Developing a socio-economic driven business model for managing an urban national park

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It all starts here ™

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DECLARATION

I, ELSIE MARIA MYBURGH, solemnly declare this thesis entitled: SOCIO-ECONOMIC DRIVEN BUSINESS MODEL FOR MANAGING AN URBAN NATIONAL PARK , is original and the result of my own work. It has never, on any previous occasion, been presented in part or whole to any institution or Board for the award of any degree. I further declare that all information used and quoted has been duly acknowledged by means of complete reference.

Signature: _____ Date:_____

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SUMMARY

Title: Developing a socio-economic driven business model for managing an urban National Park

Tourism has grown substantially as an economic and a social phenomenon over the past few decades. The issue of environmental sustainability cannot be separated from the issues relating to social and economic development. Over the past century, the African continent has seen an impressive growth in environmental tourism activities which leads to unique managerial challenges. The South African National Parks (SANParks) is the leading conservation authority in South Africa and is responsible for 3 751 113 hectares of protected land in 19 national parks. Within SANParks, there exists a need for the operational emphasis concerning the following, conservation of its biodiversity; nature tourism development and the development and improvement of the living standards of the communities and to allow visitors to have a meaningful recreation experience while participating in outdoor and nature activities.

One of the 19 Parks in South Africa, Table Mountain National Park (TMNP) is considered an urban park which leads to its own difficulties regarding management techniques. These are influenced by TMNP being an urban park, a marine park, a World Heritage Site as well as one of the natural Seven Wonders of the World. TMNP is an important national asset and can be described as an iconic masterpiece of nature and one of the most visited touristic sites in the world.

A framework to assess the socio-economic impact of national parks in South Africa has been developed by Saayman & Saayman (2009:27). This framework is built on different aspects needed when assessing the socio-economic impact. Firstly, it must be clearly defined what the spatial area consists of as well as the main economic activities in that area. Secondly an analysis of demand and supply should be present in order to determine visitor spending. Thirdly, a community survey should follow to determine the social impact, and thereafter a Social Accounting Matrix was used to determine flows of all economic transactions that take place within an economy (regional or national). A social accounting matrix expands the input output accounts to include a complete specification of the circular flow in the economy.

Due to tourism activity in an area, multipliers can indicate the magnitude of economic benefits in terms of more sales, more employment opportunities and more income generated by the local community.

The purpose for undertaking this study was to identify the socio-economic impact of tourism development on surrounding communities in Cape Town, and to develop a business driven model on how to manage the different economic and social impacts.

The literature study in the first four chapters was conducted to ensure a proper framework for understanding and determining social and economic impacts of tourism. Furthermore, the literature study also focused on TMNP and the different issues that play a role in its management. Since the secondary questions required an investigation of an empirical nature, procedures were followed in order to complete the empirical research relevant to the purpose of the study. The purpose of the research was to explain the connection between variables and has resulted in reaching certain conclusions about cause-effect relationships. Primary data was collected at the TMNP which consists of Cape Point, Table Mountain and Boulders (Seal Island), to interpret the results in terms of implications for socio-economic and conservation intervention to maximize benefits. The quantitative approach was adopted by collecting data via questionnaires that were completed at the different sections of TMNP. The use and completion of visitor surveys is of extreme importance when the data needs to be categorized according to different sets of data. By using these surveys more identifiable concerns and objectives can be addressed according to demographics and profiles.

Convenience sampling was used and the respondents were chosen because they were available to complete the questionnaire. This method is used extensively in research because the researcher can access the respondents with relative ease. The data used for this study was obtained from the April, 2010 Survey, conducted by the TREES (Tourism Research in Economic Environs and Society) at the TMNP. Two sets of surveys were completed during this period namely Survey A: Community survey and Survey B: Visitor Survey to TMNP. For the purpose of this research, the communities living around the TMNP were identified as the target community (population) and are referred to as the Cape Town community. This community comprises areas of Fish Hoek, Kommetjie, Camps Bay, Simon's Town, Hout Bay,

Table Mountain, and Cape Point. The research reported in this particular study focused on tourists visiting the National Park as well as adults within communities in the larger Cape Town environment. The Visitor Survey was completed by day visitors at the TMNP, at Boulders, Cape of Good Hope and Table Mountain. The questionnaire format was divided into the following sections: Section A: Socio-Demographic Detail; Section B: Overall impact of TMNP; Section C: Visitation to TMNP and section D: Specific social impacts. In these questionnaires they had to complete sections on demographics such as nationality, level of education and motivations to visit these attractions.

After the necessary data was captured at TMNP, it was analysed and used to determine the socio-economic impacts of the national park on the community of Cape Town. From the data captured, figures and models were developed to assist in the answering of the research problem. After the necessary data had been collected at TMNP, it was coded and captured on Microsoft Excel®. The data was analysed and used to determine the socio-economic impacts of the national park on the community of Cape Town. Firstly the profile of the visitors to Table National Park were analysed and secondly the profile of the Cape Town community surrounding Table Mountain National Park. A SAM (Social Accounting Matrix) for the Western Cape Province was used to determine the economic impact of the Park. The Statistical Consultation Services of the North-West University, Potchefstroom Campus conducted the processing of the data. A factor analysis was applied in order to amalgamate the amount of data that had been collected and to determine the social impact of TMNP. In essence the factor analysis is done by determining patterns amongst the variations in value of several variables. Artificial factors are generated and correlated with real variables that are independent of one another. Items measured on a Likert-scale can be effectively analysed by making use of this method. 36 statements were analysed by subjecting them to an Oblimin rotation with Kaiser Normalisation in order to explain the variance-covariance structure of a set of variables through linear combinations of the specific results. As part of the factor analysis the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was used to analyse suitability of the covariance matrix for the factor analysis. The purpose of the factor analysis was to identify various categories into which the statements could be grouped and in total eleven factors were discovered. The

groupings that the statements were subjected to are the following social and economic opportunities; relocation and removals; improvements; neglect; improved image; improved business; negative impacts; park knowledge; lack of control; management of wildlife; and use of natural resources. Furthermore the items that were cross-loaded on two factors with a factor loading greater than 03 was categorised in the factor that enhanced its interpretability. An economic analysis is necessary in order to define the economic structure and interdependencies of different sectors of the economy and a Social Accounting Matrix (SAM) was used to determine the economic impact by means of multipliers calculated for the Western Cape region. As the purpose of this study is to develop a socio-economic driven business model it is necessary to include the spending of the local visitors. In order to determine the economic impacts of tourism an estimate of visitor spending must be considered. Expenditure information from visitors can be gathered by making use of the responses from the questionnaires. Economic studies increase the understanding of the magnitude of the tourism industry and its linkages to other sectors of the economy. Such understandings can assist in identifying potential partners for the tourism industry as well as in targeting industries as part of regional economic development strategies. Issues such as economic growth, stability, and seasonality may be addressed as part of these studies. Economic impact analyses are commonly used to assess the relative value of possible alternatives.

Pressure from communities to be involved in the Park operations model necessitated research based on a socio-economic approach. As a conservation entity the TMNP fulfils its conservation role but there are certain gaps in reaching the community and managing the tourism related sector as well. Management gaps of this nature can influence the operation of the Park and have a definite impact on different management sectors. This prompted a study to develop a socio-economic business driven model for an urban national park. In order to develop this model the study had to discriminate between the different goals of national parks to determine what gaps exist currently in the social and economic sectors and what the impact of TMNP can be on the economy and community of the Western Cape. This business model is envisioned to provide TMNP management and SANParks with a foundation of research and management guidelines for the effective management of the social

and economic sectors. Based on this model further development can take place or areas of research can be identified into business models for different types of national parks within SANParks and protected areas. The extent of a socio-economic impact study entails far more than only the assessment of income generated by the park, but also needs to better the lives of the community.

Keywords: National parks, tourism, multiplier analysis, factor analysis, economic impact, social impact, business model.

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ABBREVIATIONS AND ACRONYMS

TMNP	Table Mountain National Park
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WHC	World Heritage Committee
SAM	Social accounting matrix
SANParks	South African National Parks
TREES	Tourism Research in Economic Environs and Society
CGE	Computable general equilibrium model

CHAPTER ONE
INTRODUCTION AND PROBLEM STATEMENT

1.1 INTRODUCTION

Nature based tourism is growing in popularity and because of the attraction it may lead to the deterioration of the natural and cultural environment on which the tourism industry is dependent. Conservation plays an important role in nature based tourism. As such conservation and sustainability are receiving international attention. Conservationists need to design effective conservation management strategies especially in areas that possess over a rich and unique natural resource base but are economically impoverished. National parks, especially the urban parks, can be a means to bring about social change and upliftment of the communities most affected by the presence of the park (Oberholzer, Saayman, Saayman & Slabbert, 2010). It is however important to take into consideration the only way in which sustainability can be achieved, is to ensure that the park has an effective business model for management to interpret and follow.

Miller and Spoolman (2009:12) define conservation as the management of natural areas and resources with the objective of reducing resource waste and sustaining resource supplies for current and future generations. According to Cunningham and Cunningham (2004:142) areas chosen for nature conservation are often in traditional areas where the indigenous people can simply not be ordered out. Finding ways to integrate human needs with those of wildlife is essential for local acceptance of conservation goals in many countries. Myburgh and Saayman (2000) state that conservation can best be described as the way in which the earth's resources are put to use to such an extent as to preserve it for future generations and the support of all forms of life on earth. The term environmental conservation can be seen as the rational use of the environment to provide the highest sustainable quality of living for humanity. Conservation is also applicable in the preservation of our culture and historical events.

Todaro and Smith (2006:470) state that communities can inadvertently destroy or exhaust the resources on which they depend for survival. This can either happen because of ignorance or because of economic necessity. This means that

conservation cannot function without involvement of surrounding communities, local stakeholders and other interested and affected parties. According to Whelan (1991:9) a major shortcoming of the development of natural resources is that local communities are not participating in the planning process or even the implementation thereof and are forced from the lands where they used to live traditionally. Reid, Fig, Magome and Leader-Williams (2004) agree with this statement and furthermore suggest that the only way in which to gain access to wildlife and traditional subsistence resources is through illegal actions. According to Robinson (1993:48) the difference can be made if communities are encouraged to actively participate in the management of their local park and raise issues affecting their lives and the environment. Boynton (2009:120) explains that the minimal economic impact of tourism on local communities has led the people of the community to see the animals as competitors for the land that they need to utilise and therefore might not be interested in conserving the area. The changing lifestyles of rural communities also threaten the existence of natural areas. When the only way to obtain a meal is to poach animals or cut down trees to make souvenirs, the protected area is going to deteriorate. If conservation of the environment is important, the local communities must be provided with alternatives to destruction (Whelan, 1991:3). Kelkit, Celik and Esbah (2010:562) furthermore explain that the benefits of tourism to protected areas is not a solution for the existing problems between the complex human expectations and the resources on which they depend for their survival, unless there is effective management practices in place.

Over the past century, the African continent has seen an impressive growth in environmental tourism activities, where observing wildlife in their natural habitat has been a spiritual experience and an attractive focus since colonial times (Novelli, 2005:171). Contractual National Parks in South Africa have been established on land either in possession of the state or by a group of individuals (Reid *et al.*, 2004) and the South African National Parks (SANParks) is the leading conservation authority, responsible for 3 751 113 hectares of protected land in 19 national parks (Ivanovic, Khunou, Reynish, Pawson, Tseane, & Wassung, 2009:327). One of the 19 parks in South Africa, Table Mountain National Park (hereafter referred to as TMNP), is considered an urban park which leads to its own difficulties regarding management techniques. An urban park can be defined as a green open space in a

city or any other highly populated area that offers the opportunity for different recreation activities for local residents and tourists alike (Natural resources defence council, 2012; Fairfax County, Virginia, 2012). The Public Finance Management Act (No. 1 of 1999 as amended by Act 29 of 1999), states that SANParks is a Schedule 3(a) "public entity" that functions under the ambit of the National Environmental Management: Protected Areas Act (No. 57 of 2003). The focus for SANParks in the first decade of democracy was to make national parks more accessible to tourists in order to ensure conservation remains a viable contributor to social and economic development in rural areas (SANParks, 2010). Some of the objectives of the People and Conservation division of SANParks are to understand and support biodiversity conservation within communities living around our parks, and they aim to improve the community's access to the national parks for cultural, spiritual and recreational purposes. The McKinsey report (2003) states that the core mandate of SANParks is the conservation of South Africa's biodiversity, landscapes and associated heritage assets, through its system of national parks. However, a large number of cultural sites, rock art shelters, burial grounds and historical buildings still need to be identified and protected, and People and Conservation play an active role in this (SANParks, 2010). Within SANParks, there exists a need for the operational emphasis concerning the following: conservation of its biodiversity; nature tourism development and the development and improvement of the living standards of the communities (Parliamentary monitoring group, 2011) and to allow visitors to have a meaningful recreation experience while enjoying themselves participating in outdoor and nature activities (Saayman & Saayman, 2006:26).

According to Puustinen, Pouta, Neuvonen and Sievanen (2009:18) it is important to understand that the link between national park characteristics and the number of visitors plays a crucial role in the planning and effective management of parks. In determining the social and economic impacts of existing parks, the number of visitors needs to be taken into account. Bhatia and Rai (2004:2) describe socio-economic development as programmes that have been taken up in the country in a planned way with the main objective of enhancing the quality of life of people by providing the basic necessities as well as creating improvements in their economic well-being. According to Saayman and Saayman (2006:3) the extent of a socio-economic impact

study entails far more than only the assessment of income generated by the park, but also the need to better the lives of the community.

The purpose of this chapter is to outline the research process that the study will follow. This will be achieved by presenting background information on the specific topic which leads to the problem statement. This is followed by the goals and objectives, research methodology, definition of key concepts and, finally, a chapter classification.

1.2 BACKGROUND TO THE STUDY

Tourism has grown substantially as an economic and a social phenomenon over the past few decades (Pham, Dwyer & Spurr, 2010:7). The issue of environmental sustainability cannot be separated from the issues relating to social and economic development. Without effective environmental management the natural resources might be depleted or destroyed forever (Dryzek & Schlossberg, 2005:300). National parks can be described as important resources for tourism (Kelkit *et al.,* 2010: 262). According to Leask and Fyall (2006:98) and Kelkit *et al.* (2010:1) tourism to protected areas is increasing and because of that, there can be an impact on the "spirit of the place" and the wear and tear on the area can be intensified. This has encouraged a search for methods to strike the right balance between conservation, the ever increasing needs of the local communities, and the rights of tourists to enjoy these areas. Cunningham and Cunningham (2004:110) state that through nature based-activities such as camping, fishing and wildlife watching, the contact with nature can be psychologically and emotionally restorative. Many cultures see specific natural objects as part of their identity and protecting and observing nature has moral implications for them. At a time when humans have more influence than ever over nature, most people do not have the time or the opportunity to come into direct contact with nature (Miller & Spoolman, 2009:667).

The impacts of tourism on any destination might be beneficial or detrimental (Mason, 2003:28). For impacts to be perceived as positive or negative depends on the position or involvement of the stakeholder. For example in the case of a national park, the creation of a built walkway might be seen as visitor management (George, 2007: 35) and controlling the visitor to reduce damage and to stop tourists from

walking wherever they please. On the other hand it might be seen as an increase in visitor numbers to that specific area and that might damage the environment and exceed the carrying capacity.

Case studies done on the following parks, the Postberg section of the West Coast National Park, the Richtersveld National Park, the Makuleke region of Kruger National Park, southern section of the Kalahari Gemsbok Park (now known as the Kgalakgadi Transfrontier Park), Melkbosrand, Augrabies National Park, Uluru-KataTjuta National Park and the Kakadu National Park, have shown that joint management initiatives in both South Africa and Australia, have made progress towards achieving biodiversity, social stability and economic sustainability, for landowners as well as conservation authorities (Reid *et al.*, 2004:384 – 390). The successful development of any tourism project requires a development strategy in order to succeed. Such a strategy must be flexible, but thorough (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008:328). The process of tourism planning might differ from national park to national park, but there are still certain processes that remain the same for any planning and development. It is important to keep in mind that tourism represents a service industry replete with its own unique complexities (George, 2007:20), given that the whole tourism experience is regulated or influenced by numerous stakeholders (Gopalan & Narayan, 2009:1).

According to Mules (2005:247) the question in the Kosciuszko National Park in New South Wales, Australia, is the extent to which the economic impacts of the national park influence the neighbouring communities by injecting new activity into the adjoining regional economy. Schmidt-Soltau (2004:93) indicates that conservation authorities, donor organisations and national governments have started to implement integrated conservation and development projects to harmonize the objectives of the conservation authorities with those of the neighboring communities in order to reduce poverty. According to Emerton in Hulme and Murphee (2001:214) there is little quantified information available about the intrinsic value of nature, regardless of use, such as their social, cultural and aesthetic significance.

Research done by Parr, Woinarski and Pienaar (2009:2) has shown that conflicting objectives regarding biodiversity and social management has reduced the effectiveness of conservation efforts and therefore it is necessary to include social

considerations in any effective biodiversity conservation programme. Grando (2007:1) argues that national parks can be considered as important institutions for the conservation of natural environments, biodiversity and cultural sites.

According to Hall and Boyd (2006:5) nature based tourism might be one of the most significant areas in tourism research today. From research that has been done in this field of study it is clear that literature on tourism is now readily available. Goodwin (1996) emphasizes the statement further by describing tourism as an orgnisational structure that is being economically driven. As an economic system such it is utilising the natural resources to operate in. A number of empirical studies, calculating the local and regional economic impact of national parks on communities have been done (Gertzner, 2003; Standish & Boting, 2006). However, as these studies concentrate on the economic impacts of national parks the perceptions and inputs from the local communities have not been taken into consideration (Standish, Boting, van Zyl, Leiman & Turpie, 2004). Equally important is the involvement of local and regional stakeholders, as well as co-operation between the national park administration and the local community (SANParks, 2011). The results of this research clearly indicates that the economic impact of national parks on communities is perceived as contributing to much needed economic development. Bond in Hulme and Murphee (2001:226) states that economic incentives is central to any institutional changes taking place in Southern African conservation efforts. Reid *et al.* (2004:379) state that contractual national parks in South Africa have been established on land owned either by the state or a group of private individuals. Since 1994, South African contractual national parks have provided a model through which the country's conservation as well as the economic objectives can be met, particularly where landowners are previously part of disadvantaged communities.

Research done by Saayman and Saayman in 2006, focused on the socio-economic impact analysis of the Addo Elephant National Park. The main goal of this specific research project concentrated on the development of a framework to support socio-economic studies. It stressed the fact that employment and general income creation are strongly motivated by the presence of the Park. In 2009 Saayman, Saayman and Ferreira did research on the socio-economic impact of the Karoo National Park. The main focus was on the economic impact of the Park on the local economy.

During 2012 research conducted by Saayman, Rossouw and Saayman at the Kruger National Park also shed some light on socio-economic impacts regarding national parks. During this period two surveys were completed. Firstly, there was a tourist survey in order to estimate expenditures and secondly, a community survey to determine the perceived contribution of the Park to the surrounding community. Their results show that the Kruger National Park does have a significant impact as far as employment and income are concerned. As a result of the visible economic impacts there is a positive increase in the quality of life of the community and they have a more positive attitude towards the Park. Research done at the different South African National Parks using the same methodology and can therefore be used as a comparison for the study based on TMNP whereas research that have been done on national parks in other countries used different methodologies. Examples here include research done at Kosciuscko Australian National Park (Mules, 2005); Kakadu National Park in Australia (Knapman & Stanley, 1993); Whakapapa Ski field in New Zealand (Clough & Meister, 1991) where the importance of the measurement of the consumption values by using consumer surplus was indicated. Contingent valuation (CV) was done by Lee and Hann in 2002 (as cited in Mules, 2005) in five different national parks in Korea, as well as different world heritage sites in Australia (Mules, 2005: 2). Furthermore, research was done on the economic impacts of tourism to national parks, where the impacts are generally measured by taking the regional economy into consideration (Vogelsang & Graeffe, 2001; Donnelly, 1998; Pearson, Russell & Woodford, 2000; as cited in Mules 2005).

Even though extensive research has been done in South Africa to determine the socio-economic impacts of National Parks on the surrounding communities (Saayman, Saayman & Ferreira, 2009; Reid *et al.,* 2004; Bond, 2001; Saayman & Saayman, 2006; Saayman & Saayman, 2010; Saayman, Rossouw & Saayman, 2012), it still is difficult to generalize management models for all the South African National Parks (Saayman & Saayman, 2010). Reason being that the management of SANParks covers a wide spectrum of indigenous fauna and flora. This includes different landscapes in arid, marine, mountain and bushveld areas. At the same time the communities surrounding the parks are all different. Hand in hand with the natural resources belongs the cultural heritage and resources of South Africa that

need to be managed. Many known historical sites can be found in national parks and some are already open to the public.

Moreover, a socio-economic research study focusing on the TMNP has not yet been done. TMNP differs from other South African National Parks for the following reasons:

- A management issue that arises at the TMNP is due to the world heritage status that the National Park received in 2004. A tangible way of considering the implications of world heritage status might be to compare the benefits and the costs for that specific area. TMNP has also been proclaimed as one of the new natural Seven Wonders of the World.
- A unique feature of TMNP is the fact that unlike any other park in South Africa, TMNP is an urban park, surrounded entirely by a city and for this reason it is fragmented by urban development and privately owned land.
- This, combined with the fact that it is primarily an open access park with only three managed pay points, Cape of Good Hope, Boulders and Silvermine, has resulted in it being the most visited of all national parks receiving an annual quota of 4.2 million visits (SANParks, 2011).
- TMNP is an important national asset and can be described as an iconic masterpiece of nature (Casimiro, 2009:95).
- A considerable amount of Cape Town's beauty, appeal and tourist industry is based on the mountains and forests that make up this unique park (SANParks, 2010).
- The appeal of the park is further enhanced by ensuring that it is a clean, safe and attractive place to visit. One of the key tenets of the management of the park is that it should be financially and economically sustainable.
- Through the development of recreational activities, such as hiking trails, swimming, bird watching and more, TMNP offers significant value to the people of Cape Town. Support from the community is therefore important for tourism, as it is an activity that affects the entire community (Stynes, 1997:10).
- The City of Cape Town is one of TMNP's most significant partners. Together the Park and the city are responsible for the administration of the entire Cape Peninsula (City of Cape Town, 2008). To ensure a good working relationship

between the two stakeholders, the park and the city have regular meetings regarding issues of mutual concern such as visitor experience and tourism infrastructure.

- The Park is not only a landmark, but also an enormous area of reserved parkland in a built up city, with communities surrounding the national park conservation areas. The community of Cape Town is involved in the management of the TMNP (South African National Parks, 2011) and uses their natural areas for recreational activities.

As can be seen in Figure 1.1, TMNP is divided into different sections that are surrounded by urban development, where the grey areas represent the different suburbs of Cape Town, the green areas represent TMNP, the light blue indicates Marine Protected Area and the bright blue represents the Marine restricted areas of TMNP. Throughout the whole Park the presence of urban development and the legacy of human communities can be seen as many communities today still depend on the natural features of the Park for their survival and recreation.

This study will be undertaken to develop a socio-economic driven business model for TMNP. This specific model will focus on the unique managerial characteristics of the Park and the issues that need to be addressed.

Figure 1.1: Management sector of TMNP

(Source: SANParks, 2010)

1.3 PROBLEM STATEMENT

Taken from the above research that has been done, it is clear that socio-economic development differs from park to park even though it is the aim of all national parks in South Africa to underwrite the importance of the three cornerstones mentioned previously. A socio-economic driven business model might assist TMNP to address two of the three cornerstones by focusing on the community (social impact) and on tourism (economic impact). Research has shown that the socio-economic impacts of tourism development differ between the regions where the parks are located (Oberholzer, Saayman, Saayman & Slabbert, 2010; Saayman & Saayman, 2006; Saayman & Saayman, 2010; Saayman, Saayman & Ferreira, 2009;). Visitation plays an important role in the assessment of the social and the economic impacts of national parks (Puustinen *et al.*, 2009:1). As tourism impacts are not distributed evenly, there are a variety of aspects that can determine the magnitude of a socio-economic impact study (Saayman & Saayman, 2010).

Research that has been done at the Karoo National Park, the Garden Route National Park (which consists of the Wilderness National Park and the Tsitsikamma National Park), and the Addo Elephant Park (Oberholzer, Saayman, Saayman & Slabbert, 2010; Saayman & Saayman, 2006; Saayman & Saayman, 2010; Saayman, Saayman & Ferreira, 2009), clearly indicates that socio-economic development differs from Park to Park (Saayman & Saayman, 2010).

Taken from the above research it indicates that national parks not only differ in size but need different management techniques in order to effectively manage their different attributes (Saayman & Saayman, 2010). Another issue which became evident is the fact that the different parks have different impacts on the economy as well as the social standards of the surrounding communities (Bond, 2001; Reid *et al.,* 2004; Saayman & Saayman, 2006; Saayman, Saayman & Ferreira, 2009; Saayman & Saayman, 2010; Oberholzer, Saayman, Saayman & Slabbert, 2010). Some impacts that were determined during the research include the following:

- Through the measuring of the economic multipliers it is clear that the Karoo National Park established the most linkages with the businesses in the adjacent communities. Reasons for this may include the Park's location which is just

outside of the town as well as situated on a main route from Johannesburg to Cape Town.

- The Addo Elephant Park has the greatest impact on the local community and also has the best developed tourism infrastructure and displays a growing tourism industry. Because of the growing tourism industry, there is a bigger economic impact on the adjacent community.
- The Garden Route National Park has lower multipliers even though there are more tourism activities in the area, because there are more leakages in their economic system.
- Through increased public funding and better facilities for the local communities, the Karoo and the Garden Route National Parks have the biggest social impact on their respective adjacent communities.
- Positive spin-offs resulting from the presence of a national park, include the following social aspects; a greater community pride; improvement in quality of life; a better infrastructure that were not available to the local community previously.
- Taken from an economic perspective, income was generated through employment of the local people in the parks and their involvement in the different activities. This resulted in more money being available to be distributed through the different businesses in the respective areas. The communities also became aware of the importance of conservation of their natural areas. Through this research it became evident that it is important to determine the socio-economic influence of other national parks as well. The development of a socio-economic business driven model for TMNP might assist the other South African National Parks in establishing guidelines for their own management issues.

TMNP is attracting a large number of developers and tourists, not only because of the World Heritage Status it has received in 2004, but also due to the fact that in 2012 it was officially proclaimed one of the Seven Wonders of the World. The biggest challenge in the conservation and management of TMNP is to distribute the benefits of tourism to the biodiversity and to the economic and social development of the community of Cape Town (SANParks, 2010), as well as to convey the importance of biodiversity conservation for tourism to all relevant stakeholders. Table Mountain National Park can be considered as one of the most often visited

national parks in South Africa (Standish *et al.,* 2004). Fortin and Gagnon (1999) state that the effective planning and management of a park, if the conservation objectives are to be reached, is to take the economic, social and cultural background of the adjacent communities into consideration. Turpie (2002) as cited in Standish *et al.* (2004) notes that natural resource-based tourism is one of the greatest income generators in the Western Cape region and the natural resources in the Province has an indirect influence on the region's output.

Through tourism, more money might be generated for conservation and in the end there can be a spin-off (multiplier effect) for other industries in the area as well (Ivanovic *et al.,* 2009:275). Furthermore, if the local community can realise that they are gaining economic and social benefits from their protected areas, they are more likely to become aware and even involved in conservation practices. Questions that need to be answered include the following:

- What is the economic impact of TMNP?
- What is the social impact of Table Mountain on the surrounding communities?
- How can the impacts be managed to benefit both community and tourism industry?
- How can a socio-economic business model make a difference in the management of TMNP?
- How will the socio-economic results of a park such as TMNP or urban park differ from other national parks? This leads to the main research problem of developing a socio-economic business driven model for TMNP based on findings and results.

Therefore, the reason for undertaking this study is to determine the socio-economic impact of tourism development on surrounding communities in Cape Town, and to develop a socio-economic business driven model highlighting specific management aspects.

1.4 GOAL OF THE STUDY

The main goal and objectives of this study are as follows:

1.4.1 Goal

The goal of this study is to develop a socio-economic business driven model for an urban national park, namely TMNP.

1.4.2 Objectives

To ensure that the goal of the study is effectively reached, the following objectives need to be addressed:

Objective 1

To conduct a literature review on the economic impact of tourism in a National Park (Chapter 2).

Objective 2

To conduct a literature review on the social impact of tourism development on the communities surrounding a National Park in order to assist with the development of a socio-economic business driven model (Chapter 3).

Objective 3

To determine the management characteristics of TMNP (Chapter 4).

Objective 4

To identify the guidelines for the development of a socio-economic business model in TMNP by means of a questionnaire (Chapter 5).

Objective 5

To assess the community's perception regarding issues facing management at TMNP, by identifying the gaps in order to assist effective management through questionnaires (Chapter 6).

Objective 6

To make recommendations and draw conclusions regarding the development of a business model for TMNP (Chapter 7).

1.5. METHOD OF RESEARCH

The methodology used in order to reach the goals set by this study will be discussed under the headings of a literature study and an empirical survey.

1.5.1 Literature Study

The theoretical framework of the socio-economic impact of TMNP was conducted by means of an extensive search for published research findings on related topics. The process of literature research continued throughout the data gathering and processing phase. Keywords such as economic impacts, socio-cultural impacts, national parks, urban national parks, nature tourism, tourism development, community development have been searched and reviewed.

The following resourced were utilised extensively:

- Academic journal articles including Annals of Tourism Research, Koedoe, Tourism Management, Journal of Environmental Management, Journal of Environmental Conservation.
- Books, dissertations and theses and other published material relating to the topic of tourism and protected areas, were consulted.
- Library catalogues and the Internet were used to search for relevant information. Scientific databases such as Ebscohost, Sabienet, Emerald and Cengage Learning played an important role in searching for the most relevant information.
- Public media regarding Table Mountain National Park was also scrutinized in order to assist with the understanding of the topic. These sources included the Getaway magazine, newspapers and also websites of organisations such as SANParks and tablemountain.net.

The literature review is the basis on which the empirical survey depended in order to identify gaps in the literature regarding social and economic impacts on national parks and the tourism industry in general. Through an intensive literature review it

became clear that there is a need for a socio-economic business model for an urban national park.

1.5.2 Empirical Survey

The following aspects were part of the empirical survey.

1.5.2.1 Research design and method of collecting data

This is a quantitative study, and primary data was collected at the Table Mountain National Park which consists of Cape Point, Table Mountain and Boulders (Seal Island), to interpret the results in terms of implications for socio-economic and conservation intervention to maximize benefits. The quantitative approach was adopted by collecting data via questionnaires that were completed at the different areas of TMNP. Prideax and Crosswell (2006:368) as cited in du Plessis (2010:15) explain that the use and completion of visitor surveys is of extreme importance when the data needs to be categorised according to different sets of data. By using these surveys more identifiable concerns and objectives can be addressed according to demographics and profiles.

Furthermore, the advantages of a quantitative research design according to Shuttleworth (2008) are an excellent way of finalising results. After a statistical analysis of the results has been completed, a comprehensive conclusion can be reached and the results can be formally discussed and published. If quantitative research has been properly designed it can reduce external factors and the results can be seen as legitimate and unbiased.

The process of distributing surveys at Table Mountain National Park were faced with numerous challenges, the main challenge being the fact that the park is an urban park with three separate entrances where fees are payable. The entrances include Table Mountain, Cape Point and Boulders. The surveys consisted of a visitor survey (Survey A) in the Cape Town community, and a community survey (Survey B) regarding tourists visiting the Table Mountain National Park. The surveys were completed between the 22nd and 27th of March 2010. Because the TMNP has three separate entrances where fees are payable, a group of 10 postgraduate students

were recruited to assist with the surveys. They received the necessary training in order to ensure that they understood the objectives of the study.

1.5.2.1.1 Survey A: Community Survey (Social impact of Table Mountain National Park)

The social impact of TMNP was determined by using a questionnaire consisting of four sections. Section A: Demographic information, where aspects such as age, nationality and education were covered. In Section B the overall impact of TMNP was determined by using open-ended questions as well as a six point Likert scale ranging from -3 = very negatively to 3 = very positively (Fredline, Jago & Deery, 2003). Yes and no questions were also included. In Section C: Visitation to the Park, a five point Likert scale (Fredline *et al.,* 2003) ranging from 1 = not at all important to 5 = extremely important was used to determine the importance of the Park and the different recreational activities that the Park is used for. Residents also had to indicate how many years theyhave been living in the community and how many times they have actually visited the Park in a given period of time. In Section D: Specific social impacts were covered. Again a five point Likert scale was used where 1 = totally disagree to 5 = totally agree. In this section the residents were asked to rate the specific social impacts of the TMNP in terms of appearance of the area, increase in visitors, property prices and crime rates. They also had to comment on conservation of the natural areas, were more and better facilities and infrastructure available, and did the Park take the local community into consideration.

The study will be undertaken with the primary focus on determining the socio-economic impact of the Table Mountain National Park on the South African economy – on a local and regional level – as well as to determine the extent of these impacts on the neighbouring communities. Furthermore a general model will be suggested as how to manage the different economic and social impacts.

1.5.2.1.2 Survey B: Visitor Survey

The visitor survey aims to determine the magnitude of visitor spending while at the Table Mountain National Park. For the purpose of this research visitors had to provide a breakdown of spending in order to accurately determine and compare their

total spending. Others components also covered in the questionnaire included the following: number of people the respondent is paying for, and the size of the travel party. Since the Park is situated within the city borders it is not always easy to determine the impact of tourism on the different businesses in the region. However, various linkages between the different businesses in close proximity to the different entrance areas of the Park were established. Through the questionnaires the dependence of the businesses on the tourism industry was also determined.

1.5.2.2 Development of the questionnaires

A framework to assess the socio-economic impact of national parks in South Africa has been developed by Saayman and Saayman (2009:27). This framework is built on different aspects needed when assessing the socio-economic impact. Firstly, it must be clearly defined what the spatial area consists of as well as the main economic activities in that area. Secondly an analysis of demand and supply should be present in order to determine visitor spending. Thirdly, a community survey should follow to determine the social impact, and thereafter a Social Accounting Matrix was used to determine flows of all economic transactions that take place within an economy, in this regard for Western Cape (regional or national). A Social Accounting Matrix (SAM) expands the input output accounts to include a complete specification of the circular flow in the economy. The rows and columns represent the receipt and expenditure accounts of economic actors. Thus, a defining characteristic of a SAM is that it is a square matrix where row and column sums must balance. Because of the convention of double entry bookkeeping it is guaranteed that there will be no leakages or injections into the system (Adelman & Robinson, 1986:1197). Due to tourism activity in an area, multipliers can indicate the magnitude of economic benefits in terms of more sales, more employment opportunities and more income generated by the local community.

Based on the above, two surveys were conducted consisting of all of the above types of questions asked.

1.5.2.3 Sampling

A Non-probability sampling according to Struwig and Stead (2004:111) can be defined as the "probability that any particular member of the population being chosen is unknown". In other words each member of the population does not have the same chance of being included in the study. The advantage of non-probability samples is that they are less complicated and more economical (in terms of time and financial expenses) than probability samples.

Convenience sampling was used. This sampling method implies that sample members are chosen because they are readily available to complete the questionnaire (Tustin, Ligthelm, Martins & Van Wyk, 2005:346).

The data used for this study was obtained from the March, 2010 Survey, conducted by the Institute of Tourism and Leisure Studies at the Table Mountain National Park. During this period 1010 questionnaires were completed. Since 2005, surveys have been conducted at different National Parks within South Africa. During this time some of the questions were adapted to be more outcome specific, and these questionnaires were used at Table Mountain National Park.

1.5.2.2.1 Survey A: Community survey (Social impact)

During 2010, questionnaires were distributed in the community survey and as a result 505 usable questionnaires were collected. For the purpose of this research, the communities living around the Table Mountain National Park were identified as the target community (population) and are referred to as the Cape Town community. This community comprises areas of Fish Hoek, Kommetjie, Camps Bay, Simon's Town, Hout Bay, Table Mountain, and Cape Point. Although these areas belong to the same larger geographic area and are characterised by rich and poor living conditions, the inhabitants are diverse in the sense that they speak several different South African languages (English, Afrikaans, isiZulu, isiXhosa, SeSotho, SeTswana, etc.), each with its own cultural identity. Furthermore, it has been established that poverty remains an alarming factor in other developing countries where the relationship between rich and poor is dominant (Loubser, 1998). However, one of the challenges of the management of the Table Mountain National Park lies in the fact that there is an extreme contrast between the different communities surrounding the

Park (Global Equity Gauge Alliance, 2011). Contrary to the poverty stricken communities are the wealthy affluent Cape Town communities who use the same natural areas for their daily activities. Therefore, the Table Mountain National Park area was identified with the aim of establishing how the environment could be utilized to the benefit of the surrounding communities. The research reported in this particular study focused on tourists visiting the National Park as well as adults within communities in the larger Cape Town environment. The social impact survey was done to determine the social impact of TMNP on the surrounding communities. A literature review of social impacts will follow in chapter three. It is of the utmost importance to determine the social impacts to be able to manage these impacts correctly. That need to be done to ensure that the positive impacts are maximised and the negative impacts minimised.

1.5.2.2.2 Survey B: Visitor Survey of Table Mountain National Park

At the same time during 2010 questionnaires were completed by day visitors at the Table Mountain National Park, Boulders, Cape of Good Hope and Table Mountain. 551 usable questionnaires were collected. The questionnaire format was divided into the following sections: Section A: Socio-Demographic Detail; Section B: Overall impact of TMNP; Section C: Visitation to TMNP and section D: Specific social impacts. In these questionnaires they had to complete sections on demographics such as nationality, level of education, motivations to visit these attractions.

1.5.2.4 Data analysis

After the necessary data had been collected at TMNP, it was coded and captured on Microsoft Excel®. The data was analysed and used to determine the socio-economic impacts of the National Park on the community of Cape Town. Firstly the profile of the visitors to Table Mountain National Park were analysed and secondly the profile of the Cape Town community surrounding Table Mountain National Park.

A SAM (Social Accounting Matrix) for the Western Cape Province was used to determine the economic impact on the park. The Statistical Consultation Services of the North-West University, Potchefstroom Campus conducted the processing of the data. A factor analysis was applied in order to amalgamate the amount of data that

had been collected. A factor analysis is an approach to multivariate analysis (Babbie, 2010:491) and can be used to determine clusters of variables (Pietersen & Maree, 2007:222; Field, 2006:619), In essence the factor analysis is done by determining patterns amongst the variations in value of several variables. Artificial factors are generated and correlated with real variables that are independent of one another. According to Pietersen and Maree (2007:219) items measured on a Likert-scale can be effectively analysed by making use of this method.

1.6 DEFINING THE CONCEPT

The following concepts were used during the course of this study and are therefore defined to indicate relevance to this study.

1.6.1 Economic impact

Stynes (1997) describes an economic impact analysis as a tool that traces the flow of spending associated with tourism activity in a region. Changes due to tourism activity can then be identified. The purpose of economic impact analysis is to measure the broader economic benefits that accrue to a community (Crompton, 2006:2). In order to understand the impact of tourism on the economy of any country, it is necessary to understand the extent of contribution of tourism to that specific economy. The economic impact of tourism on any host community can in general be beneficial to the community but it is important to realize that there might be negative consequences as well (Ivanovic *et al*., 2009:297; Mason, 2003:28; Page & Connell, 2009:434). According to Ivanovic *et al*. (2009:271) the economic impact of tourism is often demonstrated by the following three indicators, namely tourism's contribution to the GDP; foreign exchange earnings and employment opportunities. Cooper, Fletcher, Gilbert and Wanhill (1998:125) suggests that the main driving force for tourism development is the economic benefits that can be gained from such development. Tourists make use of the accommodation sector, catering, attractions, transport, and auxiliary services such as banking, medical facilities, insurance, and postal services. Before the economic impact of tourism can be measured it is vital to at the different aspects of the economy that might be influenced by the expenditure of tourism (Cooper *et al.,* 1998:127). Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic

development. It is important to take into consideration that an economic impact analysis performed on its own, can sometimes lead to one-sided perspectives on the impacts of tourism, very often only emphasizing the economic benefits. On the other hand, environmental, social and cultural impact studies tend to focus more on negative impacts of tourism. This occurs although there are potential negative economic impacts of tourism (e.g. seasonality and lower paid jobs), and potential positive environmental and social impacts (e.g. conservation of the area's cultural and natural resources, and education of both tourists and the local community (Stynes, 1997:30).

1.6.2 Social impact

The objective of a social analysis is to enhance or increase development that will have a positive impact on the more vulnerable sectors of the community (Renshaw, Sant'ana & von Bremen, 2001:12). This must lead to more equitable economic growth and development that empowers the poor. Resources need to be applied effectively and it must be sustainable in the long term. Any new project needs to be developed considering all the relevant stakeholders, jointly taking their objectives into consideration and working out a plan of action to benefit all involved. Page and Connell (2009:406) explains that the nature of socio-cultural impacts depends on the changes in the value systems of the host community, individual behaviour, ways of living, social relationships and the structure of the community. Cooper *et al*. (1998:169) agree with this and suggests further that the socio-cultural impact of tourism is manifested through an enormous range of aspects from the arts and crafts to the fundamental behaviour of individuals and groups. Because tourism is a product that relies upon simultaneous production and consumption (Walker, 2009:11), the contact between the tourists and the local population can be positive or negative depending on the differences between the cultures and also on the nature of contact between hosts and tourists (Holloway, 2002:377). Tourists need to recognize and respect local cultures. Codes of conduct, or guidelines, can be extremely useful to reduce the negative social and cultural impacts. Tourists often need (and usually appreciate) tips and information on how to behave. Conflict can come from outside the host community, i.e. it can be started by the tourists (Ivanovic *et al.*, 2009:310). Tourists, for example, may be confused by the

language, signs, and symbolism of the host community. They may find that they can not communicate clearly and become frustrated and angry.

Local people may also come across new ways of behaving and react angrily when tourists break local rules. Tourists may break rules by accident and local communities will probably forgive tourists if they do so every now and then. However, if it happens frequently the hosts might think that the visitors are disrespectful and arrogant and that they are guilty of cultural arrogance (Theobald, 2005:82). It is clear that development must not only benefit communities economically, but also socially (Keyser, 2002:367). Although the quality of life of the local community may improve, it is of importance that usages, traditions, religious practices, holy areas, and local rituals are respected.

1.6.3 National Parks

According to the Britannica Concise Encyclopaedia a National Park is an “area set aside by a national government for the preservation of its natural environment. Most national parks are kept in their natural state. Those in the U.S. and Canada emphasize land and wildlife preservation, those in Britain focus mainly on the land, and those in African nations focus primarily on animals”.

Mayhew (2009:171) defines a National Park as “an area less affected by human exploitation and occupation, with sites of particular scenic or scientific interest, which is protected by a national authority. This protection is limited in England and Wales by the need for farmland, forestry, and other commercial uses, but there are fairly strict controls on development. New roads can be hidden under cut-and-cover tunnels or within cuttings, camping and caravan sites can be hidden behind trees, and new buildings should be made of the same stone and to the same design as were traditionally used”.

National Parks are generally sited in areas of low industrialization and the purpose of the park may conflict with local demands for employment. Furthermore, the attraction of an area to visitors may diminish as the park becomes overcrowded. One solution is to concentrate visitors in a few points served by car-parks, gift shops, and information centres, such that the open countryside remains thinly populated by tourists.

Conservation of the natural environment is absolutely essential if there is to be sustainable tourism, for to not adequately guard the environment is to forego interests in tourism. Tourists present and future will be denied the opportunity of visiting and experiencing environments different from home. Environmental degradation will affect the host population in two ways – not only will their immediate prospects be affected, but they will also be denied the potential for tourism development and development in general.

1.6.4 Table Mountain National Park

Situated at the south-western tip of Africa, the Table Mountain National Park (TMNP) encompasses the incredibly scenic Table Mountain Chain stretching from Signal Hill in the north to Cape Point in the south, including Cape of Good Hope, Boulders and Silvermine, and the seas and coastline of the peninsula, covering an area of 1000 square kilometres (SANParks, 2010; Hausmann, 2010:46). This rugged and dramatic land with its beautiful valleys, bays and beaches is surrounded by the waters of the Atlantic Ocean in the west and the warmer waters of False Bay. Within its boundaries are two world-renowned landmarks - majestic Table Mountain and the legendary Cape of Good Hope. Within the Park there are more than 700 kilometres of trails to explore (Hausmann, 2010:46). These trails meander through the Cape Floral Kingdom, set within the metropolitan area of Cape Town, South Africa's oldest city, the park is one of only six floral kingdoms in the world (SANParks, 2010) and home to some 2 285 species of plants, 90 of them endemic (Hausmann, 2010:47). TMNP has a unique natural beauty and a rich bio-diversity, almost entirely within a metropolitan area (South African National Parks, 2010).

A unique feature of the TMNP is that it is primarily an open access Park with only three points where conservation fees are payable, Cape of Good Hope, Boulders and Silvermine. The rest of the Park is open access and free for tourists and local residents to enjoy. Conserved natural areas serve a variety of functions, depending on their type, size and locality. The value of natural areas lies in their supply of goods and services that are 'consumed' by society. These attributes, such as biological diversity, which contribute to their value, such as ecotourism value, or sense of place, contributing to the overall quality of life for urban residents.

1.6.5 Business models

Developments in the economy have changed the traditional balance between customer and supplier (Teece, 2009:1). The concept of business models is gaining in popularity even though it is not really a new phenomenon (Fielt, 2013:85). Business models are required because of the features of market economies where there is consumer choice, transaction costs, heterogeneity amongst consumers and producers, and competition (Fielt, 2014:87). Osterwalder and Pigneur (2010:14) describe a business model as the rationale of how an organization creates, delivers, and captures value in a given market. Teece (2010:173) agrees with the statement and further explains that a business model sa framework of how the enterprise creates and delivers value to customers, and then converts payments received to profits. According to Fielt (2014:95) a "business model describes the value logic of an organization in terms of how it creates and captures customer value and can be concisely represented by an interrelated set of elements that address the customer, value proposition, organizational architecture and economics dimensions". In essence a business model involves creating a product and selling that specific product to customers. Tourism as a product is faced with numerous challenges as it is intangible, perishable and variable (Ivanovic et al. 2009; Lubbe, 2000: 8) and as a result the distribution of tourism as a product is far more complex than distribution in manufacturing companies. A business model framework does not only describe the elements that need to be involved but it also define the relationship between the different elements. A change in one of the elements might have a direct impact on the additional elements within the business model.

1.7. CHAPTER CLASSIFICATION

This thesis consists of seven chapters and will be discussed as follows:

Chapter 1: Includes the Introduction, problem statement, goal and objectives, method of research and conceptualisation.

Chapter 2: Contains an in-depth literature study of the economic impact of tourism development in/on a National Park.

Chapter 3: Contains a comprehensive literature study of the social impact of tourism development in/on a National Park.

Chapter 4: Contains a comprehensive literature study on Table Mountain National Park, its geographical locations, limitations to the management of the Park, economic feasibility.

Chapter 5: Contains a description of the research methodology that was used. An empirical survey and more detailed explanation of the research design will conclude the chapter.

Chapter 6: Presents the findings of the research. Firstly the profile of the visitors to Table Mountain National Park will be explained, and secondly the profile of the Cape Town community surrounding Table Mountain National Park will be given and a factor analysis will be done on the National Park.

Chapter 7: The final chapter consists of conclusions drawn from the research and discussions in the first four chapters. Recommendations will be made to TMNP on the socio-economic impact of National Parks to their neighbouring communities and the influences that the one has on the other.

CHAPTER TWO
UNDERSTANDING ECONOMIC IMPACT AND TOURISM

2.1 INTRODUCTION

Tourism is one of South Africa's leading drivers of the economy (Ivanovic *et al.*, 2009) and is often seen as having great potential in developing countries which have substantial natural resources to attract tourists. It has been used as a strategy to promote regional development in both rural and urban areas and thus tourism has been recognised as an industry (Karmakar, 2011:1). Hall and Lew (2009:65) discuss the fact that in many areas the local communities are outnumbered by tourists. For many regions and countries, it is the economic benefits that motivate them to become involved in tourism development (Cooper et al., 2008:129; Shackley, 1996). Taken from Goodwin (2011:189) it is clear that the purpose of money generated from tourism is twofold, namely (1) to provide better living standards for the local community and (2) to provide a better destination to tourists.

The purpose of this chapter is to analyse the economic impact of national parks on a community. Therefore this chapter will begin by discussing the economic characteristics of the tourism industry as well as the supply and demand of tourism. Thereafter the factors influencing various methods used in measuring the economic impact of tourism are reviewed. Thirdly, the economic impact in general will be discussed (both positive and negative). Lastly, values are assigned to biodiversity to explain the importance and role of tourism in national parks.

2.2 THE ECONOMIC CHARACTERISTICS OF THE TOURISM INDUSTRY

Tourism differs to a great extent from the more traditional industrial sectors (Lubbe, 2000:5; Hall & Lew, 2009:87) found in any developed or developing country. As an industry, tourism is tied to the location where it occurs (Horowchowski & Moisey, 2001:164; Lubbe, 2000:8; Ivanovic *et al.*, 2009:200) and is dependent on the economic, social and political characteristics of the area. Tourism supply is a complex phenomenon due to the nature of the product and the process of delivery. The characteristics of tourism products and services differ extensively from other sectors because of the following:

- One major contrast is the fact that tourism is considered an export industry, but in reality it never leaves the country where it originates. Consumers of the product are brought to the product, not the other way around (Lubbe, 2000:7; Buhalis & Laws, 2001).
- Another factor that focuses on the difference between tourism and a more traditional industry can be found in the markets that tourism as a product service. The tourism industry concentrates on tourist, non-tourist activities and markets. For example, hotel accommodation and airlines are there for the perusal of business and leisure tourists, but the restaurants and other auxiliary services that they frequent can be used by the local community as well.
- Tourists require supporting goods and services while making use of the product that they have purchased. This may lead to the expansion or development of infrastructure and services (Page & Connell, 2009:389). So many different businesses supply different components that are combined to form one tourism product. Because these operate in different markets it is difficult to analyse supply issues.
- Tourism is subject to unpredictable external influences such as currency fluctuations, political barriers, crime, tourist motivation and expectations (Mathieson & Wall, 1982).
- Tourism as a product consists of many different components, ranging from accommodation, transportation, natural, cultural resources and auxiliary services.
- Tourism is a perishable product and cannot be stored, cannot be examined prior to purchase, you must travel to consume it (Lubbe, 2000:8), heavy reliance is placed on natural and cultural environments for it to take place (Page, 2009:187).

In order to understand the effectiveness of economic models, it is important to determine the flow of money and the role that attractions such as national parks play in the local economy. Figure 2.1 indicates the flow of money and its impact by both visitors and local residents.

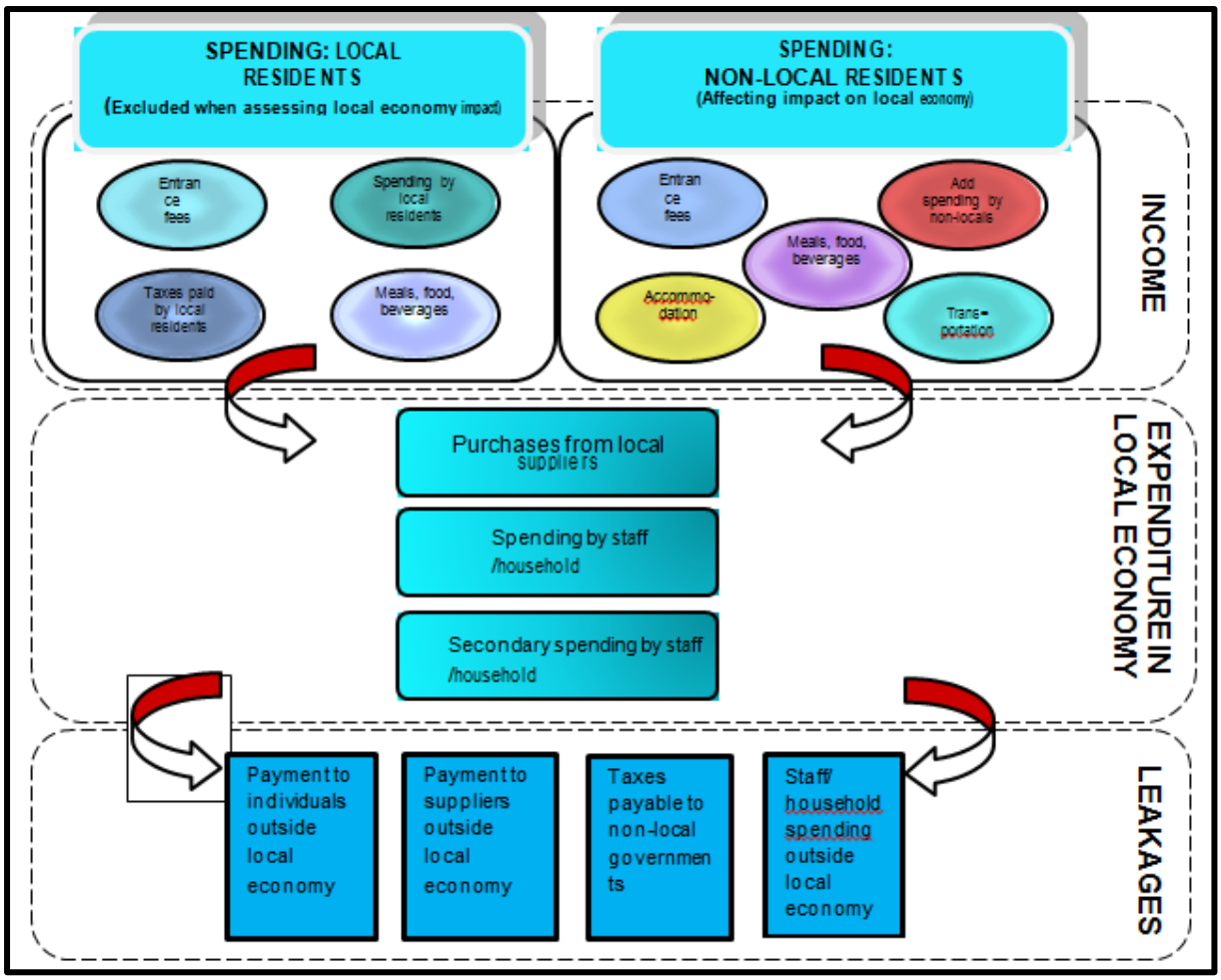

Figure 2.1: The flow of money within a local economy when visiting an attraction

(Source: Adapted from Van Wyk (2011:27))

What is important to take into consideration in Figure 2.1 is the fact that the spending by both local residents and non-local residents has an impact on the leakages that occur within the system. Both local and non-local residents need to spend money on some of the same components such as entrance fees, meals and beverages. The residents do not pay for accommodation and transportation, but they need to pay different taxes which also have an impact on the income of the region. Derived from Figure 2.1 it is clear that the amount of income that stays within the circular flow of the local economy is subjected to numerous factors. The multiplier effect combined with an understanding of leakages is necessary in order to evaluate the impact of income in an area (See Figure 2.5 also).

2.3 SUPPLY AND DEMAND OF TOURISM

A general approach to studying the economics of tourism is to divide it into the broad categories of demand and supply and then to research each component individually (Hall & Lew, 2009:89). Tourism development can initially be stimulated by either one of the two categories. Both supply and demand side is necessary for the success of any development, but in the initial stages development can be triggered by only one. In a supply driven model, a natural attraction like Table Mountain National Park, can be significant enough to attract many tourists to the area. As such it will create its own market demand.

The demand side of the tourism market is concerned with how the potential tourists act. The quantity demanded of a service or a product is how much the visitors want to buy of the specific product at the current price. The amount that needs to be paid influences the number that will be sold. The number of consumers, their preferences and disposable incomes, and the prices of products and services will influence the demand for a tourism product (Walker & Walker, 2011:114). When the number of potential tourists grows, the demand for a specific tourism product will grow as well. Population growth, new services and roads and more widespread information regarding a specific destination will increase the number of tourists. For example in the TMNP the tourists numbers can be influenced by the following; TMNP is a World Heritage Site as well as one of the Seven Natural Wonders and as such receives valuable publicity and marketing and an increasing amount of tourists. The availability of an added service such as the Hop-on Hop-off bus that transports tourists from different places in Cape Town to the table mountain cable car, also add to an increased number of tourists because of the accessibility of the attraction.

The supply of a commodity in the tourism industry is often seen as a function of its price and the price of alternative goods (Page & Connell, 2009:388). Production factors influences the price of the given product. Increase in demand can lead to an increase in infrastructure and facilities as the need for a specific product or service need to be met. Beech and Chadwick (2006:26) describe the supply side of tourism from a functional perspective by distinguishing between producers and support services. Producers are divided into transportation providers, accommodation providers and the suppliers of man-made attractions. Holloway (2002) adds tour

operators and travel agents to the producer's side. Support services can be described as both the public and private sector that plays a role in the tourism industry. Suppliers are responsible for providing the basic elements needed to be put together to form the overall tourist experience (Vanhove, 2011:95).

Demand for tourism is concerned with the allocation of resources to satisfy the needs and motivations of individuals to travel (Page & Connell, 2009:387). The more sensitive the quantity is to price changes, the more elastic the demand for that product will be (Walker & Walker, 2011:116). To measure the impact of overall demand over a time, the following ratio is used;

$$\textit{Elasticity of demand} = \frac{\textit{Percentage change in tourism demand}}{\textit{Percentage change in disposable income}}$$

The availability of substitutes plays an important role in the elasticity of demand (Moffatt, 2013). The more substitutes of the same nature as a specific product will result in more elasticity of demand. The most important factors relating to elasticity of demand can be considered as the following:

- Availability of substitute products.
- Importance of the product in the individual's life (is it a luxury or a necessity).
- Amount of disposable income spent on this specific product.
- Amount of time available for consumers to adjust to the price change (Walker & Walker, 2011:116).

This is based on the assumption that the demand for goods to fulfil basic needs (food, water, shelter) is relatively inelastic or unchanging where the demand for luxury items (holidays and pleasure travel) is variable or elastic. It can change due to factors such as price and seasonality.

Even though the income elasticity of demand is sensitive and are influenced by elasticity of luxury items such as traveling and visiting of attractions, TMNP offers tourists, both local and international, the opportunity to purchase a Wild Card which makes continuous access to the park much easier and more affordable. The Wild Card is a loyalty card and the purpose of this card is to make a contribution to conservation.

2.4 ECONOMIC IMPACTS OR FEASIBILITY OF NATIONAL PARK TOURISM ON THE CAPE TOWN COMMUNITY

Tourists visiting TMNP spend money to visit the park and its various attractions, as well as to buy souvenirs from these attractions. In addition to these purchases, entrance fees and activity fees, they still need to pay for accommodation, transportation and numerous other activities while visiting Cape Town. Getzner (2003:1) states that there are a number of empirical studies calculating the local and regional economic impact of national parks on communities.

Research done at Kosciuscko National Park in Australia (Mules, 2005); Kakadu National Park in Northern Australia (Knapman & Stanley, 1993); Whakapapa Ski field in New Zealand (Clough & Meister, 1991) indicated the importance of the measurement of the consumption values by using consumer surplus. Contingent valuation (CV) was done by Lee and Hann in 2002 (as cited in Mules, 2005) in five different national parks in Korea, as well as different world heritage sites in Australia (Mules, 2005: 2). Furthermore, research was done on the economic impacts of tourism to national parks, where the impacts are generally measured by taking the regional economy into consideration (Donnelly, 1998; Pearson *et al.*, 2000; Vogelsang & Graeffe, 2001 as cited in Mules 2005). This indicates that economic importance of tourism to national parks has been scrutinized, but the economic impact of tourism (Meyer, 2012; Mitchell, 2012:458) combined with the social considerations on the adjacent communities to national parks has not received a great deal of attention (Saayman, Rossouw & Saayman, 2010). Research regarding the gateway communities in general focuses on the living standards of the communities and how to raise the social structure (Chand, 2013:380; Goodwin, 1996; Spenceley & Meyer, 2012:298) and to involve the community (Simpson, 2008:1). Research done by Ulph and Reynolds (1981); Read-Sturgess (1994) as mentioned by the IUCN (1998), analysed the economic spin-offs for the local economy through the linkages with national parks. The research focused on tourist expenditure, park expenditure, park employment and then applied multiplier analysis to determine direct and indirect impacts at Warrumbungles National Park and the Grampians National Park in Australia. Economic impact studies can be used to shed

some light on the analysis of protected areas and their importance in a community (Leiman & van Zyl, 2004).

A study done by Turpie, Heydenrych and Lamberth (2002) indicates the importance of the Cape Floral Kingdom in terms of terrestrial and marine biodiversity in the Western Cape region. The total economic value of the Cape Floristic Region was estimated to be at least R10 billion per year, equivalent to over 10% of the annual provincial Gross Geographic Product. Not surprisingly they discovered that the affluent biodiversity of the Western Cape region makes a comprehensive contribution to the local and nationwide economy. Nature-based tourism can be considered as one of the biggest income providers in the region (Turpie *et al.,* 2002). The biological resources in the region influence the output of the region indirectly in terms of agriculture. Due to the fynbos vegetation there are bee colonies present and in return their activities improve fruit production.

Even though it is not possible to give a clear indication of the recreational and aesthetic value of the Park, the impact of the Park on property values might suggest that the Park does play a very important role in areas such as Newlands, Rondebosch, Bishops Court, Constantia, Tokai, the City Bowl, Green Point, Sea Point and Camps Bay. Through interviews with estate agents, it was clear that the Park has an influence on property prices (Turpie, Heydenrych & Lamberth, 2002). All agents concurred that the Park has a profound impact on the finished property market place and that it should be hard to theorise what the market place should be like lacking it. This indicates the importance of a balance between natural and developed area that Cape Town properties have to offer buyers. A Park view was cited as an undoubted value creator. This was noted particularly in areas with no or distant sea views such as the Southern Suburbs and parts of the City Bowl. It was noted that the areas in these suburbs with the best views of the Park (and to a somewhat lesser degree access to it) were the highest value areas (Turpie, Heydenrych & Lamberth, 2002).

2.5 ECONOMIC IMPACT MEASUREMENT MODELS

The economic impact of a destination can be measured through a variety of different techniques and models. One model cannot be proclaimed a more efficient model

than the next one, it is indicated that every economic impact study should be treated based on its own differentiating qualities (Ferreira, 2008:57). Several different types exist, but in the following section only the four most popular models will be discussed, namely multiplier analysis; Input-Output models (IO models); Computable General Equilibrium models (CGE) and Social Accounting Matrix (SAM).

2.5.1 Multiplier analysis

Distinctions can be made between many different types of multipliers (Broomhall,s.a:2). Most multipliers reflect the ratio of the total effect to a direct effect in the following manner:

Multiplier = total effect ÷ direct effect

Tourist expenditure has a profound effect or impact on the host community (Cooper *et al.,* 2008:137). Through the measurement of multipliers it is possible to calculate the impact of tourist expenditure on a local economy (Williams, 2009:103). Tourism expenditure has a multiplier effect due to the circular movement of income and expenditure in the economy. The multiplier effect is a measure of the subsequent income generated in a destination's economy through direct tourist expenditure (Weaver & Lawton, 2010:233). Stynes (1999) explains that the economic value of tourism to a destination often is calculated by multiplying the number of tourists by the average expenditure per visitor for each day spent while on vacation. Furthermore, the resulting number is then multiplied in order to reflect the number of times that each Rand is spent in a specific community before it completely moves out of the economic system of that community (Weaver & Lawton, 2010:218). The impact of the economic value can be assessed at three different levels – direct, indirect and induced levels of impact (As can be seen in Fig. 2.2). It is important to take into consideration that there are more multipliers that can be used in economic analyses (Crawford, 2011:1; Miller, 2004:2; Saayman, Rossouw & Saayman, 2012:591), but for the purpose of this study only the mentioned three will be used.

The economic impact can however be reduced through leakages and the demonstration effect. Leakages occur where profits are transferring back to the originating countries of tourists, for example if the tourists stay in an internationally

owned hotel where the owners are based in the country where the tourists originate from. The demonstration effect takes place if the local community purchase goods that have been imported on behalf of the tourists, but it lead to locals buying imported products.

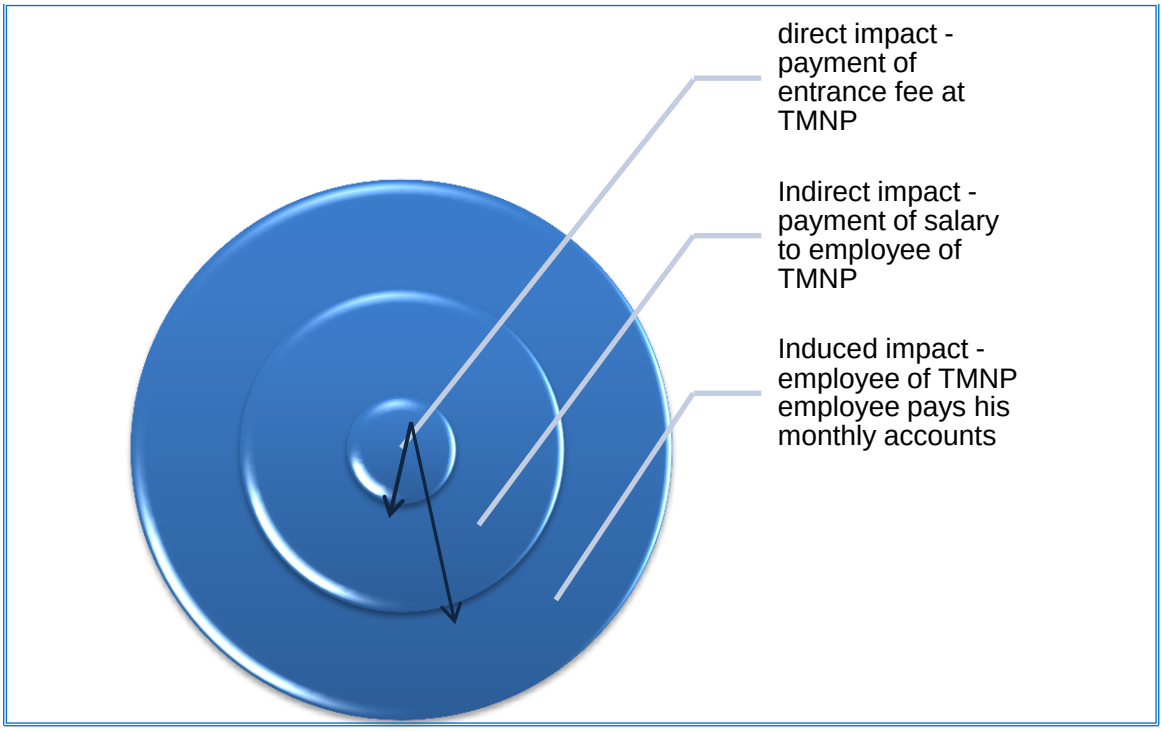

Figure 2.2: Three levels of impact of the multiplier effect

(Source: Adapted from Weaver & Lawton, 2010)

Drawing on the opinion of authors such as Cooper (2009:137); Williams (2009); Weaver and Lawton (2010) and Stynes (1997) one can argue that the scale of the multiplier effect is dependent upon the level of development within the community surrounding TMNP, the type of tourism and the extent to which the community surrounding TMNP can supply the tourism industry from within its own resources and thus minimizing the leakage effect. If the initial payment of entrance fees at TMNP is allocated to imported goods and services then essentially no multiplier effect takes place.

2.5.2 Input-output model (I-O model)

The input-output model can be regarded as a tool to measure the impact of tourism demand on the economy. Stynes (1997) describes the input-output model as a

representation of economic activity between different sectors within any specific region. Cameron (2003:1) agrees and indicates that an I-O analysis is an analytical framework with the fundamental purpose of analysing the interdependence of industries in an economy. According to Broomhall (s.a.:4) I-O models can be regarded as sets of equations which describe the relationships that link the output of one industry with all other industries in an economy. The author further indicates that the impacts within each industry can be estimated through these models and may provide more significant information than merely to measure impacts on income, output and employment. An input-output model thus simulates the economic output of one or more industries due to changes in an industry. GDP, jobs, services and imports for example, can be measured in terms of their direct, indirect and induced impacts. This can be measured on either provincial or national level depending on why the impact will be measured.

Fundamental to this model is the co-operation required from different business sectors in order to ensure that the necessary purchases from one another has been made to ensure growth. The usefulness of the input-output model can be a result of the linear nature of the model. The effects of changes in demand can be relatively easily be computed and it can also be linked together to determine the effects of inter-regional trade or an environmental analysis can be linked to the model.

Dwyer, Forsyth and Spurr (2004:307) make the following statement: “the fundamental problem with Input-Output analysis is that it is incomplete: it ignores key aspects of the economy”. One of the more recent techniques to adjust these problems that exist in estimating the economic impact of tourism is the computable general equilibrium model (CGE).

2.5.3 Computable general equilibrium model (CGE)

Research based on the economic impacts of tourism has recently experienced some changes as there was a paradigm shift as a result of the application of CGE models instead of input-output models. Even though the CGE incorporates an input-output model (Page & Connell, 2009:398), it makes provision for a wider range of elements, ranging from the elementary to the more sophisticated as well as giving allowance for being static or dynamic behaviour. The application of an I-O, SAM or CGE model

can indicate the estimated economic impact. While these models may well be regarded as competitors, each model is pertinent to specific situations and may even complement each other in certain circumstances (Van Wyk, 2011:57). I-O and SAM models serve as building blocks to develop CGE models. The implementation of CGE models require a substantial amount of data and can be expensive to undertake, despite the availability of computer models.

GCE models depend on the construction of a series of interrelated markets, the production sectors and demand groups such as households. Within any economy, these markets, households and production sectors, have its own set of external and internal influences which it needs to adapt in order to survive any changes that can take place in the economic market. CGE models can be used as a tool to assist in quantitative analysis for a diversified market. These include analysing the effects on - for instance - industries, regions, the labour market, income and welfare induced by changes in, e.g., government policies including taxes, trade restrictions, and/or technology (Rumler, 1999:3; Van Wyk, 2011:62). Dynamic problems can also be addressed by making use of numerical general equilibrium analysis. If one component of the system of interdependent components or equilibrium experiences economic problems, the rest of the system will experience the impact as a result. The model can produce numerical results that can be measured and applied to particular situations in specific countries. True and real economic data is needed to make this model a success (Cordier & Hecq, 2008:1). These models usually comprise of equations (that describe variances), a detailed database (that contain tables of transaction values as presented by I-O or SAM models) and elasticities (dimensional parameters that capture behavioural response to policy scenarios). Supported by up to thousands of equations, CGE models can create simulations for up to 100 years into the future and may include regional, national and international dimensions (Van Wyk, 2011:64).

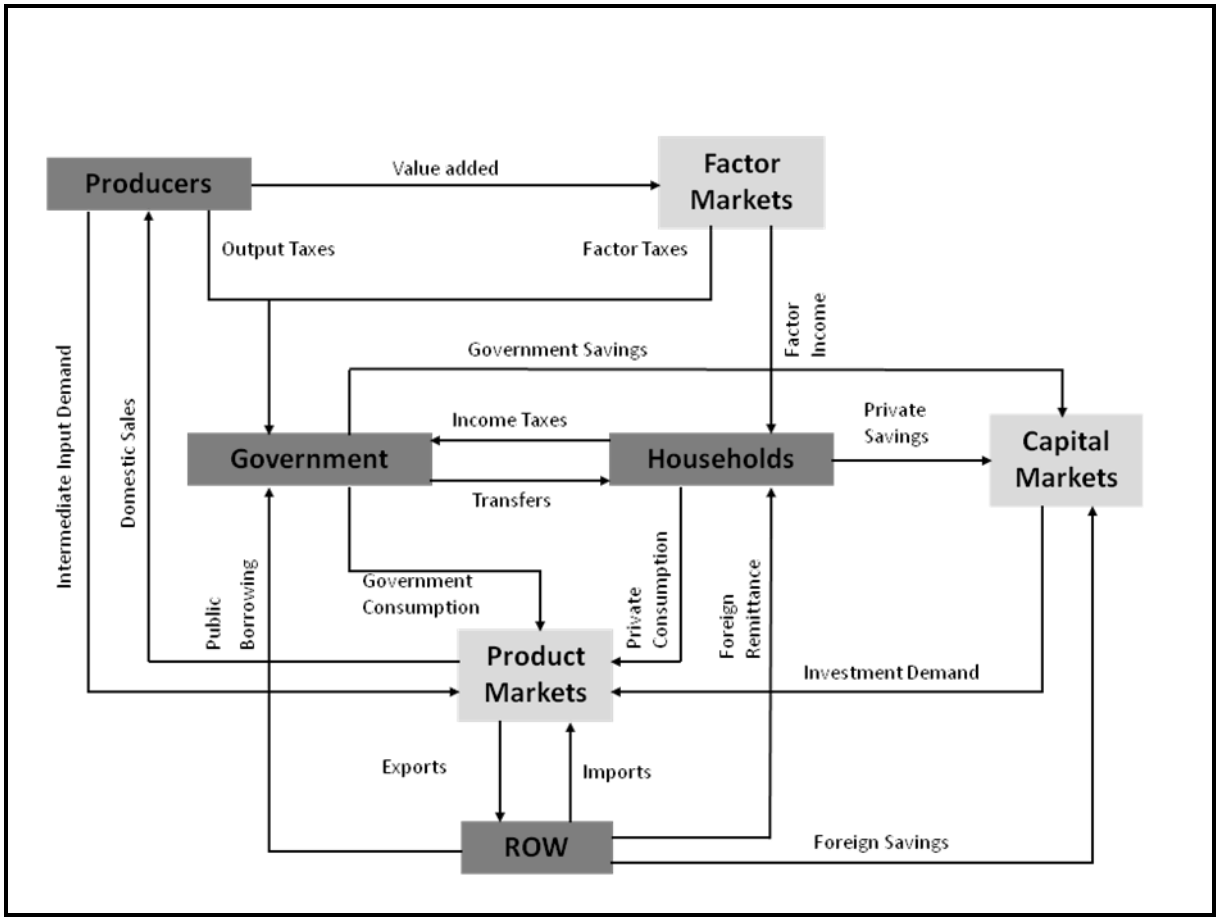

Figure 2.3: A simplified structure of a GCE model
(Source: Stynes, 1997)

Because of the fact that the GCE model measures different components and analyses a more diverse set of economic impacts, this model is more effective when the proposed impacts of the implementation of a policy will be more complex and will take place through a variety of distribution channels. Dwyer, Forsyth, Madden and Spurr (2000) and Dwyer, Forsyth, Spurr and van Ho (2005) indicate that the strength of the GCE approach is based on its ability to assess the economic impact of changes in tourism expenditure. This can include the following: "to model business and household demand for goods and services, relative price changes and substitution effects; to take account of the interrelationships between tourism, other sectors in the domestic economy and foreign producers and consumers; to incorporate endogenous price determination mechanisms; to identify and test underlying assumptions; to allow initial expenditure shocks to originate from anywhere in the economy" (Dwyer & Forsyth, 2010:16). CGE models can be

complex and expensive to develop and are therefore not used extensively in tourism (Candela & Figini, 2012:30).

2.5.4 Social accounting matrix model (SAM)

Cameron (2003:2) describes a SAM model as a model incorporating both the social and economic data that an economy is based upon. Pyatt and Round (1985:1) Reinert and Roland-Holst (1997) and Round (2003) clearly state that a SAM is a specific representation of all the applicable accounts within a socio-economic system, taking all the transactions and transfers within the system into account. Usually the accounting period is for one year (Cameron, 2003:2). Both the social and the economic data of an economy are present if a SAM is being utilized.

Table 2.1: A simplified structure of a SAM model

				EXPENDITURES				
				Endogenous accounts			Exogenous	
				Factors	Household and companies	Production activities	Sum of other accounts	Totals
RECEIPTS				1	2	3	4	5
	Endogenous Accounts	Factors	1					
		Household and companies	2					
		Production activities	3					
	Exogenous accounts	Sum of other accounts	4					
		Totals	5					

(Source: Author's own contribution)

Within each row in Table 2.1 the details of receipts by each individual account can be stated. The columns of Table 2.1, while following the same ordering as the rows,

record the corresponding expenditure. Because of the general structure of the SAM, this model can adapt to a wide variety of forms, depending on how the constituent accounts are defined. As can be seen in Table 2.1 the data can be arranged in a logical manner and the expenditure made by a specific sector can be tied to the receipts in the corresponding sector. Cameron (2003:2) indicates that the SAM model presents a platform for the logical arrangement of statistical information as far as income flows in a country's economy is concerned. A unique feature of a SAM model is the fact that households and household groups are an essential part of the framework. At the same time, a SAM allows for a more detailed explanation regarding the circular flow of income, including transactions between different institutions and production activities.

Taking the above into consideration, a Social Accounting Matrix was the chosen method to conduct the study. This decision is based on the concept that SAM data includes both social and economic data of the economy that it is measuring. When making use of a Social Accounting Matrix more detailed and diverse transactions in the economy can be reflected.

2.6 POSITIVE ECONOMIC IMPACTS

The economic impacts of tourism development can be both beneficial and detrimental to a destination. Tourists contribute to the economy in many different ways by making use of the accommodation sector, catering, attractions, transport, and auxiliary services such as banking, medical facilities, insurance and postal services. Tourism in fact, has an impact on nearly all the sectors of the economy in a direct or indirect way. According to Mathieson & Wall (1982:185) the magnitude of the economic impacts of tourism is influenced by the following five factors:

- "The type of tourism facility and attractions the visitors are looking for;
- The volume and level of tourist spending;
- The level of economic development in the region;
- The extent to which tourist spending is maintained and recirculated in the region; and
- The extent of seasonality in the region".

Before it can be stated that the local economy really benefits from tourism and sustainability, the following factors need to be adhered to:

- Whether it allows for the fair distribution of costs and profits to host communities and improves their quality of life (Saayman, 2007:124; Todaro & Smith, 2006:497; Ivanovic *et al.,* 2009:297; Theron, 2008:104).
- Whether it allows for traditional and subsistence activities (Cunningham & Cunningham, 2004:320).
- Whether it makes notable contributions to the local people and their economy (Saayman, 2009:144; Theron, 2008:104; Leask & Fyall, 2006:103; Cooper *et al.*, 1993; Page & Connell, 2009:395; George, 2007:64; Henderson, 2007:26).
- Whether it creates jobs and increases income (Saayman 2009:144; Page & Connell, 2009:391).
- Whether it allows for small-scale business development (Cunningham & Cunningham, 2004:320; George, 2007:65).
- Whether it increases socio-cultural awareness and peace (Cooper *et al.*, 2008:205).

Table 2.2 gives a summary of the positive economic impacts of tourism that can be identified, as well as authors that did extensive research on the different topics.

Table 2.2: Positive economic impacts

Economic impact	Authors
Foreign exchange earnings	Hattingh, Spencer & Venske (2011:1) Cooper *et al,* (2008:129); Mason (2003:35); Spenceley & Meyer (2012:299) Hummel & van der Duim (2012:320)
Employment opportunities	Snyman (2014:395); Beech & Chadwick (2006:329); Cooper (2012:66); Page & Hall (2003:195); Mason (2003:35); Cooper *et al.* (2008:129); Burton (1995:129); Weaver & Lawton (2010:220); Cooper (2012:67); Hummel & Van der Duim (2012:320); Hattingh, Spencer & Venske (2011:1); Saayman & Saayman (2006); Spenceley & Meyer (2012:299)
Multiplier effect	Burton (1995:129); Beech & Chadwick (2006:329);

	Cooper *et al.* (2008:129); Mason (2003:35); Weaver & Lawton (2010:206); Gerzon (2014:728); Meyer (2012:561)
Contribution to regional development	Mason (2003:35); Page & Hall (2003:195); Cooper (2012:68); Weaver & Lawton (2010:221); Beech & Chadwick (2006:329); Eagles & McCool (2002)
Encouragement of entrepreneurial activities	Vanhove (2011:223); Page & Hall (2003:195); Cooper (2012:68); Saayman, Saayman & Ferreira (2010)
Improvements to the structure and balance of economic activities in the area	Page & Hall (2003:195); Cooper (2012:68); Allen, O'Toole, McDonnell & Harris (2005)
Contribution to GDP	Ivanovic *et al.* (2009); Williams (2009:102); Weaver & Lawton (2010:217); Eagles & McCool (2002); Saayman & Saayman (2010)

(Source: Author's own contribution)

2.6.1 Foreign exchange earnings

From a national perspective, foreign exchange earnings play an important role in tourism development and economic growth (Holden, 2008:106). Drawing on the perspectives of other authors such as Cooper *et al.* (2008); Mason (2003); Beech & Chadwick (2006); Page & Hall (2003); Burton (1995); Weaver and Lawton (2010); Cooper (2012); Mathieson and Wall (1982); Hattingh, Spencer and Venske (2011:1); Spenceley and Meyer (2012:299) Hummel and van der Duim (2012:320) one can argue that tourism literature regarding the different types of economic benefits that tourism can bring to an area are well documented. Foreign exchange earnings are generated by tourists visiting South Africa, through money that they earn in their country of origin, and then, when in SA, they exchange their money for South African rand. They then spend this money on accommodation, transport, shopping, meals and activities. In this way, foreign currency is brought into SA and becomes part of our economy's foreign exchange earnings. These funds are essential for the buying

of necessities such as food and trading imports, reduction of trade deficit, employment creation, monetary flow and the strengthening of other economic sectors such as agriculture, fishing and construction. It diversifies the economy.

2.6.2 Employment opportunities

The creation of employment opportunities is a major relevant reason for communities to promote its tourism sector (Beech & Chadwick, 2006:329; Cooper, 2012:66; Page & Hall, 2003:195; Mason, 2003:35; Cooper *et al.,* 2008:129; Burton, 1995:129; Cooper,2012:67). When tourism impacts positively on the economy, the economy grows. Tourism can be seen as one sector in the industrial sector that provides both direct and indirect employment. Direct employment happens when people work directly with tourists or in businesses that offer direct services to tourists. Indirect employment takes place when businesses supply goods or services to other businesses that work directly with tourists. Because of the multiplier effect the direct and indirect employment created by tourism eventually spreads to benefit people who work in industries that are not related to tourism. Communities surrounding TMNP could be encouraged to offer services to tourism operators. These services could include the guiding and transporting of tourists, doing laundry and making or selling curios. Tourism companies could encourage communities to continue their traditional crafts and cultural traditions by assisting them to market and sell these arts and crafts. Local businesses could help communities to get involved by employing and training community members. Communities could also be encouraged to become shareholders in tourism companies. Ensure that tour operators know about the cultures, traditions, and privacy of communities so that they highlight these to tourists. Tour operators should also know about the environment, economy, indigenous behavior and traditional ways of life, local leadership, and political patterns of the host area. They should share this knowledge with their tour groups. Tourists will then respect the rights of local communities more. Encourage communities to preserve their archaeological and historical places, special architectural styles, local dance, music, drama, ceremonies, arts and crafts, dress, customs, and values. These are attractive to tourists as they often look for local and indigenous destinations, attractions, and accommodation and want to learn about the local environment and culture. Communities should look after these

attributes so that they do not lose the historic, cultural, and community identity of each place.

Research done by Standish & Boting (2006) on the impact of employment by TMNP reflects the following (See Table 2.3).

Table 2.3: Total employment in TMNP from 1999 - 2006

Financial year	1999	2000	2001	2002	2003	2004	2005	2006
Operational spending	283	380	382	248	274	300	332	348
Project spending	129	321	302	525	506	327	323	765
Total jobs	412	700	685	773	780	627	656	1113

(Source, Standish & Boting, 2006)

Table 2.3 is based on the sum of direct and indirect jobs derived from operational and project expenditure that resulted from activities taking place in TMNP. In 1999 a total number of 412 jobs were sustained compared to a growth to 1113 that was calculated for 2006. Two broad types of employment can be distinguished in the Park. The first type are the direct jobs within the Park that is created as a direct result of the operation of the Park as well as projects carried out in the Park and are specific to Cape Town. The second type of employment is the so-called indirect jobs that are the result of the multiplier effects associated with spending at the Park. They are not confined to Cape Town and can occur elsewhere in the country. The total number of jobs that were created is based on full-time, fixed-term and contract employment.

2.6.3 Contribution to regional development

Weaver & Lawton (2010:220) use the classic example of 3S (sun, sea and sand) to explain the contribution of tourism to the development of areas where unspoiled natural sites are used to attract tourists to those areas. These areas cannot make a

valuable economic contribution to the more conventional economic activities that take place in a region and resorts to tourism to substantiate economic activities. Hall and Lew (2012:132) clearly state that it is the small and medium-sized enterprises that actually stimulate regional employment and development.

One example is when a decision has been taken to allow tourism to a natural area or game reserve. It might then be argued that it can lead to job creation in a previously underdeveloped region, and that the local community might be able to sell hand-made curios to tourists. This will have a positive impact on the community. Another stakeholder might suggest that it will have a negative impact because the local community might be poorly paid due to the fact that they do not have any formal education. It might also be seasonal, and might lead to an increase in crime in that area.

2.6.4 Encouragement of entrepreneurial activities

Globally there is an active interest in entrepreneurial activities (Barringer & Ireland, 2012). Entrepreneurs are the individuals in any economy that are willing to take a financial and calculated risk in order to provide new opportunities and experiences for a specific group of consumers (Hall & Lew, 2012:130; Hisirch, Peters & Shepherd, 2010:5). The majority of entrepreneurs in developed countries are people in high-income communities that recognize an attractive opportunity and have the financial means to further that into a more practical component. Research by Barringer and Ireland (2012) has shown that in developing countries the majority of entrepreneurs are drawn to these activities because of a lack of better career prospects. The basic principle behind entrepreneurial activities is to make our daily lives more comfortable, enhance our productivity and to better our health and lifestyles. In terms of tourism an actual tourism opportunity should be convenient and attractive, sustainable, well-timed and anchored in a product or service (see Figure 2.4).

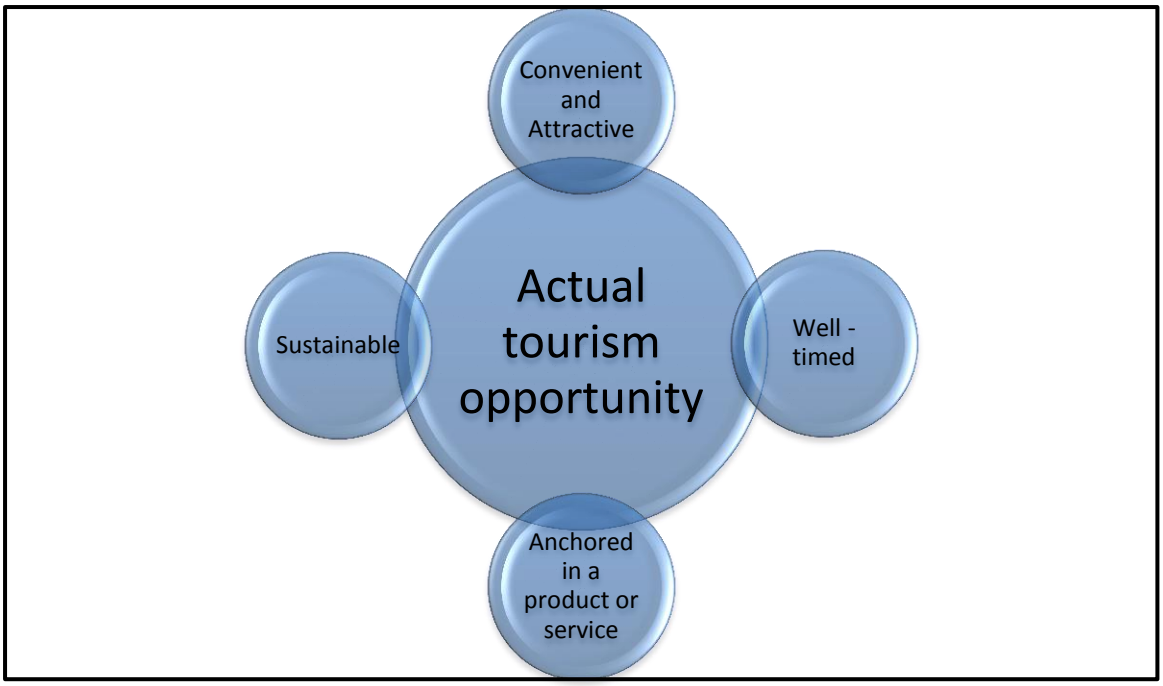

Figure 2.4: Four essential qualities of a tourism opportunity
(Source: Adapted from Barringer & Ireland, 2012)

Mathieson and Wall (1982) clearly indicate that the relationship between tourism development and local entrepreneurs depends on the following factors:

- The different types of suppliers and providers within the industry.
- The local suppliers providing to the demand of the tourists and the local community.
- The historical development of tourism of the area that should be taken into consideration.
- The type of tourist development that the community is aiming at.

Tourism provides ideal opportunities for small businesses and local entrepreneurs in the Table Mountain National Park area. Firstly the local communities are ideally situated to supply services to tourists. These services can range from selling curios, transport providers, cleaners, managing bed and breakfast establishments and enabling themselves to act as guides for interpretation while hiking through the forests on Table Mountain and Silvermines. This can enhance the opportunities for the local communities to be trained in a specific field. It can assist them to find

employment in other regions as well. Noteworthy is the fact that the safety of the tourists is of great importance and need to be considered when training guides for hiking. Entry barriers in the tourism industry is relatively low (Lubbe, 2000: 251; Ivanovic *et al.,* 2009) and many of these businesses and entrepreneurs can use the Internet to market their services and products. Facebook and Twitter are recognized marketing tools for many companies and individuals to inform the international community of what they have to offer. These entrepreneurs can also be physically available at attractions to offer their goods and services.

2.6.5 Contribution to GDP

Gross Domestic Product (GDP) is the total value of all final goods and services produced within the boundaries of a country in a particular period (Ivanovic *et al*., 2009: 350). The GDP is one of the most important indicators of the performance of a country's economy. Tourism's contribution to the economic growth will vary depending on the level of diversity and the extent of economic leakages within that specific economy. Table 2.4 is based on an example of the gross domestic contribution of Table Mountain National Park (Standish & Boting, 2006).

Table 2.4: Gross Domestic Contribution of Table Mountain National Park

Financial Year	1999	2000	2001	2002	2003	2004	2005	2006
Operational spending	33.5	41.2	40.3	33.5	41.2	47.7	46.7	49.1
Project spending	6.7	21.1	20.1	30.3	30.9	22.3	31.9	55.7
Total contribution	40.2	62.2	60.4	63.8	72.1	70.0	78.7	104.8
Cumulative contribution	40.2	102.5	162.8	226.7	298.8	368.8	447.4	552.3

(Source, Standish & Boting, 2006)

From Table 2.4 it can be deducted that TMNP added to the total value of all goods and services produced in South Africa while taking the multiplier effect into account. The contribution to GDP from the operating budget increased from R33.5m in 1999 to R49.1m in 2006. After taking account of all multiplier effects, it is estimated that expenditure at the Park has made a cumulative contribution to GDP of R552.3m since inception in 1999.

2.7 NEGATIVE ECONOMIC IMPACTS

Jacobsen, Carson, Scharma and Macbeth (2003:10) indicate that increased tourism demand inevitably leads to opportunities for both the social environment and regional economies to experience changes. Even though there can be substantial benefits through an increased usage, pressure can accumulate in the usage of public facilities and transport infrastructures. Shortages in the production of local goods and services can be experienced as the demand may outnumber the supply. A combination of all the different impacts can contribute to a general increase in daily living expenses for the resident communities in a regional area.

Table 2.5: Negative economic impacts

Economic impact	Authors
Opportunity cost	Cooper (2012:69); Mason (2003:35)
Inflation and externalities	Mason (2008:46); Cooper (2012:69); Page & Hall (2003:197)
Overdependence/ lack of diversity	Cooper (2012:69); Mason (2003:35); Spenceley & Meyer (2012:299)
Income elasticity	Page & Hall (2003:197)
Leakage	Meyer (2012:561); Beech & Chadwick (2006:329); Page, Brunt, Busby & Connell (2001:268); Diaz (2001:9); Mitchell (2012:458); Spenceley & Meyer (2012:301)
Seasonality	Ashworth & Thomas (1999:735)

(Source: Author's own contribution)

2.7.1 Opportunity cost

Opportunity costs can be described as the costs of engaging in tourism activities rather than in another form of economic activity. Weaver and Lawton (2010:230) agree with this statement and indicate that the opportunity cost of allocating land for a tourism project over another economic activity such as agriculture should be taken into consideration as it can have an impact on that specific region. Henderson (2008) states that when economists refer to the "opportunity cost" of a resource, it refers to the value of the next-highest-valued alternative use of that resource. In an area such as the Table Mountain National Park the area could have been used for vineyards as the Western Cape is a major producer of South African wines. If the TMNP area was not a national park, a world heritage site or one of the seven natural wonders of the world, the area might have been allocated for expensive accommodation establishments or a new suburb for an ever increasing urban area.

2.7.2 Inflation and externalities

During peak season an increase in prices can be experienced because of the presence of tourists in a tourist destination region. These increases can occur if there is an increase in pressure for the need of local services at a specific destination (Mason, 2008:46). In general international tourists can afford to pay higher prices, and are more willing to pay higher prices than they would normally pay back home. Retailers increase their prices because of the buying power of the tourists which leads to the local community moving away from that area to continue with their daily shopping in a less tourist related environment. Mathieson & Wall (1982) further describe this effect and conclude that the increase in rent and taxes are then shifted from the tourist to the local consumer who now needs to absorb these differences. Furthermore, tourists are also more interested in a specific range of products, from souvenirs to meals and special products (wines in the Western Cape) (Vanhove, 2011:230).

2.7.3 Overdependence/ lack of diversity

Economic dependency on a single industry can be a risky strategy in the long-term. Overdependence on tourism can very easily occur where the government sees tourism as the answer for their economic problems and the only development will then happen in the tourism sector (Mason, 2003:35). Tourism is susceptible to internal and external changes (Vanhove, 2011:230), ranging from consumer trends, global crises and energy availability.

2.7.4 Income elasticity

Demand for tourism can be considered to be income elastic as it is influenced by changes in incomes. The Income Elasticity of Demand measures the rate of response of quantity demand due to an increase or decrease in tourists' income (Moffat, 2013). Income elastic products are highly responsive to changes in tourists' income because a small percentage change in income will lead to a higher percentage change in demand. The demand for luxuries such as travelling is income elastic where the need for day to day survival is income inelastic. As incomes changes and increase, what once was considered a luxury might become a necessity.

2.7.5 Seasonality

Unequal temporary distribution is a familiar characteristic of the demand for tourism products (Vanhove, 2011:14). South Africa's peak holiday season for domestic tourism is in summer, over December and January, when schools are on holiday, many businesses have shut down and many tourists take annual leave. Easter time, around March and April, is another peak holiday season in South Africa, although shorter in length. For international tourists visiting South Africa, the peak season is between October and April, when it is winter in the northern hemisphere and summer in South Africa. Seasonal highs can cause problems such as overcrowding, which can have a negative impact on the environment and local communities. Some problems that may be experienced in the economic and environmental components of tourist destinations can be listed as follows:

- Resources may be under-utilized because of the seasonal pattern of demand that affects the occupancy rates of accommodation establishments (Ivanovic *et al.,* 2009:79).
- Capital may be utilized incorrectly as general tourism related infrastructure can be under-occupied at certain times.
- The public sector needs to increase its operational costs to cope with high season demand but during low season it still affects the local population.
- Seasonal lows, on the other hand, can cause reduced income for tourism and tourism-related businesses. This, in turn, can result in lower employment rates, as less staff are required for fewer visitors (Ivanovic *et al.,* 2009:280; Ashworth & Thomas, 1999:736).
- Dissatisfaction can be experienced by tourists since they will face problems such as increase in prices, low levels of service, traffic congestion and over-use of facilities (Ivanovic *et al.,* 2009:281).
- Carrying capacity of natural attractions can be exceeded and will lead to the deterioration of the environment (Ivanovic *et al.,* 2009:342). The same environment that motivated the tourists to visit that area in the first place.

2.7.6 Leakages

Weaver and Lawton (2010:232) define leakages as a major category of indirect financial costs. Indirect financial costs are costs that do not require a direct outlay of the necessary capital, but it is a clear indication of a loss of revenue. As can be seen from figure 2.1 expenditure in the local economy can lead to leakages. These leakages can range from payments to individuals and suppliers outside of the local economy as well as taxes and staff spending. Leakages can develop because of goods and services that need to be imported and also through government expenditure on the development of tourism related infrastructure such as airports, road and port equipment. Leakages can also occur where tourists have paid for specific holiday packages and activities in the tourism generating regions. Research done at the Komodo National Park in Indonesia by Jacobsen, Carson, Scharma and Macbeth (2003) indicates that the ecological wonders of the region are responsible for a regular flow of tourists every year. Even though the tourists freely part with their

wealth, the people of Komodo hardly see anything of that income. The majority of tourists to that area make use of pre-packaged excursions that originates in surrounding townships or 'gateways' as they are known. Page (2009) notes that well-developed destinations demonstrate the lowest leakage rates as they contain supply industries which can compete with foreign imports and can therefore retain more money in the region. When the destination economy is weak and there is a shortage of quality and quantity of services and products needed by the tourism industry, the leakage tends to be at its highest level. These leakages can have a negative impact on the multiplier effect of tourism.

Figure 2.5 indicates that potential opportunities can be created through linkages between the tourism industry; the local economy and the leakages and multipliers that exist in the host community. Through the creation of linkages the high import of products and services in the tourism industry can be reduced and local products can be sourced. This might lead to the stimulation of other economic sectors that can influence the economy as a whole which can then convert a negative impact into a positive economic impact.

The linkages in Figure 2.5 can further be illustrated to indicate four potential linkages between national parks and the local economy. It is important to take into consideration that it is necessary to make a distinction between core and non-core business or competencies. A core business can be explained as a unique component that offers competitive advantages and motivates a potential customer to choose a specific company's goods over its competitor. In national parks, the core competencies can be seen as biodiversity management, tourism management and constituency building (SANParks, 2010). It is important to distinguish between core and non-core business as it can assist in the decision-making regarding in-house services or outsourcing of responsibilities (Meyer, 2012:565) and can have an impact on poverty reduction in the community.

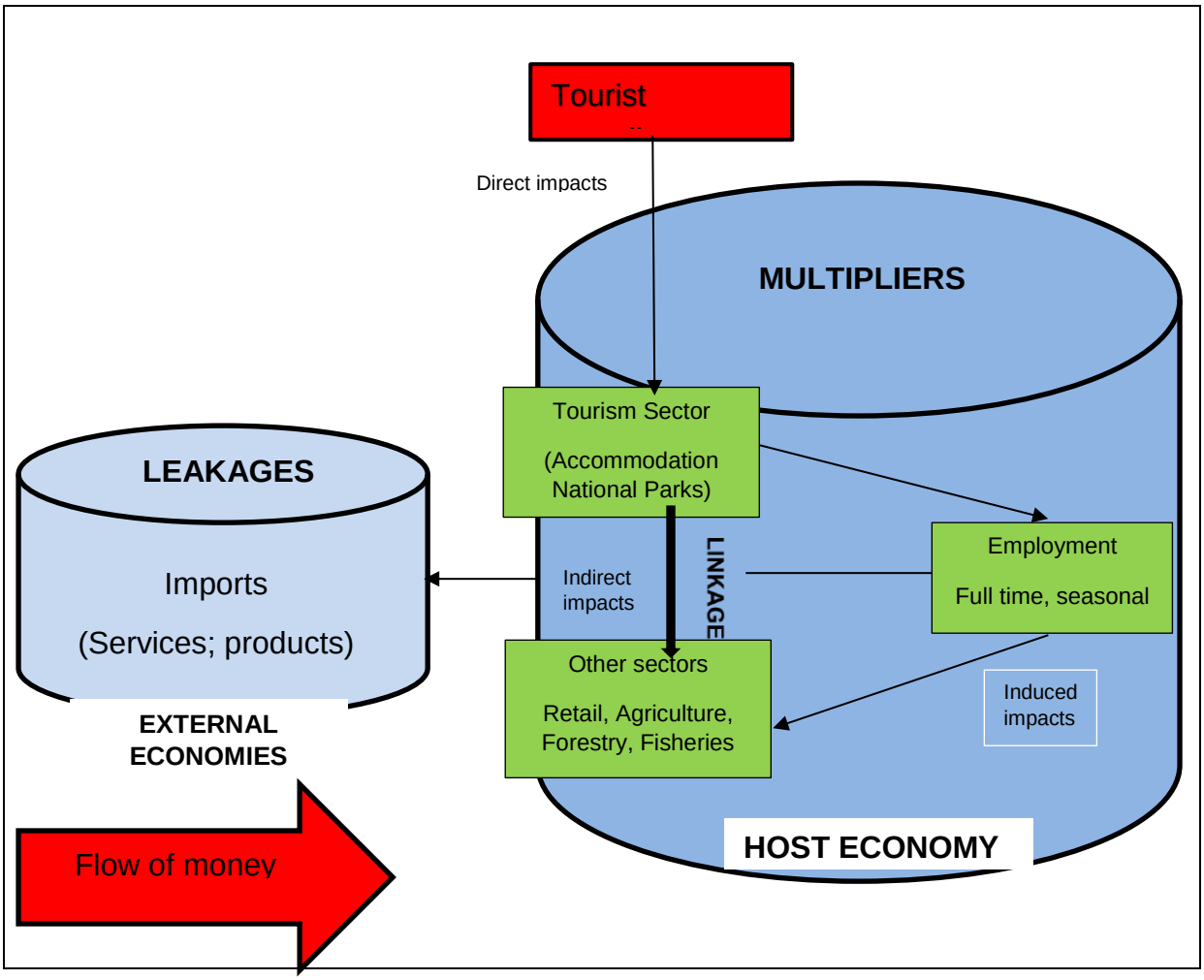

Figure 2.5: The relationship between leakages, multipliers and linkages

(Source: Adapted from Meyer, 2012)

Four broad linkages opportunities that can be distinguished is the following (see Figure 2.5):

- Employment (e.g. employment conditions, wages, in-house training).
- Sourcing and procurement linkages with local suppliers (in particular SMMEs).
- SMME development and support to the informal sector.
- Other types of partnerships.

2.8 ASSIGNING VALUES TO BIODIVERSITY

Biodiversity has a fundamental value to humans because we are so dependent on it for our cultural, economic and environmental well-being (Treat & Callahan, 2013:1). Some argue that it is our moral responsibility to preserve the Earth's incredible

diversity for the next generation. Conservation of biodiversity raises pertinent questions as to how much it will cost (Prasad, 2013:1). The cost relating to biodiversity conservation is an indication that it is concerned with the value of a species or natural area that needs to be conserved. Funds are needed for ensure that biodiversity conservation can take place.

People are influenced by the biodiversity of a specific area and their livelihoods may depend on that type of ecosystem. Even people living in urban areas are dependent on the ecological services provided by the green urban spaces in their regions. Standard valuation practice is well known and in the majority of cases consists of attaching a total economic value to an area based on investigating each of the value streams associated with it. In order to attach values to each stream, different valuation techniques are necessary (Standish *et al.,* 2004).

A major focus of environmental economics has been finding methods for the attachment of values to the components of biological diversity. Different economic values include the marketplace value of resources, the value provided by unharvested resources in their natural state, and the future value of resources. There is no universally accepted framework for assigning values to biodiversity, but one of the most useful is where values are divided between direct values and indirect values (Myburgh & Saayman, 2000). Figure 2.6 is a schematic presentation of the direct and indirect values of Table Mountain National Park.

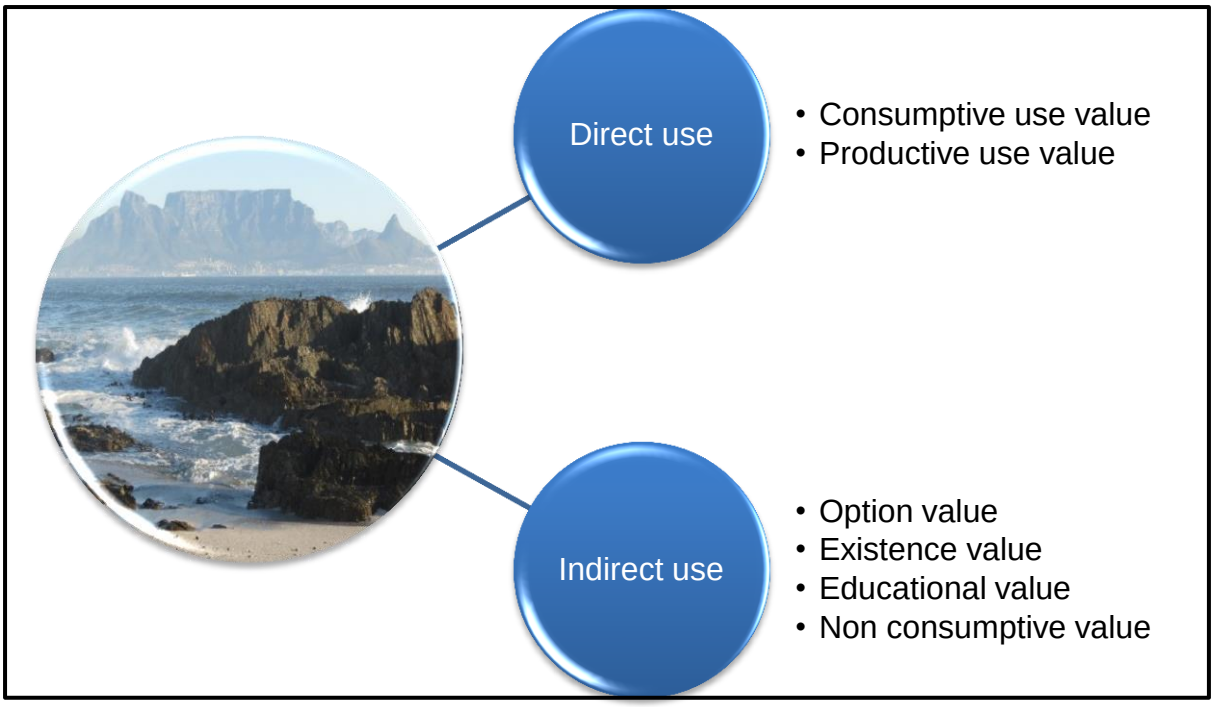

Figure 2.6: Classification of the values of national parks
(Source: Author's own contribution)

2.8.1 Direct usage values

Direct values are assigned to those products that are directly harvested and used by people. These values can often be readily calculated by observing the activities of representative groups of people, by monitoring collection points for natural products and by examining import and export statistics.

2.8.1.1 Consumptive use value

The consumptive use value can be assigned to goods such as fuel, wood and game that are consumed locally and do not appear in the national and international marketplaces. People living close to the land often derive a considerable proportion of the goods they require for their livelihood from the environment around them for example crayfish, abalone and fishing. The biodiversity held in the ecosystem provides these forest dwellers with all their daily needs, food, building material, fodder, medicines and a variety of other products. They know the qualities and different uses of wood from different species of trees. They also collect a large number of local fruits, roots and plant material that they use as food, construction

material or medicines (Standish *et al.,* 2004). Fishermen are highly dependent on fish and know where and how to catch fish. They also collect plants for their daily usage. These goods do not typically appear in the GDP of countries since they are neither bought nor sold. However, if rural people are unable to obtain these products, as might occur following environmental degradation, overexploitation of natural resources, or creation of a protected reserve, then their standard of living will decline, possibly to the point where they are unable to survive.

The value of this consumptive use is the gross monetary value of the harvest net of harvesting costs (Standish *et al.,* 2004). Currently there is no legal sustainable harvesting of resources in TMNP. It can be because of the conservation status of the park and thus harvesting will not be allowed as a use value. Clearing of alien plants can be considered as a form of expenses for management, but TMNP negotiates clearing contracts where valuable wood can be sold to contractors (Standish *et al.*, 2004). Clearing operations in the Park also lead to benefits for informal wood collectors that live near the Park. They are given the opportunity to collect wood left behind after clearing and either use the wood themselves or sell it for use as firewood often at roadsides. No figures were available on the extent or value of this form of harvesting. While it probably does not have a significant rand value, it probably provides a livelihood for a few people or at least supplements low incomes to some degree.

2.8.1.2 Productive use value

Productive use value is a direct value that is assigned to products that are harvested from the wild and sold in commercial markets, at both the national and international levels. The incidental conservation of species diversity that occurs when forests and other communities are sustainably harvested adds further value to activities that are not destructive. Many biological species have great productive use value in their ability to provide new founder stock for industry and for the genetic improvement of agricultural crops (Primack, 1993:208). These uses differ from the traditional productive uses that involve continuous harvesting from the wild. Wild species of plants that are found to have economic value to people on a local scale can be grown on plantations and ranches, while some are cultured in laboratories. The wild

population of the species provide the initial breeding stock for these colonies and are a source of material for genetic improvement of the species.

The large ecosystems of the world often have enormous productive value. Forests provide timber and other natural products. The extensive rangelands of the world provide fodder for sheep, cattle and other domestic grazers. Coastal areas, the open ocean, rivers and large lakes produce vast quantities of seaweed, shellfish and fish that are harvested for human use (Standish *et al.,* 2004). The consumptive and productive value of biodiversity is closely linked to social concerns in traditional communities. 'Ecosystem people' value biodiversity as a part of their livelihood as well as through cultural and religious sentiments.

2.8.2 Indirect usage values

Indirect values can be assigned to aspects of biological diversity, such as environmental processes and ecosystem services that provide economic benefits to people without being harvested and destroyed during use (Ewah, 2012:107). Because these benefits are not goods or services in the usual economic sense, they do not typically appear in the statistics of national economies. However, they may be crucial to the continued availability of the natural products on which the economies depend.

TMNP is internationally recognised as an area that consists of a unique biodiversity within a floral kingdom. Its location within a major urban area increases its importance as it demonstrates the potential for unique and sensitive environments to exist alongside urban areas. The Park encompasses a relatively wide variety of ecosystems including areas of fynbos, forest, coastal zones, rivers, wetlands and more (Turpie *et al.,* 2002). All of these ecosystems have different ways of functioning thus generating different ecosystem services values. Included in the list of potential values would be:

- Water supply, purification and regulation.
- Absorption of carbon dioxide and other pollutants.
- Soil conservation.
- Pollination services from insects and others in Park.

- Protected nurseries for marine species.
- Refuge for plant and animal species (South African National Parks, 2011).

2.8.2.1 Non-consumptive use value

Biological communities provide a great variety of environmental services that are not consumed through use. The following is a partial listing of the general benefits of conserving biodiversity that typically does not appear on the balance sheets of environmental impact assessments or in GDPs:

- Carbon dioxide fixation through photosynthesis.
- Maintaining of essential nutrients by carbon (C), oxygen (O), Nitrogen (N), Sulphur (S), Phosphorus (P) cycles.
- Maintaining water cycle and recharging of ground water.
- Soil formation and protection from erosion.
- Regulating climate by recycling moisture into the atmosphere.
- Detoxification and decomposition of waste (Cunningham & Cunningham, 2004) and
- Recreation and tourism (Myburgh & Saayman, 2000).

People use natural environments for recreation in a variety of ways (See Table 2.6). A major focus of recreational activity is on the non-consumptive enjoyment of nature through activities such as hiking and bird-watching (Meyer & Taliaferro, 2009). In places of national and international significance for conservation or exceptional scenic beauty, the non-consumptive recreational value often dwarfs that of other local industries. TMNP creates significant recreational and aesthetic value for the people of Cape Town. It offers hiking, biking, swimming picnicking, fishing, bird watching, wildlife viewing and more, all conveniently close to a number of urban areas. Table Mountain, Cape Point and other natural features make a highly significant contribution to the aesthetic appeal of Cape Town. The value of biological diversity looms particularly large when the money spent off-site by visitors on food, lodging, equipment and other goods and services purchased in the local area is included. Ecotourism or nature-based tourism is a growing industry in many developing countries (Black & Crabtree, 2007; Myburgh & Saayman, 2000; Pearce & Butler, 2001). Tourists visit a country and spend money wholly or in part to

experience its biological diversity and to view particular flagship species. Ecotourism has the potential to provide one of the most immediate justifications for protecting biological diversity.

2.8.2.2 Option value

Keeping future possibilities open for their use is called option value. It is impossible to predict which species or traditional varieties of crops and domestic animals, national parks and reserves will be of great use in the future. The option value of a species is its potential to provide an economic benefit to human society at some point in the future (Prasad, 2013). As the needs of society change, so must the methods of satisfying those needs. However, it should be noted that TMNP's flora is characterised by extremely high levels of diversity and uniqueness in the Cape Floral Kingdom (SANParks, 2010) and this tends to increase the opportunity for higher optional values.

2.8.2.3 Existence value

Many people throughout the world care about wildlife and plants and are concerned with their protection. This concern may be associated with a desire to someday visit the habitat of a unique species and see it in the wild. Particular species, so-called "charismatic animals" such as pandas, lions, elephants, dolphins and many birds, elicit strong responses in people (Prasad, 2013). People and organisations are contributing money to ensure the continuing existence of these habitats. Simultaneously more value has been assigned to plants and their medicinal features. Knowledge and an appreciation of the presence of biodiversity for its own sake is another reason to preserve it. Quite apart from killing wildlife for food, it is important as a tourist attraction. Biodiversity is a beautiful and wonderful aspect of nature. While traditional societies which had a small population and required less resources had preserved their biodiversity as a life supporting resource, modern man has rapidly depleted it even to the extent of leading to the irrecoverable loss due to extinction of several species. Thus apart from the local use or sale of products of biodiversity there is the social aspect in which more and more resources are used by affluent societies. The biodiversity has to a great extent been preserved by traditional societies that valued it as a resource and appreciated that its depletion would be a

great loss to their society. The economic valuation of biological diversity provides one possible method for justifying increased protection of species and communities.

However, assigning economic value assumes a willingness to accept the present economic system with minor changes. There seems to be a lack of information on the existence value of major attractions such as the Park as existence values are more commonly sought when arguing in favour of the conservation of lesser known areas that are under threat. While this existence value is seldom fully realised, it also serves to justify government expenditure on the upkeep of the Park instead of insisting of full self-reliance at the potential expense of its natural character. It is important to remember that the Park and Table Mountain in particular are local, national and even international natural icons (Casimiro 2009:95; Hausmann 2010:22). This status ensures that people are likely to attach particularly high existence values to the Park.

2.8.2.4 Educational value

TMNP is the basis from where many university-based research projects are maintained. These projects include scientific research on ecological processes and functions. Furthermore, the Park acts as an open air classroom for environmental education and runs an extensive education programme. The primary thrust of the programme is the training of teachers at previously disadvantaged schools that can then educate the children in their classrooms and take them on field trips to the Park. Several staff members are permanently employed by TMNP to assist with educational programmes and the administrative responsibilities regarding these programmes. Park facilities devoted to education can be found at Boontjiesdrift, Silvermine, Buffelsfontein, Boulders and new facilities are being planned for Orange Kloof. In addition to the permanent employees, consultants have been employed on an ad hoc basis for specialist input on curriculum development in particular. Part time volunteers also provide the necessary assistance to ensure the successful running of the educational programmes (Standish *et al.*, 2004:20).

Table 2.6: Uses of nature in a variety of ways in natural areas

Consumptive uses	Low-consumptive uses	Non-consumptive uses
Commercial hunting Sport hunting Commercial fishing Recreational fishing Fur trapping Hunting for animal parts and pet trade Indirect kills through pollution, road kills Eradication programmes for animals posing real or perceived threats.	Zoos and animal parks Aquariums Scientific research	Bird watching Whale-watching Photography trips Nature walks Commercial photography and cinematography Wildlife viewing in parks, reserves and recreational areas River rafting Environmental education programmes

(Adapted from Myburgh & Saayman, 2002)

Table 2.7: Uses of nature in a variety of ways at TMNP

Consumptive uses	Low-consumptive uses	Non-consumptive uses
Alien clearing Monitoring programmes for animals posing real or perceived threats.	Scientific research Forest rehabilitation programme: • Seed collection • Weed control • Gap management • Medicinal Herb garden Expanded public works programme: • Working for wetlands • Working on fire • Working on land • Working for the coast • Working for wildlife	People and conservation Programme • Community relations • Cultural resource management & indigenous knowledge • Environmental education awareness, interpretation & training • Youth outreach • Class in the clouds • Junior rangers Friends groups: • Friends of Cape of Good Hope • Friends of Silvermine • Friends of Vlakkenberg • Friends of Tokai • Friends of Lions Head

		Volunteer groups: • Table Mountain honorary rangers • Cape Point volunteers • Boulders volunteers • People's Trail volunteer guides • Volunteer rangers Commercial operators: • Film or photographic shoots • Parties • Group events • Concerts • Helicopter landings • Races • Competitions • Cultural or sporting events • Organized or special events • Fund raising • Extreme sports, food, beverage, curios and craft sales • Equipment rental • Selling or hiring goods • Offering to sell or hire goods. Participation in adventure activities Spiritual experiences Relaxation Bird watching Whale-watching Photography trips Nature walks Walking with dogs Commercial photography and cinematography Wildlife viewing in parks and recreational areas

(Adapted from Myburgh & Saayman, 2002)

General uses of nature are included in Table 2.6 whereas Table 2.7 specifically focuses on the uses of nature at TMNP.

2.9 CONCLUSION

Traditionally, national parks were only concerned with conservation and protection and they were hindered with an additional responsibility towards the provision and maintenance of tourist facilities. Tourism was only seen as a range of commercial activities taking place within a specific geographical boundary or a national park. Today it is clear that there exists a case of stewardship between tourism and national parks. Local communities surrounding national parks seldom share in the benefits that can be gained from the presence of a national park (Uddhammar, 2006:657), but at the same time tourism development seems to be a solution for any developing country's problems. Reasons for this is quite clear as many developing countries experiences temperate climates, outstanding natural and cultural heritage, land and labour costs are relatively low and tourism development can lead to improvements in infrastructure. In developing countries, tourism can be used as a vehicle for economic development if the following is taken into account:

- Tourism is a growth sector (Vanhove, 2011).
- Tourism as an industry demonstrates high income elasticity (Vanhove 2011).
- There are no trade barriers to tourism.
- Tourism redistributes wealth.
- Tourism has backward linkages and stimulates entrepreneurial activity (Hall & Lew, 2009).
- Tourism is a labour intensive industry (Ivanovic *et al.*, 2009).

It is however necessary that any development should take the economic, social and environmental consequences into account when they want to use tourism as a development tool.

The purpose of this chapter was to analyse the economic impact of tourism. This was done through exploration of the socio-economic impact of the Table Mountain National Park on the local economy of Cape Town. The chapter began by discussing

the economic characteristics of the tourism industry as well as the supply and demand of tourism. Various economic measuring methods were reviewed and put into perspective. These methods included the input-output model, Social Accounting Matrix (SAM); CGE model and various multipliers that can be used to measure economic impact. Thereafter the factors influencing the positive and negative economic impact in general were discussed. Lastly, values were assigned to biodiversity to explain the importance and role of tourism in national parks.

CHAPTER THREE
SOCIAL IMPACT OF TOURISM DEVELOPMENT

3.1 INTRODUCTION

For any tourism development to be successful it will have to entail several benefits to the local community. Cooper *et al.* (2009:170) clearly indicates that one of the principles for sustainable tourism development presented by the World Travel and Tourism Council, is that tourism development should aim to understand and give the necessary recognition to the local community in terms of their values and cultural identity (Magi & Nzama, 2009:94). According to Myburgh and Saayman (2000) tourism has many benefits, as well as costs for the community that should be taken into consideration. For a community to obtain the optimum benefits from tourism, it is essential for developers and planners to make a just and proper analysis of the economic, socio-cultural, and environmental impact of such a development and alas to understand the impact thereof. Every stakeholder that is of interest to tourism, must be incorporated and be part of the tourism planning process. Culture and social structures are an important component of tourism (George, Mair & Reid, 2009:10). Changes in culture are not a modern concept and happen in any developing area. A huge impact on cultural changes happens because of the commodification culture to turn specific values and norms into commodities that can be sold to tourists internationally.

The purpose of this chapter is to analyse the social impact of tourism development and to determine the socio-cultural impact of the Table Mountain National Park on the local community of Cape Town. Therefore this chapter will begin by discussing TMNP and the surrounding communities. Thereafter the socio-cultural impacts of the tourism industry will be analysed. Attention will be paid to the role of community based conservation and its impact on tourism development.

3.2 NATIONAL PARKS AND LOCAL COMMUNITIES

In South Africa, the idea that communities should be involved in tourism planning and management is seen as a crucial component to the future of tourism (Keyser, 2002:367). A community can be considered as a group of people who live reasonably close together in a city, town, village, or a country area. The group does not have to be big, but the members have something in common – language, religion, art, etc. In communities today, there are constant changes as the population grows, ages, and migrates (Douglas, 2000:42). In general, communities organize themselves in order to share resources, manage them, and achieve general common goals in relation to the quality of life aspirations. Local government, community groups, and businesses work together on environmental, physical, cultural, social, and economic aspects of that specific community. A healthy community shares a broad spectrum of quality of life and health. They share the need for clean water, safety, open spaces, housing, sense of belonging and pride, as well as the need for economic development (Douglas, 2000:42).

Tourism has the potential to impact greatly, both positively and negatively, on the social and economic situation of communities. Criticism is often expressed over the effect of different development projects on the environment. However, what is not mentioned so often is that environment conservation must also take into account the need for development and the maintaining of a fair standard of life for all (Van Rensburg, 1992:42; Myburgh & Saayman, 2000).

Attention has been focused on ‘shared’ forms of governance and to the creation of new protected areas that are designed to address non consumptive values. The rationale for these initiatives has, in part, been based on the belief that well-designed systems of protected area governance will help to deliver desired outcomes and meet linked sociocultural, economic and environmental objectives (Murray & King, 2012). The use of parks by local population and tourists must be a central part of any management plan, both in developed and developing countries (Primack, 1993:360). In South Africa, nature conservation has moved away from a narrow conservationist approach to the recognition that biodiversity must benefit local people (Botha, Witkowski & Cock, 2006; Mulder, Caro & Msago, 2007; Wittmayer & Büscher, 2010, as cited in Taylor & Atkinson, 2012). The principle that biodiversity

and protected areas must benefit people is contained in a 'White Paper on the Conservation and Sustainable Use of South Africa's Biological Diversity' (SOUTH AFRICA, 1997) and in the National Environmental Management: Protected Areas Act (57 of 2003), which states that protected areas must be able to deliver some needed benefits to neighbours and that mechanisms to ensure this must be outlined in that protected area's management plan.

Many parks flourish or are destroyed depending on the degree of support, neglect, hostility or exploitation they receive from the humans who use them. If the purpose of a protected area is explained to local residents and most residents respect the rules of the park, then the area may maintain its natural communities (Myburgh & Saayman, 2000). In the most positive scenario, local people become involved in park management and planning, are trained and employed by the park authority, and benefit from the protection and regulation of activity within the park. At the other extreme, if there is a history of bad relations between local people and the government the local population may reject the concept and ignore park regulations.

Research done by authors on different national parks such as Friends of Lane Cove National Park in Sydney (Bushell, 2003); Budderoo National Park in New South Wales, Australia (Gillespie, 1997); Ogasawara National Park in Japan; Kirishima-Yaku National Park, Japan, and Oze Special protection zone in Japan (Hiwasaki, 2006) has shown that the local communities are willing to assist in the management and conservation of their national parks. Local communities were willing to convey the message of conservation and its importance. Through partnerships that have been established, a much greater appreciation for the natural value of the park has been created. The relationship between tourism development and the community can be explained as the following: If tourism authorities, operators, and communities worked together, then the industry and the local communities will develop alongside each other. They would work to their mutual advantage – as the industry developed, so would the communities. Similarly, if communities were involved in developing the industry in their areas, they would be positive about tourism and would promote it more vigorously. However, if the communities are not involved they can easily become hostile and resentful about tourism and could, in fact, become active opponents to its development. It is equally true, however, that if the locals resist

tourism operators without good reasons then the operators could well leave the communities out and go ahead without them. The industry and the communities have the possibility of developing a relationship that could work to the benefit of both – a case of the one hand washing the other.

3.3 THE SOCIOLOGICAL BASIS OF TOURISM DEVELOPMENT

Tourism development might result in changes in the culture of the host community (Henderson, 2007:76). Any discussion of the social impacts of tourism development requires an explanation of the terms culture and community. According to Mason (2003:42) culture can be described as the interaction between people, by making use of social relations and artificial artefacts. Ivanovic (2008:10) describes culture as a product of human beings living together and influencing one another's lifestyle. Myburgh & Saayman (2000) define culture as a reflection of the history of man, traditional and modern expressions of life styles and creativity, and the total heritage thus collected which can be preserved and protected. Culture can thus be described as the whole of a society's knowledge, beliefs, technology and practices, and through their interactions and cultural changes, might have a profound effect on the earth.

Developing a community for tourism is a process and it needs to start off with making a community aware of the potential to develop an area for tourism in a number of different ways. Each community has its own specific history, natural and cultural environment, social pattern and economic structure (Douglas, 2000:45). Theron (2008:146) emphasizes the fact that community development is based on three pillars. Firstly participation from the community; secondly different stakeholders must be involved in the action of planning and decision-making, and lastly to consider the needs of the local community as they experience it and not the way it is interpreted by the governmental agencies. The potential for development may lie in the natural resources of the area, for example a particularly beautiful landmark, or the area's biological diversity, or unique ecosystems. It could also lie in a community's rich cultural heritage, such as dance or music, or in particular skills that members have (i.e. wood carving). Once a community has been made aware of the potential tourism can bring, it needs to be shown how this opportunity can be used. The members must be shown that their resources can be used to create

employment and work opportunities which will result in them earning money and enjoying a better quality of life. They also need to realise that it is important to conserve the resources so that they can continue to be a source of income for a long time.

Cooper *et al.,* (2009:192) states that the sociological basis of tourism comprises two segments, namely tourism as a social phenomenon and secondly, the socio-economic basis that tourism development consists of. The concept of tourism as a social phenomenon can be the result of the following factors:

- Population growth.
- The desire to escape from overbearing urban pressures.
- Improvement in technology, whereby awareness has been created.
- Changes in accessibility and mobility, thus enabling more people to travel and reach new destinations.
- Increased personal income, due to many families having two incomes.
- Increased leisure time.
- International trade has led to an increase in business tourism (Cooper *et al.*, 2009:192; Mason, 2003:13).

An important concept to take into consideration when examining the social impacts is the different factors which determine the extent to which the host community and the tourists have an impact on one another.

3.3.1 Factors influencing social impacts and change

It is almost impossible for tourists and the local community to come into contact with one another and to not influence one another. Different factors can influence the nature of the interaction and as such the intensity of the changes or impacts that might occur. The following factors play a role, namely:

- Types and numbers of tourists (Cooper, 2012:100; Ivanovic *et al.,* 2009; Page & Connell, 2009:408; Dyer, Gursoy, Sharma & Carter, 2007)

Traditionally it has been believed if there are low numbers of tourists, the impact will be minimal. However, if only even just a few tourists visit a remote village that has not been exposed to outside influences, there might be a major impact on that

community. The more developed countries might react less towards tourists making use of their facilities whereas developing countries might experience a stronger impact on their day to day existence. This type of contact is twofold. Firstly, it can lead to better understanding between different cultures and secondly it can lead to more antagonism between cultures. The type of tourist also plays a role and as such a distinction can be made between mass tourists and special interest tourists. The special interest tourist will be more interested in the culture of the area that they are visiting and might adapt more easily to the customs of the host community (George, 2007:301). The more educated a tourist is about the destination that they are visiting, the less their social impact might be on the host community.

- Importance of the tourism industry (Ivanovic *et al.,* 2009)

One of the major impacts of tourism is on the economy of a community or destination. Tourism can be used as a tool to diversify the economy of the community. An economy is less likely to be influenced if the economy of that area is diversified and does not depend on tourism only. Size and pace of development of the tourism industry also play an important role in this context (Cooper, 2012:101; Page and Connell, 2009:408; Ivanovic *et al.,* 2009). If it is a large community, the impact of tourists on that community might not be that major, whereas if it had been a small community the same number of tourists might have an enormous impact on the social structure and activities of the host community. Certain destinations have experienced more growth and development and due to the fact that it might have been uncontrolled development, the social impact in those communities can be much higher (Page & Connell, 2009:408).

- Location and proximity (Jurowski & Gursoy, 2004; Schofield, 2010:220; Fredline & Faulkner, 2002)

The location of tourism infrastructure in the community plays an important role in their attitude towards the industry. Depending on the type of tourism attraction the attitudes may differ. For example the community who lives close to an area where there is loud music and noise from an attraction will feel less favourable towards that attraction than a community who lives quite a distance from that specific attraction.

- Involvement of the local community (Schofield, 2010:221; Taylor & Atkinson, 2012)

Local cooperation is necessary for any development to be able to survive and where natural and protected areas are concerned it is of utmost importance that the local community must be involved to ensure sustainability of the tourism development in that area. If a community can influence the decision-making process regarding the tourism development it can also alter their attitude. If a community can experience direct benefits from the tourism attraction they might feel more positive towards the attraction (cf chapter 2).

- Demographic characteristics (Cooper *et al.*, 2009:192; Mason, 2003:13; Fredline & Faulkner, 2002; Schofield, 2010:220)

The following demographic factors play a role: age, race, gender and educational level. Different age groups react differently towards any new development in their immediate area. That might be because the younger generations have come into more contact with different cultural groups and may have been more exposed to the outside world. At the same time more households are receiving an income from two parents and that can lead to more money that they can spend on luxury items such as holidays.

- The encounter between the host community and the tourists (Sharpley, 2013:39; Cooper, 2012:101; Ivanovic *et al.,* 2009)

A host community can act as the main attraction of a specific region and in general it depends on the contrast between the host community and the tourists. The greater the contrast in terms of economic development and general standards of living, the more intense the impact can be. The nature of the tourist-host relationship in general depends on: type of contact between host and guest; importance of the tourism industry for the survival of the community and lastly the community tolerance threshold (Page & Connell, 2009:409).

- Culture (Fredline & Faulkner, 2002; Schofield, 2010:219; Ivanovic, 2008:10)

Different cultures react differently to changing structures within their community. Even though several cultures can form part of a community (Mason, 2003:8) each cultural or ethnic group will still have their own beliefs and rituals. Each community

has its own specific history, natural and cultural environment, social pattern and economic structure (Douglas, 2000:45).

One method to determine the level of irritation generated by the tourist-host relationship is to make use of Doxey's Irritation index model. The model also leads to a better understanding of the various attitudes that the host community might have towards tourists. The attitudes that local communities can have towards tourists are as follows, according to Doxey's Irritation model:

- Euphoria stage/ level: The locals are initially enthusiastic and excited to see and receive the tourists. The tourists are being perceived as the answer to their economic and social problems.
- Apathy stage/ level: The initial excitement and novelty of meeting tourists wears off. Locals are now indifferent to tourists. Their interaction and affinity towards them is more out of duty than out of love.
- Irritation/annoyance stage/ level: The hosts are concerned and irritated by the presence of tourists.
- Antagonism stage/ level: The host community shows open hostility towards the tourist. Tourists are seen as the cause of all problems.
- Final level and beyond: The host population has now forgotten that what they once regarded as special, is exactly what attracted the tourists in the first place (Cooper *et al.,* 2008:195; Cooper, 2009:103; George, 2007:302; Beech & Chadwick, 2006:314).

3.4 THE IMPACT OF TOURISM DEVELOPMENT ON THE COMMUNITY

The social impact of tourism refers to the positive and negative effect or impact of tourism on the cultural heritage, traditions, customs and social lifestyle of host communities. This impact can occur through direct or indirect interaction with the tourists and the tourism activities taking place in their community (Ivanovic *et al.,* 2009:304). In the following section the positive and negative socio-cultural impacts of tourism will be examined. Tourism, as an activity and an industry, involves contact between the tourists and the local people. A host community can act as an important attraction for tourists – including arts and crafts, music and dance, everything that is native and authentic to that area (Slabbert, 2007). It can be a

cultural happening, where the cultures of tourists and of host communities meet and where cultural exchanges take place. Contact of this nature can sometimes lead to changes in one or both of the cultures whereby some of the characteristics of the other culture may be absorbed into the host culture.

3.4.1 Negative social impacts of tourism development on a community

There are a wide range of negative consequences resulting from the development of tourism and Table 3.1 gives a schematic presentation of the different negative socio-cultural impacts and some of the researchers that have studied these impacts in depth.

Table 3.1: Different negative social impacts

DIFFERENT SOCIAL IMPACTS	AUTHORS
Interference with value systems and religions	Henderson (2007:73); Cooper *et al.* (2008:202)
Rural urban migration	Cooper (2012:105)
Commodification	Cooper *et al,* (2008:202); George (2007:303)
Staged authenticity	Ivanovic *et al.* (2009:299); Cooper *et al.* (2008:199) ; Wager (1995:516)
Standardisation	Ivanovic *et al. (* 2009:302)
Demonstration effect	Henderson (2007:74); Page & Connell (2009:409); George (2007:303)
Crime/ Prostitution/ Health issues	Henderson (2007:77); Cooper *et al.* (2008:202); George (2007:301); Ivanovic *et al.* (2009:300); Cooper (2012:105).

(Source: Author's own contribution)

3.4.1.1 Interference with value systems and religions

While contact between tourists and host communities may bring positive benefits, tourism may also introduce values that are different from and opposed to established value systems and religions (Henderson, 2007:73; Cooper *et al.,* 2008:202). Religions practices, values and sensitivities, such as dress codes – especially in many rural villages across Southern Africa – have been interfered with through tourism influences and examples. The interference can result in overwhelming the unique authentic culture, and replace it with a commodity that sell.

3.4.1.2 Rural urban migration

By providing employment, wages and disposable income to other members of the traditional family unit, which in and of themselves can be seen as positive, tourism can also interrupt family and gender relationships (Henderson, 2007). The extended separation from families of these workers as a result of tourism employment, and the financial independence that it offers, has interrupted the family structures and hierarchy of these people, thereby providing an opportunity for strife and discord.

3.4.1.3 Commodification

The commodification of cultural heritage can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced to conform to tourist expectations and can also have negative consequences. Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, the behaviour of the community can change. Sacred sites and rituals are then only perceived as goods to trade.

3.4.1.4 Staged authenticity

Authenticity can be described as a way in which to ensure the tourist participates in a truthful tourism experience that is an authentic representation of a certain cultural phenomenon (Ivanovic, 2008). An example of staged authenticity is the re-enacting a cultural practice in a non-authentic way for the benefit of tourists. This happens if tourists only want to experience local life in the passing and as a result staging will

be inevitable (Ivanovic *et al.,* 2009:299; Cooper *et al.,* 2008:199). Lack of sensitivity from tourists can undermine the sacredness of a holy place for the local community as well.

3.4.1.5 Standardisation

Standardisation occurs, for example, when facilities and environments demanded by tourist are made standard to the detriment of local norms and ways of doing things. Tourists often look for recognisable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains (Ivanovic *et al.,* 2009:302). Very few tourists actually want to experience the adventure for new and different cuisine or risk types of accommodation that they are not familiar with.

3.4.1.6 Demonstration effect

Imitation of tourist behaviour and lifestyle can increase the demonstration effect. In many South African urban centres, for instance, local people imitate the dress code, diet and entertainment preferences, among other things, of tourists – much to the detriment of local practices. Another example is acculturation, where two cultures meet and have a mutual exchange of cultural practices. In many instances, the culture of the host community is compromised in favour of the dominant culture of tourists, who usually come from developed societies. For example, due to acculturation, western music dominates in the taverns and discotheques in Soweto, to the detriment of local music.

3.4.1.7 Crime/ Prostitution/ Health issues

Tourism can provide the location and opportunity for unfavourable practices, such as prostitution and crime (Ivanovic *et al.,* 2009:300; Cooper, 2012:105; Cooper *et al.,* 2008:199; George, 2007:302). Growth in mass tourism is often characterised by a growth in crime as well. The mere presence of tourists wandering about with valuable articles and plenty of money to spend, attract the attention of criminals and can increase stealing and drug abuse. Prostitution is another negative consequence of tourism development, especially in developing countries where the opportunities to make a honest living is slim. Even though tourism is not the cause of sexual promiscuity, it provides easy access to it. Health issues also need to receive

attention as travellers come in contact with different viruses in the destination countries and they might spread the viruses at their place of origin.

3.4.2 Positive social impacts of tourism development on a community

Tourism can very often have a positive impact on the social and cultural structures that are inherent to any community or destination region. Table 3.2 summarises the different positive social impacts and refers to the authors that have contributed to research on tourism impacts.

Table 3.2: Different positive social impacts

DIFFERENT SOCIAL IMPACTS	AUTHORS
Preservation of culture and heritage	Beech & Chadwick (2006:341); George (2007:303)
Revival of cultural pride	Ivanovic *et al.,* (2009); Cooper *et al.,* (2008:205); Beech & Chadwick (2006:341); George (2007:303)
Promotion of peace and cross-cultural understanding between tourists and locals	Ivanovic *et al.,* (2009); Cooper *et al.,* (2008:205); George (2007:303)
Improved infrastructure for the local community/ Provision of community facilites and public services	Ivanovic *et al.,* (2009); Cooper *et al.,* (2008:206); George (2007:304); Wager (1995:516)

(Source: Author's own contribution)

The positive socio-cultural impacts include:

3.4.2.1 Revival and conservation of cultural heritage

The interest that tourists have shown in local cultures has motivated their revival and preservation and influenced local awareness of the value of their cultural heritage. The fact that local communities can experience a pride in their culture as well as earning some financial benefit from it appears to be an important condition for the conservation and sustainable use of biodiversity.

3.4.2.2 Renewal of local and cultural pride

Residents can start to feel a sense of reinforced pride in their cultural dances, dress and ceremonies, largely as a result of the interest that tourist have shown in these practices.

3.4.2.3 Promotion of socio-cultural awareness and peace

Tourism provides opportunities for different peoples to be aware of one another, to accept one another and to promote peace. For example, the residents of the mainly coloured townships around Cape Town have, through tourism, come to have more social interaction with tourists from overseas, thus promoting socio-cultural awareness and understanding between the two groups.

3.4.2.4 Improvement in standards of living and provision of shared infrastructure

The economic benefits that accompany tourism can improve the standard of living of host communities. Local cultures and societies have benefited from tourism in that they too can share the tourism infrastructure (e.g. roads and airports) and amenities (e.g. restaurants, medical facilities, recreation facilities, and resorts), which were built primarily to cater for tourists' needs. As such it can better the living standards of the community. This can be clearly observed in the case of the Cape Town residents, who share tourist infrastructure and amenities with tourists. The community now have the opportunity to share in an infrastructure that might not have been possible without tourism development.

Considering the tables based on the positive and negative impacts of tourism (see Tables 3.1 and 3.2) and the research that has been done on these topics by the different authors, it is clear that tourism development should create advantages for the local communities in respect of their social wellbeing and general daily existence. The advantages must be sustainable and the economic benefits generated from it must be higher than that of other possible sources of income for that specific community (Robinson, 1993:6).

As a product, tourism is a personal service, based upon simultaneous production and consumption at the destination. This implication for the destination's community

can be twofold. Firstly, the host community will be subjected to changes created by the stimulation of the local economy and secondly, the host community will come into contact with alien visitors and many different cultures. There exists a correlation between the changes in economic growth patterns and development and the socio-cultural characteristics of the host community. The contact between the host community and the tourists can be both beneficial and detrimental to the host community. Socio-cultural impacts relate to changes in the host community's structures, the individual behaviour, community and social relationships and societal value systems. The impact will depend on the differences in culture as well as the amount and nature of contact between host communities and tourists.

3.5 THE RELATIONSHIP BETWEEN TOURISM DEVELOPMENT AND THE COMMUNITY: PLANNING AND MANAGEMENT ISSUES

Management of social impacts is an important component of the influence and understanding of the nature of these impacts that occur through tourism development. Effective management of social impacts is necessary to ensure efficient park planning and management. Several questions can be presented such as who or what is being managed or when and where are management of these impacts required (Beech & Chadwick, 2006:345). Drawn from the opinion of authors such as George (2007:306); Beech and Chadwick (2006:346); Mason (2003:82), and Yang, Ryan and Zhang (2013:87) the key role players in the management of social impacts include the following (see Figure 3.1):

- Tourists.
- The host community.
- The tourism industry.
- Government agencies.

According to Swarbrooke (1999) and George (2007) the media and non-governmental organisations (cf 2.8.2.3 and cf 4.3) are less obvious role players but they also have an influence on the management of the area. The main area of concern when considering the management of social impacts is to focus on managing the tourists. This forms part of the demand side of the tourism industry (cf 2.3) and the tourists are often being perceived as the major cause for concern

regarding tourism development. Visitor management plays an important role in this regard (cf 4.2; Cooper *et al.,* 2008:331; Beech & Chadwick, 2006:287; George, 2007:59).

Figure 3.1: Key role-players in tourism development

(Source: Adapted from Yang, Ryan and Zhang, 2013:87)

Criticism is often expressed over the effect of different development projects on the environment. However, what is not mentioned so often is that environmental conservation must also take into account the need for development and the maintaining of a fair standard of life for all (Van Rensburg, 1992:42). Shackley (1996:82) clearly states that in order to ensure maximum benefits for tourists and the areas visited, local communities must be involved in planning and effective management. Furthermore, the local community will have to value the protected area as an economic resource. A factor that needs to be taken into consideration is that the local communities might feel alienated from previous management practices in that specific area. For instance they might have used it for grazing and agricultural practices or construction materials. According to Shackley (1996:83) management will have to find alternative resources for the local community to continue with their traditional practices as well.

3.6 COMMUNITY CONSERVATION AND COMMUNITY-BASED TOURISM

It has been established that tourism development should create advantages for the local communities in respect of their social upliftment and general welfare. The advantages must be sustainable and the income generated from it must be higher

than that of other sources of income (Robinson, 1993:6). According to Hiwasaki (2006:677) the concept of community-based tourism as a tool for both conservation and development has been increasingly recognised by government, business, private, and community sectors. The emergence of community-based tourism can be placed in the context of two developments: one, recent worldwide activities that promote sustainable and responsible forms of tourism; and two, the emergence of alternative approaches to protected area management and conservation efforts that link biodiversity conservation with local community development. In South Africa, the idea that communities should be involved in tourism planning and management is seen as a crucial component to the future of tourism (Keyser, 2002:367). Tourism has the potential to impact greatly, both positively and negatively, on the social and economic situation of communities.

As can be seen in Figure 3.2 community-based tourism is defined by its four objectives;

- Empowerment and ownership: participation in the planning and decision-making in tourism activities in protected areas can lead to an increase in local empowerment and ownership.
- Conservation of resources: having a positive impact on conservation of natural and/ or cultural resources in and around protected areas through tourism.
- Social and economic development: enhancing or maintaining economic and social activities in and around a protected area, with substantial benefits to the local community and
- Quality visitor experience: ensuring that visitor experience is of high quality and is socially and environmentally responsible (Hiwasaki, 2006:678).

Figure 3.2: Four objectives of community based conservation
(Source: Hiwasaki, 2006)

Miller & Spoolman (2009:244) define community-based conservation as a process in which conservation biologists work with people to help them protect biodiversity in their local communities. By making use of community-based conservation efforts, different stakeholders seek ways to protect local biodiversity while still allowing the local communities to live in or around these natural areas and to make sustainable use of the resources, for instance through encouragement of ecotourism practices (Reid, 1999:29). If the above mentioned concept cannot create direct or indirect advantages, conservation areas will be taken by developers, investors and land users due to increased pressure and competition. Available land for further development is becoming scarcer (Robinson, 1993:7).

Page & Connell (2009:418) stress the fact that community-based tourism on the other hand is an approach to tourism that can help to empower a community and allowing them to reap the benefits of engaging in tourism as a viable economic activity.

Many aspects of sustainable tourism development can make a contribution towards the upliftment of people. Local communities must be included in the development and actively take part in the decision making process, planning and management of the tourism destination (Van Zyl, 1994:52). Communities must be educated in conservation ethics as to help in the conservation of the area where they stay. In the Kruger National Park crafts of neighbouring communities are sold. In this way the community shares in the income generated from tourists visiting the Park. The governing body of an area should help to fulfil the educational needs of the community through agricultural and trade training. Various other aspects should also be addressed, for example family planning, social- and health services (Robinson, 1993:8).

It is clear that development must not only benefit communities economically, but also socially. Although the quality of life of the local community may be improved, usages, traditions, religious practices, holy areas and local rituals must be respected. South Africa has the natural resources and unique features to become an internationally recognised destination. If sustainable development of tourism can be attained, local and national communities can benefit from the industry.

According to Makwaeba (2010) the role of community conservation in SANParks entails working with communities and building long term relationships with them which involves more than greeting one another every day over the fence of a national park. Furthermore Makwaeba (2010) states that the programme has the following aims:

- To create understanding and support for biodiversity conservation within communities living around our parks.
- To improve access for communities to our national parks for cultural, spiritual en recreational purposes.
- To assist in decision-making regarding the sustainable usage of natural resources and to encourage the communities to live sustainable lives.

The community work done by People and Conservation covers a wide variety of projects. Some examples include

- Education and awareness projects.
- Setting up food gardens.

- Indigenous nurseries.
- Interpretation of medicinal plant use.
- Forest rehabilitation projects.
- Performing arts and craft projects (SANParks, 2012(b)).

If tourism authorities, operators and communities worked together in ways similar to the ones described above, then the industry and the local communities would develop alongside each other. They would work to their mutual advantage – as the industry developed, so would the communities. Similarly, if communities were involved in developing the industry in their areas, they would be positive about tourism and would promote it more vigorously. However, if the communities are not involved they can easily become hostile and resentful about tourism and could, in fact, become active opponents about its development. It's equally true, however, that if the locals resist tourism operators without good reasons then the operators could well leave the communities out and go ahead without them. Sustainable tourism can play a major role in the development of communities. Swarbrooke (1999:13) defines sustainable tourism as an activity that is economically viable but takes the physical environment and social host community into consideration, aiming to balance the tourists' use of the resources that they'll visit and consume. According to Page and Connell (2009:648) sustainable tourism is an approach to tourism subscribing to the principles of sustainable development, which aims to protect the natural resources and to respect host communities, while encouraging activities that might reduce the negative impacts and enhance the benefits. Tourism can provide employment and job opportunities for a community (Saayman, 2009:144; Theron, 2008:104; Leask & Fyall, 2006:103; Cooper *et al.,* 1998; Page & Connell, 2009:395; George, 2009:64; Henderson, 2007:26) in the short term. In the long term, however, the tourism industry must be sustainable for it to have a lasting impact on a community (Keyser, 2002:401; Ivanovic *et al.*, 2009:355).

According to Keyser (2002:381); Ivanovic *et al.,* 2009; Mason (2008) the tourism industry can have a lasting impact on communities if:

- The tourism industry is made responsible to local communities that live near to tourist destinations and attractions.

- The tourism industry develops links with other sectors of the economy (such as through the supply of some products to destinations and the out-sourcing of some services).
- The communities are always involved in planning, such as in making decisions about projects, utilising the land to make the projects work, managing resources and in preserving cultural heritages.
- The communities are always given some control over what happens in their areas.
- Communities are encouraged to offer services, for example guiding and transporting of tourists, laundry service and making or selling curios, to tourism operators.
- Tourism companies encourage communities to continue their traditional crafts and cultural traditions by assisting them to market and sell them.
- Local businesses help communities to get involved by employing and training community members.
- Allowing local pastoralists to remain in conservation areas under a “contract” system.
- Forming joint management committees between the local communities, conservation authorities and private operators.
- Channelling funds generated by tourism into social development programmes.
- Empower communities to act as tour guides and managers.
- Communities are encouraged to become shareholders in tourism companies.
- Communities are encouraged to be friendly and hospitable to tourists in order to generate business in the future.
- Tour operators become educated about the cultures, traditions and privacy of communities and highlight these to tourists. Tour operators should also know about the environment, economy, traditional ways of life, indigenous behaviour, local leadership and political patterns of the host area. Tourists would then respect the rights of local communities more.
- Communities are encouraged to preserve their archaeological and historical places, special architectural styles, local dance, music, drama, ceremonies, arts and crafts, dress, customs and values. These are attractive to tourists as

they often look for local and indigenous destinations, attractions and accommodation and want to learn about the local environment and culture.

3.7 CONCLUSION

Conservation cannot function without involvement of surrounding communities, local stakeholders and other interested and affected parties. Communities are encouraged to actively participate in the management of their local park and raise issues affecting their lives and the environment. Representatives are elected by the community who help to minimize friction between the park and its neighbours. Tourism unavoidably affects host communities, placing increased demand on services and facilities. This can cause tension between visitors and the local population. Sometimes these pressures escalate into conflict, which can divide a community. The challenge for sustainable tourism development is to be able to protect the values and needs of the place and the community and at the same time accommodate the growing economic needs.

CHAPTER FOUR
MANAGING NATIONAL PARKS: WITH SPECIFIC REFERENCE TO TABLE MOUNTAIN NATIONAL PARK

4.1 INTRODUCTION

National parks including world heritage sites, can be considered as main attractions in the tourism industry (Black & Crabtree, 2007:144; Goodwin, 2011:228-230) and are subject to an annual increase in visitor numbers (Weaver, 2001; Pedersen 2002; Bushell, 2003:198). It can also be suggested that tourism provides a defence barrier for national parks by being able to attract visitors and have a significant economic contribution (Frost & Hall, 2009:63). McKercher (1993) states that it is important for tourism in these areas to be sustainable because protected areas have important environmental values and are often established in ecologically sensitive environments. Myburgh and Saayman (2000) agree with this statement and add that a sound tourism economy cannot be based on a depleted and neglected ecology.

National parks play an important role in attracting tourists to that specific area but few such areas are managed to benefit all stakeholders involved (Shackley, 1996). Tourism as a global activity requires effective management and careful planning taking into consideration the ecological, economic and social circumstances of the host destination (Bushell, 2003:192). Primack (1993:360) states that the use of parks by local population and tourists must be a central part of any management plan, both in developed and developing countries. Successful management requires understanding and mutual respect and effective cross organisational co-operation (Vliamos, 2006:300) between all stakeholders: government, private sector, tourists and the local community (Shackley, 1996; Bushell, 2003:199).

Research has shown that examples of successful partnerships between public and private ownership do exist (Shackley, 1996; Davies, Grossman, Mathebula, Nobela, Stuart-Hill & Trieloff, 1997; Bushell, 2003) as in the case of private game reserves within the Kruger National Park, South Africa, and Madikwe Game Reserve in North-West Province, South Africa. Many parks flourish or are destroyed depending on the degree of support, neglect, hostility or exploitation they receive from the individuals who use them. If the purpose of a protected area is explained to local residents and

most residents respect the rules of the park, then the area may maintain its natural commodities. In the most positive scenario, local people become involved in park management and planning, are trained and employed by the park authority, and benefit from the protection and regulation of activity within the Park. The national Park also acts as a magnet in attracting tourists to the area and these visitors are in need of accommodation, food supplies, entertainment and transport, which they will receive from the communities adjacent to the park. At the other extreme, if there is a history of bad relations between local people and the government the local population may reject the concept and ignore park regulations (Myburgh & Saayman, 2000).

SANParks is not responsible for the management of the national parks and game reserves in KwaZulu Natal as they are being managed by Ezemvelo KwaZulu-Natal Wildlife and was thus not part of this study. The aim of this chapter is to clarify the management structure of South African National Parks and to emphasize the difference between national parks in general and focus specifically on TMNP. Furthermore, unique managerial issues/aspects at TMNP will be addressed in order to develop a business driven model. It is important here to take into consideration that the model will focus on socio-economic goals because existing generalized models are not appropriate anymore.

4.2 INTRODUCTION TO THE MANAGEMENT MODEL OF NATIONAL PARKS IN SOUTH AFRICA

National Park managers face a complex situation in which they are confronted by the needs for conservation as well as the needs of the communities and tourists in allowing them access to and usage of the natural ecosystem that they need to protect (Black & Crabtree, 2007: 144; Wright 1996:20). Managers of protected areas and world heritage sites in South Africa face a difficult task in managing the different areas that play a role. It can be a costly exercise to conserve and manage heritage (Shackley, 2001:78) and there is a shift towards heritage assets being used as tourism products (Hermann, 2013:41). Continuous maintenance can be expensive even if there is a steady flow of income. National Parks were not established with the concept in mind to gain from it economically but rather to conserve a country's wildlife. Wright (1996:20) explained that a protected reserve reinforces the positive

aspects of relationships between humans and nature. National Park managers face a complex situation in which they are confronted by the needs for conservation as well as the needs of the communities and tourists in allowing them access and usage of the natural ecosystem that the need to protect (Black & Crabtree, 2007:144; Wright 1996:20).

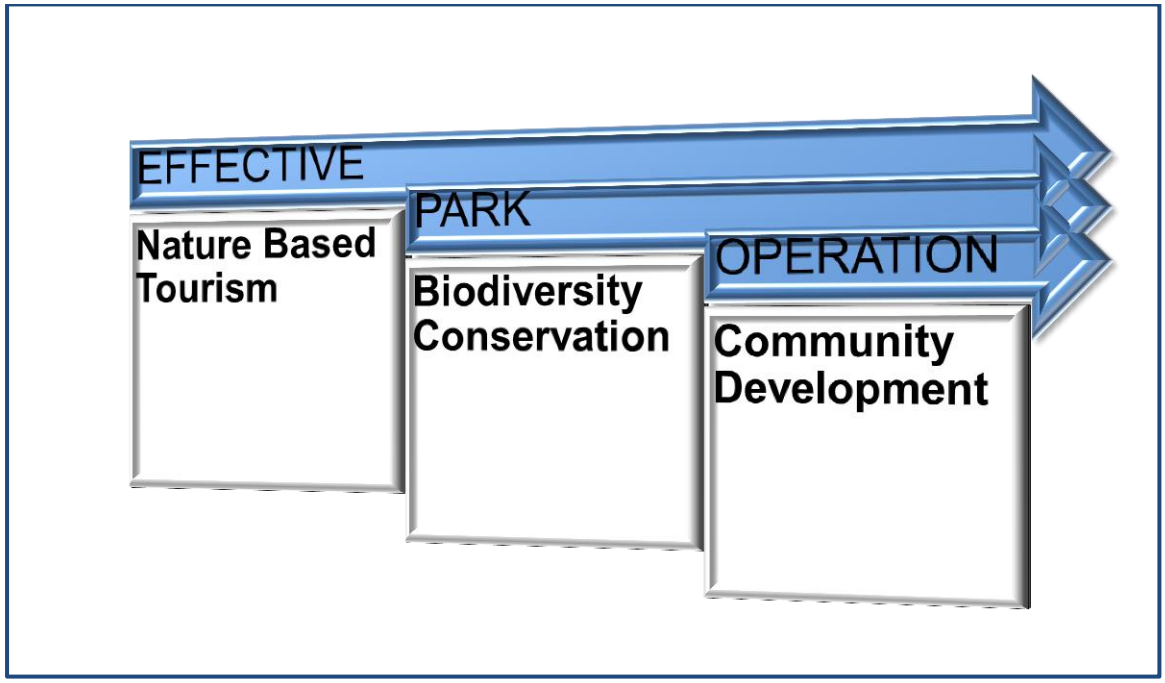

Figure 4.1: Management goals of National Parks in South Africa
(Source: SANParks 2014)

The South African National Parks (SANParks), established in 1926, is the leading conservation authority in South Africa adhering to three broad management goals (see Figure 4.1). SANParks is responsible for 3 751 113 hectares of protected land in 19 National Parks across South Africa (SANParks, 2011). SANParks is responsible for a diverse system of national parks which represents the indigenous fauna, flora, landscapes and associated cultural heritage of the country. Most of the National Parks have overnight tourist facilities, with a variety of accommodation ranging from arid, coastal, mountain and bushveld habitats, covering the whole country (See Figure 4.2). To offer this range of services, SANParks' function is prescribed by section 55 of the National Environmental Management: Protected Areas Act (57 of 2003) namely to protect, conserve and control the National Parks and other protected areas assigned to it and to manage those areas in accordance with the act. A list of the 19 National Parks is provided in Table 4.1.

Table 4.1: Sizes of National Parks in South Africa

Sizes of Parks (in Hectares)				
PARK	**Date proclaimed**	**Area in 1994**	**Area added since 1994**	**Current size**
Addo Elephant	1931	51 309	112 661	164 233
Agulhas	1999	0	5 690	5 690
Augrabies Falls	1966	11 743	29 933	41 676
Bontebok	1931	2 786	0	2 786
Camdeboo	2005		19 405	19 405
Golden Gate Highlands	1963	11 633	0	11 633
Garden Route	2009			157 000
Knysna Lakes	1985	15 000	0	15 000
Section	1964	63 942	0	63 942
Tsitsikamma Section	1985	10 600	0	10 600
Wilderness Section				
Kgalagadi Transfrontier	1931	959 103	0	959 103
Karoo	1979	41 047		83133
Kruger	1926 (1898)	1 962 362	0	1 962 362
Mapungubwe	1989	0	5 356	5 356
Marakele	1993	37 035	13 691	50 726
Mokala	2007	n/a	19611	19611
Mountain Zebra	1937	6 536	S	28 412
Namaqua	1998	900	134 000	135 000
Richtersveld	1991	162 445	0	162 445
Table Mountain	1998	0	24 310	24 310
Tankwa Karoo	1986	27 064	16 835	121 565
West Coast	1985	32 361	3 912	36 273

(Source: SANParks, 2012(a))

Table 4.1 gives a clear description of the different SANParks in South Africa, the dates they were proclaimed as well as the difference in size. It also indicates which of the parks had experienced growth in recent years. As can be seen in Figure 4.2 the National Parks in South Africa cover the whole country and as such it is understandable that each park will differ in topography, fauna and flora. Each park will also experience its own unique problems as well as support systems from the communities surrounding the park, based on the location and size of the park (see Table 4.1). A management model for each park might result in more effective and

efficient practices in order to ensure that SANParks reaches its general management objectives. SANParks is not responsible for the management of the national parks and game reserves in KwaZulu Natal as they are being managed by Ezemvelo KwaZulu-Natal Wildlife and was thus not part of this study.

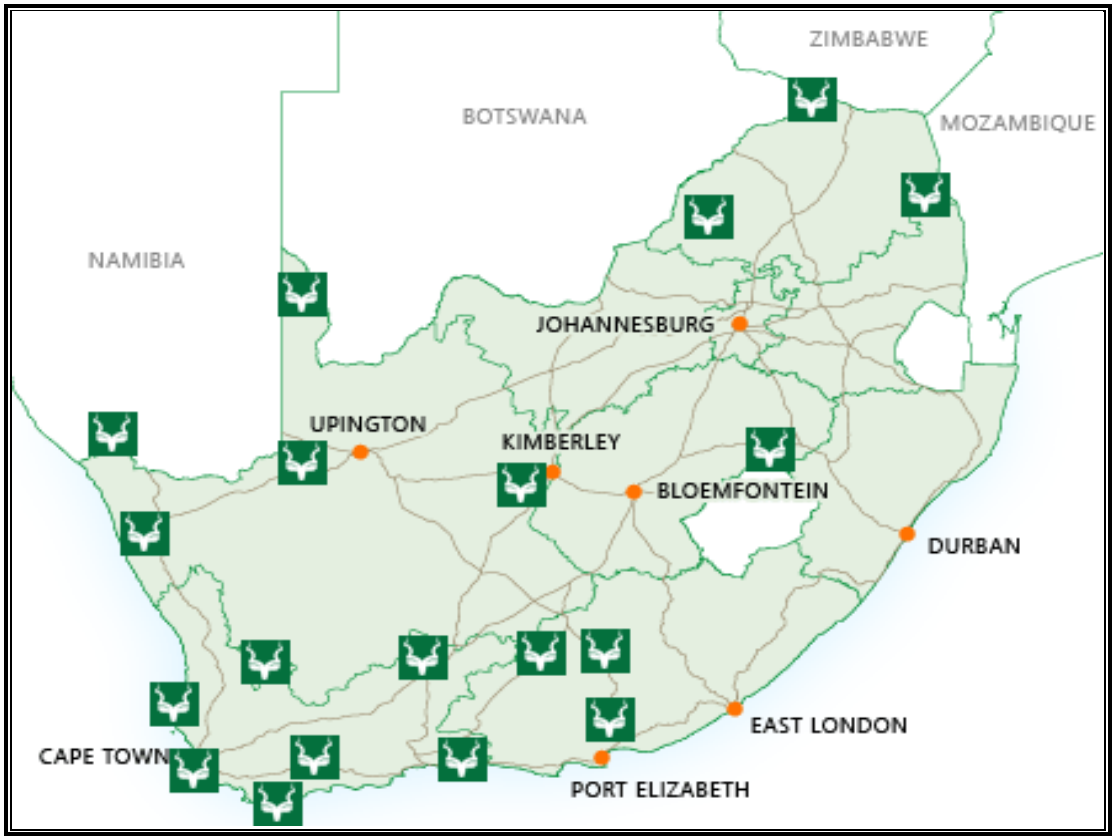

Figure 4.2: Map of the National Parks of South Africa
(Source: SANParks, 2013)

Since the first park in South Africa was established in 1926 (SANParks 2012a:1) there was a managerial shift away from not only conservation but rather towards three management approaches. Saayman and Saayman (2006:26) clearly indicate that within SANParks, there exists a need for the operational emphasis concerning the following three approaches, (1) conservation of its biodiversity; (2) the development and improvement of the living standards of the surrounding communities and (3) to allow visitors to have a meaningful recreation experience while enjoying themselves participating in outdoor and nature activities.

The broad management strategy for all the National Parks in South Africa (SANParks, 2014:3) focuses on the development of a desired state for any park, and all the relevant stakeholders should be involved in the management process. National parks are operated and managed by different stakeholders, each with their own set of objectives in mind. As illustrated in Figure 4.3 the management of protected areas in South Africa depends on a four-tiered hierarchy.

Figure 4.3: Categories of protected areas in South Africa
(Source: Hermann, 2013:87; Saayman, 2009:347)

In South Africa, the 19 national parks which are managed by SANParks form the top of the four tier hierarchy and cover a vast area of land. The third tier is the provincial authorities that need to maintain and conserve the areas in their jurisdiction. Because of a lack of funding for conservation and tourism, the provincial parks have not received the maintenance that they need (Saayman, 2009:348). As part of the urban tourism market, protected areas form an important component of local governance. These areas, however small scale, form the second tier of

management. In terms of land size the private sector which forms the bottom tier is responsible for the majority of protected areas in South Africa.

In addition to the broad strategic management plan of SANParks, each national park operates according to its own management plan. In 2008 the latest management plan for TMNP was published and was open for review during 2014/2015. The published plan starts with an overview of the SANParks management planning process, then continues onto the explanation of setting the standard for the desired state of the Park. It also incorporates the necessary programmes and projects that need to be adhered to in order to achieve the desired state. Lastly it focuses on the strategic adaptive management process that is required to sustain the desired state of the Park. The management plan states the vision of TMNP as follows: “A Park for All, Forever” (SANParks, 2014:12).

The following objectives play an important role in ensuring that TMNP might be able to reach its desired state:

- Biodiversity management objectives:
  To maintain natural patterns and processes of the land- and sea- scapes of the TMNP.
- Cultural heritage management:
  To manage the tangible and intangible heritage of TMNP through the expression of diverse cultural identities in the Park.
- Tourism management objectives:
  To develop, manage, enhance and serve a range of sustainable ecotourism products as to ensure a memorable experience for international visitors, national visitors, citizens of Cape Town and previously disadvantaged individuals and communities.
- Conservation constituency building objectives:
  To build constituencies amongst people that support the conservation of natural and cultural heritage and who benefit from the long term sustainability of the Park.

- Park support function objectives:
  To provide cross-cutting support services which enable TMNP to achieve the line function biodiversity, heritage, tourism and conservation constituency building objectives and balance these objectively (SANParks, 2014:22).

In order to ensure that the aforementioned objectives can be reached, different types of management need to be scrutinized in order to ensure effective management of TMNP (See Table 4.2). Effective management practices cannot take the approach of holistic management but rather at very specific and goal orientated results. Firstly this is due to the fact that tourism is one of the largest contributors to income of national parks. Secondly it is important to ensure that the community has the opportunity to play an even larger role in the managing of the national park.

Table 4.2: Different types of management involved at national parks

Management frameworks used by SANParks		
Type of manage-ment	**Authors**	**Summary of management**
Adaptive management	Walters and Holling (1990:2060); Dietz, Ostrom and Stern (2003:1907); Hermann (2013:56); Stankey, Clark and Bormann (2005)	Has evolved as a management paradigm for the management of natural resources and ecosystems. Because natural resources are not static, it is imperative that the management frameworks should be able to change. Should involve a component of learning. Solutions should be based on chronological reassessment of the natural state. Adaptive capacity also plays an important role – to adapt to changing social and ecological problems. Consist of six main steps – problem assessment; design; physical implementation of the plan; monitoring of the process; evaluation to determine success; adjustments to adapt to necessary changes in order to reach the objectives.

Adaptive strategic management	Grant, Sherwill, Rogers, Biggs, Freitag, Hofmeyr (2008); Meffe *et al*. (2002); Roux and Foxcroft (2011:3)	Involves a process of learning through trial and error. Ecosystem management is a similar process. All stakeholders should be involved in this management process. Consists of three steps with sub headings; (1) adaptive planning where a vision are being created, objectives follow. (2) Adaptive implementation where selected options need to be implemented. (3) Adaptive evaluation which includes a learning component as well. Attention should be paid to other management components such as tourism and communities as well and not only focus on conservation.

Other management frameworks for protected areas

Type of manage-ment	Authors	Summary of management
Ecotourism management	Myburgh and Saayman (2000); Saayman (2009); Parks, Parks and Allen (2009); Queiros (2000);Bewsher and Hattingh (2000); Fennell (2003)	Includes management of the ecology (resource base), economy (tourism industry) and community. Conservation of biodiversity in order to ensure a healthy environment for tourists. Is a means for sustainable tourism development. Originally it included nature-based travel to relatively undisturbed areas with an emphasis on education. Can be described as environmentally-friendly, responsible travel, educational travel, low-impact travel, eco-cultural tourism, and community involvement. Includes the sustainable use of the natural and cultural features as well as focusing on the local community. Needs to be an enlightening and educational experience for the tourist. Should be planned at local and national levels. Carrying capacity and limits of acceptable change play an important role here.

Visitor impact management	Farrell and Marion (2001); Moore, Smith and Newsome (2003); Wearing and Neil (2009:238)	Identification of unacceptable practices is important here. These practices are mainly a result of tourist activities and behaviour. Aim is to identify the causes of visitor impacts. Management by objectives approach – involves managers as well as the general public The impacts are clear in areas where ecotourism activities take place. A protected area visitor impact management framework was developed by Farrell & Marion (2002) and concentrates on the identification of specific areas, their purpose and acceptable management zones. A problem analysis should be done and then the appropriate management actions should be put in place.
Carrying capacity management	Ivanovic *et al.* (2009); Wearing and Neil (2009:77); Cooper *et al*. (1998:189); Manning, Wang, Valliere, Lawson and Newman (2002); Saarinen (2013)	Carrying capacity is the maximum number of people who can use a site without an unacceptable change in the physical environment and without an unacceptable decline in the quality of experience gained by visitors. The concept of carrying capacity as a management strategy in tourism was adapted from numerous disciplines, for example farming and wildlife management. Different dimensions of carrying capacity, such as physical, ecological, psychological, economic, social and managerial carrying capacity need to be looked at in the tourism industry.
Limits of acceptable change	Stankey, McCool and Stokes (1984); Holden (2008); Eagles and McCool (2002:81)	Assess the probable impact of an activity. Determines what changes will be tolerated. Includes the social, economic and environmental conditions of an area. Consists of nine steps: Identify area issues and concerns. Define and describe wilderness recreation opportunity classes. Select indicators of resource and social conditions. Take inventory of existing resource and social conditions. Specify standards for resource and social conditions in each opportunity class. Identify alternative opportunity class allocations. Identify management actions for each alternative. Evaluation and selection of a preferred alternative. Implementation of actions and monitoring of conditions.
Recreation opportunity spectrum	Hermann (2013); Wearing and Neil (2009:79)	Its core activities are to determine carrying capacities and manage tourism impacts. Focus on the management of natural protected areas that allows a certain limited use for recreational activities. However, this process is not aimed at tourism management.

General management	George (2007); Haven-Tang and Jones (2006); Cope (2006); Atkinson (2006); Buhalis and Costa (2006)	Can be described as the process whereby an organisation's human and physical resources are being utilised to ensure that the goals can be reached effectively. Different levels of management are involved; top management, middle management, lower management, subordinates. Involves activities such as planning, organising, leading, control. Types of planning include: strategic planning, tactical planning, operational planning, and contingency planning. A traditional approach to planning involves: situation analysis, establishment of goals, formulation of a plan, implementation, reviews that need to be done. Departments that need to be managed: operational services, human resources, finances, marketing; information technology
Community-based natural resource management	Magi and Nzama (2009); Saarinen, Becker, Manwa and Wilson (2009); Taylor and Atkinson (2012); Keyser (2002:367); Robinson (1993:6); Van Zyl (1994:52); Hiwasaki (2006:677)	Empowerment and ownership: participation in the planning and decision-making in tourism activities in protected areas can lead to an increase in local empowerment and ownership. Conservation of resources: having a positive impact on conservation of natural and/ or cultural resources in and around protected areas through tourism. Social and economic development: enhancing or maintaining economic and social activities in and around a protected area, with substantial benefits to the local community. Quality visitor experience: ensuring that visitor experience is of high quality and is socially and environmentally responsible Tourism development should create advantages for the local communities in respect of their social upliftment and general welfare. The advantages must be sustainable and the income generated from it must be higher than that of other sources of income. Local communities must be included in the development and actively take part in the decision making process, planning, and management of the tourism destination. Communities must be educated in conservation ethics so as to help in the conservation of the area where they stay. Local Agenda 21 and Local economic development (LED) play a role in this regard.
The 7Es management model	Hermann (2013); Catibog-Sinah and Wen (2008)	Is a planning guide for nature-based tourism Based on supporting the conservation of natural and cultural heritage. Focus on economic development in a sustainable manner based on principles and guidelines put forward by the UNEP and IUCN. Categories: Environment; Economics; Enforcement; Experience; Engagement; Enquiry; Education.

Visitor experience and resource protection	Hermann (2013)	Combination of carrying capacity management; LAC and visitor impact management. Combines national park protection with public involvement and usage. Project management team must be developed. Purpose of the park should be highlighted. Main resources and visitor activities should be determined. Potential management zones should be determined and objectives of these areas should be identified and put into practice. A monitoring programme should be in place to determine discrepancies.

(Source: Author's own contribution)

The aforementioned information was to give an overview of SANParks and a discussion of TMNP and its unique management issues will follow.

4.3 INTRODUCTION AND BACKGROUND ON TABLE MOUNTAIN NATIONAL PARK

TMNP is a major tourist attraction for local and international tourists (Ramsay, 2011:61) featuring Table Mountain with its aerial cableway, Boulders Beach with its penguin colony, Silvermines, Kirstenbosch Botanical Garden, Cape Point and Cape of Good Hope (South African National Parks, 2012(c)) (See Fig.4.1: Recreational management of TMNP). TMNP was proclaimed as a national park in 1998 and is one of 19 South African National Parks (SANParks, 2012 (a)).

The area attracts significant visitation throughout the year due to the different opportunities and attractions that the area has to offer (Aartsma 2012; Safari Guide Africa, 2012).

Drawing on the opinions of researchers on the socio-economic impacts of National Parks on the surrounding communities (Bond, 2001; Reid *et al.,* 2004; Saayman & Saayman 2006; Saayman, Saayman & Ferreira, 2009; Saayman & Saayman, 2010), one can argue that it is still difficult to generalize management models for all the South African National Parks (Saayman & Saayman, 2010). Reason being that the management of SANParks covers a wide spectrum of indigenous fauna and flora, as well as different landscapes in arid, marine, mountain and bushveld areas. Hand in

hand with the natural resources belongs the cultural heritage and resources of South Africa that need to be managed. Many known historical sites can be found in national parks and some are already open for the public.

Research has been done based on national parks in South Africa however a socio-economic research study has not been done on TMNP previously. TMNP differs from other South African National Parks for the following reasons:

- A management issue that arises at the TMNP is due to the world heritage status that the National Park received in 2004. As a World Heritage Site different stakeholders are involved and different regulations need to be adhered to according to UNESCO.
- TMNP is the most visited of all national parks receiving an annual quota of 4.2 million visits (SANParks, 2011).
- TMNP is an important national asset and can be described as an iconic masterpiece of nature (Casimiro, 2009:95).
- The appeal of the park is further enhanced by ensuring that it is a clean and attractive place to visit. One of the key tenets of the management of the park is that it should be financially and economically sustainable.
- TMNP offers significant value to the people of Cape Town. Support from the community is important for tourism, as it is an activity that affects the entire community (Stynes, 1997:10).
- The City of Cape Town is one of Table Mountain National Park's most significant partners. Together the park and the city are responsible for the administration of the entire Cape Peninsula (City of Cape Town, 2008). At the same time there are several other stakeholders that need to be taken into consideration (see Fig. 4.5).
- The park is an enormous area of reserved parkland in a city, with communities surrounding the national park conservation areas.

Figure 4.4: Recreational map of TMNP

(Source: SANParks, 2012(b))

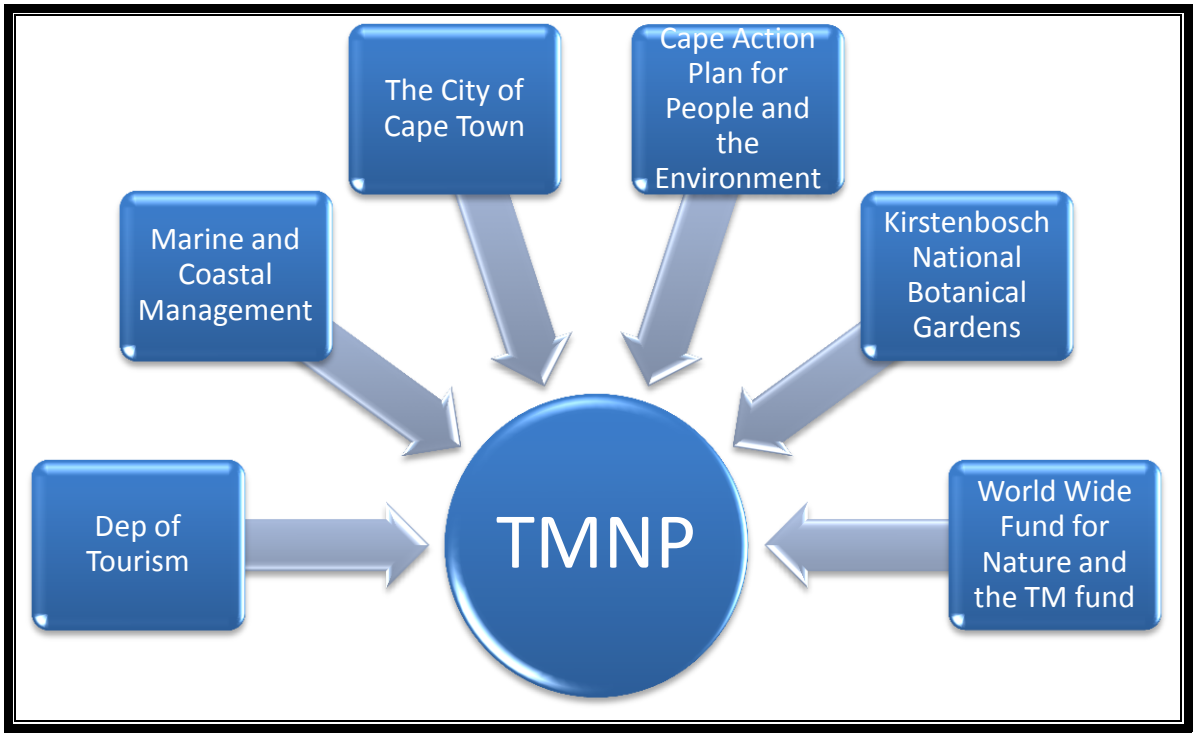

Figure 4.5: Stakeholders or Partners involved at Table Mountain National Park (Source: SANParks, 2012(b))

TMNP is aiming to influence communities to assist them with conservation efforts. These efforts will be directed at both the natural and cultural heritage that exists with the Park. The People and Conservation programme (SANParks, 2013) (See fig. 4.6) aim to ensures that a broad spectrum of South Africans participate and get involved in biodiversity initiatives and further, that all its operations have a synergistic existence with neighbouring or surrounding communities for their socio-economic benefit. These aims are reached through:

- Community Relations: to establish an effective community relations environment with stakeholders in the proximity of the Park.
- Cultural Resource Management & Indigenous Knowledge: to manage our protected areas, in a manner that will uphold the rights of all people, as well as protecting and restoring places of cultural and spiritual significance.
- Environmental Education awareness, Interpretation & Training: to implement comprehensive environmental interpretation, awareness and education programmes particularly targeting children and previously excluded sectors.

- Youth Outreach: to coordinate and integrate portfolios of youth conservation awareness projects and tasks. The People's Trail at TMNP is one such programme and it is designed for youth from previously disadvantaged communities of Cape Town (South African National Park, 2012(b)).

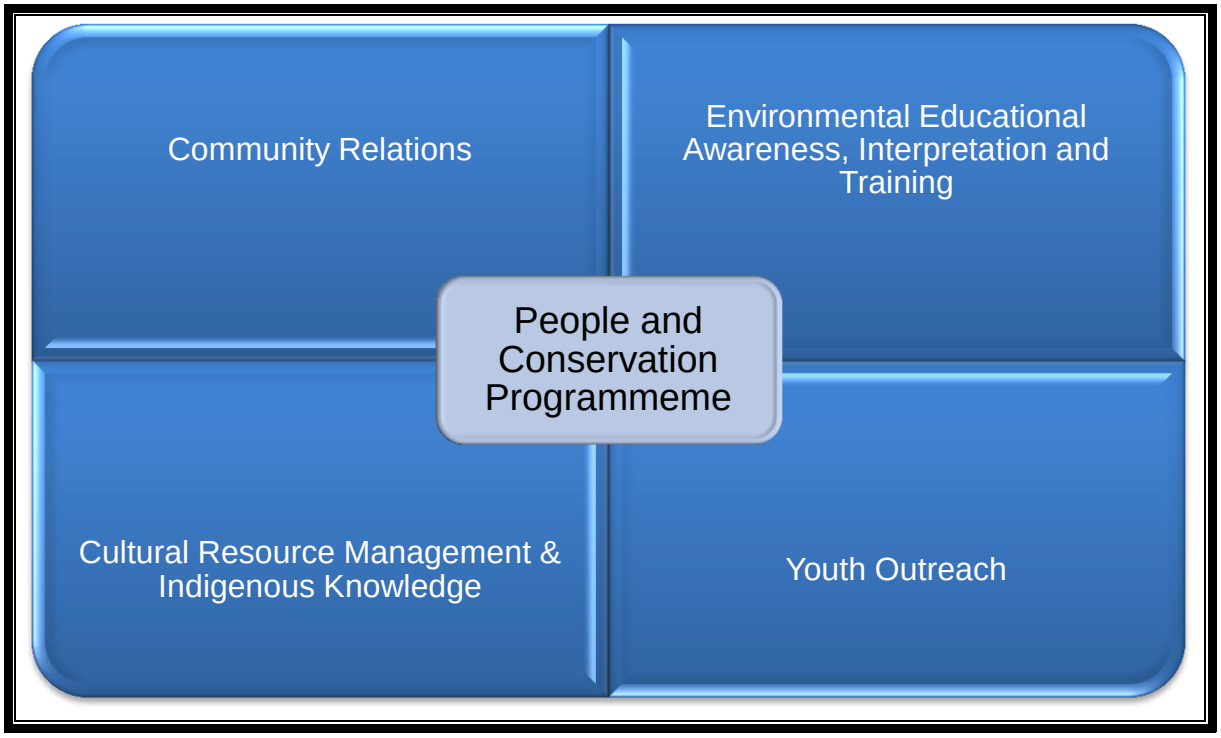

Figure 4.6: Objectives of the People and Conservation programme of TMNP (Source: SANParks, 2012(b))

4.4 MANAGEMENT ISSUES AT TABLE MOUNTAIN NATIONAL PARK

The following management issues are at stake and will be explained in more detail.

4.4.1 Table Mountain National Park as a world heritage site

In 2004, TMNP was inscribed as a world heritage site by UNESCO (SANParks, 2012(a)). For an area to be recognized as a world heritage site, it needs to be an area of outstanding natural and cultural features. On the 16th of November 1972 (WHC, 1972; Pedersen, 2002:2), the Convention Concerning the Protection of the World Cultural and Natural Heritage was signed to provide a legal, administrative

and financial framework for conserving and protecting mixed heritage sites for future generations globally. Each country or “State Party” to the Convention recognises its primary duty to ensure the identification, protection, conservation and transmission to future generations of the cultural and natural heritage situated on its territory (Apostolakis, 2003:2).

Due to threats to the natural and cultural heritage it was clear that an effective management system should be in place internationally (WHC, 1972). In 1999 South Africa became a signatory to the Convention (SA, 1999).

According to the World Heritage Committee (1972:13) a world heritage can be defined as follows:

> “Cultural and Natural Heritage
> Cultural and natural heritage are defined in Articles 1 and 2 of the *World Heritage Convention*.
>
> Article 1
> *For the purposes of this Convention, the following shall be considered as "cultural heritage";- monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;*
> *- groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;*
> *- sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view.*
>
> Article 2
> *For the purposes of this Convention, the following shall be considered as "natural heritage":*
> *- natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view;*
> *geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation;*

> *- natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.*
>
> Mixed Cultural and Natural Heritage
> Properties shall be considered as "mixed cultural and natural heritage" if they satisfy a part or the whole of the definitions *Operational Guidelines for the Implementation of the World Heritage Convention* 13 of both cultural and natural heritage laid out in Articles 1 and 2 of the *Convention"*.

Since the adoption in 1972 of the Convention Concerning the Protection of the World Cultural and Natural Heritage, more than 800 sites (Holden, 2008:181) throughout the world have been formally designated as World Heritage Sites. These sites, by reason of their special historic, scientific, or aesthetic qualities, have universal value. It is not surprising therefore, that many sites are favourite tourist attractions (Drost, 1996:479; Patuelli, Mussoni & Candela, 2013:2). Additionally, by declaring a site as a world heritage site, it immediately indicates that the specific area must be in possession of a unique cultural and natural resource base and that will attract tourists to that area. It may become a focus for tourism development and can lead to more economic opportunities but at the same time can be more problematic for the managers of that site (Holden, 2008:182). By generating revenue and drawing international attention to their importance, tourism can be a positive force for the conservation of world heritage sites. However, the unprecedented growth of tourism development raises a number of concerns over the environmental and cultural integrity of these destination areas and has led to a re-examination of tourism development in the light of the increasingly popular concept of sustainable development. The World Tourism Organisation (WTO) defines sustainable tourism as a concept that improves the quality of life of host communities, provides high quality experience for guests and maintains the quality of the environment on which they both depend (WTO, 1993). Thus, sustainable tourism requires careful management of tourists to prevent detrimental effects on the environment, the host community and visitor satisfaction (Buultjensa, Ratnayakeb, Gnanapalab & Aslamb, 2005:735)

The development of sustainable tourism can be mutually beneficial to both the tourism industry and the world heritage sites. The commitments which countries

undertook in signing the convention include a general recognition of the role it plays in the recognising and conservation of the resources. Maintaining such sites requires adequate practices to guarantee environmentally sound management of the park and at the same time to ensure that local communities benefit from the park's existence.

In 2001 the World Heritage Committee launched its sustainable tourism programme as a tool to assist in problems that may be created through tourism development. In essence the programme focuses on the following:

- Site management plans must be broader and include tourism management strategies.
- Local communities must be trained to participate and earn benefits from tourism related activities.
- Local products must be promoted.
- Public awareness and public pride should be raised to enhance conservation efforts.
- Funds from tourism must be allocated towards conservation and protection on the site.
- Expertise and experiences should be shared between different sites.
- The tourism industry should foster an understanding for the value and role of world heritage sites (UNESCO, 2006 as cited in Holden, 2008).

These resources must also be managed to ensure that it will be available for future generations. In order to ensure that effective measures are taken, each member must "endeavour, in so far as possible, and as appropriate for each country" to adopt national conservation policies and comprehensive planning programmes, to set up staffed heritage services, to develop scientific and technical studies, and to take appropriate legal, administrative and financial measures necessary for the protection and conservation of cultural and natural heritage (WHC, 1972:15). The potential economic benefits that tourism can bring do not materialize without careful planning and effective management.

According to Leask and Fyall (2006:12), the following implications for a world heritage site can be suggested:

- International recognition and improved standards of quality on sites.
- More marketing opportunities.
- More efficient conservation and management of sites through reports to UNESCO.
- Rules and regulations as far as planning are concerned.
- More opportunities to form new partnerships and potential projects.
- Economic and social development.
- Political and ethnic recognition.
- Increase in tourism activities in the areas.

4.4.2 Table Mountain National Park as an urban park

According to George (2007:53-54), urban tourism involves all aspects of tourism production and consumption that are located in cities and towns. In general, urban tourism cannot be familiarised with the other types of tourism such as rural, eco-, or natural tourism simply because it (urban tourism) is different. The difference is that the urban areas have infrastructural elements, the topography and natural context within urban development that has taken place, and the socio-cultural fabric of that city. People are therefore mostly attracted to cities to engage in leisure activities, experiencethe various modes of culture (visiting townships and shebeens), or to make use of the infrastructure that assures convenience and accessibility. Many visits to the city has a tendency to bring to mind its more mainstream and conventional activities, including visits to art galleries, theatres, museums, heritage attractions and shopping (Douglas, 2000:432).

Another reason why people might participate in urban tourism activities is because of the reputation and quality of attractions that a specific urban area can offer (Law, 1996:69). The standard classification of urban tourists is based on the primary motivation for a visit (Douglas, 2000:439). Cities are places that are visited for numerous reasons. Some reasons include the visiting of friends and relatives; business purposes; sightseeing; annual holidays; conferences and exhibitions; sporting events. It is more relevant to primary attractions and organisation that relate directly to this motivation than to small businesses that are more likely to provide either secondary facilities for a wide range of user types or attractions that satisfy the

secondary needs of visitors such as specialist guided tours. Another component that plays an important role in urban tourism is because the visits to cities are not necessarily influenced by seasonal factors. People visit cities evenly throughout the year (Law, 1996:168).

People with the means and inclination to travel have been drawn to the towns and cities just to visit and experience a multiplicity of things to see and do (Karski, 1990:15). It was the concentration, variety, and quality of these activities and attitudes that created their attraction and put certain towns and cities on the tourism map. Gospodini (2001) indicates that tourism of the new era devours substantial amounts of space within urban destinations, from tourist-historic urban core, special museums of many kinds, working urban waterfronts, theme parks and to all specialized precincts that contribute to this consumption.

Urban tourism can be regarded as a tool to assist urban areas in their revival as economic centres of income generation. As many of the world's cities are rapidly losing their function as centres of production (Ivanovic *et al.*, 2009: 322) causing them to transform into centres where experiences and leisure products are offered and consumed. Due to migration from rural areas, urban economies in South African cities are growing slowly while urban populations are increasing at an alarming speed. Urban revival in South Africa is transforming run down city centres into tourism areas in order to revive these cities.

Taken from the above mentioned authors, Karski (1990); Law (1996); Douglas (2000) and George (2007), and it is clear that an urban area has many different motivations for tourists to visit that specific area. When a city has a broad spectrum of attractions to offer it has a more definite impact on tourism in that area. However, as in the case of TMNP, there exist cities where a natural area or even a national park, can fall within the boundaries of a city.

A new emerging component of urban tourism is the visitations to natural and cultural attractions within an urban boundary. Gibson, Dodds, Joppe and Jamieson (2003:324) define urban green tourism as "travel and exploration within and around an urban area that offers visitors enjoyment and appreciation of the city's natural areas and cultural resources, while inspiring physically active, intellectually stimulating and socially interactive experiences; promotes the city's long-term

ecological health by promoting walking, cycling, public transportation, promotes sustainable local economic and community development and vitality; celebrates local heritage and the arts; and is accessible and equitable to all". The first online International Urban Ecotourism Conference was concluded with participants signing the following Urban Ecotourism Declaration.

"Urban ecotourism declaration:

….officials at the local, federal and international levels, relevant cultural, historical and environmental organizations, the private sector, travellers and residents -- to focus on common goals:

• Restoring and conserving natural and cultural heritage including natural landscapes and biodiversity, and indigenous cultures.

• Maximizing local benefits and engaging the local community as owners, investors, hosts and guides.

• Educating visitors and residents on environmental matters, heritage resources, sustainability.

• Reducing our ecological footprint.

RECOMMENDATIONS

We propose that local authorities and other stakeholders should work together in taking the following measures:

INFORMATION AND COMMUNICATION

• Share news about local endeavours towards environmental and biodiversity protection.

• Improve existing information centres with details on urban environment and culture or create new centres.

• Conduct surveys of best practices from other cities, and share with all interested stakeholders.

• Improve interpretation of natural and cultural features for residents and visitors.

• Showcase urban ecotourism models to stimulate broader awareness, acceptance and interest.

• Create and distribute green maps.

BIODIVERSITY

• Showcase biodiversity conservation

COMMUNITY

• Increase public green spaces and guarantee the free use of public space.

• Create opportunities for positive interaction among residents and travellers.

• Encourage participation by all stakeholders -- particularly small and medium-sized enterprises that are the core of sustainable tourism and urban ecotourism.

• Integrate municipal development of Urban Ecotourism bottom-up with regional, national and international allies.

• Encourage connections between the tourism industry and the cultural heritage and environmental sectors.

• Focus on enhancement/clean-up of the urban environment .

ENERGY

• Encourage renewable energy sources.

FINANCING

• Finance adequate infrastructure, public spaces, personnel to develop Urban Ecotourism in an organized fashion.

• Provide incentives to develop tourism and employment in marginalized areas.

• Develop and promote natural and organic product markets (particularly those with local goods).

TRANSPORTATION

• Develop interconnected bicycle lanes/trails and walking paths.

• Support and promote a user friendly system of public transit for tourists and residents.

• Encourage transportation innovation and research to develop new solutions" (source: Gibson *et al.*, 2003:326)

The beginning of the 21st century is characterized by many issues that impact on protected parks and areas. Often these issues exceed the boundaries of the parks and issues that need to be managed can include poverty, climate change, globalization, illegal immigration or terrorism (Wright, 2012). All of these, and more, affect parks, park administration, park programmes, and the overall park experience for tourists.

Parks have played an important role in the history of any country as it has led to increased tourist numbers, encouraged recreation, education about nature and

history. However, it is necessary to understand the role of the modern park in dealing with different social issues. A new and more comprehensive understanding of the park idea can open new opportunities for the establishment and management of parks, their stewardship, and ways by which to serve persons and communities more effectively. National parks have many roles among which 'preserving nature' has become a matter of considerable social, political, economic and scientific concern (O'Reilly & Murphy, 2010). Effective management of the parks can be regarded as a problem if the park has received its status many years ago but the pace of technological advances and infrastructure development have not been taken into consideration. That led to the fact that parks may then be easily accessible to a variety of tourists for either a day excursion or a longer vacation (Holden, 2008:179).

TMNP is not only a landmark, but also an enormous area of reserved parkland in a built up city (see figure 4.2). The TMNP has set itself the goal of being the world's premier urban park by 2010 (SANParks, 2010). Pro-active measures are required if the challenges of a down-turn in local and international economies, increased crime, increase in social inequalities is to be met. Domestic tourism is one method that can be used to increase local visitor numbers. Specific needs of the local Cape Town community can also be taken into consideration in order to assist in their safety whilst visiting the park to interact with nature. Through different projects (see Chapter 2), the park is trying to assist in large scale poverty relief projects, which contributes to closing the poverty gap while improving Cape Town's tourism infrastructure required for urban economic growth. It is widely accepted in the environmental economics literature that open-space is a source of utility to city residents, so it is reasonable to attribute some of this "Cape Town premium" to the existence of the Park and mountain range.

4.4.3 Table Mountain National Park as a marine park

Marine tourism is an important aspect of nature-based tourism (Collins, 2007:111; Brunnschweiler, 2010:30) as it offers a wide range of passive and active activities in unique natural surroundings. Mohamed, Yasin, Abdullah and Tsau (2009:1) state that marine tourism has become one of the most popular forms of nature-based tourism and will always be connected with 3S's, sun, sand and sea. Tiedt (2011:33) furthermore emphasizes the importance of marine tourism as a significant

component of the growing global industry and that it is growing at an even faster rate than the general tourism growth being experienced (Orams, 1999; Mohamed *et al.,* 2009:1).

Figure 4.7: Management sectors of Table Mountain National Park
(Source: SANParks, 2012(c))

Taken from the researchers mentioned above, it is clear that marine tourism plays an important role in any coastal area. The concept of marine tourism embraces all the different components of the industry, ranging from activities to hospitality, onshore as well as offshore. Because of the nature of the tourism industry, marine tourism will also experience environmental, economic and social impacts on the communities involved. Unplanned tourism development can result in the deterioration of the natural environment, the same environment that the tourism industry depends on to operate responsibly.

Marine protected areas are being established in order to provide the necessary tools regarding conservation and the sustainable use of the marine environment by human beings (Atkinson & Clark, 2005; Velando & Munilla, 2011:1167). Through marine protected areas and effective management it may be possible to protect and conserve marine reserves. Management policies in marine reserves can only be implemented if alternative income sources have been developed in areas where the communities depend on the reserves for their livelihood (Jimenez-Badillo, 2008). Souter and Linden (2000) agree with the previous opinion and further state that instead of only protecting marine reserves an attempt should be made to put them to better and more sustainable use to protect the resources that provide livelihoods. Marine tourism might be used as a tool to conserve the reserve but also to add an additional income to the surrounding communities.

South Africa's marine reserves are an important national component of the country's resources and as such a large part of the population depends on these resources for their economic and social well-being (Attwood, Moloney, Stenton-Dozey, Jackson, Heydorn & Probyn, 2002). As a result of this dependency the marine resources are experiencing environmental pressure and need protection. South Africa is signatory to a wide range of international treaties and conventions including, MARPOL (prevention of pollution at sea), The Biodiversity Convention, United Nations Convention on the Law of the Sea (management of straddling and migratory fish stocks), the London Convention (regulating the dumping of waste at sea) and the Bonn Convention (conservation of migratory species, including seabirds). The natural environment of South Africa is governed by a wide range of legislative Acts, including the Constitution of the Republic of South Africa (1996), National

Environmental Management Act (107 of 1998), the Environmental Conservation Act (73 of 1989) and, of most relevance to marine and coastal resources, the Marine Living Resources Act (18 of 1998) (Atkinson & Clark, 2005). Of the 19 National Parks in South Africa, six are Marine Parks namely; West Coast, Tsitsikamma, Agulhas, Addo Elephant, Table Mountain and Wilderness National Parks (South African National Parks, 2010). See Figure 4.8 for the geographical location of each of the six marine parks in South Africa.

4.4.4 Operational Structure and stakeholders of TMNP

As a Park in a built-up area it was important that the Park was divided into different management sectors to add to more effective control. Each management sector has an Area Manager who manages a team consisting of senior section rangers, section rangers and field staff (See Figure 4.7). The different areas include the following:

- Area 1: North extends from Signal Hill to Constantia Nek.
- Area 2: Central extends from Constantia Nek to the Noordhoek/ Kommetjie Wetlands and includes Chapman's Peak area, Kalk Bay Mountains and Elsies Peak.
- Area 3: South extends from the Noordhoek/ Kommetjie Wetlands to the Cape of Good Hope.
- Area 4: Marine includes the whole Marine Protected Area that extends from Muizenberg in the east around Cape Point ending at Mouille Point Lighthouse in the west. Figure 4.7 provides a visual representation of where the different areas are located.

Figure 4.8: Marine National Parks of South Africa

Different activities in TMNP that need to be taken care of, depend on these teams. As discussed in Table 2.7 “Uses of nature in a variety of consumptive and non-consumptive ways at TMNP”, these operational activities cover a wide spectrum ranging from biodiversity management, field services to tourism activities.

Apart from the problems that may arise based on the location of the different areas of TMNP another component to take into consideration may be the stakeholders that have an input in the park. A stakeholder can be considered as any person or group who has direct or indirect interests or rights in a National Park. Local communities, non- governmental organisations, special interest groups, business partners, private land owners and local government representatives are amongst the most common stakeholders represented on Park Forums (Holden, 2008: 65; Thomas & Middleton, 2003:55; Spies & Symonds, 2011). Research has been done on the involvement of rural local communities in strategic planning and management of their surrounding

national parks (Adams & Hulme, 2001:9; Ewah, 2012:3; Magi & Nzama, 2009:95; Thomas & Middleton, 2003:61) and the economic prosperity that tourism development might bring to them. Through this research it became clear that some of the community members depend on the national parks for their existence (Whelan, 1991:9; Reid *et al.*, 2004; Boynton, 2009:120; Kelkit *et al.*, 2010:562; Uddhammar, 2006:656). However, most of this research has been done on rural communities and does not take the urban community into consideration.

The National Environmental Management: Protected Areas Act (Act no.57 of 2003) dictates several legislative guidelines regarding stakeholder participation. The main principles include the following:

- "the public should have a say in decisions about actions that affect their lives;
- sustainable decisions are to be taken;
- the public participation process will:
  - ❖ Seek out and facilitate the involvement of those potentially affected.
  - ❖ Announce the opportunity for participation in a number of ways.
  - ❖ Provide participants with the information they need to participate in a meaningful way.
  - ❖ Facilitate the understanding of that information.
  - ❖ Ensure that processes recognise all knowledge, indigenous and ordinary as well as the diversity of values and opinions that exist between stakeholders.
  - ❖ Provide various opportunities for comment.
  - ❖ Provide sufficient time to comment.
  - ❖ Communicate to participants how their input affected the decision.
  - ❖ Ensure transparency, honesty and integrity on the part of all involved in the process.
  - ❖ Recognise budgetary constraints and ensure that the process is cost effective" (Spies & Symonds, 2011:5).

For the purpose of this study, the community and the tourist are the two stakeholders that the researcher focused on.

4.5 CONCLUSION

One of the major problems concerning national parks is how to preserve their landscapes and biodiversity. Furthermore, different elements regarding the planning and decision-making process can be distinguished. For a national park to be managed successfully, the involvement of local and regional stakeholders is equally important. At the same time, co-operation between the park administrators and the communities must be maintained to ensure success. In the long run, the positive role played by National Parks for nature conservation and tourism will be maintained if the social, economic and environmental goals are closely aligned.

The management structure of South African National Parks was clarified in this chapter and the difference between SANParks and TMNP was emphasized. Lastly, unique managerial issues at TMNP were addressed. These issues included several factors that have an influence on the day to day operations of TMNP, such as the World Heritage Status, being classified as an urban and a marine Park, and different categories of stakeholders that need to be taken into consideration. Each of these issues creates its own set of managerial problems as there are different regulations set out by each of these categories.

CHAPTER FIVE
OVERVIEW OF THE EMPIRICAL STUDY

5.1 INTRODUCTION

The purpose for undertaking this study was to identify the socio-economic impact of tourism development on surrounding communities in Cape Town, and to develop a business driven model on how to manage the different economic and social impacts. The primary objective of this study was to determine tourists' perceptions of tourism impacts on the environment with regard to South African National Parks. To achieve the stated purpose, the following secondary questions were formulated by the researcher:

- What is the economic impact of TMNP?
- What is the social impact of Table Mountain on the surrounding communities?
- How can the impacts be managed to benefit both community and tourism industry?
- How can a socio-economic business model make a difference in the management of TMNP?
- How will the socio-economic results of a park such as TMNP or urban park differ from other national parks? This leads to the main research problem of developing a socio-economic business driven model for TMNP based on findings and results.

The question that arises here, relates to issues concerning the benefits of TMNP to the community. It is also important to take the negative impacts of tourism and the TMNP on the community into consideration.

The literature study in the first four chapters was conducted to ensure a proper framework for understanding and determining social and economic impacts of tourism. Furthermore, the literature study also focused on TMNP and the different issues that play a role in its management. Since the secondary questions required an investigation of an empirical nature, this chapter will concentrate on the procedures followed in order to complete the empirical research relevant to the

purpose of the study. The following information will shed light on the research design that has been followed during the research process.

5.2 RESEARCH DESIGN

A quantitative approach is information that can be numerically manipulated in a meaningful way, and is the traditional scientific approach to research. According to Struwig and Stead (2004:4) quantitative research can be defined as "a form of conclusive research involving large representative samples and fairly structured data collection procedures". The purpose of the research was to explain the connection between variables and has resulted in reaching certain conclusions about cause-effect relationships. Through quantitative research, the data collected can be interpreted and expressed in numbers. Dawson (2006:15) states that quantitative research use methods such as questionnaires or structured interviews to gather the required data on a large scale. In other words, quantitative research focuses on the measurement and amounts of the characteristics displayed by the respondents of the study.

This is a quantitative study, and primary data was collected at the TMNP which consists of Cape Point, Table Mountain and Boulders (Seal Island), to interpret the results in terms of implications for socio-economic and conservation intervention to maximize benefits. The quantitative approach was adopted by collecting data via questionnaires that were completed at the different sections of TMNP. Prideax and Crosswell (2006:368) as cited in du Plessis (2010:15) explain that the use and completion of visitor surveys is of extreme importance when the data needs to be categorized according to different sets of data. By using these surveys more identifiable concerns and objectives can be addressed according to demographics and profiles.

Advantages of the quantitative approach can be found in the fact that this type of research usually reaches many more people, and the contact with those people is much quicker than it is in qualitative research. The data can also be compiled in a much shorter time frame. If the researcher is making use of trained fieldworkers a far greater sample can be done in a relatively short period. Based on the above, two surveys were conducted in Cape Town. The surveys consisted of a visitor survey

(Survey A) in the Cape Town community, and a community survey (Survey B) regarding tourists visiting the TMNP. The surveys were completed between the 22nd and 27th of March 2010. Because the TMNP has three separate entrances where fees are payable, a group of 10 postgraduate students were recruited to assist with the surveys. They received the necessary training in order to ensure that they understood the objectives of the study. The assistance and presence of the fieldworkers also aided in overcoming the limitation of respondents not completing the questionnaire in the case of the researcher not being present to supervise their responses.

Furthermore, the advantages of a quantitative research design according to Shuttleworth (2008) are an excellent way of finalizing results. After a statistical analysis of the results has been completed, a comprehensive conclusion can be reached and the results can be formally discussed.

5.3 POPULATION AND SAMPLING

The following terms were used during the research process:

Population – A population can be defined as the entire group of persons or set of objects and events the researcher wants to study. A population is therefore theoretically the specified aggregation of the elements in a study (Babbie, 2010: 345; Sharpe, De Veaux & Velleman, 2011:35).

Sample – A sample is a subset of the population and can be described as the small group of elements that have been selected by the researcher to obtain the information that will enable him or her to make an estimation of averages (Thomas, 2003:90; Leedy & Ormrod, 2005: 144).

Sampling - Sampling is the selection of some elements in a population that will represent the whole population (Mouton, 2005:101; Sharpe, De Veaux & Velleman, 2011: 25 – 35; Thomas, 2003:89).

Sample size – The sample size is the number of elements from whom you obtain the required information (Leedy & Ormrod, 2005: 207-208; Sharpe, De Veaux & Velleman, 2011: 26).

Cooper and Schindler (2006:404) indicate that a good sample can be described as a sample that adheres to both accuracy and precision.

- Accuracy – An accurate sample is one in which there is little or no bias or systematic variance. There are enough elements in the sample and they are drawn in a way that favours neither overestimation nor underestimation (Sharpe, De Veaux & Velleman, 2011:24).
- An accurate or unbiased sample is one in which the under-estimators offset the over-estimators.
- Systematic variance (Babbie, 2010:10) is the variation it measures due to some known or unknown influences that 'cause' the scores to lean in one direction more than another. Increasing the sample size can reduce systematic variance as a cause of error.
- Precision – A sample with adequate precision is one that has a sampling error that is within acceptable limits for the study's purpose.
    - ❖ Sampling error (Sharpe, De Veaux & Velleman, 2011:32; Babbie, 2010:204) is the numerical descriptors that describe samples that may be expected to differ from those that describe populations because of random fluctuations inherent in the sampling process. It refers to the degree of error for a given sample design. A large sampling error indicates that the sample is not representative of the population. The smaller the sample, the more likely that sampling error will occur.
    - ❖ Ideal sample design produces a small standard error of estimate (Visagie, 2010:145)

Two factors that may influence the inferences that can be drawn from a sample are the following:

- The size of the sample – the larger the sample size, the more accurate the findings might be. Inferences drawn from a large sample will therefore be more accurate than those drawn from a small sample and might reflect the pattern of characteristics in the population more effectively (Thomas, 2003:95; Kumar, 1999:151; Visagie, 2010:150; Leedy & Ormrod, 2005:208).
- The extent of variation in the sampling population – In a homogenous population (similar characteristics in every respect) a small sample will provide a reasonably

good estimate, but if it is heterogeneous, as is the case with visitors at TMNP, a bigger sample will be needed to draw accurate inferences (Leedy & Ormrod, 2005:209; Thomas, 2003:10; Kumar, 1999:150).

5.3.1 Sampling

In general the population that the researcher might be interested in is usually too large and geographically spread out to justify a direct study involving all the stakeholders. It is often more practical and accurate to obtain the necessary information from a sample of the given area instead of trying to reach the whole community. Kumar (1999:148) defines sampling as "the process of selecting a few (sample) from a bigger group (the sampling population) to become the basis for estimating or predicting a fact, situation or outcome regarding the bigger group". A sample is a sub-group of the population that the researcher is interested in.

Convenience sampling was used. This sampling method implies that sample members are chosen because they are readily available to complete the questionnaire (Tustin *et al.,* 2005:346). Respondents are chosen because they are available to complete the questionnaire. This method is used extensively in research because one can access the respondents with relative ease. This sampling method can introduce bias because certain elements in the population may be over-represented or under-represented. Advantages of convenience sampling lie in the fact that it is relatively low in cost and there is no need for a list of the population involved. A negative factor that comes to light is the fact that not everyone has the same chance of being included in the research project.

The data used for this study was obtained from the April, 2010 Survey, conducted by the TREES (Tourism Research in Economic Environs and Society) at the TMNP. During this period 551 questionnaires were completed. Since 2005, surveys have been conducted at different National Parks within South Africa. During this time some of the questions were adapted to be more outcome specific, and these questionnaires were used at TMNP.

5.3.1.1 Survey A: Community survey

During 2010 questionnaires were distributed in the community survey. For the purpose of this research, the communities living around the TMNP were identified as the target community (population) and are referred to as the Cape Town community. This community comprises areas of Fish Hoek, Kommetjie, Camps Bay, Simon's Town, Hout Bay, Table Mountain, Cape Point. Although these areas belong to the same larger geographic area and are characterised by rich and poor living conditions, the inhabitants are diverse in the sense that they speak several different South African languages (English, Afrikaans, isiZulu, isiXhosa, SeSotho, SeTswana, etc.), each with its own cultural identity.

Figure 5.1: Map reflecting the communities surrounding TMNP
(Source: www. South-Africa-Tours-and-Travel.com)

In this area, the environment and the use of natural resources and fishing play an important role and influences the way of life. Many communities depend only on the environment for their existence. The houses are built from materials derived from the vicinity, food is obtained from the area and the inhabitants work in the immediate environment. This relationship with the environment has been the topic of many projects. Furthermore, it has been established that poverty remains an alarming factor in other developing countries where this kind of relationship is dominant (Loubser, 1998). However, one of the challenges of the management of the TMNP lies in the fact that there is an extreme contrast between the different communities surrounding the Park. Contrary to the poverty stricken communities are the wealthy affluent Cape Town communities who uses the same natural areas for their daily activities (Global Equity Gauge Alliance, 2011). Therefore, the TMNP area identified with the aim of establishing how the environment could be utilized to the benefit of the surrounding communities. The research reported in this particular study focused on tourists visiting the National Park as well as adults within communities in the larger Cape Town environment.

5.3.1.2 Survey B: Visitor Survey of TMNP

At the same time during 2010 questionnaires were completed by day visitors at the TMNP, at Boulders, Cape of Good Hope and Table Mountain. The questionnaire format was divided into the following sections: Section A: Socio-Demographic Detail; Section B: Overall impact of TMNP; Section C: Visitation to TMNP and section D: Specific social impacts. In these questionnaires they had to complete sections on demographics such as nationality, level of education and motivations to visit these attractions.

5.4 METHODS AND INSTRUMENTS OF DATA COLLECTION

A framework to assess the socio-economic impact of national parks in South Africa has been developed by Saayman and Saayman (2009:27). This framework is built on different aspects needed when assessing the socio-economic impact. Firstly, it must be clearly defined what the spatial area consists of as well as the main economic activities in that area. Secondly an analysis of demand should be present

in order to determine visitor spending. Thirdly, a community survey should follow to determine the social impact, and thereafter a Social Accounting Matrix was used to determine flows of all economic transactions that take place within an economy (regional or national). A social accounting matrix expands the input output accounts to include a complete specification of the circular flow in the economy. The rows and columns represent the receipt and expenditure accounts of economic actors. Thus, a defining characteristic of a SAM is that it is a square matrix whose row and column sums must balance. The conventions of double entry bookkeeping guarantee that there will be no leakages or injections into the system (Adelman & Robinson, 1986:1197). Due to tourism activity in an area, multipliers can indicate the magnitude of economic benefits in terms of more sales, more employment opportunities and more income generated by the local community.

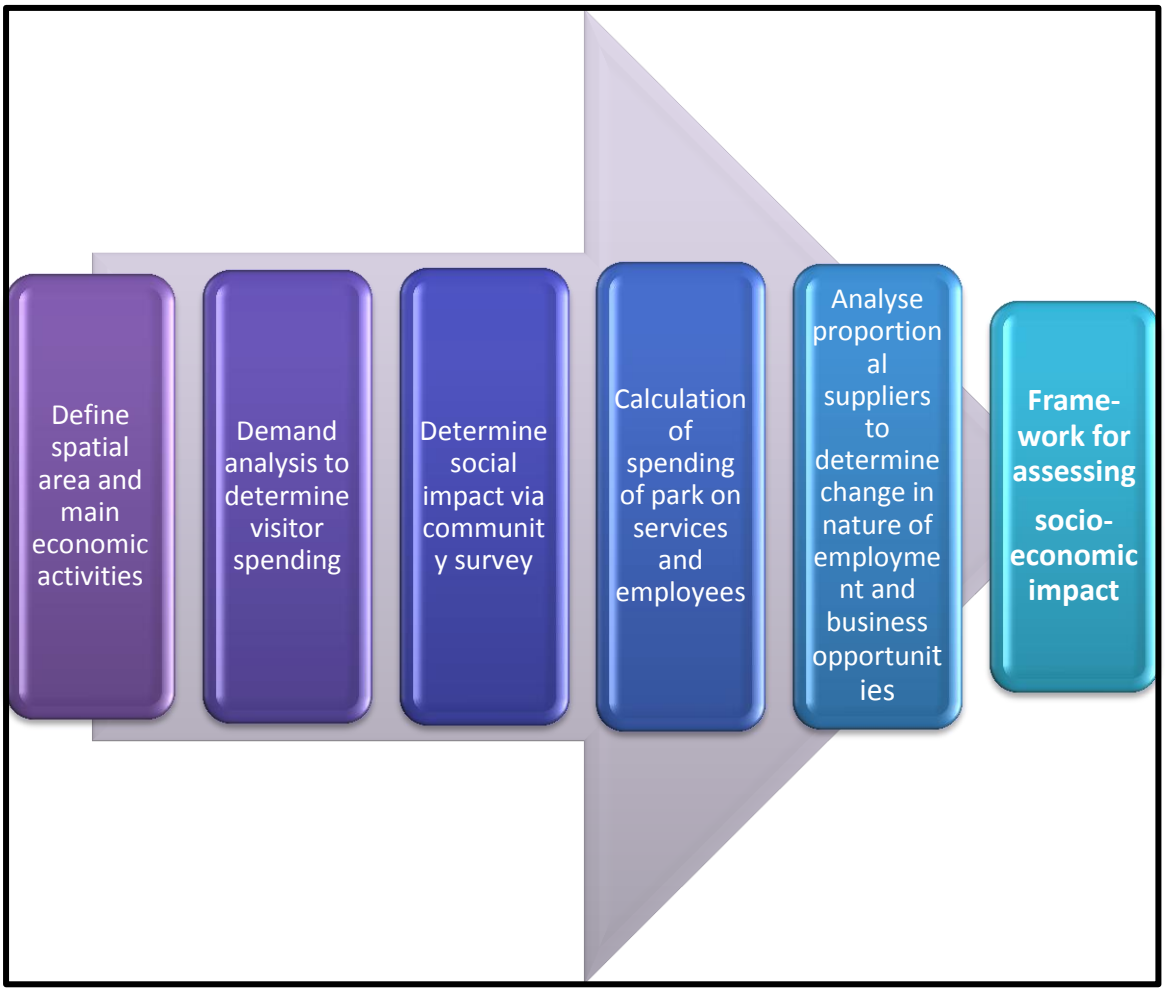

Figure 5.2: A framework for assessing the socio-economic impact of TMNP

5.4.1 Type of questions used in the questionnaires at TMNP

The type and quality of information obtained from the completed questionnaires depends on the wording used during the design and structure of the questionnaire as well as the types of questions asked to obtain the needed data. The following types of questions were used in the questionnaire at TMNP.

Open-ended questions

Open-ended questions: Using this method provides in-depth information provided the respondent is comfortable with sharing their feelings (Kumar, 1999:118). When making use of open-ended questions, no possible solutions have been supplied and respondents can express themselves spontaneously and write down their answers in their own words.

An example of an open ended question from the questionnaire is:

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

_____

_____

_____

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

_____

_____

_____

Open ended questions have several advantages as far as research is concerned. When answering these types of questions the respondent can answer freely and as a result a greater variety of information can be gathered. At the same time it does not lead the respondent by suggesting specific answers or solutions to a question (Visagie, 2010).

A major disadvantage can be the fact that it is difficult to analyse and some information can be lost if the respondent cannot express himself clearly or does not

understand the language used. Reliability can become a serious issue. It is also time-consuming for both the researcher and the respondent. This was very clear while some of the questionnaires were completed at TMNP and some respondents were part of a scheduled tour and had limited time to complete the questionnaires. A solution to overcome the time restraints was to make use of a group of fieldworkers and more questionnaires could be completed simultaneously.

Closed-ended questions

This method requires a more structured approach and includes the multiple choice, fixed choice or pre-coded questions (Kumar, 1999:116). The possible questions are set out and the respondent or investigator merely ticks the category that best describes the respondent's attitude or answer.

When making use of close-ended questions it is relatively easy to analyse the data and the results can very easily be compared. At the same time disadvantages of this method includes factors such as a lack of variety in data obtained and the respondent can answer what he feels is expected from him. There is also a greater possibility of investigator bias because the researcher may list only the response patterns that he or she is interested in and will answer his or her research question (Cooper & Schindler, 2006:339).

Dichotomous questions

The dichotomous question presents clearly dichotomous choices. It is usually opposing responses such as 'yes' or 'no'; 'true' or 'false'; 'male' or 'female' (Visagie, 2010:93).

An example from the questionnaire is:

B6. Do you feel the Park is an asset to the community?	No	1
	Yes	2

Scaled response questions

This method can be used for multi-dimensional attitudes and consists of a series of statements (Struwig & Stead, 2004:94). Leedy and Ormrod (2005:185) agree with this statement and furthermore add that this type of question is used when a

phenomenon of interests needs to be evaluated on a continuum. According to Cooper and Schindler (2006:339) the participants are then asked to agree or disagree with each statement made.

The Likert scale was used to measure multi-dimensional attitudes. This scale consisted of a series of statements and the participants were asked to relate their views regarding TMNP by answering each specific question provided in the questionnaire. The following advantages of the Likert scale were identified by Visagie (2010):

- Easy and quick to construct.
- More reliable.
- Provides a greater volume of data than many other scales.
- Scale produces interval data.

In the following example from the questionnaire the participants were asked to state the importance of TMNP by using the scale ranging from: not important at all to extremely important.

C4. Rate on a scale of importance why you visit the Park? (please answer all possibilities)

	Not at all important	Less important	Neither important nor less important	Very important	Extremely important
a. To get away from my routine	1	2	3	4	5
b. To relax	1	2	3	4	5
c. To explore the mountain	1	2	3	4	5
d. To spend time with my friends	1	2	3	4	5
e. For the benefit of my children	1	2	3	4	5
f. For family recreation (to be with family)	1	2	3	4	5
g. To learn about nature in general	1	2	3	4	5
h. For photographic reasons	1	2	3	4	5
i. It is a spiritual experience	1	2	3	4	5
j. To experience the outdoors	1	2	3	4	5
k. To do hiking trails	1	2	3	4	5
l. To walk my dog	1	2	3	4	5
m. To participate in adventure activities	1	2	3	4	5

Based on the above, two surveys were conducted consisting of all of the above types of questions asked. The surveys consisted of a visitor survey (Survey A) in the Cape Town community, and a community survey (Survey B) regarding tourists visiting the TMNP. The surveys were completed from the 22nd to the 27th of March 2010. Because the TMNP has three separate entrances where fees are payable, a group of 10 postgraduate students were recruited to assist with the surveys. They received the necessary training in order to ensure that they understood the objectives of the study.

5.4.2 Survey A: Visitor survey

The visitor survey aims to determine the magnitude of visitor spending while at the TMNP. For the purpose of this research visitors had to provide a breakdown of spending in order to accurately determine and compare their total spending. Other components also covered in the questionnaire include the following: number of people the respondent is paying for, and the size of the travel party. Since the Park is situated within the city borders it is not always easy to determine the impact of tourism on the different businesses in the region. However, various linkages between the different businesses in close proximity to the different entrance areas of the park were established. Through the questionnaires the dependence of the businesses on the tourism industry was also determined.

5.4.3 Survey B: Social impact of TMNP

The social impact of TMNP was determined by using a questionnaire consisting of four sections. Section A: Demographic information, where aspects such as age, nationality and education were covered. In Section B the overall impact of TMNP was determined by using open-ended questions as well as a 3 point Likert scale ranging from -3 = very negatively to 3 = very positively (Fredline *et al.,* 2003). Yes and no questions were also included. In Section C: Visitation to the Park, a five point Likert Scale (Fredline *et al.,* 2003) ranging from 1 = not at all important to 5 = extremely important was used to determine the importance of the Park and the different recreational activities that the park is used for. Visitors also had to indicate how many years they have been living in the community and how many times they have actually visited the Park in a given period of time. In Section D: Specific social impacts were covered. Again a five point Likert scale has been used where 1 = totally disagree to 5 = totally agree. In this section the visitors were asked to rate the specific social impacts of the TMNP in terms of appearance of the area, increase in visitors, property prices and crime rates. They also had to comment on conservation of the natural areas, where there more and better facilities and infrastructure available, and did the Park take the local community into consideration.

5.4.4 General guidelines to questionnaire design

Even though it might seem rather simple to compile a questionnaire, it can be tricky to construct and administer. It needs to be kept in mind that the response to a questionnaire is usually voluntary and it can be time consuming for the respondent. To ensure that participants complete the questionnaire, and respond truthfully, the questionnaire should be designed to maintain the interest of the respondent. When constructing a questionnaire it is important to use unambiguous language and to ensure that there are no unwarranted assumptions in the questions. It also needs to be taken into consideration that some respondents might have never seen a Likert scale before so the instructions must be precise and clear. When conducting questionnaires at attractions such as TMNP, it is important to remember that the respondents' time is of utmost importance because they are on an a day-excursion or a holiday and therefore the respondent's task must be kept simple.

An effectively structured questionnaire might assist the researcher with the following:

- Encourage each participant to provide accurate responses.
- Encourage each participant to provide an adequate amount of information.
- Discourage each participant from refusing to answer specific questions.
- Discourage each participant from early discontinuation of participation.
- Leave the participant with a positive attitude about survey participation (Visagie, 2010:154; Cooper & Schindler, 2006:363).

Table 5.1: Sources of error in questionnaire development

Sensitive or threatening questions	Struwig & Stead (2004:89); Mouton (2005:104); Oppenheim (1992:140)
Instruments that are too long might lead to respondent's fatigue	Leedy & Ormrod (2005:190); Mouton (2005:104); Sudman & Bradburn (1983:226); Struwig & Stead (2004:89); Visagie (2010:154)
Confusing layout of the questionnaire can lead to non-response or faulty	Mouton (2005:104); Visagie (2010:154); Babbie (1990:160); Leedy & Ormrod

responses	(2005:190);
Ambiguous questions and instructions – strive for conciseness	Welman & Kruger (1999:173); Babbie (1990:151); Neumann (1997:234); Mouton (2005:103); Struwig & Steed (2004:89); Leedy & Ormrod (2005:191);
No logical sections	Visagie (201:155); Mouton (2005:103); Oppenheim (1992:112)
No pilot test has been conducted	Leedy & Ormrod (2005:192); Mouton (2005:103); Murray (2003:168)

5.4.5 Primary sources of data

This is a quantitative study, and primary data was collected at the TMNP which consists of Cape Point, Table Mountain and Boulders (Seal Island), to interpret the results in terms of implications for socio-economic and conservation intervention to maximize benefits. The quantitative approach was adopted by collecting data via questionnaires that were completed at the different sections of TMNP. Prideax and Crosswell (2006:368) as cited in du Plessis (2010:15) explain that the use and completion of visitor surveys is of extreme importance when the data needs to be categorized according to different sets of data. By using these surveys more identifiable concerns and objectives can be addressed according to demographics and profiles.

Furthermore, the advantages of a quantitative research design according to Shuttleworth (2008) are an excellent way of finalizing results. After a statistical analysis of the results has been completed, a comprehensive conclusion can be reached and the results can be formally discussed and published. If quantitative research has been properly designed it can reduce external factors and the results can be seen as legitimate and unbiased.

5.4.6 Secondary sources of data

Alternatively, secondary data from researchers working on other National Parks was utilised. Re-collected data provides a context and background against which new research can be conducted (Visagie, 2010:78). Data collected may be used to show that a particular area needs exploratory research or perhaps to refine an existing theory or formulate a new theory or indicate a new field of research.

5.5 DATA ANALYSIS

After the necessary data was captured at TMNP, it was analysed and used to determine the socio-economic impacts of the national park on the community of Cape Town. From the data captured, figures and models were developed to assist in the answering of the research problem. After the necessary data had been collected at TMNP, it was coded and captured on Microsoft Excel®. The data was analysed and used to determine the socio-economic impacts of the national park on the community of Cape Town. Firstly the profile of the visitors to Table Mountain National Park were analysed and secondly the profile of the Cape Town community surrounding Table Mountain National Park.

A SAM (Social Accounting Matrix) for the Western Cape Province was used to determine the economic impact of the Park. The Statistical Consultation Services of the North-West University, Potchefstroom Campus conducted the processing of the data. A factor analysis was applied in order to amalgamate the amount of data that had been collected. A factor analysis is an approach to multivariate analysis (Babbie 2010:491) and can be used to determine clusters of variables (Pietersen & Maree, 2007:222; Field, 2006:619), In essence the factor analysis is done by determining patterns amongst the variations in value of several variables. Artificial factors are generated and correlated with real variables that are independent of one another. According to Pietersen and Maree (2007:219) items measured on a Likert-scale can be effectively analysed by making use of this method.

5.6 QUALITY CRITERIA

Three criteria were identified by Cooper *et al.* (2006) to ensure effective measurement within quantitative research and it focuses on validity, reliability and practicality.

5.6.1 Design validity in quantitative research

The accuracy, meaningfulness and credibility of the research project can be defined as the validity of the project. If meaningful and defensible conclusions can be drawn from the data the research can be regarded as successful.

Internal and external validity play a role in addressing the different issues.

5.6.1.1 Internal validity

According to Cooper and Schindler (2006:282) and Leedy and Ormrod (2005:97) internal validity refers to whether the conclusions we draw about a cause-effect relationship truly imply the cause. It indicates if accurate conclusions can be drawn based on the data gathered. If the researcher cannot eliminate or minimise the effect of extraneous variables, it will have an influence on the interpretation of findings. If we have alternative explanations for results, then the internal validity of our research is threatened.

The following are threats to internal validity with examples according to Cooper and Schindler (2006: 282); Leedy and Ormrod (2005:98) and Visagie (2010):

- History refers to the uncontrolled events that influence the outcome or the research. During the time that an experiment is taking place, some events may occur that have an influence on the results or confuse the results. For example, questionnaires were completed during 2010. In 2010 the process ran smoothly but it can happen that there might be fewer visitors to Cape Town during following years should the research need to continue. Reasons can relate to political, economic or environmental disasters.
- Maturation refers to the changes within the subjects themselves over time such as growing older, wiser, stronger, or more experienced between the different periods of testing. The subjects being studied may undergo physical or psychological

changes. To compile research by making use of tourists, which include the international market, can be difficult based on their perceptions and experiences as travellers.

- Instrumentation refers to the intrinsic changes in the measuring instrument that is used to measure the dependent variable, such as deterioration or improvement. Changes between observations can occur in either the measuring instrument or the observer, e.g. using different observers or interviewers can threaten the validity whereas using the same observer of all measurements might result in the observer becoming bored or having fatigue distort results.
- Selection of subjects – This could bias the study if there are important unsuspected differences between subjects in each group. Validity requires that the control and experimental groups are equivalent in every aspect. For example, you cannot compare the social value of TMNP for the different suburban areas surrounding the park. Purely because of the fact that there is an extreme contrast between the different communities. Contrary to the poverty stricken communities are the wealthy affluent Cape Town communities who uses the same natural areas for their daily activities.

5.6.1.2 External validity

Rosnow and Rosenthal (1999:151) define external validity as the ease with which the generalisation of the inferred causal relationship to circumstances beyond those experimentally studied or observed can be described. External validity is present when an observed causal relationship can be generalised across persons, settings, and times. Selection and the size of the sample group pose a threat to external validity. Subjects chosen for a study should be representative of the larger population in order for a study to be externally valid.

Three commonly used strategies to enhance the external validity of a research project (Leedy & Ormrod, 2005:98), consist of the following:

- A real-life setting: During laboratory research a regulated artificial environment is created. Research that takes place in the outside world might be more valid as it yields results with more connections and applications to other real-life scenarios. During 2010 questionnaires were distributed in the community survey. For the

purpose of this research, the communities living around the TMNP were identified as the target community (population) and are referred to as the Cape Town community. At the same time during 2010 questionnaires were completed by day visitors at the TMNP, at Boulders, Cape of Good Hope and Table Mountain. The collection of data took place in a real-life environment and not an artificially created scenario.

- A representative sample: whenever research is being conducted it is to learn more about a specific object or field of study. A sample of that object will be taken and conclusions will be drawn about the category as a whole. When human beings are entered into the equation it might lead to different techniques being utilized. At a setting such as TMNP, there is an international market of different nationalities and cultures with different educational backgrounds and demographic traits.
- Replication in a different context. This happens when one researcher draws a conclusion from a particular study in a given context and another researcher conducts a similar study in a different context reaching the same conclusion. These studies, taken together, provide evidence that the conclusion has validity and applicability. Research that was utilized included a socio-economic impact study that was conducted at the Karoo National Park (Saayman & Saayman, 2009). Three surveys were conducted in the region, a community survey, consisting of a structured questionnaire with both descriptive and casual questions, measuring demographics. Secondly, a business survey was done, using the same questionnaire as the one that was used by Saayman & Saayman (2006) to determine the socio-economic impact of the Addo Elephant Park. Thirdly, a visitor survey, used from 2001 to 2007, has been used to draw an availability sample from the visitors in the Karoo National Park. A partial input-output model was developed to estimate partial multipliers and thus the economic impact of the Karoo National Park (Saayman & Saayman, 2009:27). A socio-economic impact study was also done by the Institute for Tourism and Leisure Studies at the Tsitsikamma National Park (Oberholzer *et al.,* 2010). The visitor survey was based on the questionnaire that has been used since 2001. In order to obtain the necessary socio-economic information, the questions focused on demographics and tourist expenditure. Again the questionnaires were

distributed by fieldworkers early evenings and then collected by the same fieldworkers the following morning. A community survey was done where data were collected by means of a structured questionnaire based on the social impact measuring instrument developed by Fredline, Deery and Jago (2003:29) as cited in Oberholzer *et al.* (2010:4).

5.6.2 Trustworthiness

For the purpose of this research, the immediate communities living around the TMNP were identified as the target community (population) and are referred to as the Cape Town community. This community comprises areas of Fish Hoek, Kommetjie, Camps Bay, Simon's Town, Hout Bay, Table Mountain, and Cape Point. The residents received and completed the same questionnaires to establish a general overview of the importance of the park in their region.

Tourists visit TMNP, specifically Table Mountain aerial cable way, Boulders and Cape of Good Hope, completed questionnaires in order for the researcher to interpret the results in terms of implications for socio-economic and conservation intervention to maximize benefits.

5.7 ETHICAL CONSIDERATIONS

Strydom (2005:69) clearly defines ethics as "a set of widely accepted moral principles or codes that offer rules for, and behavioural expectations of, the most correct conduct towards experimental subjects and respondents, employers, sponsors, other researchers, assistants and students." Taking the point of view from Polonski (2004:53) into account, the researcher ensured that (1) behaviour was in accordance with standard ethical practices, (2) considered if and how the research can be harmful to the participants and (3) protected herself, her supervisor, the fieldworkers and the institution from individuals that may claim inappropriate behaviour while the study was being conducted.

In order to ensure the validity and trustworthiness of this study, the following procedures were followed:

- The ethical guidelines prescribed by the North-West University were rigorously adhered to.
- Approval to conduct the study necessitated effort to obtain the relevant permissions from authorities including, not only North-West University but also, all business related stakeholders and TMNP as well.
- A few guidelines can be followed to ensure that participants receive the necessary protection. If the benefits of the study are explained to the respondents they might feel more relaxed to answer truthfully. Deception should also be avoided (Cooper & Schindler, 2006).
- Informed consent is very important during research and all respondents should indicate their willingness to participate and this was obtained from all the respondents prior to completion of the questionnaire.
- Anonymity is an important aspect to all participants and will allow them to comfortably record their true issues of concern. With these restrictions in mind, all documentation that related to data collection strategies and evidence have been dealt with according to all relevant ethical requirements. During the completion of the questionnaires all questionnaires were anonymous and no names were recorded at all. Participants were made aware that their involvement in the study was voluntary and that they could withdraw from the process at any given time. Debriefing of participants were necessary to ensure that the respondents understood the goal and objectives of the study and to lessen any deception that might have occurred.
- It was also important to ensure that the research was not a mere opportunity for the residents to complain about the management of TMNP, but also to highlight the positive aspects brought along by the presence of the Park within their city boundary. The purpose of the research is to provide TMNP with the necessary insight regarding the management of TMNP in order to enhance the visitor experience, provide more efficient conservation efforts and to enable the community to have a better standard of living.

5.8 CONCLUSION

In this chapter, an overview of the empirical study was provided. The research paradigm, design, strategy of inquiry, sampling, data collection instruments and the principles which were considered in developing and administrating the instruments were discussed. In addition, attention was also given to reliability and validity, the ethical considerations and the data collection process as elements of the study.

In chapter six which follows, the obtained data will be analysed and interpreted.

CHAPTER SIX
DATA ANALYSIS AND RESULTS

6.1 INTRODUCTION

While the previous chapter provided an overview of the empirical study to indicate the processes and procedures which were followed to gather information relevant to the purpose of the study, this chapter will focus on the analysis and interpretation of the data obtained through data collection. The chapter will enlighten the primary research goal (cf. 1.3):

The goal of this study is to develop a socio-economic business driven model for an urban national park namely TMNP.

Embedded in this goal, the secondary research objectives referred to in section 1.4 in Chapter 1 will also be considered. The first of the objectives were to contextualise a theoretical background to the main research question through a literature review. The literature review was conducted to shed insight on the economic and social impacts of tourism development. Furthermore the objectives concentrated on issues regarding the management of TMNP (cf 4.4). These secondary objectives were covered in chapters 2, 3 and 4 respectively. Thereafter the following secondary objectives related to the empirical study were set. The objectives are as follows:

- To identify the guidelines for the development of a socio-economic business model in TMNP by means of a questionnaire (Chapter 6).
- To assess the community's perception regarding issues facing management at TMNP, by identifying the gaps to assist effective management through questionnaires (Chapter 6).

In order to effectively address these objectives, the chapter is divided into 2 sections. The first part Section A: Visitor Survey (economic impact of TMNP) will concentrate on the results obtained from the visitor survey completed at TMNP in 2010 (cf 1.5.2). The second part Section B: Community Survey (social impact of TMNP) will address the issues and results obtained from the questionnaires that were distributed at TMNP.

6.2 QUANTATIVE DATA ANALYSIS AND RESULTS

In this section the quantitative data as obtained by means of the questionnaire will be analysed and interpreted.

6.2.1 Background information

A framework to assess the socio-economic impact of National Parks in South Africa has been developed by Saayman and Saayman (2009:27). This framework is built on different aspects needed when assessing the socio-economic impact. Firstly, it must be clearly defined what the spatial area consists of as well as the main economic activities in that area. Secondly an analysis of demand should be present in order to determine visitor spending. Thirdly, a community survey should follow to determine the social impact, and thereafter a Social Accounting Matrix was used to determine flows of all economic transactions that take place within an economy, in this regard for Western Cape (regional or national). Due to tourism activity in an area, multipliers can indicate the magnitude of economic benefits in terms of more sales, more employment opportunities and more income generated by the local community. Based on the above, two surveys were conducted consisting of all of the above types of questions asked.

A total of 505 usable questionnaires were completed, selected by means of non-probability, convenience sampling (cf 1.5.2.3). The analysis and interpretation of the data obtained as part of the empirical research is presented according to the sections of the questionnaire (see **Appendix A**). The data obtained by means of the questionnaire are analysed according to frequencies, percentages and graphical techniques, after which the data are interpreted.

6.3 ANALYSIS AND INTERPRETATION OF VISITOR QUESTIONNAIRES

The visitor questionnaire was divided into three main parts (see Appendix A). The first section provided an analysis of the basic demographic profile of respondents, the second provided an analysis of the economic impact of the visitors and lastly the focus was on a consumer profile regarding TMNP. The results related to the visitor survey will however not be discussed according to the three sections incorporated in the questionnaire. All the results are available on request but for the purpose of this

thesis only the relevant information was extracted and discussed in order to meet the objectives of the study.

6.3.1 Socio demographic detail: Country of residence

Foreign visitors (64%) calculate for the highest number of visitors TMNP (see Figure 6.2) whereas only 38% were from South Africa. The foreign visitors are from the UK (15%), Germany (11%), the USA (7%), the Netherlands (4%) and Australia (3%) (see Figure 6.1). Other countries that were represented were Argentina, Belgium, Brazil, Canada, China, Columbia, Ethiopia, France, Ghana, India, Iran, Italy, Kenya, Malawi, Mexico, Namibia, Ireland, Israel, New Zealand, Norway, Philippines, Singapore, South Korea, Spain, Sweden, Switzerland, Tanzania and Uruguay. When compared with previous research at other National Parks, TMNP has the highest representation of international tourists (Hermann, 2013; Saayman & Saayman, 2006; Saayman; Saayman & Ferreira, 2009). This correlates well with the view that TMNP is an international icon (cf 4.3) and thus requires a specific business model to operate from.

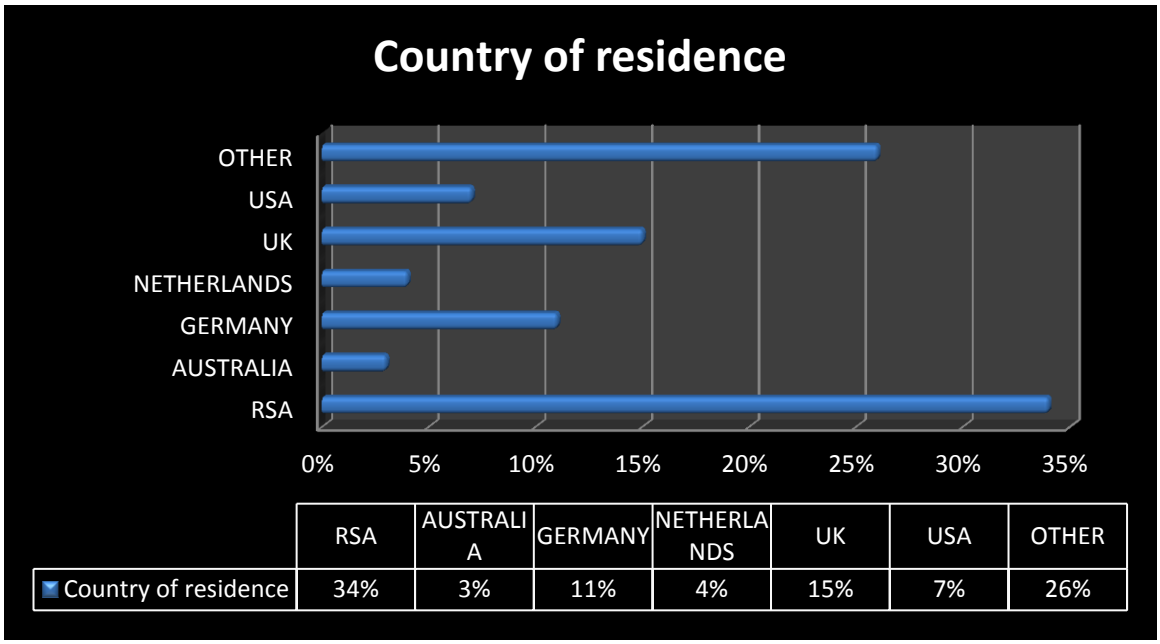

Figure 6.1: Country of residence

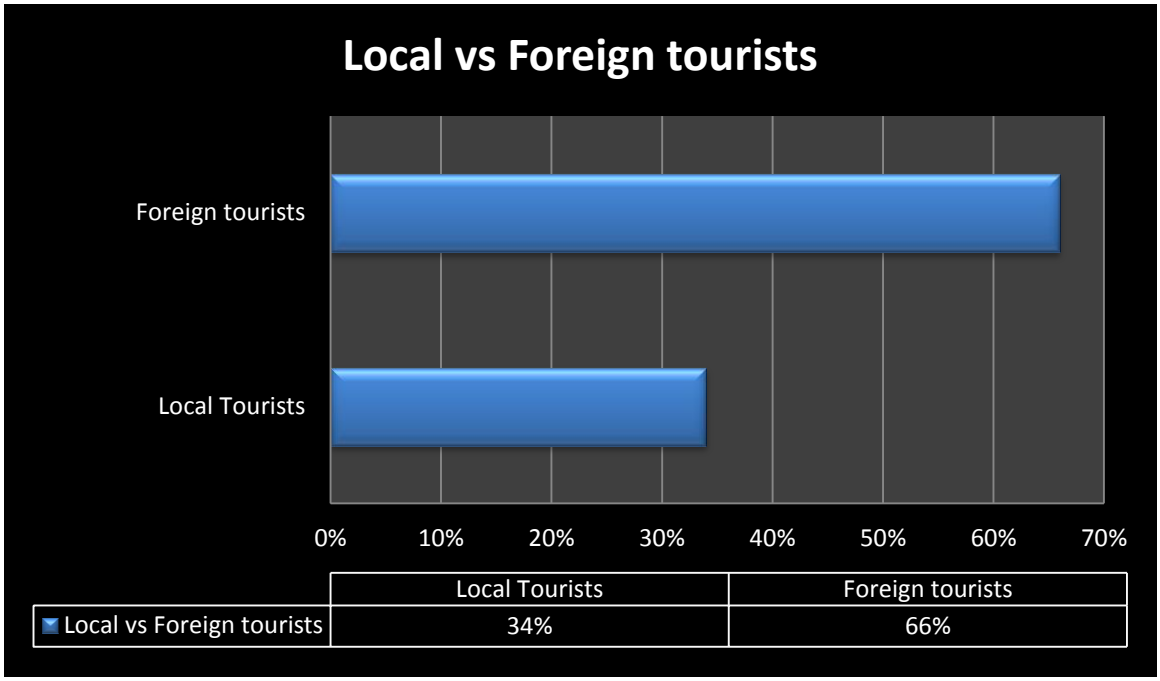

Figure 6.2: Local versus foreign tourists

6.3.2 Aware of National Park

The purpose of this specific question was to determine if respondents were aware of the fact that Table Mountain, Boulders and Cape Point were in fact part of a National Park. According to Figure 6.3, the majority (89%) indicated yes they were aware of the fact that it is a National Park, while 11% were unaware that they were in a National Park.

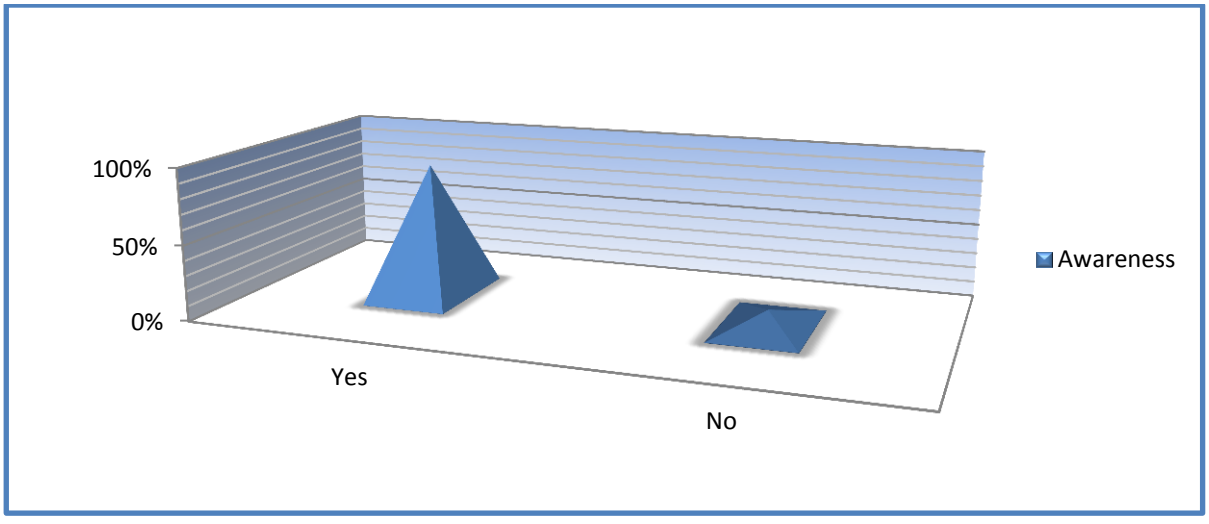

Figure 6.3: Awareness of TMNP

6.3.3 Economic impact questions: Number of people paid for

This section of the questionnaire focused on the number of visits that people paid to the TMNP as well as frequency of visits that they spent making use of the overnight facilities. Respondents also had to supply reasons for their specific choices.

To the question, "How many people did you pay for?", Figure 6.4 illustrates that 48% of respondents paid for only one to two people, while 28% paid for three to four people. Taking the demographics of tourists into account, this correlates with the results in the age group (35 – 49) that represents 34% of the visitors where it might be that the children are still too small to travel or many have not started with families yet.

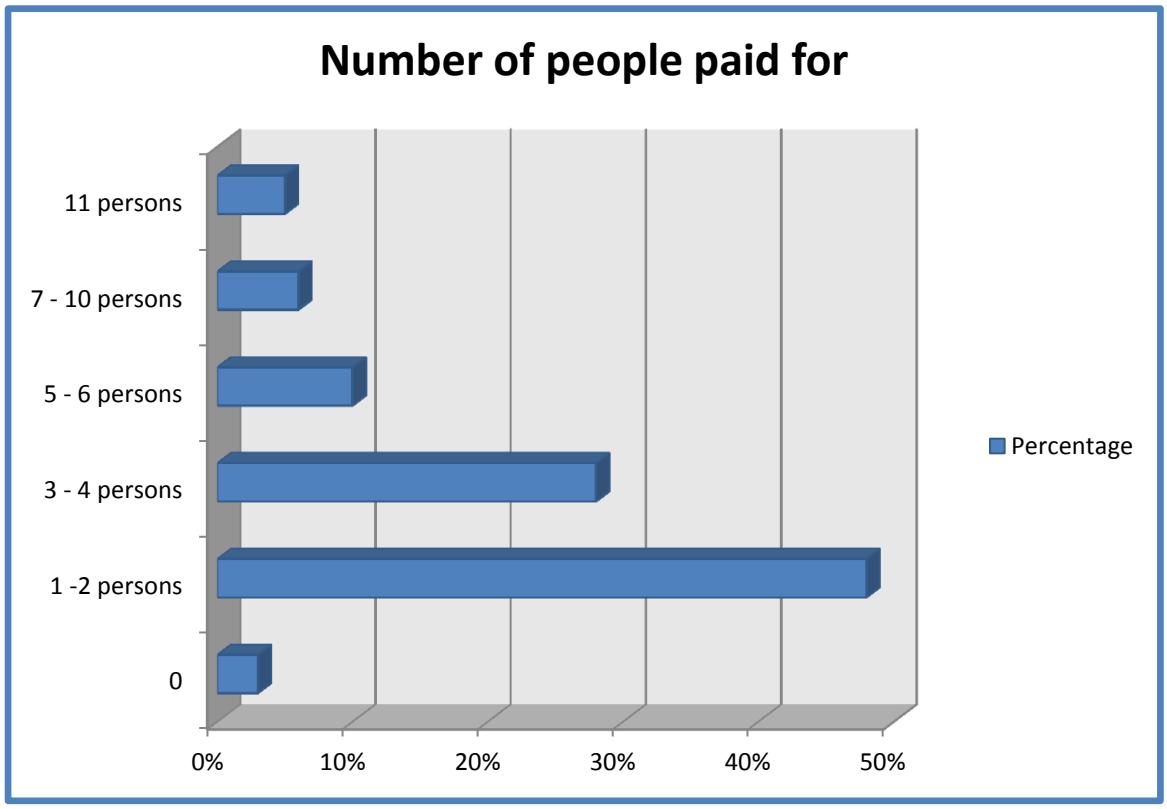

Figure 6.4: Number of people paid for

6.3.4 Frequency of visits to the TMNP as a day visitor in the past three years

Table 6.1: Frequency of visits

NUMBER OF DAY VISITS	PERCENTAGE
1-2 visits	89%
3-4 visits	6%
5-6 visits	1%
7-8 visits	1%
9-10 visits	0%
11+ visits	3%

Displayed as Table 6.1, the results indicate that the majority of respondents (89%) had only visited the Park once or twice, while 6% had visited the Park three to four times during the last three years (Table 6.2). On average, respondents had visited the Park 1.95 times during the last three years.

6.3.5 Frequency of visits to the TMNP as an overnight visitor in the past three years

Table 6.2 indicates that the majority (92%) of respondents had never stayed in accommodation at the TMNP during the last three years. Only 6% indicated that they had made use of National Park overnight facilities (cf 6.3.6).

Table 6.2: Number of overnight visits

NUMBER OF OVERNIGHT VISITS	PERCENTAGE
Never stayed overnight	92%
1 – 2 visits	6%
3 – 4 visits	0%
5 – 6 visits	0%
7 – 8 visits	0%
9 – 10 visits	1%
11+ visits	1%

6.3.6 Overnight in the Park

This question sought to determine if people had ever considered staying overnight at the Park. The majority (84%) responded that they had not thought of staying overnight (Figure 6.5), while 16% had thought about doing so. When respondents indicated that they had not thought about staying overnight, they were asked to give reasons why they had not. Their main reasons were as follows:

- Respondents were not aware of overnight facilities.
- Respondents already had other accommodation.
- Respondents did not have enough time.
- Respondents lived in the area.

Perhaps SANParks should re-examine their position in the hospitality market and try and make the public aware that there is accommodation available in the Park. It is also important to keep in mind that because of the fact that it is a national park, there are certain limitations as far as entry and exit is concerned. Being part of an urban area there might be other entertainment options that the respondents would like to experience while on holiday and then the entrance hours might limit their activities.

6.3.7 Expenditure

Table 6.3: Expenditure

ITEM	AVERAGE SPENDING PER PERSON
Entrance & Conservation	R 120.46
Restaurants	R 41.63
Food	R 20.27
Beverages	R 15.80
Transport to Park	R 24.65
Activities	R 24.13
Souvenirs & Jewellery	R 11.38
Other	R 4.94
TOTAL	R 263.27

Table 6.3 clearly indicate that the average spending of visitors to TMNP is R263.27 per person with entrance and conservation fees being responsible for the highest expenditure (R120.46) from the tourists. The average spending at the restaurants calculates to R41.63. Even though this might seem to be financially not very positive at all, it is important to keep in mind that TMNP is the most visited of all national parks receiving an annual quota of 4.2 million visits (South African National Parks, 2011).

6.3.8 Consumer profile: Recommendation of park

This section of the questionnaire concentrated on the consumer profile and their opinion of the Park and its facilities.

The question based on the recommendation of TMNP to family and friends resulted in different opinions with 99% of the respondents indicating that they would recommend TMNP to family and friends. When asked why they would recommend the Park their answers revealed the following: The Park is beautiful, an interesting place and as such provides a unique experience; it has a lovely view, the penguins can be considered as a tourist attraction.

6.3.9 Day visitors' facilities

Table 6.4: Day visitors' facilities

FACILITIES	NOT APPLI-CABLE	VERY POOR	POOR	FAIR	GOOD	EXTREME-LY GOOD
a. Pathways	15%	3%	6%	6%	**35%**	**35%**
b. Ablution blocks	15%	2%	6%	11%	**37%**	29%
c. Accessibility	11%	3%	6%	14%	31%	**35%**
d. Restaurants	27%	4%	5%	12%	**33%**	19%
e. Braai facilities	**35%**	2%	7%	10%	30%	16%
f. Shops	20%	3%	7%	10%	**38%**	22%
g. Directions to and in Park	12%	3%	8%	11%	32%	**34%**
h. Friendliness and service	9%	4%	7%	12%	**36%**	32%

i. Reception	14%	3%	7%	11%	**36%**	29%
j. Aerial cable way	27%	5%	7%	6%	**31%**	24%
k. Boulders visitor centre	23%	5%	4%	10%	**35%**	23%
l. Lister's tea room	**39%**	4%	4%	10%	28%	15%
m. Brochures and maps	22%	4%	5%	10%	**38%**	21%
n. Website	**35%**	5%	5%	10%	28%	17%

Table 6.4 rates the following day visitors' facilities were good to extremely good by the respondents: Pathways (70%); friendliness and service (68%); ablution blocks (66%); accessibility (66%); directions to and in Park (66%); reception (65%); shops (60%); Lister's tearoom (43%); brochures and maps (59%); Boulder visitor centre (58%); aerial cableway (55%) and the restaurants (52%).

The second part of the question relating to poor and very poor received a very low percentage (8% - 12%) from the respondents clearly indicating that the day visitors to TMNP are satisfied by the facilities that are being provided to them by the Park officials.

6.3.10 Reasons for visiting the Park

Table 6.5: Reasons for visiting the Park

	NOT IMPORTANT	LESS IMPORTANT	IMPORTANT	VERY IMPOR-TANT	EXTREMELY IMPORTANT
a. To break away from routine.	17%	14%	27%	20%	22%
b. To relax.	8%	13%	25%	25%	29%
c. To explore a new destination.	7%	8%	24%	25%	36%
d. To spend time with family and friends.	15%	13%	22%	25%	24%
e. For the benefit of our children.	**38%**	7%	14%	16%	25%
f. For family recreation or	22%	9%	21%	20%	28%

to spend time with someone special.					
g. So that other members of my party could learn about nature.	21%	15%	23%	22%	19%
h. So that other members of my party could develop an appreciation for endangered species and marine life.	21%	15%	23%	22%	19%
i. For the scenic beauty and view.	8%	6%	17%	23%	46%
j. To learn more about specific marine life such as penguins.	16%	16%	29%	20%	19%
k. For photographical purposes.	9%	10%	26%	26%	29%
l. It is a spiritual experience.	21%	17%	28%	17%	17%
m. To mainly visit Table Mountain.	12%	12%	26%	23%	27%
n. It is value for money.	13%	15%	31%	21%	20%
o. Table Mountain is a world -renowned attraction.	10%	7%	26%	25%	32%
p. For historical attractions.	14%	13%	32%	24%	17%
q. To participate in the following activities:					
1) Day hiking routes	**37%**	14%	22%	14%	13%
2) Overnight trails	**51%**	12%	18%	11%	8%
3) Fishing	**58%**	8%	16%	8%	10%
4) Dog walking	**60%**	7%	13%	10%	10%
5) Mountain biking	**55%**	9%	17%	10%	9%
6) Surfing or windsurfing	**56%**	8%	16%	9%	11%

The following reasons were rated by respondents as important to extremely important reasons why they visited TMNP (Table 6.5):

- For the scenic beauty and view (86%);
- To explore a new destination (85%);
- Table Mountain is a world-renowned attraction (83%);
- For photographical purposes (81%);
- To relax (79%);
- To mainly visit Table Mountain (76%);
- To learn about plants and animals (76%);
- For historical attractions (73%);
- It is value for money (72%);
- To spend time with family and friends (71%);
- For family recreation or to spend time with someone special (69%);
- To break away from my daily routine (69%);
- To learn about specific marine life such as penguins (68%);
- So that other members of my party could learn about nature (64%);
- So that other members of my party could develop an appreciation for endangered species and marine life (64%); and
- It is a spiritual experience (62%).

It is clear from the data that scenic beauty and view, the exploration of a new destination, visiting a world-renowned attraction and photographic purposes are the most important reasons for respondents visiting TMNP. This can indicate that the marketing of TMNP is effective as it is famous internationally. Chapter 2 (cf 2.6; Table 2.7: Uses of nature in a variety of consumptive and non-consumptive ways at TMNP), list the value of using biodiversity in a number of ways and many of the features correspond with the results from the respondents.

The following reasons were seen as less important to not at all important for tourists' visiting TMNP: dog walking (67%); fishing (66%); mountain biking (64%); surfing or windsurfing (64%); overnight trails (63%); rock climbing (61%); birding (54%); picnic and braai (53%); day hiking routes (51%); and for the benefit of our children (45%).

6.4 RESULTS OF COMMUNITY SURVEY

The community questionnaire was divided into three main parts (see Appendix A). The results related to the community survey will thus be discussed according to the three sections incorporated in the questionnaire. The first section will provide an analysis of the basic demographic profile of respondents, the second will provide an analysis of the overall impact of the Park, and lastly the focus will be on the visitation to TMNP.

6.4.1 Communities surrounding TMNP

The suburban distribution of respondents forming part of the survey was as follows: 12% Fish Hoek, 11% Hout Bay, 9% Noordhoek, 6% Simon's Town, Cape Town, Muizenberg and Noordhoek 4% respectively. Therefore, from a research point of view it is clear that the questionnaires were evenly distributed among the different communities that surround the Park (cf 1.5.2.3 and cf 5.3.1.1). Other suburbs (50%) recorded included Constantia, Glen Cairn, Kommetjie, Lakeside, Mitchell's Plain, Northern suburbs, Retreat, Sun Valley, Steenberg and Ocean view (See Figure 6.5).

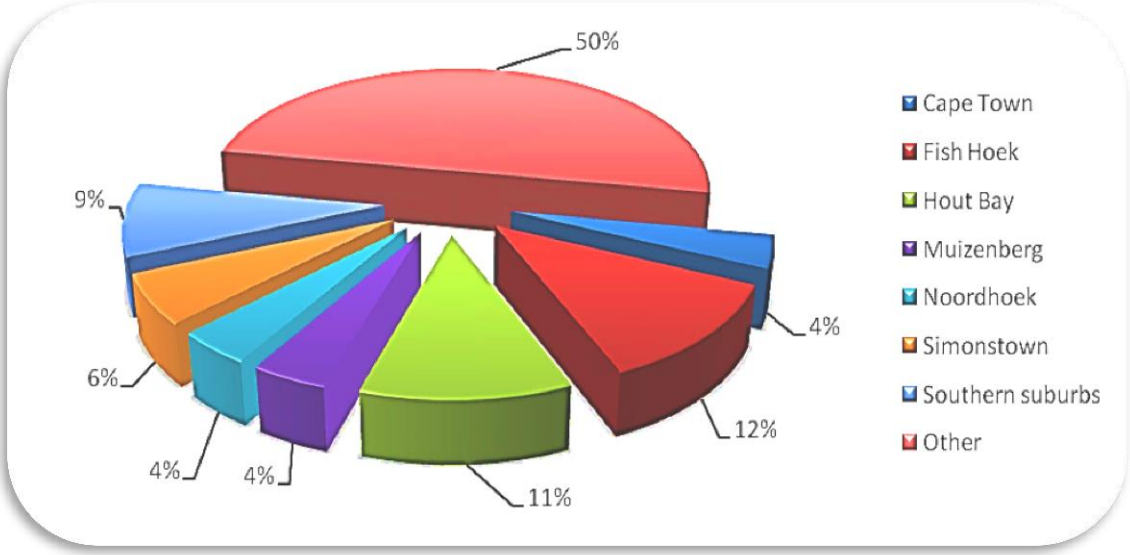

Figure 6.5: Communities surrounding TMNP

6.4.2 Overall social impact of TMNP: Park description

Residents were asked to describe their feelings towards the Park in one word. These answers included such words as beautiful; cable car; conservation; fynbos; hiking; magnificent; nature; tourism and view. From these generally positive expressions, it can be deduced that there exists a positive feeling from the residents towards the Park in general.

6.4.3 Impact of TMNP

In this section respondents were asked to indicate the extent to which the TMNP has an impact on their quality of life as individuals but also as a community.

6.4.3.1 Social impact on personal quality of life

Respondents were asked to indicate on a scale from -3 to 3 (-3 and -2 indicated a very negative impact; -1, 0 and 1 indicated no effect; 2 and 3 indicated a very positive impact) how the TMNP affected their personal quality of life. Sixty-seven percent (67%) felt that the Park had a positive impact on their lives while 31% felt that it had no effect (Table 6.6). Again by taking the economic welfare and differences of the community members into account, ranging from extremely poor to wealthy, it can be understood why individuals might feel that the Park did not better their quality of life. The researcher concludes here that TMNP management can develop programmes to train volunteers from the poor communities. They might assist in alien clearing or veld fire prevention or be allowed to fish from the shore.

Another positive impact that can be experienced by individuals in the community is the fact that tourism leads to entrepreneurial activities (Barringer & Ireland, 2012; Hall & Lew, 2009:130; Hisirch, Peters & Shepherd, 2010:5). The majority of entrepreneurs in developed countries are people in high-income communities that recognize an attractive opportunity and have the financial means to turn an opportunity into an activity (cf 2.6.4).

Tourism provides ideal opportunities for small businesses and local entrepreneurs in the TMNP area. First of all is the fact that the local communities are ideally situated to supply services to tourists. These services can range from selling curios, enabling themselves to act as guides for interpretation while hiking through the

forests on Table Mountain and Silvermines, transport providers, bed and breakfast establishments and cleaners. Entry barriers in the tourism industry is relatively low (Lubbe, 2000: 251; Ivanovic *et al.,* 2009) and many of these businesses and entrepreneurs can use the Internet to market their services and products. Facebook and Twitter are recognized marketing tools for many companies and individuals to inform the international community of what they have to offer. These entrepreneurs can also be physically available at attractions to offer their goods and services.

Table 6.6: Social impact on individual respondents

Very negatively			No effect		Very positively	
-3	**-2**	**-1**	**0**	**1**	**2**	**3**
1%	1%	0%	19%	12%	25%	42%

6.4.3.2 Social impact on community as a whole

Respondents were asked to indicate how the TMNP affected the community as a whole on a scale from -3 to 3 (-3 and -2 indicating a very negative impact; -1, 0 and 1 indicating no effect; 2 and 3 indicating a very positive impact). The impact, according to the majority of respondents, had been positive (66%) whilst thirty-two percent (32%) felt that the Park had no effect on the community as a whole (Table 6.7). Two percent (2%) of the community indicated that their attitude towards the Park is negative. This might be because of the fact there are several negative impacts that play a role in tourism development (cf 3.4.1).

A major negative impact can relate to the displacement of local communities in order to provide more and better tourism infrastructure and communities might be removed from certain areas.

The more affluent communities might experience the impact of the Park on the community as a whole as far more positive as it will definitely increase the value of their property. For a community that is struggling to survive on a day to day basis the same impact of increase in property value can be experienced as a negative impact. The creation of employment opportunities is a major relevant reason for

communities to promote its tourism sector and the more affluent communities might realise the potential to a higher extent than the poorer communities (Beech & Chadwick, 2006:329; Cooper, 2012:66; Page & Hall,2003:195; Mason, 2003:35; Cooper *et al.,* 2008:129; Burton, 1995:129; Cooper, 2012:67) (cf 2.6.2). Involvement of the local community (Schofield, 2010:221; Taylor & Atkinson, 2012) also plays an important role in the perception of the community regarding the TMNP. Local cooperation is necessary for any development to be able to survive and where natural and protected areas are concerned it is off utmost importance that the local community must be involved to ensure sustainability of the tourism development in that area. If a community can influence the decision-making process regarding the tourism development it can also alter their attitude. If a community can experience direct benefits from the tourism attraction they might feel more positive towards the attraction (cf chapter 2; cf 3.3.1).

Table 6.7: Social impact on community

Very negatively			No effect			Very positively
-3	**-2**	**-1**	**0**	**1**	**2**	**3**
1%	1%	1%	18%	13%	25%	41%

6.4.4 Positive aspects of Table Mountain National Park

Respondents were asked to indicate what they thought had been the positive aspects of TMNP. The following aspects were listed namely, attractions, the view, beauty, conservation, nature, tourism and tourists.

6.4.5 Negative aspects of Table Mountain National Park

Negative aspects regarding the Park revealed descriptions such as baboons, crime and litter. Crime is a component of tourism development that has a negative impact in any country, developed or still developing. It requires a management strategy specific to that region. The presence of the baboons can be regarded a conservation matter however it influence the community negatively as far as the Park is concerned. It might be fun for tourists to feed the baboons but they do not realise

the impact of them on the surrounding community.

6.4.6 The Park as an asset to the community

Figure 6.6 show that the majority of respondents (89%) indicated that the TMNP is an asset to the community of Cape Town. However, 11% did not agree. No reasons were given for this negative opinion. This can be interpreted as a limitation to the study as the researcher cannot justify the opinions of the respondents.

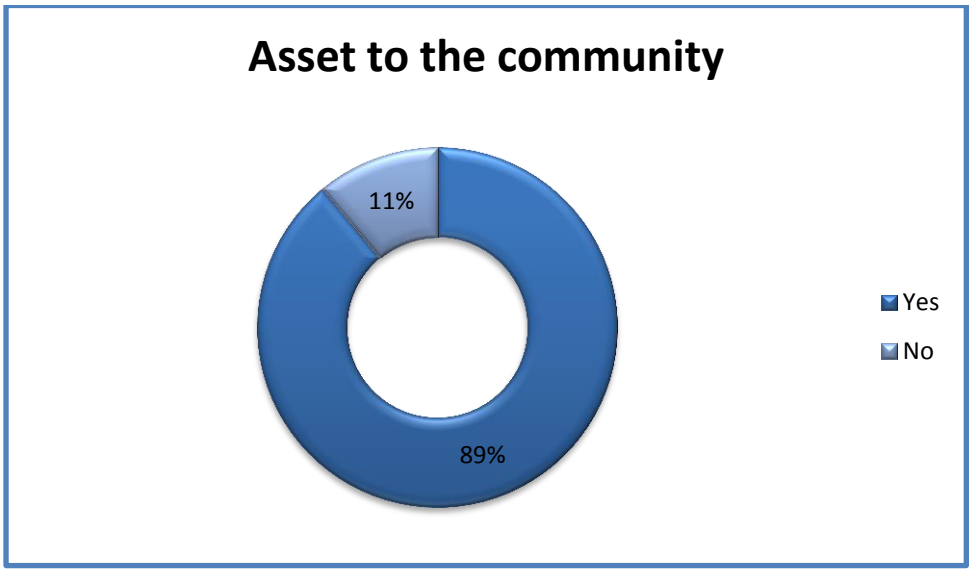

Figure 6.6: TMNP as an asset to the community

6.4.7 Visitation to Table Mountain National Park during 2009/ 2010

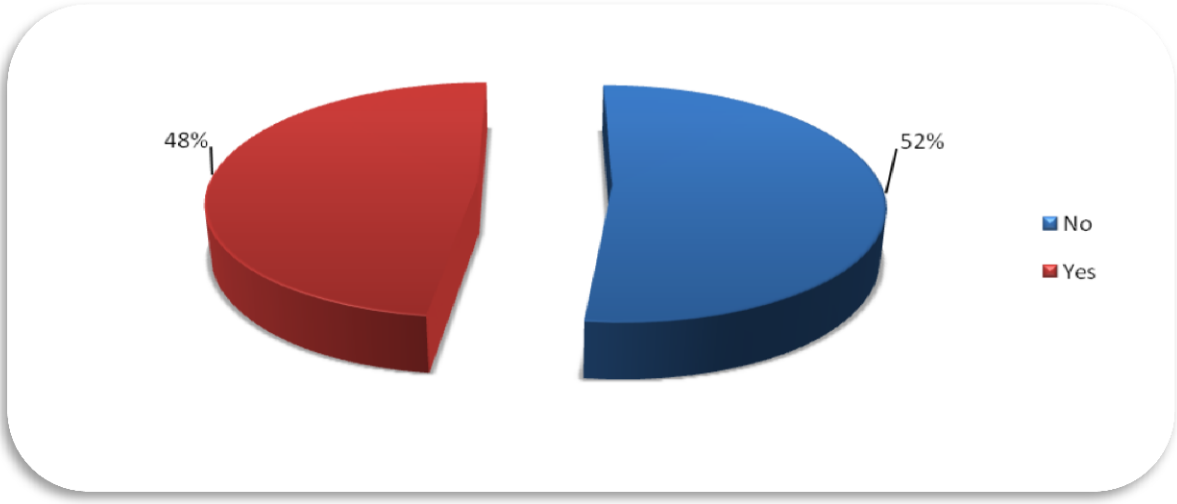

Figure 6.7: Visitation to the Park

When asked if the respondents had paid TMNP a visit during 2009/2010 season, 52% stated that they had not, while only 48% had made one or more visits to the Park (Fig 6.7). The reasons for not visiting the park are indicated below in Figure 6.8.

6.4.8 Reasons for not visiting Table Mountain National Park

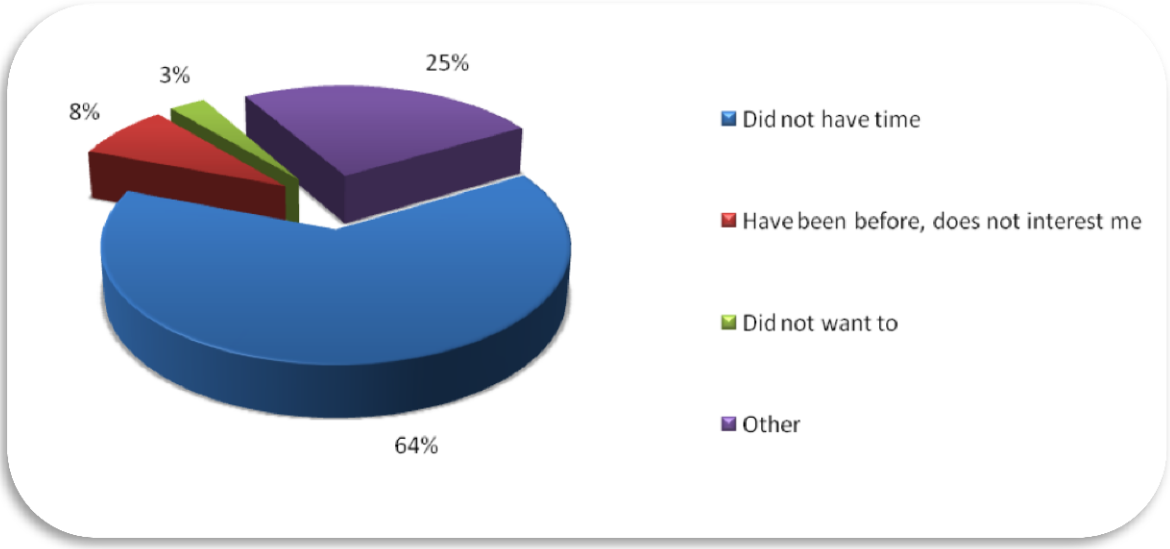

Figure 6.8: Reasons for not visiting TMNP

Figure 6.8 implies that the reasons for not visiting the park were mainly because the respondents did not have time (64%), followed by eight percent (8%) who had visited the park before, but indicated that it did not interest them to do so. Only 3% of the respondents had not visited the Park because they did not want to. Twenty-five percent (25%) had other reasons for not visiting the Park, and indicated the Park was too expensive or that they had no transportation available. This correlates with the fact that a large part of the community lives under poor conditions (cf 1.5.2.2.1). Noteworthy is an interesting conclusion from the researcher where Figure 6.6 has shown that 89% of respondents have indicated that they experience TMNP as an asset to the community of Cape Town. However from Figure 6.8, 64% do not have time to visit the perceived asset which might indicate that they interpret TMNP in terms of an economic impact on the community and not as such a social impact.

6.4.9 Reasons for visiting the Park

Table 6.8: Reasons for visiting the Park

	NOT AT ALL IMPORTANT	LESS IMPORTANT	NEITHER NOR LESS IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT
a. To get away from my routine	11%	8%	22%	**41%**	18%
b. To relax	5%	3%	11%	**55%**	26%
c. To explore the mountain	5%	9%	20%	**41%**	25%
d. To spend time with my friends	6%	10%	21%	**39%**	24%
e. For the benefit of my children	23%	5%	13%	**33%**	26%
f. For family recreation	8%	7%	15%	**43%**	27%
g. To learn about nature in general	7%	9%	25%	**36%**	23%
h. For photographic reasons	15%	12%	26%	**31%**	16%

i. It is a spiritual experience	15%	11%	24%	**32%**	18%
j. To experience the outdoors	4%	4%	19%	**42%**	31%
k. To do hiking trails	12%	14%	23%	**31%**	20%
l. To walk my dog	**39%**	15%	16%	20%	10%
m. To participate in adventure activities	18%	16%	**25%**	**25%**	16%

For this question, a five-point Likert scale, ranging from “Not at all important” to “Extremely important” was used to determine respondents’ attitude towards TMNP (see Table 6.8). The researcher draws the following inferences from the collected data. Noteworthy was the overwhelming response of 81% of the respondents that agreed that they used the Park to relax. This result correlates well with the results from previous research where respondents have claimed that they use parks to relax (Saayman; Saayman & Ferreira, 2009; Saayman & Saayman, 2006; Hermann, 2013). 73% indicated they want to experience the outdoors; 70% used to Park to spend time with their families; to explore the mountain (66%); and 63% to spend time with my friends. Interestingly enough, only 50% of the respondents stated that they use the Park for a spiritual experience. Since TMNP is an urban Park, the researcher assumes that not many of the respondents have been subjected to wilderness or outdoor experiences where they learn to appreciate the deeper meaning of a natural area on their psychological well-being. The Park was considered as an opportunity to be educated about nature in general by 59% of the respondents. This can assist in visitor impact management where perhaps more leaflets can be made available, more informative signage and information boards can be erected, and perhaps even an interactive museum can be built to educate visitors about their impact on nature. Only 41% of the respondents reflected that they made use of the different sections of TMNP to participate in adventure activities. Taken from the results 24% of the respondents indicated that they disagree with making use of TMNP for adventure activities. This could point to some hesitance about the exact meaning of the term adventure activities. Again the researcher assumes that might be because most respondents interpret adventure as only

extreme adventure activities and do not realise that there are soft adventure activities such as camping as well.

6.4.10 Specific social impacts

Table 6.9: Specific social impacts

	TOTALLY DISAGREE	DISAGREE	UNSURE	AGREE	TOTALLY AGREE
1. The appearance of the area has improved	2%	4%	28%	**44%**	22%
2. Natural resources of the area are conserved	0%	4%	23%	**44%**	29%
3. Employment opportunities in the area have increased	4%	6%	**43%**	30%	17%
4. The range of things to do in the area has increased	3%	7%	37%	**37%**	16%
5. The number of people in the area has increased	2%	5%	**39%**	35%	19%
6. Property value in the area have increased	2%	5%	**38%**	33%	22%
7. Crime levels have increased	3%	8%	**39%**	29%	21%
8. Participation in community activities has increased	3%	9%	**52%**	28%	8%
9. Prices of some goods and services have increased	2%	5%	35%	**38%**	20%
10. The pride that residents have in the community has improved	2%	5%	36%	40%	17%
11. Opportunities to meet new people have increased	2%	7%	33%	**42%**	16%
12. Opportunities for local businesses have increased	3%	6%	35%	**41%**	15%
13. The number of tourists visiting the area has increased	1%	3%	23%	**41%**	32%
14. Funding for community activities have increased	5%	9%	**53%**	25%	8%
15. Roads and public facilities are better maintained	5%	13%	**39%**	31%	12%
16. Interactions between locals and tourists have improved	3%	6%	36%	**38%**	17%
17. Facilities available to local residents have improved	8%	11%	**42%**	29%	10%
18. Social and moral values have improved	4%	14%	**44%**	30%	8%
19. More investors are focussing on development in the area	2%	6%	**44%**	37%	11%
20. The natural environment has been sustained	2%	6%	27%	**44%**	21%
21. Traffic congestion in the area has increased	3%	8%	31%	**37%**	21%
22. There is not enough control over who	4%	14%	**39%**	30%	13%

enters the Park					
23. Insufficient control causes veld fires and other problems that endanger the residents	4%	10%	**35%**	34%	17%
24. There are opportunities for people to have fun with family and friends	1%	2%	17%	**48%**	32%
25. The money that tourists spend in TMNP helps to stimulate the economy	2%	4%	27%	**41%**	26%
26. Tourism and business development in the area are promoted	2%	4%	28%	**45%**	21%
27. The community has the opportunity to visit a national park	2%	5%	20%	**48%**	25%
28. There is an increased awareness of nature and wildlife	1%	3%	28%	**51%**	22%
29. Many people are brought into the community	2%	3%	37%	**42%**	16%
30. Cape Town's image as tourism destination is enhanced	1%	3%	20%	**42%**	34%
31. Ordinary residents get no say in the planning and management of TMNP	3%	8%	**43%**	28%	18%
32. The TMNP improves my knowledge with regard to the environment, plants and animals	2%	8%	26%	**42%**	22%
33. The TMNP is accessible for us as members of the community	3%	8%	26%	**43%**	20%
34. The TMNP has increased my interest in activities such as hiking, birding and so on	5%	12%	27%	**38%**	18%
35. The Park has affected the community negatively by relocation people for conservation purposes	10%	20%	**50%**	15%	5%
36. The Park is insensitive towards the community concerning the removal of alien animal species	9%	17%	**46%**	19%	9%
37. The Park gives opportunities to the community to use its natural resources e.g. fishing and collecting fire wood	5%	13%	**47%**	25%	10%
38. The Park has an important role to play in removing alien species	3%	5%	33%	**38%**	21%
39. Residents do not get the opportunity to benefit economically from projects in the Park	2%	8%	**53%**	26%	11%
40. Residents do not get sufficient information regarding activities in the Park	4%	10%	35%	**35%**	16%
41. Due to the Park, wild animals cause the community problems	15%	23%	**34%**	20%	8%
42. The Park needs to be fenced properly	8%	13%	**30%**	29%	20%

For this question, a five-point Likert scale, ranging from "Totally disagree" to "Totally agree" was used to determine the social impacts of the Park on the community.

Taken from the literature review in chapters 2 and 3, it is clear that there are specific impacts that can be associated with the development of tourism in an area. Based on the information obtained from the community they experience both positive and negative attitudes towards TMNP (see Table 6.9). The researcher draws the following inferences from the collected data.

Noteworthy are the overwhelming response of 80% of the respondents that agreed that they used the Park for opportunities to have fun with family and friends (see number 34, Table 6.9). That is substantiated by the fact that 70% of the respondents stated as one of the reasons why they visit the Park is to participate in family recreation activities.

Cape Town's image as a tourism destination is enhanced according to 76% of the respondents (see number 30, Table 6.9). That can be the result of the fact that it is an iconic attraction internationally (cf 4.3) as well as the fact that TMNP has received status as one of the Seven Wonders of the World. TMNP has also been inscribed as a World Heritage Site which leads to marketing of its own kind.

One of the impacts of the Park was the fact that natural resources of the area are being conserved as perceived by 73% of the respondents (see number 28, Table 6.9). This result correlates well with the three main management objectives of SANParks (cf 1.1 and cf 4.2) whereas the most important one in this regard is biodiversity management. This correlates well with the 65% of respondents that feel the natural environment has been sustained (see number 20, Table 6.9) and the 64% that states that TMNP has improved their knowledge with regard to the environment, plants and animals (see number 32, Table 6.9).

There was an indication by 73% of the respondents that they thought that the number of tourists visiting the area has increased as well as more people being brought into the community (see number 13, Table 6.9).

One of the aims of national parks is to ensure opportunities for the local communities to be able to visit and experience national parks. Some of the objectives of the People and Conservation division of SANParks are to understand and support biodiversity conservation within communities living around our parks. They aim to improve the community's access to the National Parks for cultural, spiritual and recreational purposes. It is clear that 73% of the community respondents agree and

said they now had an opportunity to visit a National Park (see number 27, Table 6.9).

Positive impacts of tourism development relates to the fact that it leads to an increase in the standard of living for the local communities. The respondents stipulated that the money that is spend in TMNP helps to stimulate the economy (67%)(see number 25, Table 6.9); and a further 66% agreed that the appearance of the area has improved (see number 1, Table 6.9). Through tourism development facilities and infrastructure that is being built for tourism purposes, it also lead to an improvement in facilities for the local communities as they are now also reaping the benefits from tourism development (cf 3.4.2). A further 66% of the respondents had indicated tourism and business development in the area are being promoted and they perceive it as a positive impact (see number 26, Table 6.9).

According to 59% of the respondents they perceived TMNP as playing an important role in the removal of alien plants (see number 38, Table 6.9) which correlates well with one of the values of biodiversity that has been assigned to TMNP (cf 2.6).

However it is important to take into consideration that the respondents felt unsure about the following impacts:

Residents do not get the opportunity to benefit economically from projects in the Park (53%) (see number 39, Table 6.9) and through literature it became clear that the minimal economic impact of tourism on local communities has led the people of the community to see conservation as competitors for the land that they need to utilize and therefore might not be interested in conserving the area. The changing lifestyles of rural communities also threaten the existence of natural areas.

The Park has affected the community negatively by requiring the relocation of people for conservation purposes (50%) (see number 35, Table 6.9). This can be substantiated by literature according to Whelan (1991:9) and Reid *et al.* (2004) where they state that a major shortcoming of the development of natural resources is that local communities are not participating in the planning process or even the implementation thereof and are forced from the lands where they used to live traditionally. That leads to illegal activities and poaching. According to Robinson (1993:48) the difference can be made if communities are encouraged to actively participate in the management of their local park and raise issues affecting their lives and the environment. It is important for TMNP to effectively manage the traditional

lifestyles of the community with modern conservation practices. Noteworthy is the result where 28% of the respondents claimed that due to the Park, wild animals cause the community problems (see number 41, Table 6.9). Taken all the media exposure regarding the baboons of the Cape Peninsula into account this can almost be seen as a limitation of the study as it is unclear if the respondents really revealed their true feelings regarding this topic.

6.5 RESULTS OF THE SOCIAL FACTOR ANALYSIS

As can be seen from survey A: Social impact, 67% of the respondents rated the personal quality of TMNP on their lives positively, whereas 31% exclaimed that the Park had no influence on their personal circumstances and a mere 2% indicated that they found the effect of the Park negative. Derived from this data, the researcher can confidently say that the Park has a positive impact on the quality of life of local surrounding communities. Furthermore, the 36 statements pertaining to the social impact of the Park were subjected to a factor analysis (cf 1.5.2.3 and cf 5.5). In Table 6.10 the results of the analysis are being displayed.

Table 6.10: Results of the factor analysis on social statements

CSFs and Items	Factor loading	Mean value	Reliability coefficient	Average inter-item correlation
Factor 1: Social and economic opportunities		3.62	0.76	0.38
Opportunities to meet new people	0.665			
Opportunities for local businesses have increased	0.496			
Number of tourists visiting the area has increased	0.418			
Facilities available to local residents have improved	0.421			
Interaction between locals and tourists have improved	0.532			
Factor 2: Relocation and removals		3.07	0.72	0.56
The Park has affected the community negatively by relocating people for conservation purposes	0.756			
The park is insensitive towards the community concerning the removal of alien animal species	0.799			
Factor 3: Improvements		3.35	0.77	0.45
Employment opportunities in the area have increased	0.675			
The range of things to do in the area has increased	0.603			
Facilities available to local residents have improved	0.500			

Social and moral values have improved	0.584			
Factor 4: Neglect		2.59	0.68	0.52
Residents do not get the opportunity to benefit economically from projects in the park	0.755			
Residents do not get sufficient information regarding activities in the park	0.793			
Factor 5: Improved image		3.80	0.76	0.44
The appearance of the area has improved	0.764			
Natural resources of the area are conserved	0.830			
The pride that residents have in their community has improved	0.471			
The natural environment has been sustained	0.519			
Factor 6: Improved business		3.90	0.81	0.51
There are opportunities for people to have fun with family and friends	0.631			
The money that the tourists spend in the TMNP helps to stimulate the economy	0.787			
Tourism and business development are promoted	0.420			
The community has the opportunity to visit a national park	0.466			
Factor 7: Negative impacts		3.38	0.20	0.08
The number of people in the area has increased	0.665			
Property values in the area have increased	0.495			
Crime levels have increased	0.770			
Prices of some goods and services have increased	0.652			
Factor 8: Park knowledge		3.42	0.49	0.16
Ordinary residents get no say in the planning and management of the TMNP	0.400			
The park has an important role to play in the removal of alien species	0.534			
The TMNP improves my knowledge with regard to the environment, plants and animals	0.509			
The TMNP is accessible for us as members of the community	0.656			
The TMNP has increased my interest in activities such as hiking, birding and so on	0.771			
Factor 9: Lack of control		2.94	0.12	0.01
There is not enough control over who enters the park	0.865			
Insufficient control causes veld fires and other problems that endanger the residents	0.908			
Many people are brought into the community	0.417			
Factor 10: Management of wildlife		2.88	0.57	0.39
Due to the park, wild animals cause the community problems	0.616			
The park needs to be fenced properly	0.878			
Factor 11: Use of natural resources		N/A	N/A	N/A
The park gives opportunities to the community to use its natural resources e.g. fishing	0.494			
TOTAL VARIANCES EXPLAINED 65.44%				

A factor analysis was applied in order to determine the social impact of the TMNP. The 36 statements were analysed by subjecting them to an Oblimin rotation with Kaiser Normalisation in order to explain the variance-covariance structure of a set of variables through linear combinations of the specific results. As part of the factor analysis the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was used to analyse suitability of the covariance matrix for the factor analysis. According to Field (2009:647) the patterns of correlation must be relatively compact and clear and reliable factors should be extracted from that. Saayman, Rossouw and Saayman (2012:444) state that all statements with a loading above 0.3 were considered as enhancing a factor whereas all the statements with a factor loading less than 0.3 did not correlate with the specific factor. The purpose of the factor analysis was to identify various categories into which the statements could be grouped and in total eleven factors were discovered. The groupings that the statements were subjected to are the following:

F1: Social and economic opportunities
F2: Relocation and removals
F3: Improvements
F4: Neglect
F5: Improved image
F6: Improved business
F7: Negative impacts
F8: Park knowledge
F9: Lack of control
F10: Management of wildlife
F11: Use of natural resources

Furthermore the items that were cross-loaded on two factors with a factor loading greater than 03 was categorised in the factor that enhanced its interpretability. In addition to the above, a reliability coefficient (Cronbach's alpha) was introduced to estimate the internal consistency of each of the applied factors. Cronbach's alpha is being used in SPSS in order to measure how closely related a set of items are as a factor (Santos, 1999). Eleven factors were extracted (accounting for 71% of total variance) and factor labels determined, while 65.4% of the variance was explained through the factor analysis.

The mean values of each factor refer to the mean score of each factor on the scale of 1 to 5 where 1 represents totally disagree and 5 represents totally agree. Based on the results, factor 6: Improved business received the highest score with 3.90, followed by factor 5: Improved image (3.80) and factor 1: Social and economic opportunities (3.62). Factor 4: Neglect received the lowest mean score (2.59). Six of the factors namely social and economic opportunities, relocation and removals, improvements, neglect, improved image and improved business had high reliability coefficients ranging from 0.68 to 0.81. According to Field (2006:793) the purpose of reliability coefficients are to test the consistency of the data when measured by another researcher or are subjected to different circumstances.

By analysing the data in Table 6.9 it is clear that the mean values of the three factors with the highest scores, namely improved business, improved image and social and economic opportunities form part of the economic character of an area and is part of the marketing domain. As such these factors can all be linked to benefits that have a direct positive impact on the community. From this information the researcher can conclude that the community acknowledge the importance of the TMNP in their daily existence in terms of its economic and marketing role. It is clear that the community realise their economic dependence on the TMNP.

Factor 9: lack of control and factor 7: negative impacts had the lowest reliability coefficients with 0.12 and 0.20 respectively. The researcher concludes that the reason for the low scores can be due to the communities surrounding the park which range from extremely poor to very rich (cf 4.3 and cf 5.3.1.1). Based on their outlook on life the more affluent communities rated some aspects as positive where the same aspects being rated negatively by the poor communities. An example that can be highlighted here is the contribution of the Park in terms of an increase of property prices (cf chapter 2) where the more affluent communities interpret it as an increase in the value of their property and the poorer communities realise they cannot afford to buy property in that same area. Interesting to note is factor 8: park knowledge with the fourth-highest mean value at 3.42, which indicates that the surrounding communities accept the fact that the Park plays a role in educating them in different aspects relating to the Park.

Negative statements can be classified under social factors with Factor 10: management of wildlife received the third lowest mean value (2.88) which is also interesting in terms of the problems that the surrounding communities and the TMNP are experiencing with baboons in the suburban areas as well as in the National Park itself. Factor 4: neglect (2.59) and factor 9: lack of control is also subjected to this category. Taken from the factor analysis it is clear that the respondents do not agree with the statements made and from this it can be derived that park management is taking care of the problems and that the community might be satisfied with the efforts from management. This information correlates well with Table 2.7: Uses of nature in a variety of ways at TMNP (cf 2.8) where it is clear that there are quite a few different programmes being run by TMNP management which indicates the importance of conservation for management but also the involvement of the community. Examples include, People and conservation programme; Expanded public works programme; Friends groups, Friends of Cape of Good Hope, Friends of Silvermine, Friends of Vlakkenberg, Friends of Tokai, Friends of Lions Head, Volunteer groups, Table Mountain Honorary Rangers, Cape Point Volunteers, Boulders Volunteers, People's Trail Volunteer Guides, Volunteer Rangers.

Cause for concern is reflected in the results for the following two factors namely, factor 2: relocation and removals (3.07) and factor 7: negative impacts (3.38). Factor 2: relocation and removals refer to the TMNP as being insensitive towards the communities by relocating them for conservation purposes as well as the removal of alien species. It is necessary to indicate here that the TMNP has an alien clearing section that concentrates quite extensively on scientific research and runs a Forest rehabilitation programme where they focus on seed collection; weed control; gap management and medicinal herb garden (cf 2.8). From this it can be deduced that the TMNP has the necessary plans in place but they need to share the information with the community as the latter may not be aware of the programmes and that might lead to their negative attitude. From the literature review in Chapter 2 it is clear that relocation of communities do need to be addressed in order to get the positive input from them. According to Cunningham and Cunningham (2004:142) areas chosen for nature conservation are often in traditional areas where the indigenous people cannot simply be ordered out. Finding ways to integrate human needs with those of wildlife is essential for local acceptance of conservation goals in many countries.

Todaro and Smith (2006:470) state that communities can inadvertently destroy or exhaust the resources on which they depend for survival. This can either happen because of ignorance or because of economic necessity. This means that conservation cannot function without involvement of surrounding communities, local stakeholders and other interested and affected parties. According to Whelan (1991:9) a major shortcoming of the development of natural resources is that local communities are not participating in the planning process or even the implementation thereof and are forced from the lands where they used to live traditionally. Reid *et al.* (2004) agree with this statement and furthermore suggest that the only way in which to gain access to wildlife and traditional subsistence resources is through illegal actions. According to Robinson (1993:48) the difference can be made if communities are encouraged to actively participate in the management of their local park and raise issues affecting their lives and the environment. Boynton (2009:120) explains that the minimal economic impact of tourism on local communities has led the people of the community to see the animals as competitors for the land that they need to utilize and therefore might not be interested in conserving the area. The changing lifestyles of rural communities also threaten the existence of natural areas. When the only way to obtain a meal is to poach animals or cut down trees to make souvenirs, the protected area is going to deteriorate. If conservation of the environment is important, the local communities must be provided with alternatives to destruction (Whelan, 1991:3). Kelkit *et al*. (2010:562) furthermore explain that the benefits of tourism to protected areas is not a solution for the existing problems between the complex human expectations and the resources on which they depend for their survival, unless there is effective management practices in place.

Factor 7: negative impacts reflect the attitude of the community regarding crime that has increased. Furthermore it shows that the number of people and the prices of goods and services in the area have increased significantly (cf 2.7.2 and cf 3.4.8). During peak season an increase in prices can be experienced because of the presence of tourists in a tourist destination region. These increases can occur if there is an increase in pressure for the need of local services at a specific destination (Mason, 2008:46). In general tourists can afford to pay higher prices, and are more willing to pay higher prices than they would normally pay back home. Retailers increase their prices because of the buying power from the tourists which

leads to the local community moving away from that area to continue with their daily shopping in a less tourist related environment. Crime is another negative factor that plays a role in tourism development. The mere presence of tourists wandering about with valuable articles and plenty of money to spend, attract the attention of criminals and can increase stealing and drug abuse. Taken from this it is important for management to ensure that they communicate their policies and strategies implemented to gain the input from the community. Research done at other national parks (Oberholzer *et al.,* 2009; Saayman & Saayman, 2006; Saayman & Saayman, 2010; Saayman, Saayman, Rossouw & Saayman, 2012; Saayman & Ferreira, 2009) did not include an analysis on social constructs therefore a comparison cannot be made between the different parks. It is however interesting to note that in the previous research the communities were positive towards the presences of the national parks and this is the first study to indicate that crime has increased. This occurrence might be because of the fact that the TMNP is primarily an open access park with only four managed pay points; Cape of Good Hope, Boulders, Oudekraal and Silvermines. At the same time the Park is an enormous area of reserved parkland in a built up city, with communities surrounding the national park conservation areas.

6.6 DATA ANALYSIS: ECONOMIC IMPACT BY MEANS OF MULTIPLIERS

An economic analysis is necessary in order to define the economic structure and interdependencies of different sectors of the economy (Stynes, 1999). A Social Accounting Matrix (SAM) was used to determine the economic impact by means of multipliers calculated for the Western Cape region. In order to continue with the calculations the visitor data was captured in Excel and divided according to the country of origin of visitors and the different entrances to TMNP (cf 1.5.2; cf 5.2) (Saayman, Saayman & Rossouw, 2012:443). From the results three categories of visitors were identified namely visitors from the Western Cape, secondly visitors from South Africa and lastly international visitors. According to Saayman, Saayman and du Plessis (2005) and Saayman, Rossouw and Saayman (2012) a more accurate value of spending can be determined if the respondents are categorised according to groups. Even though it is often argued that spending by locals should not be included in an economic analysis as it is money that already forms part of the

Province's money or expenditure there can be exemptions as indicated by Crompton (2006); Saayman, Rossouw and Saayman (2012); Stynes (1997) and Stynes (1999). Derived from the aforementioned authors local spending can be included if firstly, the existence of the Park influenced the community to stay at home instead of travelling to a different region and secondly, when the size and nature of the economic impact of the Park on the local economy is being measured. As the purpose of this study is to develop a socio-economic driven business model it is necessary to include the spending of the local visitors. In order to determine the economic impacts of tourism an estimate of visitor spending must be considered. Expenditure information from visitors can be gathered by making use of the responses from the questionnaires. In order to determine spending per person it is important to determine the size of the visitor groups. Derived from the survey it can be concluded that Western Cape visitors travel in visitor groups of 4.55, with visitors from the rest of South Africa travelling visitor groups of 3.67 and lastly international visitors travelling in groups of 3.61. The extent of spending for each category was therefore divided by the number of visitors in the group in order to acquire the worth of spending per visitor.

For the year ending March 2010, 673 356 visitors undertook trips to the TMNP at the three different pay points where the survey was completed. Based on the percentage distribution of the survey, 110 272 visitors were locals from the Western Cape, 145 517 were visitors from the rest of South Africa, and 408 568 were international visitors. The total spending of visitors from different regions can be obtained by multiplying the number of visitors with the spending per visitor to TMNP. Table 6.11 provides an overview of visitor spending according to origin.

Table 6.11: Total spending of visitors according to origin (in ZAR millions, 2006 prices)

Spending item	Western Cape	Rest of SA	International	Total visitor spending
Entrance fee	8.635	23.827	26.318	58.780
Restaurants	3.584	8.563	11.564	23.711
Food	1.040	4.653	7.321	13.014
Beverages	1.387	4.295	3.812	9.495
Transport to park	1.066	2.953	11.330	15.349
Activities	0.000	2.339	11.008	13.348
Souvenirs	0.379	2.629	1.820	4.829
Total	16.092	49.260	73.174	138.526

(Analysis done by Prof. R. Rossouw)

Table 6.11 reflects the different categories of activity sectors where expenditure incurred. The Western Cape economy benefits with total direct spending that happens to calculates to ZAR138.5 million, whereby ZAR16.1 million is the result of spending by the local community and ZAR49.3 million by visitors from the rest of South Africa and ZAR 73.2 million by the international tourist market.

6.6.1 Multiplier analysis results

Economic studies increase the understanding of the magnitude of the tourism industry and its linkages to other sectors of the economy. Such understandings can assist in identifying potential partners for the tourism industry as well as in targeting industries as part of regional economic development strategies. Issues such as economic growth, stability, and seasonality may be addressed as part of these studies. Economic impact analyses are commonly used to assess the relative value of possible alternatives. The results of the multiplier analysis are interpreted by determining the influence of spending by visitors to the TMNP on production in the Western Cape, on household incomes and on job creation in the Province. Any economic activities that take place in the local economy lead to a flow of money that enhances additional economic activities. Each sector in the economy contributes to the total production of a region. Table 6.12 and table 6.13 reflect a summary of the increase in production due to an increase in spending.

Table 6.12: Direct, indirect and induced impact of spending on production (in ZAR millions, 2006 prices)

Sector	Western Cape		Rest of SA		International	
	Direct and indirect	Induced	Direct and Indirect	Induced	Direct and Indirect	Induced
Agriculture	0.037	0.009	0.098	0.022	0.139	0.031
Mining	0.005	0.002	0.016	0.005	0.028	0.009
Manufacturing	1.507	0.329	4.383	0.968	6.699	1.467
Electricity and water	0.077	0.020	0.217	0.055	0.361	0.092
Construction	0.058	0.010	0.178	0.032	0.258	0.046
Trade and accommodation	8.385	2.262	25.899	7.061	34.337	9.346
Transport and communication	2.947	0.688	8.941	2.090	18.748	4.353

Financial and business services	12.302	3.348	37.502	10.200	54.499	14.821
Community services	0.273	0.093	0.828	0.283	1.311	0.447
TOTAL (in ZAR million)	25.592	6.761	78.061	20.717	116.380	30.611

(Analysis done by Prof. R. Rossouw)

An economic analysis can be used to shed light on the economic structure and interdependencies of different sectors of the economy in a given region or province. Linkages between the different sectors can also be determined and through this practice it can assist in identifying potential partners for the tourism industry as well as in targeting industries as part of regional economic development strategies.

The total economic impact of tourism is based on the overall direct, indirect, and induced effects within a region. Distinctions can be made between direct, indirect, and induced economic effects (Weaver & Lawton, 2010).. Direct effects are production changes associated with the immediate effects of changes in tourism expenditures. For example, an increase in the number of tourists staying overnight in hotels would directly yield increased sales in the hotel sector. The additional hotel sales and associated changes in hotel payments for wages and salaries, taxes, and supplies and services are direct effects of the tourist spending (Beech & Chadwick, 2006). Indirect effects are the production changes resulting from various rounds of re-spending of the hotel industry's receipts in industries supplying products and services to hotels. Induced effects are the changes in economic activity resulting from an income directly or indirectly earned through tourism spending and economic activities. This clearly indicates that indirect and induced spending patterns can influence every possible sector in the specific economy (Cooper *et al.,* 2008:130). Leakages can be reduced if more of the tourism income can be kept within the economy of that area.

Based on the three categories of regions that were determined, a breakdown of the direct, indirect and induced impacts on production of visitor spending due to the activity at the TMNP are represented in Table 6.12. A basic sector aggregation as classified by the South African Reserve Bank and Statistics South Africa has been applied. Reason for this application is to ensure that interpretation can be done relatively easily. International visitors are responsible for the majority of direct and indirect spending that takes place and this correlates with the fact that they form the

majority of visitors at TMNP. The following sectors, financial and business services, trade and accommodation, and transport and communication, can be regarded as tourism-related sectors. Figure 6.9 reflects the different sectors that are impacted by tourism related activities. Tourism activities taking place at TMNP benefit these sectors of the Western Cape economy. Noteworthy here is the fact that through backward linkages, the indirect and induced effects on manufacturing as well as community and personal services will experience growth and will be impacted. Four broad linkages opportunities that can be distinguished in an economy is as follows: Employment (e.g. employment conditions, wages, in-house training); sourcing and procurement linkages with local suppliers (in particular SMMEs); SMME development and support to the informal sector; and other types of partnerships (cf 2.7.6).

Table 6.13 reflect the total impact of visitors to TMNP. The contribution of the Park to production in the Province are more than ZAR278 million. Even if the spending from the visitors of the Western Cape are not calculated or not taken into consideration the value of TMNP still accumulates to ZAR245.77 million. Construction and the financial and business sectors of the provincial economy benefit from the local spending even if it is the lowest contributor to an increase in production in the province. The majority of contribution to an increase in production is from the rest of South Africa as well as the international visitors to the TMNP. From Table 6.13 it can be concluded that due to visitors to TMNP the most advantages fall in the following sectors namely, financial and business services (47.7%); trade and accommodation (31.4%), transport and communication (13.587%), manufacturing (5.5%) and community and personal services (1.2%).

Through an increase in tourism activity in the TMNP an increase in household income will also be experienced through employee remuneration. Seasonality in the tourism industry also plays a definite role here as many households receive an additional income during peak season (cf 2.7.5). Growth in spending will result in growth in production that will influence household incomes. The impact of the TMNP on household income can be assessed by analysing the resulting income multipliers acquired from the Western Cape SAM. Economic activity in the Western Cape is reflected in relation to each segment since the income effect is seen as more

realistic in evaluating the increase in economic activity due to the Park. Taking the information in Table 6.13 into account it can be roughly calculated that the TMNP contributed almost ZAR133.3 million in income to households in the Western Cape.

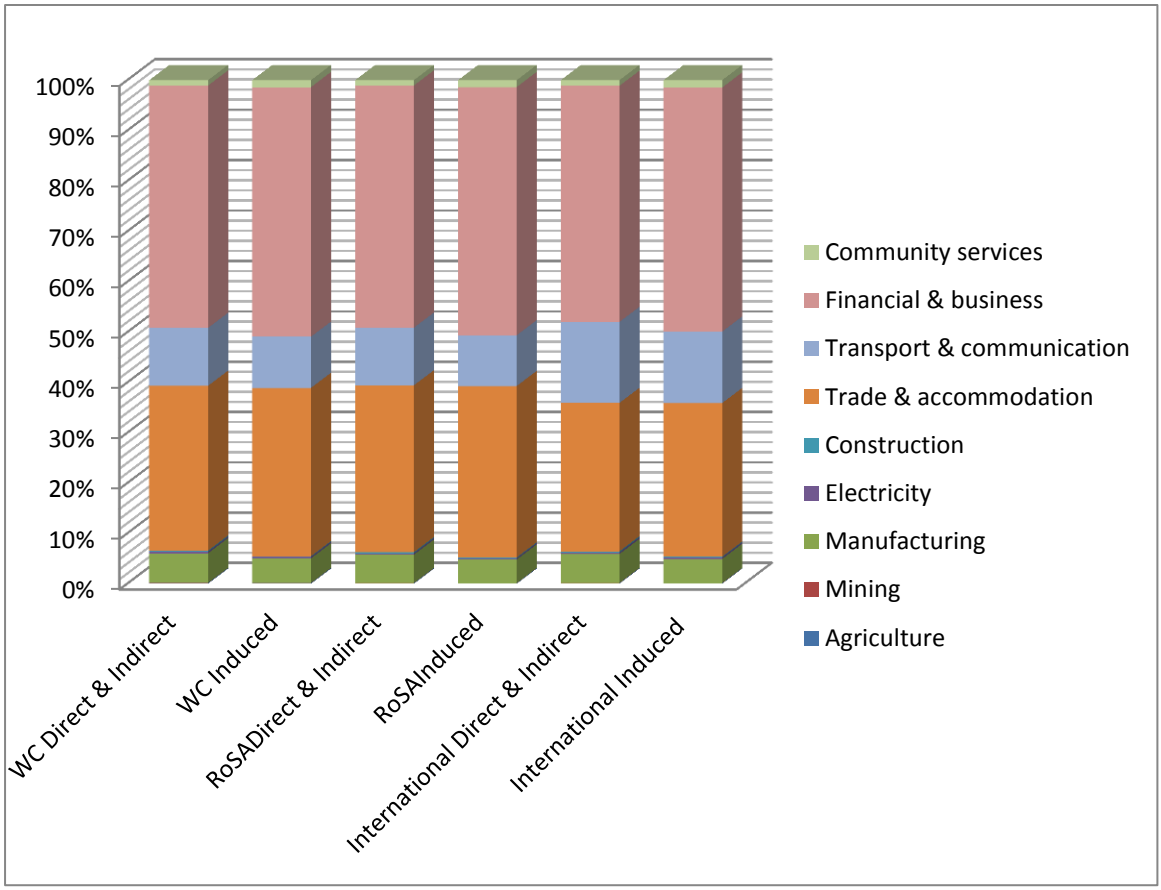

Figure 6.9: Visitors' expenditure in the region per activity sector
(Analysis done by Prof. R. Rossouw)

When comparing the production effect (ZAR278 million) with the income effect (ZAR133 million) it is clear that the impact from income multipliers is far less than production multipliers. This further enhances the issue raised in the literature that an unreliable positive image is linked to the economic impact of tourism activity in the Park if the only focus is on the production effect of a spending stimulus.

Table 6.13: Total impact of the TMNP on production (in ZAR millions, 2006 prices)

Sector	Western Cape	Rest of RSA	Inter-national	Total	Percentage
Agriculture	0.046	0.120	0.171	0.336	0.12%
Mining	0.007	0.021	0.037	0.065	0.02%
Manufacturing	1.836	5.350	8.166	15.352	5.52%
Electricity & water	0.097	0.273	0.453	0.822	0.30%
Construction	0.069	0.209	0.304	0.582	0.21%
Trade & accommodation	10.648	32.960	43.683	87.290	31.39%
Transport & communication	3.636	11.031	23.101	37.768	13.58%
Financial & business services	15.649	47.702	69.320	132.671	47.70%
Community services	0.366	1.111	1.758	3.235	1.16%
Total	32.353	98.778	146.992	278.123	100.00%

(Analysis done by Prof. R. Rossouw)

Table 6.14: Total impact of the TMNP on income (in ZAR millions, 2006 prices)

Sector	Western Cape	Rest of RSA	Inter-national	Total	Percentage
Agriculture	0.069	0.055	0.028	0.152	0.11%
Mining	0.027	0.006	0.007	0.040	0.03%
Manufacturing	2.480	2.450	1.241	6.171	4.63%
Electricity & water	0.197	0.099	0.075	0.371	0.28%
Construction	0.051	0.110	0.040	0.201	0.15%
Trade & accommodation	20.702	13.144	8.417	42.263	31.07%
Transport & communication	7.438	6.423	3.221	17.082	12.81%
Financial & business services	32.125	20.512	12.843	65.480	49.12%
Community services	0.693	0.482	0.370	1.544	1.16%
Total	63.782	43.282	26.243	133.307	100.00%

(Analysis done by Prof. R. Rossouw)

It is important to take note here of the effect of poverty alleviation in the province which is a direct cause of the Park on the earnings of low-income households. In 1999 a total number of 412 jobs were sustained compared to a growth to 1113 jobs that was calculated for 2006. Two broad types of employment can be distinguished in the Park. The first type are the direct jobs within the Park that is created as a direct result of the operation of the Park as well as projects carried out in the Park and are specific to Cape Town. The second type of employment is the so-called indirect jobs that are the result of the multiplier effects associated with spending at the Park. They are not confined to Cape Town and can occur elsewhere in the country. The total number of jobs that were created is based on full-time, fixed-term and contract employment (cf 2.6.2). Income categories P1 to P5 are considered as low-income with a resulting ZAR24 000 or less per year. The total impact of the TMNP on household income is reflected in Table 6.15.

Table 6.15: Total impact of the TMNP on household income (in ZAR millions, 2006 prices)

Sector		Indirect and Induced Impacts			
	Total impact	Low-income households	Other households	Total households	Percentage
Agriculture	0.366	0.01	0.11	0.12	0.1%
Mining	0.065	0.00	0.02	0.03	0.0%
Manufacturing	15.352	0.31	5.44	5.74	4.8%
Electricity & water	0.822	0.02	0.28	0.30	0.2%
Construction	0.582	0.01	0.20	0.21	0.2%
Trade & accommodation	87.290	1.82	35.21	37.04	30.8%
Transport & communication	37.768	0.62	15.32	15.94	13.2%
Financial & business services	132.671	1.97	57.30	59.27	49.2%
Community services	3.235	0.11	1.68	1.78	1.5%
Total	278.123	4.86	115.57	120.43	100.00%

(Analysis done by Prof. R. Rossouw)

From Table 6.12 to Table 6.15 it is evident that an income of almost ZAR120.43 million was generated because of TMNP. Low-income households received more or

less 4% of this the total income. A major increase in income happened to the labourers in the trade and accommodation sector. Secondly, the manufacturing and other tourism-related service sectors experienced an increase as well. These sectors include the transport and communication, and business and financial sectors of the economy. Noteworthy is the fact that even if visitors to the Western Cape were not included in the analyses, the total impact on income will still be far higher than ZAR117 million.

The creation of employment opportunities is a major relevant reason for communities to promote its tourism sector (Beech & Chadwick, 2006:329; Cooper, 2012:66; Page & Hall, 2003:195; Mason, 2003:35; Cooper *et al.,* 2008:129; Burton, 1995:129) (cf 2.6.2). An increase in production cannot be experienced if there is not a surge in production. Data to determine the increase in employment opportunities were obtained from the Western Cape SAM as well as the different activity sectors of South Africa in 2006. The data is based on a number of employment opportunities created per activity sector as well as the labour force per province in relation to business volume and jobs per activity sector.

Results from Table 6.16 clearly reflect the employment opportunities that can be linked to TMNP. In addition to people that are directly employed by TMNP a further 871 jobs depend on the existence of TMNP and tourism. The majority of these jobs (491) can be found in the trade and accommodation sector with financial and business services (260) following in second place. The only sector that does not benefit from employment in the tourism industry is the mining sector. The manufacturing, transport and communication and community services also have an impact on employment however not as impressive as the tourism related sectors.

Table 6.16: Total impact of spending on employment

Sector	Total impact	Labour multiplier	Number of jobs	Percentage (total)
Agriculture	0.336	20.93	7	0.8%
Mining	0.065	4.82	0	0.0%
Manufacturing	15.352	3.63	55	6.3%
Electricity & water	0.822	4.91	2	0.2%
Construction	0.582	11.26	3	0.4%
Trade & accommodation	87.290	11.12	491	56.4%

Transport & communication	37.768	1.67	36	4.2%
Financial & business services	132.671	5.89	260	29.8%
Community services	3.235	15.54	17	1.9%
Total	278.123		871	100%

(Analysis done by Prof. R. Rossouw)

6.7 CONCLUSION

In this chapter, the quantitative data obtained through the literature analysis and the questionnaires were documented, analysed and interpreted. After the interpretation of each of the three sets of data, the researcher alluded to preliminary conclusions. These served as summaries revealing the most prominent interpretations of each set of data. In the chapter to follow, an overview of the study will be provided, the most important findings will be highlighted and recommendations, based on the findings, will be made.

CHAPTER SEVEN
CONCLUSIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

The primary aim of this chapter is to draw conclusions and make recommendations from findings encountered in this study. Furthermore it needs to highlight the contribution of this particular study. The primary objective of the study was to develop a socio-economic driven business model for an urban national park namely Table Mountain National Park. To achieve this aim, the following secondary questions were outlined in Chapter 1 namely,

- What is the economic impact of TMNP?
- What is the social impact of Table Mountain on the surrounding communities?
- How can the impacts be managed to benefit both community and tourism industry?
- How can a socio-economic business model make a difference in the management of TMNP?
- How will the socio-economic results of a park such as TMNP or urban park differ from other national parks? This leads to the main research problem of developing a socio-economic driven business model for TMNP based on findings and results.

The secondary questions were achieved as discussed in their respective chapters. Main sectors that will be addressed in this chapter are firstly, the major contributions of this study and secondly, conclusions that can be drawn from both the literature review and the empirical research. Finally, a socio-economic driven business model will be developed for management of TMNP. This model can assist or highlight areas for future research at national parks.

7.2 SYNTHESIS OF THE STUDY

In this study entitled “Socio-economic driven business model for managing an urban National ark” an integrated analysis was conducted to determine the main issues affecting the social and economic impacts of TMNP. This assessment included a comprehensive literature study and an empirical study involving visitors to TMNP as well as the surrounding communities including, Fish Hoek, Kommetjie, Camps Bay, Simon’s Town, Hout Bay, Table Mountain and Cape Point. Although these areas belong to the same larger geographic area and are characterised by rich and poor living conditions, the inhabitants are diverse in the sense that they speak several different South African languages (English, Afrikaans, isiZulu, isiXhosa, SeSotho, SeTswana and others), each with its own cultural identity.

From the literature study it was concluded that TMNP is a unique national park in the sense that it faces numerous challenges unique to the Park and its surrounding area. The literature review revealed that management plans and management frameworks have been formulated within SANParks based on the South African conservation scenario as well as international conservation organisations. Given the context in which the international organisations operate it can be successfully implemented in other scenarios but not necessarily in the South African context. Strategic adaptive management as a management approach is the method used by SANParks as it can be effectively implemented in an ecological context. However research based on the effective implementation of this strategy has been minimal. Concluded from the literature review the management of SANParks rests on three management goals namely, conservation management, tourism management and constituency building. The literature review focused on the economic impact (tourism management) and the social impact (constituency building).

After a literature analysis, surveys were completed in the community as well as at Table Mountain National Park which consists of Cape Point, Table Mountain and Boulders (Seal Island), to interpret the results in terms of implications for socio-economic and conservation intervention to maximize benefits. From the literature analysis it became clear that a management model specific for TMNP is required. Several factors can be the reason for this, ranging from the fact that it is a world heritage site, has numerous stakeholders, is an urban park as well as a marine park,

and it is one of the Seven Wonders of the World. Pressure from communities to be involved in the Park operations model necessitated research based on a socio-economic approach. As a conservation entity the TMNP fulfils its conservation role but there are certain gaps in reaching the community and managing the tourism related sector as well. Management gaps of this nature can influence the operation of the Park and have a definite impact on different management sectors. This prompted a study to develop a socio-economic driven business model for an urban national park. At the same time it can contribute to existing literature available on urban parks. In order to develop this model the study had to discriminate between the different goals of national parks to determine what gaps exist currently in the social and economic sectors and what the impact of TMNP can be on the economy and community of the Western Cape. This business model is envisioned to provide TMNP management and SANParks with a foundation of research and management guidelines for the effective management of the social and economic sectors. Based on this model further development can take place or areas of research can be identified into business models for different types of national parks within SANParks and protected areas (cf 4.2).

In order to achieve the primary objective, six secondary objectives were met, namely:

To ensure that the goal of the study is effectively reached, the following objectives were addressed:

Objective 1: To conduct a literature review on the economic impact of tourism in a National Park (Chapter 2).

The first secondary objective was to conduct a literature review on the economic impact of tourism development in a National Park with special reference to urban parks. The purpose of a literature review is to analyse available literature on a specific topic and provide a framework on which later research can be based. This was achieved in Chapter 2 of the study. Therefore the chapter began by discussing the economic characteristics of the tourism industry as well as the supply and demand of tourism. Thereafter the factors influencing various methods used in measuring the economic impact of tourism were reviewed. Thirdly, the economic impact in general was discussed (both positive and negative). Lastly, values were

assigned to biodiversity to explain the importance and role of tourism in national parks. The research identified economic impacts caused by tourism in South African National Parks and assessed the different values of the park to the community of Cape Town. The literature review was further used to relate this specific study to previous research that has been done and to indicate areas of further research.

Objective 2: To conduct a literature review on the social impact of tourism development on the communities surrounding a National Park in order to assist with the development of a socio-economic driven business model (Chapter 3).

The second secondary objective was to conduct a literature review on the social impact of tourism development on the communities surrounding a national park and especially urban parks. This goal was achieved in Chapter 3. The purpose of a literature review is to determine gaps that exist in the literature but also to supply reliable information to develop a problem statement. Social impacts were identified that had a positive as well as a negative influence on tourists' experience. The purpose of the study was to determine the socio-economic impact of the Park on the community and through the questionnaires used; specific social impacts were identified that play a major role specifically at TMNP. Two surveys were completed simultaneously at different entrance points to the Park as well as in the surrounding communities of the TMNP. Both affluent and poor communities form part of the direct neighbouring communities and it was important to get the opinions from different respondents to be able to assess and make reliable interpretations of the social value of the Park.

Objective 3: To determine the management characteristics of TMNP (Chapter 4).

The third objective was aimed at the Table Mountain National Park itself. This objective was achieved in the final literature chapter, Chapter 4 of this study. An overview of the Park was provided and included different components. These components were discussed under headings such as the economic value of TMNP, the location and certain unique management characteristics of the park. The chapter concluded with a discussion of the major challenges facing the Park such as the Park's World Heritage Site status, its status as one of the Seven Wonders of the

World, being an urban and a marine park simultaneously, and being an internationally recognized tourism icon.

Objective 4: To identify the guidelines for the development of a socio-economic driven business model in TMNP by means of a questionnaire (Chapter 5).

The fourth objective was met through an overview of the empirical study in Chapter 5 of this thesis. Since the secondary questions required an investigation of an empirical nature, this chapter concentrated on the procedures followed in order to complete the empirical research relevant to the purpose of the study. The chapter focused on the following: research design, population and sampling, methods and instruments of data collection and quality criteria. This was done in order to determine the instruments needed to complete the research process and to ensure that all ethical considerations were adhered to. A quantitative approach was used as a research design and data collection took place at TMNP and in the surrounding communities by making use of questionnaires. Convenience sampling was used.

Objective 5: To assess the community's perception regarding issues facing management at TMNP, to identify gaps in order to assist effective management through questionnaires (Chapter 6).

This objective was met through a description of the results obtained in Chapter 6. This chapter was divided into two main categories, firstly a survey based on a visitor profile to TMNP and secondly a community survey that concentrated on the social impact of TMNP. Survey A: Visitor profile of TMNP was divided into three categories focusing on an analysis of the demographic profile of the respondents, an analysis of the economic impact of the visitors, and lastly it provided a consumer profile regarding TMNP. Survey B: Community survey was divided into three sections as well. The first section concentrated on an analysis of the basic demographic profile of respondents, secondly an analysis of the overall impact of the Park was done, and lastly the survey focused on visitation to TMNP. A data analysis was done pertaining two steps, firstly the social impacts were determined by making use of a factor analysis and secondly, the economic impacts were determined by means of multipliers calculated from a Social Accounting Matrix (SAM) for the Western Cape.

Objective 6: To make recommendations and draw conclusions regarding the development of a business model for TMNP (Chapter 7).

The sixth objective was to make recommendations and draw conclusions regarding the development of a socio-economic management model for National Parks with specific reference to TMNP. This chapter will conclude with the findings of the research and will use research results from chapters 2 - 4 to make recommendations concerning future research and effective management of urban national parks. This objective is covered in Chapter 7 of this particular thesis.

7.3 MAIN CONTRIBUTIONS OF THE RESEARCH

The main contributions of this study:

- By doing a critical assessment of literature based on national parks and protected areas regarding their social and economic impacts, this study contributed by providing a theoretical basis for the future development of socio-economic business driven models for parks and protected areas.
- Table Mountain National Park is complexed with distinct characteristics and a unique set of management challenges. This study is the first to analyse such a complex park within its surrounding.
- This study is the first to analyse the many challenges facing TMNP, namely a park in an urban area, it has specific management issues, World Heritage Site status as well as one of the seven natural wonders of the world status, a marine park, from a multi- stakeholder perspective, as well as being located in one of the top touristic cities in the world. As a result this study proved that tourism management and constituency building programmes should be park specific and not generic in nature as each park differs in location, topography, climate, fauna and flora and cultural significance to that specific area.
- This study is the first study to analyse the role of tourism in a World Heritage Site inside an urban park in South Africa. The study reflects the intricacies between the management of a World Heritage Site, one of the seven natural wonders of the world and an urban national park. It clearly indicates different management strategies are needed because there are numerous factors involved.

- This study determines the economic importance and social relevance of a national park to the surrounding community as well as the province in which the national park is situated.

7.4 CONCLUSIONS

The final objective of this study, objective 6 was to make recommendations and draw conclusions regarding the development of a business model for TMNP. The business model will focus on two of the three management goals of SANParks namely tourism and community upliftment. The structure of the model will consist of three phases, firstly the input phase, secondly the processes taking place and lastly the output phase. Figure 7.1 details the proposed business driven model for TMNP. The three management goals of SANParks namely biodiversity conservation, tourism management and constituency building are the three cornerstones of sustainability and need to be addressed. As a conservation authority SANParks is already taking care of one of the management goals at the TMNP, namely biodiversity conservation. Through tourism management the economic impact of the Park can be addressed. The social impact of the Park strengthens the constituency building goal of SANParks. There is not a business model for a national park available even though SANParks already follows an adaptive strategic management framework. This method involves a process of learning through trial and error and need to adapt constantly. It is important to take into consideration that all stakeholders should be involved in this management process. The proposed model starts with the external and internal factors TMNP are subjected to. External factors that need to be addressed comprise elements that are unique to TMNP such as the Park's status as a World Heritage Site, being inscribed as one of the seven natural wonders of the World and it is an urban park as well as a marine park (cf 4.4). Internal factors that have an influence on the operations of the Park are management forces such as legislation, the market environment, and an extensive range of stakeholders and SANParks management frameworks (cf 4.2 and cf 4.3). The management framework at TMNP starts with an adaptive planning process containing the vision and objectives of the Park as set out in section 4.2. Adaptive implementation of tourism management and constituency building is necessary in order for the business driven model to be effective (cf 1.6.5). Adaptive evaluation

can take place if the objectives concluded during adaptive planning are being implemented. This study revealed the following economic factors that play a role in the management of the Park namely, social and economic opportunities; improvements; improved image; and improved business. Community or social factors that play a role are relocation and removals; neglect; negative impacts; park knowledge; lack of control; management of wildlife; and the use of natural resources.

Through adaptive management continuous feedback can be given to ensure effective park operations by means of a business model that focuses on sustainable tourism management and sustainable constituency building. Through sustainable tourism management the focus will be on economic integrity and positive economic impacts on the community and the Park whereas sustainable constituency building will focus on social integrity and community involvement.

The conclusions of the study will be portrayed in two parts. Conclusions from the literature study, chapters 2 – 4, will be displayed and secondly the empirical results will be discussed.

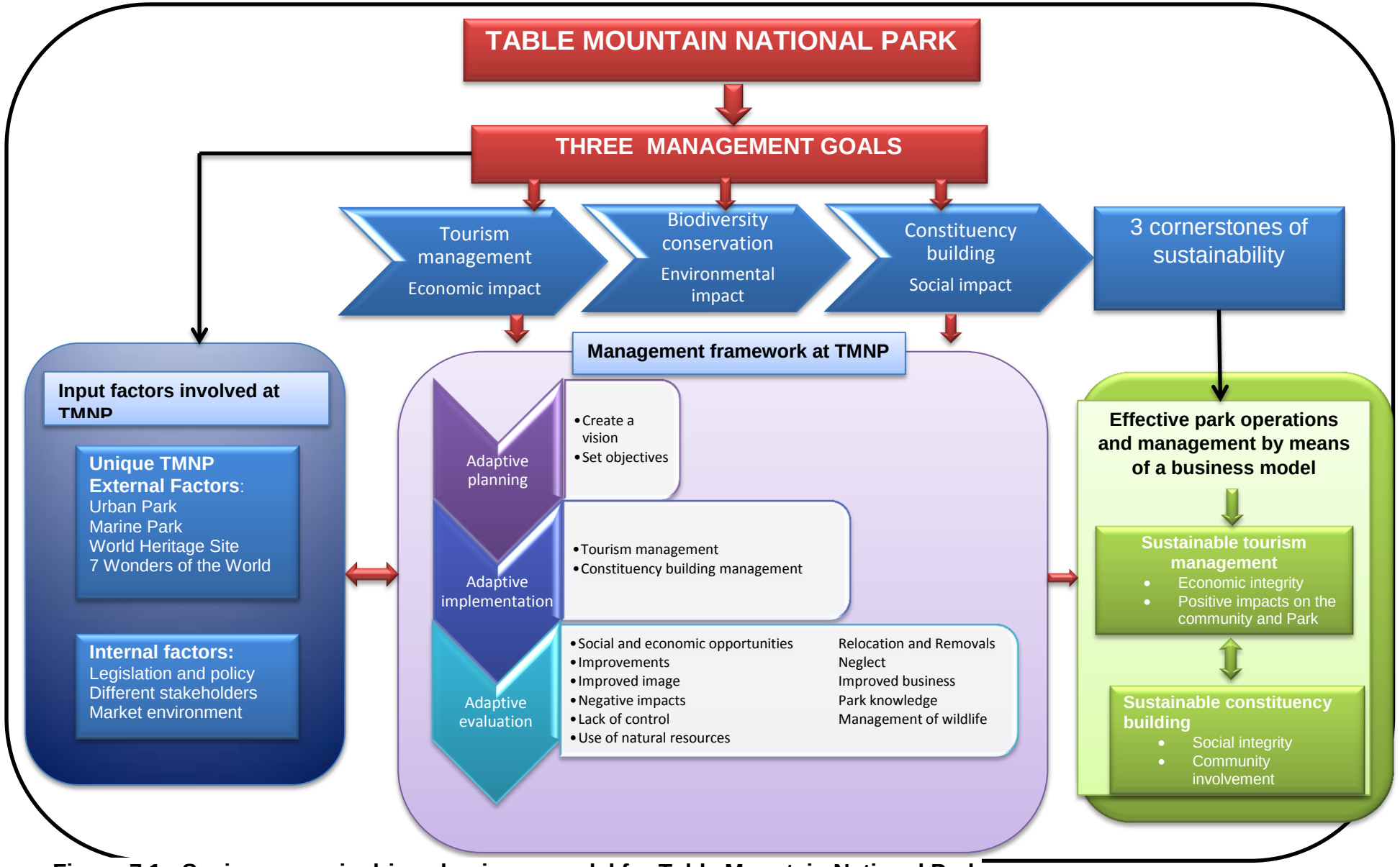

Figure 7.1: Socio economic driven business model for Table Mountain National Park

7.4.1 Conclusions from the literature review

The conclusions from the literature review will be presented according to the different literature chapters taking the different objectives into consideration.

7.4.1.1 Conclusions from literature related to an overview of the economic impact of tourism

The following conclusions can be reached, compiled from the literature study:

- One of the most important considerations for countries to become involved in tourism development refers to the economic benefits that can be gained from development (cf 1.2; cf 2.1).
- The tourism industry differs from the traditional industrial sectors and displays different characteristics (cf 2.2) with the following as the main differences:
  - ❖ Consumers of a tourism product are being brought to the product (cf 2.2).
  - ❖ Both tourists and the local communities can make use of the same products and services (cf 2.2).
  - ❖ Supporting products and services are needed in order to ensure the effectiveness of a tourism product (cf 2.2).
  - ❖ The tourism industry is subjected to external influences such as natural disasters, currency fluctuations, political barriers, crime and tourist motivations to travel (cf 2.2; cf 6.6.4).
- National parks play an important role in the flow of money in an area (cf 2.2).
- Supply and demand is an important component of tourism development (cf 2.3).
- TMNP can be regarded as a supply component but at the same time it creates its own market demand when the number of local and international visitors and their reasons for visiting is taken into account (cf 2.3; cf 6.6.8; cf 6.3.2.4; cf 6.3.2.6).
- Increase in demand can lead to more facilities and services being needed and as such will have an impact on the management of TMNP as well as the communities that need to be able to provide for the increased demand of goods and services (cf 2.3; cf 4.1; cf 6.6.2).
- Different models are involved when determining the economic impact and one model cannot be considered more effective than the next model. Each

economic impact study should be based on the differentiating character of the area or attraction (cf 2.5).

- It is possible to calculate the impact of tourist expenditure on a local economy by making use of multipliers (cf 2.5.1).
- The Input - Output model can be used on the demand side of the tourism industry as it simulates the economic output of the different industries within a given sector (cf 2.5.2).
- Three levels of impact play a role at TMNP. Firstly it is the direct impact, secondly an indirect impact and lastly an induced impact. The level of impact can be manipulated depending on the amount of development within the surrounding community and the extent to which the community can supply in the demand for tourism goods and products (cf 2.5.1).
- A movement away from an Input-Output model towards a Computable General Equilibrium model as a model for analysing the economic impact of tourism was experienced. However it is clear that these models each focus on a different area and that they can complement one another under certain circumstances (cf 2.5.3).
- A Computable General Equilibrium model can be used for a quantitative analysis for an economy and can be applied to particular situations in countries (cf2.5.3).
- A Social Accounting Matrix incorporates both the economic and social data that forms the base of an economy (cf 2.5.4).
- Tourism as an industry can influence almost every possible segment of an economy, ranging from auxiliary services such as banking, telecommunications and medical facilities to tourism specific products such as accommodation and attractions (cf 2.6).
- Several different positive economic impacts of tourism can be experienced in a region or community namely positive exchange earnings, employment opportunities, multiplier effect, contribution to regional development, encouragement of entrepreneurial activities, improvements to the structure and balance of economic activities and contribution to the GDP (cf 2.6).
- As an economic activity it is important to ensure that tourism development diversifies the economy and allows more traditional economic sectors, for

example agriculture, to play a role in the economic climate of the specific region (cf 2.6).

- Tourism development can be successful if it has a direct financial impact on the local community (cf 2.6).
- Foreign exchange is being earned when tourists spend currency from their land of origin at their destination region. The results indicate that 62% of the visitors to TMNP are foreigners and as such they have a definite economic impact on the region as the Western Cape region earns foreign exchange (cf 2.6.1; cf 6.3.2.4; cf 6.3.3).
- The economy grows as a result of tourism development and more direct and indirect employment opportunities are being created through tourism (cf 2.6.2).
- In the period from 1999 to 2006 a total of 1113 direct and indirect jobs (full time, fixed-term and contract work) were created because of the TMNP (cf 2.6.2).
- Small and medium sized enterprises in a community can benefit from tourism development (cf 2.6.3).
- Entrepreneurial activities can be encouraged when tourism development takes place as there can be a need to provide in specific services and goods in a region (cf 2.6.4).
- Depending on the level of diversity and the leakages that occur within an economy, the contribution of tourism to the GDP will fluctuate (cf 2.6.5; cf 2.7.6).
- Through tourism development several negative economic impacts can be experienced as well especially if demand exceeds supply of tourism products and goods (cf 2.7).
- Opportunity costs play a role in tourism development as these determine the next highest value that can be attributed to a resource. Tourism development is not always the only solution to an economic crisis (cf 2.7.1).
- Increase in prices can be experienced during peak periods and when the tourist season expires the local community needs to absorb the higher prices of products and goods (cf 2.7.2).
- Seasonality has a major impact on the South African economy as there are certain periods when people can find temporary employment but when the season is over those employment opportunities cease to exist (cf 2.7.5).

- Carrying capacity of the natural areas can be exceeded as there is an increase in visitors and it can lead to the deterioration of the environment. The same environment that attracted the visitors initially (cf 2.7.5).
- Leakages can be directly linked to a loss in revenue and may occur because of products that need to be imported or infrastructure that needs to be maintained or built (cf 2.7.6).
- Leakages in the tourism industry can also occur when tourists visit a protected area or a natural resource in an underdeveloped country if they purchase a complete holiday package in their country of origin or in a gateway town, and the community thereby hardly gains any benefits from tourists visiting (cf 2.7.6).
- Opportunities can be created through linkages between the tourism industry, the local economy and the leakages that exist within the community (cf 2.7.6).
- Biodiversity to a certain extent determines the social, environmental and economical well-being of a region. In underdeveloped regions the communities can rely on their natural resources to provide for their daily needs. Direct and indirect usage values can be attributed to biodiversity and each value will be influenced in a different way if tourism development takes place (cf 2.8).
- Consumptive use values and production use values form part of the direct usage values that are assigned to biodiversity (cf 2.8)
- Consumptive usage includes harvesting of resources and the clearing of alien plants (cf 2.8.1). Derived from the literature and results of the factor analysis on social statements, Factor 2: relocation and removals, the following conclusion can be made. It became clear that the community refers to the TMNP as being insensitive towards their well-being. In it is necessary to indicate here that the TMNP has an alien clearing section that concentrates quite extensively on scientific research and runs a forest rehabilitation programme where they focus on seed collection; weed control; gap management and medicinal herb garden (cf 2.8). From this it can be deduced that the TMNP has the necessary plans in place but they need to share the knowledge with the community as the latter might not be aware of the programmes and might lead to their negative attitude. From the literature review in Chapter 2 it is clear that relocation of communities does need to be addressed in order to get the positive input from the community. Areas chosen for nature conservation are often in traditional areas where the

indigenous people cannot simply be removed. It is therefore necessary to find ways to integrate human needs with those of wildlife as this is essential for local acceptance of conservation goals in many countries.

- Indirect usage values can be divided into non-consumptive use value, option value, existence value and an educational value component (cf 2.8.2).

To conclude the economic importance of tourism development is of essential value for an area. Several factors influence the economic structure of a region and it is clear that tourism can influence development positively.

7.4.1.2 Conclusions from literature related to the social impact of tourism development

From the literature study the following conclusions can be reached:

- Deducted from chapter two it was clear that economic benefits are important considerations for a region to become involved in tourism development but in chapter three the importance of social benefits are clearly stated (cf 3.1).
- One of the aims of the World Travel and Tourism Council (WTTC) is the emphasis that is being placed on the recognition of the social and cultural values of a community (cf 3.1).
- Communities can be seen as any group of people that share the same geographical space for any part of their daily existence and it can be influenced by regulations and policies that need to be adhered to (cf 3.2).
- The usage of national parks by the local community is an important factor to consider when conservation practices are considered (cf 3.2).
- The community must be informed about any proposed development in order for the project to survive and the industry and community must both benefit (3.2).
- Community development consists of three components, firstly participation, secondly different stakeholders are involved in the planning and decision-making process and lastly realistic and true needs of the community (cf 3.3).
- Different factors have an influence on social impacts and change within the community and the following can be considered important:
    - ❖ Types and numbers of tourists.
    - ❖ Importance of the industry to the region or community.

- ❖ Location and proximity to the natural or cultural attraction.
- ❖ The extent of involvement from the local community.
- ❖ Demographic characteristics.
- ❖ The type of encounter between the host community and the tourists and the culture (cf 3.3.1)

- The social impact of tourism can have both a positive and a negative result on a specific community and appears because of direct or indirect contact between visitors and the local community (cf 3.4).
- There are a large range of negative impacts resulting from tourism development and may include the following:
  - ❖ Declination of morals and norms in the community (cf 3.4.1.1) and an increase in crime or prostitution (cf 3.4.1.8).
  - ❖ Interruption of family structures and gender relationships (cf 3.4.1.2).
  - ❖ Interference with value systems and religions (cf 3.4.1.3).
  - ❖ Commodification where the local culture are converted into an economic object (cf 3.4.1.4).
  - ❖ Staged authenticity for tourism purposes (cf 3.4.1.5).
  - ❖ Standardisation of tourism products to establish a sense of familiarity for tourists (cf 3.4.1.6).
  - ❖ Imitation of tourist behaviour and lifestyles (cf 3.4.1.7).
- Positive social impacts of tourism development on the community can be described under the following:
  - ❖ Renewal of local and cultural pride (cf 3.4.2.1) as well as a revival and conservation of cultural heritage (cf 3.4.2.3).
  - ❖ Promotion of social awareness and peace between people from different cultural backgrounds (cf 3.4.2.2).
  - ❖ Improvements in the standards of living and the provision of shared infrastructure (cf 3.4.2.4; cf 3.4.2.5; cf 6.6.9) (See table 6.18).
- Proper structures for planning and managing of social impacts of tourism development form an integral part of the management of any national park (cf 3.5).

- It might be necessary to find alternative resources for communities to harvest if they have been using a specific geographical location for traditional agricultural practices (cf 3.5; cf 6.6.9).
- Community-based tourism can be clarified under the following four objectives: empowerment and ownership, conservation of resources, social and economic development, and a quality visitor experience (cf 3.6).
- Community-based conservation can allow the surrounding communities to live and function within a specific natural area if they allow for sustainable usage of the environment (cf 3.6).
- Community involvement programmes ran by SANParks are aimed at working with communities through awareness programmes, indigenous nurseries, interpretation of medicinal plant use, forest rehabilitation projects and craft projects (cf 3.6; cf 2.8).

Concluding from the literature in chapter 3 it is evident that the social impacts of tourism development is just as important as the economic benefits that can be gained. Based on sustainable development the needs of the community must be protected but at the same time the environment needs to be conserved and the growing economic needs of the community must be taken into consideration. Different factors play a role in the management of social factors and it is necessary that a proper management framework must be in place to ensure the effective application of a socio-economic model for an urban national park.

7.4.1.3 Conclusions from literature related to the management of National Parks

From chapter four the following conclusions can be drawn:

- National parks can act as main attractors to an area and as such the park can be subjected to an increase in numbers of visitors (cf 4.1).
- Effective management of tourism is necessary in order to ensure that the environmental, ecological and social consequences are taken into consideration (cf 4.1).
- Private game reserves within the Kruger National Park region and Madikwe Game Reserve act as proof that partnerships between public and private ownership can be successful (cf 4.1).

- Management of national parks face a unique managerial challenge in the sense that they need to protect the ecology as well as the community as there is an increase in usage of heritage assets as tourism products. The moment when a cultural or natural asset is converted into a commodity tourists need to be allowed to make use of the specific resource and a proper visitor management structure will be helpful (cf 4.2).
- SANParks is the leading conservation authority in South Africa and is responsible for 19 national parks within the South African borders. Within the different national parks there is a unique diversity of fauna and flora and most of the parks provide overnight facilities (cf 4.2).
- Different types of management frameworks that play a role in the management of national parks can be considered. The main frameworks or approaches are: adaptive management; strategic adaptive management; ecotourism management; limits of acceptable change; carrying capacity management; 7E management model; recreation opportunity spectrum; visitor experience and resource management; community-based tourism management (cf 4.2).

7.4.1.4 Conclusions from literature related to the management of TMNP

- World Heritage Sites are cultural or natural areas places that have received international recognition due to their uniqueness. Status of this nature is being used as a promotional and marketing tool to assist in the advertising of such an area. As a World Heritage Site a different range of stakeholders are involved and different management practices will have to be put in place in order for TMNP to be managed effectively (cf4.4.1).
- TMNP is an urban park and that implies that there might be different motivations for tourists to visit Cape Town, not only to participate in ecotourism activities. Economic and social impacts can be influenced by other sectors as well (cf 4.4.2).
- TMNP is one of a few marine parks within the SANParks portfolio and that can imply a unique management challenge. The poor communities surrounding TMNP might be dependent on the Park for their daily existence (cf 4.4.3).

- As a Park in a built-up area it was important that the Park was divided into different management sectors to add to more effective control. Each management sector has an Area Manager who manages a team consisting of senior section rangers, section rangers and field staff (cf 4.4.4).
- Different activities in TMNP that need to be taken care of, depends on these teams. These operational activities cover a wide spectrum ranging from biodiversity management, field services to tourism activities (cf 4.4.4; cf 2.8).
- Apart from the problems that may arise based on the location of the different areas of TMNP another component to take into consideration may be the stakeholders that have an input in the Park. A stakeholder can be considered as any person or group who has direct or indirect interests or rights in a National Park (cf 4.4.4).

To conclude, TMNP is a unique national Park that is recognised internationally as a tourism icon. The Park is subjected to various different challenges and as such a distinct business model is needed to ensure that the three management goals of SANParks, conservation, tourism and constituency building, can be met effectively to ensure efficient management of national parks in South Africa. In the case of TMNP, management provide in sufficient facilities for tourists but need to liaise more with the community in terms of their conservation strategies and must keep the community informed. This highlights the importance of co-operation between the different stakeholders in Park management to ensure respect and understanding between all parties involved.

7.4.2 Conclusions from the empirical study

The most significant findings and conclusions concerning the empirical study will follow in the next section. The conclusions will furthermore reflect on the findings that have been made in terms of the factor analysis and the Social Accounting Model. The results indicate the following:

7.4.2.1 The empirical results pertaining to the visitor profile at TMNP revealed that:

- 62% of visitors to TMNP are foreigners, consisting of visitors from the UK (15%), Germany (11%) and the USA (7%). When compared with research done at other National Parks in South Africa, TMNP has the highest percentage of international visitors (cf 6.3.1). These results can be substantiated by the fact that TMNP is an international icon (cf 6.3.9) and one of the seven wonders of the world and are being promoted because of this (cf 4.3).
- Local visitors (38%) make up a significant smaller proportion of the total visitors to the park (cf 6.3.1).
- 89% of the visitors were aware of the TMNP and indicated that they knew the Park was made up of Boulders, Table Mountain and Cape Point with 11% of the visitors not even aware of the national park status (cf 6.3.2).
- The average spending of visitors to TMNP is R263.27 per person with entrance and conservation fees being responsible for the highest expenditure (R120.46) from the tourists (cf 6.3.7) and 48% of respondents paid for only 1-2 people, while 28% paid for 3-4 people (cf 6.3.3). Even though this might seem to be financially not very positive at all, it is important to keep in mind that TMNP is the most visited of all national parks receiving an annual quota of 4.2 million visits (South African National Parks, 2011).
- The majority of respondents (89%) had only visited the Park once or twice, while 6% had visited the Park three to four times during the last three years. On average, respondents had visited the Park 1.95 times during the last three years (cf 6.3.4).
- 92% of the respondents never made use of the accommodation at the Park. Their main reasons were as follows:
    - ❖ Respondents were not aware of overnight facilities.
    - ❖ Respondents already had other accommodation.
    - ❖ Respondents did not have enough time.
    - ❖ Respondents lived in the area (cf 6.3.5).
- Perhaps SANParks should re-examine their position in the hospitality market and try and make the public aware that there is accommodation available in the Park.

It is also important to keep in mind that because of the fact that it is a national park, there are certain limitations as far as entry and exit is concerned. Being part of an urban area there might be other entertainment options that the respondents would like to experience while on holiday and then the entrance hours might limit their activities.

Conclusions derived from the consumer profile include the following:

- 99% of the visitors indicated that they would recommend the Park to family and friends and the recommendations include their opinion that the park is beautiful, an interesting place and as such provides a unique experience; it has a lovely view, the penguins are a major attraction and can be considered as a tourist attraction (cf 6.3.8).
- The condition of facilities at TMNP is considered important to visitors at the park and the following day visitors' facilities were satisfying as far as the visitors are concerned namely pathways; friendliness and service; ablution blocks; accessibility; directions to and in Park; reception; shops; Lister's tearoom; brochures and maps; Boulder visitor centre; Aerial cableway; and restaurants .
- Derived from the responses relating to poor and very poor received a very low percentage (8% - 11%) and it clearly indicates that the day visitors to TMNP are satisfied by the facilities that are being provided to them by the Park officials (cf 6.3.9).

The following conclusions can be drawn about the reasons to visit TMNP from a visitor perspective:

- Scenic beauty and view seems to be the most important reason for visitation to the Park.
- Visitors feel the need to explore a new destination and this can be substituted by the fact that the majority of visitors to the TMNP are foreigners (cf 6.3.10). The fact that Table Mountain is a world-renowned attraction is considered important to visitors.
- Visitors indicated that they enjoy TMNP for photographical purposes as well as to relax. Interestingly enough is the fact that many visitors indicated that they prefer to visit Table Mountain only and not necessarily Boulders and Cape

Point as well even though 89% of the respondents indicated that they know that TMNP consists of different sections.

- Visitors feel that they can be educated about plants and animals while visiting the TMNP.
- Visitors experience the historical attractions at TMNP as worth their while.
- An important consideration for tourists is the fact that they consider the experience as value for money.
- A visit to TMNP is also considered as time that can be spent leisurely with family or friends, or even a special person in someone's life.
- It provides an opportunity to break away from daily routine and one of the intrinsic motivators of tourism is to escape from everyday life.
- Education forms a component of travelling and more specific of ecotourism and visitors indicated that they learned about marine life, penguins and nature. At the same time they were able to develop an appreciation for endangered species and marine life and to become involved in more sustainable practices.
- Visitors indicated that a visit to TMNP entailed a spiritual experience to them.
- Visitors experienced some components as less important to them while visiting TMNP for example dog walking; fishing; mountain biking; surfing or windsurfing; overnight trails; rock climbing; birding; picnic and braai; day hiking routes (cf 6.3.10). Given that TMNP is a national park restricted to specific rules and regulations that they need to adhere to it is important to note that activities such as dog walking can only take place in the area surrounding Boulders and not at Table Mountain or Cape Point.

7.4.2.2 The empirical results pertaining to the community survey at TMNP revealed that:

- The suburban areas that were identified as surrounding the TMNP include Fish Hoek, Hout Bay, Noordhoek, Simon's Town, Cape Town, Muizenberg and Noordhoek and as such it can be concluded that it was distributed evenly. Other areas include Mitchells Plein, Steenberg, Ocean View and Retreat (cf 6.4.1).

Conclusions derived from the overall social impact of the TMNP on the community, revealed the following:

- Derived from descriptions regarding the Park it can be concluded that the community feel positive about the presence of the Park as wording such as beautiful, magnificent, tourism and view were used (cf 6.4.2).
- The majority of the community experienced the Park as having a positive impact on their personal quality of life while there were some respondents that indicated the Park had no effect on their lives (cf 6.4.3).
- The TMNP impacted the community as a whole in a positive manner (cf 6.4.4) and the Park is being seen as an asset to the community (cf 6.4.6).
- Negative aspects regarding the Park revealed descriptions such as baboons, crime and litter (cf 6.4.5). Crime is a component of tourism development that has a negative impact in any country, developed or still developing. It requires a management strategy specific to that region. The presence of the baboons can be regarded a conservation matter however it influence the community negatively as far as the Park is concerned. It might be fun for tourists to feed the baboons but they do not realise the impact of them on the surrounding community.
- Regarding the visitation to the Park, the reasons indicated by the community why they did not visit the Park, are the following: some experienced lack of time or a minority indicated that they have been there before, that it does not interest them to return or simply that they had no desire to visit the Park. A significant number indicated that some of their reasons for not visiting were that they did not have the necessary funds or transport to make a visit possible (cf 6.4.8). This correlates with the fact that a large part of the community lives under poor conditions (cf 1.5.2.2.1).

Several specific social impacts regarding the TMNP were determined and the respondents were subjected to several statements based on a five-point Likert scale, ranging from “Totally disagree” to “Totally agree” to determine the social impacts of the Park on the community. The most significant consisted of the following:

- ❖ The community agreed that the Park provided the visitors and the community opportunities to have fun and relax as families and friends (cf 6.4.10).

- ❖ The community agreed that Cape Town's tourism destination image is enhanced (cf 4.3; cf 3.3; 6.4.10).
- ❖ The community agreed that the natural resources in the area are conserved (2.8; 3.2; 6.4.10).
- ❖ The community agreed that the appearance of the area has improved (cf 3.4.2.4; 6.4.10).
- ❖ The community felt unsure if the employment opportunities in the area have increased (cf 2.6.2; 6.4.10). This can be an indication of leakages taking place within the local economy (cf 2.7.6).
- ❖ The community felt unsure if the range of activities in the area has increased (cf 6.4.10).
- ❖ The community agreed that their pride in the community has improved (cf 3.4.2.3; 6.4.10).
- ❖ The community agreed that economic impacts are being made because opportunities for local businesses have increased and at the same time it helps to stimulate the economy (cf 2.6.4; cf 2.6.5; cf 6.4.10).
- ❖ Interesting to note is the fact that the community felt unsure about an increase in funding for community activities (cf 6.4.10).
- ❖ The community agreed that educational considerations are important based on the fact that the community has the opportunity to visit a national park and there is an increased awareness of nature and wildlife (cf 2.8; cf 6.4.10).
- ❖ The community agreed that several social components are being addressed through tourism development in the Western Cape as there are opportunities to come in contact with different cultures and nationalities because of an increase in visitors (cf 3.3.1; cf 3.4.1; cf 6.4.10).

7.4.2.3 The empirical results pertaining to the factor analysis revealed the following:

A factor analysis was applied in order to determine the social impact of the TMNP and the 36 statements were analysed by subjecting them to an Oblimin rotation with Kaiser Normalisation in order to explain the variance-covariance structure of a set of variables through linear combinations of the specific results. From the results of the analysis eleven groupings were identified. The purpose of the factor analysis was to

identify various categories into which the statements could be grouped and in total eleven factors were discovered (cf 6.5). As part of the factor analysis the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was used to analyse suitability of the covariance matrix for the factor analysis and all statements with a loading above 0.3 were considered as enhancing a factor whereas all the statements with a factor loading less than 0.3 did not correlate with the specific factor (cf 6.5). The following categories were identified:

Social and economic opportunities

The following conclusions can be drawn related to the importance of social and economic opportunities from a community perspective:

- The community agreed that TMNP provides opportunities to meet new people.
- The community felt unsure if opportunities for local businesses have increased (cf 6.5). From Chapter 2 it can be derived that positive economic impacts of tourism development include a contribution to regional development (cf 2.6.3) where it is clear that it is the small and medium-sized enterprises that actually stimulate regional employment and development. At the same time tourism development leads to an encouragement of entrepreneurial activities (cf 2.6.4) where community members are able to identify an opportunity to become involved in a tourism related enterprise.
- The community agreed that the number of tourists visiting the area has increased.
- The community agreed that the facilities available to local residents have improved (cf 6.5). Derived from chapter 3 it is clear that improvement in standards of living and provision of shared infrastructure is a positive social impact of tourism development (cf 3.4.2.4). The economic benefits that accompany tourism can improve the standard of living of host communities. This can be clearly observed in the case of the Cape Town residents, who share tourist infrastructure and amenities with tourists. The community now have the opportunity to share in an infrastructure that might not have been possible without tourism development.

- The community agreed that interaction between locals and tourists has improved (cf 6.5) and tourism development can enhance the promotion of socio-cultural awareness and peace between tourists and locals (cf 3.4.2.2).

From this information the researcher can conclude that the community acknowledge the importance of the TMNP in their daily existence in terms of its economic and marketing role. It is clear that the community realise their economic dependence on the TMNP and approve of the tourism development taking place in the region.

Relocation and removals

The following conclusions can be drawn about the importance of relocation and removals from a community perspective:

- The community felt unsure if the Park has affected the community negatively by relocating people for conservation purposes (cf 6.5).
- The community was unsure if the Park is insensitive towards them as far as the removing of alien animal species are concerned (cf 6.5). Derived from the literature in chapter 2 the direct usage values of the TMNP plays a role here (cf 2.8.1). Consumptive use values refer to local communities that are often dependent on their surrounding natural resources to survive and the community do not have access to the Park to provide in food such as fish and crayfish and firewood (cf 2.8.1.1). Clearing operations in the Park also lead to benefits for informal wood collectors that live near the Park. They are given the opportunity to collect wood left behind after clearing and either use the wood themselves or sell it for use as firewood often at roadsides. While it probably does not have a significant rand value, it probably provides a livelihood for a few people or at least supplements low incomes to some degree. Noteworthy here is the fact that these products and their usage are not included in an economic multiplier analysis (cf 6.6) as a monetary value cannot be linked to it and as such do not have an impact on the GDP of a country (cf 2.6.5).

Improvements

The following conclusions can be drawn related to the improvements from a community perspective:

- The community agreed that employment opportunities in the area have

increased (cf 2.6.2; cf 6.5).

- The community agreed that the range of things to do in the area has increased and that facilities available to local residents have improved (cf 3.4.2.4; cf 6.5).
- The community felt unsure if social and moral values have improved (cf 6.5). Noteworthy here is the fact that moral values normally decline when tourism development takes place and this is the opposite of what happened at the TMNP.

Neglect

The following conclusions can be drawn related to the neglect experienced from a community perspective:

- This result received the lowest mean score.
- The community felt unsure if the residents get the opportunity to benefit economically from projects in the park (cf 6.4.10; cf 6.5).
- The community agreed that residents do not get sufficient information regarding activities in the park (cf 6.5).

Improved image

The following conclusions can be drawn regarding the improved image from a community perspective:

- The community agreed that the appearance of the area has improved.
- The community agreed that the natural resources of the area are conserved and the environment being sustained.
- The community agreed that the pride that residents have in their community has improved (cf 6.5).

From this the researcher can conclude that the community understands the importance of the Park to assist in their economic well-being and forms part of the marketing domain. The references to the natural resources that are being conserved and the environment being sustained indicate to the researcher that the community realise the environmental impact of the TMNP as well. This might indicate their willingness as a community to actively become involved in conservation programmes in the Park.

Improved business

The following conclusions can be drawn related to improved business from a community perspective:

- This factor received the highest score.
- The community agreed that the money spent by tourists in the TMNP helps to stimulate the economy.
- The community agreed that tourism and business development are promoted (cf 6.5).

Negative impacts

The following conclusions can be drawn about the negative impacts at TMNP from a community perspective:

- This factor had the second lowest reliability coefficient (cf 6.5).
- The community felt unsure if the number of people in the area has increased (cf 6.5). Interesting to note here is the fact that location and proximity to a tourism attraction also play a role in the attitude of the community. Size and pace of development of the tourism industry also needs to be taken into consideration. In a large community the impact of tourists on that community might not be that major, whereas if it was a small community the same impact might be more serious. The presence of tourists might have an enormous impact on the social structure and activities of the host community (cf 3.3.1).
- The community felt unsure if property values in the area have increased.
- The community felt unsure if the crime levels have increased (cf 3.4.8.1; cf 6.5). Interesting to note here is that TMNP is the first Park where crime is not directly linked to tourism development. Taken from the above it is clear that it is important for management to ensure that they communicate their policies and strategies regarding crime to the community, in order to gain the input from the community.
- The community agreed that prices of some goods and services have increased (cf 6.5). This correlates well with the literature indicating that during peak season an increase in prices can be experienced because of the presence of tourists in a tourist destination region. These increases can occur if there is an increase in pressure for the supply and the need of local services at a specific

destination (cf 2.7.5).

The researcher concludes that the reason for the low scores can be because of the communities surrounding the Park which range from extremely poor to more wealthy (cf 4.3 and cf 5.3.1.1). The more affluent communities might experience the Park as positive where the same aspects might be negatively interpreted as far as the poor communities are concerned. The poor communities can also experience tourism activities as something out of their reach and might want to imitate the lifestyles of the tourists (cf 3.4.7.1).

Park knowledge

The following conclusions can be drawn related to Park knowledge as far as the community is involved:

- The community felt unsure if ordinary residents get no say in the planning and management of the TMNP.
- The community agreed that the park has an important role to play in the removal of alien species.
- The community agreed that TMNP improves their knowledge with regard to the environment, plants and animals.
- The community agreed that the TMNP is accessible for them as members of the community.
- The community agreed that the TMNP has increased their interest in activities such as hiking, birding and so on (cf 6.5; cf 2.8).

Noteworthy is the fact that the surrounding communities accept the fact that the park plays a role in educating them in different aspects relating to the park.

Lack of control

The following conclusions can be drawn related to the lack of control from a community perspective:

- The community indicated that management is providing sufficient control over who enters the park (cf 6.5).
- Veld fires and other problems that endanger the residents are being controlled by the management at TMNP (cf 6.4.10; cf 6.5).

Management of wildlife

The following conclusions can be drawn about the importance of the management of wildlife at TMNP from a community perspective:

- The community indicated that wild animals are causing problems but management is taking care of the problems such as baboons.
- The community felt unsure about the need for the park to be fenced properly which can be an indication that they experience management as taking care of the issue (cf 6.5).

This information correlates well with Table 2.7: Uses of nature in a variety of ways at TMNP (cf 2.8). From Table 2.7 it clear that there are quite a few different programmes being run by TMNP management which not only indicates the importance of conservation for management but also the involvement of the community.

Use of natural resources

The following conclusions can be drawn about the importance of the usage of natural resources from a community perspective:

- The community felt unsure if the Park gave opportunities to the community to use its natural resources e.g. fishing (cf 6.5). Currently there is no legal sustainable harvesting of resources in TMNP. That can be because of the conservation status of the park and thus harvesting will not be allowed as a use value.
- The community felt that TMNP is taking care of the clearing of alien plants in the area. Clearing can be considered as a form of expenses for management but TMNP negotiates clearing contracts where valuable wood can be sold to contractors (cf 2.8.1.1).

It is important to take note that the large ecosystems of the world often have enormous productive value. Forests provide timber and other natural products. The extensive rangelands of the world provide fodder for sheep, cattle, and other domestic grazers. Coastal areas, the open ocean, rivers and large lakes used to produce vast quantities of seaweed, shellfish and fish that could have been harvested for human use (cf 2.8.2.2).

7.5 RECOMMENDATIONS

The final secondary objective of this study was to make recommendations regarding a socio-economic driven business model at the TMNP. The recommendations of the study contribute to the managing of the Park in terms of its social and economic value to the community and not only concentrating on the environmental aspects of a national park. These recommendations will be presented in two parts, namely; recommendations for an effective business driven model at the park and recommendations for further research.

The following recommendations are made for an effective business model at TMNP:

7.5.1 Recommendations for an effective socio-economic driven business model at TMNP

Social and economic opportunities

- Tourism provides ideal opportunities for small businesses and local entrepreneurs in the Table Mountain National Park area. The local communities are ideally situated to supply services to tourists as they are in the vicinity already.
- Strategies can be implemented to reduce poverty in the surrounding communities through initiatives related to tourism development. These initiatives can be aimed at natural resources or community development programmes.
- Since regional employment and development is actually stimulated by the small and medium-sized enterprises in the local economy it can create a more positive image regarding TMNP if management provide funding to establish more local tourism businesses in the community. Examples can be where the women of the local communities can be trained as massage therapists to assist in existing spas but also to harvest the local fynbos and sell it under a unique to brand to spas and health shops. To ensure the protection of the fynbos the communities can replant it in areas accessible to them.
- Paying a percentage of entrance revenues to local communities in order to

establish community reserves or a fund that can be used for projects. These funds can then be used to build recreation centres for the communities offering programmes for all age groups. An example can be a skateboard rink for the younger generation as the equipment is relatively cheap and it will not be expensive to start the project.

- Channelling funds earmarked for development into needy adjacent areas for education programmes or bursaries for studies.
- Communities surrounding TMNP could be encouraged to offer services to tourism operators. These services could include the guiding and transporting of tourists, doing laundry, and making or selling curios, enabling the community to act as guides for interpretation while hiking through the forests on Table Mountain and Silvermine.
- Tourism companies could encourage communities to continue their traditional crafts and cultural traditions by assisting them to market and sell these arts and crafts. Local businesses could help communities to get involved by employing and training community members.
- Even though SANParks do not have control over private tourism companies they can try to encourage the companies to allow community members to become shareholders in the companies.
- Encourage communities to preserve their archaeological and historical places, special architectural styles, local dance, music, drama, ceremonies, arts and crafts, dress, customs, and values. These are attractive to tourists as they often look for local and indigenous destinations, attractions, and accommodation and want to learn about the local environment and culture.
- Since entry barriers into the tourism industry are relatively low the Internet can be used to market the services and products of the community. SANParks and Tablemountain.net might create a page or a link specific for community members to advertise their products and services regarding tourism products offered by them. A software programme will have to be developed to allow external service providers access to the official site.
- Facebook and Twitter are recognized marketing tools for many companies and individuals to inform the international community of what they have to offer.

These entrepreneurs can also be physically available at attractions to offer their goods and services.

Relocation and removals

- The poor communities are dependent on the natural resources to survive and the community do not have access to the Park to provide in food and firewood. Allow the community to assist in the collection of wood in the Park.
- Assist the communities and provide them with shelters where they can store and sell firewood harvested from the Park. Through this management can make sure that it is only alien trees that are being removed.
- There are many artists in the community and the more affluent people can run monthly workshops to train the poor communities in the making of unique arts and crafts by making use of alien plants.

Negative impacts

- Management should be perceived by the community as having an even and fair approach during planning and development.
- Management should be responsive to the needs of the community and allow them to approach them with comments and queries.
- Management should have the necessary skills and ability to identify stakeholders and induce them to actively participate in the decision-making process however there are Park forums that exist so the community must just be made aware of the forums.

Park knowledge

- Management should increase its efforts to educate local residents in the vicinity of the Park about the benefits of conservation. That can be done through programmes at schools or an interpretation centre open for the community.
- Several programmes are already in place to educate the community about the Park and its conservation role, for example the People and conservation programme, Friends of the Park and volunteer groups. As these groups normally consist of people that are already conservation conscious, emphasis

should be on attracting and educating more people that are not familiar with the Park and its consumptive and non-consumptive values.

- Accommodation facilities can be built for school groups where they can spend weekends or holiday programmes can be run to ensure that the local youth might come to understand the role of nature in their lives. If the youth are not exposed to nature they cannot develop an interest in the protection and nurturing of the natural environment.
- Signage can be increased to indicate to visitors exactly what is expected from them and also to explain to them why appropriate behaviour is needed.
- Brochures can be distributed in the community to advertise specific events that might be taking place within the TMNP area.

Management of wildlife

- The presence of the baboons results in negativity from the community's side. Taken from the tourists' point of view it might be an adventurous experience for them to come into contact with South African wildlife, but to endure the baboons on a daily basis might be more difficult. Management can collar and track the baboons to try and establish a pattern as far as feeding and habitat are concerned. Should they then enter a tourist zone there is an employee of the Park to chase them away to ensure they do not harm the tourists.

Use of natural resources

- Zoning should be considered to allow more access to areas that are not extremely ecologically fragile.
- Land use can be controlled to allow the community more usage in a responsible manner.
- Management might acknowledge the role of small business entrepreneurs and facilitate their activities.
- By using a strategic adaptive management approach the management of TMNP can ensure that they consistently evaluate the impact of tourism on the area.

General recommendations

- Tourists can be prompted to make donations or act as sponsors in an attempt to address certain local issues and in the process to contribute to the management of a protected area.

Marketing of services offered by TMNP should be increased for example the accommodation can be more broadly advertised. At the same time shuttle services can be provided by TMNP to allow overnight visitors to be able to venture into the city at night but still be able to sleep in the Park.

Recommendations regarding Boulders include the following:

- Increase parking bays as limited parking is available. If there is no more space available to increase the parking area, a close by empty area or site might be converted and then management can supply transportation to and from the parking area by means of a shuttle service.
- Since Boulders Beach is one of the official pay points of the TMNP, SANParks should consider offering discretionary pricing, through discounts and special offers, in order to encourage repeat visits to the area, especially for the local community.
- Irresponsible tourism activities can lead to the destruction of the marine life of the reserve. Therefore it is important that no fishing or removal of marine life may take place.
- It has also been indicated that litter is a major problem and SANParks should ensure that proper facilities in this regard are available. Unemployed community members might assist in the removal and collection of litter.
- An informative visitor centre is available at Boulders, however most tourists do not have time to spend looking at the videos on display or the tourists do not know about the facilities. Marketing strategies should focus on the availability of information at the visitor centre because that can educate the tourists about the fragility of the marine ecosystem and how they can assist in the conservation of such a resource.
- Interactive information signage boards can be erected by SANParks.
- SANParks can encourage responsible tourism activities such as photography at the Boulders Beach area. This can take the form of monthly workshops at the

visitor centre or photographic competitions with Boulders and the penguin colony as the main theme.

Recommendations regarding Table Mountain and Cape Point:

- Since safety is a major concern at any tourism destination guided hikes and walks can be encouraged. As there are more than 1460 different species of plants on the mountain an expert guide can assist in the identification of plant and animal life and educate the tourists about the unique floristic composition of the region.
- As Table Mountain and Cape Point are established as international tourism icons these can be used to create a branding image based on these two attractions especially if these can be linked to community development projects.
- The community might be trained to become involved in beekeeping. If facilities are built to sell for example firewood collected in the Park, the same facilities can be used to sell products such as honey from the TMNP area. SANParks can assist the community with funding for the training and a brand can be created and established that the community can use to distinguish themselves from other similar products available. A range can be developed that include bath salts and oils, aromatic oils, soap, body lotion and ointments based on harvesting from the local fynbos vegetation.
- As mountain bike trails are already established in the Cape Point nature reserve funds can be allocated to buy mountain bikes for less priviledged communities and they can go on assisted rides in the Park. This might enhance a more positive attitude towards the TMNP and at the same time create a sense of understanding of the value of biodiversity.

7.5.2 Recommendations for further research

Further research can be aimed at the following:

- The concept of socio-economic driven business models for all National Parks should be investigated to strengthen the management goals of SANParks at different parks.

- In order to determine the effectiveness of management plans it is necessary to take the management guidelines for World Heritage Sites, Wonders of the World and national parks into consideration to determine if management strategies must be applied separately or in unison in an area where all three are involved.
- TMNP is a marine park as well and further studies can be undertaken at other marine national parks to determine how their presence influences the neighbouring communities in terms of utilising the natural resources and the socio-economic influences because of its marine park status.
- TMNP is utilising its natural splendour to attract filmmakers and documentary productions. A study into the effectiveness of utilising these types of tools to market and promote a national park can be recommended.
- Tourism development in the TMNP and its neighbouring communities can help to alleviate poverty and it is therefore recommended that entrepreneurial opportunities in the area should be explored.
- Further research can be done to determine possible frameworks or approaches through which tourism stakeholders can be educated regarding the importance of sustainability.

7.6 LIMITATIONS

Numerous limitations were experienced during the study.

- Logistical constraints were experienced.
- Problematic to the task of completing the surveys were the realisation that many tourists at the three main pay points at the TMNP which consists of Cape Point, Table Mountain and Boulders (Seal Island), had inadequate time to complete the questionnaires. Being part of a tour group they only had limited time at any of the given attractions and as such might have been in a hurry or refused to complete the questionnaires.
- This study is limited to TMNP in the sense that it cannot be generalised to all the national parks in South Africa. The limitations are because of the unique managerial characteristics of the TMNP which are influenced by TMNP being an urban park, a marine park, a World Heritage Site as well as one of the natural Wonders of the World.

- Another limitation that was experienced related to the exploration and search for answers. The only data that was used were obtained from the questionnaires and a more rigorous investigation on certain topics would have led to more relevant information for example the crisis with the baboons that have received media attention.
- A group of fieldworkers were trained to assist in the distribution of questionnaires in the community as well as at the main pay points. A convenience sampling was used. Taken the quantity of questionnaires distributed into consideration it is clear the researcher could not complete the process independently. This can be considered a limitation as a more personal touch from the researcher was not possible.

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APPENDIX A

QUESTIONNAIRES, available on request