towards tourism industry are fast becoming the major issue across the world. For example, local communities may form specific negative attitudes about tourism and travelers for reasons such as automobile and foot traffic congestion, increased commercialism, loss of community identity, increased taxes and costs, litter and vandalism.

The empirical study uncovered that the majority of respondents, at 66.7% indicated that tourist attractions in Moses Kotane do not contribute positively towards the development of local communities. In addition, 93.3% agreed that tourism affects local communities since tourists were setting trendy life styles which contradicted traditional African lifestyles. Invariably, due to tourism communities dealt with serious problems such as the use of drugs and prostitution, and many hectares of land were lost to farming in order to promote tourism in the region.

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## **CHAPTER ONE**

### **BACKGROUND OF THE STUDY AND ORIENTATION**

#### **1.1 INTRODUCTION**

Governments throughout the world have been trying for decades to intervene directly or indirectly to reroute the development process of their countries. This, they did by introducing various policies for development in fields such as agriculture, forestry, mining and manufacturing. However, Barker (1992) contends that changes in international mobility saw tourism being given top priority in recent global economic and business programmes in both developing and developed countries. As a result of the new thrust for economic development, tourism formed the core of economic activities in host countries, and it also served as the second largest employer after mining in some countries. Van Harssel (1994:150-151) argues thus that some communities perceive tourism structures around them as the only source for survival since these communities do not have mines and they rely on the income from tourism.

It is noted that there are several variables that influence the attractiveness of the tourism industry. For example, availability of shopping complexes, infrastructural development, price levels, natural resources, climate and culture are some of the critical determinants of the vibrancy of the tourism industry. A large segment of tourism is based on cultural tourism, and Myburgh and Saayman (1999) note that cultural tourism is that facet of tourism through which visitors explore the history and cultural activities of other nations and people. From Myburgh and Saayman's view it would appear that tourists are no longer interested only on the beautiful accommodation, excellent means of transport and price levels in host countries, but they are also interested in the culture of host communities.

The essential aspect of cultural tourism is that a society's culture is a complex reflection of the way of life of a people, their work practices and play activities, and it may be divided into numerous elements such as dress codes, handcrafts, art and music, relics, language and religion. Lubbe (2003: 88) concurs with Myburg and Saayman when he argues that each country should maintain its cultural tourism attractions which are products of its own unique originality, diversity, history, customs, attitudes, ability and talents.

However, the impact of tourism on local communities may not always be positive, and consequently the contribution done by tourism to communities is debatable. It is noted that while some developed and developing countries generate most of their income from tourism, they [these countries] are negatively affected by tourism. Fridgen (1996:46) notes that the attitudes of the host community towards tourism industry are fast becoming the major issue across the world. For example, local communities may form specific negative attitudes about tourism and travelers for reasons such as automobile and foot traffic congestion, increased commercialism, loss of community identity, increased taxes and costs, litter and vandalism. The preceding issues provided the rationale for conducting an investigation on perceptions of local communities on tourism.

## 1.2 Contribution of the study

The contribution of the study lies in the purpose of the research that is to investigate the implications of tourism for the local communities of Moses Kotane area. The main focus of the study pertains to the perception of local communities about the tourist attractions sites found in their areas namely hotels, game reserves, lodges and the airport. Additionally, the study is envisaged to establish whether there is a relationship between

tourism attraction centers and local communities adjacent to them. The study will also look at consultation processes between the tourism operators and local communities, the benefits local communities derive from tourism and participation of local communities in the tourism industry.

Focus will also be on the absorption of the local communities by these tourist attraction centers. Issues such as tourism and job acquisition, terms and duration of employment will also be addressed in the study. In general terms, the study will look at the benefits derived by the local communities outside the boundaries of tourist attraction structure. For example, creation of opportunity for development outside the parks, ownership of tourism attraction sites, and development of tourist-driven economic structure that is dependent on the park and owned and administered by the community and the community projects, farmers' projects, school projects and other projects linked to tourism. The study should thus contribute towards the promotion of the adoption of community development strategies, rendering of proper extension services to schools, farmers, and members of communities like the aged, youth and women.

The study will also assist planners and other interested parties in tourism to promote access, participation, co-ordination, and co-operation of the citizenry at large in the tourism industry. Furthermore, the study should find out whether there are policies written to integrate the human needs and aspirations of the Pilanesberg National Park, Pilanesberg Airport, Sun International hotels and the North West Tourism Board.

### 1.3 AIMS AND OBJECTIVES OF THE STUDY

Research requires that one looks beyond current practices in anticipation of future developments and needs. For this reason, the researcher has set both short-term objectives and long-term aims for the study.

#### 1.3.1 Aims of the research

The long-term aims of the study are encapsulated in the following three main aims :-

- Aim 1: To determine from literature the nature and scope of tourism.
- Aim 2: To determine empirically the perceptions of residents of Mogwase-Saulspoort in the Moses Kotane Local Municipal area on tourism structures around them.
- Aim 3: To provide recommendations on strengthening the relationships between tourism operators and host communities.

These general aims assisted in the formulation of short-term objectives for the study.

#### 1.3.2 Objectives of the investigation

The study intends to achieve the following objectives: -

- To analyse tourism activities in the Moses Kotane area;
- To investigate the development of tourism in the Moses Kotane area;
- To gather information that indicates that tourism is judiciously and sustainably conducted; and

- To provide recommendations, guidelines and proposals for efficient and sustainable tourism industry.

The preceding aims and objectives are central to the research and will determine the selection of the research methodology.

## 1.4 RESEARCH METHODOLOGY

The selection of a research methodology is always determined by the researcher's perception of the research problem. In this case, the researcher used a combination of quantitative and qualitative methods in order to source data from respondents and participants in the research.

### 1.4.1 Empirical study

An empirical study was conducted in Moses Kotane Local Municipality in the Bojanala Region of North West Province, South Africa. Combinations of qualitative and quantitative methods were used to increase the validity and reliability of responses to questions on perceptions of local communities towards tourism in their vicinity. The data for this study were collected by means of complementary approaches to enhance the validity and reliability of the investigation.

The data collected through an empirical investigation was supported by data collected through literature study.

### 1.4.2 Literature Study

Sources dealing with the nature, scope and challenges of tourism management were sought and carefully selected and studied with the aim of drawing out only relevant, credible or authentic data. A computer

search for relevant sources was conducted and the following key words were used:

- Tourism
- Cultural tourism
- Sports tourism
- Sustainable development
- Global tourism.

#### 1.4.3 Data analysis and Interpretation

Statistical methods were used to analyse data, and frequency tables and graphs were used to record the responses and data.

### 1.5 Scope and demarcation of the study

The research is focused on the impact of tourism on the people of the Moses Kotane area. The main focus was placed on the impact of tourism after the founding of the Pilanesberg National Park, the building of the airport, the establishment of an ostrich farm and the building of Sun City.

### 1.6 Clarification of concepts

The following operational concepts are defined to facilitate an understanding of the way the researcher used them in this document.

#### 1.6.1 Perception

Fridgen (1996:32) defines perception as translating sensory data into meaningful information that may be used and acted upon. Perception is influenced by learning and past experience, and over a period of time a person develops the way of perceiving the world. Perception is regarded

as the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world (George, 2002:133).

### 1.6.2 Tourist

A tourist is defined by Oxford Advanced Learner's Dictionary (1989: 1356) as a person who is traveling or visiting a place for his/ her pleasure.

### 1.6.3 Tourism

George (2002:17) defines the concept 'tourism' as the term given to the activity that occurs when tourists travel. From George's view tourism encompasses everything from the planning of the trip, the travel to the place, the study itself, the return, and the reminiscences about it afterwards. In addition, tourism includes the activities the traveler undertakes as part of the trip, the purchases made, and the interaction that occurs between the host and the guest. Similarly, tourism is also regarded as a service-based industry comprising a number of tangible and intangible components. For example, tangible elements include transport, foods, beverages, tours, souvenirs and accommodation, while the intangible elements involve education, culture, adventure or simply escape and relaxation ([www.parkweb.vic.gov.au/education/tourism\\_parks/da3htm](http://www.parkweb.vic.gov.au/education/tourism_parks/da3htm)).

### 1.6.4 Eco-tourism

Eco-tourism is the type of tourism that involves traveling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring or enjoying the scenery and their wild plants and animals (Wearing and Neil, 1999). Eco-tourism is purposeful travel to natural areas to understand the culture and natural history of the

environment, taking care not to alter the integrity of the ecosystem, producing an economic opportunity that makes the conservation of natural resources beneficial to the local people. Van Wyk, in Myburg and Saayman (1999:7) defines eco-tourism as an enlightening nature travel experience that contributes to conservation of ecosystem, while respecting the integrity of the host communities.

#### 1.6.5 Environment

Environment is the surroundings within which humans exist that are made up of land, water, and atmosphere of the earth, microorganisms, plants and animal life (NEMA, Act No. 107 of 1998). Environment is also regarded as the complex of physical, chemical, and biological factors in which a living organism or community exists ([Eobglossary.gsfc.nasa.gov/Library/glossary.php3](http://Eobglossary.gsfc.nasa.gov/Library/glossary.php3)).

#### 1.6.6 Conservation and Hospitality

Conservation means the careful preservation and protection of natural things (Longman Dictionary of Contemporary English, 1987:216). Hospitality includes those commercial activities, which offer consumers accommodation, meals, and drinks when they are away from home (George, 2002:18).

### 1.7 Chapter Division

The expansiveness and extensiveness of information of the research topic requires that the study be demarcated in spatial terms. As a result, data was systematically documented and organized into chapters, and research findings were arranged into chapters for the sake of logical

exposition and presentation of data. The chapters were arranged in this manner: -

- Chapter 1: Orientation to the study
- Chapter 2: Theoretical foundation and literature review
- Chapter 3: Research design
- Chapter 4: Data analysis and interpretation
- Chapter5: Summary, Findings, Recommendations and Conclusion

## 1.8 SUMMARY

Tourism is a service-based industry comprising a number of tangible and intangible components. For example, tangible elements include transport foods, beverages, tours, souvenirs and accommodation, while the intangible elements involve education, culture, adventure or simply escape and relaxation. In recent years some communities have come to perceive tourism structures around them as the only source for survival since these communities do not have mines and they rely solely on the income from tourism.

However, the impact of tourism on local communities may not always be positive, and consequently the contribution done by tourism to communities is debatable. For this reason, the researcher is of the opinion that tourism, and other projects emphasised by the Agenda 21, should be sustainable. It is noted that, if tourism is not regulated it may impact negatively on host communities. For example, issues such as inappropriate dumping of waste, overcrowding of people in areas such as beaches, crime, land and noise pollution are prevalent in tourist attraction sites. The following chapter presents a theoretical framework and literature review.

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FOUNDATION**

#### **2.1 INTRODUCTION**

In the process of transforming the South African society, the government stated that one of its priorities is to ensure that all South African citizens, present and future, have the right to a decent quality of life through the sustainable use of resources (CONNEPP, 1996). Accordingly in Agenda 21, humanity is cautioned to pay special attention to the relationship between environmental conservation and protection of resources and sustainable tourism. Seemingly the focus ought to be on policies based on conservation of resources. The researcher observes that future progress requires a broader commitment to sustainable life that may only be achieved by practicing sustainable tourism. Notably, sustainable tourism is based on the needs and aspirations of the host communities and tourist's demands, and it also looks at the local environment as one of the valuable partners in tourism.

The tourism versus communities' needs challenges require one to bear in mind that just as it is important to respond to human needs, such fulfillment of needs may produce a chain reaction, which may have negative and positive results for host communities. Notably, when one uses Maslow's hierarchy of needs, at the base of the pyramid of needs are the basic physiological needs for food, drink, and shelter that are necessary for the survival. Just as Maslow argued that these needs along with the next layer of security and safety needs should be satisfied before people will focus on social needs or the need for self-esteem and status,

there is a possibility that tourism may corrode fundamental social principles. For example, there is a possibility that tourism may corrode fundamental social principles if consumers perceive that all the hotel chains in South Africa provide a sufficient guarantee of food, shelter and security these physiological and safety needs are no longer significant to them. The implication to the marketer in this case would be to appeal to consumers with higher levels of needs such as status (George, 2001), and this to closely-knit communities may lead to gravitation towards status at the expense of social solidarity.

The bipolar nature of Maslow's hierarchy of needs suggests that there is a need for ascendancy and descendancy in the pyramid. For example, the perceived levels of crime and political instability in the region of southern Africa have raised many foreign travelers concerns for safety and security. These types of concerns make many people to climb down the needs hierarchy to its second lowest level, the needs for safety. It is noted that tourism has a positive aspects and negative outcome as shall be indicated in the following discussion. The discussion in this chapter elucidates on the following:

- Definition of operational concepts
- Significance of tourism for economic development
- Challenges of tourism to host communities, and
- Theoretical foundation.

## **2.2 Definition of operational concepts**

The following concepts that have a bearing on the research need to be put into proper perspective.

### **2.2.1 Sustainable development**

To have a proper understanding of the concept 'sustainable development' one ought to understand the following concepts:

#### **2.2.1.1 Sustainability**

The concept 'sustainability' means the ability to continue through time without loss. According to the Oxford Dictionary (1997:1472) the concept 'sustainability' means 'ability to continue'. Sustainable use of natural environment and its renewable natural resources involves the management of resources to ensure that their benefits last indefinitely. Making sustainable goals and policies mean that environmental resources ought to meet the needs of sustainable development in South Africa. Sustainable management of resources should not reduce the social, cultural, organizational and financial importance of resources required to produce the desired benefits (CONNEPP, 1996:13).

#### **2.2.1.2 Development**

CONNEPP (1996:93) defines 'development' as 'an improvement in the quality of life for all members of the society'. Development emphasizes better quality and it differs from growth that emphasizes greater quantity. An alternative definition of development is to see it as a process of enabling people to make their own informed choices in order to improve their quality of life.

Sidinga (1999:1) in his study of examining tourism patterns in Sub-Saharan Africa made a point that many African countries initially tried to develop economically by expanding and increasing the range of primary

exports from agriculture and mining. When these did not provide satisfactory results, Africa turned to industrialization as a road to quick and sustainable economic growth (Sidinga, 1999:1). The prevailing economic stagnation and poverty in most African states suggests that these strategies have not worked for the continent. However, one may not ignore the problems that are encountered by some African countries such as civil wars, low level of development, uneven distribution of population, budget problems, poverty, diseases, poor transport network and lack of supply of basic services such as electricity and water. The problems listed in the preceding statement hinder tourism in Africa. To compound problems there are variations in terms of a number of tourist arrival and foreign exchange earnings in African states.

According to the records most tourists go to North Africa, South Africa and Eastern Africa. For example, of the 20 million tourists who arrived in Africa from abroad in 1996, about 36 % went to North Africa, 30.5 % to South Africa, 23.9 % to Eastern Africa, 8.15 % to Western Africa and 1.6 % to Central Africa. According to Bennett (1998:121), in South Africa the arrival of tourists from Africa exceeded 2.4 million in 1993, which represents a growth of 14.9 % compared to the year 1992. The overwhelming majority of these arrivals were by road and rail network. Visitors from the African countries are mainly shoppers or people visiting friends and family in South Africa.

The number of foreign arrivals in South Africa is still positive with the number of international visitors increasing by 5 % over the year 1998 with figures of 5,898,236 reaching 6,026,086 in 1999. Of these tourists, 1,540,700 (25.6 %) were overseas arrivals, compared to 1,48,327 (25.1 %) in the year 1998. In 1996 the total arrivals were 23.7% and the total arrivals 4,944,430 were overseas guests. This means that the overseas market is growing faster than the African market (Tourism North West,

Summer Bulletin, 2001). According to Statistics South African tourism arrivals by all-purpose visits in South Africa increased from the year 1993 to 1998. This may be seen in the light of table 2.1

Table 2.1 Tourist Arrivals by All Purpose of Visit: Overseas Arrivals only

|          | 1993    | %    | 1994    | %   | 1995      | %     | 1996      | %     | 1997      | %    | 1998     | %    |
|----------|---------|------|---------|-----|-----------|-------|-----------|-------|-----------|------|----------|------|
| Holiday  | 265.896 | 43.5 | 313.336 | 45  | 403.091   | 38.0  | 480.682   | 41.0  | 592.380   | 46.5 | 614.212  | 43.0 |
| Business | 116.051 | 19.0 | 146.224 | 21  | 275.799   | 25.0  | 310.684   | 26.5  | 280.266   | 22.0 | 335.674  | 23.3 |
| VFR      | 180.185 | 29.5 | 174.076 | 55  | 259.888   | 24.5  | 246.203   | 31.8  | 280.56    | 22.0 | 292.822  | 20.5 |
| Other    | 48.884  | 8.0  | 52.587  | 90  | 121.988   | 11.5  | 134.825   | 11.5  | 121.024   | 9.5  | 185.592  | 13.0 |
| Total    | 610.796 | 100  | 696.303 | 100 | 1.060.766 | 100.0 | 1.172.394 | 100.0 | 1.273.936 | 100  | 1.428.01 | 100  |

Adapted from, Satour International Survey, 2000

The visitors in South Africa have various reasons such as visiting friends, family, business and holiday. The table indicates that there are fluctuations in the number of visits from the year 1993 to 1998. For example, tourism during holidays in 1993 were at 43.5% and in 1998 at 43.0%, which indicates a drop of 0.5% in tourism. However, the greatest loss in tourism was experienced in Gauteng from 29.9% in 1994 to 23.6% in 1996 while the greatest improvement was in the Eastern Cape from 5.7% in 1994 to 12.2% in 1996 as indicated in Table 2.2 from SATOUR.

Table 2.2: Tourism in Provinces according to SATOUR

| Province       | 1994 % | 1996 % |
|----------------|--------|--------|
| Kwa-Zulu Natal | 19.5 % | 23.9 % |
| Gauteng        | 29.9 % | 23.6 % |
| Western Cape   | 10.3 % | 9.8 %  |
| Free State     | 4.8 %  | 6.9 %  |
| Mpumalanga     | 8.5 %  | 7.1 %  |
| Eastern Cape   | 5.7 %  | 12.2 % |
| North West     | 8.9 %  | 8.5 %  |
| Limpopo        | 10.8 % | 6.6 %  |
| Northern Cape  | 1.6 %  | 1.3 %  |

The number of visitors in domestic tourism indicated fluctuations from the periods 1994 to 1996 (Satour Domestic Tourism Surveys). For example, in

1994 Kwa-Zulu Natal had 19.5% of tourists and in 1996 the number moved to 23.9%. In the Northern Cape in 1994 the figure of tourism was 1.6% and in 1996 there was a slight decrease of 0.3%. This indicates that there are differences in tourism attraction in various provinces and this may be caused by uneven distribution of our tourist's attractions.

### 2. 2. 1. 3 Sustainable development

The concept '*sustainable development*' refers to meeting the needs of the present without compromising the ability of the future generations to meet their own needs, or the development that improves the quality of human life within the carrying capacity of supporting ecosystem (CONNEPP, 1996:101). On the other hand, the IMF (International Monetary Fund) and Economic Corporation and Development view sustainable development as economic growth. The World Bank explains sustainable development as equitable development, the European Union defines it as sustainable and social development, whereas UNDP promotes sustainable development (Munslow 1994: 2).

According to Fien (1993), sustainable development is also about redefining the roles of economic game in order to move from a situation of wasteful consumption and pollution to one of conservation, and from one of the privileged and protectionism to one of fair and equitable change for all. Sustainable development is also regarded as wise management of resources that should therefore have some long lasting success (Mayhew and Penny 1992:224). Munslow, Fitzgerald and McLenan (1997:4) view sustainability as the improvement of human resource management of natural resources. It can be deduced that sustainable development is concerned with wise use of resources. However, Agenda 21 notes that tourism, like other sectors, uses resources and generates wastes, and creates environmental, cultural and social costs and benefits in the

process. For sustainable patterns of consumption and production in the tourism sector, it is essential to strengthen national policy development and enhance capacity in areas of physical planning, impact assessment, and the use of economic and regulatory instruments. This should be the case in the areas of information, education and marketing. Of a particular concern to tourism sustainability is the degradation of biodiversity and fragile ecosystems, such as coral reefs, mountains, coastal areas and wetlands.

Furthermore, policy development and implementation ought to take place in co-operations with all interested parties, especially the private sector and local and indigenous communities. The Commission should develop an action-oriented international program of work on sustainable tourism, to be defined in cooperation with the World Tourism Organization, the Conference of Parties of Convention on Biological Diversity and other relevant bodies (Program for Further Implementation of Agenda 21:30).

There are criticisms against tourism as an element of sustainable development. If the type of tourism activity practiced in a particular area does not fit in with the needs of the host community, then it may separate the concept development from sustainability. Not all the tourism structures that are located or are established in South Africa are good. For example, tourism encourages social problems such as gambling which is viewed negatively by the host communities.

In other areas tourism structures bring in change in the mind-set of the youth. For example, the practicing of commercial sex that in turn attracts the youth thereby affecting the morals of the host communities. The question of that is normally asked in host communities is: *how sustainable tourism should be and what are its impact on society?* Some points on

which host communities agree about when coming to tourism are that it should fulfill the following criteria: -

- catering for the needs of host communities;
- it should create jobs which are sustainable;
- it should look at the interests of youth in the local communities;
- it should look at the interest of women;
- it should promote educational programmes that are sustainable;
- it should involve all the local stakeholders; and
- it should be regulated through policies that protect biodiversity from destruction.

### **2.3 Conservation**

The dictionary meaning of the word conservation is the prevention of a loss, waste, damage or destruction (Hornby, 1989:248). Conservation also means conserving the natural diversity of living things, ecosystems and ecological processes, and conserving natural beauty. Medlik (1993:36) defines conservation as protection from decay, depletion and destruction, as a positive approach to maintaining, enhancing and managing natural and man-made resources, for the benefit of future generations. The researcher is of the opinion that tourism and conservation may not be separated.

Tourism depends on conservation for continuing existence, and in turn it contributes through the income it generates to conservation. Conservation is also regarded as the use of natural resource in such a way that minimizes waste and maintains the resources in as good a condition as is practical (Daugherty 1997:330-331). Since a person's

perspective depends on his/her culture, his/her experience and the urgency of the problem confronting humanity, conservation may be perceived differently. Most communities around the tourism attraction different views about different economic opportunities, and if those opportunities do not meet their expectations they tend to look at natural environment as their source of survival. For example, Anderson and Lorsch (1995) note that abject poverty leads to adoption of desperate strategies for survival. As a result, people tend to exhaust resources in their environment, and places such as nature reserves are not used as a solution for conservation.

The other view that brings the negative attitudes which impact on conservation is that Africans perceive wildlife as a source of survival. For them wildlife is not something only to look at and admire, it is a source of daily livelihood. For this reason, conservation raises many questions regarding perceptions towards tourism. Conservation is also facing a very serious problem in a case of affluent industrial owners who buy land under the pretext that they erect tourism structures like the Game reserves and game farms which encourage protection of animal species. Such transactions happen between the rich and the authorities without consulting the local people. At the end, local people are prohibited from hunting while the industrial owners hunt and sell animals to the outside countries. Subsequently local communities are blamed for poaching, a concept which is foreign to them and their way of life.

The Hotel industry poses threats to conservation since the more it expands the more it makes a greater impact on conservation. As put by Holloway (1998), some of the hotels dump their waste in nearby streams and rivers. As a result people, creatures, birds, plants and animals which were depending on those streams and rivers encounter problems to survive. In addition, diseases spread and some of the trees which could

be used for valuable medicine die. The most common result of dumping is that some animals become extinct and some of the original birds and other species migrate. In a long term the natural resources in the vicinity of hotels become exhausted and the place no longer attract tourists.

According to Heydenrych (1997:10-12), the impact of tourism on host communities is indicated by the case study of Marion Island where the introduction of alien organisms, disturbance of birds, introduction of plants such as *agrostis-stolonifera* have now taken over extensive area on the Island to the detriment of the indigenous vegetation. The domestic cabbage plant is at the brink of extinction in Marion Island because of the introduction of diamond-backed moth (Heydenrych 1997). In addition, there are many sea birds that breed at Marion Island which are sensitive to disturbances. For example, there are four species of penguins on the island; all of which may be frightened by sudden movements of humans as in the case of Gentoo penguins and wandering Albatrosses (Heydenrych 1997).

Needless to mention, the socio-economic benefits in tourism are related to job opportunities and the maintenance of the environment which is conducive to eco-tourism activities in the private sector. In this case, the conservation management may require and need relationships between host communities and agents of conservation. Notably, conservation remains the cornerstone of tourism, and the following steps should be followed:

- Cooperation between tourism structures management and the host communities;
- Decision is taken over biodiversity;
- Trees are not removed in order to built tourism structures; and

- Local communities ensure that tourism sustains conservation of biodiversity.

## 2.4 Market segmentation

The concept 'market segmentation' means subdividing the market into sub markets. Market segmentation is the process of considering the total market and identifying if one or more products in the market is already a form of market segmentation (Du Toit et al, 1993:48). Market segmentation is based on the following four assumptions:

- The market for product or service is made up of particular segments where members have distinctive needs and preferences. In other words, not all tourists are alike and their needs would direct their needs and form in tourism.
- A single tourism offering, such as a holiday resort or attractions or a hotel appeals more to some segments of the market than others.
- Organizations may make their marketing efforts more effective by developing specific offerings for specific segments of the market (Bennett 1998:256).

The major segmentation variables for tourism are *socio-economic and demographic variables* which deals with the division of the market into groups based on variables such as age, education, gender, income, family size, social class and occupation. *Product related variables*, are based on recreational facilities, tourism offerings, equipments, brand loyalty, transportation mode, and length of stay. *Psychographic variables* are based on personality traits, life style, attitudes, interests, options and motivations. *Geographic variables* are based on region, market area, and urban, suburban, rural, city size and population density. *Purpose of trip variable* is based on regular business travel, meetings, conferences,

incentive travel, visiting friends and relatives, touring, outdoors, and visiting to the Game Park or event.

Manson and Cjenye (2000) state that in a survey conducted on rural operators and tourists in Southern Germany, the main market segments were families with children and older couples, and their main activities were excursions to attractions outside the region. Inexpensive accommodation appears to be the major incentive to choose the region as an excursion base. *Behavioral segmentation* deals with occasions, benefit sought and usage rate (Bennett, 1998 and Smith, 1995). The biggest markets of tourism Africa are South Africa's neighboring countries as indicated in Table 2.3.

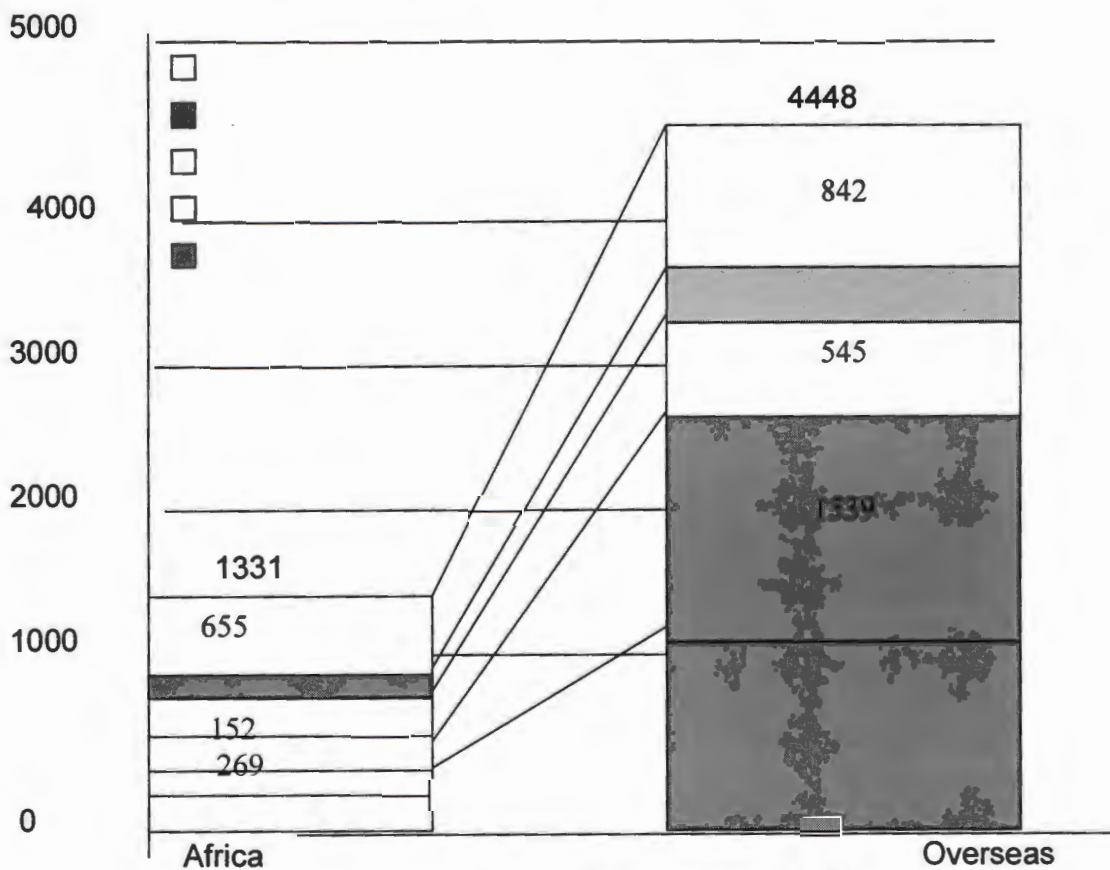
**Table 2.3 Total Arrivals from Africa (1992 and 1993)**

| Country of Residence | 1993      | 1992      | 1992-1993 Difference in % |
|----------------------|-----------|-----------|---------------------------|
| Botswana             | 279.154   | 231.942   | 20.4                      |
| Egypt                | 1.196     | 479       | 149.7                     |
| Kenya                | 7.716     | 6.737     | 14.5                      |
| Lesotho              | 914.770   | 782.598   | 16.9                      |
| Malawi               | 33.637    | 24.771    | 35.4                      |
| Mozambique           | 65.355    | 44.128    | 48.1                      |
| Namibia              | 159.702   | 180.605   | -11.67.6                  |
| Swaziland            | 448.808   | 412.568   | 7.6                       |
| Zaire                | 8.757     | 7.075     | 23.8                      |
| Zambia               | 35.073    | 26.667    | 31.5                      |
| Zimbabwe             | 469.055   | 390.982   | 20.0                      |
| Other                | 44.158    | 33.697    | 31.0                      |
| Total                | 2.462.277 | 2.142.249 | 14.9                      |
| Unspecified          | 12.398    | 1.029     | 1.104.9                   |

Adopted from Bennett (1998: 121).

It is evident from Table 2.3 that the biggest markets of Southern Africa in tourism are Lesotho, Zimbabwe, Swaziland, Botswana and Namibia. Although the African market is four times bigger than the overseas one, the average personal expenditure is fairly small compared to that of overseas tourists. Figure 2.1 shows that the overseas personal expenditure is higher than that of African countries, for example, the personal expenditure excluding fare is at the average of R4448, while the African tourist spends as little as R1331.

Figure 2.1. Personal Expenditure: African vs. Overseas tourist (1993)



Adopted from Bennett (1998:121).

It is noted that African tourists do not spend almost half their money on shopping and gifts (49,2%), as compared to the overseas tourist who spends as little as 18.9% of his money on these items.

## **2.5 Tourism as a sustainable resource**

Bennett (1995:23) argues that tourism activities during the olden days ignored its impact on the environmental issues. However, current thinking on tourism places more emphasis on the environment and the needs of the total community. In addition, Kroppendorf in Bennett (1995:23) identified three main approaches in the impact of tourism on host communities, namely, economic, environmental and social impacts. The economic approach takes the view that there should be positive contribution to the economic development of a region. The positive effects should outweigh the negative ones. The environmental approach acknowledges the fact that the deterioration of tourism resources is an irreversible process, which damages the environment and reduces the quality of life.

The social approach stresses the negative impact of tourist and tourism activities to the tourist-receiving district, and calls for greater recognition of the interest of the host community. Market segmentation should be made more homogeneous looking at the needs of the customers. The customer's needs are planned first and this will end up with the delivery of needs satisfying product or service. The pursuit of optimal satisfaction of tourist needs should take place with the due consideration of the potential impact it may have on natural and other resources and the residents of the destination area (Bennett, 1995:23-24).

Smith (1995:4-5) shares the same sentiments as Bennett that a town success in drawing tourists to enjoy local attractions may, ironically, carry the seeds of destruction. The daily arrival of tens of thousands of visitors in a community whose permanent population may only be a few thousands may overwhelm the qualities that originally drew tourists. The perspective of tourism as a community resource is one that requires a

realistic assessment of both the benefits that tourism may produce and the cost it may impose. Planning and management strategies that combine business interests, environmental concerns, and social awareness may often optimize the returns from tourism to community.

## **2.6 Conservation and the sensible use of resources**

The natural environment is one of the basic resources of tourism, and Mathieson and Wall in Bennett (1995:24) stress the fact that in the absence of attractive environment, there would be little tourism. An area endowed with appealing scenery, abundant animal and plant life or sunny climate often becomes a prime tourist destination. Bennett (1995:24) raised a very critical issue that when developers outline tourist attraction they ignore the environment and they in turn destroy it, a feat which eventually has a negative impact on tourists. People should be made aware of the fact that tourism and environment coexist and that conflict exists if tourism impacts negatively on natural environment. There is symbiosis when both environment and tourism benefit and exist in harmony.

### **2.6.1 Tourism and the environmental harmony**

The researcher observes that tourism provides incentives for conservation and economic development. For example, tourists visiting the Kruger National Park for sightseeing and recreational purposes are simultaneously providing the money to maintain and develop the area. In the same view, tourism in Africa also provides the impetus for conservation of natural resources and protection of species that are becoming extinct. As a result, tourism necessitates administrative and planning procedures in order to control and maintain the quality of environment of the host communities. Consequently there are national

measures adapted to control and regulate tourism development (Bennett, 1995:26).

An environment friendly area will always attract tourists. The area where environmental management takes place and eco-tourism activities are regulated encourage as participatory travel experiences to environments. Proper environmental management ensures the sustainable tourism. In this respect, tourism would promote viable economic opportunities through utilization of resources and conservation beneficial to all tourism role players.

### **2.6.2 The environment in conflict**

Mathieson and Wall in Bennett (1995:27) argue that conflict between tourism and the environment is brought about by noise, environment and air pollution, collection of flowers and plants, careless use of fires in conservation areas, chopping down of trees, excessive garbage dumping and trampling of natural grasses and flowers.

Areas such as Table Mountain and Drakensberg Mountain are examples of trampling and veld fires caused by careless tourists. Another aspect of environmental conflict is water quality, which is affected by the dumping sides of other small resorts located near rivers. Subsequently, accidental killing of animals and disruption of feeding and breeding patterns of birds typify the conflict between the environment and tourism. Geological impacts caused by the collection of minerals, rocks and fossils, stripping caves of their natural formations, also impact on the entire ecosystem, including coastlines, oceanic islands and mountains.

Furthermore, large-scale tourist movement requires the use of mass transportation. Emissions from burning fuel from the exhausts of cars,

aircrafts or boats used in tourism contribute to air pollution. Vessels dump fuel or waste overboard, thereby contributing to water pollution. In addition noise pollution from the entertainment centers, bars and motorboats disturb the tranquility of the night. Evidently tourism has negative impact on the environment in which mankind lives. For example, The Star (2000) reported about a small territory in the West coast of India where there is a population of just over one million. It has almost 100km of coastline, of which some 80% possesses white sandy beaches. The Portuguese conquered it in 1510 and it remained the colony until 1961. It started attracting European visitors on organized tours in 1960s and in 1988, the number of visitors increased from thousands to millions. Fishermen were stopped from fishing in order to attract more visitors. Legislation has been introduced to forbid building within 200 metres of the high tide line and also to control the types of construction allowed along the coastal strip. This proved to be difficult as rapid building of 25 new hotels is in the pipeline and these have started disturbing landscapes, vegetation and soil erosion. In other areas beach have been uprooted and replaced by ornamental trees (Saturday Star<sup>1</sup>, 2000).

### **2.6.3 Sustainability**

Sustainable development refers to looking into the needs of the present without compromising the ability of the future generations to meet their own needs. Tourism should also look after renewable resources of mankind so that they may be used over and over again by the future generations. We will only talk about sustainable tourism if after tourism activities our renewable resources may go back to their original state (Bennett, 1995:28).

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<sup>1</sup> The Saturday star is a weekend newspaper in South Africa.

In order to have resources which are renewable, there is a need to eliminate overcrowding in beaches and consider the carrying capacity as the only solution to the problem more especially at the Durban beach. Carrying capacity deals with the maximum number of people who may use the site without an unacceptable alteration in physical environment and without unacceptable decline in the quality of the experience gained by visitors. Capacity depends on the quantity of tourist arrivals, structure of the local community, types of tourism activity undertaken by tourists, difference in socio-cultural characteristics of the hosts and tourists and fragility of local environment. Concerted efforts should be made that environment is not over utilized or exploited beyond its carrying capacity, thus destroying the very basis for tourism in many cases.

People need tourism in their areas but it should be the type of tourism that is sustainable enough to cater for the needs of both host communities' and tourists. According to Bennett (1998), eco-tourism means any aspiration form of tourism which simultaneously conveys value to natural resources, resident communities in visited destinations and visitors themselves without any of the negative and the damaging implications inevitably associated with poorly managed mass tourism. There are criticisms leveled against eco-tourism that have never received attention by both big and small tourism industries, as a result the element of sustainability is not planned for in this field.

The Development Bank of South Africa (DBSA) has also put forward suggestions that there is a need for providing policies which will enable both small and big industries in tourism to provide better services that will also benefit the host communities and their environment. There is a need to look at the business but not at the expense of the local environment and its people. The Industrial Development Cooperation (IDC) looks at the impact of tourism industries on the local environment and its impact on the

lives of people and it provides guidelines and encourages big businesses to have policies based on how sustainable their activities are.

South African Tourism (SATOUR) plays a major role in exposing both big and small industries in tourism about the impact and their activities on communities around them. It conducts workshops and seminars based on tourism as a case study that may serve as a frame of reference for future development (Bennett, 1998:359).

## **2.7 Interests of the local community**

Tourism is changing rapidly as nature, heritage, and recreational destinations become more important, and as conventional tourism is forced to meet tougher environmental requirements. This presents a challenge to government and private enterprise to develop new approaches to tourism market. Successful tourism should benefit local population economically and culturally to give them incentives to protect the natural resources which creates the attraction.

Tourism as one of the world major industry should also benefit local communities in many ways. For example, tourism provides employment, income, tax revenue, visibility, cultural benefits and many other things. In case of income foreign currency is brought to the local community in the form of Euro, dollar, pound, yen and others. There will be exchanged of goods between the community and tourists. The White Paper on Tourism in 1997 emphasised the involvement of previously neglected communities and individuals in tourism. The majority of South Africans are not involved in this industry and therefore they have little understanding of potential for economic development and growth.

According to Bennett (1995:29), needs and interests of local communities in tourism have been accorded only limited attention. Krippendorf in Bennett remarked that today, when travel and tourism have become a mass phenomenon unequalled in history, people are beginning to discover the human dimensions and the socio-cultural problems linked with leisure time mobility. Tourism should also benefit the local community by creating mutual feelings between the community and tourists. Tourism promotes the circulation of money, it creates economic opportunities, leads to development of towns and cities, promotes adoption of new fashions and language, and it regenerates awareness and pride in local cultures and traditions.

Van Harssel (1994:163) argues that residents may benefit as consumers by gaining access to clean water, electricity and roads. Communities may also benefit from jobs directly related to the running of tourism industries such as tour guides, reservations, sales representatives and marketing jobs resulting in the development of industries such as transportation, agriculture, banking. Jobs in this manner are indirectly created. Tourism is a service industry, requiring a large number of employees in relation to the amount of investment. In Hawaii it is indicated that 21% of civilian workforce hold jobs created in tourism.

In the USA the travel industry contributed more than 10% of the 39 million new jobs created over these two decades. Direct employment generated by travel in the USA in 1990 exceeded the population of 80 countries of the world. Wage and salary income of tourism were four times that of the USA steel and auto manufacturing industries combined in 1990. More than 500 000 private firms in America provide passenger transportation, lodging, food services, amusement and recreation (Van Herssel, 1994:151).

## 2.8 Tourism and image

Mayo in Bennett (1998:96) argues that image is in fact the true representation of what any given region has to offer, what is important is the true image that exists in the mind of the vacationer. The influence of perception and image are significant factors in the decision making process. In tourism, it is important to determine how people perceive different destinations and alternative routes. An image is a personal composite view of a destination's tourism potential, and it is not necessarily the same for each visitor. The image will affect an individual's preferences towards tourism, resulting in different demand preferences. The experiences of visitors will always influence their image in cases where some visitors were killed and in areas where visitors are unable to go during the night because of high crime rates. Visitors want places where they move freely and they are not threatened by anything.

Holloway (1998:49) argues that several issues such as architectural style, the history of the area and the culture of the people also influence that image. For example, in Britain all the leading destinations are dependent upon heritage to attract people from overseas, areas such as University town of Oxford and Cambridge, the Shakespeare connection, York, Edinburgh and apart from the beauty of all these cities have clear cut image in the eyes of the public. International tourists in South Africa are increasing at a very healthy growth level and for the first time in history, South Africa has attracted more than one million overseas visitors during 1995.

## 2.9 Eco-tourism

Eco-tourism is associated with a responsible travel to natural areas, which conserves the environment and sustains the livelihood of local people. It has

more than 80 activities, which are used to entertain the clients such as bird watching, diving, kayaking, participating in cultural events, photography, and mountaineering.

Furthermore, eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. Eco-tourism is also associated with destinations where flora, fauna, and cultural heritage are the primary attractions. Responsible eco-tourism includes programs that minimize the adverse effects of traditional tourism on natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water re-use, and the creation of economic opportunities for local communities is an integral part of eco-tourism (Defining Eco-tourism, 2000:4).

Eco-tourism is considered the fastest growing market in the tourism industry, according to the World Tourism organisation with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, and 11.4% of consumer spending. Uganda has adopted eco-tourism as part of the strategy for continued economic development. Eco-tourism development policy provides for raising of funds for conservation, and it encourages local communities to become resource protectors as opposed to local resource users (Ransom, 1998).

## 2.10 Tourism in South Africa

According to the South African Police Services and Tourism Board statistics, tourist muggings and robbery are rapidly increasing. For the safety of tourists 500 students were recruited to work near the airport to distribute safety leaflets, carry the luggage; give guidance and information to the tourists (CONSERVA, 1997, Vol.12, N0.3: 22). However, many tourists are still

visiting South Africa in large numbers because of the type of the image that they have about the country. Tourism is contributing towards the economy of South Africa. It is one of the largest industries in this country as compared to other industries. In 1991 the contribution done by tourism industry was 4.5% in our GDP and 6.3% of tourism economy in the same year. In 1998 tourism industry contributed to 6.0% of South Africa's GDP and 8.2% from tourism economy. These indicate a great move and progress in South African tourism industry (SATOUR International Survey, 2000).

Although the number of direct and indirect jobs in tourism declined between 1998 and 1994 in South Africa, both have increased considerably since then. The estimated number of direct jobs for 1998 was 341,932 with indirect jobs at 395, 685 totaling 737, 617. This represented 7.02 % of the total employment of South Africa (Tourism North West, Summer Bulletin, 2001). In some independent economies such as the Caribbean, 25 % of all the jobs are related to tourism activities. For example, jobs will be created in travel agencies, tour operators and other intermediaries who supply tourist services in both the generating and the destination areas and most of these jobs are seasonal.

#### 2.10.1 National Parks and Cultural heritage sites

Roderigues (1995:12) argues that National Parks also plays an important part as tourism centres in the world. He used a case study of the Golden Gate in South Africa to show a sound relationship between tourism and the host communities. For example, there is a Basotho cultural village which is built as part of the community involvement in the park, there is an open air museum some 20km from Brandwag rest camp in Golden Gate where the history and the culture of the Basotho people are portrayed by means of traditional huts from different periods and a wide variety of art works, as well as traditional meals. For example, the woodcutting, pottery, copperware, weaving and

various other industries in Phuthadijhaba took place involving local people. It is also noted that Harrismith, with its historical sandstone buildings and fossils, is another place of attraction to tourists.

Roderigues (1995) notes that the National Parks Board has realised that just as poverty is the enemy to biodiversity and environmental integrity, local communities should be actively involved in tourism development. Notably, campaigns have started to involve the communities around the parks in providing them with skills concerning conservation of local environment in order to attract visitors. The communities are also provided with skills such as entrepreneurship and creation of opportunity for economic development outside the park, just as communities are also provided with jobs inside the park. The preceding discussion indicates that the number of direct jobs and indirect jobs brought about by the tourism industry have increased from 1988 to the year 1998. For example, tourism jobs and the percentage of total employment had increased from 5.26% in 1988 to 7.02% in 1998. Surely, the preceding numbers show that there is a tremendous improvement and growth in the tourism industry in South Africa (SATOUR International Survey, 2000).

#### 2.10.2 New economic demands and job creation

Barker (1992) contends that the labour absorption capacity of the formal economy is falling dangerously and rapidly, measuring 12.5% for the late 1980's as compared to 73, 6% in the late 1960's. Translated into tangible and measurable statistical data, this suggests that no fewer than 350 000 persons enter the labour market every year in the RSA, a situation that is far different from the period 1980-1990 (Barker *ibid*). It appears that a burgeoning tourism industry may be regarded as one of the most important industries that may create both formal and informal jobs. Jobs, benefits, and contributions to a community's quality of life are just but a few of positive effects tourism may have on communities. Notably, in some parts of the world tourism provides

precious foreign capital that is needed to purchase other imports, manage debt, and provide employment (Fidgen,1996).

It suffices to state that industrialised, developing and underdevelopment countries perceive tourism to be a core of the economy since it is capable of creating jobs with less negative environmental impacts while it simultaneously sustains social, economic and cultural development. Accordingly, Van Harssel (1994:150-151) contends that tourism impacts on employment, income tax and revenue, visibility and cultural benefits. For example, in Hawaii 21% of civilian workforce holds jobs created by tourism. The researcher concurs with Van Harssel's view that tourism is essential for increasing revenue in host communities and this is the case with tourism for the communities in the Moses Kotane area in the North West Province of the Republic of South Africa (RSA). It is observed that the development of communities from revenue from tourism would sustain the reconstruction and development programme in South Africa.

#### 2.10.3 Reconstruction and development programmes (RDP)

In the post-1994, the quest for reconstruction and development hinged on the general improvement of people's lives in South Africa (ANC 1994). For example, the RDP document of 1994 declares that the policy of the present government is to improve the lives of South Africans by providing basic services in the form of pure water, quality education, supply of electricity, provision of health facilities, housing and infrastructure (South Africa, 1994). It is evident from the RDP document that tourism is another vehicle that the present government makes use of in order to improve the lives of the poor South Africans and the host communities.

Tourism, as stated in the RDP document, will be used as one of the sectors of economy in order to create jobs for millions of South Africans. Notably, the

eminence of tourism in the reconstruction and development of the South African society would promote the competitiveness of South Africa in the global arena.

#### 2.10.4 Globalisation of the tourism industry

South Africa is a member of the global community, and tourism is one of the strategies that may improve the rating of the country in global trade and markets. For example, globalisation of tourism is one of the important aspects of economic concern in many countries of the world. Countries such as Britain, America, Germany and others have placed the issue of globalisation of tourism at the top of their agendas in order to improve the standard of living among their communities. Similarly, in a move of improving the economy of the country South Africa has joined other world powers in promoting tourism. This move has placed more pressure on the country because it needs drastic changes in order to compete in the world markets.

It is acknowledged that tourism in South Africa needs to undergo changes to become a sustainable industry, which may benefit both the tourists and the host communities. However, it is noted that just as the country may benefit by improving exports and imports of goods, cultural activities and other issues, local communities should enjoy the benefits from tourism attraction sites in their localities. The tourism industry has the potential to promote local economic development and growth. According to Agenda 21 of 1998, sustainable development should take place in the nations of the world (Department of Environmental Affairs, 1998). For this reason, the researcher is of the opinion that tourism, and other projects emphasised by Agenda 21, should be sustainable. However, if tourism is not regulated it may impact negatively on host communities. For example, issues such as inappropriate dumping of waste, overcrowding of people in areas such as beaches, crime, land and noise pollution are prevalent in tourist attraction sites.

Similarly, Wearing and Neil (1999) argue that eco-tourism is the type of tourism that involves traveling relatively undisturbed or uncontaminated areas with the specific objectives of studying, admiring or enjoying the scenery and its wild plants and animals. Hornby (1989) states that little things that are unique to the community such as heritage, culture, architecture, scenery, crafts, traditional crafts, ethnic customs and historic sites will always attract visitors. Policy development and implementation ought to take place in co-operation with all interested parties, especially the private Sector and the local and indigenous communities (Programme for Further Implementation of Agenda 21). Nevertheless, while tourism seems to be significant for economic development and job creation it may create a false sense of wealth. The following discussion focuses on problems and challenges tourism poses to host communities that brought about the research problem.

#### 2.11 Theoretical foundation

Tourism might have a negative influence on local youth by drug trafficking, overcharging of tourists by street vendors, when the industry is nearing saturation point or when tourists' numbers reach a level where expansion of facilities becomes inevitable, tax increases, damage to property, change in the environment, lack of planning and control. An example is Waikiki in Hawaii where hotels are built with conformity of architecture which owes nothing to the culture and tradition of the country in which they are built. In general, the relationship between the local communities and tourists are transitory and superficial, they are undertaken under constraints of time. There is also lack of spontaneity in relations as they are unequal and unbalanced (Bennett, 1995 and Holloway, 1998).

It is also noted that tourism deals with volumes of waste since it creates and changes the shape of the area depending on how big it is. Lea (1998:52)

shares the same sentiment, when he states that tourism may affect planning and population dynamics in the host community. As a result, tourism may compromise the conservation of resources when it generates waste that is beyond the carrying capacity of an area. Lea (1998:52) further explains that the impact of tourism is visible in third world countries because as it affects their environments, there is a reciprocal increase in poverty in those areas. The preceding discussion indicates that tourism has its own negative challenges in host areas. Furthermore, Holloway (2002) alludes to the host-guest conflicts, and Doxey's Irridex Model – as symbolized in Table 2.4 – provides a better understanding of how the tension develops (Holloway, 2002).

Table 2.4: The Irridex Model of stress relative to tourism development

| Stage   | Characteristics      | Social relationships                                                                | Power relationships                                                                                                                           |
|---------|----------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Stage 1 | Euphoria             | Visitors and investors are welcome                                                  | There is little planning and formalised control<br>There is greater potential for influence by locals but the opportunity is not always taken |
| Stage 2 | Apathy               | Visitors are taken for granted<br>More formal relations between hosts and guests    | Marketing is the prime focus of plans<br>Tourism lobby grows in power                                                                         |
| Stage 3 | Annoyance/irritation | Locals become concerned about tourism<br>Range of saturation points are approached  | Increase in infrastructure rather than limiting growth<br>Local lobby groups challenge institutionalised tourism power                        |
| Stage 4 | Antagonism           | Open hostility to tourists<br>Residents see tourists as the cause of their problems | Remedial planning to counter lobby groups<br>Power struggles between interest groups                                                          |

Adapted from Doxey (1975). *A causation theory of visitor-resident irritants.*

There seems to be a close link between the Irridex Model and the perceptions of communities in Moses Kotane regarding tourism in their area, and the following discussion would clarify this line of thinking:

- *Euphoric phase*: Just as Holloway (2002:374) notes that the development of tourism attraction sites makes locals euphoric and pleased to see investments and increased job prospects for local people, the development of Sun City, Pilanesberg International Airport and Pilanesberg National Park were lauded as discoveries for creation of numerous job opportunities for the locals. It was in the context of what Doxey regards as the Euphoric stage that the book entitled *The Place for All* was published by Lucas Mangope<sup>2</sup>;
- *The Apathy stage*: As locals become used to the benefits they receive from tourism their relationships become commercial (Wouterkloos.com 2006). Commercialisation in relationships is evident in the corrosion of family values, addiction to gambling, and the increase in the sex trade [and cash for sex] in the Moses Kotane area;
- *The Annoyance/Irritation stage*: The realisation that tourism changes people's culture and lives always breeds irritation and annoyance towards tourists (Holloway 2002:375). This is also the situation in Moses Kotane as locals are annoyed at the fact that tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices in their villages. For example, the influx of tourists has led to a situation where young girls join prostitution.
- *The antagonism stage*: The antagonism stage is characterised by hostilities towards guests (Holloway 2002). According to Wouterkloos.com (2006:4), the antagonism stage is also typified by stagnation that is accompanied by environmental, social and economical problems. It is argued that in Moses Kotane there are signs of antagonism caused by

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<sup>2</sup> Lucas Mangope was the President of BophutaTswana, a homeland in South Africa, from 1977 until 1994.

retrenchment of employees, outsourcing of services, sale of Sun City houses, and the rise of casual labour.

From the preceding discussion of the Irridex Model, it can be construed that tourism has disadvantages which are in most cases ignored when new tourism attraction sites are developed. Butler (1980) thus succinctly captures the essence of the Irridex Model when he states:

*... the pattern is based upon the product cycle concept whereby sales of a product first experience rapid growth, stabilize, and subsequently decline ... Visitors will come to an area in small numbers initially, restricted by lack of access, facilities, and local knowledge. As awareness grows visitor number will increase. With marketing, information dissemination, and further facility provision the area's popularity will rapidly grow. Eventually the rate of increase in visitor numbers will decline as levels of carrying capacity are reached, the attractiveness of the area declines relative to other areas, because of overuse...*

From Butler's view of the Irridex Model it is evident that there is a need to sustain the viability of the tourism industry if its returns are to be extended over a long period.

## 2.12 SUMMARY AND CONCLUSIONS

In this chapter policies and strategies were reviewed about how people in different areas perceive the contribution of tourism in their communities. It is clear from the literature that tourism contributes towards the development of host communities by providing jobs and by changing the lives of people. The other view from the contribution of authors in this chapter is that, tourism development needs to be controlled because in some places it has ignored the needs of the local community and has a negative impact on the local environment.

## **CHAPTER THREE**

### **DEFINING THE PROBLEM AND RESEARCH QUESTION**

#### **3.1 INTRODUCTION**

Tourism should promote sustainable development in communities and it should also advance the acquisition of entrepreneurial skills among communities. The premise here is that tourism should ensure long-term development through the gathering of knowledge that is used for self-empowerment and conservation (Department of Environmental Affairs and Tourism, 1997:30). According to Agenda 21 (1997:30) policy development and implementation on sustainable development should take place in cooperation with all the interested parties, especially the private sector and local and indigenous communities.

However, the use of land to accommodate tourists denies local communities land for building of schools, housing or open space. Conflicts may also exist between the needs of cattle or wildlife or as in Africa the needs of local tribes in less populated areas (Bennett, 1995; Holloway, 1998). In Nepal, thousands of trees have been felled in order to built lodges, which 'trekkers' use for accommodation. It is recorded that one 'trekker' consumes 5 to 10 times more wood than a Nepali does (Holloway 1998). Lea (1997:52) also notes that one of the main reasons of visiting Singapore in the past years was the existence of the Old Chinese Shop houses and markets

This chapter focuses on the rationale of the problem and its link with the research topic, to find out whether the problem statement in chapter one is

real or true, to look at primary and secondary problems and the link between literature review and the problem.

### **3.2 RATIONALE TO THE PROBLEM**

Just as tourism has become one of the essential job creation mechanisms in recent years, it has also increased negative perceptions from communities in and around tourism attraction sites. For example, communities around the Kruger National Park have questioned the existence of the national park and thus organised protests against the park management. The main reasons they protested were that:

- The park does not contribute to their local economy;
- The park is only looking at the tourists interests and ignores the needs of local communities;
- The question of land was also the burning issue;
- Problems posed by wild animals like lions to the local communities; and
- Lack of involvement of the local communities authorities in major debates in and around the park.

In the same vein, the question of how tourism influences physical planning and assessment of communities around the world is still a debatable issue in circles of tourism today. Local communities around the Kruger National Park experience problems as those people around the world. For example, large game parks were established in their community lands, thereby taking the land they occupied and owned. In addition, tourism increases health hazards and challenges for communities. For example, tourism may also affect the local communities by creating dumping sites, which are not planned for. It would appear that sustainable development strategies need to be developed in order to enhance and link tourism

attraction sites with community needs through the passing of appropriate social, economic and environmental policies (Agenda 21,1997:9).

It is essential to note that tourism leads to some problems such as resettlements of the local people and loss of grazing lands to creation of nature reserves and game parks. Similarly, lack of proper planning creates overcrowding as in the case of Durban beach and Cape Town beach which has led to the emergence of crime and pollution. In addition, the local youth copy other methods of living from visitors such as the use of drugs, liquor, and commercial sex. According to Lea (1997:63) there are social and cultural effects that are brought about by tourism to the third world countries which impact on religion, health, language and morals of the host communities. For example, tourism affects the host communities in the form of non-material customs, physical products and cultural communication.

### 3.3 Statement of the research problem

The problem which is researched is that of perceptions of people living in the Moses Kotane Local Municipality with regard to contribution of tourism in the development of their area.

#### 3.3.1 Primary problem

The primary problem of the study is to investigate how people in Moses Kotane [MKLM] perceive the contribution of tourism attractions around them. The primary problem should assist the researcher to determine the degree to which tourist attraction sites around the Moses Kotane area contribute towards improvement of the lives of the host communities. The researcher notes that the perception of some influential members of the community in Moses Kotane is that tourism leads to commercialisation in

relationships which is evident in the corrosion of values and addiction to gambling in the Moses Kotane area.

In order for the primary problem to be easily comprehended, the secondary problems related to tourism are defined in the following discussion.

### 3.3.2 Secondary problems associated with tourism

The researcher's observation is that in spite of the tourism attraction sites in areas falling under the Moses Kotane Local Municipality, communities still encounter serious problems such as:

- Unemployment: the development of Sun City, Pilanesberg International Airport and Pilanesberg National Park was regarded as a worthy undertaking for creation of numerous job opportunities for the locals. However, the initial expectation has not yet been realised;
- Retrenchments: rather than addressing the unemployment rate in Moses Kotane, tourism attraction sites are known for massive retrenchment of employees and outsourcing of services; and
- Casual jobs: it is noted that most of the retrenched workers are taken back as casual labourers particularly at Sun City.

### 3.4 Research questions

The questions that arise from the preceding discussion are:

- Does tourism make a positive contribution to the lives of the host communities?
- How does tourism affect local communities?
- How does tourism promote sustainable development in the host communities?

### 3.5 SUMMARY AND CONCLUSION

While tourism is essential for economic development, it also impacts negatively on local communities. The preceding discussion has revealed that:

- tourism is perceived to be a core of the economy since it is capable of creating jobs;
- tourism leads to some problems such as resettlements of the local people and loss of grazing lands to the creation of nature reserves and game parks, and
- the local youth copy other methods of living from visitors such as the use of drugs, liquor, and commercial sex.

The next chapter discussion focuses on research design.

## **CHAPTER FOUR**

### **RESEARCH DESIGN**

#### **4.1 INTRODUCTION**

The main objective of this chapter is to explain how the research method was linked to the theory. Theory is regarded as a systematically related set of statements including some law-like generalisations that are empirically testable. It is possible to perceive a number of common characteristics of a theory namely, abstractness, logic, propositions, explanations, relationships, and acceptance by the scientific community. It is important to base a study on a particular theory (Maaga, 1999). A theory is also explained as a set of logically interrelated statements in the form of empirical assertions about properties of infinite classes of events of things. It is this explanatory function, which distinguishes a theory from related but non-explanatory concepts such as description, topology and models (Maaga, 1999). The purpose of this chapter is to define the research method and design that were used.

According to White (2004:16), the researchers can combine both qualitative and quantitative methods in a single study in order to investigate a particular research problem. It is in this context that triangulation was used to collect data on perceptions of residents of Mogwase and Saulspoort in the Moses Kotane Local Municipal area on tourism structures around them.

## 4.2 Triangulation

The researcher combined qualitative and quantitative research methods in order to close gaps which could develop when only one of the methods was used. By complementing and supplementing both qualitative and quantitative methods with each other, the researcher discovered data that could have been lost or ignored when one of the methods was preferred over the other.

### 4.2.1 Rationale for the use of qualitative research and interviews

Qualitative research is a field research in which the investigator is present in the setting in which the inquiry took place. Humans are the primary data gathering method. An interview is one of the most powerful tools used in social research because of its flexibility and applicability to many different types of research problem. The interview method was used to cover some of the management, park officers and other stakeholders. 25 people participated in the interview.

#### 4.2.1.1 Advantages of interviews in the study

The interview assisted the researcher to gather valid and reliable information that could not be given in the questionnaires. It represented a direct attempt by the researcher to get reliable and valid first hand information in the form of verbal responses from the respondents

#### 4.2.1.2 Challenges encountered during interviews and how these were addressed.

The interviews were time consuming. For example, at times managers and officers who were selected were not available for interviews even when appointments were made long in advance.

#### 4.2.2 The use of quantitative research methods and research instruments

The questionnaire was used as the quantitative data collection instrument. The researcher administered the questionnaire in order to gather data from 100 [one hundred] participants selected randomly in Mogwase and Saulspoort in the vicinity of the Moses Kotane Local Municipality.

##### 4.2.2.1 Advantages of questionnaires for the study

The questionnaire was used because of low unit costs, and traveling and subsistence costs were minimal. As a result, it was easy to have distribute one hundred [100] questionnaires and retrieve them on the same day of distribution. In addition, since the researcher distributed the questionnaires on his own, it was easier to explain to respondents what the research instrument required.

##### 4.2.2.2 Questionnaire construction

The questionnaire was arranged into two sections: -

**Section A:** Bibliographical particulars

**Section B:** Listed ten [10] items for response.

#### 4.2.2.3 Pilot study

The researcher conducted a pilot study by using  $n=10$  respondents. The population of the pilot study was composed of  $n=2$  former employees in the tourism attraction environment in Moses Kotane,  $n=2$  pensioners from Sun City,  $n=2$  retrenched persons,  $n=2$  representatives of the local authority and  $n=2$  permanent workers in one of the tourism attraction centres.

The final questionnaire was discussed with other MBA students to check on the content validity and reliability of the questionnaire as the appropriate data collection tool. The language used in the questionnaire was found to be appropriate, and the questions were relevant to the topic under study.

#### 4.3 Population

The data was gathered by administering the questionnaires distributed to hundred respondents. The selected respondents were from community members; Parks board officers, and employees of tourism attractions around the Moses Kotane area. A total of 100 questionnaires were issued. This may be seen in the light of the following Table 4.5.

**Table 4.5: Profile of respondents**

| Number of questionnaires distributed | Number of questionnaires returned | %    |
|--------------------------------------|-----------------------------------|------|
| 100                                  | 100                               | 100% |

#### 4.4 Administrative procedures

Letters were written to stakeholders indicating the researcher's aims and objectives for conducting the investigation to verify the perceptions of people in Moses Kotane regarding the contribution of tourism attraction sites to their lives (cf Appendix C).

#### 4.5 Summary

A questionnaire was used as the instrument in collection of data because of its advantages (c.f. 4.3.3) to verify the perceptions of people of Moses Kotane regarding the contribution of tourism attraction sites to their lives. It was easy to have distribute one hundred [100] questionnaires and retrieve them on the same day of distribution. In addition, since the researcher distributed the questionnaires on his own, it was easier to explain to respondents what the research instrument required. The interviews were time consuming, and they were expensive since at times the researcher went for interviews which were aborted.

The following chapter focuses on data analysis.

## **CHAPTER FIVE**

### **RESULTS AND INTERPRETATION OF DATA**

#### **5.1 INTRODUCTION**

The purpose of this chapter is to interpret data collected through the use of questionnaires. The interpretation of data was done by way of percentile analysis.

#### **5.2 Data analysis and interpretation for questionnaires**

The following are the results of empirical investigation conducted to determine solutions to deal with problems associated with the contribution that is made by the tourism attractions in Moses Kotane area.

The response rate for this study was satisfactory. Questionnaires were sent to hundred members of the community, employees of tourism attractions around Moses Kotane area, local authorities and officers and officials in tourism attractions. Respondents were randomly selected. From the total of hundred respondents 100% questionnaires were returned.

#### **5.3 Biographical data**

Biographical data deals with issues such as gender, age and experience of respondents. Table 5.1 provides a summary of biographical data of respondents.

Table 5.1: Profile of respondents and statistics

|                           | Score count | %           |
|---------------------------|-------------|-------------|
| <b>Gender</b>             |             |             |
| Males                     | 50          | 50%         |
| Females                   | 50          | 50%         |
| <b>Total</b>              | <b>100</b>  | <b>100%</b> |
| <b>Age</b>                |             |             |
| Below 25                  | 12          | 12          |
| 25-29                     | 12          | 12          |
| 30-34                     | 20          | 20          |
| 35-39                     | 20          | 20          |
| 40-44                     | 12          | 12          |
| 45-49                     | 12          | 12          |
| 50-54                     | 8           | 8           |
| 55 years and older        | 4           | 4           |
| <b>Total</b>              | <b>100</b>  | <b>100</b>  |
| <b>Experience</b>         |             |             |
| 0-5                       | 24          | 24          |
| 5-10                      | 28          | 28          |
| 10-15                     | 16          | 16          |
| 15-20                     | 12          | 12          |
| 20 years and above        | 20          | 20          |
| <b>Total</b>              | <b>100</b>  | <b>100</b>  |
| <b>Type of Employment</b> |             |             |
| Casual                    | 56          | 56          |
| Permanent                 | 44          | 44          |
| <b>Total</b>              | <b>100</b>  | <b>100</b>  |

### 5.3.1 Gender of respondents

Table 5.1 indicates that the number of respondents is balanced with females 50% and males 50%. It can be concluded that the research findings may be taken as representative of gender.

### 5.3.2 Age of the respondents

Table 5.1 indicates that the majority of respondents, 40% of respondents fall in the age bracket of between 30-39. It can be concluded that the majority of respondents are in the age category of 'the economically active' persons.

### 5.3.3 Work Experience of the respondents

Table 5.1 indicates that the 52% of respondents have the work experience of between 0-10 years. It can be concluded that the majority of employees do not have a lot of experience in their jobs, and consequently their employers have to invest a lot of money in training.

### 5.3.4 Type of employment

Table 5.1 indicates that the majority of respondents are employed as casual workers. It can be concluded that tourism attraction sites use a lot of casual labour, and there are less efforts for the creation of opportunities for permanent labour.

## 5.4 Item analysis and response

The item analysis focused on the interpretation and analysis of responses to questionnaire items covered in Section B of the questionnaire.

#### 5.4.1 Employment and tourism

Tourism is always seen as one of the mechanisms for job creation and economic development in many developing countries. For this reason, the researcher wanted to check the degree to which tourism contributes to the creation of job opportunities in the Moses Kotane area. Table 5.2 deals with responses to questions linked to tourism and the creation of job opportunities.

Table 5.2 Employment and tourism

| Item                                                                                                                                  | Yes      |    | No       |    | Total    |     |
|---------------------------------------------------------------------------------------------------------------------------------------|----------|----|----------|----|----------|-----|
|                                                                                                                                       | <i>f</i> | %  | <i>f</i> | %  | <i>f</i> | %   |
| 1 Are you employed by one of the tourist attractions around Moses Kotane?                                                             | 40       | 40 | 60       | 60 | 100      | 100 |
| 2 Were you ever retrenched by one of the tourism attractions in Moses Kotane?                                                         | 60       | 60 | 40       | 40 | 100      | 100 |
| 3 Do you pay when you enter all the tourism centres in Moses Kotane area?                                                             | 92       | 92 | 08       | 08 | 100      | 100 |
| 4 Do you think that entrance fee is one of the major problems, which causes local people not to visit into these tourism attractions? | 65       | 65 | 35       | 35 | 100      | 100 |
| 4 Does tourism affect local communities?                                                                                              | 72       | 72 | 28       | 28 | 100      | 100 |
| 6 Do tourist attractions in Moses Kotane contribute positively towards the development of local communities                           | 40       | 40 | 60       | 60 | 100      | 100 |

*Item 1 Are you employed by one of the tourist attractions around Moses Kotane?*

60% of the respondents are not employed by tourist attractions in Moses Kotane Municipality. It can be concluded that tourism attractions do not create job opportunities for the majority of people in Moses Kotane.

*Item 2 Were you ever retrenched by one of the tourism attractions in Moses Kotane?*

60% of the respondents were retrenched by one of the tourism attraction sites in Moses Kotane. It can be concluded that tourism attraction sites retrench their employees and therefore their jobs are not sustainable.

*Item 3 Do you pay when you enter all the tourism centres in Moses Kotane area?*

92% of the respondents indicated that they pay when they enter all the tourism centres in Moses Kotane area. It can be deduced that tourism attraction sites charge fees to most if not all the people who visit them.

*Item 4 Do you think that entrance fee is one of the major problems which cause local people not to visit into these tourism attractions?*

The majority of the respondents 65% indicated that they think that entrance fee is one of the major problems which cause local people not to visit tourism attraction sites. It can be concluded that entrance fees alienate locals from tourism attraction sites.

*Item 5 Does tourism affect local communities?*

72% of the respondents indicated that tourism affect local communities. It can be concluded that tourism has an impact on the lives of communities. Such impact may be positive or negative.

*Item 6 Do tourist attractions in Moses Kotane contribute positively towards the development of local communities*

60% of the respondents indicated that tourist attractions in Moses Kotane do not contribute positively towards the development of local communities. It can be concluded that tourist attractions in Moses Kotane do not contribute towards the development of local communities.

#### 5.4.2 Perceptions of people against tourism

The following questions on perceptions of participants towards tourism were asked, and the responses were captured and recorded in Table 5.3.

Table 5.3: Perceptions of people against tourism

| Item                                                                                                              | Agree |    | Disagree |    | Unsure |    | Total |     |
|-------------------------------------------------------------------------------------------------------------------|-------|----|----------|----|--------|----|-------|-----|
|                                                                                                                   | f     | %  | f        | %  | f      | %  | f     | %   |
| 1 Tourism deals with volumes of waste                                                                             | 60    | 60 | 26       | 26 | 14     | 14 | 100   | 100 |
| 2 Tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices | 70    | 70 | 18       | 18 | 12     | 12 | 100   | 100 |
| 3 Commercialisation in relationships is evident in the corrosion of values and addiction to gambling              | 75    | 75 | 10       | 10 | 15     | 15 | 100   | 100 |
| 4 Tourism attraction sites are known for massive retrenchment of employees and outsourcing of services            | 68    | 68 | 22       | 22 | 10     | 10 | 100   | 100 |
| 5 The park is only looking at the tourists' interests and ignores the needs of local communities                  | 60    | 60 | 27       | 27 | 13     | 13 | 100   | 100 |

##### *Item 1 Tourism deals with volumes of waste*

Table 5.3 indicates that the majority of respondents, 60% of respondents agree that tourism deals with volumes of waste. It can be concluded that tourism may also affect the local communities by creating dumping sites which are not planned for.

##### *Item 2 Tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices*

From Table 5.3 it can be deduced that the majority of respondents, at 70% agree that tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices. It can be concluded

that tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices

*Item 3 Commercialisation in relationships is evident in the corrosion of values and addiction to gambling*

From Table 5.3 it can be deduced that the majority of respondents, at 75% agree that commercialisation in relationships is evident in the corrosion of values and addiction to gambling. It can be concluded that commercialisation in relationships is evident in the corrosion of family values, addiction to gambling, and the increase in the sex trade [and cash for sex] in the Moses Kotane area.

*Item 4 Tourism attraction sites are known for massive retrenchment of employees and outsourcing of services*

From Table 5.3 it can be deduced that the majority of respondents, at 68% agree that tourism attraction sites are known for massive retrenchment of employees and outsourcing of services. It can be concluded that rather than addressing the unemployment rate in Moses Kotane, tourism attraction sites are known for massive retrenchment of employees and outsourcing of services.

*Item 5 The park is only looking at the tourists' interests and ignores the needs of local communities*

From Table 5.3 it can be deduced that the majority of respondents, at 60% agree that the park is only looking at the tourists' interests and ignores the needs of local communities. It can be concluded that the interests of tourists preside over those of the local residents since there is an increase in the infrastructure of the tourism industry while employees are laid off and functions are outsourced.

The following discussion focuses on the analysis of responses to questionnaire items.

### 5.5 Data analysis for interview questions

The following Table 5.4 provides a summary of responses to interview questions.

Table 5.4: Summary of responses to interview questions

|                                                                                                              | Yes |      | No |      | Total |     |
|--------------------------------------------------------------------------------------------------------------|-----|------|----|------|-------|-----|
|                                                                                                              | f   | %    | f  | %    | f     | %   |
| 1 Were you ever retrenched by the tourism attraction sites around Moses Kotane?                              | 12  | 40   | 18 | 60   | 30    | 100 |
| 2 Is the entrance fee affordable to local residents?                                                         | 8   | 26.7 | 22 | 73.3 | 30    | 100 |
| 3 Are local authorities aware of lack of access due to high charges?                                         | 18  | 60   | 12 | 40   | 30    | 100 |
| 4 Do you think that tourism attraction sites contribute to local development in MKLM?                        | 17  | 56.7 | 13 | 43.3 | 30    | 100 |
| 4 Did you lose land to tourism?                                                                              | 14  | 46.7 | 16 | 53.3 | 30    | 100 |
| 5 Do you have enough land to cultivate your crops?                                                           | 18  | 60   | 12 | 40   | 30    | 100 |
| 7 Do tourist attractions in Moses Kotane contribute positively towards the development of local communities? | 10  | 33.3 | 20 | 66.7 | 30    | 100 |
| 8 Does tourism affect local communities?                                                                     | 2   | 6.7  | 28 | 93.3 | 30    | 100 |

Item 1 Were you ever retrenched by the tourism attraction sites around Moses Kotane?

Table 5.4 indicates that the majority of respondents, at 60% were never retrenched by tourism attraction sites. It can be concluded that the majority of respondents were employees of tourism attraction sites.

Item 2 Is the entrance fee affordable to local residents?

Table 5.4 indicates that the majority of respondents, at 73.3% indicated entrance fees are not affordable to local residents. It can be concluded that local residents do not have access to local residents.

Item 3 Are local authorities aware of lack of access due to high charges?

Table 5.4 indicates that the majority of respondents, at 60% indicated that local authorities are aware of lack of access due to high charges. It can be concluded that local authorities have no influence on administration of tourism attraction sites.

Item 4 Do you think that tourism attraction sites contribute to local development in MKLM?

Table 5.4 indicates that the majority of respondents, at 56.7% indicated that tourism attraction sites contribute to local development in MKLM. It can be deduced that tourism attraction sites contribute to local development in Moses Kotane.

Item 5 Did you lose land to tourism?

Table 5.4 indicates that the majority of respondents, at 53.3% affirmed that they had lost land to tourism. It can be deduced that the majority of respondents have lost their land to tourism.

Item 6 Do you have enough land to cultivate your crops?

Table 5.4 indicates that the majority of respondents, at 60% indicated that they do not have enough land to cultivate their crops. It can be concluded that the locals do not have enough land to cultivate their crops.

Item 7 Do tourist attractions in Moses Kotane contribute positively towards the development of local communities?

Table 5.4 indicates that the majority of respondents, at 66.7% indicated that tourist attractions in Moses Kotane do not contribute positively towards the development of local communities. It can be concluded that tourism attraction sites do not contribute positively towards development of local communities.

Item 8 Does tourism affect local communities?

Table 5.4 indicates that the majority of respondents, at 93.3% agreed that tourism affects local communities. It can be concluded that tourism affects communities.

## 5.6 SUMMARY

It is clear from the above analysis that there are needs to be addressed in the study area. The most important ones are jobs. The types of jobs that are given to workers at Sun City pay low wages. Workers who are employed as part time workers earn little as compared to their previous jobs. There is a need to broaden the communities perception of jobs. However, the following were also indicated:

- people were setting trendy life styles,
- there were serious problems such as the use of drugs and

prostitution

- low wages were a serious problem experienced by the local people.
- many hectares of land were taken from them by tourism attractions and they are unable to give the exact figure.

## **CHAPTER SIX**

### **FINDINGS, SUMMARY AND RECOMMENDATIONS**

#### **6.1 INTRODUCTION**

This chapter presents a brief summary of the previous chapters, findings of the literature review and analysis of empirical data as well as recommendations. The findings have significant implications for planning and delivery of community development activities. Sometimes findings from the world seem to contradict responses from the community. One of the issues identified in the findings is the weakness that the community members do not know their places of tourism very well.

#### **6.2 SUMMARY**

The preceding discussion of the investigation on perceptions of people in Moses Kotane regarding tourism attraction sites were captured as:

- Chapter 1: Orientation to the study
- Chapter 2: Theoretical foundation and literature review
- Chapter 3: Research design
- Chapter 4: Data analysis and interpretation

#### **6.3 DISCUSSIONS OF THE FINDINGS**

Finding 1: Tourism affects people negatively

It is evident from the findings of this study that people in Moses Kotane view tourism negatively (see 5.4.2). For example, commercialisation in relationships is evident in the corrosion of family values, addiction to

gambling, and the increase in the sex trade [and cash for sex] in the Moses Kotane area (see 2.12).

**Finding 2: Tourism is typified by antagonism**

In Moses Kotane there are signs of antagonism caused by retrenchment of employees, outsourcing of services, sale of Sun City houses, and the rise of casual labour (see 5.4.2). The interests of tourists preside over those of the local residents since there is an increase in the infrastructure of the tourism industry while employees are laid off and services are outsourced (see 5.5).

**Finding 3: Tourism affects people's cultures**

Locals are annoyed at the fact that tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices in their villages (see 5.4.2).

**Finding 4: Tourism yields waste products**

Tourism may compromise the conservation of resources when it generates waste that is beyond the carrying capacity of an area (see 2.11.1). Tourism also affects the local communities by creating dumping sites which are not planned for (see 5.5).

**Finding 5: Tourism leads to superficial relationships**

The relationship between the local communities and tourists are transitory and superficial, they are undertaken under constraints of time, there is lack of spontaneity in relations (see 5.5). Residents see tourists as the cause of their problems (see 2.12).

## 6.4 RECOMMENDATIONS

### Recommendation 1

The communities, especially the host communities should be part of the decision making process. The host communities in areas where tourism attractions are located should form part of the main role players in decision-making.

### Recommendation 2

Relevant education based on tourism is needed in order to expose the Bakgatla people to sustainable tourism, which will benefit everyone. Schools should produce children who are readily marketable, independent, and employable and who may plough back into their society and take renowned positions in the economy. The tourism attractions should provide bursaries to the host communities in order to improve their standards of living.

### Recommendation 3

Special attention needs to be given by the government to those tourism attractions which are busy retrenching people without providing social responsibility programs to them. The local authorities should integrate environment and tourism in order to attract more tourists.

### Recommendation 4

The communities should be empowered on how to use routes as part of their local economy to sustain themselves. Community based resources

and empowerment of local communities and structures to manage local resources on sustainable basis should be given the first priority

#### Recommendation 5

There should be co-management of the park with the adjacent communities in order to encourage proper cooperation between the park management and the host communities. The host communities and the park management should promote the conservation and the development of natural and cultural resources for sustainable and equitable use. Both the local communities and the park management should manage heritage sites

#### 6.5 CONCLUSION

Tourism attraction sites are established in community lands, thereby taking the land they one occupied and owned. In addition, tourism increases health hazards and challenges for communities. Tourism may also affect the local communities by creating dumping sites, which are not planned for. It would appear that sustainable development strategies need to be developed in order to enhance and link tourism attraction sites with communities needs. In addition, there should be co-management of the tourism attraction sites in order to encourage proper cooperation between the park management and the host communities.

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## APPENDIX 1

### **QUESTIONNAIRE ON THE CONTRIBUTION OF TOURISM ATTRACTIONS IN THE COMMUNITY OF MOSES KOTANE AREA.**

Target group: Moses Kotane communities located around tourist attractions

#### **SECTION A**

Please answer the following questions by encircling the appropriate number.

#### **An example for completing Section A**

1. Gender

|        |   |
|--------|---|
| MALE   | 1 |
| FEMALE | 2 |

2. Which one of the following describes your age category?

|                   |   |
|-------------------|---|
| Below 25 years    | 1 |
| 25-29 years       | 2 |
| 30-34 years       | 3 |
| 35-39 years       | 4 |
| 40-44 years       | 5 |
| 45-49 years       | 6 |
| 50-54 years       | 7 |
| 55 years and more | 8 |
|                   |   |

3. Which of the following describe your working experience in tourism attractions in Moses Kotane.

|              |  |
|--------------|--|
| 0-5          |  |
| 5-10         |  |
| 10-15        |  |
| 15-20        |  |
| 20 and above |  |

## SECTION B

*Thank you for agreeing to answer a few questions about your experience in the major tourists attractions in the Moses Kotane area, mark your opinion by ticking the appropriate box, feel free to do so, this is not a competency test.*

### 1 Employment and tourism

| Item                                                                                                                                  | Yes |   | No |   | Total |   |
|---------------------------------------------------------------------------------------------------------------------------------------|-----|---|----|---|-------|---|
|                                                                                                                                       | f   | % | f  | % | f     | % |
| 1 Are you employed by one of the tourist attractions around Moses Kotane?                                                             |     |   |    |   |       |   |
| 2 Were you ever retrenched by one of the tourism attractions in Moses Kotane?                                                         |     |   |    |   |       |   |
| 3 Do you pay when you enter all the tourism centres in Moses Kotane area?                                                             |     |   |    |   |       |   |
| 4 Do you think that entrance fee is one of the major problems, which causes local people not to visit into these tourism attractions? |     |   |    |   |       |   |
| 5 Does tourism affect local communities?                                                                                              |     |   |    |   |       |   |
| 6 Do tourist attractions in Moses Kotane contribute positively towards the development of local communities                           |     |   |    |   |       |   |

### 2: Perceptions of people against tourism

| Item                                                                                                              | Agree |   | Disagree |   | Unsure |   | Total |   |
|-------------------------------------------------------------------------------------------------------------------|-------|---|----------|---|--------|---|-------|---|
|                                                                                                                   | f     | % | f        | % | f      | % | f     | % |
| 1 Tourism deals with volumes of waste                                                                             |       |   |          |   |        |   |       |   |
| 2 Tourism has effectively lowered traditional lives of people by introducing alien and foreign cultural practices |       |   |          |   |        |   |       |   |
| 3 Commercialisation in relationships is evident in the corrosion of values and addiction to gambling              |       |   |          |   |        |   |       |   |
| 4 Tourism attraction sites are known for massive retrenchment of employees and outsourcing of services            |       |   |          |   |        |   |       |   |
| 5 The park is only looking at the tourists' interests and ignores the needs of local communities                  |       |   |          |   |        |   |       |   |

## Appendix 2

## Interview Questions

|                                                                                                              | Yes |   | No |   | Total |   |
|--------------------------------------------------------------------------------------------------------------|-----|---|----|---|-------|---|
|                                                                                                              | f   | % | f  | % | f     | % |
| 1 Were you ever retrenched by the tourism attraction sites around Moses Kotane?                              |     |   |    |   |       |   |
| 2 Is the entrance fee affordable to local residents?                                                         |     |   |    |   |       |   |
| 3 Are local authorities aware of lack of access due to high charges?                                         |     |   |    |   |       |   |
| 4 Do you think that tourism attraction sites contribute to local development in MKLM?                        |     |   |    |   |       |   |
| 6 Did you lose land to tourism?                                                                              |     |   |    |   |       |   |
| 7 Do you have enough land to cultivate your crops?                                                           |     |   |    |   |       |   |
| 7 Do tourist attractions in Moses Kotane contribute positively towards the development of local communities? |     |   |    |   |       |   |
| 8 Does tourism affect local communities?                                                                     |     |   |    |   |       |   |