

A critical assessment of the social impacts of tourism in selected South African Communities

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ABSTRACT

Understanding the social impacts of tourism is important as it enables tourism managers and developers to manage the impacts toward fostering vital community support for the industry. More so the distinction between the tangible and intangible social impacts can refine tourism management, development and marketing processes. The measurement and management of these impacts are fairly straight forward in developed countries. However in developing countries, such as South Africa, more challenges exist in identifying and managing their impacts to the benefit of a wider community. South Africa has one of the most unequal distributions of income in the world as well as a very high unemployment rate which all complicates the understanding and management of these impacts. All factors taken into account create prevailing socio-political, economic as well as cultural barriers. This translates into community members not necessarily obtaining tangible benefits from the tourism industry such as increased levels of income, job creation and infrastructure development for instance, which is the ideal situation. The social exchange theory explains that these residents might as a result deter their support for the tourism industry. However it is important to determine which types of benefits will lead to increased levels of community support and therefore the following research questions can be formulated: “What are the tangible and intangible social impacts of tourism on communities and how strong is the role they play in fostering community support for the tourism industry?”

Therefore the primary goal of this thesis was to conduct a critical assessment of the social impacts of tourism on selected communities with reference to the tangible and intangible impacts. This primary goal was reached through the achievement of four objectives. The first objective was a critical analysis of literature pertaining to sociology and how communities perceive tourism from a sociological perspective. The review analysed communities’ roles in tourism, barriers that hinder them from partaking in the industry as well as recommendations that were made to overcome the barriers. The term “social impact” as well as models that explain how and why social impacts take place, were analysed. This objective provided a foundation for the rest of the study in terms of social impacts of tourism on communities.

The second objective was to critically analyse the social impacts that originate as a result of tourism activity, but to interpret it from a tangible contrasted with intangible point of view. This

was done in order to create a better understanding what role tangible and intangible social impacts play, as well as how strong a role it plays in influencing community perceptions.

The third objective was to determine the residents' perceptions of tangible and intangible social impacts of tourism on three tourism dependent communities in South Africa as well as to determine the variables that influence the perceptions of these impacts. This was done with the aim of creating a model for measuring the tangible and intangible social impacts of tourism which will allow for improved marketing and managing of tourism in South African communities.

The distinction between the tangible and intangible social impacts of tourism in mind, a self-administered questionnaire was distributed in three tourism-dependent communities in South Africa by means of probability sampling within stratified sampling. The communities included in the research were Clarens (n=251), Soweto (n=375) and Jeffreys Bay (n=417). The questionnaires were captured in Microsoft Excel and analysed in the IBM Statistical Package for Social Sciences (SPSS v 20.0.0), while the software package, Analysis of Moment Structures (AMOS v 21.0.0) was utilised for the Structural Equation Model (SEM). The analysis of the data was done over three phases. The first phase was exploratory research which included the use of two-way frequency tables for compiling a combined community profile as well as two Exploratory Factor Analyses to explore the ways in which tangible and intangible social impacts can be grouped. In the second phase, Confirmatory Factor Analyses (CFA) revealed the theoretical model with four reliable tangible social impacts and two reliable intangible impacts. The tangible social impacts included: *environmental improvement; environmental degradation; cost of daily living; and economic improvement* while the intangible social impacts included: *community upliftment and pride and community protection and education*. The intangible social impact, community upliftment and pride was perceived as the most important impact, thus revealing the power of intangible social impacts for fostering community support for tourism. Significant to this study it was found that community members remained supportive of the industry, even if they are not directly involved in it. It was furthermore found that the communities are not homogenous which holds major implications for tourism planners and managers. This resulted in further analyses to compare the communities.

Analyses were done in order to determine the influence of variables such as tourism perceptions, involvement in the tourism industry as well as residents' levels of education on the perceptions of the tangible and intangible social impacts of tourism. Very few instances were found where these aspects acted as strong predictors of the perceptions of tangible and intangible social impacts of tourism.

During the third and final phase, a model was developed for measuring the relationships between the tangible and intangible social impacts of tourism. This innovative model has been optimised so that it can be applied to other tourism dependents communities in South Africa.

This model can thus assist tourism planners and managers to understand the tangible and intangible impacts as a result of tourism in the designated communities as well as how these communities will perceive the impacts. This model thus serves as a tool for maximising the positive social impacts created by tourism and minimising the negative, thus contributing to the sustainable development of the industry.

The last objective was to draw conclusions and make recommendations with regard to the objectives of the study. The contributions of the study were also discussed as part of this objective. It was determined that this study makes multiple contributions towards social impact literature in tourism, towards the applicable methodology of determining social impacts in developing countries as well as practical contributions that will inform future planning and development in communities. This thesis firstly contributed towards the literature by distinguishing between tangible and intangible social impacts within a tourism and developmental context. These categorised social impacts can also be used in future research as it contributes to the research methodology through the development of a questionnaire that can measure the tangible and intangible social impacts of tourism within a South African context. This measuring instrument can also be used in future research. The finding which revealed that the intangible element (community upliftment and pride) was the most important to local residents has implications for tourism planning and development. It is therefore a factor that should be taken into account in future research. There are also several practical implications for tourism marketers, managers and developers. The development of the *tangible-intangible impact model* provides the latter with an instrument that can be used to measure and effectively manage the various social impacts of tourism. It is clear that communities cannot be seen as homogeneous, therefore individual planning should be done based on the character and composition of the applicable communities.

Key concepts: *Tourism; Social impact; Community; Tangible social impacts; Intangible social impacts*

OPSOMMING

Dit is van uiterse belang vir toerismebestuurders om die gevolge van sosiale impakte van toerisme as gevolg het, te verstaan. Goeie bestuur van hierdie impakte kan aanleiding gee tot die noodsaaklike samewerking van die plaaslike gemeenskappe. Deur onderskeid te tref tussen tasbare en ontasbare sosiale impakte kan mens die sosiale impakte van toerisme verder verfyn ten opsigte van bestuur-, ontwikkeling- sowel as bemarkingsprosesse. Die meet en die bestuur van hierdie impakte is reeds voor die hand liggend vir ontwikkelde lande, maar die situasie vanuit 'n Suid-Afrikaanse konteks is egter anders aangesien daar struikelblokke is wat die identifisering en bestuur van hierdie impakte verhinder sodat die wyer gemeenskap bevoordeel kan word. Die verspreiding van inkomste in Suid-Afrika is baie oneweredige en is hier ook 'n hoë werkloosheidsyfer wat veroorsaak dat die begrip en bestuur van hierdie impakte gekompliseerd is. Wanneer mens al die faktore in ag neem, is daar steeds heersende sosio-politieke-, ekonomiese- sowel as kulturele hindernisse in Suid-Afrika wat daartoe lei dat plaaslike inwoners nie sommer tasbare voordele soos ekonomiese verbetering, werkskepping en infrastruktuur ontwikkeling byvoorbeeld waarneem nie, wat eintlik die ideale situasie sou wees. Volgens die sosiale uitruilteorie sal inwoners dus die toerismebedryf minder ondersteun. Dit is egter belangrik om te bepaal watter tipes voordele sal lei tot verhoogde vlakke van ondersteuning van die gemeenskap. As gevolg hiervan is die volgende vraag geformuleer: "Wat is die tasbare en ontasbare sosiale impakte van toerisme op gemeenskappe en hoe sterk is die rol wat dit speel in die bevordering van 'n gemeenskap se ondersteuning vir die toerismebedryf.

Daarom is die primêre doel van hierdie proefskrif om 'n kritiese evaluering van die sosiale impakte van toerisme op sekere gemeenskappe uit te voer met verwysing na die tasbare en ontasbare impakte. Hierdie primêre doel is bereik deur vier doelwitte. Die eerste doel was om 'n kritiese analise van die literatuur met betrekking tot sosiologie en hoe gemeenskappe toerisme sien vanuit 'n sosiologiese perspektief. Die ondersoek ontleed gemeenskappe se rol in toerisme, hindernisse wat hulle verhoed om deel te neem aan die bedryf, sowel as aanbevelings wat gemaak is om die struikelblokke te oorkom. Die term "sosiale impak" sowel as modelle wat verduidelik hoe en hoekom sosiale impak plaasvind, is ontleed. Hierdie doelwit verskaf 'n grondslag vir die res van die studie in terme van die sosiale impak van toerisme op gemeenskappe.

Die tweede doelwit was om die sosiale impakte wat ontstaan as gevolg van toerisme-aktiwiteite krities te ontleed en te interpreteer vanuit 'n tasbare teenoor ontasbare sosiale impak perspektief. Dit is gedoen om 'n beter begrip te kry oor watter rol tasbare en ontasbare sosiale

impakte speel, asook tot watter mate hierdie impakte die plaaslike gemeenskap se sienings en opinies beïnvloed.

Die derde doelwit was om die sienings van tasbare en ontasbare sosiale impakte van toerisme op drie toerisme-afhanklike gemeenskappe in Suid-Afrika te meet sowel as om vas te stel watter veranderlikes die sienings van hierdie impakte beïnvloed. Dit is gedoen sodat 'n model ontwikkel kan word vir die meet van die tasbare en ontasbare sosiale impak van toerisme wat sal voorsiening maak vir verbeterde bemarking en bestuur van toerisme in Suid-Afrikaanse gemeenskappe. Die onderskeid wat gemaak is tussen die tasbare en ontasbare sosiale impakte van toerisme is in 'n vraelys wat self-geadministreer is aan drie toerisme-afhanklike gemeenskappe in Suid-Afrika deur middel van waarskeiikheidsteekproefneming binne gestratifiseerde steekproefneming opgeneem. Die gemeenskappe ingesluit in die navorsing was Clarens (n = 251), Soweto (n = 375) en Jeffreysbaai (n = 417). Die vraelyste is ingelees in Microsoft Excel en ontleed in die sagteware program *Statistical Package for Social Sciences Wetenskappe* (SPSS v 20.0.0), terwyl sagteware pakket, *Analysis of Moment Structures* (Amos v 21.0.0) gebruik is vir die strukturele eenvergelykingmodel (SEM).

Die ontleding van die data het oor drie fases plaasgevind. Die eerste fase het bestaan uit ondersoekende navorsing wat gebruik gemaak het van twee-rigting frekwensietabelle vir die opstel van 'n gekombineerde gemeenskap profiel asook twee Verkennende Faktorontledings (EFA) wat die wyse waarop tasbare en ontasbare sosiale impakte gegroepeer kan word verken het. Gedurende die tweede fase is 'n Bevestigende Faktorontleding (CFA) gedoen waaruit die model opgebou is uit vier betroubare tasbare sosiale impakte en twee betroubare ontasbare impakte aangetoon het. Die tasbare sosiale impakte sluit in: verbetering van die omgewing (Environmental improvement); agteruitgang van die omgewing (Environmental degradation); koste van die daaglikse lewe (Cost of daily living); en ekonomiese verbetering (Economic improvement), terwyl die ontasbare sosiale impakte die volgende ingesluit het: opheffing van die gemeenskap en trots (Community upliftment and pride) en gemeenskapsbeskerming en opvoeding (Community protection and education). Die ontasbare sosiale impak, opheffing van die gemeenskap en trots (Community upliftment and pride) was beskou as die belangrikste, dus word van die belangrikheid van ontasbare sosiale impakte onthul wat 'n belangrike rol speel in die bevordering van die gemeenskap se ondersteuning vir die toerismebedryf. Dit word ondersteun deur die feit dat lede van die gemeenskap steeds hul steun vir die bedryf leen, selfs al is hulle nie direk by die bedryf betrokke nie. Daar is verder bevind dat die gemeenskappe nie homogeen is nie, wat beteken dat verdere ontleding nodig is om die gemeenskappe te kan vergelyk met mekaar.

Statistiese analises is gedoen om die invloed van veranderlikes soos toerisme sienings, betrokkenheid in die toerismebedryf sowel as inwoners se vlakke van opvoeding op die sienings van die tasbare en ontasbare sosiale impakte van toerisme te bepaal, gedoen. Baie min gevalle is gevind waar hierdie aspekte dien as sterk voorspellers vir die sienings ten opsigte van tasbare en ontasbare sosiale impakte van toerisme.

Gedurende die derde (laaste) fase is 'n empiriese model ontwikkel vir die meting van die verhoudings tussen die tasbare en ontasbare sosiale impakte van toerisme. Hierdie innoverende model is so saamgestel sodat dit toegepas kan word om ander toerisme afhanklike gemeenskappe in Suid-Afrika te ondersteun.

Hierdie model kan toerismebeplanners en -bestuurders help om die tasbare en ontasbare impakte as gevolg van toerisme in die aangewese gemeenskappe asook die gemeenskappe se sienings ten opsigte daarvan, te verstaan. Hierdie model dien dus as 'n instrument vir die optimalisering van die verhoging van positiewe sosiale impakte geskep deur toerisme, sowel as die vermindering van die negatiewe sosiale impakte. Dit kan sodoende bydra tot die volhoubare ontwikkeling van die toerismebedryf .

Die laaste doelwit was om gevolgtrekkings en aanbevelings te maak met betrekking tot die doelwitte van die studie. Daar is ook gekyk na die bydraes van hierdie verhandeling. Daar is vasgestel dat hierdie studie verskeie bydraes maak tot sosiale impak literatuur, die toepaslike metode van die bepaling van sosiale impakte in ontwikkelende lande sowel as praktiese bydraes wat sal help met toekomstige beplanning en ontwikkeling in die gemeenskappe. Hierdie verhandeling het eerstens bygedra tot die literatuur deur te onderskei tussen tasbare en ontasbare sosiale impakte binne 'n toerisme en ontwikkelende konteks. Hierdie onderskeid en kategorisering van impakte kan in toekomstige studie gebruik word. Dit dra verder ook by tot die navorsingsmetodologie deur die ontwikkeling van 'n vraelys wat die tasbare en ontasbare sosiale impakte in die Suid-Afrikaanse konteks kan meet. Hierdie meetinstrument kan ook in verdere navorsing benut word. Die bevinding dat een van die ontasbare elemente (gemeenskapsopheffing en trots) die belangrikste impak was hou implikasies in vir toerisme ontwikkeling en beplanning en is dus 'n faktor wat in die toekoms in ag geneem moet word. Dit het verskeie praktiese gevolge vir toerisme bemerkers, bestuurders en ontwikkelaars. Die ontwikkeling van die *tasbare-ontasbare impak raamwerk* voorsien aan die laasgenoemde 'n instrument waarmee hulle die impakte kan meet en effektief bestuur. Dit is duidelik dat gemeenskappe nie as homogeen gesien kan word nie en dus is individuele beplanning en die onderskeidelike karakter en samestelling van die gegewe gemeenskap toepaslik.

Sleutelwoorde: *Toerisme; Sosiale impakte; Gemeenskappe; Tasbare sosiale impakte; Ontasbare sosiale impakte.*

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CHAPTER

INTRODUCTION, PROBLEM STATEMENT
OBJECTIVES AND METHOD OF RESEARCH

1

“Pleasure in the job puts perfection in the work” - Aristotle

1.1 Introduction

Tourism is one of the fastest growing global industries (Lanza, Markandya & Francesco, 2005:1) that in 2012 contributed US\$6.6 trillion to the global economy, forming 9.3% of global GDP and that supported 260 million people with jobs (1 in every 11 of the world's total jobs) worldwide (WTTC, 2013a:i). According to the World Travel Organisation, international tourist arrivals surpassed the 1 billion (1, 035 billion) mark in 2012 (UNTWO, 2013:7). In South Africa, tourism statistics have shown that an increase of 10.4% was evident in the number of tourist arrivals in 2012 (13.8 million) when compared to 2001 (12.5 million) (StatsSA, 2013:7). In 2011, tourism made a total contribution of R251.8 billion to this country's GDP (8.6% of GDP) and is forecast to rise by 3.9% per annum to R385.3 billion in 2022 (WTTC, 2013b:1).

With the sheer size of the industry in mind, it is inevitable that the activity of tourism will have impacts (either positive or negative) on the areas where it takes place (Archer, Cooper & Ruhanen, 2005:79). Tourism impacts occur because of induced interactions between people from diverse social and cultural backgrounds (Archer *et al.*, 2005:81-94). Stemming from sociology, these may include benefits such as the stimulation of businesses and government spending, creating employment opportunities (Simpson, 2008:3; Godfrey & Clarke, 2000:23), community upliftment, fostering community pride (Godfrey & Clarke, 2000:26; Weaver & Lawton, 2010:239-240), increasing income for local residents (Huh & Vogt, 2008; Sharma *et al.*, 2008) and encouraging the creation of additional infrastructure to accommodate the greater number of visitors (Simpson, 2008:3; Godfrey & Clarke, 2000:24). Tourism can also induce negative impacts such as a decline in traditions (Cooper & Hall, 2008:167), materialism (Godfrey & Clarke, 2000:27), an increase in crime rates (Kim & Petrick, 2005:1; Godfrey & Clarke, 2000:25), crowding and social conflict (Andereck, Valentine, Knopf & Vogt, 2005:1058).

Social, ecological as well as economic impacts are well-researched topics in tourism (Fennell, 2007:47; Mathieson & Wall, 1982). When analysing the ecological impacts of tourism, the focus is placed on the physical (natural) impact of the industry on the natural landscapes where it takes place. This includes positive and negative impacts on anything natural such as protection of local fauna and flora (positive), and pollution of rivers and the air (negative) (Mason, 2003:52; Telfer & Sharpley, 2008:186). Social impact studies analyse the direct and indirect impacts of the industry on the local people and their lifestyles where the tourism activity takes place. This can include community upliftment and pride (positive) or negative impacts such as destruction of local heritage (Mason, 2003:43; Telfer & Sharpley, 2008:192).

Economic impact studies emphasise the contribution of tourism to foreign exchange earnings, government revenues, generation of employment as well as the contribution to regional development (Mason, 2003:35; Telfer & Sharpley, 2008:180). Comparing the economic impact of tourism to the ecological and social impacts, it seems as though dissimilarities exist regarding the scope of the studies. It is found that ample economic impact studies exist illustrating the income-generating power (Mason, 2003:34) and direct impact of the industry, while the other two topics are, to a certain extent, less researched (Swarbrooke, 1999:69). The purpose of this study has been to fill this gap by critically analysing the social impact of tourism, with specific reference to the tangible and intangible impacts as perceived by residents. This study dealt with it from a sociological theoretical framework, as sociology is the science that involves society, social institutions and social relationships (Slabbert, 2007:150), or in short, the study of people in society (Page & Connell, 2009:648).

1.2 Background to the study

The impact of tourism on communities is referred to as social impact (Godfrey & Clarke, 2000:23). When attempting to improve the understanding of how tourism affects communities, focus has to be placed on the social impacts of tourism. According to Cascetta (2009:624), social impact is the sum of the impacts on social values and changes in the relationships between people and social institutions, that include changes in the accessibility of social activities, changes to social structures within communities, as well as the impacts on culture and history. Saayman (2000:131) states that social impact can be identified by analysing tourism from a sociological (the science of society, social institutions and social relationships) perspective. Keyser (2002:346) summarises this by

adding that “social impact refers to changes in the norms and values of society that are more apparent in the short-term”.

There are certain social relations formed between people who meet. These social relations include the confrontation of diverse cultures, ethnic groups, lifestyles, languages and levels of prosperity, as is the case in the tourism industry. This also incorporates the behaviour of people freed from the social and economic constraints of everyday life as well as the behaviour of the host population, who may receive an economic gain, but may have to endure the presence of strangers in their area (Slabbert, 2007:150). In other words, the social impact of tourism is the impact created by the activities of the industry on the communities where they take place, thus encouraging social relations whether positive or negative.

During the past 30 to 40 years, various models were created to assist with the measurement and understanding of the social impacts of tourism (Page & Connell, 2009:412). One of the most widely used models is Doxey's Irridex, which was developed in 1975, and measures the communities' irritation levels (euphoria, apathy, irritation & antagonism) in response to the number of tourists in their living area (Cooper, 2007:13; Fennell, 1999:100; Hall & Page, 2005:161; Hernandez, Cohen & Garcia, 1996:1, Jennings & Nickerson, 2005:128; Kuvan & Akan, 2005:1; Saayman, 2000:142). The determinants of how the tolerance of the community decreases, includes the compatibility of each group relating to culture, economic status, race and nationality (Kuvan & Akan, 2005:1). Although Doxey's model is widely used, Butler argues that a community's attitude towards tourism is more complex and will thus be affected by the varying degrees of contact and involvement that its residents have with the industry (Colantonio & Potter, 2006:70; Upchurch & Teivane, 2000:501). Butler has determined that there are two groups of factors that can influence the tourist-to-resident relationships.

Firstly, Butler states that the attributes of tourists can have a larger impact than their numbers would predict. The length of their stay and their racial and economic attributes must all be considered together with their numbers. Secondly, the attributes of the destination can assist in determining the volume of tourism growth that a destination can handle without becoming overcrowded. Some of these attributes would include the level of economic development, the distribution of its tourist activities (that is, how close the tourism establishments are to each other), and the political attitude. These attributes will determine how well a destination can manage and maintain its tourism products and visitors (Colantonio & Potter, 2006:70; Upchurch & Teivane, 2000:501).

The social exchange theory was developed in the 1920's (Hritz & Ross, 2010:121) and can be explained as change and stability as a process of negotiated exchanges between parties. This theory holds that all human relationships are formed by the exchange of activity (tangible or intangible), which is more or less rewarding or costly to both persons (Homans, 1961:13). In other words, if both parties derive benefits from one or two of the parties' activities (either tangible or intangible), the relationship between the two parties will strengthen.

When considering the social exchange theory, it becomes clear that residents of a destination must also derive benefits from tourism in order for them to support the tourism industry, particularly understanding that successful operations and sustainability depend heavily on their goodwill (Gursoy, Jurowski & Uysal, 2002:79; Jurowski & Gursoy, 2004:297; Kuvan & Akan, 2005:691; Williams & Lawson, 2001:270; Park, Lee, Choi & Yoon, 2012:1512). Furthermore, McDowall and Choi (2010:37) state that the ultimate goal of tourism expansion should be to improve the quality of life of local residents by maximising the positive impacts and minimising the negative effects of tourism growth.

The latter reveals how important it is for the tourism industry and other role players to understand the benefits of the activity of tourism, as it affects communities and how this should be properly managed to keep both parties content. According to Burritt (2011:177), it is both practically and theoretically important to categorise social impacts in order to make these more measurable, but no specific, standardised, social impact measuring method has yet been developed to assist in this. Reasons for this include that social impacts are difficult to measure and quantify. It can be both positive or negative, or direct or indirect, within three dimensions: environmental, economic as well as social. Lastly, the effects of social impact can be both short- or long-term and the contexts of these impacts can differ. Previous studies have however attempted to address these issues. Studies by Miranda, Porras and Moreno (2003:20) as well as Gautam (2008:41), distinguish between direct and indirect social impacts. These authors state that direct social impacts are benefits that one receives directly from an activity, such as financial gain, while indirect social benefits are generated by the circulation of tourism income within a destination.

The distinction above delivered significant results in various cases, however, from a developing world perspective, a split between tangible and intangible social impacts might be more useful. These impacts are listed in Table 1.1. When examining this table, it becomes clear that there are more intangible social impacts than tangible ones. However, the emphasis in most tourism studies is placed on tangible aspects as it is largely viewed

as being the more important of the two. It could however be possible that the intangible impacts can play an equally important role in certain communities, and that these intangible impacts also contribute to the success of the community. This was found to be true in studies done by Gu and Ryan (2008), Cornelissen and Maennig (2010), Amsden, Stedman and Kruger (2011) as well as that of Atkinson, Mourato, Szymanski and Ozdemiroglu (2008).

Table 1.1: Tangible & Intangible social impacts of tourism

Tangible social impacts	Intangible social impacts
Positive impacts	
<ul style="list-style-type: none"> • Justifies environmental protection and improvement • Provides employment for artists, musicians etc. because of visitor interest in local cultures • Provides tourists with recreational facilities which may also be used by local residents • Opportunities for local businesses • Strengthens local economy • Revenue for local Government • Funding for public services (health, education etc.) • Maintenance of public facilities • Improves public transport 	<ul style="list-style-type: none"> • Reinforces preservation of heritage and tradition • Tourism breaks down language-, class-, racial-, political- and religious barriers • Creates a favourable worldwide image for a destination • Promotes a global community • Promotes international understanding and peace • Community pride • Intercultural interactions (learning etc.) • Greater community organisation (people learn to work together) • Social inclusion • Urban regeneration • Improved local environment • Improved livelihood security • Empowerment • Development of new skills
Negative impacts	
<ul style="list-style-type: none"> • Develops excess demand for resources • Spread of disease • Transportation problems • Economic fluctuation • Increase in crime • Increase in prostitution 	<ul style="list-style-type: none"> • Seasonality (only sometimes have customers) • Degrades the cultural environment • Threatens family structure • Commercialises culture, religion and art • Creates misunderstandings

<ul style="list-style-type: none"> • Degrades natural environment (pollution etc.) • Inflation • Unbalanced economic developments • Excess demand for resources • Cheap labour from external sources • Noise levels • Alcohol related behavioural problems • Illegal drug use • Exclusion of locals from natural resources • Gambling • Property values 	<ul style="list-style-type: none"> • Conflicts in the host society • Social dualism (adoption of another culture) • Demonstration effect (younger generation adopts behaviour and attitudes of tourists) • Stereotyping • Xenophobia • Language degradation (slang) • Increased cost of living
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Sources: Monterrubio, Ramírez and Ortiz (2011), Tsundoda and Mendlinger (2009), Gursoy, Chi and Dyer (2010), Kibicho (2008), Muganda, Sahli & Smith (2010), Saarinen (2010), Mahony and Van Zyl (2002), Ntloko and Swart (2008) as well as Richards and Palmer (2012).

Following the identification of the tangible and intangible impacts, it was found that a large number of studies have analysed the attitudes of residents towards tourism development, as well as the factors that are likely to influence those attitudes (Jurowski, Uysal & Williams, 1997; Gursoy & Rutherford, 2004). To date, more emphasis has been placed on the tangible benefits. Very few studies placed their focus on the intangible impacts and the importance thereof.

In more recent studies, the importance of intangible impacts has been highlighted. An example thereof is a study conducted with the aim of predicting how the FIFA 2010 World Cup in South Africa would affect the communities. Cornelissen and Maennig (2010) conducted a study on the political economy of “feel good” effects (or intangibles) of mega sport-events such as the FIFA World Cup held in Germany in 2006. In their study, they found that the “feel-good” effect of tourism during the event in Germany was more important than the economic benefits. Another example is a study done by Atkinson *et al.* (2008) on the values attached to the intangible impacts of London’s bid to host the 2012 Summer Olympic Games. They found that communities would support the bid (disregarding the very high demand for funds to host the event) as long as they could be part of the “feel-good” effect of the event.

Some studies conducted on the social impacts of tourism are listed in Table 1.2. They are divided into studies where the tangible impacts of tourism played the largest role and those where the intangible impacts played the largest role. Studies where the roles of both tangible and intangible impacts were examined are also included.

Table 1.2: Previous studies done on the social impacts of tourism

Studies where the tangible impacts of tourism (infrastructure, economics et cetera) played the largest role		
Authors	Title	Study's focus / findings
Tsundoda & Mendlinger (2009)	Economic and Social Impact of Tourism on a Small Town: Peterborough New Hampshire	Focused on a community's perception of economic income for their community and for themselves. Those who were more dependent on tourism and were more positive towards it
Muganda <i>et al.</i> (2010)	Tourism's contribution to poverty alleviation: A community perspective from Tanzania	Focused on maximising income and improving facilities
Saarinen (2010)	Local tourism awareness: Community views in Katutura and King Nehale Conservancy, Namibia	Focused on personal and household income. (employment; income; infrastructure development)
Lapeyre (2010)	Community-based tourism as a sustainable solution to maximise impacts locally? The Tsiseb Conservancy case, Namibia	Focused on improving community income
Hritz & Ross (2010)	The Perceived Impacts of Sport Tourism: An Urban Host Community Perspective	Study found that economic benefits had the greatest influence on tourism support
Gursoy <i>et al.</i> (2010)	Locals' Attitudes toward Mass and Alternative Tourism: The Case of Sunshine Coast, Australia	Study found that community members who are more concerned about their community will be more concerned about the economic impacts of tourism and will perceive tourism as less positive.
Andriotis (2008)	Integrated Resort Development: The Case of Cavo Sidero, Crete	Study found economic impacts to be positive but that social and

		environmental impacts were mostly viewed as negative.
Dyer, Gursoy, Sharma & Carter (2007)	Structural modelling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia	Study found that economic impact had the strongest effect on community involvement.
Studies where the intangible impacts of tourism (pride, empowerment et cetera) played the largest role		
Authors	Title	Study's focus / Findings
Gu & Ryan (2008)	Place attachment, identity and community impacts of tourism—the case of a Beijing <i>hutong</i>	Study found that concerns for heritage outweighed economic benefits.
Cornelissen & Maennig (2010)	On the Political Economy of 'Feel good' Effects at Sport Mega-events: Experiences from FIFA Germany 2006 and Prospects for South Africa 2010	The feel-good effect of tourism during the 2006 FIFA World Cup was more important than the economic benefits.
Amsden, Stedman & Kruger (2011)	The Creation and Maintenance of Sense of Place in a Tourism-Dependent Community	Community members with a good sense of place in other words, those who are proud to stay in their environment, will openly welcome visitors to share in their happiness.
Atkinson <i>et al.</i> (2008)	Are We Willing to Pay Enough to 'Back the Bid'?: Valuing the Intangible Impacts of London's Bid to Host the 2012 Summer Olympic Games	Communities would support the Bid to Host the 2012 Summer Olympic Games even though it would demand very large funds. All benefit they needed was the "feel good" effect.
Studies taking tangible and intangible impacts of tourism into account		
Authors	Title	Study's focus / Findings
Monterrubio <i>et al.</i> (2011)	Host community attitudes towards sport tourism events: Social impacts of the 2011 Pan American Games	Found that the community was positive about investment, new jobs, commercial opportunities, infrastructure improvement and tourism image improvement. They were negative about traffic

		congestion, crowding, trash, noise and increased goods and service prices
Mahony & Van Zyl (2002)	The impacts of tourism investment on rural communities: three case studies in South Africa	Study focused on economic and non-economic benefits such as capacity building and training of community members.
Ntloko & Swart (2008)	Sport tourism event impacts on the host community: a case study of Red Bull Big Wave Africa	Sporting event provided economic benefits (especially for local businesses), promoted community pride and acted as a regional showcase.
Slabbert & Viviers (2013)	The impact of a major South African arts festival: the voices of the community	Residents perceive a positive economic impact, more community opportunities and tourism impacts from Aardklop National Arts Festival.
Slabbert, Viviers & Erasmus	The influence of length of residency on the social impacts of selected National Arts Festivals in South Africa	Those with longer residency in the communities had stronger feelings towards negative impacts of Festivals. Negative environmental impacts and positive community impacts were important

When comparing the economic impact of tourism to the ecological and social impacts, it seems as though dissimilarities exist, considering that researchers mainly focus on the economic impacts (Swarbrooke, 1999:69). Diedrich and García-Buades (2009:512) state that it is important to take note of the economic as well as the social impacts of tourism (in other words, tangible as well as intangible impacts), in order to ensure the sustainability and long-term success of the industry. According to the studies in Table 1.2, tourism is mostly seen as a tool to be utilised for the generation of income and to drive job creation and that these effects should benefit the communities. However, only a small percentage of residents benefit from the tangible aspects such as job creation. Nevertheless, residents remain positive towards the industry. What influences these residents to stay positive?

1.3 Problem statement

From the background of the study, it is clear that tourism can create various tangible or intangible impacts. It is also evident that the tangible impacts (with reference to economic impacts) have received much of the research attention in this field of study. Previous research suggests that locals tend to have positive attitudes because they see tourism as an economic development tool (Tsundoda & Mendlinger, 2009; Kibicho, 2008; Muganda *et al.*, 2010; Saarinen, 2010; Lapeyre, 2010; Tinsley & Lynch, 2008; Hritz & Ross, 2010; Gursoy *et al.*, 2010; Jurowski & Gursoy, 2004), particularly in developed countries. Therefore, most of the positive attitudes have been measured against tangible benefits created by the tourism industry (Swarbrooke, 1999:69).

However, the situation is different in developing countries such as South Africa, where community participation in the tourism planning process is important, but most of the time limited by operational, structural and cultural limitations in the country. It is stated that South Africa is commonly defined as an upper middle-income, third world country, in “*per capita*” terms, but when compared to the rest of the world, the country’s distribution of income is one of the most unequal (Tosun, 2000:614). This is especially true of households in rural areas that have limited access to education, health care and employment opportunities, among other shortfalls (Mahony & Van Zyl, 2002:4). Richards and Palmer (2012:365) point out that recent research has placed less emphasis on tangible impacts, and has rather started focussing on the contribution of intangible impacts, and how these could help to make the industry more sustainable and create a sense of goodwill and pride.

This type of analysis has not yet featured prominently in South Africa (or other developing countries), where research still focuses on tangible impacts such as the belief that tourism is considered one of the solutions to employment problems (Burger, Dohnal, Kathrada & Law, 2001:403). Research done for the 2010 FIFA World Cup emphasised the importance of the goodwill of the community. However, even if they did not personally gain from tourism, the communities still perceived the value of the overall image that the World Cup created for South Africa as a tourism destination. This was also true for the 1995 Rugby World Cup (Heere, Walker, Gibson, Thapa, Geldenhuys & Coetzee, 2013).

South Africa derives 8.6% of its GDP from tourism (WTTC, 2013b:1), however residents do not always derive tangible benefits from tourism (or rather, only a small number of residents benefit) (Kuvan & Akan, 2005:691). In 2011, 598 432 people in South Africa

were working in tourism occupations (South Africa.info, 2013a), while 25.2% (13 million) of people were still unemployed in the first quarter of 2012 (SouthAfrica.info, 2013b). It is thus possible that tourism does not generate as many tangible benefits for residents as previously expected, because of the prevailing socio-political, economic and cultural limitations in many developing countries (Tosun, 2000:614). It is nevertheless also possible that the intangible benefits of tourism could create such positive attitudes that residents still realize its value and thus support it. Are intangible impacts more important drivers of community goodwill than tangible impacts in developing countries?

The following **gaps** were identified based on the discussion above. From a literature perspective, there was confusion pertaining terms such as tangible and intangible social impacts, as well as the application thereof on the social impacts generated by the tourism industry. A critical analysis of these terms as well as the categorisation of social impacts under these terms is important for enhancing the understanding of as well as to guide the use of the concepts in future research. Secondly, the current theoretical framework makes provision for an exchange, stating that benefits and specifically economic benefits are the core of the exchange. An updated model is thus needed to indicate the importance and relevance of intangible aspects to the exchange process within developing countries as a means of gaining support for the industry. The larger part of communities in developing countries (such as South Africa) do not benefit from tourism through tangibles, but rather through intangibles. This situation should be analysed. Thirdly, it is important to ensure that the envisaged updated model will be applicable to various communities within a developing country environment in order for it to be useful. This is an important perception as communities are not homogeneous (Okten & Osili, 2004:604; Alesina & La Ferrara, 2000:847) and should thus be considered separately.

It is thus the purpose of this study to critically analyse the social impacts of tourism from a tangible and intangible perspective and to determine residents' opinions thereof, as well as the effect of these impacts on tourism dependent destinations in South Africa, by bridging the gaps.

The research question that this thesis aims to address is: What are the real benefits of tourism development and activities (tangible and intangible) and how should this knowledge be harnessed in creating a tourist friendly environment and a more sustainable industry that will ultimately improve the quality of the lives of residents?

1.4 The goal of the study

1.4.1 Goal

The goal of this thesis is to conduct a critical assessment of the social impacts of tourism on selected communities, with reference to the tangible and intangible impacts.

1.4.2 Objectives

The following secondary objectives have been formulated to support the achievement of the primary objective:

Objective 1

To critically analyse communities from a sociological perspective together with the communities' roles in the tourism industry, barriers that prevent community members from taking part in the activity of tourism and how these barriers can be overcome. The researcher furthermore critically evaluates the term "social impact" and also the models that attempt to explain how social impacts function. This is done by means of an in-depth literature analysis which is found in Chapter 2.

Objective 2

To define, critically analyse and categorise the social impacts that result from the activity of tourism. These impacts are viewed within a South African context where a distinction is made between the tangible and intangible social impacts of tourism. This will aid in understanding the different types of social impacts as well as how these impacts affect communities as indicated in literature and previous studies. This literature review is found in Chapter 3.

Objective 3

To analyse the tangible and intangible social impacts that result from tourism activity in selected tourism dependent communities and to compare the relevant case studies. This will aid in understanding how residents of the different communities perceive the social impacts of tourism. An optimised model is developed which assists in understanding the tangible and intangible social impacts that result from tourism. It will allow for improved development, management and marketing of tourism in these communities. This objective will be addressed in Chapter 5.

Objective 4

To make conclusions and recommendations pertaining to the results of the literature review (Chapter 2 and 3), the empirical results (Chapter 5), as well as to draw comparisons between previous literature and empirical findings. The significance of the developed model for predicting the perceptions towards tangible and intangible social impacts is also analysed. The contribution of this thesis along with the limitations of the research, as well as future research possibilities are addressed in Chapter 6.

Completion of these objectives will solve critical issues regarding the social impacts of tourism.

1.5 Contributions of the study

This thesis focusses on analysing the real social impacts of tourism in selected communities in South Africa through quantitative research. It makes the following contributions towards sociological studies within tourism management:

- Firstly, this thesis contributes towards the literature by critically analysing the social impacts of tourism (both tangible and intangible) within a third world country, where residents do not always derive tangible benefits from tourism. This assists in creating a holistic image of these tourism impacts that will assist with strategic management and sustainability of tourism developments. This contribution to literature will also guide future scholars in analysing this phenomenon.
- Secondly, this thesis contributes to the theoretical base of this field of study. It improves the understanding of the terminology associated with social impacts of tourism, as different authors use the same terms but sometimes with different meanings. It furthermore categorises existing social impacts under tangibles and intangibles.
- Thirdly, this thesis makes a practical contribution by expanding on the current understanding of the role of both tangible and intangible impacts in the exchange. A model for the measurement of both tangible as well as intangible impacts by determining the relationships between the two categories has been developed. This will assist in maximising the positive impacts and minimising the negative impacts (be they tangible or intangible) in order to contribute towards fostering happier, more supportive communities in developing countries.

- Finally this study contributes to the understanding of tourism in South African communities and provides recommendations on the management thereof in different communities.

1.6 Research methodology

This study comprises of both a literature review pertaining to the relevant literature and an empirical study (To be discussed in detail in Chapter 4).

1.6.1 Literature review

The literature review focusses on secondary data sources that furthered the accomplishment of the study objectives. Sources used include textbooks (from the local library as well as Google Books), the World Wide Web, journal articles (ProQuest, EBSCO Publishing and Emerald for instance), full text databases as well as theses and dissertations (from various universities and education institutions). Emphasis was placed on the social impacts of tourism, especially in South Africa. A distinction has been made between tangible social impacts and the intangible, in order to measure the influence of each on local communities.

Keywords included were: tourism, social impact; communities; tangible; and intangible.

1.6.2 Empirical analysis

A phenomenological approach from a quantitative framework has been implemented. Phenomena are determined by the manner in which they are perceived by the respondents (Lester, 1999:1). In the case of this study an attempt has been made to measure to what degree a set list of social impacts (tangible and intangible) influences the lives of residents living in a tourism dependent area. A questionnaire, based on previous studies and an in-depth literature review, has been developed and administered to residents of three tourism dependent communities in South Africa, namely Clarens, Jeffreys Bay and Soweto (Clarens Tourism, 2007; SA-Venues, 2012 Jeffreys Bay Tourism, 2012). Probability sampling by means of stratified sampling have been used to determine the most tourist-dense areas within the selected communities, after which non-probability sampling was used by means of convenience sampling in order to reach as many residents living in the selected strata, as possible.

The data was captured using Microsoft® Excel®, after which statistical services at the North-West University processed it and the researcher interpreted the information. Firstly the tangible and intangible social impacts of tourism on the combined selected communities were determined. This was done by means of an Exploratory Factor Analysis (EFA). In order to determine the differences between the communities, a Confirmatory Factor Analysis (CFA) was done to determine the fit of the three different communities' data in the CFA model. After it was determined that the data fitted, the differences between communities' perceptions towards the tangible and intangible social impacts of tourism, could be determined by means of Analysis of Variance (ANOVA) using Tukey's test as well as effect sizes.

After the differences were determined, the researcher established which variables and latent variables were responsible for how residents of the various communities perceived the tangible and intangible social impacts of tourism. Firstly the effect of the community attachment statement was analysed by means of Spearman's rho. Secondly, the influence of those who work in the tourism industry or not, as well as their level of education, were determined on the tangible and intangible social impact statements, by means of two-way ANOVAs.

Lastly, the relationships between tangible and intangible social impacts of tourism were determined by means of Structural Equation Modelling (SEM), which assisted in building a framework to enhance the understanding of how tangible and intangible social impacts influence each other for optimising the positive effects of the tourism industry and minimising the negative.

1.7 Conceptualisation of key words

The keywords are defined for clarity purposes. This will also assist in improving the understanding of the research framework applied to the study.

1.7.1 Tourism

According to Jayapalan (2001:7), the definition of tourism can be summarised as follows: Tourism involves the travel of non-residents to an area where they stay for a temporary period and where they do not partake in any activities that involve earning an income. Singh (2010:3) furthermore indicates that tourism has the following features:

- Tourism arises from two elements, namely the journey to the destination and the stay there;
- This travel and stay at the destination should take place outside the traveller's residence or work area;
- Tourism is temporary with the travellers intending to return home within a short period. A tourist spends a minimum of 24 hours or a maximum of six months at a destination;
- Destinations should be visited for any reasons other than permanently taking up residence there or acquiring employment.

For the purpose of this study, tourists are defined as *persons or groups of people travelling away from their area of residence or where they hold their occupations, to another location for purposes other than earning an income or moving there. Persons must be visitors to the destination for more than 24 hours, but for less than six months.*

1.7.2 Social impact

Social impact is the change in norms and values of society that are more related to the short-term (Keyser, 2002:346). Fennell (2007:47) adds that social impact is the way in which industries affect local people and their lifestyles. Fredline (2007:397) agrees and states that the social impact of tourism is an impact that influences the social structure as well as cultures and values of communities. For the purpose of this study, social impact is described as *the changes in a society (in this case, in the communities where the tourism activity takes place) referring to its norms, values and structures because of other cultures passing through their areas or tourism developments, thus altering their personal as well as the community's way of life, either in a positive or negative manner.*

1.7.3 Tangible and intangible social impacts

According to Merriam-Webster's Dictionary (2012a), the word "tangible" is something *"capable of being perceived especially by the sense of touch"* as well as *"capable of being precisely identified or realised by the mind"* or *"capable of being appraised at an actual or approximate value"*. The word "intangible", according to the same dictionary (2012b), refers to something that is *"impalpable"*, in other words, it is something that cannot be felt by touch. For this reason, tangible social impacts refer to tourism impacts that take place in the affected communities that can be touched or quantified such as economic growth, infrastructure development or overpopulation. Intangible social impacts of tourism, on the

other hand, include aspects such as the development of community pride and intercultural understanding. These cannot be touched or physically measured. An example of this in literature is portrayed in a study by Ferreira (2011), that revealed intangible impacts like the training of residents, positive destination image and brand value, as well as tangible social impacts such as supra-structure and infrastructure development, improvements in traffic flow, and faster Internet access, for example.

1.7.4 Community

The term community is described in the Merriam-Webster dictionary (2012c) as “*a body of persons or nations having a common history or common social, economic and political interests*”. Amsden *et al.* (2011:33) state that the word “community” can be explained as a unit of analysis that constructs social interactions in a meaningful way. For the purpose of this study, local communities will include all residents of the featured towns that are affected by tourism activities in their area.

These terms will be used throughout this thesis. The next section provides a classification of the chapters that are used to complete the goal of this study.

1.8 Chapter classification

In order to achieve the primary objective of this study, the objectives have been delegated into six chapters. The following section describes the layout of the rest of this document.

Chapter 1: Introduction and problem statement

Chapter 1 comprises of an introduction to the study, the problem statement of the study, followed by the research goal and objectives, as well as a brief method of research. Key concepts used in this study have also been defined. The aim of this chapter is to create an understanding that social impacts should be seen from both a tangible and intangible point of view in order to better understand the social impacts of tourism on local communities, with the focus on developing countries.

Chapter 2: Understanding social impacts and the role of communities in tourism

Chapter 2 critically analyses literature pertaining to the scientific field of sociology. A better understanding of what a community entails as well as its role in tourism is realised. A model that measures a community’s involvement in tourism is analysed together with

aspects that influence a community's participation in tourism. Guidelines are provided for managing a community's involvement to promote sustainable development. This chapter lastly critically defines social impact as well as various models that attempt to explain how it functions.

Chapter 3: Social impacts of tourism: A tangible versus an intangible approach

Chapter 3 critically analyses the social impacts of tourism, from a South African perspective, by exploring literature relating to the different types of social impacts of tourism on local communities in sources and previous studies from both a tangible and an intangible social impact perspective.

Chapter 4: Method of research

Chapter 4 contains an in-depth discussion on how the research of this thesis has been conducted from a quantitative point of view. Attention is given to the total research design encompassing the sample method, sample area, sample size, the development of a measuring instrument from literature and previous studies, data collection and capturing as well as the various analyses done on the data to achieve the goals of this thesis.

Chapter 5: Empirical results and findings

This chapter reports on the empirical results and findings from the various analyses conducted on the data of the three communities. The tangible and intangible social impacts of tourism on the three communities are determined as well as the variables and latent variables that influence the residents' perceptions pertaining to the tangible and intangible social impacts. A comparison between the three selected communities is drawn, as well as implications for the findings. This chapter lastly contains the optimised model for measuring the tangible and intangible social impacts of tourism for improved management and marketing measures.

Chapter 6: Conclusions and recommendations

Chapter 6 consists of conclusions drawn from the discussions in the previous chapters. A comparison is drawn between the literature and the empirical results of this study which clearly indicates the contribution of the thesis. Recommendations are made regarding the measurement and management of tangible and intangible social impacts.

CHAPTER

UNDERSTANDING SOCIAL IMPACTS AND THE ROLE OF COMMUNITIES IN TOURISM

2

“The more you read, the more things you will know. The more that you learn, the more places you’ll go” - Dr. Seuss

2.1 Introduction

Social, ecological as well as economic impacts are usually the most prominent topics in tourism research (Fennell, 2007:47). Ecological studies focus on the physical impact of the industry on the natural landscapes where it takes place. Social impact studies place emphasis on the impacts of the tourism industry on a local community and attempts to determine how to maximise the positive and minimise the negative impacts. The majority of the studies, however, focus on the tangible impacts of tourism with the economic contribution of tourism as the most popular topic. Research places less emphasis on the social impacts of tourism (Swarbrooke, 1999:69) than on the economic impact of this industry.

Multiple studies have revealed how vital residents’ goodwill and support is for the sustainability of the tourism industry (Gursoy *et al.*, 2002:79; Jurowski & Gursoy, 2004:297; Kuvan & Akan, 2005:691; Williams & Lawson, 2001:270; Park *et al.*, 2012:1512). Without the community’s support, the tourism industry will experience difficulties regarding development and expansion of facilities and might thus fail. This furthermore emphasises the importance of developing the tourism industry in a community in such a way so that the positive impacts are maximised and the negative impacts minimised (Kreag, 2007:5).

For this reason, the aim of this chapter is to determine what the role of the community is in tourism as well as to conduct an in-depth analysis on the social impacts of tourism in order to create an understanding of how it works, how it can be measured and the importance thereof. The layout of this chapter is portrayed in Figure 2.1 below which will be followed by a discussion on the development of sociology.



Figure 2.1: Layout of chapter

2.2 Sociology

According to Merriam-Webster' Dictionary (2013a), the term 'sociology' refers to "the science of society, social institutions, and social relationships", in other words it is "the systematic study of the development, structure, interaction, and collective behaviour of organized groups of human beings". Conklin (1987:4) adds that sociology involves the exploration of the social behaviour of individuals and the influence of the groups and environments to which they belong. Slabbert (2007:150) as well as Page and Connell (2009:648), describe sociology as the science that involves society, social institutions and social relationships. In short, sociology is the study of people in society. The primary purpose of sociology, according to Blackmar and Gillin (1928:37) is to create an understanding of society and thereafter to create scientific improvements which can be applied to optimise a society. Conklin (1987:9) adds that one society differs from another, and therefore it is important to create an understanding for each in order to formulate individual solutions. Sociology can be divided into micro as well as macro-sociology. Macro-sociology examines whole societies,

large-scale social structures and social systems, while micro-sociology includes human interactions, social structure as well as social relationships (Kendall, 2008:138). Clearly the tourism industry has a role to play here and should be taken into consideration when developing tourism products in communities and areas.

The latter is applicable to tourism where macro-sociology can include the study of communities and micro-sociology the interactions within the communities as well as towards visitors to the communities. It is therefore important to understand the inner workings of the science of sociology as well as how tourism forms part of it. The next section will provide background to the development of sociology as well as the contemporary sociology perspectives derived from various sociologist theories.

2.2.1 Background to sociology

The term 'sociology was first used in 1843 (Merriam-Webster Dictionary, 2013a) by Auguste Comte (1798-1857) (Giddens & Griffiths, 2006:11) as a result of the drastic changes he perceived in society such as various revolutions. An example of drastic changes includes the French and Industrial Revolutions during which people started moving to cities to work at factories. As a result, the frequency of human interaction increased which lead to an increase in crime and the fading of old traditions (Giddens & Griffiths, 2006:10). From the latter, the evolution of sociology began with the following sociologists contributing towards its development across various stages (Thetsane, 2010:36): Harriet Martineau (1802-1876), Herbert Spencer (1820-1903), Karl Marx (1818-1883), Emile Durkheim (1858-1883), Max Weber (1864-1920) and Robert Merton (1910-2003). The overall views shared by these sociologists were that the social world is patterned and can be understood through systematic and objective methods of investigation, such as with the physical world (Broom, Bonjean & Broom, 1990:4). Brinkerhoff, White and Ortega (2013:4) support this by stating that sociology can be measured by relying on empirical research.

From the various ideas from the listed sociologists, three distinguishable contemporary ideas developed pertaining to the development of the science of sociology. The first is the idea that society is something that is stable and ongoing, the second idea that society consists of groups that compete for scarce resources (such as finances for instance), while the third idea is based on everyday routine interactions among individuals (Kendall, 2008:23). According to Thetsane (2010:37), sociologists refer to these theoretical approaches as perspectives. A perspective is an overall approach to a subject. The more contemporary

theoretical perspectives of sociology are discussed in the next section since it plays an important role in understanding how communities and tourism fit into sociology.

2.2.2 Contemporary theoretical perspectives of sociology

The contemporary theoretical perspectives of sociology developed from the ideas of the founders of sociology as summarised by Kendall (2008:23), Schaefer (2006:15-23) and Thetsane (2010:37-38) in this section. The three major theoretical perspectives of sociology include the functionalist perspective, the conflict perspective as well as the interactionist or symbolic perspective.

2.2.2.1 Functionalist perspective

This perspective examines the various aspects that form part of the structure of society and how the various parts uphold the stability within the society (Schaefer, 2006:14-15). According to this approach, aspects that do not contribute to the stability within a society will not be passed on to future generations (Thetsane, 2010:37). Kendall (2008:23) argues that a society is made up of various intertwined aspects, each with its own function. If one of these aspects is negatively affected, it will have an effect on the other intertwined aspects. These aspects can be family, education, religion as well as institutions and government. For the optimum management of a society, members should reach consensus on what is desirable and undesirable (Thetsane, 2010:37).

2.2.2.2 Conflict perspective

The conflict perspective also focusses on society as a whole, but involves societies' institutions and structural arrangements. This perspective assumes that social behaviour is understood in terms of conflict or tension (Kundu, 2009:63) between groups such as financial matters, religion and political parties for instance (Thetsane, 2010:37). Kendall (2008:25) perceives the conflict perspective as a continuous struggle for control of scarce resources which is also supported by Karl Marx who saw human history as a series of inevitable conflicts between social classes (Giddens & Griffiths, 2006:14-19).

It is therefore the perception of conflict theorists that institutions in society are in place to maintain the positions of the most privileged as well as to keep the lesser privileged in theirs.

2.2.2.3 Interactionist/Symbolic perspective

Interactionist theorists perceive society as all combined interactions of individuals and groups. According to Shepard (2009:26), this perspective studies people in their everyday life where they partake in activities and interact with one another. Schaefer (2006:17) furthermore states that social organisation and society are possible only by means of individuals day-to-day interactions with Kendall (2008:25-28) adding that this perspective views a world with meaning and objects (other people, symbols and relationships) with individuals living and interacting within it.

According to Newman (2010:20), the interactionist perspective ultimately reveals that humans are individual beings who live in groups (or communities) and together create an existence. This is also found in nature. People who live in these communities may perceive their way of life in a certain manner whilst everything that differs from their perception of normal, is usually unfavourable.

2.2.3 Tourism in contemporary sociological perspectives

All three of the contemporary sociological perspectives in the previous section have their place in sociology studies and all of them also support the understanding of communities and tourism.

From the interactionist perspective, tourism is addressed seeing as people that travel to other destinations in order to interact with other individuals or to experience something symbolic to them. With this perspective, individuals realise the symbol and meaning behind situations (such as positive and negative impacts), interpret it and assesses with regards to advantages and disadvantages (Schaefer, 2006:17). When viewing tourism from the functionalist perspective, tourism helps to maintain balance. It also has various impacts (positive or negative) on the host community which means that it can upset the balance of a community if not correctly managed. The functionalist perspective does however not make provision for changes in a community which might be brought on by tourism. Kendall (2008:25-28) reveals that the conflict perspective complements the functionalist perspective in that it makes provision for history as well as social change.

It becomes clear that one cannot single out a perspective and declare it as the correct one. A combination of perspectives should thus be taken into account seeing as they complement

each other. Thetsane (2010:37) rightly points out that the case is the same when it comes to micro-sociology and macro-sociology.

The purpose of the remainder of this chapter is thus to determine how communities function (macro-sociology) and how social impacts affect the local residents (micro-sociology).

2.3 Communities and their role in tourism

This section analyses the definition of a community and determines the composition of a community.

2.3.1 Defining the concept “community”

As previously mentioned, the host communities' support for the tourism industry is of paramount importance in order to ensure the industry's sustainability (Gursoy *et al.*, 2002:79; Jurowski & Gursoy, 2004:296). As stated by Small, Edwards and Sheridan (2005:67), the most successful destinations are those where visitors feel the most welcome, which means that residents treat them with friendliness because they are happy, and not because they were paid to do so. Before one can analyse the role of communities in tourism development, it is firstly important to have a good understanding of what the term 'community' entails. The term is described in Chapter 1, but a short recap follows. Merriam-Webster's dictionary (2012c) describes a community as “*a body of persons or nations having a common history or common social, economic and political interests*”, while Amsden *et al.* (2011:33) state that the word “community” can be seen as a unit of analysis that constructs social interactions in a meaningful way. For the purpose of this study, local communities will include all residents of the towns where tourism activities take place.

When looking at the term 'host community', Swarbrooke (1999:123) states that a host community is traditionally viewed as residents who live together in the area where the tourism activity takes place. The author however argues that the definition is not that simple. Even non-tourism-dependent communities in the end have to pay tax which goes towards certain tourism developments, thus stretching the 'boundaries' of a host community.

2.3.2 The composition of the community

According to Saayman (2013:149), a community consists of three main elements. The first is the local economic system which provides the livelihood for residents. A balance of various economic activities (including tourism) contributes to more sustainable economic growth of an area which focuses on tourism solely for instance. The second element of a community is the local residents. Without local residents, the tourism industry will not be able to exist seeing as the residents operate shops, services and facilities and furthermore contribute to the full cultural experience of tourism that visitors might want to experience. The final element is the community's infrastructure and the services they deliver. Water, electricity provision, roads, waste disposal as well as police, hospital and fire protection service are examples of the latter that is required by both the community members as well as tourists to be able to stay in the area. Communities receiving higher volumes of tourists might need more infrastructure and maintenance than other communities (Stamboulis & Skayannis, 2003:36).

2.4 Role of community in tourism

This section firstly determines the role of the communities in tourism and secondly an analysis of models measuring to what extent community members actively take part in the tourism industry.

2.4.1 Participation in tourism

A community is made up of a combination of resident types which include traders, public authorities as well as public protectors such as fire brigades, police and ambulance services that all ultimately play a role in tourism. The leaders of communities that are strongly tourism-based should be identified and made part of the tourism planning process. Local residents may be employed as tour guides seeing as they have a good knowledge base of the amenities, attractions and activities in their communities. It is important that community members feel proud, interested and part of the tourism industry in order for them to portray a favourable image which will make visitors feel welcome and make them repeat their visit (Jago, Chalip, Brown, Mules & Shameem, 2003:32-34). During the planning phase of tourism developments, the planners, local businesses as well as community members create an opportunity for community members to learn more about each other as well as their environment and the resources available to them, thus

bringing different groups of people together who would otherwise not mix (Arcodia & Whitford, 2002). As mentioned before, the communities' support for the industry is very important, meaning that their happiness is of utmost importance to developers. The tourism development, for instance, should complement the values and way of living of the local residents so that they will not develop resentment towards the industry as a result of feelings that they are being exploited (Williams & Lawson, 2001:288).

Since the 1980s there has been ever growing understanding of the direct link between sustainable tourism development and the local communities. This important link, however, is not well understood within a South African tourism development context. Development of communities is still viewed as an add-on (Els & Bothma, 2000:19). Saayman (2013:150) states that it is imperative to build community support for the development of the tourism industry. It was found that feelings of hostility between residents and visitors develop in areas where community support was not earned and it eventually was one of the main causes of tourism product failures. This is especially true in areas that experience mass tourism where social impacts such as: a rise in crime; disruption of residents' way of living; as well as anti-social behaviour were observed (Kim & Petrick, 2005:25; Godfrey & Clarke, 2000:25; Cook, Yale & Marqua, 2010:309; Weaver & Lawton, 2010:239; Cooper & Hall, 2008:167). Henderson (2000:531) states that the community should thus be seen as the nucleus of the tourism product, meaning that they should be much more involved in the planning and development of the tourism industry. However, that kind of involvement and the kind of benefits received should be analysed.

When deciding to develop or expand tourism operations in a community or region, it is important to do proper research because the socio-economic benefits from tourism are powerful (Goeldner & Ritchie, 2003:439). During the developmental phase of tourism it is well stated that local residents should participate in order to create a sustainable tourism industry (Pretty, 1995:4), yet local people are mostly left out of the tourism planning, development and operations (Mowforth & Munt, 2009:225; Slabbert & Saayman, 2011:197). Sproule (2000) as cited by Mameitja (2006:10) defines local community participation as "giving the local people more opportunities to participate effectively in development activities, empowering people to mobilize their own capacities, be social actors rather than passive subjects, manage their resources, make decisions and control the activities that affect their lives".

This section highlights the importance of community members' participation in the tourism industry. In other words, one should attempt to lure the maximum number of residents to

participate in tourism, but before one can manage this, it is imperative to understand to what extent residents are already partaking. The next section features two models that assist in measuring resident participation.

2.4.2 Resident participation models

In order to better the understanding of the degree to which residents participate in tourism, one can either use Arnstein's Ladder of Citizen Participation or Pretty's typology of participation. These two models will be analysed in this section.

2.4.2.1 Arnstein's Ladder of Citizen Participation

With the growth in a participatory democracy in the USA, Sherry Arnstein made an attempt to understand the "participatory boom", by developing the Ladder of Citizen Participation (Flores, 2005:69). Although Arnstein's model containing article was published in July 1969, it continues to be valuable in assessing the effectiveness of citizens' (hereafter termed residents, except if quoted) participation. The model was initially developed for the purpose of analysing the correlation between community residents' participation in activities and their participation activity's resulting effect. She wanted to determine if the residents are truly empowered, or if authorities are making decisions based on empty participation rituals (Flores, 2005:69-70). Arnstein named the full resident participation as "citizen power" which measures the amount of actual control residents have over policy decisions. The author furthermore stated that in resident participation no one has absolute power (Willis, 2008:54). Arnstein at first stated that "participation is the redistribution of power between the have and have-nots". The have-nots are those who experience inequities and injustices, creating negative emotions. As a result of being commanded to do so, she redefined resident participation to include "have-nots" in the planning and policy making pertaining to (Willis, 2008:55):

- The distribution of information;
- The manner in which goals and relevant policies are implemented;
- The manner in which resources are allocated; as well as
- How programs are operated.

She furthermore states that there are dissimilarities when comparing the level of participation to the effect on the decision-making process meaning that researchers allege that residents' views are taken into consideration, while they are in actual fact unaware of the communities'

needs. She argues that this is the case seeing as researchers do not make direct contact with the residents.

For this reason Arnstein (in 1969) developed the Ladder of Citizenship which indicated the results of various levels of resident participation (See Figure 2.2). The degrees to which participation takes place forms part of the different constructs of the ladder (Willis, 2008:56; Cornwall, 2008:270). The constructs of the ladder will be analysed next.

Construct 1: Manipulation

Residents are placed on advisory committees, neighbourhood councils and advisory groups, for example, with them believing that they are there to contribute to the decision-making process, while in actual fact they are educated and persuaded to think as the authorities do and then agree to all the authorities' suggestions (Willis, 2008:57-58).

Construct 2: Therapy

Arnstein (1969) describes this level of participation as dishonest and arrogant. Residents participate in small group discussing issues which are unrelated thus masking the real problems and creating the impression that the real problem was addressed (Willis, 2008:59). These first two constructs indicates nonparticipation (Lithgow, 2006:2).

Construct 3: Informing

This is seen as a one-way communication ploy. Residents are only informed about agencies' intent at a late stage in the development. Furthermore, only information that will not discourage their support is shared (Willis, 2008:61).

Construct 4: Consultation

This is one step above informing residents of intended development in that residents are informed about planned developments but their input is also requested, but restricted. This means that residents' ideas and concerns will not necessarily be addressed (Willis, 2008:61).

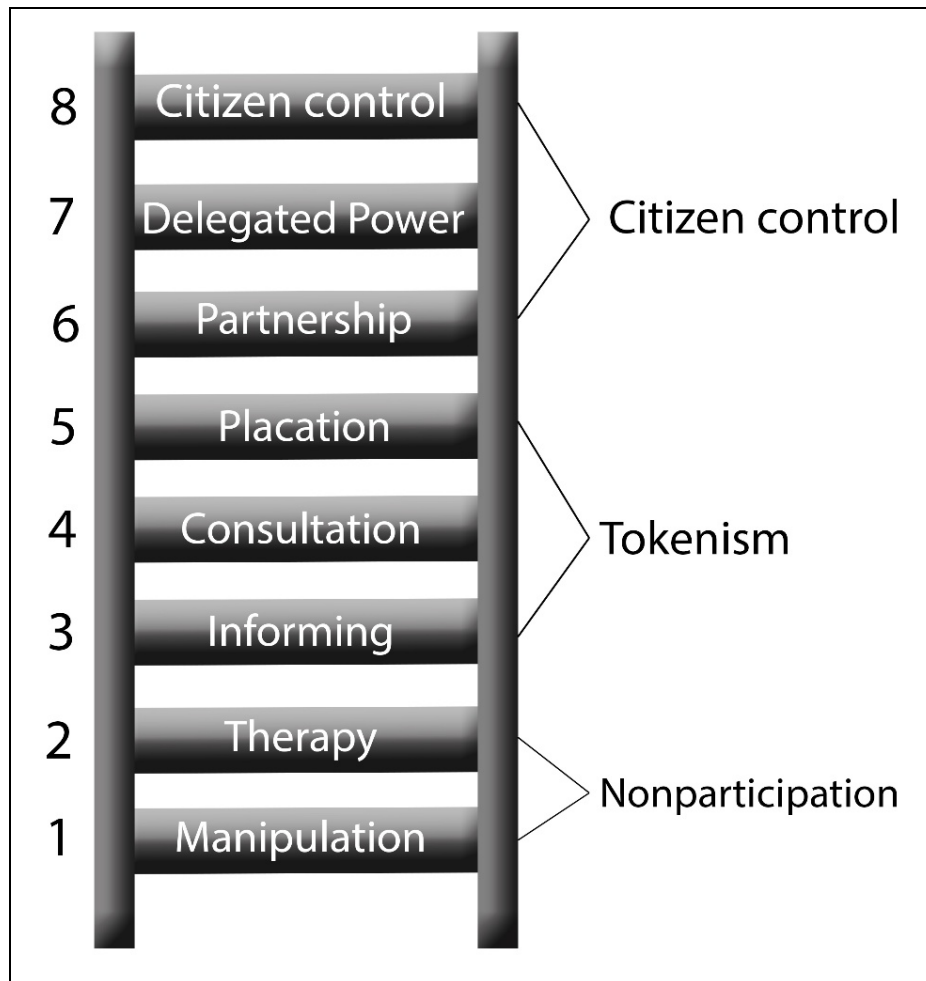


Figure 2.2: Arnstein's Ladder of Citizen Participation

Source: Adapted from Willis (2008:57)

Construct 5: Placation

Although tokenism is still apparent in this construct, residents do have a bigger chance of having an influence in decision-making processes. This method is, however, clever in that it places a very small percentage of local residents on a decision-making board, meaning that they are almost outmatched when taking issues into account (Willis, 2008:61).

Construct 6: Partnership

From this construct, on up, the levels of residents' power grow with increasing degrees of decision-making. On this construct, the residents share a true state of partnership with authorities (Willis, 2008:61). Partnerships enable them to negotiate and engage in trade-offs with the usual power holders.

Construct 6: Delegated power

Here the residents negotiate with public officials who can result in the residents achieving dominant decision-making authority over a particular plan or program. Examples of this includes US Model Cities such as Cambridge, Dayton, Ohio and St. Louis for instance where the residents work together to manage their cities (Lithgow, 2006:10).

Construct 7: Citizen Control

With resident control, residents demand to have full control over certain programs or institutions such as community controlled schools. They are fully in charge of policy and managerial aspects, but under certain conditions, “outsiders” are allowed to change them (Lithgow, 2006:11).

Arnstein’s ladder places emphasis on the perspective of those on the receiving end of tourism developments, while Jules Pretty’s typology of participation focusses on the user of participatory approaches (Cornwall, 2008:270). Pretty’s typology will be discussed next.

2.4.2.2 Pretty’s typology of participation

According to Mowforth and Munt (2008:77), the process of getting local residents to participate in tourism is difficult. The authors state the Jules Pretty has identified and described the different types of participation. Pretty’s typology assists in fostering understanding of the factors that influence the development of tourism in local communities by identifying six types of participation (Table 2.1). The six types of participation in Table 2.1 ranges from *passive participation*, where the decisions are made from people or groups from outside the communities to *self-mobilisation*, where the community is fully in control of developments. It is suggested by Mowforth and Munt (2008:78) that participation should originate from within the communities in order to enable them to have full power over tourism development. They can, however, still utilise external bodies for assistance.

It becomes clear that it is the purpose of both Arnstein’s and Pretty’s typologies to describe models where the control of tourism developments is shifting from groups outside the communities to local residents (Cornwall, 2008:271). The purpose of the following section is to determine what factors influence community members’ participation in the tourism industry as well as how to enforce participation.

Table 2.1: Pretty's typology (Adapted from Mowforth & Munt, 2008:78; Cornwall, 2008:272; Tosun, 2006:494)

Typology	Characteristic of typology
1. Passive participation	Residents participate, but only do what they are told to do – they have no say.
2. Participation by consultation	Participant's opinion is asked, but organisers may ignore their opinion.
3. Bought participation	Residents participate as long as they receive compensation such as food, money or other material incentives. They have no power after their work has been completed.
4. Functional participation	External organisations make use of locals' participation to achieve their goals and to reduce costs.
5. Interactive participation	Local residents jointly take part in the planning, development and implementation of plans which helps strengthen local groups. Multiple perspectives are analysed to determine how available resources are used.
6. Self-mobilisation and connectedness	Local residents participate through independent initiatives. They communicate with external institutions for resources and advice but always stay in full control of resources.

When looking at both Arnstein's Ladder of Citizen Participation and Pretty's typology of participation, their collective aim is to create a better understanding of the degree of participation by local residents in the tourism industry. By understanding their participation, further growth in the amount of participation may be fostered.

2.4.3 Fostering community participation

Godfrey and Clarke (2000:54) strongly feel that community involvement in both the strategic as well as managerial processes during tourism development is key to minimising the negative social impacts of tourism. If the host communities perceive the social impacts as negative, overall, they may have a hostile response towards tourists (Deery, Jago & Fredline, 2012:64). According to Slabbert and Saayman (2011:208), it is crucial to involve community members through community forums, community representation on governing bodies as well as open communication channels. Godfrey and Clarke (2000:54) add that the community's involvement allows for constructive criticism, relief of social tension, political support, elasticity in creating new ideas and it helps to solve current issues.

Management strategy for social and cultural impacts (Lickorish & Jenkins, 1997:83):

- Community representatives should be allowed to voice their opinions;
- Representatives of communities should continuously be prompted to share their views pertaining to the tourism development;
- Other countries' experiences in social and cultural impact management should be studied for long-term guidance.

Goals of tourism development should be (Goeldner & Ritchie, 2003:449):

- To raise the living standards of local residents through economic benefits of tourism;
- To develop infrastructure and facilities to be used by both tourists and locals;
- To ensure developments take place which are appropriate for the area;
- To develop a program consistent with the cultural, social, and economic philosophy of the government as well as the local residents of the development area;
- To optimise visitors satisfaction.

2.4.4 Community participation barriers

Involving the local residents in a community with the decision-making processes and other aspects of tourism development does, according to Shani and Pizam (2012:555), not necessarily ensure success because of barriers that hinder participation. Shani and Pizam (2012:555), Dogra and Gupta (2012:139), Telfer and Sharpley (2008:129-130) as well as Tosun (2000:626-631) collectively list the following barriers of residents' participation:

- The residents sometimes struggle with understanding the technicalities behind planning processes as well as legislation seeing as they have not been educated in this regard.
- The planning and decision-making process is not understood.
- It is difficult to gather every resident representative's views on every aspect of decision-making processes.
- Some countries have highly centralised public administration systems and planning systems which works against resident participation (especially in third world countries).
- In some cases, most of the local residents do not care or want to actively take part in tourism planning and development.
- The process of making a decision becomes time-consuming seeing as residents firstly have to be queried.
- The decision-making process becomes very inefficient.

- In order to involve the community, more staff, money and time is required.
- Development professionals feel uncomfortable with sharing their skills and knowledge with local residents if they are part of the planning.
- The developmental bodies tend to choose those residents who do not openly share their opinions and will thus immediately agree to everything that management says.

2.4.5 Guidelines for responsible tourism planning and development

D'Amore (as cited by Murphy, 1985) states that social impact does not only function as a measure of social sensitivity of local residents towards tourism, but it serves as guidance towards forming tourism policies as well. Through this way of thinking, he developed certain guidelines that will help local communities stay within their tolerance threshold. The following guidelines are evident (Murphy, 1985:135; Saayman, 2013:169-170).

- **Promotional campaigns must be used to educate the local residents on the socio-economic connotations of the industry.** Residents should be encouraged to be friendly, to share their resources and amenities by means of creating awareness of the economic and developmental advantages that come with the tourism industry (Godfrey & Clarke, 2000:56). An example of community education is mentioned by Wearing (2003:404-405) where local residents through ecotourism programmes at Costa Rica's university and high schools, obtained an improved understanding of the impacts of tourism through research and discussions.
- **Local residents should determine the development goals and priorities for the development of the tourism industry.** D'Amore states that residents should continue enjoying their own specified lifestyles and recreational areas. Developments should not be based upon the needs of the visitors; the visitors should rather enjoy the individualised areas provided by the communities. According to Wearing (2003:404), residents who feel that their local area has been developed for the sole purpose of entertaining foreigners while they have to continue with their own daily, harder lives, will develop resentment towards the industry.
- **Promotion of local attractions may only be done when authorised by the local residents.** The type of tourist that one attracts to a community depends heavily upon the type of tourist image that is portrayed by the destination. Tourism marketers should ensure that they radiate the correct image of the destination as the community would prefer it to be seen seeing as unwanted tourist types could be attracted

(Saayman, 2013:169). If one, for instance, attracts a mass of tourists to a sensitive (less robust) area (socially or environmentally), it may have a strong negative impact on that area (Telfer & Sharpley, 2008:179).

- **The maintenance of the integrity and quality of local opportunities for recreation and leisure through coordinated public and private efforts.** Residents of more remote locations are less likely to enjoy the same amenities as those living in urban areas, thus they consider their recreational areas and activities as very important. If too many visitors arrive, their recreational areas will be overcrowded and will begin deteriorating. Residents will retract their support for the tourism industry (Godfrey & Clarke, 2000:56).
- **Residents' lifestyles and traditions should be incorporated into tourism planning and development.** If tourism development strays too far from the lifestyle and tradition of a community, community members begin fearing acculturation (the loss of their culture for another) and one then loses their support. It is suggested that local government should compile information leaflets indicating important information pertaining to the local culture such as what their dress code is; what type of language should be used; how visitors should respond to begging et cetera (Wearing, 2003:405). Local guides can furthermore play a role in educating the visitors.
- **When developing local tourism, one should make use of local capital, entrepreneurial abilities and labour of local residents.** When persons and companies from outside the community are driving the tourism industry in the community, the residents feel left out and ignore the industry. Residents from within the community should therefore provide services and actively take part in the industry (Wearing, 2003:403). The use of local resources should thus be strongly promoted.
- **Residents should be provided with the opportunities to be able to take part in tourist events and activities.** Local residents and outsiders do not necessarily need to meet in a tourism business atmosphere, residents should also take part in the activities and events as visitors do. They will feel more integrated and visitors will feel more welcome and leave satisfied (Saayman, 2013:169). An example of this is the National Arts Festivals that are hosted by communities in various areas in South Africa. Innibos National Arts Festival is an annual arts festival that takes place within the community of Nelspruit, South Africa. A study on the social impact of this Festival

revealed that the majority of local residents attended the Festival and perceived the impacts of this Festival as positive to very positive on their personal quality of life, as well as the quality of life in their community (Kruger, Saayman, Saayman, Slabbert & Laurens, 2010:25-26).

- **The history, geographic scenery as well as lifestyle of a community should be portrayed at a destination.** This will not only assist in conserving the destination's unique sense of heritage, it will also foster the communities' pride and sense of belonging in their community (Godfrey & Clarke, 2000:56).
- **The needs of the local residents should be addressed before tourism development should take place.** If a community has existing problems such as road congestion, a lack of facilities or increased cost of daily living, it should be addressed before developing tourist amenities. Tension will develop if residents need to compete with a sharp increase in visitors for their own, already stretched passed capacity, infrastructure and facilities (Saayman, 2013:169; Godfrey & Clarke, 2000:24).

These guidelines, identified by D'Amore assists in maintaining the residents' tourism tolerance threshold whereby resident support for tourism is fostered. The Department of Environmental Affairs and Tourism (DEAT, 2002) furthermore add objectives that must be achieved in order to stay within the threshold:

- **Involve the local community in planning and decision-making (DEAT, 2002:11).**
 - a. Create opportunities for the local communities to take part in tourism. Eliminate barriers holding them back.
 - b. Encourage proactive participation and involvement from all stakeholders.
 - c. Empower communities to market their cultural traditions and products.
- **Assess social impacts as a requirement to developing tourism (DEAT, 2002:12).**
 - a. Identify and monitor potential impacts, and minimise them in the short and long term. Ensure community participation.
 - b. Strategies should be developed to promote equality in age, gender and ethnicity.

- **Maintain and encourage social and cultural diversity (DEAT, 2002:12).**
 - a. Develop tourism with dignity, so that cultural pride will develop within the community.
 - b. Use tourism as a catalyst for tourism development.
 - c. Support the development of local tourism enterprises.
 - d. Serve local dishes at restaurants, because tourists expect it.

- **Be sensitive towards the host culture (DEAT, 2002:13).**
 - a) Respect, protect and develop local cultures.
 - b) Respect intellect of the local people, and their knowledge.
 - c) Create opportunities for tourists to be able to interact with the local communities.

From the above, it becomes clear that there are various guidelines that assist in creating long-term sustainable development of the tourism industry.

In conclusion, these guidelines aim towards fostering community support for the tourism industry by means of inclusion during tourism planning and development as well as the management of the industry. Adhering to these guidelines does not by any means guarantee the sustainability of the industry. Other factors, called social impacts, also plays a vital role in fostering or deterring community support for the industry. The social impact of tourism will be analysed in the next section.

2.5 Social impact

This section attempts to broaden the understanding of the social impacts of tourism. Firstly, the term 'social impact' will be discussed in depth, and secondly the manner in which social impacts work will be discussed by referring to theories that attempt to explain it. Thirdly, instruments measuring the social impacts of tourism will be examined, and fourthly the factors influencing the magnitude of the social impacts on communities will be discussed. Lastly, the role of community residents in the tourism industry will be examined.

2.5.1 Understanding social impact

According to Cascetta (2009:624), social impact is the impacts on social values and changes in the relationships among people and social institutions which include changes in the

accessibility to social activities, changes to social structures within communities as well as impacts on culture and history. Saayman (2000:131) adds a detailed description of social impact. According to the author, social impact is tourism from a sociological perspective. There are certain social relations between people who would normally meet. These social relations include the confrontation of diverse cultures, ethnic groups, lifestyles, languages and levels of prosperity as well as the behaviour of people freed from the social and economic constraints of everyday life and the behaviour of the host population, which receives an economical gain, but have to endure the presence of strangers in their area. Fennell (2007:47) adds that social impact is the way in which industries affect local people and their lifestyles. Fredline (2007:397) agrees by stating that social impact of tourism is an impact that influences the social structure as well as cultures and values of communities.

For the purpose of this study, social impact is the changes in a society (in this case in the communities where the tourism activity takes place) referring to its norms, values and structures because of other cultures passing through their areas or tourism developments, thus altering their way of life either in a positive or negative manner. This does, however, not explain how the social impacts of tourism work. The next section will critically analyse theoretical frameworks and models which were developed to assist with the understanding of people's perceptions towards social impacts.

2.5.2 Theoretical frameworks and models predicting perceptions

Various models and theories have been developed by researchers to simplify understanding of the inner workings of the social impacts of tourism as well as how to measure the magnitude of its impact. Although the models seem basic, they manage to provide an understanding of how tourism influences communities as well as what the communities' residents' feel towards tourists (Akis, Pertistianis & Warner, 1996:481). Some of the most popular models that will be discussed in the next section include the Social exchange theory, Doxey's Irridex model, the Social representation theory, Smith's model of cross-cultural contact and Butler's model of intercultural perception.

2.5.2.1 The social exchange theory

According to Zafirovski (2005:1), the social exchange theory is a model that is borrowed from economics that predicts rational actions between people. It is furthermore seen as the "examination of large-scale issues by means of investigation of small-scale social situations", or in other words, it looks at the social "building block" (Stole, Fine & Cook, 2001:410). The

social exchange theory explains social change and stability as a process of negotiated exchanges between parties. This theory states that all human relationships are formed by the exchange of activity (tangible or intangible) which is more or less rewarding or costly to both persons (Homans, 1961:13; Zafirovski, 2005:1).

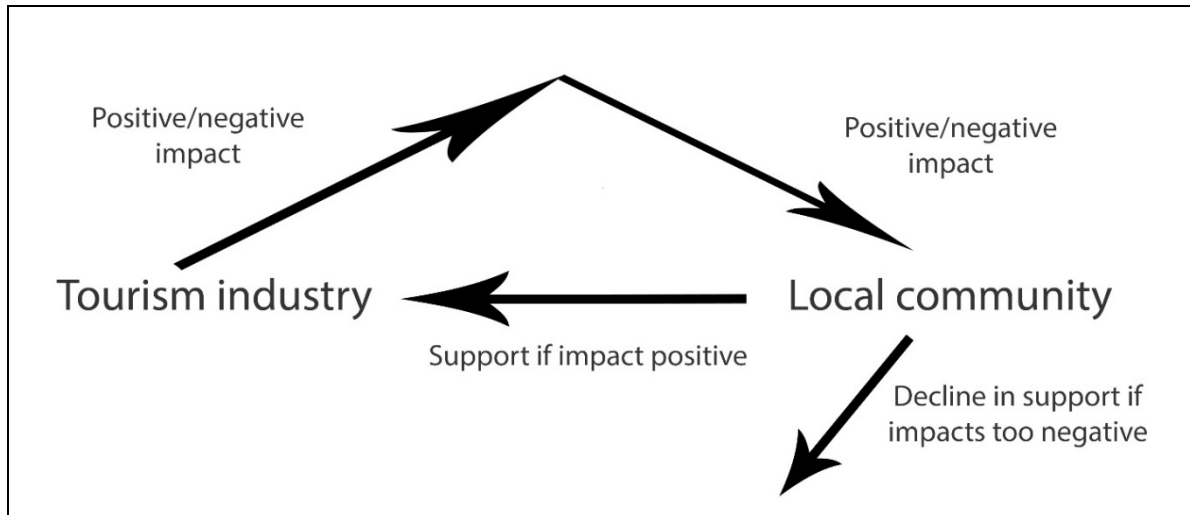


Figure 2.3: Simplistic social exchange theory

(Source: Self-compiled)

This theory was originally developed by George Homans in 1958 and as stated was traditionally based solely on economics (Devan, 2006), but is also applicable to different extremes of human intimacy, self-interest and expressive behaviour (Zafirovski, 2005:5). This theory is possible because humans have developed intellectual and emotional motives which direct their behaviour towards cooperation and away from any forms of unfair behaviour (Wischniewski, Windmann, Juckel, Brüne, 2009:306; Ward & Berno, 2011:1558).

Figure 2.3 illustrates a simplified model for the social exchange theory. Tourism can have both positive and negative social impacts on the local communities. If the social impacts are mostly positive, then according to the theory, residents will return the favour by showing their support and goodwill towards the industry. If the social impacts are too negative, residents will decline their support and the industry may fail (Gursoy *et al.*, 2002:79; Jurowski & Gursoy, 2004:297).

Ward and Berno (2011:1556), however, warn that this model lacks theoretical sophistication and that this model should be used in conjunction with other social impact models. Bignoux (2006:619), however, states that the social exchange theory can be considered as more complex and innovative:

- It examines a combination of both economic and non-economic exchanges;
- It states that exchange is voluntary;
- Exchange is not necessarily guaranteed (not contracted explicitly);
- Exchange takes place within a social system;
- It places emphasis on social relations and personal ties that shape the exchange of resources.

Aspects that influence this model are explained in section 2.5.3.

2.5.2.2 Social Representation Theory (SRT)

Wagner, Duveen, Farr, Jovchelovitch, Lorenzi-Cioldi, Marková and Rose (2007:2) define the Social Representation Theory (SRT) as a “social psychological framework of concepts and ideas to study psychosocial phenomena in modern societies”, in other words, it takes the ideas that various people share and provides a collective idea pertaining to certain everyday aspects. The SRT assists with the effective management of positive and negative social impacts by analysing the development of individual attitudes and perceptions towards tourism. One can use social representation as a means of determining when social conflict will arise or how residents will react to noticeable important issues in a community (Moscardo, 2008:92-106).

The theory emphasises people’s thoughts in their everyday environment as well as how a wider social environment influences their thoughts. Groups of people within a community will share more or less the same thoughts about a certain important aspect and can deliver a representative opinion (Worchel, 1998:13). Andriotis and Vaughan (2003:172) add that it is of utmost importance to identify these community groups so that one may determine what their collective opinions are towards certain tourism impacts. This will allow for swift action to be taken to counter negative social impacts. The SRT can furthermore help with strategic community planning before tourism development takes place by identifying disadvantaged groups and then providing direction towards unifying management strategies (Murphy & Murphy, 2004:48).

2.5.2.3 Smith’s model of cross-cultural contact

According to Pearce (1994:114-117), Smith saw tourism development as distinct waves of tourist types. He relates social impact on local residents directly to the expansion of tourism. The more tourists within the community, the higher the impact will be. The impact is at its

strongest during peak seasons, for instance school holidays. When the carrying capacity is exceeded, not even the economic benefits can outweigh the negative impacts. According to Woodside, Megehee and Ogle (2009:241), Smith's model categorises tourists according to their ability to adapt to the way of life of the local communities.

Smith classifies tourists into seven types based on their social norms (Smith, 1989:12):

“Explorers”

Very limited number of tourists, thus almost negligible impact. They are accepted fully by the local population seeing as they try to fit in with their surroundings.

“Elite”

They are tourists that are also very scarce, they are rarely seen. They have a very small impact. They adapt fully to the local population.

“Off-Beat”

They are quite uncommon tourists, but they are seen. They adapt well to the local residents.

“Unusual tourists”

They are seen occasionally. They somewhat adapt to the local population.

“Incipient Mass”

There is a steady flow of these tourists through the local communities. They seek Western amenities, thus have local residents conform to their standards.

“Mass”

A continuous flow of tourists. They expect Western amenities and have a great impact on the host communities.

“Charter”

These consist of massive arrivals. These tourists demand Western amenities (see Table 2.2).

Smith also identifies certain dimensions in his model. The first is lifestyle. These are tourists that prefer to travel to new and interesting places with the intent of learning and absorbing the local cultures. They are also known as the explorers. Elite explorers want to experience these cultures, but they want to do it by means of a guided tour which allows them to seem

different or more elite than the local residents. The second dimension is familiarity. Tourists want to travel and experience new cultures, but they still prefer things that are familiar to them such as their own food and drinks instead of the local culture's (off-beat tourists). The third dimension is convenience. These are tourists that prefer to stay in accommodation with amenities that are similar to those they have at home. The last named dimension is similarity. These are tourists that arrive in great numbers, they wear name tags and are easily recognisable.

Table 2.2: Effects of tourism on the host communities

Type of tourist	Number of tourists	Community impact
Explorer	Very limited	Very low/ no impact
Elite	Rarely seen	
Off-beat	Uncommon but seen	
Unusual	Occasional	
Incipient mass	Steady flow	
Mass	Continuous influx	Very high impact
Charter	Massive arrival	

(Source: Adapted from Smith, 1989:12)

This model allows the researcher to determine at what stage the tourism development of a certain area is in order to determine how big the impacts are, but this model does not clearly define at what irritation level the local residents are towards the tourists. Doxey's Irridex assists in clarifying this.

This model boasts similarities to Doxey's Irridex which will be discussed next.

2.5.2.4 Doxey's Irridex model

According to Holden (2006:153), Doxey's Irridex was developed in 1975. Cooper (2007:13), Fennell (1999:100), Hall and Page (2005:161), Hernandez *et al.* (1996:775), Jennings and Nickerson (2005:128), Kuvan and Akan (2005:691) and Saayman (2000:142) state that this model claims that residents go through different mental phases as tourists enter their area. They will start with "euphoria" and end with antagonism. Doxey proposed an "Irridex" or rather irritation-index in order to measure the host attitudes and relationships towards

tourists. Doxey stated that the tolerance level for tourists exists because the local residents are afraid of losing their identity. The model contains a linear model of how irritation develops from the euphoria phase, where people are all positive and happy about the tourism developments. It then works up to antagonism which is the total negativity of the host community towards tourists.

The stages of the Irridex model, in order, are as follows: euphoria, apathy, irritation and then antagonism (Kuvan & Akan, 2005:691). The determinants of how the tolerance of the community decreases includes the compatibility of each group: related to culture; economic status; race and nationality. Figure 2.4 aids in understanding this model. One can see from the figure that there is a gradual increase in negativity as the number of tourists increase.

The different stages of the model can be explained as follows:

“Euphoria” – Initial tourism development, local residents will be polite towards the tourists because the tourists are interesting. They will happily greet them on the streets. Residents are happy because of development in their areas, which leads to job creation, employment and revenue. This stage of the Irridex is more apparent in areas where tourist activity is not overpowering.

“Apathy”- This is when people develop a “lazy” attitude towards tourists. The tourists become so plentiful, that relationships between the residents and tourists become less personal and more commercialised. The tourists start demanding facilities that must be made available to them solely. The local residents then starts taking tourism for granted, and stop caring altogether.

“Annoyance”- This is when the residents start to feel as if the tourists are changing their community. They want the tourists to leave seeing as roads become busier, general prices rise and their traditional way of life is threatened. This “annoyance” mark is reached when the cost of accommodating tourists outweighs the benefits of having them in the area.

“Antagonism”- This is the final stage of Doxey’s Irridex model. When the community is already annoyed and development does not slow down or stop, they become antagonistic. Residents begin to perceive tourists as the reason for their economic and social problems. The residents begin showing their antagonistic feelings publically because they reach a point where they feel that they need to do something about the ‘intruders’. Godfrey and Clarke (2000:25) add **“Xenophobia”** – This is when the original environment has been totally

changed by the tourism industry which causes residents to become hostile against the tourists they see as invaders.

Through this model, the researcher can determine the basic attitudes of the local residents towards tourists. The residents' attitudes reflect the degree to which social impact takes place (Weaver & Lawton, 2010:251). This model, however, is very basic and "pre-deterministic" (Holden, 2006:153) seeing as it assumes that community members will always go through these phases which is not always true. Few communities are homogeneous seeing as not all people have the same political and social views. It is logical to assume that people who derive direct financial and economic benefits from tourism are more likely favourable towards it (Holden, 2006:153). The model, furthermore, does not take the different cultures and types of tourists into consideration. Lastly, factors such as the environment itself as well as the fact that tourists are active or passive also contribute to the measurement of social impact and should also be taken into consideration.

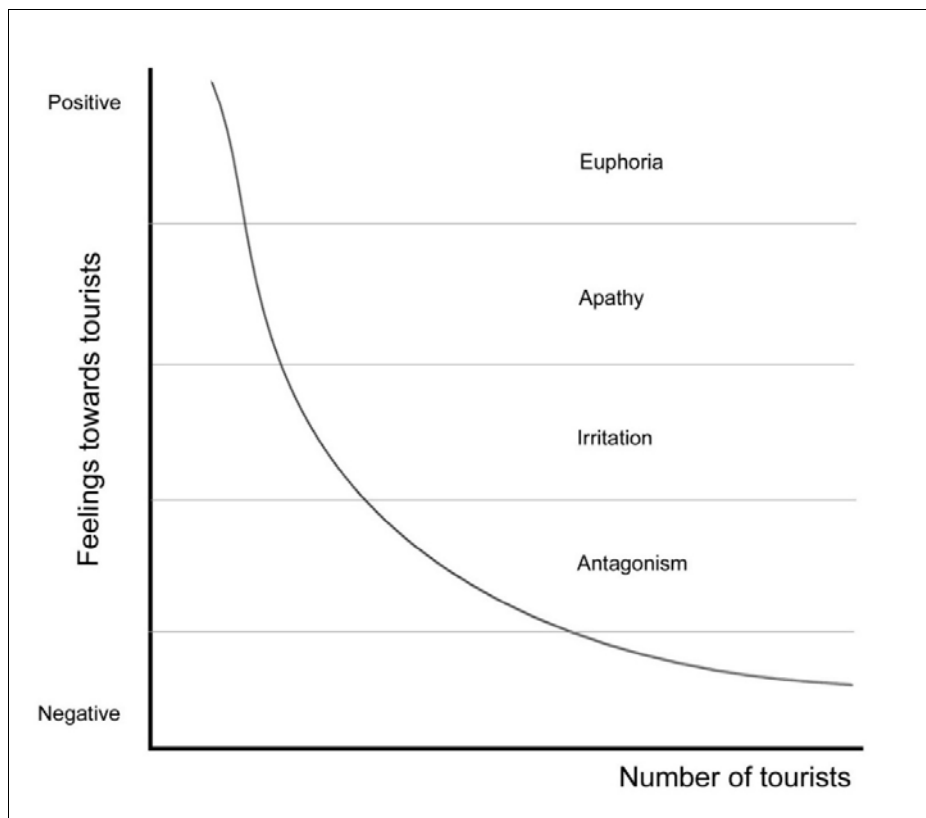


Figure 2.4: Doxey's Irridex model

Source: Adapted from Reisinger (2009:221)

2.5.2.5 Butler's model of intercultural perception

According to Pearce (1994) as cited by Saayman (2000:144), Colantonio and Potter (2006:70) and Upchurch and Teivane (2000:501), Butler "contends that a community's emerging attitude toward tourism is likely to be more complex, and will be affected by the varying degrees of contact and involvement its residents have with the industry", thus taking factors into account that are absent in Doxy's Irridex (Holden, 2006:153). Butler determined two groups of factors that can influence the tourist to resident relationships.

Firstly, he states the tourists' attributes can have a larger impact than their numbers. Their length of stay and their racial and economic attributes have to be considered along with their numbers.

Secondly, the attributes of the destination can help determine the volume of tourism growth it can take without starting to become overcrowded. Some attributes include; the level of economic development; the distribution of its tourist activities (how close the tourism establishments are to each other); and the political attitude. These attributes will determine how well a destination can manage and maintain its tourism products and visitors. Butler reasons that tourist-resident interactions will be more complex than the Doxey's model. He states that residents may express their involvement in the tourism industry either actively or passively. This model thus makes the combinations of attitudes and reactions to tourism possible.

Figure 2.5 illustrates the attitude or behaviour of residents toward tourists. It shows how their perceptions can be either positive or negative, and that some residents will actively or passively react towards the tourists. The model is about the more general issues of tourism area development, which includes: marketing, organisation and ownership of tourist services as well as attractions. The attitudes of the residents and the community support for tourism are only seen as a part of the larger process.

This model determines how residents react towards positive and negative impacts. When the impacts are positive for example, active people will promote it and passive people will silently accept it. When the impacts are negative, active people will aggressively oppose it, while passive people will have a resigned acceptance.

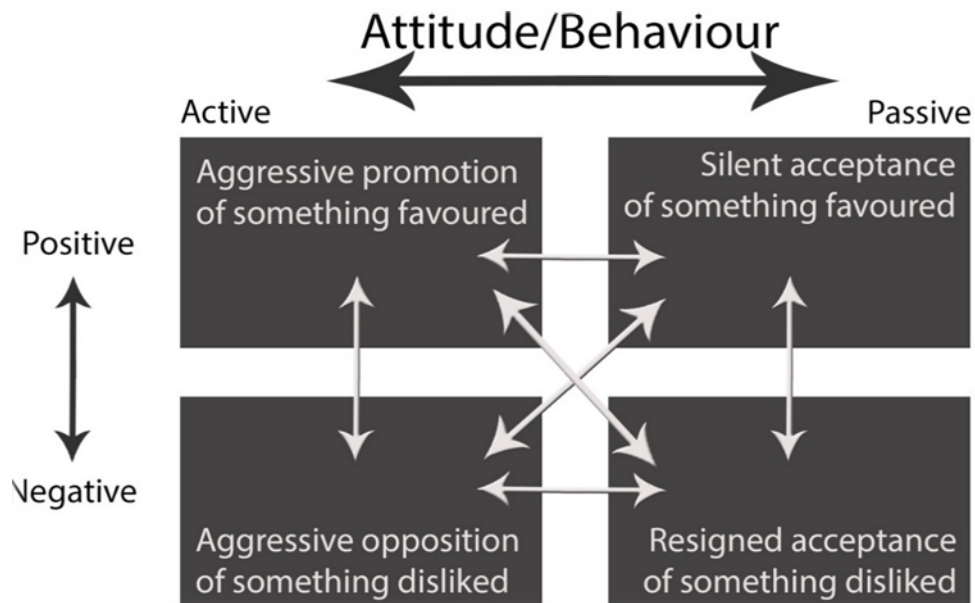


Figure 2.5: Attitudinal/Behavioural attributes of inter-cultural perception

Sources: Saayman (2000:145); Godfrey and Clarke (2000:26)

2.5.2.6 Pérez and Nadal's Host Community Perception Clusters

This model categorises the host community's perceptions into different clusters. These clusters make it easier to measure what type of perception a community has on certain development. The clusters are as follows (Pérez & Nadal, 2005:934):

- **Development supporters** – They are strongly in favour of new developments. They are convinced that tourism leads to economic and employment opportunities. They do not recognise that tourism can oversaturate their neighbourhoods, and that tourism can lead to the destruction of the environment.
- **Prudent developers** – They are mostly aware of the positive impacts of tourism, but they also strongly recognise the negative impacts like community restructuring for instance.
- **Ambivalent and cautious** – This group thinks that tourism is neither positive nor negative. They do not recognise the impacts. They think that there are

more businesses and leisure activities, or that roads are a bit busier, but it does not really bother them either way.

- **Protectionists** – They only focus on all the negative impacts of tourism. They are opposed to any new developments in their communities, and they refuse to acknowledge any positive impacts of tourism.
- **Alternative Developers** – They are firmly convinced that tourism creates employment. They also understand how tourism can help protect the environment, cultures and historical monuments. They do not rate drawbacks of tourism as intense, but as something that can be managed.

2.5.2.7 Similarities and differences between models

There are both similarities and differences which are found when analysing these models. Differences in that: the social exchange theory emphasises exchange between parties, while Doxey's Irridex emphasises the amount of pressure (irritation) a community can take before acting upon it. Smith's model of cross-cultural contact determines the impacts by determining the types of tourists that visit a destination and Butler's model of intercultural perceptions as well as the Social Representation Theory (SRT) emphasises the attitudes and personality types of visitors in the community. Even though they are different, they still bear similarities.

The first similarity is that all models and frameworks was an attempt to measure or predict the social impact of tourism on a community. Secondly, all models work on a scale which measures aspects contributing between smaller impacts and those with bigger impacts. Thirdly, all models state that local residents will derive benefits from tourism initially, but if the tourism industry is not well managed, local residents may become negative (Ateljevic & Doorne, 2003:123). There is, however, a line that must not be crossed after which the residents will become negative or even aggressive towards visitors. This is called the social carrying capacity of the community. It will be discussed in the next section.

2.5.3 Social carrying capacity

The social carrying capacity of a destination is the threshold to which a host community can tolerate the number of visitors and tourist activities in their areas of permanent residence

until it places a strain on them and their quality of life (Saveriades, 2000:148; Murphy, 1985:134; Saayman, 2000:148; Cooper & Hall, 2008:167).

Figure 2.6 illustrates the carrying capacity of a tourism destination by placing the tolerance level of the local community against the increase of tourism development. Initially the residents are friendly and curious about the tourists seeing that such few tourists do not have an impact. With an increase in tourist numbers, residents' tolerance levels decline until the number of tourists exceeds their tolerance threshold thus evoking negative attitudes and even confrontations.

According to Saayman (2000:146), Cook *et al.* (2010:300) as well as Leslie (2005:126 & 127), there are certain factors that contribute to the saturation point of a community towards tourism. These factors eventually create antagonism in residents. A variety of visitor attributes, also have different effects on the host population. These influences are explained in section 2.5.4.

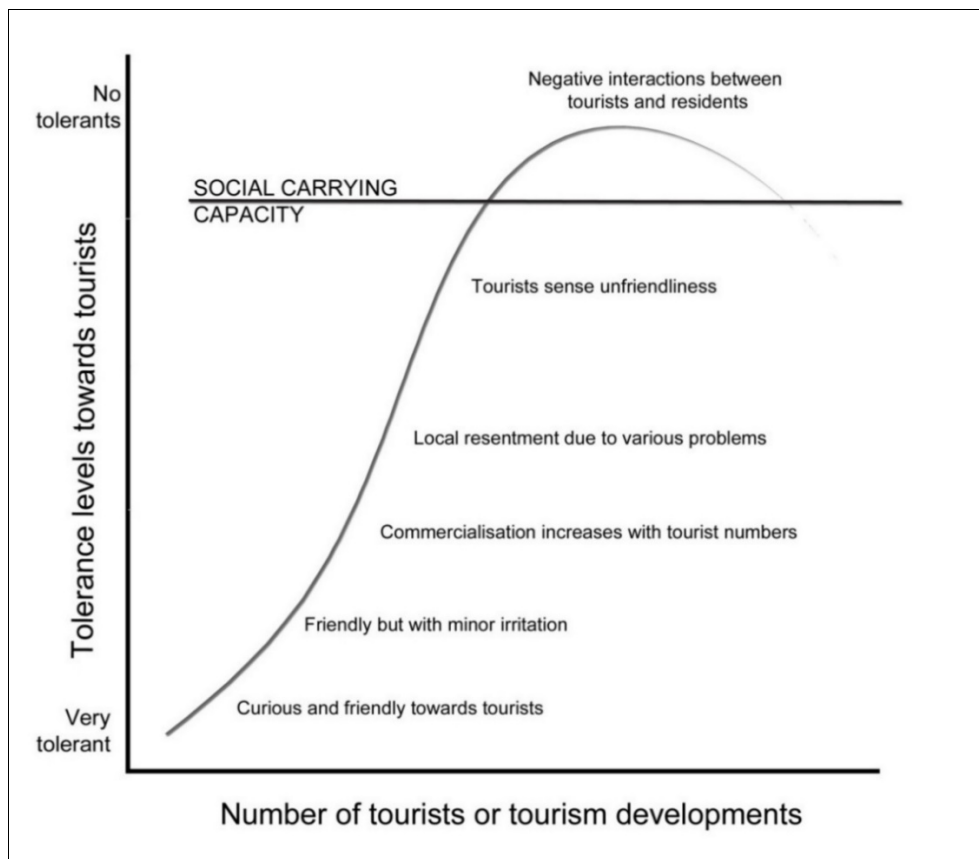


Figure 2.6: A graph illustrating the social carrying capacity of a destination

Source: Murphy (1983)

2.5.4 Factors influencing social impact

According to Saayman (2013:156), not all residents will develop the same reactions towards tourism seeing as a community is not homogeneous and not all residents experience the same level of social impact. Certain characteristics of the communities as well as the visitors influence residents' opinions and attitudes towards the tourism industry (Ryan, 1991:164; Cook, *et al.*, 2010:300; Leslie, 2005:126 & 127; Kreag, 2007:13-17):

2.5.4.1 Characteristics of the community

The following are characteristics of the community members which may determine their attitudes towards tourism development:

- **Community growth rate**
 - Tourism is seen as a good economic injection to communities that may experience a decline in growth. Over time residents will realise the benefits of tourism and contribute their support (Telfer & Sharpley, 2008:179).
- **Host communities' beliefs**
 - If the host communities have a very specific way of life or religious systems for instances, they will be significantly less welcoming towards visitors who strongly deviate from their way of life. This may lead to conflict between the community members and visitors (Kreag, 2007:16).
- **Dependency on the economic contribution of tourism**

Some communities have very diverse economic systems, meaning that they are not too dependent on tourism. This means that the impact of tourism is less in such communities. However, there are communities with scarce resources who rely on tourism to a greater extent (and sometimes solely). The impact of tourism is much more felt (Telfer & Sharpley, 2008:179; Kreag, 2007:14; Devine, Gabe & Bell, 2009:12).
- **Homogeneity of the host society**
 - If a host community is very homogeneous, it means that they probably not used to other ways of living. Visitors from other cultural backgrounds will for example be less welcomed. With a more diverse host community, community

members are more accustomed to different cultures and will thus be more welcoming (Telfer & Sharpley, 2008:179).

- **Residents' length of stay in community**

The longer individuals are residents of a specific community, the more attached they will become to that community. Over years the people get to know and acknowledge the community's way of life and they make friends. This can either be determined by the length of time that residents have been staying in the community, if they were born there or if they grew up there. Research found that the residents who had stayed longer in the communities were affected more by the impacts of tourism (Harrill, 2004:252). This is supported in Haley, Snaith and Miller's (2005:663) where it was found that those residents who had stayed in the community of Bath, UK for a shorter period, were more positive towards tourism, while those who stayed longer were less positive.

- **Proximity of resident's home to tourism activity**

The closer people live to busy tourist areas, the more negative they might be because of unwanted impacts such as busier roads, a higher crime rate or cultural differences between them and the visitors which might generate friction (Kreag, 2007:16; Devine *et al.*, 2009:12) A study on Rhode Island (Tyrrell & Spaulding, 1984) households indicated a positive perception among residents towards tourism, as long as the tourism development does not take place close to their homes seeing that it generates too much trash. A further study by Haley, Snaith & Miller (2005:663) found that residents who live closer to the central tourism area of Bath in the UK, were more supportive of restricted tourist movements.

- **Level of resident involvement in tourism industry**

- If residents are made part of the planning and execution of the tourism activities, it will create improved alignment between tourism and the rest of the community. If local residents work in the tourism industry or even own tourism businesses, it will help alleviate economic leakages (Kreag, 2007:16).

- **Knowledgeableness pertaining to tourism**
 - If residents are made aware of the benefits as well as negative impacts of tourism, they might be more receptive towards it. This will furthermore influence their attitudes and friendliness towards visitors which will make them feel more welcome (Slabbert, 2007:162). It is thus important to host community workshops or to illustrate the benefits of tourism in local media.

- **The local environment's fragility**
 - A fragile environment will require more planning for appropriate access to a certain area for instance. These types of ecosystems are less robust or more sensitive to change and will also take longer to recover if the negative impacts were to be eliminated (Telfer & Sharpley, 2008:179).

- **Various public transport options**
 - More public transport options such as buses and trains will reduce the congestion on roads (Kreag, 2007:17).

- **The host culture's viability**
 - If a culture is strong and its traditions are actively practiced, then it will be more difficult for the tourism industry to inflict unwanted changes. Programs that actively teach visitors about the local cultural practices will help reduce the chance of conflict. If local community members feel proud about their culture, then the visitors will feel this and also adhere to the functioning of the culture (Telfer & Sharpley, 2008:179; Harril, 2004:253).

- **Socio-demographic characteristic**
 - Characteristics such as gender and age can play a role in residents' attitudes towards tourism. Older people are less likely to want to have contact with the visitors (Saayman, 2013:157). Socio-demographic factors as explanation for residents' attitudes towards tourism development has for long been used, yet literature revealed that socio-demographic factors play a relatively small and inconsistent role in predicting attitudes (Harril, 2004:252).

- **Personal contact with tourists**
 - Having personal contact with the visitors can either be positive or negative, depending on various factors such as cultural differences for instance (Saayman; 2013:157).

- **The nature of tourism activity**
 - Tourism activities that take place for a shorter period, or less frequently, tend to have a smaller social impact, such as festivals, as opposed to those that happen year-round (Saayman, 2013:158). This is also the case with National Arts Festivals which take place over short time periods in certain host communities in South Africa. Fleeting contact has more positive impacts than longer contact, where cross-cultural exchange might take place to a larger extent, which in turn might result in cultural change and feelings of hostility (Slabbert & Saayman, 2011:208).

- **Perceived impacts on local outdoor recreational opportunities**
 - People who live at coastal areas will for instance stay away from beaches during tourism season. This because they feel their recreational area is too crowded and it might create a feeling of irritation (Harril, 2004:254). This found to be true in a study that was done on five rural areas surrounding a national recreation area which found that the locals that frequently use the park had a much more negative perspective towards tourism development (Gursoy & Jurowski, s.a.:5).

- **Rapidity of tourism development**
 - If tourism development happens too fast and in an uncontrolled manner, residents are not provided with enough time to adjust to changes and to accommodate an influx of visitors which can lead to misunderstandings and the perception of loss of community control. Slower developments allow community members to become accustomed to the changes and it also allows for strategic management where possible conflict can be avoided (Mak, 2008:69; Page & Connell, 2009:537).

- **Usage of tourism developments**
 - If residents are able to use infrastructure and recreational facilities that result from tourism development, then they tend to be significantly happier. They

also need to retain ownership of the properties and these facilities (Goeldner & Ritchie, 2003:440). In a study done by Nyaupane, Morais and Dowler (2006:1381), it was found that residents had more opportunities to partake in recreational activities as a result of tourism.

- **Destination marketing and image**

- If the local community is marketed as a “the place to be”, it will develop a positive image towards the outside world. This instils a sense of pride within the community members, making them far more resilient towards the negative impacts of tourism (Andereck *et al.*, 2005:1065; Slabbert & Saayman, 2011:198; Higgins-Desbiolles, 2006:1192).

2.5.4.2 Characteristics of the visitors and tourism product

- **Tourist types and numbers**

- A small number of visitors to a community are not perceived as intrusive, but rather as interesting by the local residents. When there is an increase in visitors, local residents will become accustomed to them and ignore them to a certain extent. If the visitor numbers continue increasing, residents will start feeling threatened in that they feel they are losing their own living space, they may not feel safe anymore and even start feeling resentment towards the visitors, eventually becoming xenophobic (Kreag, 2007:14; Page & Connell, 2009:408).
- Demographic characteristics such as gender, age, level of education, and profession for instance might also influence tourist activities and its impacts (Kreag, 2007:14).

- **Demonstration effect induced by visitors**

- This happens when the local community members observe the behaviour of visitors to their community and perceive it as superior to theirs. Residents then begin to emulate the visitors' behaviour. This can either be positive or negative. Positive in that cultures can learn new skills, negative in that local cultures can copy negative behaviour such as prostitution and excessive drinking from the visitors (Reisinger, 2009:77; Page & Connell, 2009:409).

- **Activities of tourists**
 - The type of activities that visitors to a destination partake in has a significant influence on the type and size of impacts that take place. Those who opt for a more educational approach where they want to learn about the local culture and their history, will have a lesser impact than those who visit for recreational or entertainment purposes (Govorushko, 2011:579).
- **Visitors' length of stay**
 - The longer visitors stay in an area, the more prolonged and larger their impact will be. This can either be positive or negative. A day visitor will have less of an economic impact while those who stay longer will travel more and have a more diversified spending (Saayman, 2013:158). Visitors who stay for a few months will show more interest in community matters and contribute more to the local economy (Kreag, 2007:14).
- **Cultural similarities and differences**
 - When cultures differ significantly, misunderstandings may occur as a result of people not understanding each other's way of living. If this is not managed correctly, it can potentially lead to resentment, social conflict and a rise in crime (Kreag, 2007:15; Saayman, 2013:159).
- **Value and importance of the tourism industry**
 - If too much value is placed on the tourism industry and not also on other economic sectors, then the impact of tourism will be much higher on the residents (Page & Connell, 2009:408; Saayman; 2013:159).
- **Mass arrivals and departures**
 - The manner in which visitors arrive in a community as well as when can also have an impact. Those who arrive for big events such as mega sporting events or festivals create an instant influx which creates congestion on roads, in shops as well as the accommodation sector (Kreag, 2007:14).
- **Community residents as family or friends**
 - When visitors decide to stay with family or friends, they are not making an economic contribution to the community's economy (Kreag, 2007:15). This was also the case of the Old Mutual Two Oceans Marathon in South Africa, where most of the participants who were not local residents of Cape Town

(where the event takes place), rather stayed with friends or family (Kruger, Scholtz & Saayman, 2012:11). This leads to a lower average spending on accommodation, having a negative social impact.

- **Economic inequalities**

- If there is a great difference between the economic affluence of the visitors and that of the local residents, the stronger residents' resentment towards visitors will be. Residents will furthermore strive to attain the same economic affluence levels as the visitors (Page & Connell, 2009:545; Saayman, 2013:157).

- **Purchasing power**

- If visitors spend more in communities such as purchasing community properties and develop these areas and purchasing more at shops, it might give rise to the total cost of living, thus creating conflict with the local population. This will lead to resentment among community members towards tourism as a result of inflation (Godfrey & Clarke, 2000). This is however not necessarily only a negative impact. The increase in property prices is positive for people who own properties as well as for communities that need to increase its total value (Nicholls & Crompton, 2005:339-346).

- **Technological change**

- Visitors who are accustomed to advanced forms of technology will have a significant impact on a community which is not as accustomed to technological advancements. This can either be positive or negative, depending on various other attributes of the community (Goeldner & Ritchie, 2003:440).

2.6 Conclusions

It was the purpose of this chapter to analyse why it is important to understand the social impacts of tourism on communities as well as how these impacts can be managed. In order to achieve this, the researcher analysed various aspects that influence it.

The first phase of the literature study was to determine what the science of sociology is and what it entails. This created an improved understanding of how people interact socially. The

second phase involved defining and exploring what a community is as well as the composition of a community.

Thereafter the researcher analysed the role of the local community in tourism by determining why they participate in the industry or not by examining models that attempt to describe their participation. Ways in which the communities' participation can be fostered as well as participation barriers can be overcome were also looked at. From the latter as well as various other sources, guidelines for planning and development were compiled.

During the last phase, the researcher analysed the term "social impact" as well as all aspects it entails. The term was firstly defined in order to create a better understanding, and then various models were analysed that assist in explaining how and why social impacts take place. Lastly, factors that influence the extent of the social impacts of tourism were explored.

This chapter does, however, not elaborate pertaining to the types of social impacts caused by the tourism industry or how these impacts are specifically viewed by residents of communities in a developing country. For this reason, the aim of the next chapter is to do a critical analysis on what social impacts influence communities' perceptions for gaining or deterring their support for the industry as well as to what extent. It furthermore analysed previous studies that was done on the social impacts of tourism topic. The next chapter was written from a South African (developing country) perspective.

CHAPTER

SOCIAL IMPACTS OF TOURISM: A
TANGIBLE VERSUS INTANGIBLE APPROACH

3

“If it is stupid but it works, it isn’t stupid” – Mercedes Lackey

3.1 Introduction

According to Deery *et al.* (2012:64), the value of researching the importance of the social impact of tourism cannot be overestimated. Local communities’ perceptions pertaining to the advantages and disadvantages of tourism are of vital importance to all role-players in the tourism industry seeing as residents’ goodwill in many cases determine if tourism development is sustainable or not (Gursoy *et al.*, 2002:79; Jurowski & Gursoy, 2004:297; Kuvan & Akan, 2005:691; Williams & Lawson, 2001:270; Park *et al.*, 2012:1512). Due to the size of the tourism industry, it is inevitable that it will have an impact on many people and the environment. In 2012 this industry contributed 9.3% to the global GDP (US\$6.6 trillion) and supported approximately 260 million people with jobs (WTTC, 2013a:i). South Africa is no exception with tourism being the strongest contributor to the country’s GDP (8.6%) in 2012 with R251.8 billion with 13.8 million arrivals (which was a 10.4% increase from the numbers in 2011) (StatsSA, 2013:7). The fact that South Africans are very diverse in culture and their way of living (Archer & Cooper, 1998:63), the tourism industry will especially have a social impact (positive or negative) on its people.

As a result of these social impacts, various studies have been done to determine the social impacts of tourism in order to maximise the positive social impacts and minimise the negative social impacts of tourism. The following studies were all done to determine the effectiveness of tourism when it comes to job creation and its income-generating power: Simpson (2008:3), Godfrey and Clarke (2000:23), Cook *et al.* (2010:309), Goeldner and Ritchie (2003:440), Slabbert and Saayman (2011:198), Higgins-Desbiolles (2006:1192), Atkinson *et al.* (2008:421). These types of studies furthermore suggest that locals tend to have positive attitudes towards the industry and tourists because they see it as an economic development tool, especially in developed countries (Tsunoda & Mendlinger, 2009; Kibicho,

2008; Muganda *at al.*, 2010; Saarinen, 2010; Lapeyre, 2010; Tinsley & Lynch, 2008; Hritz & Ross, 2010; Gursoy *et al.*, 2010; Jurowski & Gursoy, 2004).

These studies thus place a very strong emphasis on the tangible social impacts of tourism (Richards & Palmer, 2012:365; Swarbrooke, 1999:690); however, Richards and Palmer (2012:365) more recently also emphasised the possible importance of intangible impacts which might play a larger role in developing countries.

For this reason, the aim of this chapter is firstly to define and critically analyse the terms “tangible”, “intangible” as well as “social impact”. This chapter secondly analyses the positive and negative social impacts, while furthermore making a distinction between tangible and intangible social impacts. Thirdly, previous studies were reviewed in order to create a perception of how these tangible and intangible impacts of tourism influence communities. Fourthly, a breakdown of these impacts was done which assisted in the development of the measuring instrument for this thesis by identifying aspects that could be measured on the selected South African communities (as stated in Chapter 1). This chapter lastly analyses the challenges faced in South African social impact research, as well as how these challenges might be overcome.

The layout of this chapter is portrayed in Figure 3.1 below which will be followed by a discussion on the development of sociology.



Figure 3.1: Layout of chapter

3.2 Defining tangible and intangible social impacts

According to Murphy and Simon (2002:302), the different treatment between tangibles and intangibles share the same historical connection as the distinction between goods and services. Goods are physical things that could be stored or exchanged for money while services cannot be counted as assets as it cannot be exchanged or stored. From an economic perspective, humans considered those with more tangibles such as material goods as wealthier, but they never realised the importance of intangible aspects. Monetary investment (which is tangible) can boost employee morale (which is intangible) seeing that it can motivate the employee, thus producing a more positive return (So Opinionated, 2013). For this reason there has been a steady increase in studies determining the tangible as well as intangible impacts. This can also be applied to the social impacts in tourism as mentioned in the previous section where research by Richards and Palmer (2012:365) revealed that more emphasis is being placed on the intangible social impacts of tourism.

The word 'tangible', according to the Oxford Dictionary (2013a), originated in the late 16th century when it was derived from the French word 'tangere' or late Latin word 'tangibilis' which both mean 'to touch'. The word 'tangible' thus refers to something that is "perceptible

by touch". Wren (2003:44) continues by stating that 'tangible' is something that one can possess as physical property such as a higher monthly income.

Wren (2003:44) furthermore states that intangibles are things that are more difficult to "see, perceive or measure", but still carries value. The author names goodwill as an example of an intangible impact. It is something that can be experienced, but not easily measured or simply purchased for a fixed sum of money. Goodwill is gained by other means. According to the Oxford Dictionary (2013b), the term 'intangible' is also derived from the French and late Latin words for tangible, but the 'in' in 'intangible' means 'not', which translates into something that does "not have a physical presence". Something that is intangible is abstract and difficult and impossible to define, especially when it comes to allocating a specific monetary value. According to an online article by Edgerton (2007), when investors consider investing in a company, they do not only take the tangible aspects such as earning power into account, but also the company's intangible aspects. Edgerton illustrated these tangible and intangible aspects in the form of an iceberg. The top part resembles the tangibles which are visible and somewhat smaller, while the bottom shows that some social impacts are invisible, but might also play a great role. The author of this thesis has applied the same principle and adjusted the figure to include the tangible and intangible social impacts of tourism. This is illustrated in Figure 3.2.

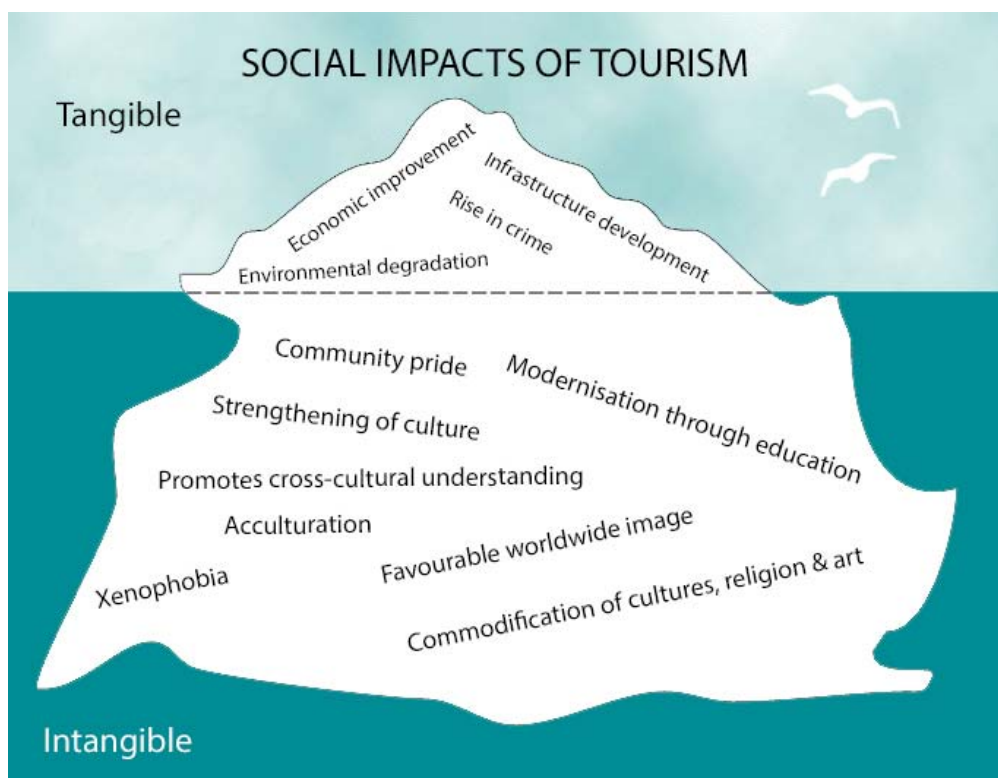


Figure 3.2: The tangible and intangible social impacts of tourism
Adapted from Edgerton (2007)

From Figure 3.2, one can see that the intangible social impacts, though not visible, also play a role in the social impacts of tourism. It is important to be aware of the social impacts of tourism seeing that the tangible and intangible social impacts of tourism can be both positive and negative. Positive tangible impacts include: the strengthening of the local economy because of more people visiting an area, thus spending more (Choi & Sirakaya, 2005; Huh & Vogt, 2008; Sharma *et al.*, 2008); job creation because of the local economy being stimulated by tourism (Choi & Sirakaya, 2005; Diedrich & García-Buades, 2009; Haley *et al.*, 2005); or even infrastructure development such as better roads for public transport as well as improved telecommunication, for instance (Simpson, 2008:3; Godfrey & Clarke, 2000:24; Goeldner & Ritchie, 2003:440).

Negative tangible impacts can include: an increase in unwanted activities in the community such as prostitution, child sex and pornography, gangsterism, drug and alcohol abuse as well as other forms of crime (Kim & Petrick, 2005:25; Godfrey & Clarke, 2000:25; Cook *et al.*, 2010:309; Weaver & Lawton, 2010:239); excessive use of facilities such as traffic congestion because of too many cars as well as longer queues in shops and at other facilities (Godfrey & Clarke, 2000:24) which, according to Huh and Vogt (2008) and Andereck *et al.* (2005) can lead to an increase in taxes by local governments as a result of more extensive maintenance that will have to be conducted on the facilities.

When referring to intangible social impacts, positive as well as negative impacts can also be derived. An example of beneficial intangible impacts is the social cohesiveness and community pride that arises from the knowledge that tourists travelled a great distance and spend discretionary income to be able to visit the local communities to experience and learn from their cultures or to enjoy the local attractions (Andereck *et al.*, 2005; Jurowski & Gursoy, 2004; Slabbert & Saayman, 2011:198). Another beneficial aspect includes the development of respect and understanding between different cultures (cross-cultural understanding) which in turn creates a more tourist-friendly destination (Weaver & Lawton, 2010:239; Cooper & Hall, 2008:167; Higgens-Desbiolles, 2006:1192).

Negative intangible impacts include commodification of culture, religion and art during which the true meaning of the culture is replaced by a monetary value seeing as community members “sell” their culture for tourist entertainment (Godfrey & Clarke, 2000:27; Weaver & Lawton, 2010:239). Another intangible social impact is the misunderstanding that arises between cultures that meet and do not understand each other’s views which may lead to conflict (Lickorish & Jenkins, 1997:83).

Figure 3.3 illustrates a theoretical framework for obtaining the main goal of fostering community support for the tourism industry. This figure indicates tangible social impacts on the one side and intangible social impacts on the other side. Various social impacts contribute to the tangible and intangible social impacts. Through good management, one may be able to maximise the positive tangible and intangible social impacts of tourism, whilst minimising the negative impacts, which will ultimately lead to community support for the industry.



Figure 3.3: Community support through tangible and intangible impacts

From this section the importance of understanding and managing both tangible as well as intangible social impacts is clear (as displayed in Figure 3.3). However, very few studies have analysed the tangible and intangible benefits or determined the relationship between these concepts. The next section of this literature chapter will explore the various types of social impacts from a tangible and intangible social impacts perspective. Most of these impacts have been analysed from an economic, environmental and social perspective, but a more in-depth, critical analysis is needed which is why the impacts have been divided into tangible and intangible social impacts.

3.3 Social impacts of tourism

Godfrey and Clarke (2000:23) state that the key aspects for socio-cultural change, as a result of the tourism industry's impact, relate to the quality of life within the communities, the community members' sense of place as well as the large numbers of tourists (Reisinger, 2009:67). They furthermore state that socio-cultural impacts can be real (tangible) or perceived (intangible), direct or indirect. Irrespective of the type of social impact, it is important for it to be understood and managed seeing that the community's support is crucial

for the sustainability of the industry (Gursoy *et al.*, 2002:79; Jurowski & Gursoy, 2004:297; Kuvan & Akan, 2005:691; Williams & Lawson, 2001:270). In order for the socio-cultural impacts to be managed, one should understand the types of impacts that exist.

This section will analyse the different types of social impacts from both a tangible and intangible perspective (See Figure 3.4). The process in which it will be discussed is illustrated in the diagram below. This section furthermore contributes towards the development of the measuring instrument (questionnaire) used in this thesis.

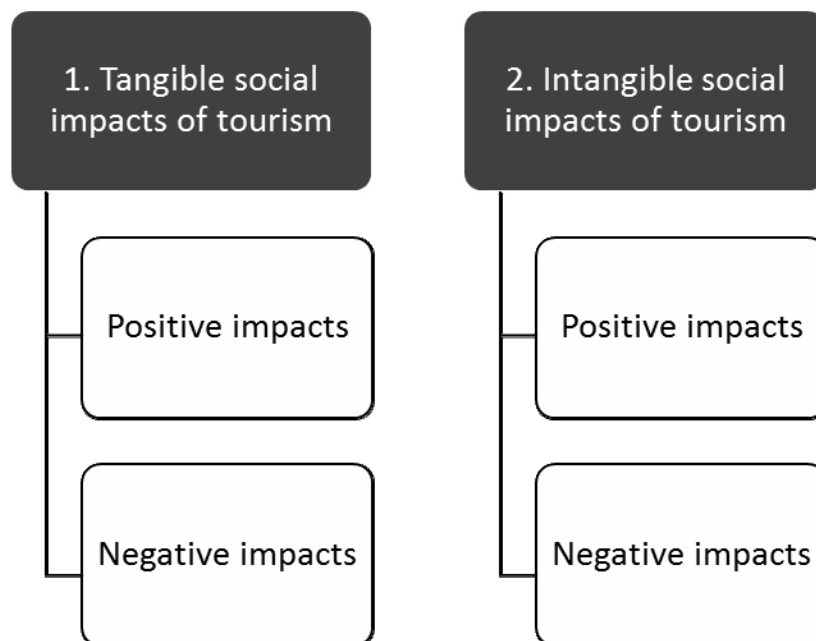


Figure 3.4: Tangibles versus intangibles

3.3.1 Tangible social impacts of tourism

This section analyses the positive and negative tangible social impacts of tourism.

3.3.1.1 Positive tangible social impacts

This section examines the types of tangible, social impacts that result from tourism, as well as previous studies that have found these social impacts to be true for various communities. The following positive tangible social impacts have been compiled from the various literature sources:

i. Tourism can stimulate infrastructure development

Studies have revealed that growth in tourism can lead to the development of new infrastructure such as roads, improved telecommunications, better food supplies as well as parks where visitors as well as locals can relax (Simpson, 2008:3; Godfrey & Clarke, 2000:24; Goeldner & Ritchie, 2003:440).

Previous studies found that infrastructure is of paramount importance for tourism seeing that most visitors are those from countries where they are accustomed to good, well maintained infrastructure. As a result, improved infrastructure is developed as a result of tourism (Khadaroo & Seetanah, 2007:1023). In a study by Nyaupane *et al.* (2006:1381) it was found that tourism revenue was used to improve schools, sanitation and alternative energy infrastructure, while a study done by Mbaiwa (2003:463) found that tourism strongly influenced the development of infrastructure in the Okovango Delta in Botswana. Prior to the 1990s, hardly any form of infrastructure existed in this area. This changed after the local government realised the tourism industry's potential.

From the discussion above, it becomes clear that infrastructure development is a strong tangible social impact that originates from the tourism industry. Tourism will furthermore not be able to take place without infrastructure seeing that tourists need infrastructure to be able to travel to a destination. Infrastructure includes other important aspects such as clean, readily available water, electricity as well as telecommunication. Infrastructure development as a result of tourism is thus an important aspect which is included for the purposes of this study.

ii. Tourism can strengthen the local economy

Research by various authors have shown that tourism can create new job opportunities as well as opportunities to start up new businesses which in turn generate revenue for local communities. Local residents may experience an overall increase in disposable income and it supports the already existent businesses (Simpson, 2008:3; Godfrey & Clarke, 2000:23; Cook *et al.*, 2010:309; Goeldner & Ritchie, 2003:440; Slabbert & Saayman, 2011:198; Higgins-Desbiolles, 2006:1192).

Previous studies revealed the following pertaining to the economic impact from tourism: Tourism generally stimulated local economies and created employment

opportunities (Choi & Sirakaya, 2005; Diedrich & García-Buades, 2009; Haley *et al.*, 2005; Vargas-Sánchez, De los Ángeles Plaza-Mejía, & Porrás-Bueno, 2009; Huh & Vogt, 2008; Sharma *et al.*, 2008; Simpson, 2008:3; Godfrey and Clarke, 2000:24; Goeldner and Ritchie, 2003:440; Slabbert and Saayman, 2011:198; Higgins-Desbiolles, 2006:1192; Andereck *et al.*, 2005:1065). This is supported in a study by Hritz and Ross (2010:132) which also found that economic benefits have the greatest influence on whether community members support tourism development. Residents who do not receive economic gain felt that they were suffering as a result of living in a tourism dependent community, while those who gained economically overlook negative impacts.

The government furthermore also earns higher revenue. This can both be positive and negative. Positive in the fact that the government can raise the taxes for a higher income and also negative seeing as local residents have to pay more in order to live in their community (Tsundoda & Mendlinger, 2009:61; Hayley *et al.*, 2005; Tovar & Lockwood, 2008). Studies done by Lee, Kim and Kang (2003) as well as McGehee and Andereck (2004) revealed that trade increases with an increase in visitor numbers which offers opportunity for the development of a variety of local businesses.

Studies done by Saarinen (2010:721), Mahony and Van Zyl (2002:100), Huh and Vogt (2008) and Andereck *et al.* (2005) contradict the latter by revealing that community benefits do not automatically follow the increasing numbers of tourists to local communities. The magnitude of tourism benefits in relation to the size of rural communities in South Africa, for instance, is small. More tourists to a community can in some cases be seen as very negative because public services (such as hospitals, fire- and police departments) will be used more intensely (higher demand) which in turn will need increased funding from the government to sustain these services, thus also increasing tax. According to a study by Muganda *et al.* (2010:644), only some developments trickle down to alleviate poverty at a micro level, but benefits are not distributed equally amongst community members. Tourism as study area is characterised by disparities in access to opportunities and benefits. This is especially true in developing countries where poorer households receive less income from the tourism industry, thus indicating that one cannot solely emphasize economic gain through tourism in third world countries (Blake, 2008:511).

From the discussion above, it becomes evident that the tangible social impact, economic improvement, which results from the activity of tourism, is very important. Economic improvement entails various aspects such as job creation, an increase in income and it supports local businesses. Most studies have found that economic improvements as a result of tourism activity are perceived by residents. It was found in one study that residents, who did not perceive economic improvement as a result of tourism, felt like they were “suffering” in the tourism-dependent community they live in. Taking into account the economic improvements as a result of tourism is very important, it was included for the purposes of this study.

iii. Tourism can provide the opportunity for recreation

During tourism development, new recreational facilities are built to entertain the visitors. In turn the local residents can also make use of these facilities (Godfrey & Clarke, 2000:24; Goeldner & Ritchie, 2003:440).

A previous study by Nyaupane *et al.* (2006:1381) revealed that residents have more opportunities to take part in recreational activities and to travel as a result of more disposable income from tourism. Mbaiwa (2003:463) furthermore found that social facilities were developed in Ngamiland District in Botswana as a result of tourism at the Okovango Delta. As a result of tourism, an increase in amenities and events was perceived by residents of Arizone, USA (Andereck *et al.*, 2005:1065).

When taking the above into consideration, it becomes clear that it is important for residents of a community to also be able to take part in the recreational activities which are developed or held as a result of tourism. By not allowing local residents to take part in recreation activities hosted in their own community, might lead to feelings of their area being taken from them. For this reason, this tangible social impact has been included for the purposes of this study.

iv. Improved surroundings

As a result of visitors to the area, better care is taken of the natural surroundings in order to provide a comfortable, beautiful experience for visitors. As a result the local residents live in a better place (Godfrey & Clarke, 2000:24; Cooper & Hall, 2008:167; Goeldner & Ritchie, 2003:440). Residents of Arizona in the USA perceived their local

natural environment as preserved by tourism, with its quietness and beauty being sustained (Andereck *et al.*, 2005:1065).

Tourism may have the following positive impacts on the host communities' natural surroundings (Mason, 2003:55):

- It may stimulate measures to protect the environment;
- Tourism may be a strong driving force for the proclamation of National Parks for the conservation of wildlife;
- Tourism can provide income for protected tourist areas through various forms of income such as asking an entrance fee;
- Tourism may help preserve ancient or significant buildings or other forms of architecture.

It is apparent that this tangible social impact plays an important role, seeing that the natural environment is protected as a result of tourism. If local residents feel that their natural area is protected as a result of tourism activity, they will be more likely to support this industry. It therefore made sense to include this tangible social impact in the study.

v. Local cultures are also celebrated by visitors

Godfrey and Clarke (2000:27) have found that local celebrations as well as festivals become tourist attractions seeing that tourists want to take part in the celebrations and also learn from them. This helps with the tourism growth of the specified area. Another study by Andereck *et al.* (2005:1065) also found that there has been an increase in tourists' awareness of the Arizona communities' heritage, making them more interested in exploring it. This can ultimately lead to community pride.

It is true that this tangible social impact has a positive role in the development of the tourism industry, but seeing that the festivals in South Africa only take place annually instead of on a regular basis, this tangible social aspect was not included in the study.

vi. Income through culture

Visitors will pay in order to experience aspects as portrayed by the locals such as local crafts, folklore, music and dance. If this is however not well managed, it could also be negative (Godfrey & Clarke, 2000:27). According to Mason (2003:46), the souvenir trade in Bali has shown a strong growth as a result of growing tourism activity. This ensured a higher income for the local residents of Bali.

It becomes clear that one can obtain income from tourists by using one's culture, but it can also have a negative if the culture becomes commoditised. For this reason, it was also included in the study.

vii. Increased local participation

When local residents are given the opportunity to be part of the tourism industry, they can earn a higher income, learn more and also feel part of tourism development, thus increasing their support for the industry (Cooper & Hall, 2008:167).

Previous studies found that it is important for investors to commit towards understanding a local area and to maximise the economic impact, and this must be done through the involvement of community residents in the planning and organisation of the industry. It creates a feeling of direct benefit and the community will also have a better understanding of the costs and benefits of the industry (Mahony & Van Zyl, 2002:98; Ntloko & Swart, 2008:90).

From these studies mentioned above, it becomes clear that the local residents should be made part of the tourism industry in order to ensure that tourism does not change their community or culture and that it also deters feelings of exclusion. It therefore fosters community support for the industry. This tangible social impact was also included in the study.

3.3.1.2 Negative tangible social impacts

The following negative tangible social impacts have been compiled from various literature sources:

i. Increase in undesirable activities

When many visitors congregate in an area, they bring along their money that they are going to spend in the area and this can create undesirable activities amongst certain local residents, especially the poor. These undesirable activities may include a rise in crime, prostitution, child pornography, child sex, gangsterism as well as drug and alcohol abuse (Kim & Petrick, 2005:25; Godfrey & Clarke, 2000:25; Cook *et al.*, 2010:309; Weaver & Lawton, 2010:239; Cooper & Hall, 2008:167; Opperman & Chon, 1997:178; Goeldner & Ritchie, 2003:440; Deery *et al.*, 2012:64).

A rise in undesirable activities such as prostitution as well as children's absenteeism from school as a direct or indirect result of tourism was reported in a study by Nyaupane *et al.* (2006:1382). Telfer and Sharpley (2008:195), however, feel that there has not been enough evidence gathered in order to definitely say that tourism directly causes a rise in crime levels. It is, however, evident that where many tourists are present, criminal activity is also evident. When there is an increase in criminal activity, more law enforcement is needed which will put a strain on the already existing law enforcement in the community.

When examining this tangible social impact of tourism, it is clear that it can have disastrous effects on the community. It was decided that it should therefore also be included in the study.

ii. Excessive use of facilities

When there is an influx of visitors in the local community, it can lead to traffic congestion, crowding of public places as well as longer queues in local shops as well as other public facilities. This might incur negative feelings (irritation or xenophobia) in the community (Godfrey & Clarke, 2000:24).

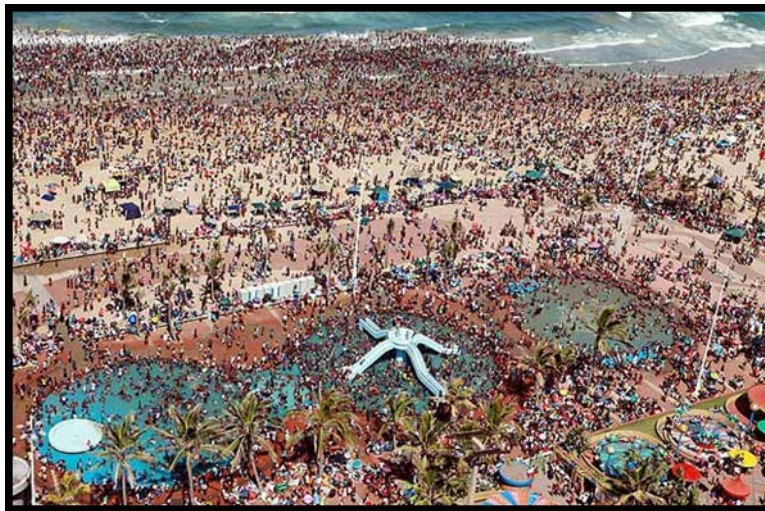


Figure 3.5: Durban during December holidays (<http://www.proudsa.com>)

Figure 3.5 serves as visual proof of the excessive use of facilities. This photo was taken in Durban during a December month, which is one of South Africa's busiest holidays. It is clear from this photo that the beach and promenade is too crowded. Previous studies found that more visitors to a community can in some cases be seen as very negative seeing that public services (such as hospitals, fire- and police departments) will be used more intensely (higher demand) which in turn will need increased funding from the government to sustain these services, thus also increasing tax (Huh & Vogt, 2008; Andereck *et al.*, 2005). Goeldner and Ritchie (2003:440) also found that too many visitors at a destination places extra pressure on the communities thus having a larger impact on such community. A study by Stamboulis and Skayannis (2003:36) furthermore states that the intensive exploitations of resources at a destination may lead to pressure on infrastructure as well as environmental degradation.

Timothy (2011:151) reports on the cases of the communities of Niagara-on-the-Lake in Ontario, Canada as well as Fredericksburg in Texas, USA. These two communities are heritage-rich shopping villages. Weekend as well as high-season visitors crowd these villages so much that their vehicles even block local residents' driveways. During these times, visitors have very little access to everyday places such as supermarkets, laundromats, restaurants and post offices to name but a few. This situation was also found in a small southern German town, Füssen, as well as in Innsbruck, which as a medium-sized city in Austria.

The latter reveals the importance of controlling the number of visitors to a tourism dependent community. This impact can be very negative, seeing that it will directly influence local residents' perceptions of this tangible social impact. This impact was also included in the study.

iii. General increase in prices

As a result of visitors who have more disposable funds than the local residents, inflation occurs because shops start overcharging for certain products and services and property prices rise. The cost of daily living thus goes up in the community, creating negative sentiment towards the tourism industry (Godfrey & Clarke, 2000:24; Goeldner & Ritchie, 2003:440).

A study by Frauman and Banks (2011:138) found that the general cost of goods and services increase in tourism destinations. According to these authors, it remains difficult to prove that these increases are as a direct result of tourism developments. A study by Deery, Jago and Fredline (2005) however found that a higher demand for real estate in tourism communities has a direct influence on the rise of property prices. This can create negativity amongst locals.

Further studies also revealed an increase in the cost of renting in tourist destinations (Williams & Lawson, 2001:286), and this also lead to an increase in rates in the tourism area as it costs more to maintain the more expensive properties and accommodation (Tovar & Lockwood, 2008:376). According to Telfer and Sharpley (2008:195), more tourists mean that there will be a larger need for law enforcement as well as other services. This will ultimately lead to an increase in prices. Page and Connell (2009:395) mention the case of the communities of Polperro in Cornwall where community members have experienced total social exclusion, even though they provide the local labour.

One can thus conclude that tourism will most probably lead to an increase in everyday living, which places extra strain on local residents, especially those who do not experience increased economic benefits from tourism. This tangible social impact of tourism can thus result in local residents who cannot afford to stay in their own communities. Therefore this impact was included in the study.

iv. **Modernisation**

Many forms of modernisation exist. These forms include an enhanced economy, better infrastructure, a change in values and an increase in technology. This might also have negative impacts seeing that host communities may let go of their traditional cultural identity (McClary, 2008:3).

This social impact can either be tangible or intangible. The study above is an example of a tangible social impact because it refers to technology. This aspect was not included in the study seeing that most of South Africa, and especially the communities that were sampled, are already well developed in this regard.

v. **Culture changes for visitors' needs**

During this process, the host culture is acquired or modified for the benefit of tourist demand. This includes aspects such as traditional dances to make it more interesting, allowing people and cameras into sacred buildings where it would otherwise not be allowed, or local residents who have to wear formal traditional dress at all times to impress visitors (McClary, 2008:2).



Figure 3.6: Tourist posing with local residents in full costumes ([http:// www.travel-xperts.com](http://www.travel-xperts.com))

Figure 3.6 serves as visual proof of the changes that cultures go through in order to fulfil the needs of the visitors. Local residents wear formal, traditional clothing more regularly even if not needed.

In a study by Godfrey and Clarke (2000:27), it was found that local festivals and celebrations were changed in order to meet the needs of visitors, but at the cost of the preservation of the communities' heritage. Simpson (1993:164) found that the popular 'raksa' or 'devil' masks that form part of the Sri Lankan cultural, have been adapted to tourists' needs. Tourists can thus buy masks that are smaller and enhanced to take home as souvenirs. This degrades the importance of these masks to the community members.

It becomes clear in the studies above that weaker cultures will fade away in order to appease tourists' expectations. This is another means by which a culture can be destroyed and it can also lead to other negative, more intangible social impacts in the community. For this reason, this tangible social impact was included in the study.

vi. Economic leakages

Economic benefits of tourism do not always filter down to the communities. This can sometimes be due to businesses from outside the community who conduct their business in the community, but they spend the benefits outside the community (Goeldner & Ritchie, 2003:440).

Page and Connell (2009:396) state leakage may occur through:

- Repatriation of profits generated from foreign capital investment.
- Out-sourced supplies (such as food, building material and labour).
- Tourists already pay for their holiday in the country that they are travelling from.
- Accommodation, restaurants and various forms of transportation are not locally owned.

Ultimately, the tourism multiplier effect cannot be developed.

An analysis by Nyaupane *et al.* (2006:1382) revealed that a host community felt that most of the tourism revenue left their area by means of national tourism groups as

well as tourism migrants from other provinces. Visitors to this community furthermore stay in hotels and use other forms of transport than that provided by the locals.

A study by De Hollan and Phillips (1997:789) revealed a very large leakage of about 75% in Cuba. The authors provided the following reasons for this: The country's distribution system is inadequate; large firms do not involve local residents; there are too many international hotels; and the local industry does not produce enough goods and services to support tourism.

It is apparent that economic leakages can be minimised through responsible managers implementing measures to ensure that the maximum economic contributions stay within the community. Products should be, as far as possible, purchased locally, and the workforce should be attained from the local community and trained to work in the tourism industry. When employing people from outside the community, these people travel back to their own communities and take the money they made with them.

vii. Seasonality and tourism dependency

If a community does not diversify its economy, they will especially be influenced by seasonality. This means that residents will only receive income during certain periods of the year (Weaver & Lawton, 2010:249; Goeldner & Ritchie, 2003:440).

Page and Connell (2009:210) use Scotland as an example of seasonality where 68% of visitations to the major attractions in this country in 2006, were made between April and September. This means that Scottish tourism business owners did probably not do too well during this period. This creates various other problems according to Page and Connell (2009:211) such as temporary jobs instead of full-time, well trained staff leave at the end of every season, meaning that staff will have to be trained again at the start of the following season. Page and Connell (2009:395) furthermore state that local business owners should attempt to diversify their business in order to remain afloat during off-peak seasons. Mason (2003:44) indicates that local residents find it undesirable having to change their way of life every few months within a year as a result of seasonality.

From the review of literature, it is clear that seasonality is something that is experienced in most tourist industries. Smaller business are especially prone to the

negative effects of seasonality. It is important for these communities to develop other types of attractions which are not bound by seasons. Another possible solution is that these communities should diversify their local economies in order to remain resilient during off-seasons. Seeing that seasonality is such a widespread problem, it was decided to include it in the study.

viii. Increase in pollution

In a study done by Mbaiwa (2003:461-462) it was found that noise pollution has become an extensive problem after tourism developments started in the Okovango Delta area of Botswana. Engine boats, small engine aircrafts, road vehicles as well as tourists started disturbing hippo populations, breeding birds and other wildlife. Many bird species have permanently left the region. There has also been a sharp increase of litter next to the road as well as rest camps.

Mason (2003:55-56) states that tourism can have both positive and negative effects on the host population's natural environment. Negative impacts include:

- Tourists who are likely to drop litter;
- Pollution of water and beaches (pleasure boat rides for instance);
- Footpath erosion;
- Cheap, ugly buildings; and
- Damage and disturbance of natural area.

Case studies of Niagara-on-the-Lake in Ontario, Canada as well as Fredericksburg in Texas, USA, which are both heritage-rich shopping villages, revealed an increase in pollution in these areas, the largest problems being visitors to these communities, discarding their refuse on local residents' properties (Timothy, 2011:152).

As a result of tourism (uneducated tourists in particular) pollute in tourism-dependent communities' environments in various ways, it is important to know how to control this tangible social impact. If it is not controlled, it will result in the degradation of the natural environment as well as tension with local community members.

3.3.2 Intangible social impacts of tourism

This section will analyse the positive and negative intangible social impacts of tourism.

3.3.2.1 Positive intangible social impacts

The following positive intangible social impacts have been compiled from various literature sources:

i. Greater community organisation and stability

With the different aspects of the tourism industry taking place around community members, community members have to work together. Through this, community members learn how to work together in an organised manner (Stronza & Gordillo, 2008:448). The various positive outcomes of tourism can lead to a more relaxed and satisfied community which creates a sense of stability within the community (Weaver & Lawton, 2010:239).

This was also found in a study conducted in Alaska where tourism led to improved social relationships within a community (Amsden *et al.*, 2011:49). Telfer and Sharpley (2008:197) state cultural ceremonies in Bali, Indonesia remains very important to the Balinese people, even though tourists love to experience their cultural ceremonies. In other words, the Balinese culture is very stable and is not easily influenced by the tourists.

This intangible social impact can be seen as very positive. If community members work together and cooperate, it makes the community more resilient and it minimises the chance of conflict within the community. For this reason it was included in the study.

ii. Cultural pride and strengthening

As a result of visitors travelling to a certain destination to experience the cultures specific to the region, the local residents notice this and it makes them feel that their culture is important. As a result, they develop a sense of pride in their local heritage and they do more to enrich their own understandings and interest in their history and

culture (Godfrey & Clarke, 2000:26; Weaver & Lawton, 2010:239-240; Cooper & Hall, 2008:167; Slabbert & Saayman, 2011:198; Higgins-Desbiolles, 2006:1192).

From previous studies it becomes clear that community members recognise that tourists travel to their community in order to experience their local cultures. In a study by Andereck *et al.* (2005:1065) it was found that the residents of Arizona, USA, developed a feeling of belonging and pride as a result of an increase of events as well as awareness of heritage in their communities. They furthermore felt that their culture was being protected as a result of tourism developments. Amsden *et al.* (2011:49) stated that tourism created a sense of community identity and attachment in a tourism-dependant part of Alaska.

A study by Besculides, Lee and McCormick (2002:314) found that tourism has an enhancing and preservation effect on traditional folklore and it assisted local people in learning about their own Hispanic culture. Tourism also served as a means of revitalising the traditional craft of greenstone carving in the southern Indian town of Mahabalipuram (Teflar & Sharpley, 2008:197). A study by Nyaupane *et al.* (2006:1381) also revealed improved women's status within a community as they could be part of tourism planning. Besculides *et al.* (2002:314) found that residents perceived tourism as a catalyst for learning about, sharing and preserving their culture.

From the previous studies examined, it becomes clear that this intangible social impact is one of the key role players for fostering community support for the tourism industry and it is also a strong tool for developing and strengthening a community without necessarily removing the essence of the community's cultural heritage. Being proud of one's community and cultures will also make a community more resilient to changes, in other words, local residents will want to stay in control of their communities. As a result of this intangible social impact appearing to be very influential, it is included in the study.

iii. Promotion of cross-cultural understanding

With visitors with their variety of cultures periodically inhabiting the local residents' environment, the locals and visitors interact. As a result of this, the different cultures learn from each other thus foster understanding and tolerance. In this sense, tourism

is seen as a force for peace (Weaver & Lawton, 2010:239; Cooper & Hall, 2008:167; Higgins-Desbiolles, 2006:1192).

This intangible social impact is also very positive seeing that it fosters a sense of understanding between different cultures. As a result of this understanding, the different cultures will develop respect for each other. This means that the different cultures will get along, lowering the chances of xenophobic feelings. This intangible social impact was therefore also included in this study.

iv. Exposure to new ideas

Globalisation and transnationalism can improve a community's way of life for the better through aspects such as cultural exchange, for instance. This should be well managed as to not destroy the current cultures inhabiting those areas (Cooper & Hall, 2008:167; Lickorish & Jenkins, 1997:79).

Although very important, this intangible social impact will not serve a purpose in this study seeing that most South African communities, especially those who were surveyed, are already very diverse and globalised.

v. Modernisation through education

As a result of improved education levels because of tourism, local residents begin to adopt a more modern lifestyle and way of thinking (Goeldner & Ritchie, 2003:440). A study by Nyaupane *et al.* (2006:1381) found that tourism provided opportunities for women from a community to interact with outsiders. This used to be a privilege which was restricted to males who had to make important business trips. This instilled a new feeling of empowerment for the women and it furthermore allowed for them to learn new languages.

One of the strongest drivers for such education is Globalisation. The exchange of knowledge, values and images during a flow of economic as well as intellectual items during travel on a global scale, is known as globalisation. The tourism industry is one of the most important role players in globalisation. People who travel share their experiences with each other, thus influencing one another (McClary, 2008:2).

Modernisation is important for improving local communities' way of life, but most of South Africa's communities are already significantly modernised, especially the communities surveyed in this study. For this reason this intangible social impact was not included in this study.

vi. Favourable worldwide image

As a result of various positive community aspects such as friendliness or a clean environment, visitors feel welcome and comfortable thus creating a favourable image. These visitors then tell other people about the community, thus fostering a favourable worldwide image (Cooper & Hall, 2008:167; Goeldner & Ritchie, 2003:440). In a study by Andereck *et al.* (2005:1065) it was found that residents of Arizona had developed a perception of their communities' image being impressive as a result of tourism developments.

Mason (2003:48) furthermore reports on a study by Pizam in 1996, where a social impact study was done in one town on the island of Samos (which is a Greek island). More than three-quarters of the residents felt that tourism had improved the image of the town, and therefore they were in favour for further tourism developments in their area.

A favourable worldwide image will create pride among local residents of a community. As a result, the residents will actively strive towards sustaining their favourable image. When tourists perceive the image of a destination as positive, they will probably return to the destination and they will market the destination through word-of-mouth.

3.3.2.2 Negative intangible social impacts

The following negative intangible social impacts have been compiled from various literature sources:

i. Xenophobia

If tourism development is not properly managed, it can have disastrous effects on the communities where it takes place. If too many visitors enter the community, they may

start changing the composition of the community or even take employment opportunities from the local residents. This leads to the development of host-hostility towards the visitors (Godfrey & Clarke, 2000:25).

In places such as St Jacobs, Ontario, and Fredericksburg in Texas, there are so many cars and pedestrians that they actually block the views of heritage buildings and other resources that have made these villages very popular. This creates great frustration among local residents (Timothy, 2011:152).

These studies reveal a situation where local residents' daily lives are disrupted by the number of tourists as well as the activities of tourists that they develop negative feelings towards the visitors which may even turn into hostility. It was therefore important to include this intangible social impact into the study.

ii. Destruction of heritage

As a result of tourism development, an influx of visitors as well as the changing way of life, cultural heritage may be forgotten by the local residents. The destruction of heritage can also be tangible seeing that ancient cultural infrastructure and suprastructure may also be damaged or destroyed (Cooper & Hall, 2008:167; Lickorish & Jenkins, 1997:79; Goeldner & Ritchie 2003:440).

A study by Gursoy *et al.* (2010:391) found that local communities overlook negative social impacts if economic gain is evident. In other words, they value economic improvement more than their cultural heritage. A study by Tsundoda and Mendlinger, (2009:67) however contradicts this with their finding that showed that respondents did not care for increased economic impact and tourism development if it means that it will bring about changes to their community.

iii. Commodification of cultures, religion and art

Visitors to the communities want to experience the residents' cultures, religions and arts, for which they are more than willing to pay. The local residents then begin to perceive their cultures, religion and arts as a way of generating income and only practice these to entertain the visitors. As a result, the true importance of culture is forgotten (Godfrey & Clarke, 2000:27; Weaver & Lawton, 2010:239; Cooper & Hall, 2008:167; Mason, 2003:46). Telfer and Sharpley (2008:195) state that religion is also

something that easily becomes commoditised. Examples include religious buildings, shrines and practices.

Residents from a small tourism-based community in China felt that their culture has been commoditised and was being marketed to tourists by the government. Residents were not consulted (Nyaupane *et al.*, 2006:1381). Cultural commoditisation thus implies that culture can be “traded” for monetary gain. When culture becomes a commercial commodity, the importance of the culture for its people is degraded. Aspects such as arts and crafts, rituals, dances, ceremonies, music and traditions can become marketable commodities which can be packaged and sold. According to Reisinger (2009:68), tourists can, for instance, pay for a package which includes a local culture performing a cultural dance for them. The local cultures therefore perceive their culture as something that can be used for financial gain, thus turning their culture into a commodity and also leading to the erosion of that culture.

Abram, as cited by Boissevain (1996:13) argues that cultural commoditisation can also be positive provided that it happens in moderation. He furthermore states that it can be a “very positive process by which people are beginning to re-evaluate their history and shake of the shame of peasantry”. In other words, local cultures can become proud of their culture and heritage when realising that people would want to pay in order to see them live their daily lives. Boissevain (1996:13) adds that staged authenticity of the cultures in front of tourists can protect the privacy and traditions of local residents who do not work with the tourists directly.

Commodification is a significant problem, seeing that local residents that practice their cultural traditions for payment, lose the real meaning of their culture. This also creates a pseudo-feeling in tourists as they realise that what they might experience is not the legitimate culture. This intangible social impact made out part of this study.

iv. Conflicts within the host community

A community cannot be seen as something that is homogeneous. Local residents differ in terms of age, length of stay in the community and level of education for instance. As a result their opinions and perceptions pertaining to tourism and its impacts will not be the same, thus leading to conflict within the host community (Cooper & Hall, 2008:167; Goeldner & Ritchie, 2003:440).

Telfar and Sharpley (2008:195) report that younger community members are lured away from inland areas where the rest of their community stays, to coastal areas or other areas where tourism takes place. This generates conflict between the younger people and the older community members with a stronger community attachment. Mason (2003:44) agrees that traditional jobs such as farming are being forsaken by those who would rather work in tourism, thus creating conflict.

When there is conflict within a community, it makes a community unstable and less resilient towards the other impacts of tourism. For this reason this intangible social impact was included in this study.

v. Degradation of cultural values and environment

As a result of visitors introducing negative aspects such as alcohol to a community while it is not commonly used by community members, it can lead to a decrease in moral conduct. It can be the cause for a rise in promiscuity as well as alcohol and drug misuse (Cook *et al.*, 2010:309; Weaver & Lawton, 2010:239). Timothy (2011:153) agrees that tourism may lead to a decrease in cultural values. A study by Nyaupane *et al.* (2006:1382) revealed a rise in children's school absenteeism as a result of tourism as well as disruption of traditional kinship and community bonds.

The degradation of cultural values is a big problem seeing as some communities and their cultures are built upon their values. This intangible social impact was included in the study.

vi. Creates misunderstandings between cultures

Visitors to a community normally arrive with their own ideas and perceptions pertaining to how certain things should be done, seeing as they are used to it in their culture. This ignorance can lead to misunderstandings and conflict between the local residents and these visitors (Lickorish & Jenkins, 1997:83; Reisinger, 2009:68).

Cultural hostility mostly takes place when one culture rejects others' views of the world and try to force their own views and traditions upon other cultures (Saayman, 2000:134). It is thus important for hosts to take part in the decision making processes

as well as the setting of guidelines before an area can be developed as a tourist destination (Boissevain, 1996:20).

Other examples as listed by Timothy (2011:152-153) includes religious places such as the Vatican Museums, Sistine Chapel as well as St Peter's Basilica at the Vatican City where visitors are disrespectful by being very loud and irritable. Specialised, professional 'shushers' are employed to walk around and tell people to quiet down. This was also found at the Shinto shrines in Japan as well as Buddhist temples in Thailand, as well as the Western Wall in Jerusalem. Pilgrim travellers who travel to these areas to pray and "feel the spirit" of these places cannot do so as non-pilgrim travellers are noisy and take photos of everything (Timothy, 2011:153).

Misunderstandings between cultures can lead to conflict between the cultures. This in turn can create negative host-feelings towards tourists which mean that support for the industry will be lost. For this reason this intangible social impact was included in the study.

vii. Demonstration effect

Visitors in a community have their own behaviour, sense of style as well as new forms of technologies (such as smartphones). The younger residents of the community perceive this as being superior to the way they are living, therefore adopting the behaviour and attitudes of visitors. This in turn leads to conflict between them and the community elders (Weaver & Lawton, 2010:244; Oppermann & Chon, 1997:117; Goeldner & Ritchie, 2003:440). According to Saayman (2000:133) and Reisinger (2009:77), certain community members or visitors to these communities observe what each other's living conditions are like. The culture with the most attractive way of living is copied by some individuals from the culture that is perceived as less attractive.

The purpose of the demonstration effect is thus to emulate the success of others. The weaker culture adopts the behaviour, attitudes, consumption patterns as well as the language of the stronger culture. Harcombe (1999) adds that younger people in communities observe tourists with expensive cameras, foreign money, modern clothes as well as credit cards. This makes them want to imitate the rich people seeing as they look more interesting and happy. This can be negative seeing as it can lead to cultural erosion but also positive seeing as young people are better

educated about other cultures and they strive towards improving their living standards through the intercultural knowledge they attained (Saayman, 2000:133).

The negative effects of the demonstration effect have proven in a study by Guttentag (2009:548) which focused on the impact of volunteer tourism. Volunteers travel to poorer countries where the poorer people are exposed to the visitors' money and technology and this leaves a lasting effect on the locals to which they attempt to match themselves.



Figure 3.7: Trent (<http://vacationadvice101.com/20-gorgeous-pictures-of-the-tokyo-skyline/>)

Figure 3.7 serves as visual proof of the demonstration effect. The Eiffel Tower depicted in this picture is actually in Tokyo, Japan. This shows how people are willing to copy other cultures in order to be more successful in attracting tourists.

viii. **Acculturation**

Acculturation takes place when a stronger and weaker culture meets. The stronger culture is usually someone from a developed country while the weaker culture is usually the poorer people from developing countries. Both types impact each other, but the stronger culture will always have a bigger impact on the weaker. According to Trinh (2009:xi) acculturation is both a process and an outcome and it takes place when two cultures meet and integrate into one another. Abraído-Lanza, Chao and Flórez (2005:1244) furthermore state that acculturation is the process whereby the weaker culture adopts the “attitudes, values, customs, beliefs and behaviours of a

new culture". Usually the host communities have the most significant impact seeing as people from outside have to adapt to their way of life or even learn their language while in their community (Reisinger, 2009:73).

Telfer and Sharpley (2008:197) argue that acculturation does not always take place when one culture is stronger than the other. According to these authors, acculturation can also take place when two different cultures peacefully live together and over time fuse into one culture as a result of borrowing. Acculturation can be positive in cultures that learn new skills or general knowledge, but it can also totally destroy a weaker culture such as the case with the Western Societies where most people speak the same language or have the same way of life, regardless of their cultural roots. Globalisation furthermore played a significant role in acculturation seeing as one culture learns about another over the internet or other media (Reisinger, 2009:74).

One should carefully manage this by reminding people about how important their own cultures are as well the importance of preserving it for future generations. Mason (2003:44) states that the main problem of acculturation is "the reduction in the diversity of global cultures".

ix. Language degradation

According to Telfer and Sharpley (2008:197), tourism also has less visible impacts on communities; these impacts contribute to broader and deeper cultural changes. One of these changes is language. Local residents begin learning new words and/or phrases that they hear visitors use. They are not accustomed to these words as it is not in their local language. The residents may then perceive the other language to be superior or more interesting with the result of it being incorporated into their language in various forms. The most common effect of this is the creation of a "slang" form of local language (Cook *et al.*, 2010:309).

It is thus clear that tourism does influence language usage, but this intangible social impact will not feature in this study, seeing as South Africa already boasts 11 official languages, the languages have already changed significantly from what they previously were. Slang is already a common phenomenon in this country.

3.3.3 Summary of social impacts

The previous two sections analysed the positive and negative social impacts of tourism from both a tangible and intangible perspective. The impacts analysed however contain underlying social impacts which one needs to identify. This was done in Table (3.1 & 3.2). The main reason for determining the underlying social impacts was to determine the main statements that were used in the questionnaire which was developed for this thesis. These tables also distinguish between tangible and intangible, positive and negative impacts as derived from the previous section.

Table 3.1: Tangible social impacts

POSITIVE IMPACTS	SOURCES
<p>Stimulates infrastructure development Roads, telecommunications, food supplies, parks</p>	<p>Simpson (2008:3); Godfrey & Clarke (2000:24); Goeldner & Ritchie (2003:440).</p>
<p>It strengthens the local economy Job opportunities and opportunities to start private businesses as well as revenue for local economies. Higher personal income. Supports other already existent businesses</p>	<p>Simpson (2008:3); Godfrey & Clarke (2000:23); Cook <i>et al.</i> (2010:309); Goeldner & Ritchie (2003:440); Slabbert & Saayman (2011:198); Higgins-Desbiolles (2006:1192); (Khadaroo & Seetanah, 2007:1023).</p>
<p>Provides new recreation facilities New facilities built for tourists can also be used by local population</p>	<p>Godfrey & Clarke (2000:24); Goeldner & Ritchie (2003:440); Mbaiwa (2003:463); Nyaupane <i>et al.</i> (2006:1381).</p>
<p>Improved surroundings The environment is taken care of, thus creating a better quality living area</p>	<p>Godfrey & Clarke (2000:24); Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Andereck <i>et al.</i> (2005:1065).</p>
<p>Local celebrations and festivals become tourist attractions Tourists attending local celebrations and festivals provide local</p>	<p>Godfrey & Clarke (2000:27); Andereck <i>et al.</i> (2005:1065).</p>

residents with a reason for continuing practicing their traditions	
<p>Local crafts, folklore, music and dance for income</p> <p>Tourist will pay in order to experience these aspects of a community</p>	Godfrey & Clarke (2000:27); Mason (2003:46).
<p>Local participation</p> <p>Locals take part in tourism activities and event making them feel part of it</p>	Cooper & Hall (2008:167); Mahony & Van Zyl (2002:98); Ntloko & Swart (2008:90).
NEGATIVE IMPACTS	SOURCES
<p>Increase in crime</p> <p>In places where many people come together, sex tourism develops and expands. Some of the problems that arise from tourism includes: prostitution, child pornography, child sex, gangsterism, vandalism as well as drugs and alcohol abuse. Tourists bring money and valuables into environment which gets stolen by poor community members.</p>	Kim & Petrick (2005:25); Godfrey & Clarke (2000:25); Cook <i>et al.</i> (2010:309); Weaver & Lawton (2010:239); Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Deery <i>et al.</i> (2012:64).
<p>Excessive use of facilities</p> <p>Traffic congestion, crowding in public places, longer queues in local shops and at facilities</p>	Godfrey & Clarke (2000:24); Goeldner & Ritchie (2003:440); Timothy (2011:151).
<p>General increase in prices (inflation)</p> <p>Shops overcharging; property prices increase</p>	Godfrey & Clarke (2000:24); Goeldner & Ritchie (2003:440); Frauman & Banks (2011:138).
<p>Modernisation</p> <p>Enhanced economy, better infrastructure, increase in technology</p>	McClary (2008:3).
<p>Local cultures, festivals & celebrations change</p> <p>Local festivals and celebrations change to meet the needs of tourists at the cost of the preservation of the communities heritage</p>	Godfrey & Clarke (2000:27); (McClary, 2008:2); Simpson (1993:164).

<p>Develops excess demand</p> <p>To many tourists traveling to the communities creating larger impacts</p>	Goeldner & Ritchie (2003:440).
<p>Economic leakages</p> <p>Economic benefits of tourism leave the communities seeing as residents do not own businesses or they purchase goods and services from outside the community.</p>	Goeldner & Ritchie (2003:440); Page & Connell (2009:396); Nyaupane <i>et al.</i> (2006:1382).
<p>Seasonality</p> <p>If communities do not diversify their local economies, residents will suffer economically during off-peak times of the year</p>	Weaver & Lawton (2010:249); Page & Connell (2009:210); Goeldner & Ritchie (2003:440).
<p>Pollution</p> <p>Pollution can include air-, water- and soil pollution as well as visual- and sound pollution as a result of tourism</p>	Mbaiwa (2003:462); Mason (2003:55-56); Timothy (2011:152).

Table 3.2: Intangible social impacts

POSITIVE IMPACTS	SOURCES
<p>Greater community organisation</p> <p>Community members learn to work together in an organised manner</p>	Stronza & Gordillo (2008:448); Amsden <i>et al.</i> (2011:49).
<p>Strengthens local culture and traditions</p> <p>Reveals the importance of local cultures; creates a sense of pride in local heritage; enriches understanding and interest in history and culture</p>	Godfrey & Clarke (2000:26); Weaver & Lawton (2010:239 & 240); Cooper & Hall (2008:167); Slabbert & Saayman (2011:198); Higgins-Desbiolles (2006:1192).
<p>Promotion of cross-cultural understanding</p> <p>Different cultures learn from each other and an understanding and tolerance for the other culture is formed; tourism is a force for peace</p>	Weaver & Lawton (2010:239); Cooper & Hall (2008:167); Higgins-Desbiolles (2006:1192).
<p>Greater community stability</p>	Weaver & Lawton (2010:239)

Positive economic outcomes, understanding as well as other benefits from tourism maintains stability within a community	
Exposure to new ideas Globalisation and transnationalism can improve a community's development; Cultural exchange	Cooper & Hall (2008:167); Lickorish & Jenkins (1997:79).
Modernisation through education Locals receive an improved education as well as a more improved, modernised lifestyle	Goeldner & Ritchie (2003:440); Nyaupane <i>et al.</i> (2006:1381); (McClary, 2008:2).
Creates a favourable worldwide image for a destination When a destination has a good image, it will create demand for tourists to visit it and it also instills a sense of pride in the community members	Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Andereck <i>et al.</i> (2005:1065); Mason (2003:48).
Empowerment and social inclusion Women's status within communities improve as they play part in community planning	Nyaupane <i>et al.</i> (2006:1381).
Development of new skills Tourism can be a catalyst for learning and skills development	Besculides <i>et al.</i> (2002:314).
NEGATIVE IMPACTS	SOURCES
Xenophobia Community members become hostile towards tourists as they feel that the tourism industry has changed their community's way of life	Godfrey & Clarke (2000:25); Timothy (2011:152)
Destruction of heritage Residents forget their cultural heritage for the sake of tourists. This can also mean that physical heritage such as statues and temple for example might be damaged	Cooper & Hall (2008:167); Oppermann & Chon (1997:119); Lickorish & Jenkins (1997:79); Goeldner & Ritchie (2003:440).
Commodification of culture, religion and art The true importance of cultures is forgotten for the sake of economic improvement	Godfrey & Clarke (2000:27); Weaver & Lawton (2010:239); Cooper & Hall (2008:167); Nyaupane <i>et al.</i> (2006:1381);

	Reisinger (2009:68).
<p>Conflicts within host community</p> <p>Community members develop different views because of the influence of tourism and this may lead to conflict between residents</p>	Cooper & Hall (2008:167); Goeldner & Ritchie (2003:440); Telfar & Sharpley (2008:195); Mason (2003:44).
<p>Seasonality and tourism dependency</p> <p>If destination is too controlled by tourism, local residents will have no income during off-peak seasons</p>	Weaver & Lawton (2010:249); Goeldner & Ritchie (2003:440);
<p>Degrades the cultural values and environment</p> <p>Decline in moral conduct (promiscuity, alcohol and drug use)</p>	Cook <i>et al.</i> (2010:309); Weaver & Lawton (2010:239); Timothy (2011:153); Nyaupane <i>et al.</i> (2006:1382).
<p>Threatens family structure</p> <p>Families may change with younger members moving away to areas where they can work in the tourism industry.</p>	Telfar & Sharpley (2008:195); Mason (2003:44).
<p>Creates misunderstandings between cultures</p> <p>Other cultures visiting local community have own ideas/perceptions and cultures. Misunderstandings occur which lead to conflict</p>	Lickorish & Jenkins (1997:83); Reisinger (2009:68); Saayman, (2000:134); Boissevain, (1996:20)
<p>Demonstration effect</p> <p>Younger generation adopts behaviour and attitudes of tourist, thus creating conflict with community elders)</p>	Weaver & Lawton (2010:244); Oppermann & Chon (1997:117); Goeldner & Ritchie (2003:440); Reisinger (2009:77).
<p>Acculturation</p> <p>When two different cultures coexist, they begin sharing certain cultural aspects from one-another until they fuse into one new culture.</p>	Abraído-Lanza <i>et al.</i> (2005:1244); Reisinger, (2009:73); Telfer & Sharpley (2008:197).
<p>Language degradation (slang)</p> <p>Residents begin adopting visitors' words and phrases into</p>	Cook <i>et al.</i> (2010:309); Telfer & Sharpley (2008:197).

their local language, thus degrading their local language	
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3.3.4 Conclusions with regard to the social impacts of tourism

The purpose of this section was to determine the various social impacts that tourism might have on communities as well as to organise the impacts into tangible and intangible, positive and negative social impacts.

By examining the above tangible and intangible social impacts of tourism, it becomes clear that the social impacts of tourism can either be a force for good or a force for destruction if not managed properly. It becomes clear from this section that tangible as well as intangible impacts play a role in tourism, even though intangible impacts are not always reported very thoroughly. Another aspect that became apparent in this literature review is that the tangible and intangible social impacts of tourism differ from one community to another. This fact is also supported in studies by Okten and Osili (2004:604) as well as Alesina and La Ferrara (2000:847) for instance. This should be taken into consideration, especially when planning on tourism developments in communities.

There are, however, challenges that face planning through identification of social impacts in South Africa. This will be discussed in the next section.

3.4 The South African perspective

The tangible and intangible social impacts of tourism are described in the previous section from an overall literature background. The next section describes how these aspects should be approached from a South African perspective.

3.4.1 Challenges facing social impact research in South Africa

According to Tosun (2000:614), South Africa is commonly seen as an upper middle-income, third-world country in “*per capita*” terms, yet its distribution of income is one of the most unequal in the world. The country’s unemployment rate stood at 25.2% (13 million) in 2012 (SouthAfrica.info, 2013b). Furthermore, residents residing in rural areas have very limited access to education, health care and employment opportunities for instance (Mahony & Van Zyl, 2010:4). This evidence points towards South African residents not really, in general deriving tangible benefits from tourism (Kuvan & Akan, 2005:691). Tosun (2000:614) adds

that prevailing socio-political, economic and cultural limits in many developing countries hinder the extent to which the tangible social benefits of tourism affect communities. This is a situation worth analysing.

Richards and Palmer (2012:365) highlight the fact that recent research began placing less emphasis on the tangible social impacts of tourism, but also started emphasizing the intangible benefits of tourism such as community pride and upliftment, for instance. Could this be the answer to the looming crises in third world countries pertaining to community support for tourism? This type of analysis has not featured to a significant extent in the South African context where the emphasis is still on the income-generating power of the industry (tangible social impacts) as solution to employment problems (Burger *et al.*, 2001:403). This is still very relevant but it seems the residents are positive about tourism, regardless of the tangible benefits not received. These residents are thus motivated by other benefits which might be more intangible in form. The value of this is not undermined or underestimated, but the masses do not benefit necessarily in a tangible manner. Table 3.3 furthermore reveals the gap in research with most of the studies placing emphasis on the tangible social impacts. This raises a few questions: What power do the intangible social impacts of tourism thus have when it comes to fostering community support for the industry? Will it be worthwhile for tourism developers to pay more attention to these in tangible social impacts? It is the purpose of this thesis to determine the role that intangible social impacts play as well as its power when it comes to fostering a happier, supportive community so that a model for optimising both tangible and intangible impacts of tourism can be developed.

Table 3.3: Previous studies done on social impacts of tourism

Type of study	Authors
Studies where focussing on tangible impacts of tourism (infrastructure, economics et cetera) played the largest role	Tsendoda & Mendlinger (2009); Kibicho (2008); Muganda <i>et al.</i> (2010); Saarinen (2010); Lapeyre (2010); Tinsley & Lynch (2008); Gu & Ryan (2008), Hritz & Ross (2010); Gursoy, Chi & Dyer (2010); Jurowski & Gursoy (2004); Saayman, M. & Saayman, A. (2009); Saayman, A. & Saayman, M. (2009); Allen, Long, Perdue, & Kieselbach (1988); Andriotis, 2008; Davis, Allen & Consenza, 1988); Dyer <i>et al.</i> (2007); Haley <i>et al.</i> (2005); Esu (2008); Binns & Nel (2002)

Studies where focussing on intangible impacts of tourism (pride, empowerment et cetera) played the largest role	Cornelissen & Maennig (2010)
Studies taking tangible and intangible impacts of tourism into account	Monterrubio <i>et al.</i> (2011); Gursoy <i>et al.</i> (2010); Mahony & Van Zyl (2002); Ntloko & Swart (2008); Higgins-Desbiolles (2006); Slabbert & Viviers (2013); Slabbert, Viviers & Erasmus (2013)

Studies conducted by Gu and Ryan (2008), Cornelissen and Maennig (2010), Amsden *et al.* (2011:544) and Atkinson *et al.* (2008) clearly show the importance of the intangible social impacts of tourism such as pride and the “feel good effect” that outweighed the tangible impacts of tourism such as economic gain. This was also found to be true in research conducted for the 2010 FIFA World Cup in South Africa where community members showed their support even though they did not necessarily receive tangible personal gains (Hermann, Du Plessis, Coetzee & Geldenhuys, 2012:73). This was furthermore supported in a study by Haley *et al.* (2005:662) which found that residents who receive less income (tangible social impact) from tourism in Bath, UK, were even more likely to support the development of the industry in their city. Studies done by Mahony and Van Zyl (2002) as well as Ntloko and Swart (2008) took both tangible and intangible social impacts of tourism into consideration where community pride was also found to be an important role player in community happiness and support.

It is thus of paramount importance for the South African tourism industry to clearly understand both the tangible as well as intangible social impacts of tourism seeing as it is one of the most influential industries with one of the highest economic contributions to the GDP as well as to the general quality of living in South Africa.

3.5 Conclusion

The purpose of this chapter was to explore the social impacts of tourism from a South African (third world) perspective seeing as it is a country where direct tangible social impacts of tourism such as economic improvement does not necessarily filter down to the local residents. This is true because this country is still plagued by cultural, political en economical hurdles.

In order to achieve the aim of this chapter, various steps were taken. The first included an analysis of the terms “tangible” and “intangible” so that these terms may be used to distinguish between the social impacts of tourism. The next step was to determine what the term “social impact” entails. Afterwards, there was distinguished between the tangible and intangible social impacts of tourism.

The tangible and intangible social impacts were also divided into positive and negative impacts. This was done by means of reviewing studies that previously found these social impacts in their studies. The reason for this was to determine if the intangible social impacts of tourism also plays a significant role in fostering community support. It is possible that intangible social impact play an even stronger role in fostering community support than one would have thought, especially when taking into account that South African is a third-world country.

Research has shown that residents’ support for the industry is vital and for this reason it is important to determine how strong the role of intangible social impacts of tourism is as well as how to maximise the positive tangible and intangible impacts and to minimise the negative. The role of intangible social impacts is, however, quite poorly researched, especially from a South African perspective. It is thus important to conduct this type of research on South African communities in order to ensure the sustainability of the industry, especially by fostering community support. This chapter makes a contribution to the literature by creating a solid foundation for defining and categorising tangible and intangible social impacts. This contribution will be used towards the completion of this thesis.

For the purpose of this thesis it was decided to use three different tourism-dependant South African communities as case studies. This is because communities are not homogeneous and should thus be treated differently. This also allowed for comparisons to be drawn between the three communities, so that, ultimately, a framework for predicting the tangible and intangible social impacts of tourism could be developed by determining the relationships between the tangible and intangible social impacts. When tourism developers know how certain communities will react towards developments, it will enable them to conduct thorough planning.

The manner in which the research was conducted will be discussed in the next chapter (Chapter 4, Method of research).

CHAPTER

METHOD OF RESEARCH

4

“More of me comes out when I improvise” - Edward Hopper

4.1 Introduction

The literature review in Chapter 2 and 3 focused on the social impacts (tangible and intangible impacts) of tourism and analysed previous research done on this topic. It was however clear that communities, tourism planners and tourism marketers cannot solely rely on the tangible impacts of tourism, such as economic growth, for instance, since in many cases only a few community members receive these types of tangible benefits. As a result of research pertaining to and distinguishing between tangible and intangible impacts that are lacking, it was decided to conduct research in order to fill this theoretical and empirical gap in the body of knowledge. The method of research that assisted in achieving the aim and objectives of this thesis are discussed in this chapter with reference to:

- Research design
- Literature review
- Empirical analysis
 - Method for data collection
 - Selection of sampling frame
 - Sampling method
 - Development of the questionnaire
 - Sample
 - Data analysis.

4.2 Research design

According to Kirshenblatt-Gimblett (2006:9), the function of a research design is to assist researchers in obtaining the relevant answers to the research study question with the best possible methods. Kirshenblatt-Gimblett (2006:1) furthermore states that there are two fundamental types of research, namely descriptive and explanatory.

Descriptive research assists in obtaining knowledge pertaining to what already exists in a group or population. Descriptive research thus does not seek to measure the effect of a variable, it only describes it. After the information has been described, one can attempt to determine why the findings appear as they do. This is called explanatory research. Within explanatory research, causal explanations are used to determine why one aspect has an impact on another aspect (Cherry, 2013). When understanding what causes certain situations, precautionary measures or strategic management can be applied to ensure the best outcomes (Monroecollege, 2012:27). Monroecollege (2012:37) adds to Kirshenblatt-Gimblett (2006:1) by stating that there is a third type of research design, namely exploratory research. Exploratory research is used to create a better understanding of a situation and not to deliver a final answer. Exploratory research assists researchers in producing hypotheses that may later be tested (Monroecollege, 2012:28; Churchill & Lacobucci, 2009:60).

A combination of these three types of research design was used in this thesis. Descriptive research was used to determine the profile of the communities, to indicate their tourism industry involvement, sentiment towards tourism in their communities as well as to measure to what extent community members experienced certain impacts in their communities. Exploratory research was used to determine how the various social impacts measured can be factorised in order to build a model. Causal research was used to determine how certain aspects influence residents' perceptions of tourism. The method followed for executing the research design will now be discussed.

4.3 Literature review

Oliver (2012:1) states that one cannot start the construction of a house until one has finished the foundations. In this statement he makes a comparison between the foundation of a house and the foundation of a solid research study. One firstly needs a knowledge base to work from before continuing with the research. Ridley (2012:3) defines a literature review as the part of a thesis that critically looks at previous research done on the same topic as that being undertaken by the author of a thesis. It builds a general understanding of the research to be done as well as where there are gaps needed to be filled. The findings at the end of the thesis can afterwards be compared to that in the literature review which will make it clear if the research delivers a contribution or if it corresponds with previous research conducted.

One of the main functions of a literature review is thus to make one see the broad range of one's research and then guides one gradually to a narrow, more focused study addressing the problem at hand. This furthermore creates an understanding of how research fits into and builds upon literature (Oliver, 2012:5). According to VirginiaTech (2013), a literature review can obtain information from any credible source. This includes magazines, media, blogs, personal experiences, books, journals, expert opinions, encyclopaedias as well as web pages; for instance, that have been peer-reviewed. Online search engines used during this thesis includes: Google Scholar, Google Books, EbscoHost, Emerald, JSTOR, Juta, Sabinet Reference, SAePublications and ScienceDirect to name but a few.

The literature review in this thesis is two-fold (Chapter 2 & 3). Chapter 2 contains an in-depth discussion on the social impact of tourism, models that assist one in understanding the impacts as well as the role of the communities in the tourism industry. Chapter 3 critically examines previous research on the social impacts of tourism, especially in the South African context and it makes a distinction between tangible and intangible impacts.

Key words used during searches in this thesis include: Social impact, tourism, tangible, intangible, community, residents.

The literature reviews lay a knowledge foundation and revealed gaps in current research which then prompted further analyses which is discussed in the next section.

4.4 Empirical analysis

According to the Merriam-Webster's dictionary (2013b) the term 'empirical' can be defined as something that is "capable of being verified or disapproved by observation or experiment". For the purpose of this thesis it means that one makes use of scientific methods in order to prove or disapprove a hypothesis, in this case one of the hypothesis being that intangible social impacts may play a larger role in third world countries in sustaining communities' support for the industry regardless of residents not receiving significant tangible impacts such as higher income.

4.4.1 Method for data collection

A phenomenological approach was used. This is a form of research where phenomena are determined by the manner in which they are perceived by the respondents (Lester, 1999:1). In the case of this study an attempt was made to measure to what degree a set list of tangible and intangible impacts influence the lives of residents living in a tourism dependent area. According to Maree and Van der Westhuizen (2008:38-39), research can be done from two perspectives, namely qualitative and quantitative research.

Oliver (2012:20) defines qualitative data as “data which is in the form of words” such as interview transcripts. Qualitative research is a method of research which aims at creating an in-depth understanding of human behaviour through rich descriptive data that mainly assists in answering questions that ask ‘why?’ and ‘how?’ pertaining to a particular phenomenon or context (Nieuwenhuis, 2008:50) and is ideally suited for smaller samples. This is because it may contain respondents’ personal experiences with regard to a certain aspect which means that one has to physically interview respondents. This method is, however, costly, both timely and financially, it takes time to interpret and it is subjective, meaning that it is only concerned with the uniqueness of a particular situation (Denzin & Lincoln, 2005:3; Nieuwenhuis, 2008:51).

When referring to quantitative research, Maree and Pieterse (2008:145) define it as “a process that is systematic and objective in its ways of using numerical data from only a selected subgroup of a universe (or population) to generalise the findings to the universe that is being studied”. Matveev (2002:62) names the following advantages of using quantitative data collection:

- Very specific research problem and set terms.
- It is inexpensive to conduct.
- It is relatively easy to tabulate and analyse the data using statistical programs.
- It clearly and precisely specifies both the independent and the dependent variables under investigation.
- It arrives at conclusions that are more objective by firmly following the original set of research goals.
- It achieves high levels of reliability of gathered data because of controlled observations.
- It minimises or even eliminates subjectivity of judgment.

Due to the advantages of the quantitative data collection method as well as the development of the structural equation model, this method was applied for the purpose of this thesis.

4.4.2 Selection of the sampling frame

According to Kanninen (2007:23) and Siu and Comerasamy (2013:55), a sampling frame can be a list of sample units from which a researcher can choose an appropriate unit which can be surveyed in order to achieve the objectives of a research study. These units may include people, households or, as selected for the purposes of this study, whole communities. The sampling frame of this thesis included the communities of Clarens, Jeffreys Bay and Soweto in South Africa.

Three separate surveys were conducted in the selected communities. These were selected based on the fact that they are tourism dependent meaning that the majority of residents will at some time experience tangible or intangible effects of the industry due to the high number of attractions in the area as well as the high number of visitors to these areas. In 2012, the surveys were conducted in the communities of Clarens, Soweto and Jeffreys Bay.

The community of Clarens was selected as a sample since this area consists of the picturesque sandstone Maluti Mountains and it is also located in close proximity to Golden Gate National Park. The town enjoys an influx of visitors over weekends who want to experience its beautiful setting as well as the town's beauty and interesting attractions such as hobby shops, art galleries and street cafés (Clarens Tourism, 2007).

From a historic perspective, Soweto is also a strong tourism orientated city which played an important role in the abolishment of Apartheid from where it gained its rich history. Due to the fact that former President Nelson Mandela's house is also located in this area leads to a very high number of annual visitors who want to experience its rich history and gain more knowledge (SA-Venues, 2012).

Jeffreys Bay was the last community surveyed for the purpose of this thesis. Jeffreys Bay is a world-renowned South African coastal town. It is famous for its surfing opportunities and has become internationally known as the 'home of the best right hand surf break in the world'. This community is bordered on both sides by nature reserves and rivers making it even more attractive for visitors (Jeffreysbaytourism, 2013). In all three cases, the

communities are to a great extent dependent on the tourism industry. The locations of these three communities are illustrated in Figure 4.1 below.

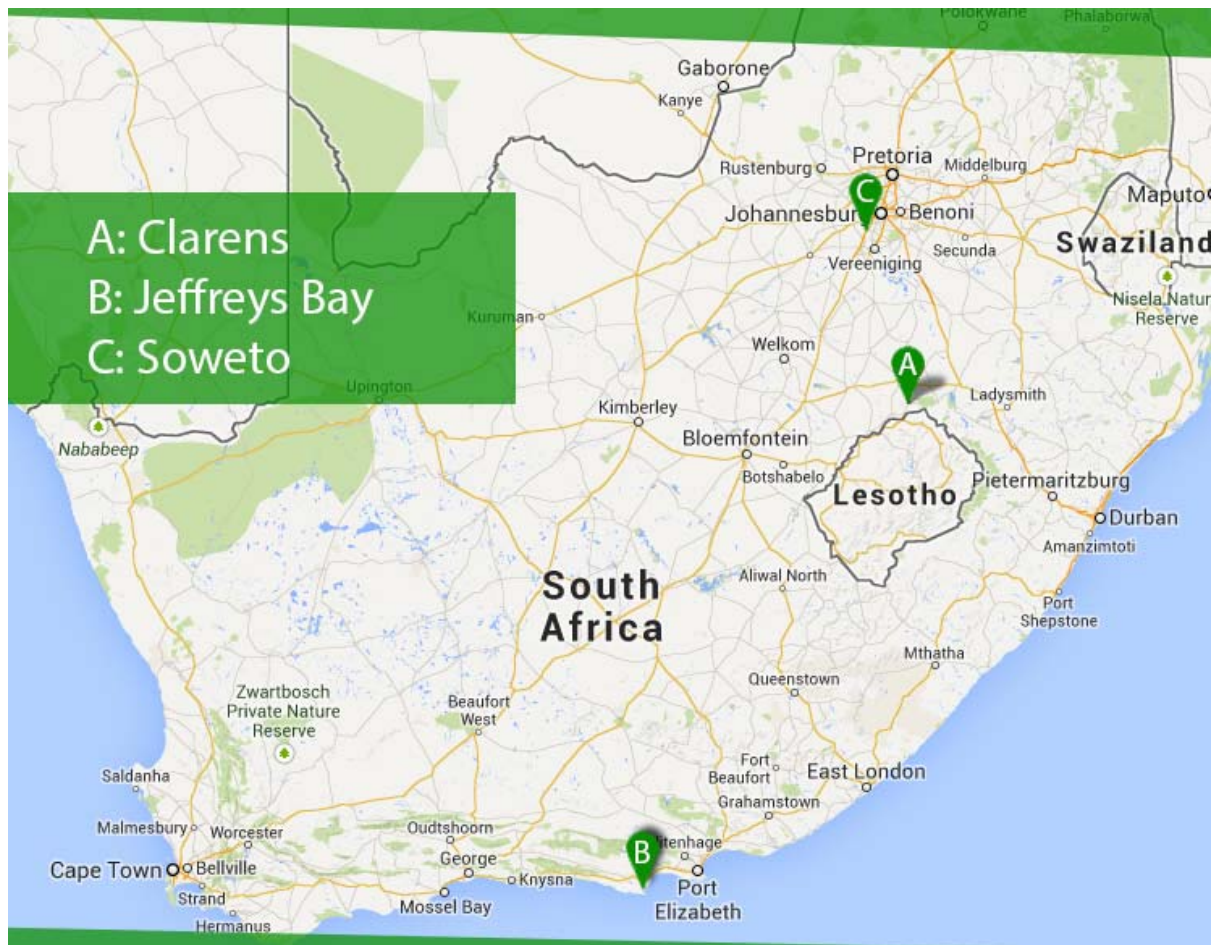


Figure 4.1: Sampling frame (Source: Adapted from Google Maps ©, 2013)

The populations of Soweto, Clarens and Jeffreys Bay are defined as the permanent local population of the towns. Access to information pertaining to the permanent residents (such as population lists or registers) of these towns was unfortunately not possible. However, most of these areas are very tourism dependent, so any parts of these towns can form part of the sampling frame.

As Clarens is a very small community, all residents will have some form of contact with tourists or will be affected in some way. For this reason, all residents of Clarens formed part of the sampling frame. When examining Jeffreys Bay, those communities living close to tourist-dense popular surfing spots (including those of Kitchen Window, Tubes, Super Tubes, Point and Albatross), were sampled (Jeffreys Bay Information, 2012). These areas included Paradise Beach, Aston Bay, Marina Martinique, Ferreira Town, Pellsrus and Kabeljous. Soweto is a large city, for this reason only the most tourist-dense areas were

chosen such as Orlando West, Devland, Diepkloof, Pimeville and Moroka. Areas of political and historical interest are located in or in close proximity to these areas (SA-Venues, 2013).

4.4.3 Sampling method

According to Maree and Pietersen (2008:172), there are two main classes to which sampling methods belong, namely probability methods and non-probability methods. Probability sampling relies on principles of randomness and probability theory which satisfies the requirements for the use of probability theory to accurately generalise a population. Probability sampling allows for anyone in a given area to be included in the survey (Tustin, 2005:344). With non-probability sampling methods it is important to draw conclusions with caution since the sample is not selected at random. This method is not necessarily representative of the sampled population (Babbie, 2011:194).

For these reasons it was decided to implement probability sampling since it allows for generalisation of the results namely the tangible and intangible impacts of tourism.

Probability sampling can be implemented by choosing between four types: namely simple random sampling; systematic sampling; stratified sampling; and cluster sampling (Pietersen, 2008:172; Tustin, 2005:344-345). *Simple random sampling* requires one to have a complete and up-to-date sample frame available meaning that one should have a list showing every unique aspect of residents such as their home address which can be numbered and randomly drawn to be surveyed. With *systematic sample*, a starting point is selected at random and every x^{th} element is selected for sampling from there on. With *stratified sampling*, a population is divided into homogeneous, non-overlapping groupings, called strata. Independent sampling can be conducted within each stratum. *Cluster sampling* is similar to stratified sampling, but one makes use of much smaller strata.

With the extreme difficulty (impossibility) of obtaining population lists, it was decided to distribute the questionnaires according to certain strata (in this case, residential and business areas) using the stratified sampling method. Only strata that have some tourism activity, such as attractions and accommodation were included. The convenience sampling method was used inside these strata. Using the convenience sampling method implies that populations are selected based on the ease and convenience of availability (Maree & Pietersen, 2008:177; Tustin, 2005:346). The questionnaires were distributed during working days as well as during weekends. Questionnaires were handed out in the

strata (selected residential and business areas). Respondents approached residents and asked if they are permanent residents of their respective communities. Only those who indicated that they are permanent residents were asked to complete the questionnaires. Field workers were well trained beforehand to ensure that they understand the aim of the survey as well as how it is to be administered so that respondents did not feel obligated to complete it, but did so willingly.

4.4.4 Development of the questionnaire

Developing a questionnaire is one of the most important parts of the research process seeing as it is the instrument that generates the data needed to prove or disapprove a hypothesis (Maree & Pietersen, 2008:158). When developing a questionnaire, the following aspects are important: the questionnaire should ask the right questions in the appropriate manner, have an appealing appearance; questions should be asked in the correct sequence within response categories; and appropriate wording should be used (Maree & Pietersen, 2008:159). A respondent will be much more willing to complete a questionnaire if it is user-friendly, if it does not take up too much time to complete and if they can comprehend the questions. If one uses too difficult language, the respondents might not interpret it correctly or not understand the question at all and answer random, thus skewing the data (Maree & Pietersen, 2008:159-160).

The types of questions asked also plays an important role. Using open questions may obtain honest, thorough answers, but the amount of detail each respondent shares may differ significantly. It is furthermore difficult and timely to code. Closed questions such as list questions, multiple choice questions, ranking questions and Likert scales are all easier to interpret, take less time to complete, and they are easier to capture and allow for specific statistical analysis (Maree & Pietersen, 2008:161-162). This was especially taken into consideration with the development of the questionnaire for this thesis since the education and awareness levels of tourism differ between the various communities.

A questionnaire was thus developed, keeping the latter in mind, by using literature produced by authors such as Monterrubio, Ramírez and Ortiz (2011), Gursoy *et al.* (2010), Mahony and Van Zyl (2002), Ntloko and Swart (2008), Thetsane (2010), Slabbert & Viviers (2013), Slabbert, Viviers and Erasmus (2013) and Higgins-Desibiolles (2006). The questionnaire consists of 12 questions categorised under three sections. The wording on

the questionnaire was adapted for the three surveys and the needs of every specific community were also taken into account. The questionnaire measured the following:

Section A: Socio-demographics

This section contained demographic questions aimed at determining respondents’ age, occupation, length of stay in current town and level of education. These were all list questions, meaning that respondents could select an answer from a fixed list. Section A is illustrated in Figure 4.2.

1. What year were you born?	<input type="text" value="19"/>
2. For how many years have you been living in Soweto?	<input type="text"/>
3. What is your highest level of education?	
No school	1
Matric/Grade 12	2
Diploma, degree	3
Postgraduate qualification	4
Professional qualification	5
Other: specify	6

Figure 4.2: Socio-demographic questions

Section B: Residents’ feelings towards tourism

This section measured the effect of tourism on the individuals as well as communities, the communities’ involvement in the tourism industry as well as their feelings towards their own community. The question measuring the effect of tourism on the individuals as well as community allowed for respondents to rate their feelings on a 7-point semantic differential scale (Maree & Pietersen, 2008:168) while the question about their feelings towards their communities was done on a 5-point Likert scale (Maree & Pietersen, 2008:167). Examples of Section B are illustrated in Figure 4.3 and 4.4.

4. Overall, how does tourism affect your **personal** quality of life?

Very negative No effect Very positive

-3	-2	-1	0	1	2	3
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5. How does tourism influence the Soweto community as a whole?

Very negative No effect Very positive

-3	-2	-1	0	1	2	3
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Figure 4.3: Section B (part 1)

6. Do you own, or are you part of or do you work for a tourism business in Soweto?

Yes	1
No	2

6.1 If you selected yes, please indicate which type of business you are involved in:

7. Which one of the following statements best describes how you feel about Soweto?

I love it, I can't think of anywhere else I would rather live.	1
I enjoy living in Soweto but I can think of other places I would equally enjoy staying.	2
I stay here only because circumstances do not allow me to leave.	3

8. Please rate the following statements according to the scale provided.

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	AGREE	SOMEWHAT AGREE	FULLY AGREE
8.1 My general attitude towards tourism development in Soweto is positive.	1	2	3	4	5
8.2 Tourism in Soweto is well organised.	1	2	3	4	5
8.3 Tourism has more positive than negative impacts on Soweto.	1	2	3	4	5
8.4 Tourism forms part of the "heart beat" of Soweto.	1	2	3	4	5

Figure 4.4: Section B (part 2)

Section C: Specific social impacts

The last question measured a fixed list of social impacts which included both tangible impacts, for example: *Because of tourism there is more pollution in Clarens* and intangible

impacts such as: *Because of tourism, Clarens has a positive image* as determined in chapter 3. Tangible and intangible social impacts were listed randomly so as to limit variable bias. Decisions pertaining to statements being tangible or intangible were made according to the definitions provided by the Merriam-Webster Dictionary (2012a & 2012b). Thirty-one items were listed in a Likert scale (1=strongly disagree; 2=disagree somewhat; 3=agree; 4=agree somewhat; 5=fully agree) (Maree & Pietersen, 2008:167). An example of this question is portrayed in Figure 4.5.

9. Please indicate to what extent do you agree or disagree with the following impacts of tourism.					
BECAUSE OF TOURISM	STRONGLY DISAGREE	SOMEWHAT DISAGREE	AGREE	SOMEWHAT AGREE	FULLY AGREE
a. there are many leisure opportunities for the community.	1	2	3	4	5
b. there are opportunities for you to learn more about your community.	1	2	3	4	5
c. there is more pollution in Soweto.	1	2	3	4	5
d. there are more traffic problems.	1	2	3	4	5
e. the prices of properties and homes have increased.	1	2	3	4	5
f. the total cost of living has increased.	1	2	3	4	5
g. the community earns more money.	1	2	3	4	5
h. there has been a rise in crime.	1	2	3	4	5
i. cultural traditions are fading.	1	2	3	4	5
j. vandalism has increased.	1	2	3	4	5
k. my everyday lifestyle has improved.	1	2	3	4	5
l. the natural environment of Soweto is protected.	1	2	3	4	5
m. there are too many visitors in the area.	1	2	3	4	5
n. I am proud to stay in Soweto.	1	2	3	4	5
o. Soweto has a positive image.	1	2	3	4	5

Figure 4.5: Section C

*Please note, Section C has 31 items. Not all are illustrated.

The complete questionnaire is provided in Appendix 1.

4.4.5 Sample

Krejcie and Morgan (1970) recommend that for a population (N) of 1 000 000 people, the sample size should be (S) 384 in order for it to be representative. Given the population sizes for each community it was decided to complete 200 in Clarens, 400 respectively in Jeffreys Bay and Soweto. This is sufficient for all sampling areas selected. The population sizes as well as the number of questionnaires obtained in the sampling areas (STATSA, 2001) are summarised in Table 4.1. A total of 251(n) questionnaires were completed in Clarens, 417 (n) in Jeffreys Bay and 375(n) in Soweto. The first survey was done in

Clarens from the 24th to the 26th of August 2012, followed by the Soweto survey from 13 to 16 September 2012 and the Jeffreys Bay survey (7-13 October 2012).

Table 4.1: Populations

Town/City	Population	Number of questionnaires distributed	Number of questionnaires obtained
Clarens	4 084 residents	350 (n)	251(n)
Jeffreys Bay	14 775 residents	450 (n)	417(n)
Soweto	858 644 residents	450 (n)	375(n)

4.4.6 Data analysis

Microsoft© Excel© was used to capture the data and to do the descriptive analysis. After being captured, the data is called raw data which is what information, captured as numbers, is called (Pietersen & Maree, 2008:183). An initial analysis (descriptive statistics) was used to determine the demographic profiles of respondents at the various sample areas. Thereafter, the statistical services at North-West University was tasked to process the raw data into usable information. Statistical software, such as **IBM® SPSS** and **IBM® SPSS® Amos** were used. Statistical analyses such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and an ANOVA was conducted and through AMOS Structural Equation Modelling (SEM) was performed to indicate the relationship between the tangible and intangible social impacts which is ultimately the main contribution of the study.

The above-mentioned data analyses took place during various phases which will be described in the next section.

Phase 1: The tangible and intangible social impacts on selected communities

In this phase, exploratory analyses were done to determine the profile of the combined communities as well as to determine the tangible and intangible impacts that flow onto the communities.

a. Objectives of Phase 1

The objective of this phase was to do exploratory research on the combined dataset of the three communities in order to determine how local residents perceive the tangible and intangible social impacts of tourism as well as how the social impact variables grouped together according to their underlying interrelationships. This objective was achieved in two parts:

- i. The profile of the communities as a whole was firstly determined by means of descriptive statistics (frequency tables) and secondly;
- ii. The factor groupings of these impacts were determined in order to reduce the amount of data that was analysed enabling further analysis. This was done by means of an Exploratory Factor Analysis (EFA) due to the absence of a standardised questionnaire. It was thus important in this phase to determine the reliability of the data.

The execution of Phase 1 will be discussed next.

b. Methods implemented in Phase 1

This section contains an in-depth description of the analysis done in this phase.

Part 1: The profile of the communities combined

During the first part of Phase 1's data analysis, descriptive statistics by means of frequency tables are used to determine the profile of the residents of the three communities' combined data in order to better understand their general socio-demographics. This was done in the Statistical Package of Social Sciences, version 20.0 (SPSS Inc., 2012). According to Macfie and Nufrio (2006), descriptive statistics are methods that describe a large amount of data in a more reduced form after which these are displayed in frequency tables (De Vaus, 2002:195). From the frequency analyses, tables and figures were compiled to describe the information.

Part 2: Exploration of tangible and intangible social impacts on communities

In order to determine how the tangible and intangible social impacts affect a community, two Exploratory Factor Analyses were done on the data to reduce the data into various factors within the two headings, tangibles and intangibles.

i. Defining an Exploratory Factor Analysis (EFA)

According to Baggio and Klobas (2011:42), the main uses of a factor analysis is to reduce large amounts of data so that it becomes more simplified, allowing one to identify underlying factors or dimensions in a data set. Gorsuch (1983:2) and Kline (1994:3) furthermore state that a factor analysis simplifies data by summarising the interrelationships of variables. A factor analysis also groups items from a scale together by determining the similarities in which questions were answered. Cooper and Schindler (2006:533) as well as Pallant (2010:181) add that the EFA is mostly used during the early stages of a new research project to determine the interrelationship between variables used in a Likert-scale. Bagio and Klobas (2011:46) furthermore state that there are two main techniques for conducting a factor analysis. The first is termed the Principal Component Factor Analysis (PCA) and the other a factor analysis (FA). Although these techniques are quite similar, Stevens (1996:636) perceives that PCA is “psychometrically sound and simpler mathematically” which assists in avoiding “factor doubt”. This was also applied in this thesis.

ii. Steps for conducting an EFA:

There are three steps involved in factor analysis. Step 1 is the assessment of the suitability of the data for analysis, while Step 2 is the factor extraction and Step 3 the factor rotation and interpretation.

EFA step 1: Suitability of data

When assessing the suitability of data for a factor analysis, it is important to take the sample size as well as the strength between the associations among variables (the reliability) into consideration. Having at least 300 cases is good for a FA (Tabachnick & Fidell, 2007:613), but Stevens (2006:372) argues that the number of cases needed for a

FA is decreasing as research progresses. When determining the reliability of a scale, it is important to determine to what extent the different cases of the scale fit together, in other words, “are they measuring the same constructs?”, also termed the internal consistency (Pallant, 2010:97). In order to determine the internal consistency of cases in scales, one should compute the Cronbach’s Alpha coefficient which should measure above .6 in order to be perceived as reliable (Lehman, O’Rourke, Hatcher & Stepanski, 2013:173).

Pallant (2010:97) suggests that Cronbach’s Alpha (α) values are sensitive towards the number of items in a scale, therefore it is also suggested to report the mean inter-item correlations for the items which should be in an optimal range of between 0.15 and 0.55 (Clark & Watson, 1995:315). On the other hand, if one wants to determine the factorability of the data, Bartlett’s test of sphericity (value should be smaller than 0.05) as well as the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (with value 0.6 as minimum and one as maximum) should be used (Pallant, 2010:183).

The next step in the EFA process is the factor extraction which is explained.

EFA step 2: Factor extraction

The process of determining the smallest number of factors that must be used to reveal the interrelationships among sets of variables is called factor extraction (Tustin, 2005:670). There are various techniques of extracting factors such as principal components, principal factors, image factoring, maximum likelihood factoring, alpha factoring, unweighted least squares and generalised least squares. The most popular is the principal component technique. Extracting factors involves finding as few factors as possible while still explaining as much of the variance of the original data set as possible (Pallant, 2010:183; Tustin, 2005:670).

Tabachnick and Fidell (2007) recommend researchers to take an exploratory approach by experimenting with different numbers of factors until a solution is found. There exist three techniques that assist in selecting the number of factors to be used, namely Kaiser’s criterion, the Scree test as well as Parallel analysis (Tustin, 2005:671). Kaiser’s criterion is the most popular. It works according to the eigenvalue rule which states that only factors with an eigenvalue of 1.0 or more should be used in further analysis.

The rotation and interpretation of the EFA will be explained in the next section.

EFA step 3: Factor rotation and interpretation

According to Pallant (2010:183), factors should be 'rotated' after the number of factors has been determined. This does not change the data; it simply improves the pattern of loadings in a manner that makes it easier to interpret. SPSS does not name the categories that variables are placed into, but rather just shows one which variables bundle together. Thereafter the researcher(s) should use own knowledge based on the literature review and personal experiences to interpret the data. Orthogonal (uncorrelated) and oblique (correlated) are two approaches one may use for data rotation. Pallant (2010:183) recommends using the Oblimin rotation which is an oblique rotation.

The EFAs on tangible and intangible social impacts

Seeing that the research was still in the early stages and information about the interrelationship between the variables as well as the questionnaire's reliability and validity still needed to be determined, it was decided to do multiple PCAs (using the Oblimin rotation method) on the social impact criteria by means of SPSS (SPSS Inc. 2012). This criteria was categorised into tangible and intangible social impacts based on the literature review. Thereafter, the EFAs that explained the highest number of variance, but also reduced the data to the greatest extent, were selected. This resulted in two EFAs.

Variance-covariance takes every individual value into account, expresses their variation from the mean value and reveals which aspects have a proportionate or disproportionate impact on each other (Tustin, 2005:551). This provided a general idea of the significance of the tangible and intangible social impacts of tourism. The reliability of a questionnaire is perceived as the extent to which it measures data that is free from error and will produce homogeneous results in future research (Zikmund, 2003:300). One of the most popular methods for testing reliability, the Cronbach Alpha (α) coefficients (Malhorta, 2004:268) were used in this case. This assisted in identifying the items that have the same traits, thus indicating a strong correlation. Two of the items in the questionnaire illustrated a significant lack of correlation and were therefore not used in further analyses (Churchill, 1983:296). This should, however, be explored in a follow-up research study.

The next phase of the research determined the differences between communities as well as the variables and latent variables that influence residents' perceptions on the social impacts of tourism. This research was confirmatory in nature.

Phase 2: Comparison of tangible and intangible social impacts on selected communities

The tangible and intangible social impacts applicable to each separate community were determined, after which these communities were compared to each other. The influence of certain variables as well as latent variables were also tested to determine to what extent they influence the communities' perceptions towards the tangible and intangible social impacts of tourism.

a. Objectives of Phase 2

The objectives of this phase were:

- To do comparative analyses between the perceptions of tangible and intangible social impacts and how this is experienced in the various communities.
- To determine which variable and latent variables influenced the various communities' perceptions of the tangible and intangible impacts.

The execution of Phase 2 will now be discussed.

b. Methods implemented in Phase 2

In order to achieve the objectives, the data fit was determined for the EFAs done in Phase 1 by means of confirmatory research and more specifically with a Confirmatory Factor Analysis (CFA). It was found that the data fit in the CFA model which meant that the tangible and intangible impacts on the respective communities could thus be measured and compared by using the integrated dataset.

In order to determine if the measuring instrument is valid when taking the respective communities' data into consideration, various analyses had to be conducted. Firstly, descriptive statistics in the form of frequency tables were done on the three separate communities so that one can observe the unique socio-demographics of each community. Secondly, a CFA was done on the modified data of the EFA in order to develop a CFA model. Thereafter an ANOVA was done to determine the statistical differences between selected constructs as well as the effect sizes in order to compare the communities. Lastly, the effects of the variables and latent variables on the perceptions of the tangible

and intangible impacts of tourism on each community were determined. This allowed for more comparisons between the communities. This process will be discussed.

Part 1: Profile of separate communities

During the first part of Phase 2's data analysis, descriptive statistics were used to determine the profiles of the residents of the three separate communities so that comparisons could be drawn between the socio-demographic aspects as well as residents' feelings towards their communities. From the frequency data, tables and figures were drawn up to provide a better overview of the communities.

Part 2: Perceptions of tangible and intangible impacts for each community

In order to determine the differences between the selected communities, a CFA was conducted based on the results of the EFAs for the combined communities' data so that the data fit could be determined. When using an EFA, patterns among variables are discovered determining the interrelationship between a combination of variables in order to reduce and summarise the data (Cooper & Schindler, 2006:533). This should, however, still be confirmed since one cannot solely rely on a derived structure which has not been proven yet. For these reasons a Confirmatory Factor Analysis (CFA) was conducted. This technique assesses the degree to which the data fits the EFA. It was found that the data fit the CFA model by analysing the model fit indices. Thereafter, a CFA was done on the separate communities' data which revealed an even better fit. This meant that the three communities' factors could be compared with one another by determining the variance/covariance by means of an ANOVA, making use of Tukey's post hoc test as well as the effect sizes between different communities pertaining to the factors.

Part 3: Comparative analysis of communities pertaining to the tangible and intangible social impacts measured

In order to determine if the communities are different in their perceptions pertaining to the tangible and intangible social impacts of tourism, an ANOVA was conducted. According to Pietersen and Maree (2007:229), ANOVA stands for Analysis of Variance, which is a technique used when comparing more than two independent groups on a single

quantitative measure with the aim of testing whether groups have different average scores.

An *F*-test is then used on the ANOVA test results to determine the overall regression formula significance. Rutherford (2001:1) states that ANOVAs are popular seeing as “it suits most effect conceptions by testing for differences between means. A post-hoc test, namely, Tukey’s Honestly Significant Difference (HSD) test was furthermore used to determine the statistical significance of differences between factors. If $p \leq 0.05$, then a significance difference exists (Pallant, 2010:271). Determining if there are significant differences does however not reveal how strong the differences are, in other words, it does not indicate the *practical* significance (or the magnitude of the difference). This is an issue seeing whether sample size can play a major role in determining significance. A smaller sample may show large differences as insignificant, while with larger samples even the smallest differences can be indicated as very significant. In order to overcome this, the effect sizes of the differences between groups need to be determined (Pietersen & Maree, 2007:210). Effect sizes can either be determined by calculating the difference between two means or by calculating the relationship between variables. The effect size is indicated by *d*. An effect size of $d=0.2$ indicates a small effect, while $d=0.5$ indicates a medium effect and $d=0.8$ is a large effect (Pietersen & Maree, 2007:211).

An ANOVA with Tukey’s Honestly Significant Difference (HSD) post-hoc test was conducted on the study data and thereafter the effect sizes were determined in order to prove the differences and similarities between communities.

Part 4: Influence of selected variables on social impact perceptions

In this section the aim was to determine which socio-demographic variables influence the various communities’ perceptions of the tangible and intangible social impacts of tourism. The influence of residents’ level of education, their participation in the tourism industry as well as specific statements pertaining to their attachment to their community and their perceptions of tourism towards their perceptions of the impacts were determined and compared between communities. Two types of statistical analyses were used for achieving the latter.

i. Effect of community attachment on social impact perceptions

The first analysis used was the Spearman rank-order correlation coefficient (Hatcher, 2003:323) also known as the Spearman rho (Osborn, 2005:275). This analysis makes use of ranks instead of actual values, which means that it does not make use of assumptions about the distribution of two variables (Pietersen & Maree, 2008:237). Hatcher (2003:323) continues by stating that the Spearman rank-order coefficient can only be used if both variables being assessed are both assessed on an ordinal scale (Likert scale in this instance) or if one variable is assessed on an ordinal scale and the other on an interval/ratio scale. This analysis was used to determine the effects of the community attachment statements asked in the questionnaire on a 5-point Likert scale format on the perceptions of tangible and intangible social impacts on the communities.

ii. Effect of tourism involvement and level of education on social impact perceptions

In order to determine the influence of tourism involvement and level of education on the tangible and intangible social impacts on a community, the two-way Analysis of Variance (ANOVA) was used. According to Greene and D'Oliveira (2005:111), a one-way ANOVA investigates the effect of one independent variable on another, while a two-way ANOVA can test a second variable.

This analysis was done on the effects of tourism involvement and community on the tangible and intangible social impacts followed by an analysis on the levels of education and communities on the social impacts.

The above analysis allowed for a better understanding on what determines how communities' perceptions can be influenced as well as how the communities are similar or different. The next Phase of the research entailed the development of a model for predicting the outcome of tangible and intangible social impacts by determining the relationships between the tangible and intangible impacts.

Phase 3: A model for understanding the relationship between tangible and intangible social impacts

In this phase, Structural Equation Modelling (SEM) was used to determine the relationships between the tangible and intangible social impacts of tourism. SEM furthermore draws up a diagram which helps simplify the understanding of the relationships.

a. Objectives of Phase 3

The objectives of this phase were:

- To use Structural Equation Modelling (SEM) in order to create a model that measures the relationships between tangible and intangible social impacts on communities.
- To test and verify various hypotheses pertaining to the influences of the tangible and intangible social impacts on the communities in order to obtain and clarify different communities' perceptions regarding the various social impacts.

The execution of Phase 3 will now be discussed.

b. What is Structural Equation Modelling?

Structural Equation Modelling or SEM is a general term that is used for describing various statistical models that reveal relationships between observed variables with the ultimate goal of validating a hypothesised theoretical model with empirical data (Schumacker & Lomax, 2010:2; Kline, 1994:7; Hoyle, 2012:3). Raykov and Marcoulides (2006:1) as well as Lei and Wu (2007:34) agree that this statistical methodology provides researchers with a comprehensive method for quantification and testing of significant hypotheses. The main goal of SEM analysis is thus to determine the extent to which a theoretical model is supported by sample data (Schumacker & Lomax, 2010:2).

SEM is done with the software, **IBM® SPSS® Amos**, through statistical methods such as regression, path analyses and CFA (Lei & Wu, 2007:33; Schumacker & Lomax, 2010:2). The authors continue by stating that there are two major types of variables. This includes latent variables and observed variables. Latent variables are constructs or factors from Factor Analysis which measures a collection of data, thus meaning that the underlying

variables are not visible or individually measurable, while observed variables are a set of variables that is used to define a latent variable or construct. There are furthermore dependant and independent variables of which dependant variables are influenced by other variables while independent variables are not (Schumacker & Lomax, 2010:2-3).

According to Hair, Black, Babin and Anderson (2010:653-678), SEM consists of the following six stages:

Stage 1: Defining individual constructs

The first step in SEM is to define individual constructs through analysis of relevant theory on the specified subject of different variables and constructs as well as their interrelations. Chapter 3 contributes all the factors that were taken into consideration.

Stage 2: Develop and specify measurement model

A measurement model is developed in order to determine the relationships allowing for specified relationships between the latent as well as observed variables (Whitman & Woszczyński, 2004:49). According to Andrew, Tomarken and Niels (2005:32), this can be done by means of identifying and including each latent construct and assigning measured indicator variables to them.

Stage 3: Designing a study to produce empirical results

The research design such as the sample size, sample area, questionnaire development as well as statistical analysis to be done through different statistical software packages available (such as IBM SPSS & AMOS) is addressed in this section (Hair *et al.*, 2010:702-707). According to Schumacker and Lomax (2010:60), this step requires a general knowledge of the estimation techniques of which several estimation procedures are available.

Stage 4: Assessing Measurement Model Validity

Once the parameter is obtained for a SEM, the fit of the model (or goodness-of-fit) must be determined in order to see how well the theoretical model supports the obtained data (Lomax, 2010:63; Hoyle, 2012:10). Various fit indices can be used to interpret the model fit. The following

Goodness-of-fit indices (Hair *et al.*, 2010:669; Hoyle, 2012:204-214) were used to determine the model's fit:

- Minimum value of discrepancy divided by value of freedom (CMIN/DF) – This is an absolute fit measure (suggested values is between 2 and 5.).
- Comparative Fit Index (CFI) – The CFI is an incremental fit index which is an improved version of the normed fit index. CFI values above .90 usually indicate a good fit.
- Root Mean Square of Approximation (RMSEA) – The RMSEA is one of the most widely used measuring mechanisms which is used to accommodate large sample sizes when determining supplementary fit (a value below 0.08 is indicated as good).
- Confidence interval - Lower and higher limit of 90%.

Stage 5: **Specify Structural Model**

In this step, the relationships from one construct are assigned to another as assigned in the proposed theoretical model. In other words, the relationships between constructs will be determined as set out in the proposed hypothesis (Hair *et al.*, 2010:673).

Stage 6: **Assess Structural Model Validity**

This step serves as measurement of how well the researcher's theorised constructs relate to reality. This is done by determining how well the structural model fit the observed data to the extent that the equilibrium is reached between the empirical covariance matrix and model-implied covariance matrix (Thetsane, 2010:27; Whitman & Woszczyński, 2004:56).

SEM was used to draw up a model, indicating the relationships between tangible and intangible social impacts of tourism which will allow for better management of these impacts.

4.5 Conclusion

The purpose of this chapter was to create an in-depth understanding pertaining to methods that were used throughout this thesis which assisted in achieving the objectives for the study as stated in Chapter 1. Aspects covered in the empirical analysis section included: the

method for data collection, the selection of the sampling frame, the sampling method, the development of the measurement instrument (the questionnaire), the sample as well as the various data analyses that were done on the obtained data. Each of these aspects were critically analysed and the most suitable options for the purposes of this study were chosen.

The analyses of this study's data were done during three phases discussed in this chapter. The first phase is exploratory in nature where the profile of the community members is compiled and the various social impacts are categorized into tangible and intangible social impacts (as in theoretical model) by means of Exploratory Factor Analysis. The second phase was the confirmatory phase. This included a Confirmatory Factor Analysis for determining the data fit in the theoretical model so that one may use it as a conceptual model. Causal research is also conducted to determine the influence of certain aspects of residents' perceptions of the tangible and intangible social impact latent variables obtained. The final phase included the development of model for measuring the relationships between tangible and intangible social impacts by means of Structural Equation Modelling.

The results of the explained research in this chapter are discussed in the next chapter (Chapter 5) of this thesis.

CHAPTER

EMPIRICAL RESULTS AND FINDINGS

5

“The worse the passage the more welcome the port” - Thomas Fuller

5.1 Introduction

The previous chapter described the methods used as well as the statistical analyses which were employed in the empirical phase of the study. The results from the data analyses as well as process followed in Chapter 4 will be discussed through various phases in this Chapter.

The aims of the research was firstly to do exploratory research to see how tangible - and intangible social impacts are experienced by three South African communities (Soweto, Jeffreys Bay and Clarens) by doing an Exploratory Factor Analysis (EFA) on the combined dataset. The second objective was to determine the differences in tangible and intangible social impacts of the three separate communities. Lastly, a model was developed by means of Structural Equation Modelling to serve as a baseline for understanding the relationships between the tangible and intangible social impacts of tourism on South African communities as well as the measurement of the impacts. The phases of discussion are as follow (Figure 5.1):

Phase 1: Exploratory research: Tangible & Intangible impacts

- Profile of combined communities
- Tangible and intangible social impacts of tourism on the communities as a whole

Phase 2: Confirmatory research: Comparison between communities

- Profile of separate communities
- Confirmatory research
- Comparison between tangible and intangible social impacts between communities
- Comparison between community tourism perception statements and residents' perceptions pertaining to the tangible and intangible social impacts
- Tourism business as predictor for tangible and intangible social impacts
- Education as predictor for perceptions towards tangible and intangible social impacts

Phase 3: Relationship between tangible and intangible social impacts

- The relationships between the tangible and intangible social impacts of tourism determined by means of Structural Equation Modelling

Figure 5.1: Layout of Chapter 5

5.2 Phase1: Exploration of tangible and intangible social impacts

The first phase of the study was exploratory in nature. In order to better understand the communities, descriptive statistics in the form of frequency tables was analysed on the combined dataset of the residents' socio-demographics as well as other relevant information. Afterwards the tangible and intangible social impacts were determined based on the combined dataset. This was done by means of an Exploratory Factor Analysis (EFA) which identified the underlying variance and covariance of the data and then grouped the data together in factors.

5.2.1 Profile of local residents of all three communities combined

The collective profile (See Table 5.1) (combined data) of the respondents (local community members) of Clarens, Jeffreys Bay and Soweto showed that the respondents were in their mid-thirties (35.14 years average), had obtained a matric certificate and had have been living in the communities for 15 years on average. Respondents perceive the impact of tourism on their personal quality of live as slightly positive, but as positive when referring to the industry's impact on the community as a whole. It is thus clear that respondents are fairly positive regarding the tourism industry and its activities.

Of the 1 043 respondents living in tourism dependent communities, merely 19% (198 respondents) indicated that they were part of, or worked at a tourism related business. Those working in the tourism industry were mostly in hospitality or the food and beverage sectors. Fewer than half (47%) of the respondents indicated that they love their community and would not want to live anywhere else, while 42% enjoy living in their community, but would leave if they were provided with the opportunity to do so. There are thus fairly high levels of attachment and commitment to these respective communities. The above-mentioned information is captured in Table 5.1.

It is evident that residents feel positive about their communities even though they do not work in the tourism industry. They furthermore feel that tourism benefits their community more than themselves. In other words, respondents remain positive although they do not necessarily directly benefit (tangible social impacts) from tourism.

The following EFAs were done to determine and distinguish between the tangible and intangible social impacts of tourism on the communities.

Table 5.1: Profile of local residents

Category	Categories	Percentage
Age	< 19 years	8%
	20 – 24 years	17%
	25 – 34 years	33%
	35 – 49 years	26%
	50 – 64 years	12%
	65 – 79 years	4%
	80+ years	0%
	Average:	35.14 years
Number of years living in community	< 10 years	48%
	11 – 20 years	26%
	21 – 30 years	16%
	31 – 40 years	6%
	41+ years	4%
	Average:	14.68 years
Highest level of education	No school	3%
	Matric	51%
	Diploma/degree	23%
	Postgraduate	6%
	Professional	5%
	Other	12%
Effect of tourism on personal quality of life	Very negative	2%
	Negative	1%
	Slightly negative	3%
	No effect	27%
	Slightly positive	12%
	Positive	22%
	Very positive	33%
Effect of tourism on	Very negative	1%

community quality of life	Negative	2%
	Slightly negative	2%
	No effect	10%
	Slightly positive	13%
	Positive	26%
	Very positive	46%
Part of a tourism related business	Yes	19%
	No	81%
Feelings of respondents towards their community	I love it, I can't think of anywhere else I would rather live	47%
	I enjoy living in my community, but I can think of other places I would equally enjoy staying	42%
	I stay here only because circumstances do not allow me to leave	11%

5.2.2 An exploration of the tangible and intangible social impacts of tourism

In this section, an EFA was conducted on the aspects identified as tangible social impacts. These aspects are listed in Table 5.2.

The EFA (Pattern Matrix) using an Oblimin rotation with the Kaiser Normalisation identified four tangible factors, which were named according to similar attributes: Factor 1 = *Environmental improvement*; Factor 2 = *Environmental degradation*; Factor 3 = *Cost of daily living*; and Factor 4 = *Community upliftment*. The four tangible social impact factors accounted for 55.6% of the total variance. All tangible social impact factors had acceptable reliability coefficients ranging respectively from 0.65 (the lowest) to 0.77 (the highest) for the factors in this exploratory research. The average inter-item correlation coefficients varied between 0.32 and 0.45 for the factors, and this also implies internal consistency for all factors. The Kaiser-Meyer-Olkin measure of sample adequacy of 0.84 also indicated that patterns of correlation are relatively compact and thus yield distinct and relative factors (Field, 2005:640). Moreover, all items loaded on a factor with loadings greater than 0.3 and

relatively high factor loadings indicate a reasonably high correlation between the delineated factors and their individual items. The results of the factor analysis are presented in Table 5.2 below.

Table 5.2: Factor analysis results of tangible social impacts

Tangible aspects	Factor 1: Environmental improvement	Factor 2: Environmental degradation	Factor 3: Cost of daily living	Factor 4: Economic improvement
MEAN VALUE	3.18	2.79	3.73	2.89
There are too many visitors in the area	.663			
Local areas, services & infrastructure (such as roads) are maintained	.644			
The environment looks better	.464			
There are more tourist developments in the area	.443			
New infrastructure is developed	.434			
The natural environment is protected	.290			
My environment is noisier		.625		
Vandalism has increased		.609		
There has been a rise in crime		.587		
There is more pollution		.568		
There are more traffic problems		.519		
My environment looks dirty/ugly		.488		
The prices of properties and homes have increased			-.688	
The total cost of living has increased			-.676	
More jobs are created in the area				.655
There are more opportunities for local businesses				.619
The community earns more money				.604

RELIABILITY COEFFICIENT	0.77	0.74	0.65	0.71
INTER ITEM CORRELATION	0.36	0.32	0.482	0.45

Factor scores were calculated as the average of all items contributing to a specific factor so that it can be interpreted on the original 5-point Likert scale of measurement (1 = Strongly disagree; 2 = Disagree somewhat; 3 = Agree; 4 = Agree somewhat; 5 = Fully agree). As shown in Table 5.2, the following attributes were identified of which factor 3 and 1 obtained the highest mean values:

FACTOR 1: ENVIRONMENTAL IMPROVEMENT

Environmental improvement (Factor 1) has the second highest mean value of 3.18, a reliability coefficient of 0.77 and an average inter-item correlation of 0.36. Factor 1 included the following statements: *there are too many visitors in the area; local areas, services & infrastructure (such as roads) are maintained; the environment looks better; there are more tourist developments in the area; new infrastructure is developed; the natural environment is protected*. Based on this factor's above average mean value, it can be stated that local residents feel that the general environment that they live in has improved, from both an environmental as well as infra- and suprastructure perspective due to tourism. The aspect titled *there are too many visitors in the area* in general would be considered as negative, but one can see that local residents perceive it as positive seeing as the high number of visitors bring about the positive changes that take place.

FACTOR 2: ENVIRONMENTAL DEGRADATION

A mean value of 2.79 was measured for Factor 2 and the reliability coefficient was 0.74 and the inter-item correlation 0.32. This factor was named *environmental degradation* since it consists of items such as: *my environment is noisier; vandalism has increased; there has been a rise in crime; there is more pollution; there are more traffic problems; and my environment looks dirty/ugly*. From the low mean value one can conclude that respondents are of the opinion that their local environment has not been degraded in the form of pollution or crime, but that it may have improved. This helps create a positive image for visitors to the community and it also indicates that the environment may have improved due to the tourism industry. A clean environment will furthermore ensure local residents who feel proud to stay in their communities and welcome tourists.

FACTOR 3: COST OF DAILY LIVING

Factor 3 was labeled *cost of daily living* and has the highest mean value (3.73), and it included the following statements: *the prices of properties and homes have increased* as well as *the total cost of living has increased*. *Increase in living cost* has a reliability coefficient of 0.65 and an inter-item-correlation of 0.48. This factor reveals that the local residents feel that the overall cost of living has increased as a result of tourism developments in the area. This is a negative factor that needs attention.

FACTOR 4: ECONOMIC IMPROVEMENT

A mean value of 2.89 was measured for Factor 4 and the reliability coefficient was 0.71 and the inter-item correlation 0.45. This factor was named *economic improvement* seeing as it consists of items such as *more jobs are created in the area; there are more opportunities for local businesses; and the community earns more money*. In this case the factor's relative low mean value signifies a more negative impact and it seems that community members felt that they have not attained much (or any) economic improvement from the activity of tourism in their area. This means that there is not high levels of job creation, opportunities for local businesses or that the community earns more money. It also correlates with the few respondents working in the tourism industry.

After determining the factors of the tangible social impacts, the intangible aspects were identified and applied in an EFA.

5.2.3 An exploration of the intangible social impacts of tourism

The factor analysis (Pattern Matrix) using an Oblimin rotation with the Kaiser Normalisation identified three factors, which were named according to similar attributes: Factor 1 = Cultural protection & education; Factor 2 = Cultural disruptions; and Factor 3 = Cultural upliftment & pride. The three intangible social impact factors accounted for 50.37% of the total variance. Two of the intangible social impact factors had relatively high reliability coefficients ranging respectively from 0.4 (the lowest) to 0.72 (the highest) for the factors. The average inter-item correlation coefficients varied between 0.25 and 0.34 for the factors.

In this exploratory phase two aspects obtained a low reliability coefficient of 0.4 and therefore, these items cannot be considered a factor and will thus be reported as individual

items in future analyses. The Kaiser-Meyer-Olkin measure of sample adequacy of 0.85 also indicated that patterns of correlation are relatively compact and thus yield distinct and relative factors (Field, 2005:640). Moreover, all items loaded on a factor with loadings greater than 0.3 and relatively high factor loadings indicate a reasonably high correlation between the delineated factors and their individual items. Factor 1 obtained the highest inter-item correlation with 0.34. The results of the factor analysis are presented in Table 5.3 below.

Table 5.3: Factor analysis results of intangible social impacts

Intangible aspects	1: COMMUNITY PROTECTION & EDUCATION	2: COMMUNITY DISRUPTIONS	3: COMMUNITY UPLIFTMENT & PRIDE
MEAN VALUE	3.09	-	3.88
My everyday lifestyle has improved	.612		
There are opportunities for you to learn more about your community	.588		
I learn more about other cultures	.582		
The local cultures are protected	.557		
There are opportunities for residents to be part of tourism planning	.551		
The lives of the residents are disrupted		.613	
Cultural traditions are fading		.408	
My community has become well-known			-.594
I am proud to stay in my community			-.560
My community has a positive image			-.510
I developed respect and understanding for visitors			-.366
Businesses are only doing good at certain times of the year			-.276
RELIABILITY COEFFICIENT	0.72	0.40	0.65
INTER ITEM CORRELATION	0.34	0.25	0.28

Factor scores were calculated as the average of all items contributing to a specific factor so that it can be interpreted on the original 5-point Likert scale of measurement (1 = Strongly disagree; 2 = Disagree somewhat; 3 = Agree; 4 = Agree somewhat; 5 = Fully agree). As shown in Table 5.3, the following attributes were identified of which factor 3 obtained the highest loading:

FACTOR 1: COMMUNITY PROTECTION AND EDUCATION

Cultural protection and education (Factor 1) has the second highest mean value of 3.09, a reliability coefficient of 0.72 and an average inter-item correlation of 0.34. Factor 1 included the following statements: *my everyday lifestyle has improved; there are opportunities for you to learn more about your community; I learn more about other cultures; the local cultures are protected; and there are opportunities for residents to be part of tourism planning*. Based on this factor's average mean value, one understands that local residents agree that their culture is protected because of tourism and they see tourism as a catalyst for cultural inclusion through education. Communities should capitalise on this finding and ensure the sustainability thereof.

FACTOR 3: COMMUNITY UPLIFTMENT AND PRIDE

Factor 3 was labeled *community upliftment and pride*. This factor has the highest mean value (3.88), and it included the following: *my community has become well-known; I am proud to stay in my community; my community has a positive image; I developed respect and understanding for visitors; and businesses are only doing good at certain times of the year* and it has a reliability coefficient of 0.65 and an item-correlation of 0.28. This factor reveals that the local residents feel proud to stay in their community, and tourism has contributed to the good image of the areas. It also reveals that they understand why tourists are vital for their communities and they appreciate the high peak tourism seasons during which their businesses experience improved sales. The importance of the intangible benefits of tourism becomes evident in this factor.

The Cronbach Alphas for two other items obtained a reliability coefficient of 0.40 and an inter item-correlation of 0.25 which indicated that these aspects are not reliable and will thus be discussed separately. These items will also not form part of the model and should be analysed separately. The mean value for "the lives of local residents are disrupted" was 2.41, and for "cultural traditions are fading" was 2.89, meaning that respondents somewhat

disagree to agree with these statements. This is a positive view as they do not perceive their lives as disrupted or that their cultural traditions are fading.

5.2.4 Findings pertaining to exploration of the tangible and intangible social impacts

Both similarities and differences were found when comparing the results of this study to that of previous studies. Firstly, studies conducted by Simpson (2008:3), Godfrey and Clarke (2000:23), Goeldner and Ritchie (2003:440) and many other authors have focused on, as well as proven, the income-generating power of tourism, all boasting about the job creation, opportunities for local businesses as well as general increase in income that tourism generates. Residents from the three communities (Clarens, Soweto and Jeffreys Bay), however, indicated that they did not experience significant economic impacts thus contradicting the majority of previous findings, but supporting the statement by Tosun (2000:614) which claimed that South Africa is a third-world with one of the most unequal distributions of income, meaning that only a small percentage of the tangible impacts of tourism such as job creation or increase in income filter down to the communities. This is also supported by a study done by Mahony and Van Zyl (2002:4) which also found that very few tangible impacts reach the community directly. It is furthermore interesting to note that the factor *economic improvement* obtained the lowest mean value. This is an issue that should be addressed by authorities if they are to improve the sustainability of the industry and retain the support of the communities.

Secondly, the impact of the latter is especially significant when taking into account that the *cost of daily living*, which is also a tangible impact, has obtained a high mean value, meaning that the communities feel that the prices of properties as well as the total cost of living has increased. In other words, the communities have to pay more for their homes as well as daily expenses such as food, transport as well as water and electricity, but they do not necessarily receive an economic benefit which would help them adjust to the rising costs. From this, one should expect that the community will have a more or less negative sentiment towards tourism as an industry seeing that the social exchange theory states that one person or party will usually only show goodwill or support towards the other person or party if they both receive physical benefits from a situation (Saveriades, 2000:2; Murphy, 1985:134; Saayman, 2000:148).

When taking the afore-mentioned into account, the third finding is actually very surprising. Even though the overwhelming majority of community members were not directly involved in the tourism industry, they were still of the opinion that tourism has a slightly positive effect on their personal quality of life, but when it comes to the quality of life for the community as a whole, they felt that the positive influences of tourism were much greater. Only 11% indicated that they would actually prefer to leave their communities, thus showing the residents' high levels of tourism perception to their towns or cities as well as their loyalty towards these communities. This industry definitely has a role to play in the development of the communities in question.

This is furthermore supported by the fourth finding where the intangible social impacts that are categorised under the factor *community upliftment and pride* obtained the highest mean value. The local residents thus agree that their communities have become well-known and that their communities portray a positive image because of tourism. Community members furthermore feel proud to be able to stay in their communities and they also developed respect and understanding towards tourists who make their businesses perform well when they are present in their community. This supports the findings in studies by Gu and Ryan (2008), Cornelissen and Maennig (2010), Amsden *et al.* (2011:544) and Atkinson *et al.* (2008) which found that pride and the 'feel good effect' created by tourism outweighed the tangible benefits.

It is also interesting to note in the fifth finding that residents gave the intangible factor, *community protection and education* a higher than average mean value irrespective of the rising costs of living as well as a minimal level of job creation and economic improvements. This means that residents feel that tourism still improved their everyday lifestyle and that they have more opportunities to learn about their own community as well as other cultures while still feeling that their own culture is being protected. Residents also felt that they have, to a certain extent, been provided with opportunities to be part of the tourism planning process. This once again creates a question towards the social exchange theory. Local residents do not physically receive any rewards from the industry, yet they feel positive and proud to be part of it. What then creates these positive feelings? From this it becomes clear that intangible benefits play a much more significant role in creating community support than the amount of credit it currently receives.

The community, lastly, awarded the tangible aspects categorised under the factor *environmental degradation* the lowest mean value. This means that the community members do not feel that their local environment is being degraded by the tourism industry. There has

thus not been a significant increase in unwanted activities such as higher noise levels, vandalism, crime, pollution, traffic problems or an overall dirtying of the environment and this contradicts findings of studies done by Kim and Petrick (2005:25), Godfrey and Clarke (2000:25), Cook *et al.* (2010:309) as well as Weaver & Lawton (2010:239). It can also be that due to the 'tourism nature' of these towns that local authorities are attentive to keep these negative problems at bay or residents are used to aspects such as traffic congestion at times.

These findings have various managerial as well as marketing implications. When strategic planning for development of tourism destinations takes place, stakeholders need to communicate with the communities to determine how the residents can participate during the development process instead of being left in the dark. When the community members give their views beforehand, it will decrease the chances of tension from the communities' side in the future and they will also be educated on how to participate in this vital industry.

Managers should also look into ways of building community pride by organising community activities such as hosting cultural days where the residents can practice dances or arts from their own culture in order to ensure cultural preservation. One can furthermore organise competitions between communities to determine which communities are the cleanest, friendliest, greenest or provides the best services regarding tourism for instance. This will help build additional pride for their communities. Managers should personalise developments in communities in such a way that it incorporates fundamentals such as the communities' cultures, their way of life as well as the natural surroundings. This will help build and shape the intangible social impacts such as the pride residents already feel towards their community thus increasing their support for the industry. Effective communication channels between the tourism industry and the local residents should be established so that there can be a continuous flow of information between the industry role-players and the communities' perceptions of the industry. If the community understands the overall importance of the industry, they will be much more open to embrace it and even learn how to be part of it. *They will also understand that tourism does not necessarily mean direct impacts for everyone but everyone benefits from the indirect impacts of this industry.*

Tourism managers should also explore techniques for creating more jobs for local residents seeing this will strongly assist in fostering community support for the industry. Various other studies, including those by Goeldner and Ricthie (2003:440), Slabbert and Saayman (2011:198) and Higgins-Desbiolles (2006:1192) have shown how economic improvements can also foster community support. Educate and train local residents to work in the tourism

industry instead of using skills from outside the community. This will help minimise economic leakages (Page & Connell, 2009:396; Goeldner & Ritchie, 2003:440).

From a marketing perspective, one can also increase community pride by showcasing all the great aspects of the community in promotions and marketing so that the residents would be proud to have a tourist walk past them in their own community without obtaining a physical gain. Marketing should focus on the communities' friendly, positive people as well as their respect for and eagerness to learn from other cultures and people by, for instance, erecting posters or billboards at the towns or cities portraying the communities' friendliness and warmth towards visitors.

It might be of further interest for tourism marketers to include local residents' businesses in marketing at a lower fee in order to assist them in becoming better known.

5.2.5 Conclusion

In conclusion, the purpose of this phase was to assess the importance of the tangible and intangible social impacts of tourism on the communities of Clarens, Soweto and Jeffreys Bay. The results revealed that the intangible social impacts such as community upliftment and pride, have a higher impact on these selected communities than tangible impacts such as job creation and increased income. This research supports recent findings that showed that tangible benefits that play a clear role in first world countries, do not easily filter down to local communities of developing countries. This is something that has to be addressed. Significant to this study it was clear that importance of intangible benefits has been underestimated. According to the social exchange theory, local residents should receive more physically rewards such as job creation before they will give their support for the industry. This is however not the case in South Africa where it has been found that local residents show their support mostly as a result of intangible social impacts of tourism.

The contribution of this exploratory research lies in the idea that one can continue fostering community support through intangible means, especially in communities where it is still a challenge to filter the tangible benefits through to the local residents. It is now understood that a beautiful environment and especially a feeling of pride in one's community will win support and goodwill for the industry. Residents should be made aware of this.

There are, however, limitations to the research. In an extremely multi-cultural country, such as South Africa, it is difficult to measure a community as a homogeneous group. This is true because every community has residents from many different cultures, each with their own belief systems, way of life as well as social status. It will however prove very difficult to distinguish between the different cultures in a community, meaning that there will always be challenges when conducting research on communities in South Africa. Furthermore, some individuals living in these communities have not received a proper education which could have made even the most simplified measuring instrument difficult to comprehend, thus influencing the outcome of the results which is taken into account.

The next phase of the research places emphasis on distinguishing between the different communities as well as how certain socio-demographic factors as well as residents' feelings towards tourism in their communities influence their tangible and intangible social impact perceptions. This is an important phase which is not included in the final model but can inform the application and use of the model in various communities.

5.3 Phase 2: Differences between communities (tangible versus intangible)

The aim of the second phase of this study was to determine the differences between the tangible and intangible social impacts of tourism on the separate communities as well as the variables that influence how residents perceive the impacts. This was done in order to compare the communities to each other. For this aim to be achieved descriptive statistics was firstly conducted on the separate communities' data and secondly a CFA was done on the combined data in order to determine if it will fit the CFA model to validate the grouping of the data sets into one. Further CFAs was done on the separate communities' data sets in order to determine their fit. Thereafter, ANOVAs were used to compare the three communities' latent variables by means of the Post Hoc Tukey test and also by determining the effect sizes of the data. Lastly, the Spearman rho as well as two-way ANOVAs were utilised to show the correlations between certain variables and latent variables that influence the communities' perceptions pertaining to the tangible and intangible social impacts between communities.

These analyses will be explained in the rest of Phase 2.

5.3.1 Profile of the separate communities

In this instance the selected communities' descriptive statistics were discussed separately. This enables one to identify differences and similarities between the residents of the communities. The results of the frequency tables are disclosed in Table 5.4.

Residents of Jeffreys Bay and Clarens are significantly older (39 years and 37 years respectively) than the residents of Soweto (27 years), while Soweto residents have been staying in their community longer (19 years) than those living in Jeffreys Bay and Clarens (12 years respectively). Half the residents of all three communities had at least obtained a matric certificate as their highest level of education. Residents of Soweto and Jeffreys Bay perceived tourism to have a slightly positive impact on their personal quality of life, while those living in Clarens perceived it as positive. All three communities' residents were of the opinion that tourism has a more positive impact on the communities' quality of life as a whole with those in Soweto stating that it has a slightly positive to positive impact on the community, while those in Jeffreys Bay and Clarens felt that it has a positive impact on their communities' quality of life. The largest groups of respondents from Clarens and Soweto indicated that they love their communities and would not want to relocate whereas those staying in Jeffreys Bay felt that they like their community, but would relocate if they were provided with the opportunity to do so.

Residents from Jeffreys Bay and Clarens acknowledge that their communities might fail if tourism did not form part of it. Soweto and Clarens residents feel positive towards tourism developments while Soweto and Jeffreys Bay residents perceive tourism as having more positive than negative impacts on their communities.

Table 5.4: Profile of respondents per community

Criteria	Clarens	Jeffreys Bay	Soweto
Age	Average of 37 years	Average of 38.92 years	Average of 26.62 years
< 19 years	3%	4%	15%
20 – 24 years	17%	13%	21%
25 – 34 years	36%	27%	39%
35 – 49 years	25%	35%	18%
50 – 64 years	11%	16%	7%

65 – 79 years	7%	5%	0%
80+ years	1%	0%	0%
Length of stay in community	Average of 12 years	Average of 12 years	Average of 19 years
< 10 years	58%	58%	31%
11 – 20 years	22%	27%	28%
21 – 30 years	14%	10%	24%
31 – 40 years	5%	3%	10%
41 – 50 years	1%	2%	4%
51+ years	0%	0%	3%
Highest level of education			
No school	4%	2%	6%
Matric	55%	52%	47%
Diploma/degree	25%	22%	23%
Postgraduate	5%	4%	7%
Professional	5%	7%	3%
Other	6%	13%	14%
Influence of tourism on personal life			
Very negative	3%	1%	2%
Negative	0%	1%	2%
Slightly negative	2%	5%	0%
No effect	17%	28%	33%
Slightly positive	8%	14%	14%
Positive	20%	25%	20%
Very positive	50%	26%	29%
Influence of tourism on community			
Very negative	2%	1%	2%
Negative	1%	2%	3%
Slightly negative	2%	2%	2%

No effect	8%	5%	16%
Slightly positive	8%	14%	14%
Positive	18%	32%	25%
Very positive	61%	44%	38%
Involvement in tourism businesses			
Yes	37%	17%	10%
No	63%	83%	90%
Feelings towards community			
I love it, I can't think of anywhere else I would rather live	45%	43%	52%
I enjoy living in my community, but I can think of other places I would equally enjoy staying	42%	44%	39%
I stay here only because circumstances do not allow me to leave	3%	2%	9%

From this analysis of the three communities, it becomes clear that there are similarities as well as clear differences between communities, thus supporting research that communities are not homogeneous (Okten & Osili, 2004:604; Alesina & La Ferrara, 2000:847). It also becomes clear that residents are supportive of the tourism industry and feel that it has a positive impact of the quality of lives in their community, even though the majority are not involved in the tourism industry, meaning that they do not receive direct, tangible benefits from it.

The next section will look at the fit of the combined community data in order to determine if further comparative analysis can be made between communities.

5.3.2 Model fit for community data combined

In order to determine the differences and similarities in tangible and intangible impacts affecting the selected communities separately, a CFA model was developed based on the

EFA, in order to determine the data fit so that further analysis could continue on the combined dataset.

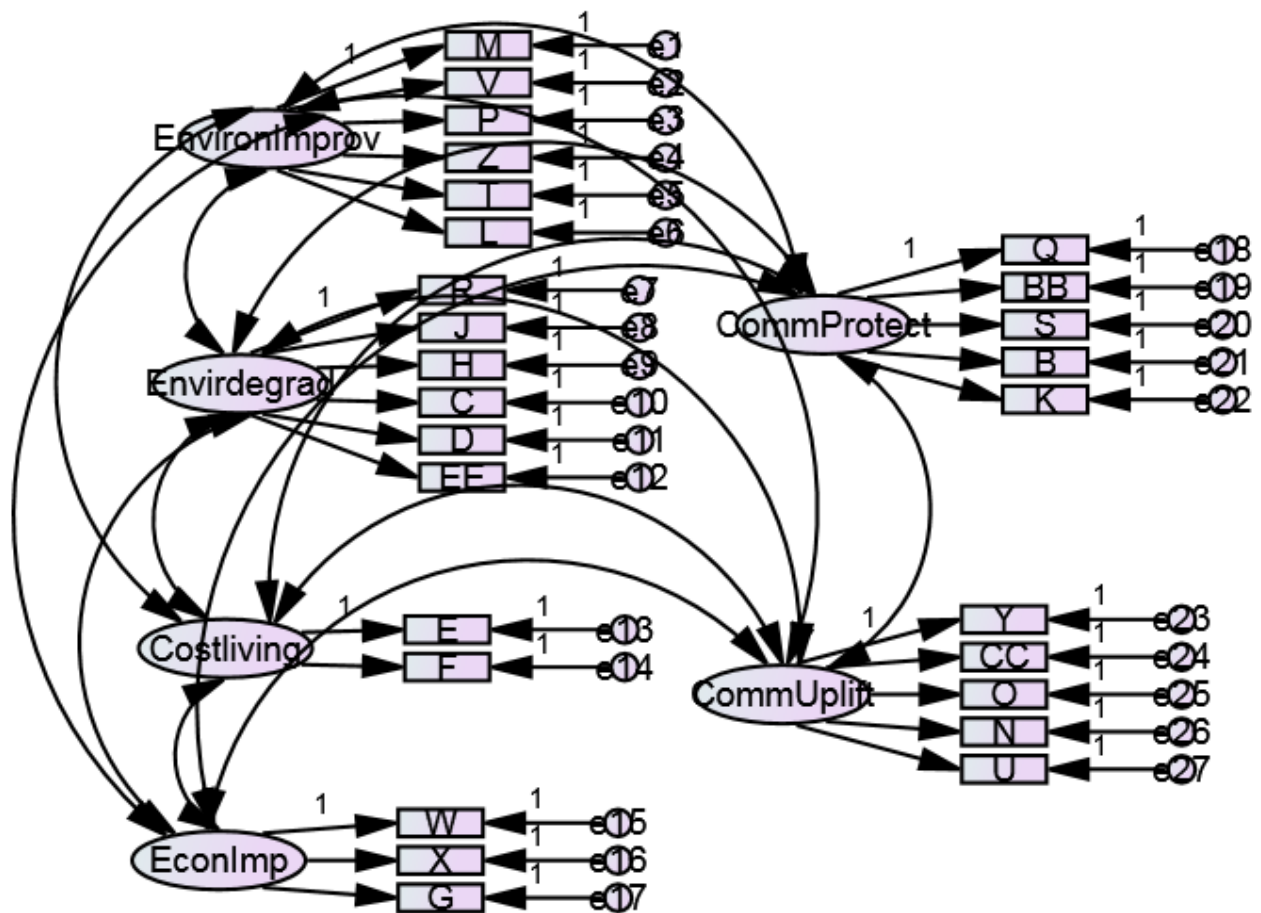


Figure 5.2: The CFA model

Illustrated in Figure 5.2, is the CFA model of the tangible and intangible social impact factors as derived from the EFAs. This assisted in determining the fit of the data of which all regression weights were statistically significant with large correlations between factors. According to Table 5.5, the model-data-fit for the combined data of the three communities fit seeing that the absolute fit measure, CMIN/DF (minimum value of discrepancy divided by value of freedom), obtained a value of 4.555 (which is between the suggested values of 2 and 5), the relative fit measure, CFI (Component Fit Index), obtained a value of 0.860 (the closer to 1, the better) and lastly, the fit measures based on non-central chi-square distribution, RMSEA (Root Mean Square of Approximation), obtained a value of 0.058 (below 0.08 is good). The lower and higher limit of a 90% confidence interval on the population value of the RMSEA was 0.055 and 0.062 respectively (Arbuckle, 2012:601-612; Hooper, Coughlan & Mullen, 2008:54-55).

Table 5.5: CFA fit for merged data

Model	CMIN/DF	CFI	RMSEA	LO 90	HI 90
Default model	4.555	0.860	0.058	0.055	0.062

5.3.2.1 Model fit of separate communities' data

After determining that the combined data fit the model, the CFA was done on each community separately in order to compare the three communities and determine if differences exist in their perceptions regarding the tangible and intangible impacts. These were also placed into the model in Figure 5.6 and it was revealed that it fits based on the fit indices.

Table 5.6: CFA fit for separate communities' data

Model	CMIN/DF	CFI	RMSEA	LO 90	HI 90
Measurement model	2.426	0.810	0.037	0.035	0.039

The Absolute fit measure, CMIN/DF (minimum value of discrepancy divided by value of freedom), obtained a value of 2.426 (which is between the suggested values of 2 and 5), the relative fit measure, CFI (Component Fit Index), obtained a value of 0.810 (the closer to 1, the better) and lastly, the fit measures based on non-central chi-square distribution, RMSEA (Root Mean Square of Approximation), obtained a value of 0.037 (below 0.08 is indicated as good)(Table 5.6). The lower and higher limit of a 90% confidence interval on the population value of the RMSEA was 0.035 and 0.039 respectively (Arbuckle, 2012:601-612; Hooper *et al.*, 2008:54-55). When applying the separate communities' data to the CFA model, it becomes clear that the fit is significantly better than with the data combined. For this reason comparisons could be made between the different communities' tangible and intangible social impact factors obtained from the CFA.

5.3.3 Comparison between tangible and intangible social impacts between communities

The purpose of this section was to determine if there are statistical differences between the communities pertaining to their perceptions of the tangible and intangible social impacts of tourism as well as how large these differences are. In order to determine this, an Analysis of

Variance (ANOVA) was conducted to show the statistical differences between the communities, Tukey's post hoc multiple comparisons analysis for showing where the differences are located as well as the effect sizes of the differences (practical differences).

5.3.3.1 Results of ANOVA

Tukey's post hoc test (Table 5.7) revealed that there were statistical significant differences between the selected communities based on all the tangible and intangible factors. The statistical significance difference should be $p < 0.005$. The following factors all differ with a significance level of $p = 0.000$: *Environmental improvement* (Tang1), *Environmental degradation* (Tang2), *Economic improvement* (Tang4), *Community protection* (Intang1) and *Community upliftment and pride* (Intang3). *Cost of daily living* (Tang3) had a significance of $p = 0.004$.

When considering the effect sizes, it is clear that *Environment improvement* ($d = 1.41$) and *Community protection and education* ($d = 0.87$) had large effect size differences between Soweto and Jeffreys Bay ($d = 0.87$) as well as Jeffreys Bay and Clarens ($d = 1.20$), while *Environment degradation* had a large effect size between Soweto and Clarens ($d = 0.89$) as well as between Jeffreys Bay and Clarens ($d = 1.09$). Community protection and education furthermore had a large effect size between Soweto and Johannesburg ($d = 0.87$). The following are the medium effect sizes obtained ($d = 0.5 - 0.8$). *Economic improvement* had a medium effect size between Soweto and Jeffreys Bay ($d = 0.69$) as well as Jeffreys Bay and Clarens ($d = 0.58$), while *Community protection and education* had a medium effect size between Soweto and Clarens ($d = 0.40$) and Jeffreys Bay and Clarens ($d = 0.41$). *Community upliftment and pride* had a medium effect size between Soweto and Jeffreys Bay ($d = 0.41$) as well as Jeffreys Bay and Clarens ($d = 0.45$).

5.3.3.2 Findings

Pertaining to tangible social impacts, the first finding is that residents of Jeffreys Bay do not feel that their environment is being improved as a result of tourism, while those in Soweto and Clarens strongly differ. The second finding is that Jeffreys Bay and Clarens remain consistent in that Jeffreys Bay residents feel that their environment is being degraded while those in Clarens do not perceive that their environment has been degraded. Residents of Soweto indicated that their environment has been degraded.

The third finding is that Jeffreys Bay residents feel that their community has received far less economic improvements than Soweto and Clarens. Pertaining to the intangible social impacts, the fourth finding is that Soweto residents strongly feel that their community is being protected and that they are being educated as a result of tourism, while Jeffreys Bay residents strongly differ. The fifth finding is that Soweto and Clarens residents experienced strong community upliftment and they are very proud of their communities, while Jeffreys Bay residents also feel this way, but to a lesser extent.

5.3.3.3 Conclusion

The purpose of this analysis was to determine the differences in communities' perceptions pertaining to the tangible and intangible social impacts of tourism.

It was found that Soweto and Clarens residents, to a certain extent, have similar tangible and intangible perceptions, while Jeffreys Bay residents mostly differed. A reason for Jeffreys Bay being so different may lie in the fact that it has a much more diverse economy, meaning that tourism industry might not be equally important to everyone in this community. This supports the studies which show that communities differ (Okten & Osili, 2004:604), especially if races and ethnic groups differ (Alesina & La Ferrara, 2000:847). As a result, communities cannot be seen as homogenous. Communities were, however similar in that they perceive the social impacts of tourism on the quality of life of the community as a whole as much more positive as on their personal quality of life.

The next step was to determine how the communities' perceptions towards the tangible and intangible impacts of tourism differ pertaining to residents' awareness towards the importance of tourism for their communities.

Table 5.7: Tangible vs. intangible social impacts between communities

Tangible & Intangible Factors	Soweto Residents (1) (n=372)	Jeffreys Bay Residents (2) (n=402)	Clarens Residents (3) (n=248)	F-ratio	Sig. level	Effect sizes (<i>d</i>)		
						Communities 1 and 2	Communities 1 and 3	Communities 2 and 3
Environment improvement (Tang1)	3.64 ^b	2.56 ^a	3.50 ^c	221.660	0.000*	1.41***	0.18	1.20***
Environmental degradation (Tang2)	2.93 ^b	3.01 ^b	2.14 ^a	95.814	0.000*	0.14	0.89***	1.09***
Cost of daily living (Tang3)	3.76 ^{ab}	3.60 ^a	3.88 ^b	5.599	0.004*	0.15	0.11	0.26
Economic improvement (Tang4)	3.20 ^b	2.47 ^a	3.12 ^b	53.798	0.000*	0.69**	0.07	0.58**
Community protection and education (Intang1)	3.47 ^a	2.74 ^b	3.11 ^c	72.317	0.000*	0.87***	0.40**	0.41**
Community upliftment and pride (Intang3)	4.00 ^b	3.68 ^a	4.03 ^b	23.851	0.000*	0.41**	0.05	0.45**

* Statistically significant difference: $p \leq 0.05$

^a Group differs significantly from type (in row) where ^b and ^c is indicated.

**Effect sizes: medium effect, $d = 0.5$

***Effect sizes: large effect, $d > 0.8$

5.3.4 Tourism perceptions as predictor of tangible and intangible social impact perceptions

The purpose of this analysis was to determine how residents' perceptions of tourism influenced their assessment of the tangible and intangible social impacts. This was determined by means of the Spearman rank order correlations (See Table 5.8). From this the similarities as well as differences between the communities were determined.

5.3.4.1 Soweto: Community tourism perceptions

When referring to the community of Soweto, the following tangible and intangible social impacts all had a significant ($p = 0.000$) positive correlation with the community tourism perception statements:

- *Environmental improvement* (tangible social impact) had a medium correlation with the community tourism perception statements *tourism in Soweto is well organised* ($\rho = .366$) as well as *tourism forms the "heart beat" of Soweto* ($\rho = .336$).
- *Community protection and education* (intangible social impact) had a medium correlation with the community tourism perception statements *tourism in Soweto is well organised* ($\rho = .321$), *tourism has more positive than negative impacts on Soweto* ($\rho = .311$) and *tourism forms part of the "heart beat" of Soweto* ($\rho = .344$).

From the above it becomes clear that residents who felt that their environment has improved as a result of tourism also felt that tourism in Soweto is well organised (supported by Apostolopoulos & Gayle, 2002:280 as well as Diaw, Aseh & Prabhu, 2009:368) and that tourism forms an integral part of the existence of Soweto. Those who furthermore felt that their community is being protected and educated as a result of tourism, perceived tourism to be essential for their community's existence seeing as it is well organised and it provides more positive than negative impacts.

It is thus clear that proper management of tourism in Soweto is important seeing that it plays a significant role in their perceptions of its impacts.

Table 5.8: Correlations between tourism perceptions and impacts of Soweto

Soweto		My general attitude towards tourism development in Soweto is positive	Tourism in Soweto is well organised	Tourism has more positive than negative impacts on Soweto	Tourism forms part of the “heart beat” of Soweto
Environment improvement (Tang1)	Correlation Coefficient	.250**	.366**	.235**	.336**
	Sig. (2-tailed)	.000	.000	.000	.000
Environmental degradation (Tang2)	Correlation Coefficient	.051	.030	.059	.093
	Sig. (2-tailed)	.328	.563	.266	.074
Cost of daily living (Tang3)	Correlation Coefficient	.141**	.175**	.182**	.103*
	Sig. (2-tailed)	.007	.001	.001	.049
Economic improvement (Tang4)	Correlation Coefficient	.065	.194**	.146**	.116*
	Sig. (2-tailed)	.211	.000	.006	.027
Community protection and education (Intang1)	Correlation Coefficient	.291**	.321**	.311**	.344**
	Sig. (2-tailed)	.000	.000	.000	.000
Community upliftment and pride (Intang3)	Correlation Coefficient	.223**	.246**	.224**	.284**
	Sig. (2-tailed)	.000	.000	.000	.000

*small correlation (rho = 0.10-0.29), **medium correlation (rho = 0.30-0.49), ***large correlation (rho = 0.50-1.0)

5.3.4.2 Jeffreys Bay community tourism perceptions

Pertaining to the community of Jeffreys Bay (see Table 5.9), the following tangible and intangible social impacts all had a significant ($p = 0.000$) positive correlation with the community tourism perception statements:

- *Environmental improvement* (tangible social impact) had a medium correlation with the community tourism perception statement *tourism in Jeffreys Bay is well organised* (rho = .411).

- *Community protection and education* (intangible social impact) had a medium correlation with the community tourism perception statement *my general attitude towards tourism development in Jeffreys Bay is positive* (rho = .328) and *tourism in Jeffreys Bay is well organised* (rho = 3.52).
- *Community upliftment and pride* (intangible social impact) had a medium correlation with the following community tourism perception statements: *my general attitude towards tourism development in Jeffreys Bay is positive* (rho = .386), *tourism has more positive than negative impacts on Jeffreys Bay* (rho = .372) and *tourism forms part of the “heart beat” of Jeffreys Bay* (rho = .404).

From the above it becomes clear that residents who felt that their environment has improved as a result of tourism, felt that tourism in Jeffreys Bay is well organised (supported by Apostolopoulos & Gayle, 2002:280 as well as Diaw *et al.*, 2009:368) while those who perceived their community as being protected and educated as a result of tourism, felt positive towards tourism developments in this community as well as the fact that tourism is well organised. Lastly, residents who felt that their community is being uplifted by tourism, thus creating pride for their community, felt that tourism forms a vital part of the community’s existence and that the industry has more positive than negative impacts, thus fostering positive feelings towards the industry.

Table 5.9: Correlations between tourism perceptions and impacts of Jeffreys Bay

Jeffreys Bay		My general attitude towards tourism development in Jeffreys Bay is positive	Tourism in Jeffreys Bay is well organised	Tourism has more positive than negative impacts on Jeffreys Bay	Tourism forms part of the “heart beat” of Jeffreys Bay
Environment improvement (Tang1)	Correlation Coefficient	.221**	.411**	.210**	.221**
	Sig. (2-tailed)	.000	.000	.000	.000
Environmental degradation (Tang2)	Correlation Coefficient	-.071	-.061	-.082	-.041
	Sig. (2-tailed)	.161	.230	.109	.417
Cost of daily living (Tang3)	Correlation Coefficient	.158**	.087	.044	.128*
	Sig. (2-tailed)	.002	.086	.385	.011

Economic improvement (Tang4)	Correlation Coefficient	.213**	.182**	.185**	.164**
	Sig. (2-tailed)	.000	.000	.000	.001
Community protection and education (Intang1)	Correlation Coefficient	.328**	.352**	.274**	.282**
	Sig. (2-tailed)	.000	.000	.000	.000
Community upliftment and pride (Intang3)	Correlation Coefficient	.386**	.279**	.372**	.404**
	Sig. (2-tailed)	.000	.000	.000	.000

*small correlation (rho = 0.10-0.29), **medium correlation (rho = 0.30-0.49), ***large correlation (rho = 0.50-1.0)

5.3.4.3 Clarens community tourism perceptions

There were quite a few medium to medium-high correlations (see Table 5.10) between the community tourism perception statements and the tangible and intangible social impacts statements in Clarens. The following tangible and intangible social impacts all had a significant ($p = 0.000$) positive correlation with the community perception statements:

- *Environmental improvement* (tangible social impact) had a medium to medium-high correlation with the community tourism perception statement that *tourism in Clarens is well organised* (rho = .471).
- *Community protection and education* (intangible social impact) had a medium to medium-high correlation with all community tourism perception statements: *my general attitude towards tourism development in Clarens is positive* (rho = .407), *tourism in Clarens is well organised* (rho = .450), *tourism has more positive than negative impacts on Clarens* (rho = .399) and *tourism forms part of the "heart beat" of Clarens* (rho = .302).
- *Community upliftment and pride* (intangible social impact) had a medium correlation with all community tourism perception statements: *my general attitude towards tourism development in Clarens is positive* (rho = .393), *tourism in Clarens is well organised* (rho = .339), *tourism has more positive than negative impacts on Clarens* (rho = .380) and *tourism forms part of the "heart beat" of Clarens* (rho = .298).

From the above it becomes clear that residents who felt that their environment has improved as a result of tourism, felt that tourism in Clarens is well organised (supported by Apostolopoulos & Gayle, 2002:280 as well as Diaw *et al.*, 2009:368). Those who rated the two intangible social impacts (community protection and education as well as community upliftment and pride) as important also felt that tourism forms the “heart beat” of Clarens, that their general attitude towards tourism development is positive, that tourism is well organised and that tourism has more positive than negative impacts on Clarens.

Table 5.10: Correlations between tourism perceptions and impacts of Clarens

Clarens		My general attitude towards tourism development in Clarens is positive	Tourism in Clarens is well organised	Tourism has more positive than negative impacts on Clarens	Tourism forms part of the “heart beat” of Clarens
Environment improvement (Tang1)	Correlation Coefficient	.269**	.471**	.217**	.266**
	Sig. (2-tailed)	.000	.000	.001	.000
Environmental degradation (Tang2)	Correlation Coefficient	-.038	-.214**	-.187**	-.122
	Sig. (2-tailed)	.554	.001	.004	.060
Cost of daily living (Tang3)	Correlation Coefficient	.180**	-.024	.128	.180**
	Sig. (2-tailed)	.005	.716	.050	.006
Economic improvement (Tang4)	Correlation Coefficient	.195**	.124	.259**	.176**
	Sig. (2-tailed)	.002	.054	.000	.006
Community protection and education (Intang1)	Correlation Coefficient	.407**	.450**	.399**	.302**
	Sig. (2-tailed)	.000	.000	.000	.000
Community upliftment and pride (Intang3)	Correlation Coefficient	.393**	.339**	.380**	.298**
	Sig. (2-tailed)	.000	.000	.000	.000

*small correlation (rho = 0.10-0.29), **medium correlation (rho = 0.30-0.49), ***large correlation (rho = 0.50-1.0)

5.3.4.4 Findings

Both similarities as well as differences were found between the three communities. The findings are as follows: Firstly, only two correlations were significant for all three communities. Those who experienced or felt that environmental improvement (tangible social impacts) has taken place or that their community is protected and educated as a result of tourism, were of the opinion that tourism is well organised in the communities.

Secondly, there were similarities between Jeffreys Bay and Clarens pertaining to community upliftment and pride. Those who rated this intangible social impact as important felt that: tourism development in the communities is positive, that there are more positive than negative impacts and that tourism forms part of their communities' "heart beat". When considering community protection and education, both who rated it as important felt that tourism development is positive.

Thirdly, the communities of Clarens and Soweto also had similarities. Those who rated community protection and education as important in these two communities tend to think that tourism forms part of these communities' "heart beat" and that the tourism has more positive than negative impacts. Fourthly, Soweto residents who experienced an improvement in the environment felt that tourism forms part of the "heart beat" of Soweto. Lastly, it was found that the intangible social impacts on average had a higher positive correlation towards residents' tourism perception towards their communities.

These findings have both marketing and managerial implications for tourism managers and marketers in these three communities. More should firstly be done to improve the communities' environments by cleaning it, building new infrastructure and so forth. This will foster residents' respect and understanding seeing that they will see tourism as a well organised industry. One can furthermore take measures to increase the positive intangible social impacts such as building the communities' pride as well as through education in order to uplift the community. When properly managed, it will have positive effects on residents' total community tourism perception. It is however clear that communities are unique in their tourism offerings and these should be individually managed

5.3.4.5 Conclusions

The purpose of this section is to determine how the tangible and intangible social impacts influence communities' perception of the tourism industry. Both similarities and dissimilarities

were found. From this one can conclude that communities are not homogeneous and that differences between these communities will have to be established in order for optimal management and marketing to be applied. It is furthermore clear that the intangible impacts of tourism play a more significant role in influencing positive resident perceptions of tourism.

5.3.5 Involvement in the tourism industry as predictor of tangible and intangible social impacts

From literature, one would expect that residents who are directly involved in tourism will experience better tangible and intangible impacts from tourism (Choi & Sirakaya, 2005; Diedrich & Garcia-Buades, 2008; Haley *et al.*, 2005). For this reason it was decided to examine the influence of this aspect on the various impacts of tourism on the three separate communities. Two-way ANOVA's were used to determine the effect of being part of a tourism related business on residents' perception on the tangible and intangible social impacts of tourism. A two-way ANOVA allows one to simultaneously test for the effect of each of the independent variables on the dependent variable and also identifies any interaction effect.

5.3.5.1 Effect of tourism involvement on environmental improvement

Dependent variable: Environmental improvement

A two-way between-group analysis of variance was conducted to explore the impact of communities and their involvement in tourism on their perceptions of environmental improvements (Table 5.11). The interaction effect between communities and their involvement in the tourism industry was not significant, $F(2, 1006) = 1.329$; $p = .265$. There was a significant main effect for communities, $F(2, 1006) = 135.327$; $p = .000$, but not for involvement in the tourism industry, $F(1, 1006) = .019$; $p = .890$.

The latter indicates that there is a difference in the way the various communities perceive environmental improvement as a result of tourism, but not in the fact whether they are part of the tourism industry or not (clearly illustrated in Figure 5.3).

Table 5.11: Environmental improvement (Tangible) (Community*Tourism involvement)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	261.780 ^a	5	52.356	88.077	.000
Intercept	6223.360	1	6223.360	10469.425	0.000
Communities	160.885	2	80.443	135.327	.000
Part of tourism business	.011	1	.011	.019	.890
Communities * Part of tourism business	1.580	2	.790	1.329	.265
Error	597.998	1006	.594		
Total	11072.169	1012			
Corrected Total	859.779	1011			

a. R Squared = .304 (Adjusted R Squared = .301)

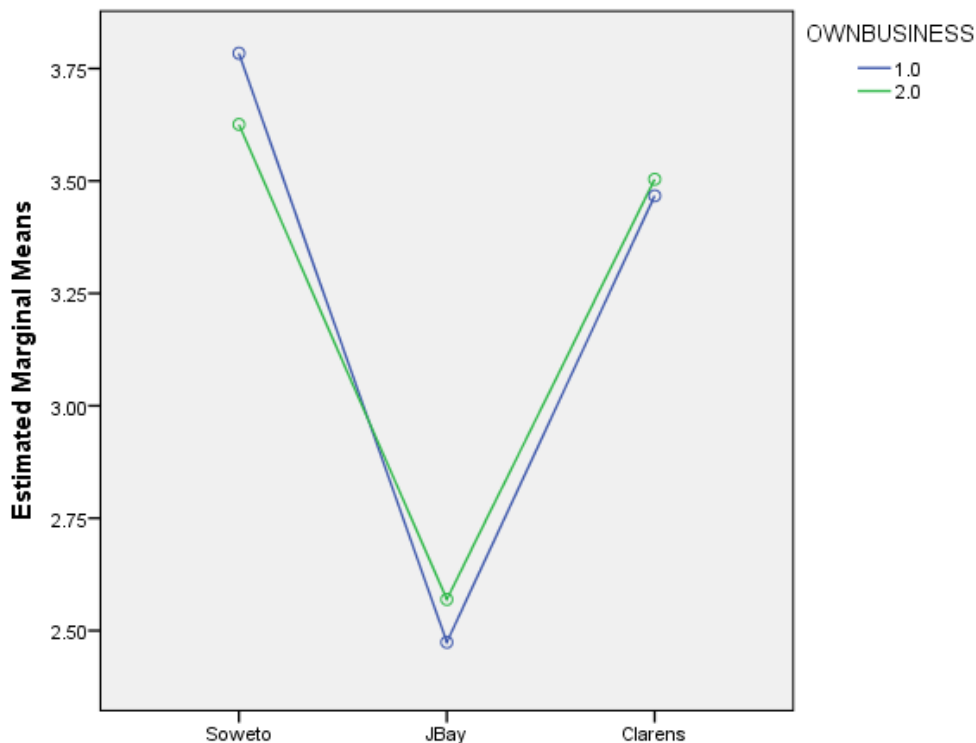


Figure 5.3: Profile plot for Environmental improvement

5.3.5.2 Effect of tourism involvement on environmental degradation

Dependent variable: Environmental degradation

In order to explore the impact of communities and their involvement in tourism on their perceptions of environmental degradation, a two-way between-group ANOVA was done. Table 5.12 revealed that there is not a significant interaction effect between communities and their involvement in the tourism industry, $F(2, 1011) = .286$; $p = .751$. There was a significant main

effect for communities, $F(2, 1011) = 65.45$; $p = .000$, but not for involvement in the tourism industry, $F(1, 1011) = .293$; $p = .5890$.

This reveals differences in the manner in which communities perceive tourism's effect on environmental degradation. Community members' involvement in the tourism industry did not play a role in how this latent variable is perceived. This can also be seen in Figure 5.4.

Table 5.12: Environmental degradation (Tangible) (Community*Tourism involvement)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	133.773 ^a	5	26.755	36.347	.000
Intercept	4364.364	1	4364.364	5929.123	0.000
Communities	96.351	2	48.175	65.448	.000
Part of tourism business	.215	1	.215	.293	.589
Communities * Part of tourism business	.421	2	.210	.286	.751
Error	744.186	1011	.736		
Total	8824.102	1017			
Corrected Total	877.959	1016			

a. R Squared = .152 (Adjusted R Squared = .148)

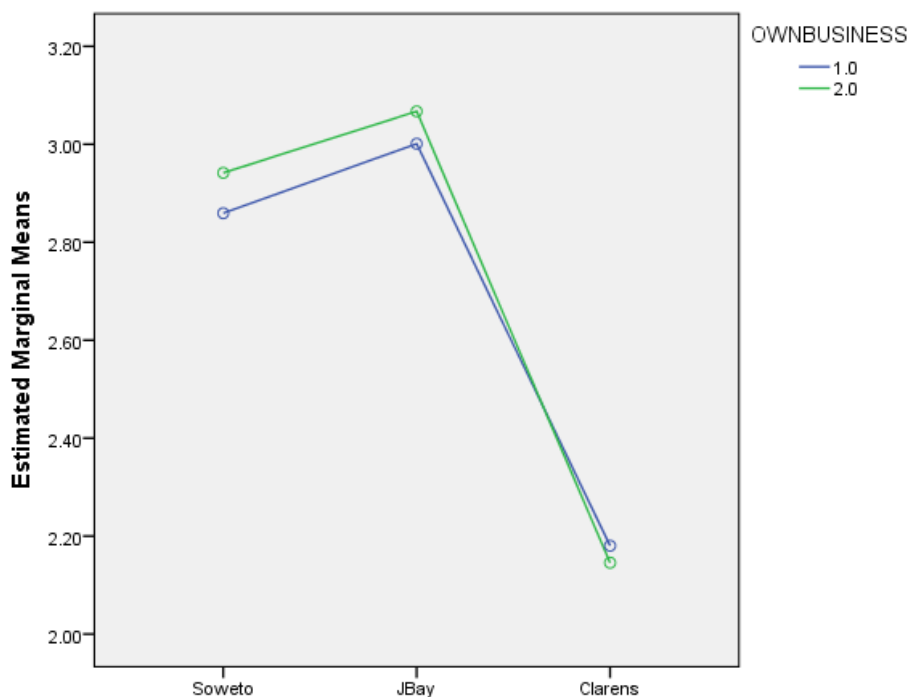


Figure 5.4: Profile plot for environmental degradation

5.3.5.3 Effect of tourism involvement on cost of daily living

Dependent variable: Cost of daily living

A two-way ANOVA between-group analysis of variance was conducted to explore the impact of communities and their involvement in tourism on their perceptions of the cost of daily living (see Table 5.13). The interaction effect between communities and their involvement in the tourism industry was not significant, $F(2, 1006) = 2.704$; $p = .067$, while a significant main effect for communities was obtained, $F(2, 1006) = 8.679$; $p = .000$. The main effect for involvement in the tourism industry was not significant, $F(1, 1006) = .190$; $p = .663$.

This reveals that local residents' participation in the tourism industry does not influence their perceptions towards tourism as a catalyst for a rise in the cost of living, but a difference was once again found between how the various communities perceive the social impacts of tourism. Figure 5.4 illustrates the differences between the communities and similarities pertaining to how being part of the tourism industry does not affect them.

Table 5.13: Cost of daily living (Tangible) (Community*Tourism involvement)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	20.475 ^a	5	4.095	3.474	.004
Intercept	8346.708	1	8346.708	7080.882	0.000
Communities	20.462	2	10.231	8.679	.000
Part of tourism business	.224	1	.224	.190	.663
Communities * Part of tourism business	6.374	2	3.187	2.704	.067
Error	1185.839	1006	1.179		
Total	15280.500	1012			
Corrected Total	1206.314	1011			

a. R Squared = .017 (Adjusted R Squared = .012)

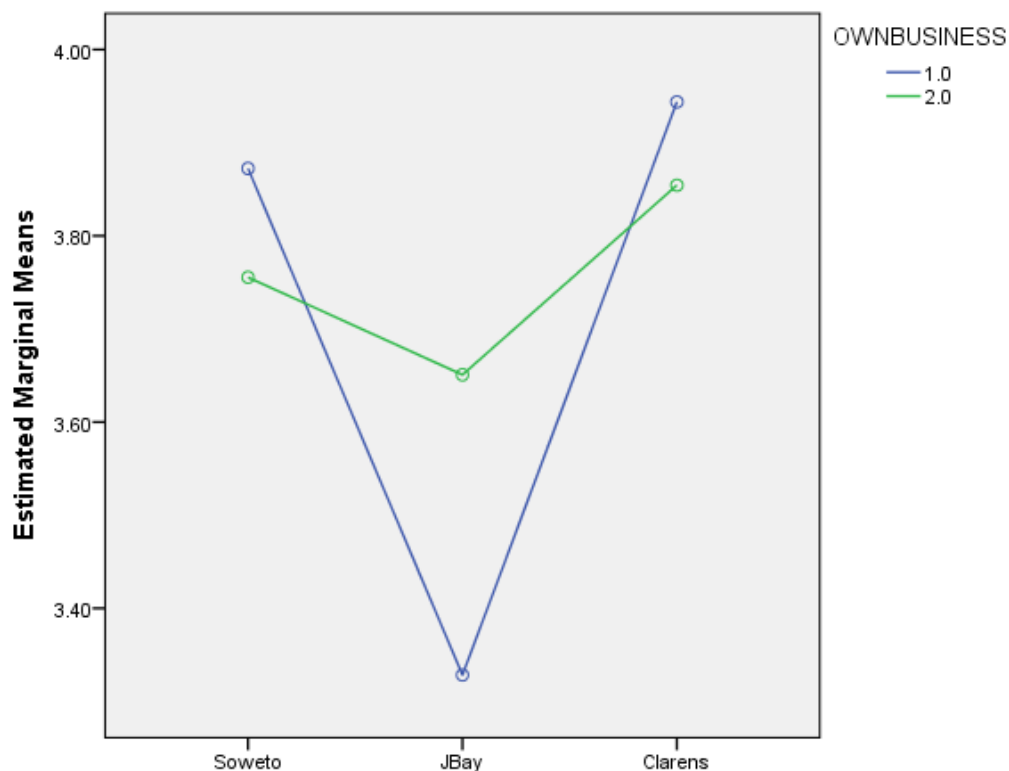


Figure 5.5: Profile plot for cost of daily living

5.3.5.4 Effect of tourism involvement on economic improvement

Dependent variable: Economic improvement

In order to determine how community members' perceptions towards economic improvements as a result of tourism may be influenced by the type of community as well as their involvement in the tourism industry, a two-way between-group ANOVA was conducted which revealed an insignificant interaction effect between communities and their involvement in the tourism industry, $F(2, 1008) = 2.820$; $p = .060$. The main effect for communities [$F(2, 1008) = 34.104$; $p = .000$] as well as if they are part of the tourism industry [$F(1, 1008) = 4.822$; $p = .028$], were shown as significant predictors for community members' perceptions of economic improvement as a result of tourism (see Table 5.14).

The latter indicates that there is a difference in the way the various communities perceive economic improvement as a result of tourism, as well as by the variable indicating if they work in the tourism industry or not (illustrated in Figure 5.6). This therefore implies that being part of the tourism industry or not, plays a role in how residents of the various communities view economic improvement. This makes sense seeing as residents who work in the tourism industry will receive a direct tangible (income) impact.

Table 5.14: Economic improvement (Tangible) (Community*Tourism involvement)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	128.928 ^a	5	25.786	22.871	.000
Intercept	5204.986	1	5204.986	4616.601	0.000
Communities	76.901	2	38.450	34.104	.000
Part of tourism business	5.437	1	5.437	4.822	.028
Communities * Part of tourism business	6.359	2	3.180	2.820	.060
Error	1136.470	1008	1.127		
Total	9725.028	1014			
Corrected Total	1265.398	1013			

a. R Squared = .102 (Adjusted R Squared = .097)

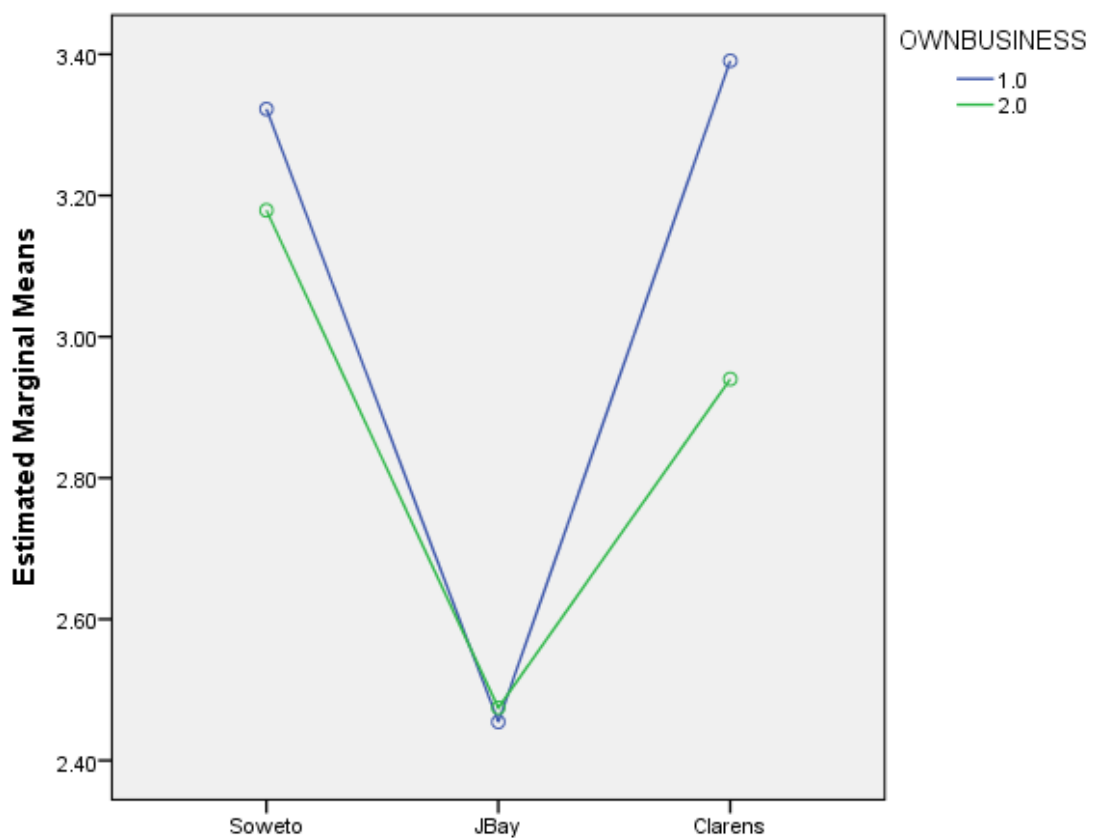


Figure 5.6: Profile plot for economic improvement

5.3.5.5 Effect of tourism involvement on community protection and education

Dependent variable: Community protection and education

A two-way between-group analysis of variance was conducted to explore the impact of communities and their involvement in tourism on their perceptions on the intangible social impact, community protection and education (Table 5.15). The interaction effect between communities and their involvement in the tourism industry was not significant, $F(2, 1011) = .092$; $p = .912$. There was a significant main effect for communities, $F(2, 1011) = 33.95$; $p = .000$, but not for involvement in the tourism industry, $F(1, 1011) = 3.612$; $p = .058$.

The latter indicates that there is a difference in the way the various communities perceive community protection and education as a result of tourism, but not if they are part of the tourism industry or not (clearly illustrated in Figure 5.7).

Table 5.15: Community protection and education (Intangible) (Community*Tourism involvement)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	101.669 ^a	5	20.334	28.905	.000
Intercept	5894.129	1	5894.129	8378.702	0.000
Communities	47.762	2	23.881	33.947	.000
Part of tourism business	2.541	1	2.541	3.612	.058
Communities * Part of tourism business	.129	2	.065	.092	.912
Error	711.204	1011	.703		
Total	10542.788	1017			
Corrected Total	812.872	1016			

a. R Squared = .125 (Adjusted R Squared = .121)

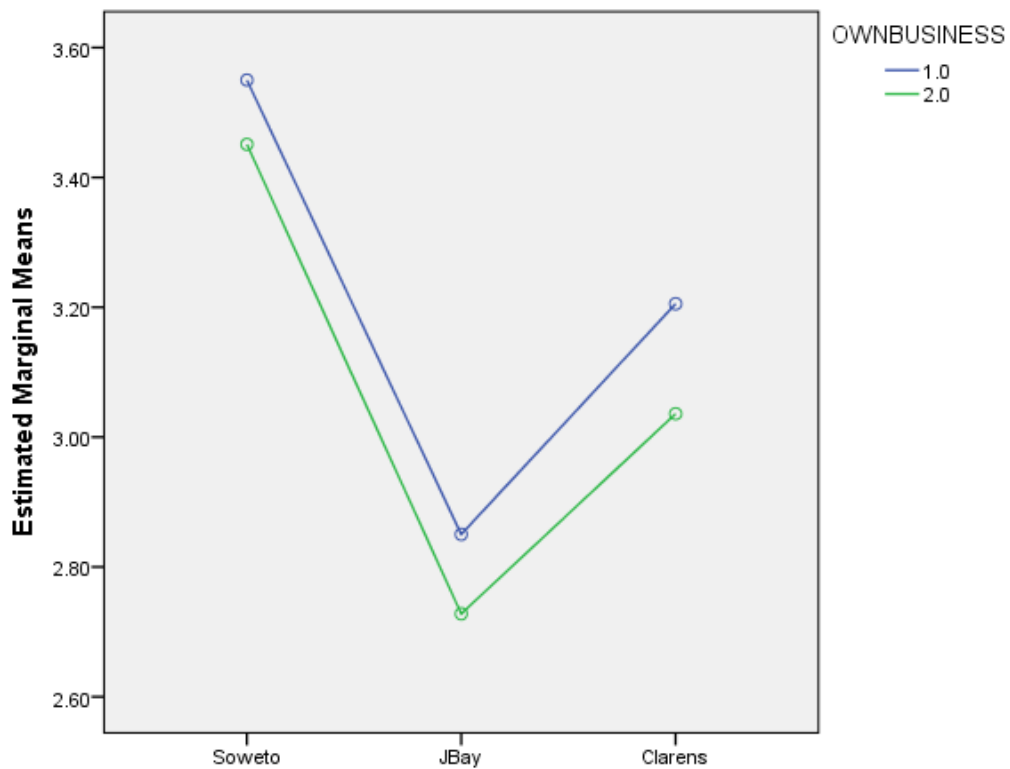


Figure 5.7: Profile plot of community protection and education

5.3.5.6 Effect of tourism involvement on community upliftment and pride

Dependent variable: Community upliftment and pride

A two-way between-group analysis of variance was conducted on the second intangible social impact in order to explore the impact of communities and their involvement in tourism on their perceptions of community upliftment and pride (Table 4.16). The interaction effect between communities and their involvement in the tourism industry was not significant, $F(2, 1007) = .026$; $p = .974$, while the main effect for communities was found to be significant, $F(2, 1007) = 1.87$; $p = .172$, while that for involvement in the tourism industry was not significant, $F(1, 1007) = .293$; $p = .5890$.

Community upliftment and pride perceptions are unique to the various communities, meaning that tourism development planning should also be. Figure 5.8 provides a clearer indication of this.

Table 5.16: Community upliftment and pride (Intangible) (Community*Tourism involvement)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	27.597 ^a	5	5.519	9.805	.000
Intercept	9149.111	1	9149.111	16252.352	0.000
Communities	14.408	2	7.204	12.797	.000
Part of tourism business	1.053	1	1.053	1.870	.172
Communities * Part of tourism business	.029	2	.015	.026	.974
Error	566.881	1007	.563		
Total	15822.685	1013			
Corrected Total	594.479	1012			

a. R Squared = .046 (Adjusted R Squared = .042)

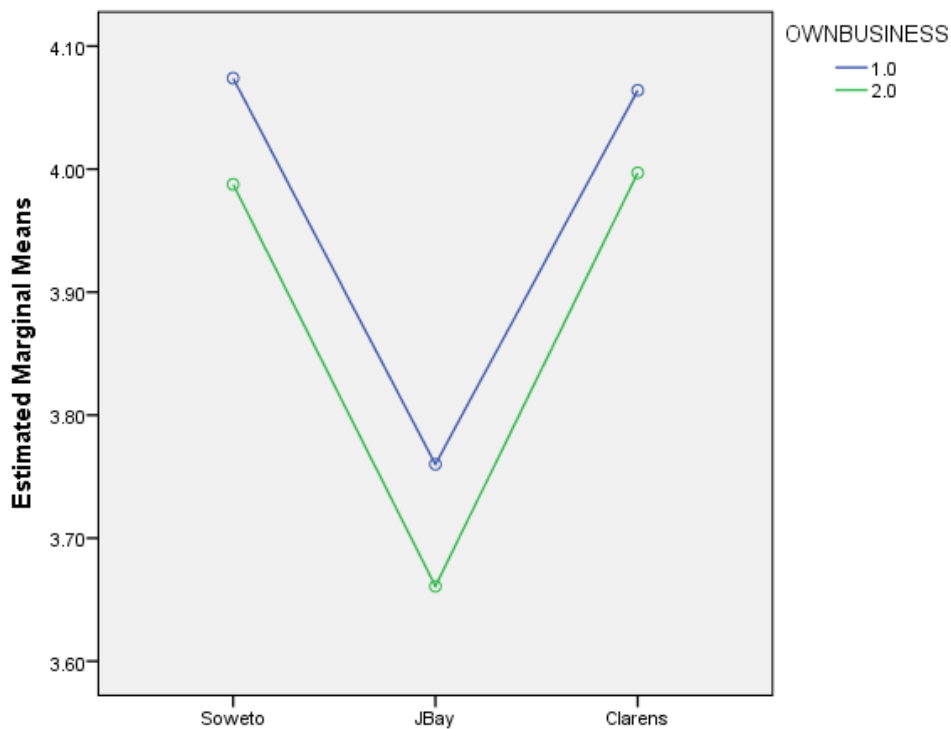


Figure 5.8: Profile plot for community upliftment and pride

5.3.5.7 Findings and conclusion

The purpose of this section was to determine how interaction effects as well as main effects between the different communities and their involvement in the tourism industry influences the various tangible and intangible latent variables as obtained from the CFA. When firstly

examining the interaction effects between communities and their participation in the tourism industry pertaining to their perceptions towards the tangible and intangible social impacts of tourism, it is found that the interactions are insignificant.

In conclusion, these analyses reveal that communities are not homogeneous [supported in studies by Okten and Osili (2004:604) as well as Alesina and La Ferrara (2000:847)] and as a result, management and marketing of these communities should be unique for every community and should take both the tangible and intangible social impacts of tourism into account.

In the next section, the researcher looked at education as a predictor for the perception of local community members towards the tangible and intangible social impacts of tourism.

5.3.6 Education as predictor for perceptions towards tangible and intangible social impacts

The purpose of this section was to explore the impact of the interactions between communities and level of education on the residents' perceptions pertaining to the tangible and intangible social impact of tourism on the communities. These will be discussed below.

5.3.6.1 Environmental improvement (tangible impacts)

This section determines the influence of levels of education within various communities on the perceptions of the environmental as a result of tourism.

a) Results of the two-way ANOVA

Dependent variable: Environmental improvement

A two-way between-group analysis of variance (ANOVA) was conducted to determine the influence of different levels of education within communities on community members' perceptions of the tangible social impact, environmental improvement (Table 5.17). A significant interaction effect was found between communities and levels of education, $F(10, 974) = 2.39$; $p = .008$. There was also significant main effects for communities, $F(2, 974) = 2.388$; $p = .172$, as well as level of education, $F(5, 974) = 3.25$, $p = .006$.

The significant main effects indicate that the communities as well as the residents with various levels of education within these communities differ in how they perceive the environmental improvement as a result of tourism (see Figure 5.9). The significant interaction effect, on the other hand, indicates that a community's perceptions of environmental improvement are influenced by the community members' level of education. In order to determine how large these differences are, the effect sizes between the levels of education within communities were determined (Table 5.18).

Table 5.17: Environmental improvement (Tangible) (Community*Level of education)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	279.001 ^a	17	16.412	28.126	.000
Intercept	4111.365	1	4111.365	7045.858	0.000
Communities	112.581	2	56.290	96.468	.000
Level of education	9.488	5	1.898	3.252	.006
Communities vs. Level of education	13.933	10	1.393	2.388	.008
Error	568.344	974	.584		
Total	10884.401	992			
Corrected Total	847.345	991			

b. R Squared = .329 (Adjusted R Squared = .318)

With the case of Soweto residents, mainly medium effect sizes were identified for those residents without school qualifications when compared with those with other levels of qualification. Those who did not attend school ($\bar{x} = 4.03$, $s = .61$) differed in opinion from those with a matric qualification ($\bar{x} = 3.6$, $s = .77$), a diploma/degree ($\bar{x} = 3.61$, $s = .68$), and those with other types of qualifications ($\bar{x} = 3.57$, $s = .84$). In all cases, those without a school qualification rated the importance of environmental improvement higher than the other levels of education.

Medium effect sizes were also found between those with professional qualifications and those with other levels of education. Those residents who obtained a professional qualification ($\bar{x} = 4.00$, $s = .76$) differed in opinion from those with other qualifications ($\bar{x} = 3.57$, $s = .84$), matric qualification ($\bar{x} = 3.6$, $s = .77$), as well as those with a diploma or a degree ($\bar{x} = 3.61$, $s = .68$).

Residents with professional qualifications rated the importance of environmental improvement higher than those with other levels of education.

The largest difference was found between those who did not go to school and those who had obtained a diploma/degree. Besides those residents with no school qualification and those with other types of qualifications, it is clear that residents' opinions regarding the role of tourism in the environmental improvement of the community gradually increased with education levels.

In the case of Jeffreys Bay, it was found that there were medium effect sizes between those who did not attend school ($\bar{x} = 2.95$, $s = 1.02$) and those with a diploma/degree ($\bar{x} = 2.34$, $s = .68$, $d = 0.60$), post-graduate qualification ($\bar{x} = 2.31$, $s = .62$, $d = 0.63$) as well as those with a professional qualifications ($\bar{x} = 2.34$, $s = .62$, $d = 0.60$). Those who indicated their level of education as "other" ($\bar{x} = 2.79$, $s = .83$) also had medium differences to those who had obtained a diploma or degree ($d = 0.54$), a post graduate qualification ($\bar{x} = 0.57$) or a professional qualification ($d = 0.54$). Those with "other" levels of education were mostly respondents who had left school before completion.

For the residents of Clarens, a large effect size was found between those who had obtained a professional qualification ($\bar{x} = 2.97$, $s = .80$) and those who finished matric ($\bar{x} = 3.6$, $s = .80$) ($d = 0.82$). Medium effect sizes were found between those who obtained a professional qualification and those who did not attend school ($\bar{x} = 3.39$, $s = .67$, $d = 0.53$), those who had obtained a post-graduate qualification ($\bar{x} = 3.5$, $s = .69$, $d = 0.67$), as well as those who indicated that they had obtain an "other" level of education ($\bar{x} = 3.60$, $s = .571$, $d = 0.79$).

Taking all three communities into account medium to large effect sizes were identified. Referring to the combined communities' data, it is clear that there is a large effect size difference ($d = 0.80$) between residents who did not attend school ($\bar{x} = 3.65$, $s = .83$) and those who had obtained a professional qualification ($\bar{x} = 5.0$, $s = .96$), while there was a medium effect size difference ($d = 0.66$) between those who did not attend school and those who had obtained a diploma or degree ($\bar{x} = 3.05$, $s = .91$).

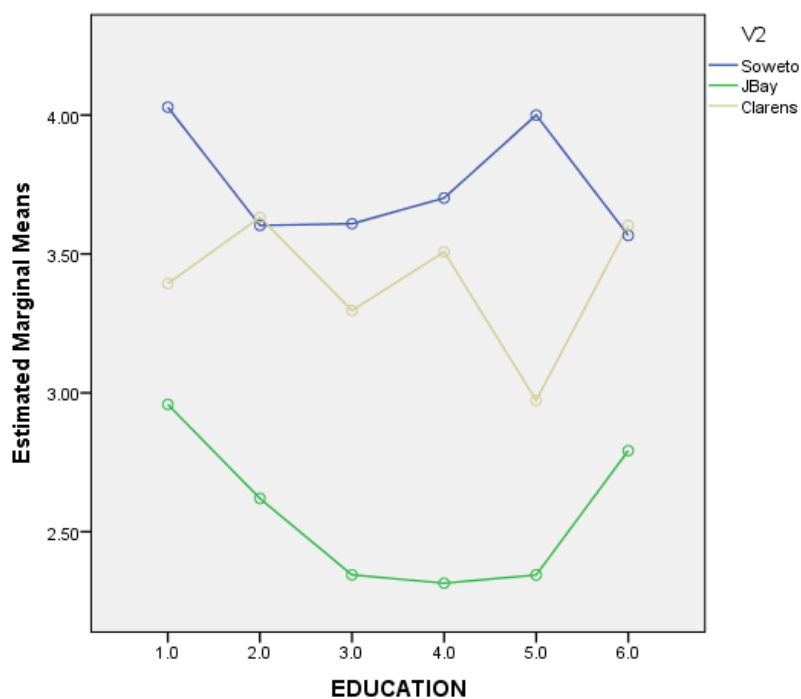


Figure 5.9: Profile plot for environmental improvement

Table 5.18: Environmental improvement (Tangible) (Community*Level of education) Effect sizes

		Mean	Std. Deviation	N	No School	Matric	Diploma/Degree	Post-graduate	Professional
Soweto	No School	4.0286	.60821	21					
	Matric	3.6025	.77365	172	0.55*				
	Diploma/Degree	3.6085	.67756	82	0.62*	0.01			
	Post-graduate	3.7013	.75838	25	0.43	0.13	0.12		
	Professional	4.0000	.75545	12	0.04	0.51*	0.52*	0.39	
	Other	3.5667	.84408	50	0.55*	0.04	0.05	0.16	0.51*
	Total	3.6436	.75784	362					
Jeffreys Bay	No School	2.9583	1.02256	8					
	Matric	2.6198	.79242	200	0.33				
	Diploma/Degree	2.3446	.67693	86	0.60*	0.35			
	Post-graduate	2.3148	.61805	18	0.63*	0.38	0.04		
	Professional	2.3444	.61853	27	0.60*	0.35	0.00	0.05	
	Other	2.7918	.83197	51	0.16	0.21	0.54*	0.57*	0.54*
	Total	2.5554	.77446	390					
Clarens	No School	3.3933	.66959	10					

	Matric	3.6318	.80289	132	0.30				
	Diploma/Degree	3.2961	.81735	60	0.12	0.41			
	Post-graduate	3.5077	.68774	13	0.17	0.15	0.26		
	Professional	2.9727	.79538	11	0.53*	0.82**	0.40	0.67*	
	Other	3.6024	.57132	14	0.31	0.04	0.37	0.14	0.79*
	Total	3.4993	.79814	240					
Total	No School	3.6462	.83111	39					
	Matric	3.2202	.92606	504	0.46				
	Diploma/Degree	3.0496	.90899	228	0.66*	0.18			
	Post-graduate	3.2107	.93015	56	0.47	0.01	0.17		
	Professional	2.8800	.96302	50	0.80**	0.35	0.18	0.34	
	Other	3.2274	.89424	115	0.47	0.01	0.20	0.02	0.36
	Total	3.1809	.92468	992					

Statistically significant difference: $p \leq 0.05$

*Effect sizes: medium effect, $d = 0.5$

**Effect sizes: large effect, $d > 0.8$

b. Findings

From this analysis there were various findings pertaining to the perceptions of communities towards the environmental improvements as a result of tourism, according to residents' levels of education.

Firstly, Soweto residents who did not attend school, perceived environmental improvement as the strongest, while those with a professional qualification perceived it as second strongest. There is, however, a notable decrease in the level of environmental improvement with an increase in education levels. It is possible that those individuals who indicated that they were in a professional occupation may have misinterpreted the question. Secondly, residents from Jeffreys Bay also shared a trend where those with lower levels of education feel that there have been more environmental improvements while those with a higher level of education experienced environmental improvement to a lesser extent. Thirdly, Clarens residents with the highest level of education (professional, $N = 12$) experienced the least environmental improvement, while those who finished matric experienced the most significant environmental improvement ($N = 132$).

When taking the communities' combined data, the fourth finding becomes clear. It was found that there is especially a large difference in perceptions between those with a professional qualification and those who did not attend school as well as a medium difference between those with a diploma and a degree and those who did not attend school. In general, it becomes clear that residents with a lower level of education tend to rate environmental improvement higher than those who are more educated.

The fifth finding is that Soweto and Jeffreys Bay share the trend where the rating of environmental improvement decreases with an increase in education. Clarens does not clearly show this trend due to fact that the largest group of residents in Clarens only had a matric certificate which could have had an impact on the outcome of the data. Lastly, clear differences were found between the perceptions of the various communities towards the tangible social impact, environmental improvement. Soweto perceive the strongest environmental improvements ($\bar{x} = 3.64$, $s = .76$), followed by Clarens residents ($\bar{x} = 3.18$, $s = .92$) and Jeffreys Bay residents ($\bar{x} = 2.56$, $s = .77$).

c. Conclusion

The purpose of this section was to determine how the interaction effect between communities and community members' level of education, as well as the main effects of communities and level of education, influences the perception of the tangible and intangible social impacts that result from tourism. It was only with the tangible social impact, environmental improvement, that a significant interaction effect was observed, while main effect sizes played a role with the other tangible and intangible social impacts.

Pertaining to the perception of environmental improvement (tangible social impact), a clear trend is observed in all three communities, where those with a higher level of education experiencing lower levels of environmental improvements and those with a lower level of education experiencing environmental improvement much stronger. A possible reason for this is that those with a higher level of education are more aware of what their environment should be like, while those with lower levels of education might be more naïve. When taking the rest of the tangible and intangible social impacts into account, it becomes clear that the community members' level of education did not play a role in the perceptions of the social impacts when comparing these communities to one another.

5.3.6.2 Environmental degradation (tangible impacts)

This section determines the influence of levels of education within various communities on the perceptions of environmental degradation as a result of tourism.

a) Results of the two-way ANOVA

Dependent variable: Environmental degradation

A two-way between-group analysis of variance (ANOVA) was conducted to determine the influence of different levels of education within communities on community members' perceptions of the tangible social impact, environmental degradation (Table 5.19). There was no significant interaction effect between communities and level of education, $F(10, 979) = .407$; $p = .944$. There were, however, significant main effects for communities, $F(2, 979) = 36.801$; $p = .000$, as well as level of education, $F(5, 979) = 3.240$, $p = .007$.

The significant main effects indicate that the communities as well as the residents, with various levels of education within these communities, differ in how they perceive the environmental improvement as a result of tourism (see Figure 5.10).

Table 5.19: Environmental degradation (Tangible) (Community*Level of education)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	152.183a	17	8.952	12.341	.000
Intercept	2962.549	1	2962.549	4084.088	0.000
Communities	53.390	2	26.695	36.801	.000
Level of education	11.752	5	2.350	3.240	.007
Communities vs. Level of education	2.949	10	.295	.407	.944
Error	710.155	979	.725		
Total	8584.371	997			
Corrected Total	862.338	996			

a. R Squared = .176 (Adjusted R Squared = .162)

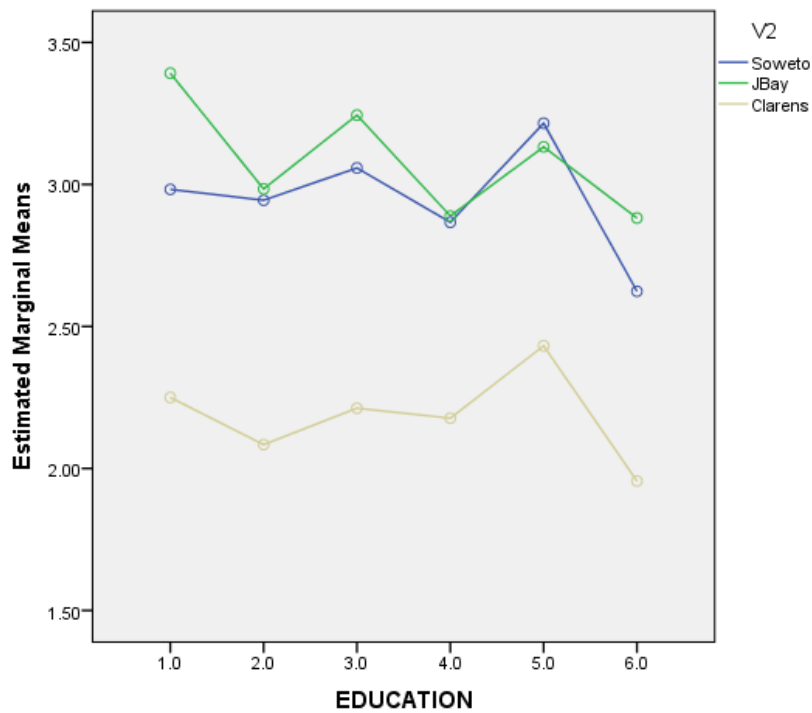


Figure 5.10: Profile plot for environmental degradation

b) Findings

Even though there are differences in the way the communities perceive environmental degradation, no significant interaction effect was found between level of education and communities in predicting communities' perceptions to environmental degradation as a result of tourism.

c. Conclusion

The purpose of this analysis was to determine the influence of levels of education within Soweto, Jeffreys Bay and Clarens on the perceptions of the environmental degradation as a result of tourism. It was found that level of education between communities, do not play a role in these communities' resident perceptions. It was however found that there are differences when comparing how the various communities perceive environmental degradation.

5.3.6.3 Cost of daily living (tangible impacts)

This section determines the influence of levels of education within various communities on the perceptions of a rise in the cost of living as a result of tourism.

a) Results of the two-way ANOVA

Dependent variable: Cost of daily living

A two-way between-group analysis of variance (ANOVA) was conducted to determine the influence of different levels of education within communities on community members' perceptions of the tangible social impact, cost of daily living (Table 5.20). There was not a significant interaction effect between communities and level of education, $F(10, 975) = 1.616$; $p = .097$. There was, however, a significant main effect for communities, $F(2, 975) = 7.347$; $p = .001$, but not for level of education, $F(5, 975) = 1.461$, $p = .200$.

The significant main effect indicates that there is a difference in the way in which communities perceive the tangible social impact, cost of daily living (see Figure 5.11). The interaction effect was indicated as insignificant.

Table 5.20: Cost of daily living (Tangible) (Community*Level of education)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	38.098 ^a	17	2.241	1.907	.014
Intercept	5288.953	1	5288.953	4500.986	0.000
Communities	17.266	2	8.633	7.347	.001
Level of education	8.582	5	1.716	1.461	.200
Communities vs. Level of education	18.992	10	1.899	1.616	.097
Error	1145.689	975	1.175		
Total	14940.500	993			
Corrected Total	1183.787	992			

a. R Squared = .032 (Adjusted R Squared = .015)

b) Findings

The interaction was not significant which means that the level of education at the various communities did not influence the manner in which community members perceive the cost of daily living. All three communities did experience a rise in the cost of daily living, but to different degrees.

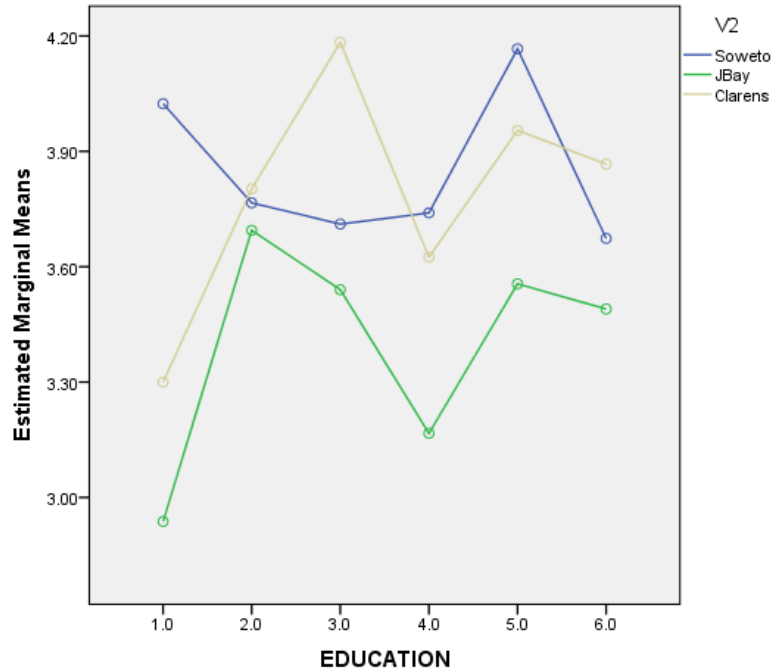


Figure 5.11: Profile plot for cost of daily living

c. Conclusion

The purpose of this analysis was to determine the influence of levels of education within Soweto, Jeffreys Bay and Clarens on the perceptions of a rise in the cost of daily living as a result of tourism. It was found that the level of education does not play a role in these communities' resident perceptions. Residents from all three communities with any levels of education, perceived a rise in the cost of daily living as a result of tourism.

5.3.6.4 Economic improvement (tangible impacts)

This section determines the influence of levels of education within various communities on the perceptions of economic improvement as a result of tourism.

a) Results of the two-way ANOVA

Dependent variable: Economic improvement

A two-way between-group analysis of variance (ANOVA) was conducted to determine the influence of different levels of education within communities on community members' perceptions of the tangible social impact, economic improvement (Table 5.21). There was not a

significant interaction effect between communities and level of education, $F(10, 976) = 1.163$; $p = .312$. There was, however, a significant main effect for communities, $F(2, 976) = 21.537$; $p = .000$, but not for level of education, $F(5, 976) = 1.142$, $p = .336$.

The significant main effect indicates that there is a difference in the way in which communities perceive the tangible social impact, economic improvement (see Figure 5.12). The interaction effect was indicated as insignificant.

Table 5.21: Economic improvement (Tangible) (Community*Level of education)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	134.463 ^a	17	7.910	7.025	.000
Intercept	3473.296	1	3473.296	3084.896	.000
Communities	48.497	2	24.249	21.537	.000
Level of education	6.429	5	1.286	1.142	.336
Communities vs. Level of education	13.094	10	1.309	1.163	.312
Error	1098.882	976	1.126		
Total	9592.306	994			
Corrected Total	1233.346	993			

a. R Squared = .109 (Adjusted R Squared = .094)

b) Findings

The interaction effect was found to be not significant. Level of education therefore does not influence how residents of the various communities perceive economic improvement as a result of tourism although their perceptions of the economic improvements differ between communities.

c. Conclusion

The purpose of this analysis was to determine the influence of levels of education within Soweto, Jeffreys Bay and Clarens on the perceptions of economic improvement as a result of tourism. It was found that level of education does not play a role when comparing these communities' residents' perceptions.

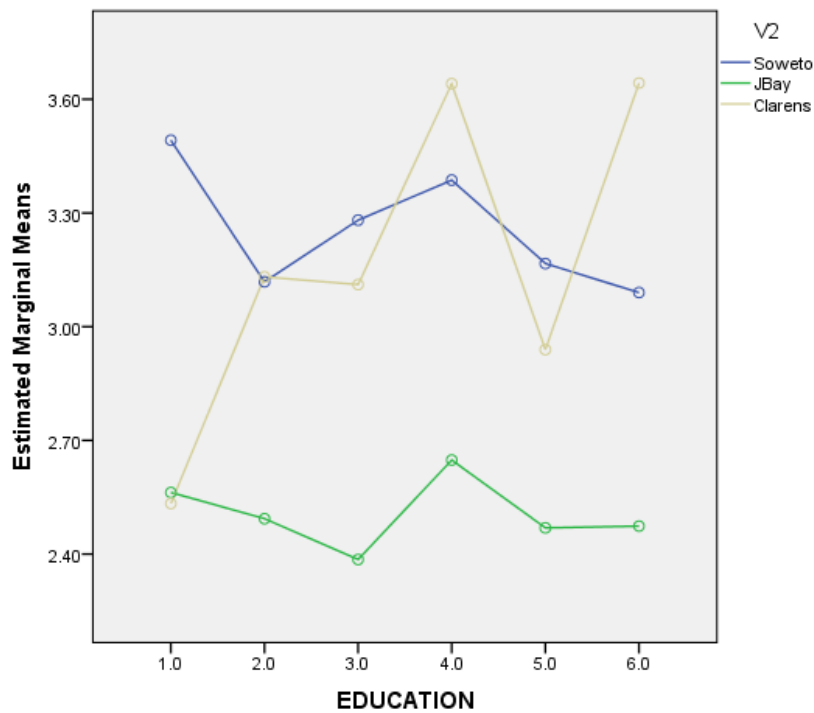


Figure 5.12: Profile plot for economic improvement

5.3.6.5 Community protection and education (intangible impacts)

This section determines the influence of levels of education within various communities on the perceptions of community protection and education as a result of tourism.

a) Results of the two-way ANOVA

Dependent variable: Community protection and education

In order to achieve the above objective, a two-way between-group ANOVA was conducted to determine the influence of different levels of education within communities on community members' perceptions of the intangible social impact, community protection and education (Table 5.22). There was not a significant interaction effect between communities and level of education, $F(10, 979)=1.20$; $p=.290$. There was, however, a significant main effect for communities, $F(2, 979)=31.67$; $p=.000$, but not for level of education, $F(5, 979)=1.73$; $p=.125$.

There is thus a difference in the way communities perceive community protection and education as a result of tourism, but not between the ways those with various levels of income perceive it (Figure 5.13). There is also no interaction between communities and level of education that predict how community protection and pride will be perceived.

Table 5.22: Community protection and education (Intangible) (Community*Level of education)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	105.722 ^a	17	6.219	8.877	.000
Intercept	3896.367	1	3896.367	5561.729	0.000
Communities	44.375	2	22.188	31.671	.000
Level of education	6.056	5	1.211	1.729	.125
Communities vs. Level of education	8.373	10	.837	1.195	.290
Error	685.856	979	.701		
Total	10366.755	997			
Corrected Total	791.577	996			

a. R Squared = .134 (Adjusted R Squared = .119)

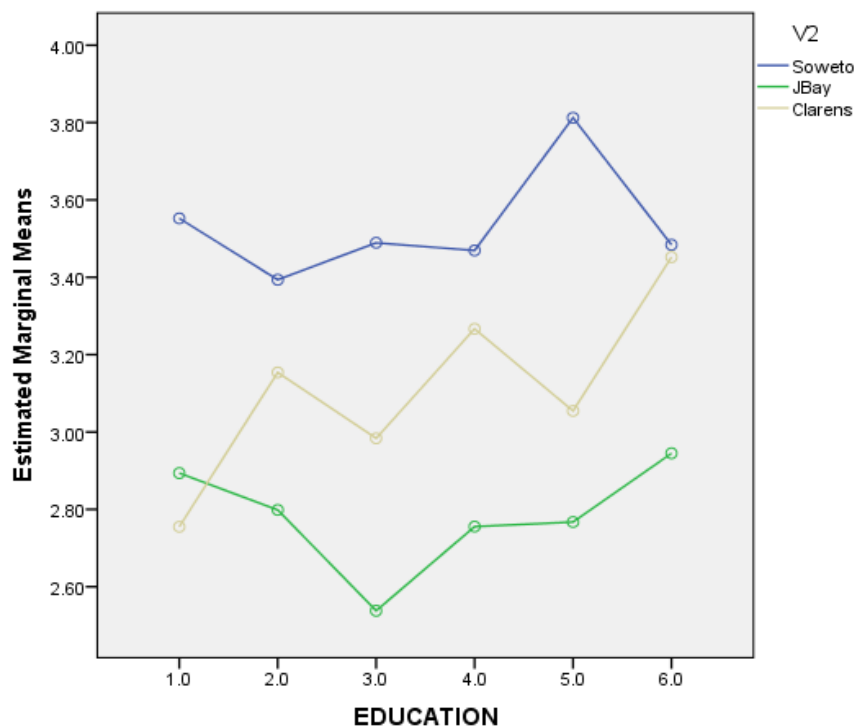


Figure 5.13: Profile plot for community protection and education

b) Findings

It was found that the interaction effect between level of education and communities does not influence how community members perceive community protection and education as a result of tourism. There was, however, a main effect size between communities, meaning that the way in

which communities members perceive community protection and education is different between communities.

c. Conclusion

The purpose of this analysis was to determine the influence of levels of education within Soweto, Jeffreys Bay and Clarens on the perceptions of community protection and education as a result of tourism. It was found that the interaction effect between level of education and the communities does not play a role in these communities' residents' perceptions towards community protection and education. It was, however, found that communities differ in the manner in which they perceive community protection and education.

5.3.6.6 Community upliftment and pride (intangible impacts)

This section determines the influence of levels of education within various communities on the perceptions of community upliftment and pride as a result of tourism.

a) Results of the two-way ANOVA

Dependent variable: Community upliftment and pride

In order to determine the influence of different levels of education within communities on community members' perceptions of the intangible social impact, community upliftment and pride, a two-way between-group ANOVA was conducted (Table 5.23). An insignificant interaction effect between communities and level of education, $F(2, 975) = 15.07$; $p = .000$, was revealed. There was, however, a significant main effect for communities, $F(5, 975) = 1.45$; $p = .204$, but not for level of education, $F(10, 975) = 1.06$; $p = .395$.

There is thus a difference in the way communities perceive community upliftment and pride (Figure 5.14).

Table 5.23: Community upliftment and pride (Intangible) (Community*Level of education)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	34.437 ^a	17	2.026	3.613	.000
Intercept	6099.634	1	6099.634	10878.979	0.000
Communities	16.898	2	8.449	15.069	.000
Level of education	4.063	5	.813	1.449	.204
Communities vs. Level of education	5.914	10	.591	1.055	.395
Error	546.664	975	.561		
Total	15542.487	993			
Corrected Total	581.101	992			

a. R Squared = .059 (Adjusted R Squared = .043)

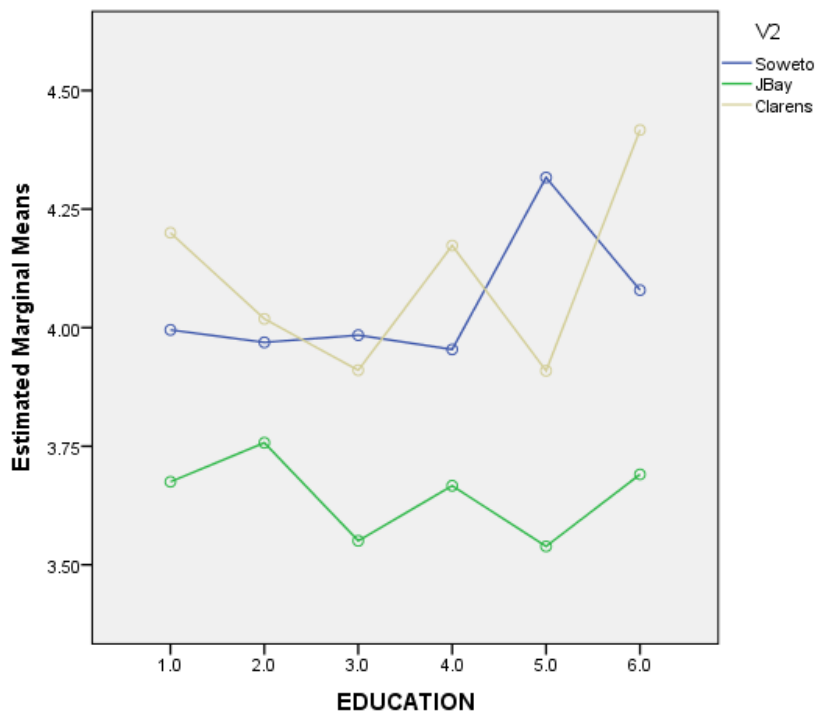


Figure 5.14: Profile plot for community upliftment and pride

b) Findings

This two-way between groups ANOVA delivered findings pertaining to the perceptions of communities towards community upliftment and pride as a result of tourism, according to residents' levels of education.

Community upliftment and pride's interaction effect with communities for influencing the perception of community upliftment and pride, was found to be insignificant. There was, however, found that there are differences in the ways that the various communities perceive community upliftment and pride.

c. Conclusion

The purpose of this analysis was to determine the influence of levels of education within Soweto, Jeffreys Bay and Clarens on the perceptions of community upliftment and pride as a result of tourism. It was found that level of education between communities does not influence their perceptions. The results did, however, reveal that there are differences in how communities perceive community upliftment and pride as a result of tourism activity.

5.3.6.7 Conclusion

The purpose of this section was to determine how the interaction effect between communities and level of education, as well as the main effects of communities and level of education, influences the perception of the tangible and intangible social impacts the result from tourism. It was only with the tangible social impact, environmental improvement, that a significant interaction effect was observed, while main effect sizes played a role with the other tangible and intangible social impacts.

Pertaining to the perception of environmental improvement (tangible social impact), a clear trend is observed in all three communities, where those with a higher level of education experiencing lower levels of environmental improvements while those with a lower level of education experiencing environmental improvement much stronger. A possible reason for this is that those with a higher level of education are more aware of what their environment should be like, while those with lower levels of education might be more naïve. When examining perceptions of the tangible social impact of environmental degradation, Soweto and Jeffreys Bay residents observed some environmental degradation, while Clarens residents did not. It is also clear that all communities experienced a rise in the cost of daily living (tangible social impact). Residents from Clarens and Soweto, to a certain extent, experienced economic improvements, while Jeffreys Bay residents did not.

When examining the perceptions of the intangible social impacts of tourism, it was found that Clarens and Soweto residents perceived improved community protection and education as a

result of tourism to a greater extent compared to Jeffreys Bay residents. However, when analysing community upliftment and pride, it was found that all communities perceived this intangible social impact to a greater extent. It was found that community members' perceptions towards community upliftment and pride were rated higher than all the other social impacts (tangible and intangible) that were measured. This assists in proving the hypothesis which states that the intangible social impacts of tourism might play a more significant role than previously thought. The power of intangible social impacts in a developing country such as South Africa should be harnessed to aid in fostering community support for the tourism industry.

When tourism developers (managers and marketers) begin their planning for developments in a community, it is important to firstly determine how residents in the specified community will perceive the impacts of tourism. This research contributes towards the literature which states that communities are not homogenous (Okten & Osili, 2004:604; Alesina & La Ferrara, 2000:847), meaning that planning should be unique for each type of community.

A model for determining the relationships between the tangible and intangible social impacts of tourism, which will assist in predicting residents' perceptions towards the tangible and intangible social impacts of tourism is developed in the next section which is also the most significant contribution of this study and field of research.

5.4 The relationship between tangible and intangible social impacts

The purpose of this section is to determine the interrelationships between the tangible and intangible social impacts of tourism on the communities of Soweto, Clarens and Jeffreys Bay. This is a very important part of the study serving as one of the main contributions. In order to achieve this, a Structural Equation Model was developed which allows for the evaluation of the importance of each of the independent variables in the model and to test the overall fit of the model to the accumulated data.

5.4.1 Structural Equation Modelling (SEM)

According to Mueller and Hanock (2010:371), Structural Equation Modelling (SEM) is a theory-driven data analytical approach which assesses specified hypotheses in order to reveal casual relations among measured as well as latent variables. It thus assesses the fit between observed data and the hypothesised model. SEM can furthermore represent these hypotheses in a diagram that makes it easier to understand the relationships between the variables. According

to Hair, Black, Babin, Anderson and Tatham (2010:653-678), SEM consists out of the following six stages which were followed in this study:

STAGE 1: Defining individual constructs

Variables referring to the tangible and intangible impacts of tourism were identified and defined from chapter 3 were used in the questionnaire (see Appendix A).

In order to develop the measurement model, a theoretical model was firstly developed (as indicated in Figure 5.15) from the literature obtained in Chapter 3. This model distinguishes between the tangible and intangible social impacts of tourism and shows how positive social impacts should be maximised and negative impacts minimised. The positive tangible and intangible social impacts will, according to literature, foster community support which is vital for the sustainability of the tourism industry. Indicated in Figure 5.15 are the tangible and intangible social impacts as T's and I's. T1 symbolises *environmental improvement*, while T2 symbolises *environmental degradation*, T3 is *cost of daily living* and T4 is *economic improvement*. I1, on the other hand symbolises the intangible social impact *community protection and education* while I3 stands for *community upliftment and pride*.

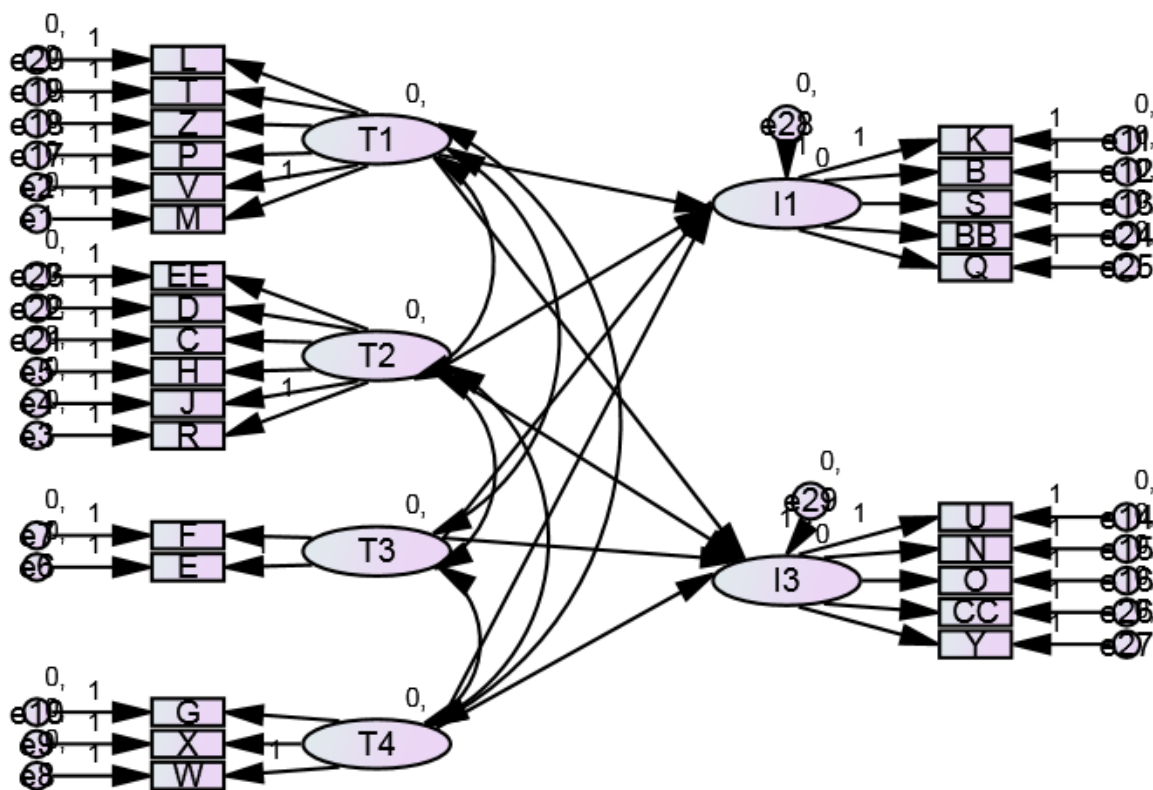


Figure 5.15: Theoretical model

Exploratory Factor Analyses (EFAs) were done on the combined community data (previous analyses for model fit allowed for the aggregation of the data) in order to identify latent constructs (Section 5.2.2). Four tangible impact factors and two intangible impact factors with reliable Cronbach Alpha values were obtained. Thereafter a Confirmatory Factor Analysis (CFA) was done by placing the data in the model and the model was confirmed.

STAGE 3: Designing a study to produce empirical results

During the third stage, the study design as well as model estimation is important. During this stage of the SEM, four issues influencing the outcome of the SEM is discussed. These include the type of data analysed, sample size, model estimation as well as the computer software (AMOS v 21.0.0) used in the current study.

- **Sample size**

Hair *et al.* (2006:740) indicated that SEM requires a relatively large sample size to maintain the accuracy of estimates and to ensure representativeness. Hair *et al.* (2006:742) furthermore proposed the following guidelines for the influence of sample size when using SEM:

- SEM models containing five or fewer constructs, each with more than three items (observed variables) and with high item communalities (6 or higher) can be adequately estimated with sample sizes as small as 100-150.
- If any communality is modest (0.45-0.55) or the model contains constructs with fewer than three items, then the required sample size is more in the order of 200.
- When the number of factors is larger than six, some of which use fewer than three measured items as indicators, and multiple low communalities are present, sample size requirements may exceed 500.

In the current study, the conceptual model contains six components where each construct was measured by more than three items. A total of 31 variables were used in a sample of 1 043. Although sample size should be based on a set of factors, a larger sample generally produces more stable solutions that are more likely to be replicable (Hair *et al.*, 2006:737). The method used for examining the relationships between latent variables was inspection of the standardised coefficients for the regression paths (Tabachnick & Fidell, 2001:673).

STAGE 4: Developing the model

Figure 5.16 indicates the SEM with the latent variables and connection hypothesis lines which will measure the relationships between these constructs.

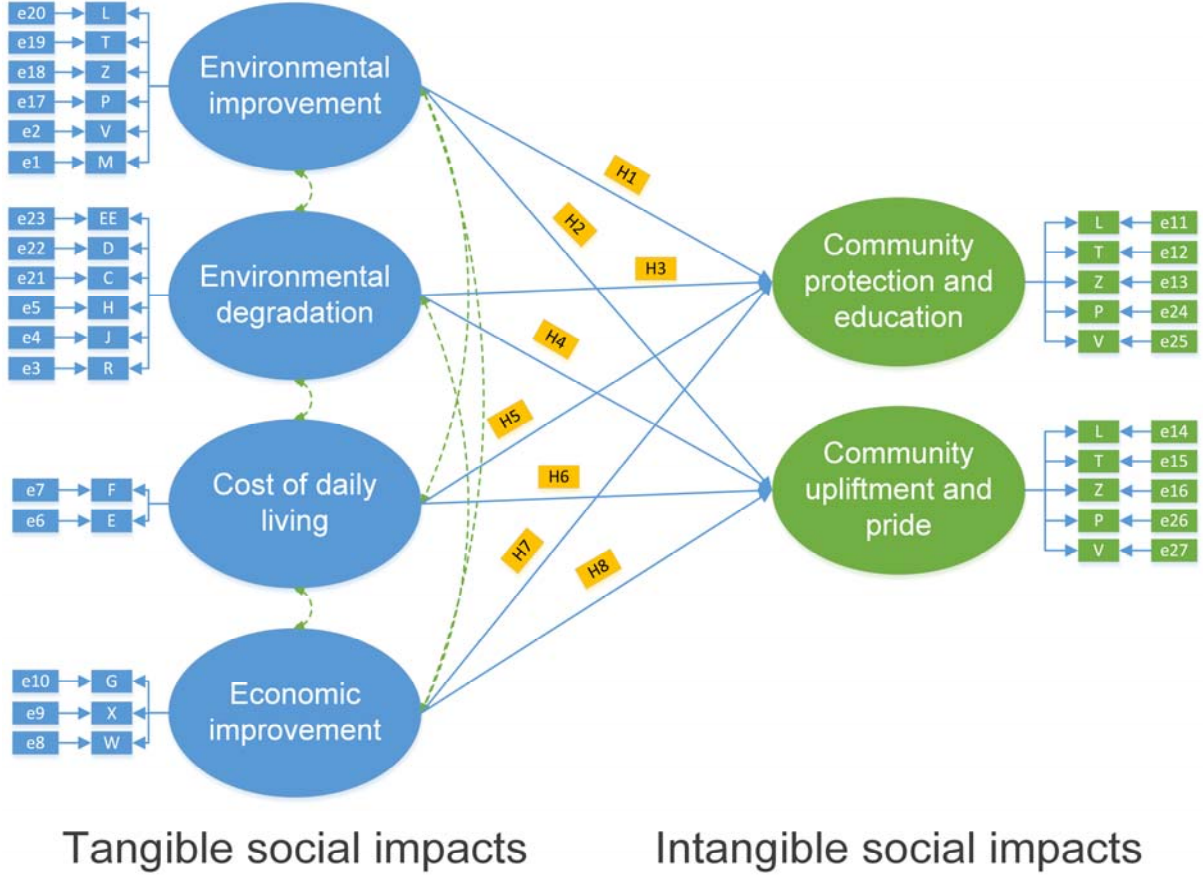


Figure 5.16: Model for predicting perceptions of tangible and intangible social impacts

The hypotheses that will be tested in this model are listed in Table 5.24.

Table 5.24: Hypothesis for the model

Hypotheses	
H1	There is a direct relationship between environmental improvement (Tangible 1) and community protection and education (Intangible 1)
H2	There is a direct relationship between environmental improvement (Tangible 1) and community upliftment and pride (Intangible 2)
H3	There is a direct relationship between environmental degradation (Tangible 2) and community protection and education (Intangible 1)

H4	There is a direct relationship between environmental degradation (Tangible2) and community upliftment and pride (Intangible 2)
H5	There is a direct relationship between cost of daily living (Tangible 3) and community protection and education (Intangible 1)
H6	There is a direct relationship between cost of daily living (Tangible 3) and community upliftment and pride (Intangible 2)
H7	There is a direct relationship between economic improvement (Tangible 4) and community protection and education (Intangible 1)
H8	There is a direct relationship between economic improvement and community upliftment and pride (Intangible 2)

In order to determine to what extent covariance matrix implied by the model conforms to the observed in a SEM, various estimation techniques have been used.

Maximum Likelihood (ML) estimation was used to estimate the models. Compared to other estimation models such as weighted least squares and generalised least squares, ML is seen as much more robust (Olsson, Foss, Troye & Howell, 2000:557). Another reason for selecting ML was due to the problem of missing data. The method used for examining the relationships between the identified latent variables was inspection of the standardised coefficients for the regression paths. The ML estimates for this SEM is indicated in Table 5.25.

Table 5.25: Maximum likelihood estimates – regression weights of structural part of the model

				Standardised regression weights	Estimate	P-label
H1	Community protection and education	<---	Environmental improvement	.946	1.092	<0.001
H2	Community upliftment and pride	<---	Environmental improvement	.963	1.046	<0.001
H3	Community protection and education	<---	Environmental degradation	.242	.239	<0.001
H4	Community upliftment and pride	<---	Environmental degradation	-.031	-.028	.491
H5	Community protection and education	<---	Cost of daily living	-.105	-.083	.035

				Standardised regression weights	Estimate	P-label
H6	Community upliftment and pride	<---	Cost of daily living	.139	.104	.007
H7	Community protection and education	<---	Economic improvement	.088	.056	.161
H8	Community upliftment and pride	<---	Economic improvement	-.204	-.122	.004

When examining Table 5.30, it becomes clear that only two of the eight paths were not statistically significant. These two were thus rejected. All items had significant regression weights on latent variables. The statistically significant hypotheses will be discussed in the next section.

STAGE 5: Assessing Measurement Model Validity

In order to estimate if the model will be valid, one has to analyse various goodness-of-fit indices that show that various measures of fit. Table 5.26, the model-data-fit for the combined data of the three communities reveal a good fit seeing as the absolute fit measure, CMIN/DF (minimum value of discrepancy divided by value of freedom), obtained a value of 4.547 (which is between the suggested values of 2 and 5), the relative fit measure, CFI (Component Fit Index), obtained a value of 0.860 (the closer to 1, the better) and lastly, the fit measures based on non-central chi-square distribution, RMSEA (Root Mean Square of Approximation), obtained a value of 0.058 (below 0.08 is good). The lower and higher limit of a 90% confidence interval on the population value of the RMSEA was 0.055 and 0.062 respectively (Arbuckle, 2012:601-612; Hooper *et al.*, 2008:54-55).

Table 5.26: Goodness-of-fit indices

Model	CMIN/DF	CFI	RMSEA	LO 90	HI 90
Default model	4.547	0.860	0.058	0.055	0.061

STAGE 5: Testing Structural Model hypotheses

During this stage of the model development, the researcher examines the hypotheses that are supported by the model as well as those that are not.

Hypotheses supported

The following includes all the hypotheses which are supported through SEM (Table 5.25).

H1 was confirmed as significant seeing as it falls well within the 5% significance level thus confirming the hypothesis which states that there is a direct relationship between environmental improvement and community protection and education. This is furthermore supported by the standardised path coefficient of .946 ($p < 0.001$). Residents of these communities that perceive that their environment is improved and upgraded due to tourism, also feel that tourism is contributing to protecting the community and providing educational opportunities. Residents will also gain more knowledge on their respective communities. The tangible and intangible elements are thus supporting each other.

H2 also falls within the 5% significance level thus also confirming this hypothesis which states that perceived environmental improvement will positively influence community upliftment and pride. This is supported by the standardised path coefficient of .963 ($p < 0.001$). In other words, if local residents perceive that tourism is contributing to the improvement of the local environment they will also experience that tourism is contributing to higher levels of community upliftment and pride. Again the improvement of the environment will make the community more proud to stay in this specific area and therefore show higher levels of hospitality towards visitors.

H3 has also been indicated as significant, meaning that this hypothesis is supported. The standardised path coefficient, however, is fairly low at .239 ($p < 0.001$). However it means that if residents feel that tourism is contributing to environmental degradation, they believe that tourism will positively influence community protection and education, but seeing as the standardised path coefficient is so low, the direct effect will be less significant. **Please note that the descriptive statistics indicated that respondents felt that tourism did not contribute to environmental degradation and therefore indicated a positive response.*

H5 was supported at p -value = 0.035, thus showing a relationship between cost of daily living and community protection and education. The standardised path coefficient is negative with a value of $-.105$ ($p < 0.001$) meaning that those residents who experienced an increased in the daily cost of living, experienced a slight decline in the contribution tourism made to community protection and education. This negative tangible impact thus influenced the intangible impacts of the model negatively which is an important aspect to consider and keep in mind when conducting tourism planning.

H6 is also proven as a valid hypothesis seeing as it has a significant p-value of .007, thus indicating a relationship between the cost in daily living and community upliftment and pride. A low, but positive standardised path coefficient was found, indicating that an increase in the daily cost of living due to tourism will contribute to a slight increase in community upliftment and pride. The higher costs of living might create a sense of development and affluence which will create higher levels of pride.

H8 was confirmed at the 5% significance level, thereby supporting the hypothesised relationship between economic improvement and community upliftment and pride. The standardised path coefficient was negative, but low at -.204 ($p = 0.004$). It was thus found that where residents experienced higher levels of economic improvement they indicated a decrease in community upliftment and pride. This might be due to the situation where only a small number of residents experienced economic improvement and not the community as a whole. In this case the positive tangible impact has led to a decrease in the intangible impact.

It was found, according to Table 5.30, that the following two paths were not statistically significant and they were rejected:

H4: has been found as not statistically significant ($p = 0.491$), thus indicating that there is not a relationship between community upliftment and pride and environmental degradation. A reason for a lack of relationship between these two factors can be attributed to respondents not necessarily perceiving an increase or decrease in environmental degradation, which means that it does not impact community upliftment and pride.

H7: has a p-value of 0.161, also indicating that the relationship between community protection and education and economic improvement was not significant. Thus economic improvements due to tourism do not influence resident's positive or negative reactions with regard to community protection and education. A reason for this can be that economic improvement as a result of tourism is not experienced by many residents and thus they do not see the relationship with other variables such as community protection and education.

5.4.2 Findings and conclusions

The purpose of this section was to determine a model that will aid in the process of determining communities' perceptions pertaining to the tangible and intangible social impacts of tourism. This was achieved through the implementation of Structural Equation Modelling.

Eight hypotheses were formulated regarding the relationships between the tangible and intangible social impacts. As the researcher could not find any other references on such relationships due to the uniqueness of this model it was decided to determine the relationships between the reliable tangible impacts (four) and intangible impacts (2). It was found that six of the eight hypotheses were supported, while two were not.

Environmental improvement influenced both intangible impacts (community protection and education as well as community upliftment and pride). A greater feeling of community protection as well as community upliftment and pride can be fostered by means of taking more care of the environment that the residents live in. This should be an integral part of tourism planning. Tourism managers should implement greening initiatives and build tourism facilities to be in line with the guidelines for ecotourism.

Cost of daily living influenced both intangible impacts (community protection and education as well as community upliftment and pride). When the cost of daily living increases, so does community upliftment and pride to a certain extent, meaning that residents perceive that a more expensive community might be worth more, whereas higher cost of living will lead to a decrease in the perception of community protection and education. It is therefore important for tourism managers to develop tourism in such a way that the community will still be able to afford everyday living by assisting them achieving a higher income, or through marketers marketing how a holiday to a particular destination is value for money. This will create sense of pride in community members.

Environmental degradation influenced community protection and education. Even if local residents perceive tourism as leading to environmental degradation, they continue to believe that tourism will positively influence community protection and education, but seeing as the standardised path coefficient is so low, the direct effect will be less significant. **The descriptive statistics did however indicate that respondents felt that tourism does not contribute to environmental degradation and therefore indicated a positive response.*

Economic improvement influenced community protection and education. Residents who perceived economic improvement also perceived a decrease in community upliftment and pride. This might be ascribed to the situation where only a small number of residents experienced economic improvement and not the community as a whole. In this case the positive tangible impact has led to a decrease in the intangible impact.

Environmental degradation did not influence community upliftment and pride. This can be attributed to the fact that respondents did not perceive an overall increase or decrease in environmental degradation, which means that it does not impact community upliftment and pride.

Economic improvements caused by tourism did not influence residents' perceptions of tourism's contribution towards community protection and education. It might be that residents did not necessarily view economic improvements as a contribution factor with regards to community protection and education. It might also be that those residents that did not perceive any economic improvements, which are normally higher in respondent numbers, were not able to view tourism as a contributing factor to community protection and education.

The knowledge obtained above has various managerial as well as marketing implications. There is a definite link and relationship between tangible and intangible social impacts. These impacts can influence one another positively and negatively.

5.5 Conclusions

The aim of this chapter was three-fold. The first phase was to determine the profile as well as tangible and intangible social impacts of tourism on the pooled data of the three communities. It was found that the impacts of tourism can successfully be divided into tangibles and intangibles. Four intangible social impacts were found and two tangible social impacts. It was revealed that intangible social impacts can play a stronger role in fostering community support for tourism than once thought, meaning that tourism managers and marketers should focus on maximising the intangible impacts as well. The social exchange theory furthermore supports this in stating that residents should physically receive rewards from the tourism industry if the industry "takes away" from them. Seeing as residents do not necessarily receive physical rewards, yet continue to support the industry, it means that intangible social impacts must play a role.

Research revealed that communities are not homogenous, therefore the researcher determined the socio-demographic profiles as well as the tangible and intangible social impact perceptions of the three communities separately. This was the second phase of the research. The research revealed that tourism has a strong influence on the quality of life of the community as a whole, but not as strong on the individuals. It was furthermore found that the communities differ in how they perceive the tangible and intangible social impacts of tourism. Soweto and Clarens residents were found to be, to a certain extent, likeminded while Jeffreys Bay residents differed in most respects. This furthermore supports the notion which states that communities cannot be

seen as homogeneous, resulting in tourism marketers and managers having to develop unique plans for tourism developments for each community.

Further analyses were done on the data to determine how these impacts effect certain perceptions as well as how other aspects influence the communities' perceptions of the tangible and intangible social impacts of tourism. The first analysis determined the influence of the tangible and intangible social impacts of tourism on the various communities' perceptions of the tourism industry. Similarities and differences were found. One of the similarities included intangible impacts, on average, had a higher correlation towards residents' tourism perceptions. The second analysis attempted to determine if local residents' involvement in the tourism industry will influence residents' perceptions of the tangible and intangible social impacts. It was found that it does not necessarily influence their perceptions.

The last analysis determined the effect of different education levels compared between the three communities on the perceptions of the tangible and intangible social impacts. The only significant influence was environmental improvement. The higher the level of education, the lower the perceptions of environmental improvements in the community. A possible reason for this was previously mentioned in this chapter which stated that those with a lower level of education might not be as aware of how an ideal environment should look like as opposed to those with a higher level of education.

From the analysis done on the communities of Clarens, Jeffreys Bay and Soweto, it was found that the intangible impacts of tourism also strongly contributes towards fostering community support for the tourism industry. As a result, it is important to distinguish between the tangible and intangible social impacts of tourism in South Africa. It was furthermore evident that communities in South Africa are unique (not homogeneous), thus tourism developments in these communities should be approached separately. It is therefore important to determine the perceptions of the tangible and intangible social impacts for each community, followed by the aspects influencing these impacts. For this reason an optimised model was developed, which helps predict the tangible and intangible social impacts of tourism which can be applied to various communities in South Africa. With the minimum amount of adjustments, this model might also be applied to tourism-dependent communities in other developing countries.

This model serves as a tool for tourism managers, marketers and developers for maximising the positive social impacts of tourism and minimising the negative, ultimately creating community support for the industry which will assist in achieving the tourism industry's sustainability.

CHAPTER

CONCLUSIONS AND RECOMMENDATIONS

6

“Any fool can know. The point is to understand” - Albert Einstein

6.1 Introduction

The purpose of Chapter 6 is to discuss the results of this study according to the aims and objectives of this thesis. This will inform the formulation of conclusions and recommendations for this study.

The main goal of this study was to conduct a critical assessment of the social impacts of tourism in selected South African communities, with reference to the tangible and intangible aspects. In order to achieve this goal, various objectives were set in Chapter 1 and achieved in the chapters thereafter.

- The first objective was to analyse communities from a sociological perspective as well as communities' role in the tourism industry. Barriers that prevent community members' participation in the industry were identified and recommendations were made to assist in overcoming the barriers. The term “social impact” and the models that explain how and why social impacts occur were also examined. This was thoroughly analysed in the literature review (Chapter 2).
- The second objective was to conduct a critical analysis and categorisation of social impacts of tourism according to the tangible and intangible impacts. This was done with a focus on a developing country such as South Africa. This assisted in the understanding of the tangible and intangible social impacts which might influence tourism-dependent communities in South Africa in a positive or negative manner. This information is captured in the second literature review in Chapter 3.

- The third objective was to determine the tangible and intangible social impacts of tourism on the selected communities as well as the variables influencing perceptions of these impacts. This was done as part of the development of a model for measuring the relationships between tangible and intangible social impacts of tourism which will allow for better marketing and management and understanding of tourism in South African communities. This was achieved in Chapter 5.

The fourth and final objective is to draw conclusions, complete the critical review and make recommendations pertaining to the literature review, the results of the study as well as to draw comparisons between literature and the empirical findings. The novel model and its significance are included in this discussion.

The purpose of this chapter is thus to achieve this final objective of the study. This will be done by making conclusions according to the objectives, making recommendations for the study and future studies. Lastly attention is given to the limitations of the study.

6.2 Research conclusions

The following conclusions can be drawn with regard to the research done in this thesis:

- Conclusions with regard to the analyses of communities from a sociological perspective as well as communities' role in the tourism industry (objective 1);
- Conclusions with regard to the critical analysis and categorisation of social impacts of tourism according to the tangible and intangible impacts (objective 2); and
- Conclusions with regard to the assessment of tangible and intangible social impacts of tourism on the selected communities as well as the variables influencing perceptions of these impacts. Included in this discussion is the model developed for a better understanding of the relationships between tangible and intangible impacts (objective 3).

6.2.1 Conclusions with regard to the analyses of communities from a sociological perspective as well as communities' role in the tourism industry

The following are regarded as the main conclusions with respect to research objective 1 (c.f. 1.4.2):

- Social, ecological and economic impacts are the most prominent topics in tourism research, but social impacts are still researched to a lesser extent. Residents' goodwill and support are however vital for the sustainability of the tourism industry, thus more emphasis should be placed on social impact studies (c.f. 2.1).
- In order to better understand social impacts as well as how it influences communities, the researcher first looked at the origin of a community structure by examining the science of sociology as well as how it developed.
- Sociology is a science that describes society, social institutions and social relationships (c.f. 2.2). This science went through various development stages to ultimately create three complementary perspectives. One of the three perspectives, the interactionist perspective, states that humans are individual beings who live in groups and together create an existence (c.f. 2.2.2.3). These groups of people can thus collectively be called communities.
- A host community includes all residents of a town or city where tourism activities take place (c.f. 2.3.1).
- Community members form a vital part of the tourism industry as they provide services, facilities and contribute to the overall experience of visitors (c.f. 2.3.2) and for this reason it is important that they participate in the industry, seeing as it is their living area and they should have a say in it (c.f. 2.4.1).
- There are however models that assist developers in understanding to what degree residents participate in tourism developments (c.f. 2.4.2) namely, Arnstein's Ladder of Citizen Participation (c.f. 2.4.2.1) as well as Pretty's typology of participation (c.f. 2.4.2.2). Both these models measure different levels of community participation, with the lowest number indicating that they do not support the industry at all, while the highest indicates that they own local tourism businesses.
- The ideal situation for a tourism destination is thus that residents should own these businesses or play a significant role in the planning and development of this industry in their area (c.f. 2.4.3).
- Various barriers, however, exist that may hinder community participation (c.f. 2.4.4). This can include amongst others residents who do not understand the decision-process or tourism planners and in that case the process becomes costly and timely.
- As a result, various guidelines for tourism planning and development were developed (c.f. 2.4.5), but adhering to these guidelines will not necessarily guarantee tourism sustainability as social impacts also plays an important role. These can also not be applied to all communities in the same way, differentiation is needed.
- Social impact is the changes in a society, referring to its norms as well as values and structures of a host community as a result of other cultures coming in contact with them

and influencing them positively or negatively (c.f. 2.5.1). These influences should be managed in order to maximise the positive impacts and minimise the negative impacts. This demands knowledge of these impacts which is seldom available, up to date and a representative view of a given community.

- Various theoretical models and frameworks have been developed that helps one understand social impacts which can enable one to manage them (c.f. 2.5.2). These include: the social exchange theory (c.f. 2.5.2.1); the Social Representation Theory (c.f. 2.5.2.2); Smith's model of cross-cultural contact (c.f. 2.5.2.3); Doxey's irridex model (c.f. 2.5.2.4); Butler's model of intercultural perception (c.f. 2.5.2.5); as well as Pérez and Nadal's Host Community Perception Clusters (c.f. 2.5.2.6). The collective of these models have their place in describing and creating an understanding pertaining to the social impacts of tourism, however, the social exchange theory creates a more basic understanding pertaining to how host communities will react to tourism around the simple understanding of give and take. If tourism takes away from the community, they will not lend their support to the industry. In contrast, if tourism provides physical benefits, the host-community will be less reluctant to support it.
- These models are similar in that they all measure the social impact of tourism on communities on a scale where the bottom part states that the impact is small, but it increases as one moves to the other side of the scale (c.f. 2.5.2.7). When one researches the other side of the above-named scales, one stands the chance of overstepping the social carrying capacity. However, the current models address social impact in a more general manner and build strongly on residents' irritation levels and a categorisation of advantage or disadvantages. A gap therefore exists in literature as these models do not distinguish between tangible and intangible social impacts which might yield results that is more user-friendly and implementable in the context of a developing country where economic benefits are important but not always experienced by the residents. Therefore a model was developed to bridge the gap and build on the tangible and intangible social impacts.
- The social carrying capacity of a destination is thus the threshold to which a host community can tolerate the number of visitors and their activities in the destination (c.f. 2.5.3). Therefore, it is important for tourism developers to be aware of what a host community's social carrying capacity is. Overstepping this can foster antagonistic feelings in local residents towards the visitors. This can lead to the demise of the industry.
- There are various factors that influence the social carrying capacity of community. These factors can include the characteristics of the host community as well as the

characteristics of the tourists (c.f. 2.5.4) which creates questions around general guidelines and models.

- Characteristics of the community can include the communities' growth rate, the communities' dependency on the economic contributions of tourism, the homogeneity of the host society as well as the residents; involvement in the tourism industry for instance (c.f. 2.5.4.1).
- Characteristics of the tourists that influence the social carrying capacity of a community includes: the tourist types and numbers, the activities of the tourists as well as their length of stay for instance (c.f. 2.5.4.2).
- From this first literature review, it becomes clear that it is important to be aware of social impacts and one should be able to manage these impacts. If these are not properly managed, the tourism industry in those areas might experience difficulties in the long-term. As a result, the researcher furthermore had to critically analyse the social impacts as well as how it affects South African tourism-dependent communities.

6.2.2 Conclusions with regard to the critical analysis and categorisation of social impacts of tourism according to the tangible and intangible impacts

The following are regarded as the main conclusions with respect to research objective 2 (c.f. 1.4.2):

- Tourism is one of the largest income earners in the world, contributing a considerable amount to the global GDP. As a result, tourism will have various social impacts (positive or negative) on communities where it takes place (c.f. 3.1).
- Various studies have been done on these social impacts, mostly emphasising the job-creation and income-generating power of the industry (which are tangible social impacts), while placing much less focus on the intangible social impact (c.f. 3.1). Therefore it becomes clear that there is a gap in literature pertaining to the intangible social impacts especially in terms of the identification, classification and application of these impacts.
- Seeing as the host community's goodwill and support is vital for the tourism industry, it was decided to examine the intangible impact of tourism as it might play a more important role than was once thought (c.f. 3.1).
- Intangibles are things that are difficult to see, perceive or measure, while tangibles are something physical that one can possess such as property or monthly income. Based on the definitions of these concepts social impacts can be divided into tangibles and intangibles (c.f. 3.2).

- Tangible and intangible social impacts can furthermore be divided into positive and negative impacts (c.f. 3.3).
- Examples of tangible social impacts include (c.f. 3.3.1):
 - Positive tangible social impacts (c.f. 3.3.1.1)
 - Infrastructure development
 - Strengthening of local economy
 - Opportunities for recreation
 - Improved surroundings
 - Local cultures and celebrations be celebrated by visitors
 - Income through culture
 - Increased local participation
 - Negative tangible social impacts (c.f. 3.3.1.2)
 - Increase in undesirable activities
 - Excessive use of facilities
 - General increase in prices
 - Modernisation
 - Cultures that change for visitors' needs
 - Economic leakages
 - Seasonality and tourism dependency
 - Increase in pollution
- Examples of intangible social impacts include (c.f. 3.3.2):
 - Positive intangible social impacts of tourism (c.f. 3.3.2.1)
 - Greater community organisation and stability
 - Cultural pride and strengthening
 - Promotion of cross-cultural understanding
 - Exposure to new ideas
 - Modernisation through education
 - Favourable worldwide image
 - Negative intangible social impacts of tourism (c.f. 3.3.2.2)
 - Xenophobia
 - Destruction of heritage
 - Commodification of cultures, religion and art
 - Conflicts within the host community
 - Degradation of cultural values and environment
 - Misunderstandings between cultures
 - Demonstrations effect
 - Acculturation

- Language degradation
- When referring to the latter, it becomes clear that the tangible and intangible impacts of tourism can have consequences for the host community (c.f. 3.3.5).
- Another reason for making a distinction between tangible and intangible social impacts results from the current challenges facing South Africa (c.f. 3.4).
- South Africa is an upper middle-income, third-world country, yet it has one of the most unequal distributions of income in the world. The country furthermore has a high unemployment rate and is overwhelmed by socio-political, economic and cultural limits (c.f. 3.4.1)
- As a result, community members do not necessarily derive tangible benefits such as economic improvement from tourism, yet they stay positive towards the industry (c.f. 3.4.1).
- Previous research suggested that more emphasis should be placed on the intangible social impacts of tourism such as community pride and upliftment, for instance, yet little research has been done on this topic.
- In order to ensure local residents' support for the tourism industry, it was thus found that it is important to determine what the tangible and intangible social impacts of tourism in South Africa are as well as how the positive impacts might be maximised.

6.2.3 Conclusions with regard to the tangible and intangible social impacts of tourism on the selected communities as well as the variables influencing perceptions of these impacts. Included in this discussion is the model developed for a better understanding of the relationships between tangible and intangible impacts

The following are regarded as the main conclusions with respect to empirical research conducted to complete objective 3 (c.f. 1.4.2):

- The perception of the benefits of the social impacts of tourism is stronger at community level than at individual level and furthermore residents feel positive towards the tourism industry even if they do not form part of it (c.f. 5.2.1). This already reveals the importance of the intangible social impacts of tourism in that local residents do not physically obtain benefits from the industry, yet support it.
- Even when dividing the social impacts of tourism into tangible and intangible impacts, the intangible social impact pertaining to community upliftment and pride was perceived as the most important. Even when the cost of living continued to increase, while residents'

monthly income did not increase significantly, it was still not the most important issue (c.f. 5.2.2 & 5.2.3). It is therefore clear that intangible social impacts play a vital role in fostering community support for the tourism industry (c.f. 5.2.5). This has numerous implications on how research as well as development of tourism in South African communities, and possibly how those in other third-world countries, should be approached.

- When comparing the perceptions of the tangible and intangible social impacts between communities, it is clear that communities do not perceive these impacts in the same manner. Perceptions of residents in Soweto and Clarens are more similar than the perceptions of those in Jeffreys Bay. The latter is a community with a more diverse economy which might mean that residents are not as dependent on tourism (c.f. 5.3.4.3). This has various implications for tourism researchers and developers seeing as communities are unique (heterogeneous). This means that the various aspects influencing residents' perceptions of the tangible and intangible social impacts need to be clear (c.f. 5.3.5) in order to ensure the benefits of these impacts are maximised for each community without crossing their social carrying capacities (c.f. 2.5.4.2). The researcher furthermore determined what influences residents' perceptions.
- As a multitude of research has shown that it is vital for host community participation in the tourism industry, analysis on this was also conducted to see how it influences communities' perceptions. The results of this study however contradict previous research as it found no significant relationships between taking part in the tourism industry and the perceptions of the tangible and intangible social impacts. This also has implications which mostly hint towards the importance of the intangible social impacts of tourism and how these impacts should be harnessed (c.f. 5.3.6.7).
- When examining the effect of different levels of education of the three communities on the perceptions of the tangible social impacts, only the perceptions of the tangible social impacts pertaining to the improvement of the host residents' environment was influenced. It revealed a trend where those individuals who had obtained higher level of education were more critical about improvements to their environment than those with lower levels of qualifications. This has implications towards the development and marketing of a tourism destination (c.f. 5.3.7.1).
- From the above research, one can see that intangible social impacts did play a very significant role in the sample communities and it was also revealed that the communities are not homogenous. This means that research should be done on other communities in South Africa in order to ensure their sustainability through correct management, marketing and development. For this reason, a model is developed that takes the relationships between tangible and intangible social impacts into account which assists in

the proper planning for a successful tourism industry in specific areas. This model was optimised so that it can take most tourism-dependent South African communities into account (c.f. 5.4). More specific the relationship between the tangible and intangible impacts is highlighted, the importance of tangible impacts are emphasised and the interdependency of these impacts is proofed. This model is indicated in Figure 6.1 below.

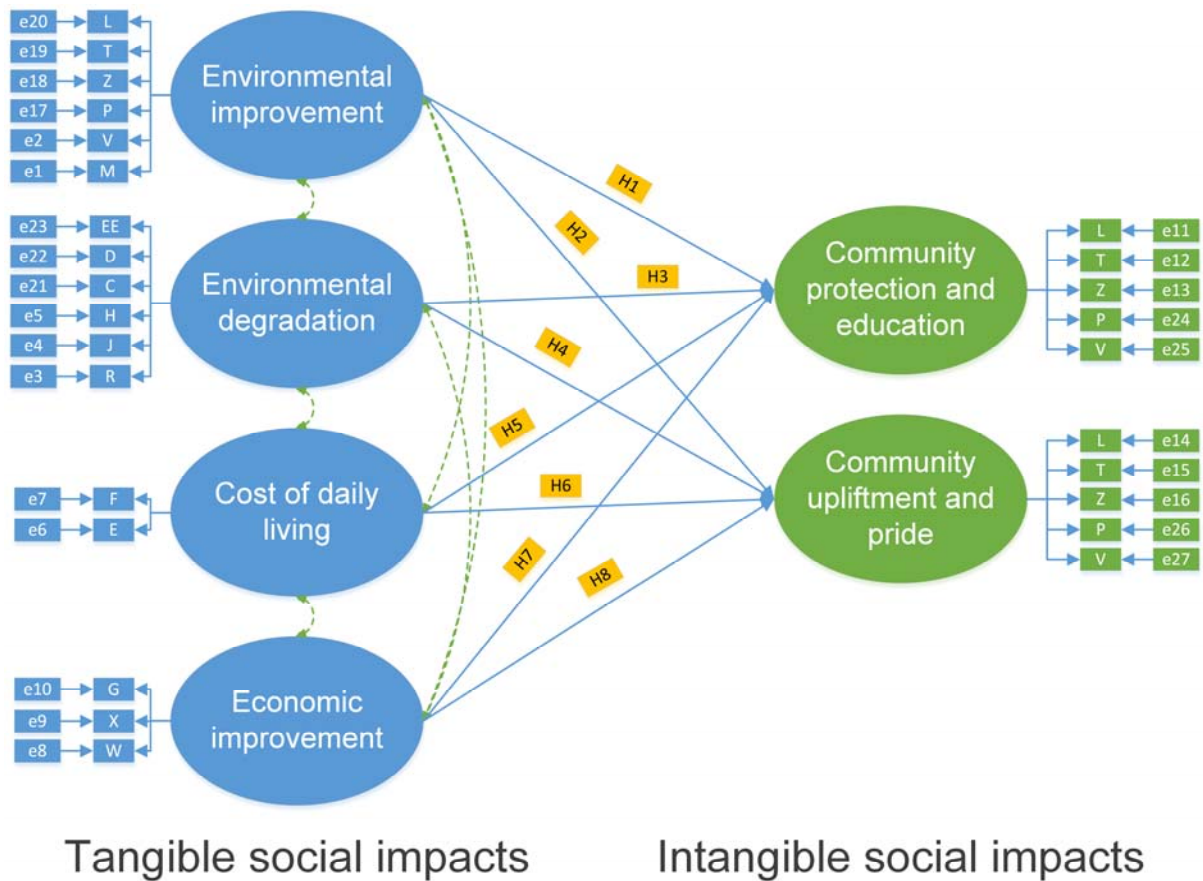


Figure 6.1: Tangible and intangible social impact model

Table 6.1: Goodness-of-fit indices

Model	CMIN/DF	CFI	RMSEA	LO 90	HI 90
Default model	4.547	0.860	0.058	0.055	0.061

6.3 Contributions of this study

The following contributions are made with regards to scholarly contents:

- It is the first study of its kind where a definite distinction is made between tangible and intangible social impact of tourism. The social impacts of tourism were divided into

tangible and intangible social impacts. This provides a new, unique perspective on the analysis of social impacts.

- It contributed to the research pertaining to the social impact of tourism in South Africa by determining the social impacts of tourism on three South African communities namely Clarens, Jeffreys Bay and Soweto. These findings will enable these communities and other similar communities to improve their understanding and management of these impacts and directly contribute to the development of the industry and creating an improved environment for the residents.
- The social impacts of tourism were divided into reliable tangible and intangible factors. The tangible social impact factors include: Environmental improvement; environmental degradation; cost of daily living; and economic improvements. The intangible social impacts include: community upliftment and pride; as well as community protection and education.
- It contributes to a novel and noteworthy approach in understanding, measuring and analysing the social impacts of tourism in a developing country (South African) environment by making a clear distinction between the tangible and intangible social impacts of tourism in order to find out how strong a role both these impacts play.
- The research fills a gap in literature on the intangible social impacts of tourism as well as the significance thereof, especially in a developing country. The gap existed as a result of the majority of studies focussing on the tangible social impacts of tourism.
- It strongly contributes to the literature stating that communities are not homogenous and planning and development should be destination/community specific.
- The research contributes to literature in that it reveals that the level of education influenced how community members perceive the tangible and intangible social impacts of tourism. These perceptions furthermore differ from one community to another.
- A major contribution of this study is the evidence that indicated intangible impacts to be more important than tangible impacts. This changes the way planners and developers deal with the community in tourism and may provide a different focus to these role players (without neglecting the importance of the tangible impacts).
- Research revealed that the intangible social benefits of tourism can in some instances play a greater role than the tangible social benefits of tourism when applying the social exchange theory seeing as community support can also be fostered by taking the intangible social impacts into account. This may not seem as glamorous as economic benefits but it creates feelings of pride, coherence and a team spirit that adds to the quality of life of residents.
- Through this research, a novel and unique model predicting the perceptions of local residents on the tangible and intangible social impacts was developed. As communities

are not homogeneous and this model has to be applied to multiple communities, it was optimised for this type of application with good Cronbach Alpha values. This will aid tourism planners, managers and marketers in fostering community support in various tourism-dependent South African communities by taking the intangible impacts also into account. It is possible that this model might also be applied to other third-world country communities and determine differences and/or similarities.

Finally this study will contribute to literature by publishing these findings in accredited journals for researchers and interested stakeholders to read.

6.4 Recommendations

Various recommendations are made regarding this study. These recommendations will be discussed in this section.

6.4.1 Managerial recommendations

The following recommendations regarding the research are made for tourism managers:

- Tourism managers should use the optimised model for predicting how local residents will react to tourism development, adjustments as well as marketing. This will allow for planning that is in line with the views of the community, thus minimising the chances of resident antagonism towards the industry.
- One should always keep in mind that communities are not homogeneous. It is important to do separate research and planning for each community.
- The intangible social impacts of tourism play a strong role in fostering vital community support for the industry. Continuously reminding the community members how important the tourism industry is, and how important their role in it is. This will help grow their pride in their community as well as their support for the industry, regardless of physical gain.
- Tourism managers and planners should in some cases place even more emphasis on intangible social impacts such as fostering community upliftment and pride as this factor was revealed to be the most important and influential for residents. This can be done by providing residents with a platform to practice their traditional ways by for example employing them at restaurants to prepare traditional dishes or train them as tour guides to show tourists interesting things in the community.
- One should however not disregard the benefits of tangible social impacts. It is still important that residents obtain physical benefits from tourism such as economic and

environmental improvements as far as possible. Always plan in such a way to include local residents during tourism developments and place strong emphasis on creating a tourist-friendly industry as residents will be more supportive of an industry that protects their natural area.

- Community members should be educated on the importance of tourism for their community as well as the possible positive and negative impacts that it might bring. It will help them prepare for a possible shock when the social impacts become apparent and they will know how to react to tourists, thus building cross-cultural relations.
- Ensure that there is always open, honest communication between the community and the tourism developers. Residents will appreciate the honesty and be more lenient towards future tourism development. Currently most residents feel left out and thus do not support this industry.
- Assist in solving current problems in a community before continuing with tourism developments. This includes degraded infrastructure as well as other community issues. If a community is having problems with traffic for instance, one should first address this before bringing tourists who are going to aggravate the situation.

6.4.2 Marketing recommendations

The following recommendations regarding marketing of the destinations are made:

- Erect signage (such as billboards) outside as well inside the communities to remind boasting about their friendliness, hospitality and great natural environment. This will assist in creating community pride which in turn will foster tourism support.
- When doing marketing, the communities' friendly people, interesting cultures and uniqueness should be showcased that will create a favourable community image and also assist in growing community pride.
- The cultures of the community as well their values and beliefs should form part of marketing so that visitors will be more aware of how communities function. Marketing material such as brochures containing photos of the local community along with the basics on how the community functions such as special customs that must be respected should be included. This will minimise the negative social impacts of tourism.
- The improvements to the community as a result of tourism, should be marketed to the local residents. This can include tangible aspects such as new recreational facilities or natural areas, infrastructure such as new roads or faster internet or intangible social impacts such as community fame or education. This can be marketed on local radio

stations, newspapers, or posters in town. This will make them understand and appreciate the positive social impacts of tourism even more.

6.4.3 Limitations

With regard to the survey, the researcher would like to point out some limitations and provide recommendations for future surveys. The following recommendations are made:

- Intangible social impacts (mostly feelings) remain a difficult variable to measure by means of quantitative research. Therefore the statements measuring these impacts should be further perfected for future questionnaires.
- Some community members' have a lower level of education, which made it difficult to comprehend certain terms and phrases used in the questionnaire. It is advised that future research should take place with at least one field-worker who is fluent in the local languages.
- Community members are made up of various cultures from various backgrounds and as a result, some residents' views differ significantly. This could have influenced the data collection. For future research one might have to make a distinction between culture groups (not necessarily racial groups). This would furthermore make for interesting additional research.
- Although the three communities were each sampled within a month from another, the communities' tourist concentrations were different during those times. Clarens has many visitors during weekends; Soweto has continuous movement of visitors while Jeffreys Bay's survey was conducted during off-peak season. As a result, the community members' perceptions of the tangible and intangibles social impacts of tourism were diverse. It is recommended that the research should be done when all communities experience peak tourism times as well as off-peak periods.
- Population lists for the sampled communities did not exist, and therefore the convenience sampling method had to be used which is less scientific and reliable.
- It was however difficult to sample communities over peak tourism periods seeing as community members are extra busy during these periods (especially weekends) which made it more difficult to retrieve distributed questionnaires. One should thus attempt to let a survey run for a longer period.
- Building on the previous comment, there was a limit in the amount of time in the sample communities as well the number of trained fieldworkers which means that the samples were not as large as expected. One should attempt to have more time available for future research in order to obtain an even more representative sample of the communities.

- Many of the homes in Clarens are holiday homes which are left empty during most of the year. They could thus not be reached during the survey. One may need to revisit this community in future to redistribute the questionnaire to areas where it was previously impossible.

6.4.4 Recommendations for future research

The following recommendations are made pertaining to future research on this study subject:

- This research, with a revised questionnaire, should also be applied to other tourism-dependent communities in South Africa.
- The model developed in this thesis should be applied to other third-world country communities in order to see if the relationships are also applicable in these contexts.
- One should attempt to either do the surveys at the same time of year, or to do the survey during each community's peak as well as off-peak times to compare results and plan in more detail.
- In future research, one should attempt to obtain population lists which will make random sampling possible. This is will be more reliable than convenience sampling.
- Even though great care has been taken to simplify the statements and questions in the questionnaire, the education levels of the residents in the communities should be considered.
- More funding and time should be obtained which would allow for a longer survey period.

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Patel (Best Exotic Marigold Hotel)*

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APPENDIX

QUESTIONNAIRE

CASE OF CLARENS

1

RESIDENTS' OPINIONS ON TOURISM IN CLARENS

Section A

1. What year were you born?

2. For how many years have you been living in Clarens?

3. What is your highest level of education?

No school	1
Matric/Grade 12	2
Diploma, degree	3
Postgraduate qualification	4
Professional qualification	5
Other: specify	6

6. Do you own, or are you part of a tourism business in Clarens?

Yes	1
No	2

6.1 If you selected yes, please indicate which type of business you are involved in:

7. Which one of the following statements best describes how you feel about Clarens?

I love it, I can't think of anywhere else I would rather live.	1
I enjoy living in Clarens but I can think of other places I would equally enjoy staying.	2
I stay here only because circumstances do not allow me to leave.	3

8. Please rate the following statements according to the scale provided.

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	AGREE	SOMEWHAT AGREE	FULLY AGREE
8.1 My general attitude towards tourism development in Clarens is positive.	1	2	3	4	5
8.2 Tourism in Clarens is well organised.	1	2	3	4	5
8.3 Tourism has more positive than negative impacts on Clarens.	1	2	3	4	5
8.4 Tourism forms part of the "heart beat" of Clarens.	1	2	3	4	5

Section B

4. Overall, how does tourism affect your **personal** quality of life?

Very negative	No effect	Very positive
-3	-1	3

5. How does tourism influence the Clarens **community** as a whole?

Very negative	No effect	Very positive
-3	-1	3

Section C

9. Please indicate to what extent do you agree or disagree with the following impacts of tourism.

BECAUSE OF TOURISM	STRONGLY DISAGREE	DISAGREE SOMEWHAT	AGREE	AGREE SOMEWHAT	FULLY AGREE
a. there are many leisure opportunities for the community.	1	2	3	4	5
b. there are opportunities for you to learn more about your community.	1	2	3	4	5
c. there is more pollution in Clarens.	1	2	3	4	5
d. there are more traffic problems.	1	2	3	4	5
e. the prices of properties and homes have increased.	1	2	3	4	5
f. the total cost of living has increased.	1	2	3	4	5
g. the community earns more money.	1	2	3	4	5
h. there has been a rise in crime.	1	2	3	4	5
i. cultural traditions are fading.	1	2	3	4	5
j. vandalism has increased.	1	2	3	4	5
k. my everyday lifestyle has improved.	1	2	3	4	5
l. the natural environment of Clarens is protected.	1	2	3	4	5
m. there are too many visitors in the area.	1	2	3	4	5
n. I am proud to stay in Clarens.	1	2	3	4	5
o. Clarens has a positive image.	1	2	3	4	5
p. the environment of Clarens looks better	1	2	3	4	5
q. there are opportunities for residents to be part of tourism planning.	1	2	3	4	5
r. my environment is noisier.	1	2	3	4	5
s. I learn more about other cultures.	1	2	3	4	5
t. new infrastructure is developed.	1	2	3	4	5
u. Clarens has become well-known.	1	2	3	4	5
v. local areas, services & infrastructure (such as roads) are maintained.	1	2	3	4	5
w. more jobs are created in the area.	1	2	3	4	5
x. there are more opportunities for local businesses.	1	2	3	4	5
y. businesses are only doing good at certain times of the year.	1	2	3	4	5
z. there are more tourism developments in the area.	1	2	3	4	5
aa. community members only showcase their culture for tourism purposes.	1	2	3	4	5
bb. the local cultures are protected.	1	2	3	4	5
cc. I developed respect and understanding for visitors.	1	2	3	4	5
dd. the lives of residents are disrupted.	1	2	3	4	5
ee. my environment looks dirty/ugly.	1	2	3	4	5

Section D

10. Rate the image of Clarens as tourism destination:

	STRONGLY DISAGREE	DISAGREE SOMEWHAT	NEUTRAL	AGREE SOMEWHAT	FULLY AGREE
CLARENS:					
10.1 offers a variety of fauna and flora	1	2	3	4	5
10.2 offers various historical and cultural attractions	1	2	3	4	5
10.3 has beautiful landscapes	1	2	3	4	5
10.4 offers interesting cultural activities	1	2	3	4	5
10.5 has good shopping facilities	1	2	3	4	5
10.6 offers great nightlife activities	1	2	3	4	5
10.7 offers good restaurants	1	2	3	4	5
10.8 offers good sport facilities	1	2	3	4	5
10.9 has well-developed general infrastructure	1	2	3	4	5
10.10 can be seen as a luxury destination	1	2	3	4	5
10.11 can be seen as a fashionable destination to visit	1	2	3	4	5
10.12 has a good name and reputation	1	2	3	4	5
10.13 offers a good quality of life	1	2	3	4	5
10.14 is a safe tourism destination	1	2	3	4	5
10.15 is clean	1	2	3	4	5
10.16 has friendly residents	1	2	3	4	5
10.17 has good tourism infrastructure	1	2	3	4	5
10.18 is tourism friendly	1	2	3	4	5

11. Evaluate the image of Clarens:

11.1 Clarens is a:

Very boring place	Fairly boring place	Boring place	Neutral	Exciting place	Fairly exciting place	Very exciting place
-3	-2	-1	0	1	2	3

11.2 Clarens is a:

Very unpleasant place	Fairly unpleasant place	Unpleasant place	Neutral	Pleasant place	Fairly pleasant place	Very pleasant place
-3	-2	-1	0	1	2	3

12. Any comments or suggestions?

Thank you for your co-operation.