

**THE SOCIO-ECONOMIC IMPACT OF TOURISM ON COMMUNITIES AROUND
THE PILANESBERG NATIONAL PARK, NORTH-WEST PROVINCE, SOUTH
AFRICA**

Submitted

by

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at the

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DECLARATION

I, Maria Mologade Mochechela, declare that ~~the~~ THE SOCIO-ECONOMIC IMPACT OF TOURISM ON COMMUNITIES AROUND THE PILANESBERG NATIONAL PARK+ is my original work in design and execution and that all sources used/consulted have been duly acknowledged.

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Signature

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Date

ABSTRACT

The purpose of this study was to determine the socio-economic impact of tourism on communities around the tourist destinations and tourist attractions, with specific reference to the Pilanesberg National Park and the specific impact it has on the communities around it. Both qualitative and quantitative research methods were used and 252 respondents responded positively by filling in questionnaires. Interviews were conducted with the Pilanesberg National Park management.

The research findings reveal that the communities around the Pilanesberg National Park, specifically Mogwase, Moruleng, Ledig and Mabele-a-pudi are benefiting from the National Park through employment. Findings also indicate that the National Park is contributing positively towards the local economy of the area and the development of the communities. At the same time, however, the research findings indicate that the national park is impacting negatively on the local communities by contributing to the increasing cost of services.

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DEDICATION

This research is dedicated to my parents, Job Motsekwane and Martha Mochechela, and to my boys Lethabo and Kesegofetse Mochechela.

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CHAPTER ONE: GENERAL ORIENTATION TO THE RESEARCH

1.1. INTRODUCTION AND BACKGROUND

Tourism is one of the largest global industries with the highest growth rate. Along with economic opportunities such as employment creation and a high potential for growth, it is essential that social, cultural and ecological criteria be taken into account for the medium and long term sustainability of tourism operations and facilities (McNeely, 1998; Federal Ministry for Economic Cooperation and Development, 2002; and Mbaiwa, 2003). Tourism is a major force in the global trade; and it plays a vital role in the social, cultural and economic development of most nations. Inevitably, it has the potential to both preserve and destroy the heritage of a country (Holloway, 1999). Weaver and Lawton (2002) contend that the basic aim of tourism management at a destination is to maximise the sector's economic, socio-cultural and environmental benefits, while minimising the associated cost. In order to meet this objective, destination managers must understand the potential positive and negative impacts of tourism as perceived by the host community (Swartbrooke, 1999; Heath & Wall, 1999; Weaver & Lawton, 2000; Richards & Hall, 2000, and Mowforth & Munt, 2000).

Thus, Mowforth and Munt (2003) emphasise the importance of community participation as a potential source of economic growth for host communities. If tourism is to grow, it must be managed in an ecologically and culturally sustainable way to protect the very natural and cultural heritage that has offered the attraction in the first place (Mowforth & Munt, 2003). Indeed tourism has the capacity to either enhance or destroy the lives of the people, especially those of the host communities. In the management of the tourism product, such as National Parks, it has to be ensured that host communities' interests are given preference in the plans for tourism development (Heath & Wall, 1999; Swartbrooke, 1999; Richards & Hall, 2000; Mowforth & Munt, 2000; and Weaver & Lawton, 2000).

There is a common acceptance that the tourism industry has, for many years, been the source of increased economic activity in the world. For many poor countries, it has become the source of income and job creation for members of communities. For example, Mabunda and Fearnhead (2003), emphasises the positive economic impact of tourism where approximately 2 000 permanent and 5 000 seasonal employees in South Africa are directly and indirectly employed by the Kruger National Park. Additionally, tourism development has created the opportunity for infrastructure investment and development within host communities. Nevertheless, the economic benefits of tourism continue to be debatable, particularly for developing countries where the poor communities are vulnerable to abuse and exploitation (Kreag, 2001). Also, tourism studies have remained largely inconclusive with regard to the economic impacts on developing countries. Thus uncertainty notwithstanding, tourism development has continued to be touted as a panacea for driving economic growth and resolving issues of poverty in developing countries.

Apart from obvious and visible effects on the economy and the physical environment, tourism can contribute to the socio-cultural changes in host societies, including changes in value systems, traditional lifestyles and community structures. According to Kreag (2001), the socio-cultural impacts of tourism need to be taken into account as communities will be the ones to live with the changes that will occur. Most of the time these changes are assumed to be positive. According to Mathieson & Wall (2006) and Van Harsel (1994) indicate that Doxy (1976) has demonstrated that tourism development can bear unintended social impacts on the host communities where their relationships with tourists degenerate from the state of euphoria and apathy to that of irritation, antagonism and forgetfulness. In a situation of such retrogression a variety of social ills, such as crime, prostitution, destruction of cultural artefacts and derogation of local culture could increase to unbearable proportions. However, tourism has also been seen to produce positive social impacts for host communities as people of different cultural background engage in education and

technology exchanges. Often, local cultural establishments receive increased exposure to the international communities, but studies of social impacts of tourism on host communities in the developing countries remain inconclusive.

Case studies of socio-economic impacts studies of tourism have generated knowledge and the development of hypotheses. The proposed study assumes, in accordance with (Visser, 2003; Saayman & Saayman, 2004 and Mbaiwa, 2003) that tourism development in developing countries has positive socio-economic impacts on host communities. This idea will be tested through a case study of the Pilanesberg National Park around which there are four (4) beneficiary communities, identified in terms of the founding parties for its establishment. These four beneficiary communities are Moruleng, Mabele-a-Pudi and Ledig (Figure 1). Accordingly each of the four communities is located at a gate to the park; and the primary purpose of locating these gates was to ensure that each of these communities would benefit through tourism down-stream opportunities, by selling their local products and showcasing their social and cultural artefacts. In this way, assessment of socio-economic impacts of tourism on communities should provide strong evidence that support the dismissal of the assumption held in the proposed study, as indicated above

1.2. PROBLEM STATEMENT

Tourism studies hold in common that while the basic aim of tourism development and growth is to maximise the economic, social and environmental benefits in a country, the practice has often produced a consumerate of both negative and positive socio-economic impacts that tend to have serious adverse impacts on local and indigenous cultural values (Asplet & Cooper, 2000). It is therefore important that tourism managers and planners bear in mind that, in the quest for development, tourism should not destroy the values people seek to protect in the community. The democratic South Africa has created an appropriate policy framework within which tourism can contribute optimally towards socio-economic development and poverty reduction through economic growth, income generation

and job creation for the formally disadvantaged communities (Brohman, 1996; Scofield, 2003; Rogerson & Visser, 2004). However, policy intentions do not necessarily translate into reality. Often, beginning tourism policy frameworks are implemented and managed in ways that produce unintended adverse consequences, both socially and economically.

One of the unintended adverse consequences of tourism development and growth is the pressure on infrastructure. This condition often leads to increased cost of living in the local communities. As tourists visit destinations in large numbers, this puts pressure on the infrastructure, given that locals and tourists will share the same infrastructures. Increased pressure on infrastructure leads to a situation where services start to be expensive, and property values rise as the demand of property and services to cater for tourists' demands increases. The locals, who are generally poor, will not be able to afford those services with the result that these poor people may suffer socio-economic and spatial dislocation. This situation may be escalated by foreign employment which contributes to the increased pressure on the infrastructure as they relocate into the tourist destinations needing houses to live in and schools for their children (Secretariat of the Convention on Biological Diversity, 2005). As local communities tend to blame the tourists for all their problems, the potential for crime, social upheavals, and so on, becomes real.

From a more positive perspective, tourism has the ability to promote the potential social development through employment, job creation, income redistribution and poverty alleviation. It also generates substantial economic benefits such as, the balance of payment, income to the host communities, and employment to both the host countries and the tourists' home countries (Anon, 2001). Against this background, the proposed study will investigate the social and economic impacts of tourism on the four beneficiary communities around the Pilanesberg National Park in the North West Province to establish the real impact experienced by people there.

1.3. RESEARCH QUESTIONS

- What are the social impacts of tourism on the local communities around the Pilanesberg National Park?
- What are the economic impacts of tourism on the beneficiary communities around the Pilanesberg National Park?
- To what extent are the tourists contributing to the expenditure of Pilanesberg National Park?

1.4. AIM AND OBJECTIVES

In accordance with the foregoing introduction and problem statement, the proposed study sets aim and objectives as follows:

1.4.1. AIM

- The aim of the proposed study is to investigate the socio-economic impact of tourism on the local communities around the Pilanesberg National Park in the North West Province.

1.4.2. OBJECTIVES

Five closely related objectives are drawn from the primary aim as follows:

- To determine the types of tourism that are prevalent in the study area (Pilanesberg National Park)
- To determine the social impact of tourism on communities around Pilanesberg National Park
- To determine the economic impact of tourism on communities around Pilanesberg National Park
- To determine the dependence of businesses in the area around the Pilanesberg National Park
- To investigate the impact of tourism on the households, private businesses and community based tourism projects in the local communities around the Pilanesberg National Park

1.5. AREA OF STUDY

Pilanesberg National Park is located in the North West Province of South Africa, 150 kilometres North-West of Gauteng and 60 kilometres north of Rustenburg. Pilanesberg National Park is 52 000 hectares in size. Prior to its establishment in 1979, most of the land was used for farming. Since 1979, Pilanesberg National Park underwent major transformation and development and has now matured to a fully stocked, well-managed and world renowned National Park, which is not only hosting the %Big Five+, but has also become home and the breeding ground to an impressive list of rare and endangered species such as wild dog, sable antelope and cheetah (North West Parks and Tourism Board, 2005).

Accommodation in Pilanesberg National Park ranges from upmarket lodges to chalets, caravan and camping facilities. It also offers conference facilities. Visitors are offered many opportunities to experience the wonders of the park. There are nearly 200 kilometres of excellent quality roads for either self or guided drives with professional guides (North West Parks and Tourism Board, 2005). A number of tourist attractions are found in Pilanesberg National Park that allows visitors to have a variety of choices of entertainment: Mankwe Safaris, Manyane Resort, Bakgatla Resort, Gametrackers and Mphebotho Museum (North West Parks and Tourism Board, 2005).

1.6. RATIONALE OF THE RESEARCH

The choice of the proposed study has been encouraged by the researcher's experience as a student of tourism studies and participation in the activities of a nongovernmental organisation (NGO) called TRACK. In time, it appears to have become habitual that communities are removed to make way for nature conservation and tourism development. Participation in the activities of TRACK, which deals with communities that are victims of land restitution, has exposed a variety of invisible processes that play out in the media when in reality beneficiary communities do not necessarily receive the intended benefits. After the development of the destination, communities are often left out and not

considered as part of the beneficiaries or stakeholders of the developed tourist destination. As a result the researcher was challenged to establish whether the Pilanesberg National Park was an exception to the rule or a cause of business as usual in terms of the benefits by communities from National Parks. Also, the other underlying motive was to determine if the plans by Pilanesberg National Park offered any pragmatic lessons for community involvement and benefits in tourism development elsewhere in the country.

1.7. LIMITATIONS OF THE STUDY

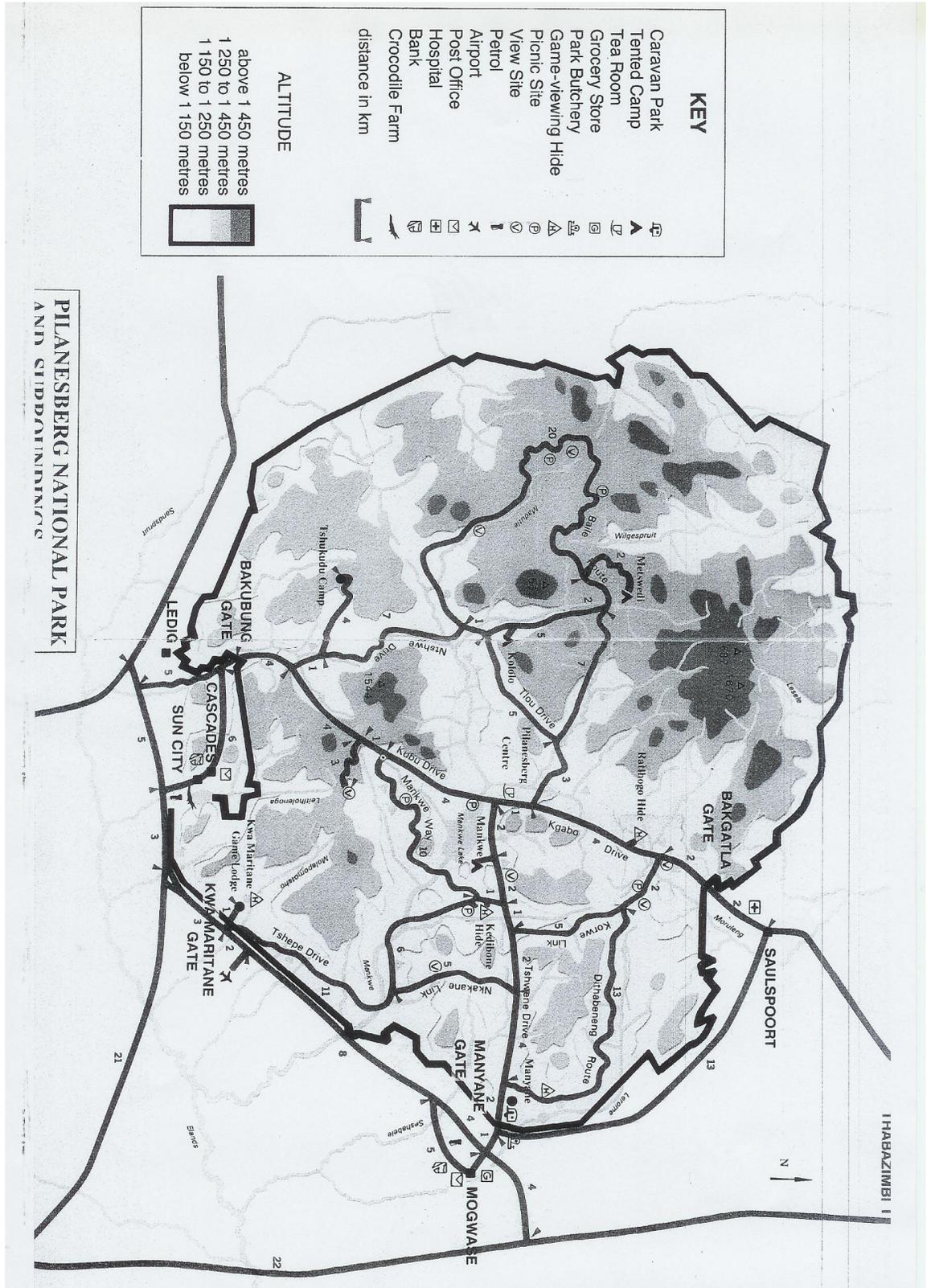
The research will focus on the geographical area under the jurisdiction of Moses Kotane Municipality at Rustenburg, North West Province. However, reference will be made to some case studies that are beyond the borders of Moses Kotane Municipality mainly because they are relevant to the study at hand namely: The socio-economic impact of Addo Elephant National Park, (Saayman & Saayman, 2004); and the socio-economic and environmental impacts of tourism on the Okavango Delta, (Mbaiwa, 2003). The empirical investigation will only focus on the Pilanesberg National Park and the selected beneficiary communities namely: Moruleng, Mogwase, Mabele-a-Pudi and Ledig as they appear on the Pilanesberg map (figure 1.1). The findings of the proposed study could potentially generate pragmatic solutions to the problems and challenges that the communities around Pilanesberg National Park are experiencing in relation to tourism development.

1.8. SIGNIFICANCE OF THE RESEARCH

Research is undertaken to provide a solution to the problem identified. The proposed research could play an important role in finding solutions to the social and economic challenges and problems that communities around the tourist destinations are facing, in this case the local communities and the Pilanesberg National Park. It will also be important in establishing knowledge on how to maximise the positive impacts of tourism on beneficiary communities. Also the proposed research could help confirm or dismiss the claim that tourism is one of

the largest industries contributing to job creation, and economic growth of developing countries and regions.

Figure 1.1



The result of the proposed research could also be beneficial to the North West Parks and Tourism Board, the Department of Economic Development and Tourism, and the management of the Pilanesberg National Park as an addition to the existing knowledge on the impact of tourism. The proposed research will also add to the body of knowledge of literature. Future researchers will use this research as a source of reference in the field of tourism management.

1.9. DEFINITION OF CONCEPTS

According to Mouton (1998), a definition is a statement that demarcates the meaning of a word in terms of its sense and reference. A term must be defined operationally; that is, the definition must interpret the term as it is employed in relation to the researcher's project (Leedy, 1997). For the purpose of this study, the following definitions and terms will be explained:

Tourism: According to Bull (1991) tourism is a human activity which encompasses human behaviour, use of resources and interaction with other people, economies and the environment.

Tourist: According to the White Paper on Tourism (Republic of South Africa, 1998) the concept of a tourist refers to a person who travels away from home, staying away at least one night. In the context of this study this concept is used to refer to any individual who leaves his/her home to sleep in paid accommodation that will provide food while away from home.

Tourist attraction: Lubbe (2003) defines a tourist attraction as an attraction that can provide overnight accommodation. Those without overnight accommodation are called day visitors attraction. In the context of this research this concept refers to any place that has been identified with the potential to attract the desires, interests and needs of the people that are prepared to pay for a visit.

National Parks: Lubbe (2003) refers to a national park as a large area where one or several ecosystems are not altered by humans, and which contains plants and animal species, places of interest, or natural landscapes of great beauty and where the authorities of the country have taken steps to protect the area and to enforce conservation of the features that led to its establishment and where visitors are allowed to enter, under special conditions, for inspirational, educative, cultural and recreation purposes.

Social Impacts: Social impacts are defined as those changes in social relations between members of a community, society or institution, resulting from external influences (Wearing & Neil, 2000).

Economic Impacts: The economic impact of tourism is usually broken into three categories which are direct, indirect and induced impacts:

- Direct impacts include monetary transactions from operations during tourist visitation. This involves impacts on tourism businesses themselves. This category includes any amount paid out including wages, taxes, supplies and services.
- Indirect impacts are changes in sales, income, or employment within the region of industries that supply products and services to the tourism industry.
- Induced impacts are changes in economic activity resulting from household spending of income earned directly or indirectly from the tourism industry (Sustainable Travel International, 2005).

Tourist expenditure: Cooper *et al* (2000) the term tourist expenditure as referring to how much tourists spend at a destination.

Socio-economic impact: According to Howell (2002), the socio-economic impacts of tourism relate to population growth, changing employment patterns, an increased level of income, and rising poverty levels.

1.10. CONCLUSION

This chapter gave an introduction to and described the background of the research, made the problem statement, and gave the motivation why the researcher chose to undertake this study. It also stated the aims and objectives of the research, and the research questions. The literature review briefly gave the perspectives of different authors with regard to the study. In addition, the significance of the study, the structure of the study showing how the research will be divided according to different chapters, and the research methodology that will be used for the purpose of this research were also described.

CHAPTER TWO: THE CULTURAL AND SOCIO-ECONOMIC IMPACT OF TOURISM

2.1. INTRODUCTION

This chapter deals with the literature on the socio-economic impacts of tourism in order to give the reader a clear picture of the problem at hand. For the purpose of this study the researcher used books, Internet sources, articles and government documents relating to tourism. The researcher will mainly focus on the following: the socio-economic impact of tourism on the surrounding communities located near tourist attractions and destinations, solutions and strategies for assessing the socio-economic impact of tourism, government intervention and policies concerned with tourism.

Tourism is a major force in the global trade and plays a vital role in the social, cultural and economic development of most nations, and it has the potential to both preserve and destroy the heritage of a country (Holloway, 1999). Weaver and Lawton (2002) contend that the basic aim of tourism management at a destination is to maximise the sector's economic, socio-cultural and environmental benefits, while minimising the associated costs. According to Alderman (1994), cited in Zupan (2003), tourism can lead to economic development in neglected areas. It has the ability to revive the local economies and cultures and bring wealth back to the local communities. Well planned tourism can create a demand for goods and provide local people with new jobs. In addition to employment, additional employment can be generated by auxiliary services, tourism development, road improvement and professional services (McNeely: 1998). In addition the local people may benefit from better local services, such as public transport, roads, health and recreational facilities (Federal Ministry for Economic Cooperation and Development: 1993).

Tourism is thus far regarded as the fastest growing industry worldwide, with economies benefiting from its positive impact (Saayman, Saayman & Rhodes 2001). In 1996, the World Tourism Organisation predicted that by the year 2010

tourism would be growing by at least 30% (Campbell 1999; Taylor, Dreyer, & Steward, 2003). Therefore, tourism would have the capacity to contribute to the local economic development of the host destinations through employment, infrastructure and increased business opportunities for the local people.

Industrial sectors, such as manufacturing, agriculture and mining are affected by economic recessions. However, tourism is an industrial sector that has a multiplier effect, on sectors such as accommodation, food and beverages, attractions, transportation, events and conferences, travel and trade, tourism services and adventure and recreation and it is not directly affected by economic recession (Kay, 2003; Bosselman, Craig & McCarthy, 1999 and Dickman, 1999). It may then be said, that tourism with all its direct and indirect interaction with other sectors is the most important source of economic development in host destinations. Tourism has a range of benefits, ranging from job creation and local economic benefit in terms of revenue sharing (World travel online 2005; Ross & Wall 1999). For example, tourist expenditures for lodging, transportation, food and tour guides are an important source of income for local communities and employment generated from tourism is one of the most important benefits for local communities (World travel on line 2005).

There is no question that tourism delivers benefits, but it is not perfect. There are costs and benefits and they do not accrue equally. Improperly planned development of tourism can create problems. The demand of tourism may come into conflict with the needs and the wishes of the local residents, whereas at the same time thoughtless developments, inappropriate developments, overdevelopment or even unfinished development can easily damage the environment (Goeldner & Ritchie, 2003). Tourism has the potential to bring about positive developments which can contribute positively to the local economy. As a result the lives of the host communities will be developed, but at the same time if tourism is not well planned it can result in a negative impact on the host

community. Depending on the planners of tourism, it can either be beneficial or damaging to the host communities.

2.2. THE ECONOMIC IMPACT OF TOURISM

Tourism can make a positive economic contribution such as increasing foreign exchange earnings which subsequently improves the balance of payments, expands the service sector by generating employment over a wide range of skill levels, attracts investment capital for infrastructure development, stimulating improvements of transformation infrastructure, economic diversification and long-term stability (Boo 1991), cited in Zupan (2003). According to Dixon and Serman (1991) and Alderman (1994), cited in Zupan (2003), the most common sources of revenue obtained from tourism include amongst others, entrance and accommodation fees, restaurants, shops, tour guiding, souvenirs, conference facilities as well as donations. According to many scholars of tourism (McNeely, 1998 and Mbaiwa, 2003), tourism is regarded as the largest growing industry globally, especially in the area of job creation, and the above statements support that. Tourism is the largest industry where people can reap the economic benefits as it has different sectors where the skilled and unskilled people can be employed.

2.2.1. THE UNIQUE ECONOMIC CHARACTERISTICS OF TOURISM

Page and Connell (2006) outline six economic characteristics of tourism which make tourism unique when composed to other industries, and they are as follows:

2.2.1.1. Tourism as an invisible export industry

This refers to a situation where there is no tangible product and consumers tend to make a purchase without seeing the product first-hand. This happens when a customer makes reservations to a hotel through the internet or telephonically without seeing the hotels live (Wall & Mathieson, 2006);

2.2.1.2. Tourist supporting goods and services

This refers to the promotion of existing infrastructure and services which may be required or new ones created. Tourists visiting a destination require ancillary goods and services such as transportation facilities, water supplies, sewerage systems and retail functions. These services have to be created, expanded or imported, depending on the availability of existing supplies and the nature and the magnitude of the tourist demands (Wall & Mathieson, 2006);

2.2.1.3. Tourism as a fragmented product

According to Cooper *et al.* (2000), tourism is a composite of an industrial product, as it consists of a number of elements such as transport and accommodation, food and beverages, retail, the entertainment sector as well as landscape and cultural resources. This suggests that tourism has strong linkages with many sectors of the economy and it is the strength of these linkages that determine the value of income and employment multipliers associated with tourist expenditure. The variety of industries included under the umbrella of tourism means that there are a variety of employment opportunities generated by the tourism activity. For example, tourist expenditure is injected directly into hotels, shops, restaurants, and recreational facilities, while indirect benefits from tourist expenditure may be in the form of local tax revenue, improvements in the infrastructure of the destination areas and extensions of community services (Wall & Mathieson, 2006);

2.2.1.4. Tourism as a highly priced-and income-elastic product

This means that tourist decisions can be greatly influenced by small changes in price and income. It is subject to strong seasonal variations, to pronounced and unpredictable external forces, to the heterogeneous nature of tourist motivations and expectations, and is highly elastic with respect to both price and income. Collectively, these factors promote a low level of customer loyalty with respect to destinations, modes of travel, accommodation units and travel intermediaries (Wall & Mathieson, 2006);

2.2.1.5. Tourism as a perishable product

This means that it cannot be stored, that is, it should be sold for that when it is still available. Tourist demand is highly seasonal and lead to marker fluctuations in the levels of activity in the industry. The rigidity of the tourist supply, coupled with the fact that supply cannot be readily moved, means that there is an inability to increase production beyond certain inelastic limits posed by the destination supply, at least in the short-term. This means that sufficient revenue must be earned during the peak season to offset a decline in support for the remainder of the year. For example, if a hotel room is not booked one night, then that income is lost (Wall & Mathieson, 2006); and

2.2.1.6. Tourism is subject to unpredictable external influences such as currency, politics, and tourist motivation. Long distance pleasure travel is a luxury. Political unrest at a particular destination, terrorist activities, and changes in international currency exchange rates, energy shortages and unusual climatic events can cause tourists traffic to divert to new destinations with more amendable conditions (Wall & Mathieson, 2006).

The White Paper on Development and Promotion of Tourism (South Africa, 1996) outlines key economic objectives of tourism in accordance with the tourism vision, which is ~~to~~ united, sustainable and competitive tourism in South Africa which will lead to global practice in social, environmental and cultural and responsible tourism+. These objectives support the vision. These objectives are to: generate economic growth and foreign exchange, by aggressively developing and promoting tourism; establish tourism as a national priority; create sustainable employment opportunities and contribute to the well-being of all the people of South Africa; optimise opportunities for Small Micro and Medium-Sized Enterprises (SMMEs), specifically emerging entrepreneurs; use tourism to aid the development of rural communities; promote domestic tourism amongst all South Africans; encourage tourism growth and cooperation in South Africa; facilitate balanced tourism development in South Africa; create a conducive tourism

investment climate; encourage linkages between tourism and other industries in order to curb leakages and stimulate the multiplier effect; and lengthen the tourism season in order to minimise the negative effects of seasonality on the industry (South Africa, 1996).

The key economic objectives of tourism are developed to support the vision of tourism and to ensure that the positive economic impact of tourism are maximised and that the tourism industry is sustainable. The other importance of these objectives is that they ensure that the seasonality of tourism is addressed as it is outlined in one of the objectives which states that one of the objectives is to lengthen the tourism season in order to minimise the negative effect of seasonality on the industry, and most importantly that tourism is established as a national priority. This means that the government will ensure that tourism is marketed and potential investors, such as, national and international investors will know about South African tourism, and as a result the people of South Africa will enjoy the benefits of tourism practices and activities. For the purpose of this research the economic impact of tourism will focus on both its positive and economic impacts.

2.3. THE POSITIVE ECONOMIC IMPACT OF TOURISM

Tourism brings both economic and non-economic benefits and costs to the host communities. According to Edgell (2006), the economic impact of tourism amongst others includes the new businesses, job creation, increased income, new products, improved infrastructure, economic diversification and economic integration of the local economy and special services and opportunities to link with other services and products. Tourism is a powerful economic force for improving employment, foreign exchange, income and tax revenue. The generators of both positive and negative impacts of tourism for a city, province, country or a destination area are tourists. The economic impact of tourism spending is a function of the numbers of domestic and international tourists and their expenditures. Tourism destinations are becoming increasingly competitive

as more and more destinations look at tourism to become the new economic generator replacing declining activity in agriculture, mining and manufacturing (Goeldner & Ritchie, 2003). Mathieson and Wall (1982) quoted by Page & Connell (2006) and Page (2005) state that the magnitude of the economic impacts of tourism is influenced by five factors, which are: the type of tourism facility and attraction for tourists; the volume and level of tourist spending; the level of economic development in the region; the extent to which tourists spending is maintained in the region; and the extent of tourism seasonality in the region.

On the basis of the aforementioned factors, it is possible to determine if the economic impacts will be beneficial or detrimental to the host communities. The economic impact that tourism can have on the host community or region depends on the area, the type of attraction, types of tourism available in the tourist destination, products or services sold and tourists spending. According to Page (2005), it is possible to identify some of the common economic benefits of tourism based on the five factors outlined here such as: the generation of income for the local economy; creation of new employment opportunities; improvements to the structure and balance of economic activities within the locality; and the entrepreneurial activity encouraged.

The positive impact of tourism can, therefore, be discussed under the following subheadings, namely, balance of payments, income, employment, tax revenue and government benefits.

2.3.1. THE BALANCE OF PAYMENTS

The balance of payments for a country refers to a record of transactions during a period of time between residents of a country and the rest of the world. This includes all imports and exports. The government uses the balance of payments as the most significant factor to promote tourism in their own country. Tourism development can improve the balance of payment by bringing in foreign

spending to the local economy (Saayman, Saayman & Rhodes, 2001; Wall & Mathieson, 2006; and Page & Connell, 2006). For example, this may refer to a situation where a country such as South Africa has a business or trading relationship with China, where South Africa and China are importing and exporting goods and services to one another. Le Quesne and Calversy (1998) indicate that tourism plays an important role in the contributing to foreign earnings of a country through exportation and importation of goods and services to both generate income for the host country or community and stimulate investment necessary to finance other economic sectors of the host country. Glasson *et al.* (1995) in Mabaiwa (2003), states that tourism can therefore be regarded as a catalyst for national and regional development, bringing employment, exchange earnings, balance of payments advantages and important infrastructure developments, benefiting the local people and the tourists alike.

2.3.2. INCOME

As tourism stimulates economic activity in a destination, it assists in improving the overall economic status of the country. Tourism can lead to an increase in the country's GDP. For example, in the Caribbean and Pacific Islands, over 50% of the GDP is derived from tourism, which rises to 88% in the case of the Maldives, and in northern Botswana tourism contributed about 45% to the GDP of the country (Mbaiwa 2003). Tourism plays a major role in contributing to the increase of income of the host population by creating jobs for the local people. The jobs range from jobs that need skills or qualifications to general work which does not require any expertise. In the Kruger National Park (a world renowned National Park in South Africa) there is a community situated at the Punda Maria gate and they sell their artefacts and other products to tourists, and most of them are international tourists. That has improved the standard of living of the community and has contributed to the economic growth of the local communities concerned.

2.3.3. EMPLOYMENT

Tourism provides both direct and indirect employment opportunities such as in hotels, restaurants, airlines, cruise lines, and resorts which provide direct employment because their employees are in contact with tourists and provide services to the tourists. It stands out among major industries in creating new jobs, resisting economic downturns and providing a major source of jobs for minorities, women and the youth. The travel and tourism industry has proven itself to be a dependable source of job opportunities for all groups of people in the community, as it employs people of all skill levels (Van Harsel, 1994 and Page 2005).

2.3.3.1. EMPLOYMENT GENERATED BY TOURISM

According to van Harsel (1994) there are three (3) types of employment which maybe generated by tourism:

2.3.3.1.1. Direct employment

These types of jobs are created as a result of visitor expenditure and they directly support tourism activity. Jobs are created in a hotel as tourists use the hotel and at the same time need to be served.

2.3.3.1.2. Indirect employment

These are jobs created within the tourism supply sector but not as a direct result of tourism activity. These may refer to service suppliers supplying a service or delivering a stock to a tourist destination. For example, in the Pilanesberg National Park they use private companies to provide services such security, transport, carpeting, maintenance and cleaning in the Park.

2.3.3.1.3. Induced employment

These are jobs created as a result of tourism expenditure as local residents spend money earned from tourism activities. This refers to situations where if a member of a host community sells souvenirs to tourists and he or she use that

money to buy somewhere else. What is important to the local communities is the fact that the small businesses are the ones that dominate the travel and tourism industry. Van Harsel (1994) states that out of 14 million travel and tourism related business firms, 98% are classified as small businesses.

2.3.4. TAX REVENUE AND GOVERNMENT BENEFITS

According to Van Harsel (1994), the most important tax from the communities point of view is the sales tax. When tourist expenditures are high, so are the sales taxes. According to different tourism scholars (Page, 2005; Edgell, 2006), it is difficult to estimate the impact of these additional tax revenues, though rough estimates indicate a figure of nearly 15% of the total revenue. Tourism also has a positive role to play in contributing towards the enhancement of cultural tourism and its role in contributing to the economic benefits of tourism. For instance, tourism is an important source of revenue for further historical restoration and preservation. It can provide a market and audience for the art of the local crafts people. For example, when one visits attractions such as Hartebeestpoort Dam and Pilanesberg National Park in the North West Province of South Africa it is easy to see domestic, intercontinental and international tourists buying arts, crafts and visiting museums in the surrounding areas to get the a local feel.

2.4. THE NEGATIVE ECONOMIC IMPACT OF TOURISM

Although tourism can bring about valuable economic benefits, it can also generate negative impacts. Boo (1991) cited by Zupan (2003), states that tourism in general is an unstable and greatly unpredictable source of income influenced by uncontrollable factors such as political instability, weather and international market whims. The negative impact of tourism can be discussed under the following subheadings, namely inflation, opportunity costs, dependency, seasonality, income and employment.

2.4.1. INFLATION

Tourism development often creates inflationary effects on the local economies, relating to land, property and goods. Growth of tourism creates additional demand for land and competition. The potential buyers force the price of land to rise. The demand for more hotels, vacation homes and tourist facilities may bring sources of income to builders, real estate agents and landowners, but the local residents are forced to pay more for their homes and taxes because of the increased land values (Wall & Mathieson, 2006). The increased demand for land increases the price. While this is beneficial to those selling property and the land, it has a negative impact on the local population, especially those that are not involved in tourism business. The local people find themselves having to compete for land and housing with the tourism development interests. For example, Wall and Mathieson (2006) and Page (2005) show the impact of inflation by stating that inflation and unemployment place great pressure on local resources and encourage the government to expand the tourism industry in an attempt to rejuvenate the economy. As a result the local people may migrate because of these pressures to go and look for employment because of lack of domestic employment that comes with tourism so that they can afford the necessary services that they are competing for with the tourism industry or destinations.

2.4.2. OPPORTUNITY COSTS

According to Page (2005) and Wall & Mathieson (2006), opportunity costs relate to the time, efforts and money of developing tourism at the expense of other areas of investments. The money that the government will use to invest in tourism will not be available for other uses. Host communities feel left out and rejected when more money is being spent to develop tourist facilities whereas there are some of the services that they do not have access to. For example in the Madikwe Game Reserve in the Zeerust area, the local people resent the game reserve mainly because much attention is being given towards the

development of the game reserve whereas the local people do not have access to basic needs such as electricity and water (TRACK, 2002).

2.4.3. DEPENDENCY

Page and Connell (2006) and Page (2005) state that heavy reliance or dependence on a single industry in a region or a country is very risky in the long run. By relying too heavily on tourism for their livelihoods some tourist destinations have made themselves vulnerable to changes in tourist demand. Although tourism is a growth industry and the total volume of tourist traffic is likely to increase in the foreseeable future, all destinations may not share in that growth (Wall & Mathieson, 2006).

Tourism scholars such as Jafari (1987) and Wilkinson (1987), cited by Wall and Mathieson (2006) indicate that tourism is highly susceptible to changes in price, fashions and the growth and competitiveness of new destinations as well as to outside changes such as global economic trends and, political and security situations in the industry. Political unrest at one destination can rapidly reduce the demand for that location and, at the same time, divert it to others. Economic dependency on tourism is a much criticised policy, particularly for less developed countries, particularly because of the unpredictable nature of tourism. It is advisable and therefore preferable for a destination to attract a broad base of tourists so that, if there is any downturn in one particular market, then the consequences are not so damaging and do not affect the whole economic state of the tourism industry (Wall & Mathieson, 2006).

2.4.4. SEASONALITY

Seasonality is one of the major disadvantages in tourism and can have negative economic effects on a tourist destination and the local population (Wall & Mathieson, 2006). Page (2005) refers to tourism as a fickle industry, because it is highly seasonal. This has implications for investment and the type of employment created. Tourism employment is often characterised as being low skilled, poorly

paid, of low status and lacking long-term stability. Even though high season in tourism may bring the opportunity to generate significant revenue from tourism, the economic gain must be sufficient to allow an income which will support individuals and the economy throughout the year.

An incident of seasonality generally means that employees in the tourism industry have jobs for a certain part of the year. Profits in the tourism industry have to be made in a shorter time period than in most industries and spreading them across the year may not seem as lucrative as imagined. Others, depending on climate and location, attempt market diversification, that is, they introduce different products in one establishment so that when it is off-peak/season for other products others are still in peak-season. They also promote new products, and introduce incentives for customers (Wall & Mathieson, 2006). For example, during school holidays for instance if a couple visits a tourist destination like a hotel and sleeps there for few nights and brings along a child, the child may not pay for breakfast or may pay half price for accommodation.

Alderman (1994, in Zupan, 2003) emphasises the impact of the seasonality of tourism and, indicates that it is not profitable to have capital equipment idle during some parts of the year because it decreases the return on investment and infrastructure. At times tourism may cause labour shortages when its seasonality coincides with the peak agricultural harvest and this can possibly lead to an increased demand for agricultural imports, which results in costs known as leakages.

2.4.5. LEAKAGES

In most cases the foreign exchange generated by tourism activities may not benefit the local economy, because the profit made usually is leaked to foreign countries. Foreign investors like multinationals (MNCs) that control accommodation, travel and tourism organisations receive large portions of tourist spending. Leakages may occur through: repatriation of profits generated from

foreign capital investment; vertical integration; not sourcing services and goods locally; payment for holidays made in the generating country; and ownership of transport (Cooper, *et al*, 2000). For example, Forever Resorts is a foreign brand and in most cases they send foreign managers to countries where they have branches to manage their brands.

Bull (1995, cited in Page & Connell, 2006) indicates that the large and well developed destinations demonstrate the lowest leakage rates as they have supply industries which can compete with foreign imports and, therefore, retain more money within the local or regional economy. The less developed countries have a higher propensity to import due to lack of supporting industries. In this case the tourism multiplier effects cannot develop to its potential as most of the tourist revenue filters out of the destinations. For example, Fletcher (1988) and Opperman and Cohen (1997, cited by Page & Connell, 2006) state that leakages of between 27-35% are experienced in Singapore and that about 53% of every US dollar leaks out of the Pacific Islands to Palau. (De Holan and Phillips, 1997, cited in Page & Connell, 2006) state that leakage as high as 75% occurs in Cuba for reasons such as: lack of industries producing goods and services to support tourism; inadequate distribution systems; the enormity of a firm's inefficiencies in the local economy; and the presence of international hotels.

2.4.6. INCOME AND EMPLOYMENT

The promoters of tourism always promise jobs and improved incomes to the host communities, but in many cases such promises are not fulfilled. For example, managerial posts, better paying jobs require highly skilled people and you find that there are no people with such skills in the local areas, and as a result they end up hiring people from outside the country to fill such positions (Wall & Mathieson, 2006). In other cases, the income generated may not benefit the poorest in the society. Page and Connell (2006) indicate that the poorest may not benefit because firstly, the income generated may leak out of the destination to a foreign investor, and secondly, it may filter to those who have a direct interest in

the tourism business rather than those who exist within a certain type of economy.

Alderman (1994) in Zupan (2003) believes that tourism can or lead to increased property values and higher costs of living for the local people. There are however, revenue leakages particularly from developing countries to developed ones, that is, tourism causes properties and services to be expensive, and at the same time it does not invest or give back to the local communities. Supporting the above statements the World Bank (2002) estimates that 45% of gross tourism revenues in developing countries leaks abroad (Lawrence, 1994).

Tourism is a major global industry that provides a huge opportunity for economic growth, foreign exchange earnings, employment and income generation. It has been seen that tourism results in a range of economic impacts, both negative and positive, depending on the socioeconomic characteristics of the tourist destination, and the types of tourism practices in the destination area (Wall & Mathieson, 2006).

2.5. THE NATURE OF THE SOCIAL IMPACT OF TOURISM

Tourism can emerge as a source of conflict between the host population and the visitors to destinations where its development leads to perceived problems and actual impacts. The attitudes of residents towards tourism represent an important way in which this stakeholder group contributes to policy and public support for or against tourism (Page, 2005:319). Wall and Mathieson (2006) hold that the social impacts of tourism are the outcome of a particular kind of social relationships that occur between the tourists and the hosts as a result of their coming into contact with each other.

There is a direct social impact which occurs as a result of the contact between the host population and the visitors. Cooper, Fletcher, Gilbert, and Shepherd and Wanhill (2000) suggest that there are three (3) broad categories of the social

impact of tourism such as: when the tourists buy goods and services from the hosts; when the hosts and tourists share a facility such as the beach, a train or bus, restaurants or a bar; and when the tourists and hosts come together for the prime purpose of cultural exchange. The first two of these types of contacts are associated with the majority of the negative aspects of social contact, whereas the third type of contact is generally considered to be positive in nature. The above stated types of contacts clearly show that there are some impacts that are inevitable in the tourism industry, because there is no way that tourists can visit a destination and not get in contact or get a service from the local people and in one way or the other there will be an impact which could either be positive or negative.

2.5.1. THE THREE WAYS OF SOCIAL IMPACTS

According to Cooper *et al* (2000), social impacts of tourism take place in three (3) different ways, namely by demonstration effect, indirect social impact and direct social impact:

2.5.1.1. Demonstration effects

These are also known as the direct social impact of tourism. In this type of impact the tourists influence the behaviour of the host population. For example, it has been stated earlier that tourism is a product that requires simultaneous production and consumption and, as such, it has the disadvantage which is that the customer must visit the destination in order to consume it. This means that tourism will bring with it the physical presence of tourists and this may stimulate changes in the behaviour and the attire of the host population in which the locals will be trying to imitate the tourists dressing code/style Cooper *et al* (2000).

2.5.1.2. Indirect social impacts

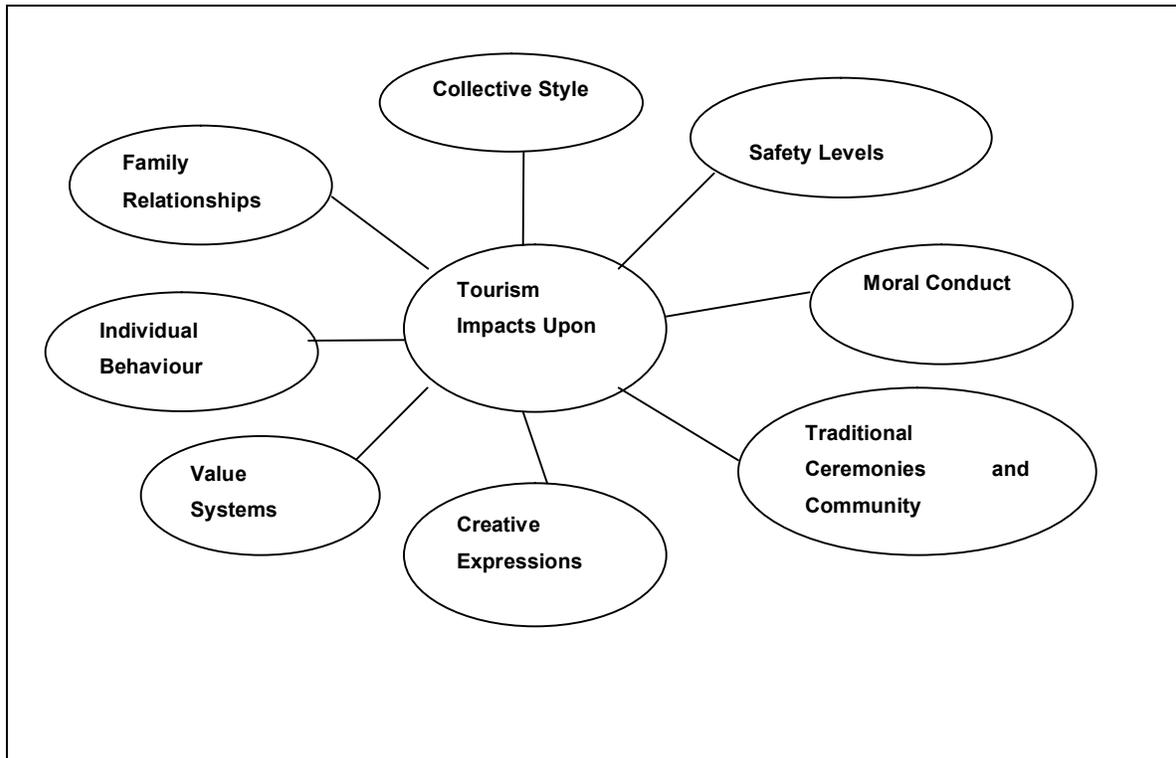
This type of impact carries more of the positive impact than the negative ones. It has a positive social impact when the tourist destination is growing well; new employment opportunities created by the activity will be a harbinger of social

change in the same way that any form of economic development will change consumption habits, the location and the behaviour of the local population. These changes will be stimulated by the introduction of new enhanced forms of transportation, communications and infrastructure primarily provided for tourism development Cooper *et al* (2000).

2.5.1.3. Induced social impacts

These are the impacts that result as the host communities are being exposed to consumer durables such as television, videos and radios where the local people are exposed to greater range of wants and by so doing it speeds up the process of social change. With the growth in the economy as a result of tourism establishments in local areas, there will be an increase in income levels and the proportion of the population involved in the monetised sector. This will alter the consumption patterns of the local population. According to Wall and Mathieson (2006), the magnitude of social impact associated with tourism development will also be determined by the extent of the difference in the social characteristics between the hosts and the guests. Inskip (1991) suggests that such differences include: basic value and logic system; religious beliefs; traditions; customs; lifestyle; dress codes; behavioural patterns; sense of time budgeting; and attitudes towards strangers.

Figure 2.1: The Social and Cultural Impact of Tourism



Source: (Page, 2005).

2.6. THE SOCIAL IMPACT OF TOURISM

According to Cooper *et al* (2000) tourism is a product that relies totally upon simultaneous production and consumption. In fact, if the tourists do not visit a destination then there are no measurable outputs of the industry's activities. Tourism is regarded as a personal service and, as such, can only be consumed by the tourist visiting the destination. The implication of this for the host population is that it will come into contact with an unknown population during the production process. This contact can be beneficial or detrimental to the host population depending upon the difference in cultures and the nature of the contact. The socio-cultural impact tends to contain a mixture of both positive and negative impacts and these impacts affect both the hosts and the guests (Cooper *et al* 2000).

According to Edgell (2006), many studies on tourism have found that a well researched, well planned and well-managed tourism program is the one that

takes into account the local chance of improving the local economy and enhance the quality of life of the local people. The social impact of tourism are the ways in which tourism is contributing to changes in value systems, individual behaviour, family structure, relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations (Wall & Mathieson, 2006). This means that the social impact of tourism can be considered as the changes that occur in the lives of the host population as a result of tourism activities and the contact they have with the tourists. The social impact of tourism can be further subdivided according to the positive and negative contributions.

2.6.1. THE POSITIVE SOCIAL IMPACT OF TOURISM

Van Haarsel (1994) indicates that proponents of tourism disagree with the fact that tourism has a negative influence on the host community. Their view is that it rather has a very positive impact. It helps break down the superficial social and cultural differences. Van Haarsel (1994) continues to state that the proponents of tourism also believe that tourism can lead to intercultural understanding, as tourists travel to different destinations, exposing their culture to the host communities. As such the two parties will learn more about other cultures and may thus become more tolerant and understanding.

Van Haarsel (1994) indicates that tourism plays an important role in international understanding, peace, prosperity and universal respect for and observance of human rights and fundamental freedom for all without distinction on the base of race, gender, language or religion. Tourism has enabled cultures to be rehabilitated and has made them known to the rest of the world (Wall & Mathieson, 2006). This means that tourism plays a major role in the promotion of culture and understanding between different people of different cultures. It acts as an incentive for the renaissance of the local cultures. According to Wall and Mathieson (2006), whenever tourism becomes an important component of the local economy, there is an increase in interest in and appreciation in the native

arts and crafts. This type of cultural awakening has proved to be beneficial to the host population in the sense that local people become more aware of the value of their history and culture and they begin to appreciate and protect it from being polluted and diluted.

The staging of cultural attractions can have both positive and negative consequences. It is positive when staged activities divert tourists from and relieve pressures upon local people and their culture. In his study, Buck (1977), cited in Wall and Mathieson (2006), argues that the establishment of other attractions, such as the sale of souvenirs, and individuals in the Amish dress participating in traditional activities, divert tourists' attention away from the real domestic and agricultural activities. In this instance the staged attractions help to preserve the culture from the pressures of tourists (Cooper *et al.* 2000; and Wall & Mathieson, 2006).

Tourism also has a beneficial role of educating younger generations about the intrinsic values of their culture. Inskip (1991) state that tourism has enhanced local pride in their unique musical traditions, which in turn has fostered and encouraged locals to aspire to higher international standards. Inskip (1991) gives an example of the Balinese culture where regional government organised annual competitive cultural festivals of dance and music not only for tourist consumption but as a means to maintain quality and to educate younger generations to participate in their cultural activities and appreciate them. It also has a social benefit that relates to psychological reward that flows to tourists. It is regarded as a positive force which increases one's productivity when one uses it for leisure (Van Haarsel, 1994).

According to Wall and Mathieson (2006), tourism is a service industry and engaged in providing services. Individuals providing services will, therefore, be more likely to demonstrate multilingualism than the tourists. This means that tourism plays an important role in promoting multilingualism and at the same time

it will lead to the local population and the tourists appreciating and understanding each others language and culture. Tourism also has the advantage of improving and providing better access to health facilities for members of the host population as the development or the presence of a tourist destination comes with its benefits and improvements (Wall & Mathieson, 2006).

The involvement of the local community leads to a situation where the host communities do not only benefit, but also improve the quality of tourists experience. Host communities can be involved in tourism operations by means of provision of knowledge of the local tradition and culture, services such as catering and cleaning and products like wood crafts, souvenirs and bead work. Tourism also provides social benefits to both the host population and tourist by giving them an opportunity to understand and appreciate each others cultures and different ways of doing things and it also ensures preservation and continuation of the host population's culture.

2.6.2. THE NEGATIVE SOCIAL IMPACT OF TOURISM

Van Haarsel (1994) holds that since many tourists nowadays are international tourists from countries such as the United States of America, Canada, and other industrialised countries, there is a need for widespread western social and cultural values throughout the world. He compares the impact of tourism with that of the mass media, saying that the development of sophisticated communications which enabled the wide spread of information has impacted on the lives of the people. The difference here however, is that, with tourism there is physical contact between the host communities and the tourists. Large numbers of tourists increase the potential cultural conflicts in that when they visit a tourist destination they expect the host community to be flexible and cater for whatever needs they have. Tourism becomes a serious threat to the host communities culture, especially when the tourists expect the host communities to sacrifice their culture, tradition and their lifestyle just to accommodate them.

2.6.2.1. Categories of the negative social impact of tourism

According to Wall and Mathieson (2006), the negative social impact of tourism can be classified into five categories. These include social change and euphoria, moral conduct, religion, language and health:

2.6.2.1.1. Social change and Euphoria

The social impacts of tourism are the ways in which tourism contributes to changes in the value systems, individual behaviour, family structure and relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations. The social impacts are the outcome of particular kinds of social relationships that occur between tourists and the hosts as a result of their coming into contact. The nature of these relationships is a major factor influencing the extent to which understanding or misunderstanding is fostered by the tourism process (Wall & Mathieson, 2006).

The initial stages of tourism development are normally accompanied by enthusiastic responses on the part of the host population as they perceive the potential benefits that investors and visitors will bring to their area. The initial euphoria and enthusiasm which are associated with the preliminary phases of tourism begin to disappear as the industry expands and tourist numbers increase. For example in his study Fox (1977 cited by Wall & Mathieson (2006), in his review of social impacts in the Pacific Islands, noted that political leaders of newly developed destinations such as Tonga, Fiji, at one time said to people that *“tourism will improve our country’s economy and will benefit our island’s people”* and after some time they expressed fearful concerns for the increased strain on traditional customs and lifestyles. This indicates the impact that tourism has on the social lives of the host population, especially when it comes to the commercialisation of their sacred practices which leads to the deterioration of social values and erosion of social structure in pursuit of economic development growth.

As a result of these impacts, the host population's perceptions and attitudes towards any development and expansion of tourist facilities to meet the tourists' needs become antagonistic and may eventually reach xenophobic proportions (Wall & Mathieson, 2006). Xenophobia refers to the overtly expressed resentment of and contempt for tourists foreign and their behaviours. Xenophobia occurs when a saturation point is reached or even exceeded. For example, the manifestation of xenophobia may take different forms. In some cases the host population may start to be violent towards the tourists, blaming the change of behaviour of the local people on the tourists' presence.

Tourism researchers (Wall & Mathieson, 2006) acknowledge that tourism development over the past fifty years has led to changes in the structure of the host societies. They also agree that in respect of socio-cultural impact, there is a threshold of tolerance of tourists by hosts which varies both spatially and temporally. As long as the numbers of tourists and their cumulative impact remain below this critical level, and the economic impact continues to be positive, the presence of tourists in the tourist destination is usually accepted and welcomed by the majority of the host population. But, once the threshold is exceeded, numerous negative symptoms of discontent make their appearance, ranging from mild apathy and irritation to extreme xenophobia, and from grudging to open exploitation (Wall & Mathieson, 2006).

2.6.2.1.1.1. Forces of resentment against tourists

Cooper *et al* (2006) and Wall and Mathieson (2006) point out a number of situations that provoke the feelings of resentment against tourists. The most intense feelings appear to develop from particular conditions such as the physical presence of tourists, the demonstration effect and foreign ownership and employment (Neo-colonialism):

(a) The physical presence of tourists

The physical presence of tourists in the destination area, especially if they are in large groups cause residents to frequently resent having to share facilities and services with visitors and often mention congestion as a problem. According to Doxey's stages of irridex, when the host population begin to be irritated and resent the presence of tourists in their area this stage is referred to as the level of irritation (Wall & Mathieson, 2006).

(b) The demonstration effect

The demonstration effect can be advantageous if it encourages people to adapt or work for things that they lack. But, it is more commonly detrimental and most authors indicate concern for the effects of foreign domination of the industry and the impact of tourists who parade symbols of their affluence to interested hosts. The hosts' resentment is heightened by the development of luxurious hotels and foreign tourism facilities, and also by the unusual tourists' behaviour. In most cases tourists on vacation have fewer constraints than they do at home and they behave and spend in a less inhibited fashion. The residents frequently resent the apparent material superiority of the visitors and may try to copy their behaviours and spending patterns. As a consequence, the host often develops a misconception about the tourists. For example, in his study, Rivers (1974, in Wall & Mathieson, 2006) reported that young Spaniards were convinced that all unattached female tourists were easy conquests.

Another negative impact resulting from the demonstration effect is mostly experienced by the youth of the host community. Wall and Mathieson (2006) hold that young people of traditionally closed societies observe the freedom and material superiority of young westerners and respond by imitating their economic patterns and ways of spending, or may even think of migrating to foreign countries for further participation in western cash economies. Eskimo, Kotzebue & Nome, and Smith (1977, cited in Wall & Mathieson, 2006) in their study in their study examined the demonstration effect and state that tourism can modify local

behaviour and divide the host population. They continue by indicating that the demonstration effect may lead to development of a specialist minority population in the community. This group includes those who participate in the commercialisation of the sacred resources of the community for tourists' consumption, for example, this group may dance special dances and demonstrate crafts to tourists to get money.

The other impact of the demonstration effect is that the presence of tourists in destinations and tourism itself has changed the economic and social structures of the rural communities. The advent of tourism has had effects on the traditional peasant economies. Employment in the tourism industry has been one way for the locals to improve their standard of living. Greenwood (1976) and Pacione (1977, cited by Wall and Mathieson, 2006) in their research undertaken in Spain, note that the greater wealth and upward social mobility has become increasingly desirable, particularly for young members of the host communities. Consequently, class distinctions within the host communities are accentuated and they reflect the degree of involvement in tourism. Moore (1970, in Wall & Mathieson, 2006) in his study, *Working in the Canary Islands*, shows that such changes could modify local political powers, with the emergence of new elites based upon tourism. All these studies show that tourism has improved the economic well-being for those involved in it, but it has also caused a transformation and division in the local communities, where there is a development of a group of elites separate from those that remain traditional.

Migration, both international and intra-national, is another important manifestation of the demonstration effect. Rural-urban migration is not a recent process, nor is tourism a major cause of the phenomenon. Nevertheless, the ability of tourism to create employment, commonly in urban resorts, has facilitated the drift of people from rural to urban locations in many countries. South Africa is one of those countries (Wall & Mathieson, 2006). It can be concluded that tourism is partially responsible for the creation of the social imbalances occurring in areas where

their able bodied men and women leave to go to work in those tourist destinations away from their homes.

(c) Foreign ownership and employment (Neo-colonialism)

The employment of non-locals in managerial and professional positions and the frequent existence of foreign, absentee employers have provoked charges of neo-colonialism. These features contribute to the high leakages through the remittance salaries and profits to the tourists-generating countries. Bugnicourt (1977, cited by Wall & Mathieson, 2006), writing specifically on *African tourism* believes that these situations contribute to what he calls *tourism with no return*

The development of tourism may be accompanied by a one-way transfer of wealth from the destination area to points of tourist generation. A large proportion of expenditures and profits are now gained by foreign investors. In most cases, a large proportion of goods and services which are consumed by tourists are often not produced in the destination areas and, thus, most of the profits accrue elsewhere (Wall & Mathieson, 2006). As a result, these high leakages of profit and wealth to foreign countries may leave little profit in the destination area, and they also contribute to the host communities' resentment towards tourists, tourist destinations and tourist facilities.

2.6.2.1.2. Moral conduct

The negative impacts of tourism on the moral conduct of the host community may manifest itself in an increased level of crime, gambling, and prostitution (Cooper *et al.* 2006; Saayman & Saayman 2004; Wall & Mathieson, 2006). Tourism and moral conduct can, therefore, be discussed under the following subheadings: crime, gambling, and sex tourism and prostitution.

(a) Crime

The occurrence of tourists falling victim to crime is dependent on the existing levels of criminal activity, the stage of development of the destination and the

proximity of tourist zones (Wall & Mathieson, 2006). There are examples of crimes against tourists in designated tourist zones which occurred in South Africa. For example, a number of crimes have been reported in the media in Table Bay in the Western Cape, ranging from mugging, rape, and murder of tourists. At most of South African airports many crimes have been reported against tourists. Wall and Mathieson (2006) emphasise that open accessibility of a destination area and the unfamiliarity of the place, make tourists an easy target and, therefore, it is not surprising. According to tourism scholars such as Pizman and Mansfield (1996) and Ryan (1993) in Wall and Mathieson (2006) there is a relationship between tourism and crime, and they have identified five different relationships between crime and tourism: that which relates to tourists as incidental victims of crimes; the tourist location as venue for crime; tourism as the provider of victims and crime is therefore opportunistic; organised criminal activity to meet certain types of tourists demand; and organised criminal and terrorist group activity against tourists and tourist destinations.

According to Chesney-Lind and Lind (1986:167, in Wall & Mathieson, 2006) both tourists and residents can be victims if crime and rates for robbery, burglary, larceny and crimes against property are increasing in tourist areas. Supporting the above statement (Milman & Pizman, 1988; Walmsley, Boskovic and Pigram 1983, in Wall & Mathieson, 2006) and Cooper *et al.* (2000:) state that although there are apparent and recorded differences in such crimes between tourism and non-tourism areas, it is clear that residents perceive that tourism zones do attract crime. Wall and Mathieson (2006) citing Ryan (1993) emphasise that there is a relationship between tourism and crime. They show two ways in which tourists generate opportunities for criminal activity, namely, individual and institutional levels. At the individual level, they state the fact that tourists often indulge in behaviours in a destination that are foreign to them in their places of residence. For example, these may include excessive drinking, drug taking and prostitution. While at institutional level, they are often involved in illegal purchasing of stuff, for

example, illegally purchasing a piece of land and after some time selling it at a higher price to tourism suppliers just to make profit.

Wall and Mathieson (2006) hold that tourism is vulnerable to terrorism activities as evident in hijackings, attacks on tourism facilities and tourists themselves. Wall (1996) and Fieler (1986) note that the attraction of tourism to terrorists is due to the amount of international publicity it receives, further publicising the terrorists' political cause and their ability and resourcefulness in carrying out such acts. The implications of terrorist activities on tourist destinations are obviously wide-ranging, for example, reduced tourist arrivals, reduced investment in tourism infrastructure, job losses, and increased tourist fees to pay for increased security (Wall & Mathieson, 2006). The listed implications do not only impact negatively on the host population's economy, but also on the country's image and economy.

Harper (2001) reports in his study, that in most instances the rate of crime on tourists, particularly larceny, theft and robbery, are higher than experienced by the local residents. He states that crimes against tourists occur at a higher level in areas with a high level of existing conventional crime. Supporting the above statement, Cooper *et al.* (2000), and Wall and Mathieson (2006) suggest that the image that a tourist destination has attained in its marketing and promotional initiatives will influence the type of tourists visiting and their corresponding behaviours. They discovered that economic crimes like robbery, larceny and burglary had a similar season as tourism; while crimes such as theft, murder, rape and assault did not. From the above discussions it appears that tourism contributes to an increase in the crime rate and, it is partly to be blamed for the increasing levels of crime, especially in the areas where there are tourist destinations and attractions. It does this through the generation of conflict between tourists and hosts, when the host have reached the stage of irritation according to Doxey's stages of irridex. Doxey's irridex covers four level of

reaction on the part of the host population namely, euphoria, apathy, annoyance, irritation and antagonism:

(i) Euphoria

This is the initial stage where both tourists and investors are welcomed. During this stage people are enthusiastic and thrilled by tourist development. They welcome the tourists and there is a mutual feeling of satisfaction. There are opportunities for the local people and money is flowing in along with the tourists. It is happiness that is experienced and lasts for a short period of time. At this stage the hosts are excited with the development of tourism taking place and there is a mutual feeling of understanding.

(ii) Apathy

At this stage as the industry expands and people begin to take tourists for granted and also see them as stereotypes. Tourists rapidly become a target for profit-making and contact and the personal plane begins to become more formal. Here the tourists are no longer appreciated; they are only being tolerated because they bring money into the local area.

(iii) Annoyance or irritation

This stage begins when the industry is nearing saturation and the host population begins to express doubts. Here the host population start to be annoyed by everything done by the tourists and done for the tourists. The locals are irritated by everything that has to do with the tourists; they even feel the need to have separate facilities for the locals and the tourists.

(iv) Antagonism

The host population is no longer hiding their feelings of irritation. They express them in such a way that they even blame all social and personal problems on tourists. As a result this will lead to resentment on the side of the host towards the tourists. For example, the host may start to blame the tourists that it is

because of their presence in the area that their youth is corrupted or that the price of property and taxes has increased. Van Haarsel (2006) identifies the following negative social impacts of tourism: alteration or distortion of cultural patterns - host communities, especially the poor communities have the perception that tourists are very rich, that is, the stereotype formed by the hosts of the tourists; dilution of culture where some of the important elements of culture are changed to appeal more directly to tourists or so that they may be readily consumed by tourists. For example, sacred dances once reserved to welcome the high priest and those that were danced when there are special ceremonies are now performed on demand for tourists. Values and attitudes have changed, number of attempts have been made to trace the sequence and the time frame during which values change. For example Doxey (1976, cited by Page, 2003; Van Harsel, 2006; and Cooper. *et al.* 2006) constructed an index of the level of irritation which he referred to as irridex. He holds that irritation resulting from contact between tourists and hosts is inevitable and if it is not properly controlled it will ultimately destroy tourism.

Supporting Doxey's stages of irridex, Ap and Crompton (1993) in their study cited by Wall and Mathieson (2006) and Page (2005), have reported the following responses from a host population with regard to the presence of tourists in their areas: embracement or the enthusiastic welcoming of tourists; tolerance, which is the stage at which the host population are ready to accept any inconveniences of tourism activities, thinking of the benefits to be reaped by communities; and adjustment which is the stage at which the host population here is alters their former behaviour to avoid inconveniences caused by tourists, rescheduling activities or even using different facilities to avoid the presence of tourists. At this stage the host population are doing their best to avoid tourists to the point that they even consider changing their schedules of activities to avoid contact with tourists; and withdrawal - which could be physical (moving out) or even psychological (staying silent and not getting involved with tourists in any way). During this stage the host population have reached their level of no longer being

able to tolerate tourists in their area and, as a result they avoid tourists as much as possible or where they are in the same place with tourists they just do not talk to tourists at all.

From the above responses by Ap and Crompton and Doxey's stages of irrdex, it can be concluded that tourism needs to be properly planned before its operation and to be regularly controlled and monitored when operating to reduce its negative social impact on the host population to avoid resentment and hostility of the host population towards the tourists. This poses a serious challenge to the management of tourist destinations to ensure that the host population is protected and the tourists are satisfied at the same time.

(b) Gambling

Gambling has long been recognised as a tourist attraction and for several centuries it has been an important part of the experience available at many tourist destinations. Today it is undoubtedly an important part of the growth in the tourism industry. For example, in South Africa we have many tourist destinations and hotels with gambling facilities, like Sun City in the North West Province, and the EmperorsqPalace in the Gauteng Province. Gambling, like prostitution is not endemic to tourism. However, it has been largely responsible for the fame and notoriety in tourism destinations such as Monte Carlo and Las Vegas and for the rise and fall of Cubaq Batista Havana. In spite of the concern on the part of the local police and church groups that gambling would attract organised crime, prostitution and violence, casinos were legalised in the hope that they would generate tourist activity; generate local employment and economic activity to the resort and the surrounding region; and increase the income of the city by expanding its tax base. The increasing interest in the use of casino gambling as a means of reviving the declining resorts has been associated with a growing concern for the problems that follow in engaging in gambling., Pizman (1978, cited in Wall & Mathieson, 2006) reports that because of its side effects,

gambling was perceived as one of the most undesirable consequences of tourism by residents of Cape Cod in Atlantic City.

Stokowski (1998) and Caneday & Zeinger (1991) in Wall and Mathieson (2006) suggest a number of social implications of gambling such as: residents are often unprepared for the rapidity and magnitude of changes brought about by casino tourism; gambling can lead to personal and family tragedies from increased compulsive or pathological gambling; and that political corruption and organised crime has been linked to casinos. Hakim and Buck (1987) cited by Wall & Mathieson (2006) notes that the increase in specific crimes such as larceny, burglary, auto theft and violence are statistically related to the presence of casinos in tourist areas.

(c) Sex tourism and prostitution

Sex tourism can be defined as tourism where the main motivation is to consume commercial sexual relations. According to Wall and Mathieson (2006) prostitution was as much, if not more, a part of ancient society travel. They state that it is exceedingly difficult to say how much tourism has been responsible for an increase in prostitution in tourism destinations. However, there are a number of hypotheses which may help to explain and understand increases in prostitution in tourism destinations. These are: the processes of tourism have created locations and environments which attract prostitutes and their clients; and by its very nature, tourism means that people are away from the puritanical bonds of normal living, anonymity is assured away from home, and money is available to spend hedonistically. These circumstances are conducive to the survival and expansion of prostitution; as tourism affords employment for women, it may upgrade their economic status. This, in turn may lead to their liberalisation and, eventually, to their involvement in prostitution to maintain or even to acquire new economic levels. Tourism may be used as a scapegoat for a general loosening of morals; the overt component of attractiveness of some destinations is the liberalization and promotion of prostitution by the destination and hence the development of

sex tourism. Poor people with few economic opportunities are forced into prostitution to survive and tourists are convenient clientele.

From the above assumptions it can be concluded that even though tourism cannot be regarded as a sole cause of prostitution in tourist destinations, it certainly is a contributing factor towards the growth of prostitution in most tourist destinations, and as such it is partly blamed for its growth. Sex tourism has proved to have more negative social impacts than any enhancing the positive social and economic benefits to the host population. There are some concerns being addressed by researchers over the social impact of this phenomenon. These include: the appearance of a new form of sexually transmitted disease, particularly HIV/AIDS and the resulting costs associated with treatment and education and training programmes. The sociological issues of denying human rights through forced prostitution, the exploitation of children and the commercialisation of women; the effects of traditional family structures of the involvement of young people in prostitution; and residence responses to tourists because of sex tourism may further discourage future visitation to the destination. Balancing the economic gains and sex tourism and prostitution with the wider psychological and social damage they create in the host community involves an important contentious social, political and emotional debate. Effective mechanisms of controlling sex tourism will place a heavier proportion of costs on law enforcement and controls in hotels and entertainment establishments (Wall & Mathieson, 2006; and Cooper *et al.* 2000).

The implications of sex tourism are costly to the host community and to the destination itself, because for the tourist destination to control or reduce these impacts involves more money to ensure law enforcement against those involved in this practice. For the host community sex tourism poses more threats to the lives of the community at large, especially, the young women and children involved in prostitution. They are at risk of getting diseases, some of which

cannot even be cured. As a result, there will be social imbalances and an economic burden on the host community because of these diseases.

2.6.2.1.3. Religion

According to Wall & Mathieson (2006), there are questions that need to be answered in order to understand if there is a relationship between tourism and religion or pilgrimage. Questions like are the same thing? In what ways are they different? Tourism has been called a %sacred journey+and a pilgrimage has many attributes of tourism, for example, a trip, a sojourn at one or more destinations, food and beverage requirements, souvenirs and interaction with the host community. Religion has been a powerful force which has long caused people to travel to religious centres in many parts of the world. For example, during the Easter holidays many Christians travel to places of prayer. The Catholics from all corners of the world go to the Vatican in Rome and, in Africa many Christians will be visiting the Zion City known as Moria in the Limpopo Province of South Africa.

The relationship between tourism and religion has changed from its traditional form. For example, holy places such as Jerusalem have become tourist destinations for visitors lacking spiritual motivation. Anti-western sentiment has increased in such places because of political factors and because locals and devout pilgrims find that their living conditions and religious experiences have been marred because of frequent photography, the proliferation of signs and rowdy behaviour. Thus, conflict is arising between locals, the religiously devout tourists and curious visitors. There is a concern that holy places are being developed for tourism and that this is detracting from the religious significance which has made them famous.

As tourism, particularly religious tourism, has grown, the churches and religions have not been able to remain indifferent to the consequences induced by religious tourism itself. Sacred facilities are becoming used as much for touristsq

pleasure as for religious observance (Vukonic, 2002, cited by Wall & Mathieson, 2006). The arguments of spiritual needs coming before material ones has always been at the forefront of religion's opposition to tourism and remains central to many hosts' perceptions of the presence of tourists in their places of worship. Others have criticised the commercialisation of sacred sites, claiming that tourism dictates local worship schedules and sees the selling and mass production of religious souvenirs as profaning their religious symbolism. It can be clearly seen that tourism has played a major role in degrading the value of religion in most of the places. It has led to the commercialisation of religion, turning it into a tourist product to be consumed by tourists, and it also has caused a lot of tension between Christians and the tourists visiting those places of worship, not for religious purposes, but as tourists visiting a tourist destination.

2.6.2.1.4. Tourism and language

Language is a vehicle of communication and it is a part of the social and cultural attributes of any population. Language exercises a decisive influence on the composition and distribution of inter-communicating social units - on who talks to whom - and thus on the activities in which men are able to participate in groups. Changes in language may also be associated with changes in attitudes and behaviour on the part of local residents towards tourists. Language can be used as one of the indicators to measure the social impact of tourism on the host community. White (1974, cited by Wall & Mathieson, 2006) examined the relationship between the growth of tourism and social change, using language as an index of the latter. He represents these relationships, and the possibilities of change within them, in the form of a conceptual model. The model identifies three ways in which tourism can lead to language change:

2.6.2.1.4.1. Language change through economic change

The new jobs associated with expanding tourism development are frequently not filled by local residents, and immigrants are hired. A shift towards the use of the immigrants' language may occur as immigrants exert pressure on the local

residents to speak their language. Another example may be where there are cultural tourists from outside countries interested in learning about the culture of the host population visiting a tourist destination and they cannot speak the local language and so they have a mediator between the tourists and the host population. This may also lead to local residents becoming involved in learning the tourists' language.

2.6.2.1.4.2. Language change through the demonstration effect

Tourists' portrayal of their financial and material background and their attitudes may introduce new viewpoints and stimulate a broader interest in non-locals affairs within the indigenous community. In their aspiration to achieving the similar status, the host population may be prompted to replace their own language with that of the tourists.

2.6.2.1.4.3. Language change through direct contact

This involves direct communication between tourists and hosts, although it may occur under a number of circumstances. For example, workers working in a tourism destination not knowing the local language and the local residents trying to accommodate them by speaking their language or an employee in a tourists destination again serving different tourists from foreign countries and serving them trying to use their language.

Butler and Pearce (1998) support White (1974, cited in Wall & Mathieson, 2006) when he says that tourism acts to displace the indigenous language by that of the tourists. Both White and Butler found that tourists staying in private homes, farmhouses and locally based accommodation had less impact on the linguistic loyalties of their hosts than those staying in hotels. The links between tourism and language change through the direct contact of tourists with hosts were less important than the economic link, that is, use of non-local labour. It can be concluded that changes in the local language use and preservation of the language is dependent on the host-tourists relationship and contact, and the

social and economic characteristics of the host and the tourists. In most cases the impact is felt much more when the host population feel inferior to the tourists based on characteristics such as tourist buying and spending patterns power, material superiority and their level of education.

2.6.2.1.5. Tourism and health

Health tourism is defined as the provision of health facilities utilising the natural resources of the country, in particular mineral water and climate. The main purpose of health tourism is personal regeneration through an active physical life coupled with mental relaxation; but it is evident in many tourist destinations that even if that is the case, tourists are exposed to different kinds of diseases. On the other hand some diseases they carry from their place of origin and infect the local people. For example, Wall and Mathieson (2006) state that it is common to hear of western tourists contracting stomach ailments from the food and water in many developing countries. The impact of tourism on the health status of the host communities has however received limited attention. Historically there are well documented examples where the arrival of tourists from other countries to a particular host country or region has altered the health status of the locals by the introduction of new diseases. For example, Bauer (1999) emphasises the impact of tourism on the health of the host population by giving an example when a new tourist destination was built in Portugal, new diseases like smallpox, yellow fever and influenza were introduced. This impacted severely on the local population.

According to research (Lea 1998; Wilson 1998, & World Tourism Organisation 2005), the emergence of new infectious diseases, the accelerated spread of infectious diseases and the re-emergence of diseases thought to be eradicated has now been the focus of some recent tourism commentaries. Cooper *et al.* (2000) and Wall and Mathieson (2006) state that tourism brings about direct and indirect impacts on the health status of the host population. Direct impacts refer to the introduction and spread of infectious diseases, accidents causing death or injury to local residents and tourist industry personnel, and the conditions related

to the host employment in tourism. The introduction of foreign diseases to the host population is now common and although many of these diseases are normally treatable, the low hygiene, poor nutrition and poor economic conditions of the host populations often add to the severity of and ease of transmission. Tourism has also exposed industry workers to additional health risks in the routines of their work. For example, jungle and mountain guides are often exposed to animal bites, malaria, altitude sickness and accidents.

The indirect impact of tourism may be attributed to the social and economic consequences of increased tourism revenues, visible through the improvement in medical health care facilities within destinations for use by the entire community. Contrary to that, the development of new medical facilities in tourist destinations has sometimes been able to provide such services to the tourists and these may not be accessible or affordable for the locals (Yunis 1996). A further example of an indirect impact is related to the environmental problems induced by tourism. In many undeveloped tourist areas, inadequate waste management and sewage systems and pollution of water supplies pose a health risk for local communities and affect their local food supply.

Tourism can be regarded as a driving force for the spread of and re-emergence of infectious diseases. The outbreak of Severe Acute Respiratory Syndrome (SARS) in 2003 as well as the foot-and-mouth disease in the United Kingdom drew attention to the importance of health issues in both human beings and animals to tourism because of their major disruptive effect. The outbreak of these diseases impacted heavily on the tourism industry as many tourists afraid to contact the diseases ceased for a while to visit other countries. There are countries whose have tourism industry is the back bone of their economy.

Mason, Grabowski & Du (2005 cited by Wall & Mathieson, 2006) give the example of China and Canada where their tourist industry dropped or was curtailed and locations far away from the centres of the diseases were impacted.

Tourism plays a serious role in the spread of diseases in the tourist destinations where the host communities are exposed to those diseases but cannot get effective treatment for those ailments because of their economic conditions. It is upon the management in the tourism industry to encourage the tourists, especially those that come from outside the borders of the country to take prevention medicines or precautionary measures before crossing over to visit. They must protect themselves from contracting the diseases and so protect the host community as well. It is clear that tourism has significant social impacts and is instrumental in altering the social structure of the host communities with consequences for the attitudes of residents towards tourism.

2.7. CONCLUSION

It is clear that tourism has significant social and economic impacts and is instrumental in altering the social structure of host communities with consequences for the attitudes of residents towards tourism (Wall & Mathieson, 2006). In the next chapter, the research will focus on the environmental impacts of tourism, tourism and sustainability and the importance of sustainability in tourism; the advantages and principles of sustainable development.

CHAPTER THREE: TOURISM, SUSTAINABILITY AND THE ENVIRONMENT

3.1. INTRODUCTION

This chapter deals with the literature on the environmental impact of tourism and tourism and sustainability to indicate the importance of sustainability in tourism and how tourism depend on the environment for its survival and how tourism can at the same time destroy the environment if it is not well planned. The researcher will focus on the following: the types of sustainability, how sustainability can be maintained, advantages and principles of sustainable tourism. Sustainable development is there to ensure that the environment on which tourism depends on is not at risk and that the communities where tourist areas are located are not at risk of loosing their resources that they could use for future generations.

3.2. DEFINING SUSTAINABLE TOURISM

Sustainable tourism has several and seriously debated definitions. The Federation of Nature and National Parks (1993) defines sustainable tourism as all forms of tourism development, management and activity that maintain the environmental, social and economic integrity and the well being of natural, built and cultural resources in perpetuity (Ratz & Puczko, 1998). A publication by the Tourism Concern and the World Wide Fund for Nature (Eber, 1992) also defines sustainable tourism as tourism which operates within natural capacities for the regeneration and future productivity of natural resources, recognises the contribution that the people and the communities, customs and lifestyles make to the tourism experience, accepts that these people must have an equitable share in the economic benefits of tourism and is guided by the wishes of the local people and communities in the host areas.

The search for sustainable development friendly behaviour is a primary challenge for all governments, companies and individuals (Davis, 1991). Tourism has become a critically important source of foreign revenue for a number of developing countries such as South Africa. In some countries the tourism

industry is facing some challenges that could constrict future growth. This has resulted in a number of discussions about sustainable development (Clayton, 2002).

3.2.1. THE TWO DIFFERENT MEANINGS OF SUSTAINABLE TOURISM

There are at least three different meanings that relate directly to the notion of sustainable tourism that are used in tourism literature (McCool & Moisey, 2001). These meanings reflected a continuum of world views, from those that are industry centred to those that are more socially based, and they are as follows:

(i) Maintain the tourism industry in the long run

The primary task here is to build and manage tourism businesses in such a way that they maintain themselves over a long term period. This view is narrow and restrictive in the sense that it is only concerned about the sustainability of the individual tourism businesses, which may be viewed as a worthy social goal, but this perspective does not necessarily recognise tourism as a tool to enhance the economic opportunity, protect a community's cultural and natural heritage and maintain a desired quality life. From this point of view, sustainable tourism would place a great emphasis on maintaining promotional programmes that ensure that the number of tourists visiting an area continues to rise. In this context of sustainable tourism the more the tourist, the better. This view, of course, does not recognise tourism as an input but as a method of enhancing social and economic welfare.

(ii) A tourism form that is generally limited in scale

This is a tourism that is sensitive to cultural and environmental impact and respects the involvement of the people in policy decision. This view argues that there are biophysical and social limits to tourism development. This view recognises that tourism, as any economic activity, can overwhelm a community with negative social and environmental impact. Therefore, sustainable tourism closely benefits local people and communities, and protect resources on which

the tourism industry rests. Some still suggest that sustainable tourism represents the conduct of individual tourists, while others maintain that it is ethical behaviour on the part of tourism-based businesses, and still others suggest that it focuses on the amount of social and environmental impact. Much of the globe's tourism may qualify as mass tourism, but the central question of sustainability concerns the way in which the negative social and economic impact of human activity can be reduced. Given that most forms of tourism will probably be defined as mass tourism, of which the greatest progress would be to reduce the impact of mass tourism and not ignore it.

According to this view tourism is seen as a tool of social and economic development, as a method to enhance economic opportunity and not as an end in itself. In a natural resources management context the primary focus is on various ecosystem characteristics. In this sense, tourism is integrated with broader economic and social development programmes and can be viewed as a method similar to many definitions of tourism- to protect the natural and social capital upon which the industry is built. By asking this question, tourism is viewed as a tool, which at times may be important to a community and other times not so important. In this sense one is not speaking of protecting cultures for their value to the tourism industry, but because of their value to their people. It may be possible according to this view that tourism is not sustained over a long period, but is used as a method to accumulate income and government revenue that can be used for other development tools. Tourism would be viewed as part of a larger policy framework designed to achieve a sustainable society. In addition, the type of tourism according to this view may not necessarily be limited in scale (McCool & Moisey, 2001).

The above mentioned views indicate the importance of sustainability in all areas which can be impacted by tourism if sustainability does not form part of tourism planning. What is needed is a sustainable development view where both the natural and financial sides benefit from tourism. The emphasis of tourism should

be aimed more on the conservation for future generations, protecting the local community's culture and natural heritage and maintaining a desired quality. Bryan (1991) indicates that there are a number of prerequisites for enabling tourism to be profitable and beneficial in the long run. Firstly, tourism operators must decide whether offering a particular service is an appropriate endeavour for them, given the personal traits, economic needs, and state facilities. Secondly, the site must provide opportunities for visitors. And thirdly, tourism must be practiced in a manner appropriate to the land, the people and their norms and values and culture.

3.3. THE TYPES OF SUSTAINABILITY

Ratz and Puczko (1998) listed and explained four types of sustainability. Those types include the ecological, social, cultural and economic:

3.3.1. ECOLOGICAL SUSTAINABILITY

This type of sustainability maintains that tourism development does not cause irreversible changes in a given destination's ecosystem. It is the most commonly accepted dimension, since there is an obvious need all over the world to protect natural resources from the negative impact of tourism activities. The general growth of environment awareness has significantly contributed to this trend.

3.3.2. SOCIAL SUSTAINABILITY

It refers to the ability of a community to absorb tourism without the creation of social disharmony. This is a type of sustainability that encourages host community not to adopt the strange behaviours of the tourists they display as they visit their areas.

3.3.3. CULTURAL SUSTAINABILITY

In the context of tourism it assumes that a given community is able to retain or adapt to both their own distinctive cultural traits against the pressure of both the so-called 'tourist culture' and the 'residual culture' of the visitors. Cultural sustainability emphasise the importance of continuing to protect one's culture

even if new cultural trends are being introduced in the destination area by tourists visiting.

3.3.4. ECONOMIC SUSTAINABILITY

This refers to a level of economic gain from tourism that is sufficient to provide an appropriate income for the local community and to cover all the costs of any special measure taken to satisfy the tourists (thus a precondition of economic sustainability is the attractiveness of an area and the perceived high quality of its supply: without being in a competitive position in the world market, no destination can be economically sustainable).

Sustainable development is there to ensure that social, economic and cultural state of tourism and the communities are maintained. According to (World Commission Environmental Development, 1987) sustainable development is not a fixed state of harmony, but rather a process of change in which exploitation of resources, the direction of the investments, the orientation of technological development and institutional change are made consistent with future as well as the present needs. It is important to realise that sustainable development is not concerned with the preservation of the physical environment but with its development based upon sustainable principles. The Brundtland Report cited in Holden (2000) stresses the need for the alleviation of global poverty, not only as an ethical objective, but also as a key method to ameliorate the pressures being placed upon the physical environment. Sustainable development is there to ensure that the environment on which tourism depends on is not at risk and that the communities where tourist areas are located are not at risk of losing their resources that they could use for future generations.

3.4. THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT

According to Briassouls and Van der Straaten (1992) sustainable tourism is an approach rather than a series of laws. There are, however, four interlocking strands, which are central in helping the evolution of sustainable tourism, which

they outlined and explained. Those interlocking strands are: education, local tourism management strategies, rural tourism forums and information exchange. The following strands can be discussed as follows:

3.4.1. EDUCATION IS IMPORTANT

The philosophy of sustainable tourism must reach a wide audience including politicians, planners, tourism operators, developers and tourists themselves. Education to communities, local government and tourism and business operators about the importance of tourism and the roles they can play in ensuring that tourism does not have negative impacts on the host communities (Briassouls and Van der Straaten, 1992);

3.4.2. LOCAL TOURISM MANAGEMENT STRATEGIES

These strategies must be designed in consultation with local people, business, planning authorities, ecologists and touristsq boards. Management strategies such as effective management structure to guide the management of tourism that foster tourism, government and community stakeholder cooperation;

3.4.3. RURAL TOURISM FORUMS

The covering groups of villages or small cultural regions are effective methods of bringing together accommodation providers, operators of local attractions, voluntary groups and the authorities together. The forums can discuss the implications of the sustainable tourism approach, produce marketing material, administer training schemes and act as a sounding board for updating the Tourism Management Strategies. These rural tourism forums they also play an important role of representing the host communities when there are decisions to be made with regard to the tourist destination which may impact on the host community;

3.4.4. INFORMATION EXCHANGE

In rural areas development and management project is important if locally based groups are to take full opportunity of the possibilities open to them. Information

exchange is important as it benefits the host communities by making them aware of the opportunities and benefits available for them from the tourist destination in the area. It is also vital as it helps to publicise the tourist destination and as such it attract more investors to invest in the area and it contributes to the economic growth of the area (Briassouls and Van der Straaten, 1992).

From the four strands mentioned above it can be concluded that for sustainable tourism to be successful people should have a good understanding of what sustainable tourism is and its anticipated aims and objectives. Again there should be good communication between the communities and tourism planners. Forums should be formed that will allow people to offer their services and finally there should be good management and strategies for the success of sustainable tourism and information should be available to the people.

3.5. THE GOALS, ADVANTAGES AND DISADVANTAGES AND PRINCIPLES OF SUSTAINABLE TOURISM

According to Inskip (1991) the goals of sustainable development are to develop a greater awareness and understanding of the significant contributions that tourism can make to the environment, the people and the economy; to promote equity in development; to improve the quality of life of the host community; to provide a high quality of experience for the visitor; and to maintain the quality of the environment on which foregoing goals depend.

The advantages of sustainable tourism are: bringing satisfaction and enrichment to visitors; strengthening the respect for natural and built heritage; promoting an understanding of and appreciation for other communities and cultures; supports the maintenance and improvement of heritage; creating jobs and wealth; diversified narrowly-based rural economies; and improving the quality of community life (Inskip, 1991). According to Selman (1996) the disadvantages that make tourism unsustainable are: overcrowding; traffic congestion; wear and tear; inappropriate development; and conflicts with the local community. The

most important thing to be taken into consideration to make sustainable development a success is to involve all the stakeholders and community members who will be affected by the tourist activities. This can be done by education programmes that will increase their awareness and responsibility towards their resources which can be consumed by the tourists.

McNeely, Thorsell & Ceballos-Lascurain (1992) and Ratz & Puczko (1998) listed three main principles of sustainable development which are: ecological sustainability ensuring that development is compatible with the maintenance of essential ecological processes, biological diversity and biological resources; social and cultural sustainability ensuring that development increases people's control of their lives, is compatible with the culture and values of people affected by it, and maintaining and strengthening community identity; and economic sustainability ensuring that development is economically efficient and that resources are managed so that they can support future generations. Sustainable development embodies the interdependency of environmental, social and economic issues and policies. This interdependency should be taken into consideration for sustainable tourism to be successful. Sustainable tourism development should be considered to be a planning process that integrates tourism with other economic development initiatives in an attempt to achieve sustainable development.

Adding on the principles of sustainable development outlined above (Swartbrooke, 1999; Myburgh & Saayman, 1999; and Walter & Noble, 2000) they outlined the principles of sustainable tourism development management: as policy, planning and management which can be seen as appropriate and indeed essential responses to the problems of natural and human resource misuse in tourism; that it should be initiated with the help of the broader community and they should manage it; that it is generally not anti-growth, but emphasises that there are limitations to growth and that tourism must be managed with these limits; that one would rather have long-term thinking than short-term; that the

concerns of sustainable tourism management are not just environment, but also economic, social, cultural, political and managerial; that sustainable tourism development emphasises the importance of satisfying human needs and aspirations, which entails a prominent concern for equity and fairness; that all stakeholders need to be consulted and empowered in tourism decision-making and they also need to be informed about sustainable development issues; that while sustainable development should be the goal for all policies and actions, putting the ideas of sustainable tourism into practice means recognising that, in reality, there are often limits to what will be achieved in the short and medium term; that one must have an understanding of the following: the market economies operations, cultures and management procedures of private sector businesses and public are necessary in order to turn good intentions into political measures; frequently, conflicts of interest emerge regarding the use of resources, which means that, in practice, trade-offs and compromises may be necessary; tourism should provide quality employment to local residents; education and training programmes must be supplied to help improve the management of natural and heritage resources; and a code of conduct should be established for tourism at all levels.

From the above mentioned goals, advantages and principles of sustainable development it could be concluded that sustainable tourism development can only be successful if its principles are considered, integration becomes part of tourism planning and all the stakeholders and community members form part of all decisions to be taken with regard to tourism activities which may affect or even change their lives. The opportunity that tourism offers for the economic and social benefits for future will depend on the decisions made today. Edgell (2006) state that tourism is indeed an activity of considerable global economic importance as a source of income and employment, and as a major factor in the balance of payments for many countries it has been attracting attention from governments and local authorities, and others with an interest in economic development.

Edgell (2006) indicate that there are two choices we have to make for tourism in order to give its negative or positive socio-economic impact. He suggests that we either plan well for the development of tourism or let tourism happen haphazardly or hope for the best. Edgell (2006) continues by suggesting that the best practice is to define clear-cut policies and plans because there maybe no other chance to undo the negative impacts that will result from tourism development. The preservation of resources and deriving benefits of tourism is indeed a management challenge. Having understandable tourism policies will help chart a favourable course for tourism and ensure its positive future growth.

Edgell (2006) raises three (3) concerns with regard to tourism being economically sustainable and benefiting the local communities.

The first concern is the policy question often raised about whether tourism can be economically viable for private companies and local communities while also being sensitive to environmental, social, and cultural needs and meeting the requirements of visitors. The answer to this is yes, however, to achieve this, a successful and well-developed tourism program should be developed which include sustainable tourism management that seeks to meet the economic, ecological, social, and cultural and security objectives of the local community.

The second concern is that sustainable tourism development cannot meet or detract from policies aimed at economic growth. Edgell (2006) holds that sustainable tourism policy should not be thought of as antigrowth in fact, in most circumstances, it is progrowth. It has the ability to increase the quality and lifetime value of tourism products and hence, increase visitor satisfaction. Satisfied visitors are likely to be repeat visitors and in the long run, are key to the overall economic growth of tourism for local community, and the last concern is whether governments, private sector entities, local communities, non-profit organisations and tourists are ready to accept, plan for, participate in, lobby for and manage tourism programs that are environmentally, socially, culturally and economically sensitive.

3.6. THE ENVIRONMENTAL IMPACT OF TOURISM

As a result of a growing tourism industry, the impact it had on the environment became a major concern, since tourism depend on- the environment, consumers, and local natural and cultural resources. The impact of tourism occurs mainly in four broad categories: on natural ecosystem and resources-soil, fauna, flora; on the built environment; on local societies- culture, values and attitudes; and on local, regional and national economic (Coccosis, Edwards & Priestly, 1996).

The status of the world environment, a growing, even accelerating concern that initially triggered publications such as Rachel Carson's *"Silent Spring"* were combined by the Brundtland Commission's *"Our Common Future"*. Here it is argued that the survival of the human species depends on a new adopted paradigm of economic development termed *sustainable development* (Aronsson, 2000; McCool & Moisey, 2001). This paradigm was somewhat different from previous paradigms in the sense that it calls for environmental protection and economic progress since it represented a combination of both, while attending to quality-of-life needs.

Clearly, sustainable tourism development must have in mind the environment and economic growth. Swartbrooke (1999) and International Energy Agency (2001) define sustainable tourism development as the form of tourism that meet the needs of the tourists, the tourism industry, and host communities today without compromising the ability of future generations to meet their own needs (Hobson & Essex, 2001; Pigram & Wahab, 1997). According to Goodwin (2002) there are three primary requirements for sustainable tourism. Firstly, it must meet the needs of the host community in terms of the standards of living (short term and long term). Secondly, it must satisfy the demands of increasing tourism numbers and continue to attract them in order to achieve and improve the standard of living. Thirdly, it must safeguard the environment to ensure sustainability of the tourism industry and the environment.

Briassouls (2002) states that sustainable tourism development revolves around a central issue of how to manage the natural, built and socio-cultural resources of the host communities in order to meet the fundamental criteria of promoting their economic well-being, preserving their natural and socio-cultural capital achieving intra-and intergenerational equity in distribution of costs and benefits, securing their self-sufficiency and satisfying the needs of the tourists.

According to Murphy (1995) tourism's interest in sustainable development is logical; this is one industry that sells the environment, both physically and humanity as its products. Tourism is environmentally dependent and the environment is vulnerable to the impact of tourism. It is to a large extent, a resource-based activity, interacting with natural systems and with the capacity to initiate far-reaching changes in the environment (Pigram, 1995). Sustainable tourism development embodies the interdependence of environmental, socio-economic issues and politics. For successful sustainable tourism development, such interdependence should be taken into consideration (Myburgh & Saayman, 1999).

According to laonnides (2001) sustainable tourism that is different from sustainable tourism development can be described as the survival of a product in the long-term within a destination. This means that tourism can be seen as sustainable in an area where the tourist numbers and spending show a steady growth pattern over a period of time (laonnides, 2001). Nevertheless, despite that increasing popularity of the term, its transformation into action was thus far not yet completely successful (laonnides, 2001). The main stumbling block that prevents a true sustainable development is the fact that sustainable development has different meanings to different groups of people. McCool & Moisey (2001) indicated that the meanings attached to sustainable tourism development have varied significantly, with little apparent consensus among authors and government institutions. laonnides (2001) says that to achieve a true sustainable

development, communities must find a delicate balance between conflicting economic, environmental and socially equitable objectives.

3.7. THE HISTORY OF SOUTH AFRICAN TOURISM

The South African tourism went through an number of stages to reach where it is today. The stages are as follows; the first stage is called stagnation which started from the 1970s to 1980s, during this stage there was economic stagnation because of low rates of investments and because the focus was only on the white domestic market. It was during this stage where tourism referred to as a white man's industry. The second stage, growth stage, from 1990 to 1998 was characterised by growth in investments and introduction of foreign players in the tourism industry which led to increase in profit. The focus was also on providing training and skills development. The final stage, cyclicity which took place from the 1999 to 2004, this stage was characterised the global events such as, in 2004 when South Africa won the 2010 bid which automatically increased interests of domestic, continental and international tourists to visit and explore South Africa. It was also characterised by fluctuations in the currency and the economy, which resulted in companies and firms retrenching employees and skill development became slow, as a result of the combination of events, this stage was also characterised by weak investments (South Africa, 2008).

3.7.1. MARKETING TOURISM IN SOUTH AFRICA

South African Tourism is the national tourism agency responsible for the international marketing of South Africa as a preferred tourist destination. Saayman, Saayman & Rhodes (2001) state that tourism in South Africa is regarded as a growth catalyst which contributes to the economic growth of the poor regions. The aim of having such agencies like the South African Tourism is to make the tourism industry the leading economic sector in South Africa and to promote sustainable economic and social empowerment of all South Africans (DEAT, 2005). To achieve the goal mentioned above, South African Tourism has committed itself to its mandate of meaningfully contributing to the government's

objectives of increased job creation and redistribution and transformation through: increasing tourist volumes; increasing the geographic spread; length of stay and tourist spend of all visitors and improving seasonality patterns of tourism (South Africa, 2007). This means that the mandate of the South African Tourism is to maximise the benefits of tourism to benefit the country and to ensure equitable redistribution to all and its contribution to the South African economy.

The South African government is playing an important role in promoting tourism nationally, continentally and internationally. The establishment of the South African Tourism Board which is mandated to market South African tourism led to a growth in the tourism industry and the recognition of South Africa as preferred tourism destination. South Africa launched a brand ~~its~~ possible+at 2004 indaba, this revolutionary repositioning embodied the essence and values of South Africa as a preferred tourist destination, focusing on ~~realness~~+real human contact, real answers and the joy of real sensation- both rooted and natural. The idea was to communicate that in South Africa nothing is impossible (South Africa 2007). This is indicated by the number of achievements during the 2004-2005 which are as follows: In the third quarter of 2004 South Africa scored its highest number of tourist arrivals in its recorded history and again according to the statistics released in by Statistics South Africa, in September 2004 South Africa recorded the highest number of foreign tourists arriving in the country which showed a 6% increase of foreign tourists. According to the provincial distribution in the same third quarter of 2004 it was indicated that there has been an increase of the visitors to the Gauteng Province, Kwa Zulu Natal and the Northern Cape. The above increases have a positive economic impact. For example, Mabunda and Fearnhead (2003), emphasises the positive economic impact of tourism where approximately 2 000 permanent and 5 000 seasonal employees in South Africa are directly and indirectly employed by the Kruger National Park. Because of efforts of South African to market tourism, by the end of 2004 December tourism industry met its 40% procurement target the first time.

3.7.2. THE ROLE OF GOVERNMENT IN TOURISM

South Africa is one of the seven destinations within the global economy which have experienced the largest increases in arrival worldwide and was rated by World Tourism Organisation as one of the most promising tourism destination in Africa (Rogerson, 2003). This proves that the effort of government in establishing the South African Tourism Board which is the agency responsible for marketing tourism in South Africa was not in vain. One of the agency's responsibility was to market South Africa as a safe tourist destination, for example (Rogerson, 2003) indicated that research shows that South Africa is re-invented as a relatively safe destination for international tourists.

In the post 1994 the democratic government committed itself by introducing a national policy framework and institutions designed to support the Small Micro Medium Enterprise (SMMEs) economy as a whole because of its potential contributions towards meeting the objectives of the post apartheid reconstruction. According to Visser & Kotze (2003) citing Pillay & Rogerson indicate that transformation is a critical problem facing the tourism economy and which requires an expansion in the involvement of South Africa's historically disadvantaged populations. It is estimated that the tourism economy of South Africa is 95% white owned and the South African national government has made it its priority to achieve the objectives of transformation, i.e., transforming how tourism has been conducted in the past and the objectives of black empowerment+ to address this issue of a white dominated tourism industry (Rogerson, 2003). If these objectives of transformation and black economic empowerment and SMME development can be achieved, the face on the tourism industry can be more representative and accommodative and it will also boost the South African economy. For example, it was indicated that the Minister of Tourism and Environmental Affairs raised his concerns about the highly White complexion+ of the ownership structure of the South African tourism which is representative of the country's population. As a result the emphasis was to transform the face of the South African tourism industry to be a more

representative of all and place the disadvantaged people in position where they can run and own tourism businesses (Rogerson, 2003).

South Africa is a member of number partnerships such as, the cross-boarder initiative for tourism development, transfrontier peace parks+ and Okavango/Upper Zambezi International Tourism Initiative (OUZIT). These initiatives put South Africa in a good position of promoting the relationship between different countries in the region which will ultimately contribute towards continental understanding; mutual understanding of the tourism industries of neighbouring countries; and allow for the rationalisation of investments in tourism infrastructure by allowing a sharing of facilities, such as, in the case of airports (van Veuren, 2003). OUZIT has been identified as a development project with the to radically change the position of Southern Africa within the global tourism economy over the period of 20 years. It is anticipated that is the OUZIT project is a success will massively heighten the future importance of tourism in contributing towards the goals of job creation, investment attraction and poverty reduction in the Southern African region (van Veuren, 2003). The association of South Africa with such partnerships also shows the role that government is playing in ensuring the growth of the South African Tourism and its commitment towards changing the face of the tourism industry in South Africa.

3.8. TOURISM POLICY

In a simplistic sense Briassouls and Van der Straaten (1992), indicated that tourism policy is the identification of a series of goals and objectives, which help an agency-usually a governmental one in the process of planning tourism industry. According to Weaver & Oppermann (2000), however, policy development is much more detailed. It is further defined as a strategy for the development of the tourism sector that establishes objectives and guidelines as a basis for what need to be done. These means identifying and agreeing objectives; establish priorities, planning in a community context the roles of national governments, national tourist organizations, local governments and

private-sector businesses, establishing possible coordination and implementation of agreed programs to solve identified problems, with monitoring and evaluation of these programs.

From the above definition, one can easily say that tourism policy is very important in addressing problems caused by tourism. Policy plays an important role in helping all stakeholders to agree on objectives of tourism and plays an important role in promoting co-ordination between the government, tourism management and other stakeholders. According to Briassouls and Van der Straaten (1992) planning and policy for tourism development have been heavily concerned with the goal of attaining a balanced relationship between tourism and those which will be affected by the activities of tourism. The most important issue which stand out in this respect are the assessment of an area's carrying capacity and especially of the limiting factors determining the extent of tourism growth, proper planning approaches ensuring balanced and sustainable policies for implementing the prescribed planning measures.

In 1994 policy framework has been in place to support the development of tourism and ultimately led to the introduction of the White Paper on The development and Promotion of Tourism in South Africa in 1996, the Tourism in GEAR strategy document in 1998 and the 2002 Growth Strategy issued by the South African Tourism which link the key policy foundation for developing the tourism industry in South Africa. The White Paper on the Development and Promotion of Tourism is the core of the South African tourism policy, which identifies tourism as a priority for national economic development and a major stimulus for achieving the objectives of the government's macro-economic strategy. The aim of the White Paper is to provide a guideline and how to change South African tourism industry and offers a proposal to unblock the constraints within the context of objectives for reconstruction and transformation (Rogerson, 2003; Visser & Kotze, 2003). This proves beyond any doubt that the South African government is trying its level best to deal with the challenges in the

tourism industry by the introduction of the documents which are dedicated to the development of tourism.

Tourism policy and planning plays an important role in ensuring that tourists are not concentrated on areas they are not supposed to, it takes the carrying capacity of an area into consideration and make sure that conflict between tourism activities and the communities is minimised or even prevented. When examining environmental damage related to tourism Weaver & Oppermann (2000) indicated that, a planner must distinguish between true causes of the damage. Whereas some erosion and pollution of resources is caused by great numbers of visitors, most environmental damage is caused by lack of plans, policies and action to prepare for any economic growth. Most of the ills cited by environmentalists are the results of the failure of governments and private sector leaders to cope with any economic growth, not just tourism. With growth comes need for decisions concerning natural areas to be protected and designed for park usage, location and design of water supply and waste disposal systems, land use locations that are compatible and on protection of cultural resources, such as, historic and archaeological sites.

Tourism cannot be blamed for environmental deterioration caused by bad decisions rather than real visitor impact. For example Weaver & Oppermann (2000) indicate that for many years Santa Catalina, a small island off the California Coast, has maintained reasonable balance between environmental protection and tourism development. Most of the island has been under a resource preserve policy with the exception of the little town of Avalon the harbor tourism village. A major limitation on development that kept tourism in balance with environment was water supply, dependent that tourism in rational catchments. However, this balance had been broken by the installation of a desalinisation plant allowing a major new resort condominium to deface some of the natural landscape. It is not tourism per se that is destroying some of the natural environment but rather the political and private decision to allow further

development based on a new water plant. Therefore, it can be concluded that tourism is not to be blamed for every negative impact that has occurred on the environment. In most cases when tourism impacts negatively on the environment planners have to be blamed too not tourism only. Planning and policy are there to play a role of trying to address the tourism impacts on the environment.

Weaver & Oppermann (2000) reckon that excessive visitor use of National Parks is often cited as threatening the resources for which the parks were identified and established. However, closer examination reveals that it is not tourism per se but rather inadequate design and management that threaten the resources. Supporting what they said above statement Weaver & Oppermann (2000) quoted Machlis and Tichell, in their study of *National Parks Worldwide* (1985) showing that the major threats were not visitors but rather poaching, pollution and erosion. With my understanding is not tourism per se that cause all these negative impact but rather the failure of tourism planners and management to come up with good strategies and approaches to guide tourism. For tourism to be successful, sustainable and beneficial to the local communities and for it to meet the demands and the needs of tourists, governments have an important role to play. Government should have policies set aside to regulate and minimize the impacts that may be experienced by local communities as a result of irresponsible tourism. Tourism that will erode or even commercialise the culture and sacred beliefs and resources of the local communities, government should play its role of protecting their people and enhance the benefits of tourism to the local people.

3.8. CONCLUSION

For any government seeking to develop tourism, greater attention to these aspects will assist the tourism industry in striving towards a more sustainable future. Often a critical awareness of the true economic costs of tourism to host communities and regions are obscured over in attempts to develop employment in declining regions and cities as well as in less developed countries. For tourism to reach its full potential, developing a tourism product and visitor industry based

on the tourism- related growth needs careful planning and management. The economic aspect of tourism cannot be seen in isolation from the wider economic growth and development of countries, regions and places since they need to be carefully integrated into the existing social and cultural structures. In this respect, development planning in less developed countries needs to adopt a broader evaluation of tourism so that expected benefits are balanced with the costs and impact the area being developed (Page 2005; Page & Connell, 2006).

In the next chapter that follows, the research will focus on the research methodology. The researcher will detail the type of research methods employed in collecting data, as well as justifying the reason for the research methods concerned.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1. INTRODUCTION

In this chapter the focus is on the research methodology which includes population sampling, data collection methods, and ethical consideration of the research participants. The purpose of this study was to determine the socio-economic impact of tourism on the local communities around the Pilanesberg National Park in the North West Province of South Africa. This chapter therefore justifies the research approaches and techniques used to collect data in this research.

For the purpose of this research both the qualitative and quantitative methods were used. According to Leedy (1997) citing Creswel (1994), quantitative study is an inquiry into a social or human problem, based on a theory composed of variables, measured with numbers and analysed with statistical procedures, in order to determine whether the generalisations of the theory hold true, while, qualitative study is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. Qualitative research methods in this regard involved the utilisation of interviews with the selected National Park management officials, while quantitative methods involved the utilisation of questionnaires targeted to the villages to solicit information from the respondents.

The benefits of using a qualitative method of research are that it is exploratory in nature and the method involves the collection of in-depth and detailed data with few individuals. Quantitative approach which took place through questionnaires was used to reflect on the views of the beneficiary communities on how they are affected by the activities of the Pilanesberg National Park and also to identify and describe the types of tourism that are there in the Pilanesberg National Park. These data obtained was subjected to statistical manipulation to produce

representative data of the total population. The quantitative approach was used to measure the degree of practice and contribution of the types of tourism on the communities around the Pilanesberg National Park.

4.2. QUALITATIVE RESEARCH

Qualitative research is the foundation on which strong, reliable research programs are based. It is most often the first step in research program, the step which is designed to uncover motivations, impressions, perceptions and ideas that relevant individuals have about a subject of interest, which in this regard is the socio-economic impact of tourism on the surrounding communities near the tourist destinations. Unlike more quantitative methods of research, qualitative research involves talking in-depth and detail with a few individuals. The goal is to develop extensive information from a few people (Goeldner & Ritchie, 2002). The method was used in this study as the researcher needed more in-depth information about the area that she was studying. The researcher needed to know the perceptions, ideas and impressions of the people with regard to the study, so this method was relevant to provide the researcher with this kind of information required.

4.3. QUANTITATIVE METHODS

These methods generally involve statistical analysis. This would mean that the results of the studies using quantitative methods from perhaps a sample survey would be used to generalise about the survey population with a certain degree of confidence. Thus quantitative methods rely on numerical evidence to test hypotheses. Commonly to be sure of reliability in statistical test large numbers of people (units) would be interviewed and the information coded into numeric form of computers used to analyse the results. Quantitative methods can also be used on small numbers of people where the aim is not to generalise widely (Goeldner & Ritchie, 2002). Much information is required in quantitative form for managers of tourism industry to make decisions.

4.4. THE TARGET POPULATION

For the purpose of this research the target population was drawn from the four villages namely, Mogwase, Moruleng, Ledig and Mabele-a-pudi. The target population consisted of both males and females from the age of 15 to 46 and above irrespective of their occupation, gender, race, culture and their physical ability. Bless, Higson-Smith & Kagee (2007) define population as the set of elements that the research focuses upon and to which the results obtained by testing the sample should be generalised.

4.5. SAMPLING

Two types of research of sampling methods were used in the research namely purposive and random sampling. Purposive sampling is a design in which the researcher consciously selects an institution or individual who could provide information. Babbie (1995) define purposive sampling as a type of nonprobability sampling method in which the researcher uses his/her own judgement in the selection of sample. Purposive sampling was mainly used to select managers of the two sampled resorts within the National Park namely, Bakubng and Manyane. The researcher understood that managers of each resort will be able to provide information that could have been provided by managers of the resorts of Bakgatla and Kwa Maritane even if they were not interviewed. It is based on the judgement of a researcher regarding the characteristics of a representative sample (Bless, Higson-Smith & Kagee, and 2007). Random stratified sampling strategy was used in distributing questionnaires to institutions and randomly to the local communities the intention here was that respondents of different ages, population group, educational level and work categories were given an opportunity to participate in the research.

4.6. DATA COLLECTION METHODS

Data in this research was obtained through questionnaires, interviews and documentations.

4.6.1. QUESTIONNAIRES

A questionnaire was compiled and used to collect data for the purpose of this research. Questionnaires were identified by the researcher as suitable methods of collecting data in this study as they allow respondents to express their views based on their experiences and understanding with regard to the subject under study. Questionnaires were randomly distributed to people and institutions around Pilanesberg National Park. Questionnaires provided biographical information of the respondents such as the villages where the respondents live, their gender, educational level, age group and their occupation.

4.6.1.1. Questionnaire construction

The questionnaire was carefully constructed by the researcher and there was a consideration of the fact that the targeted population is literate and have an understanding on the subject of tourism. It was constructed to obtain the respondents' biographical information and their views and opinions with the regard to the questions asked to and respond to the objectives of the research. According to Bailey (1982) & Babbie (1995) when constructing a questionnaire ambiguous and double-barrelled questions should be avoided as they make it difficult for the respondents to respond to questions with confidence. Such questions lead to hesitation and indecision on the part of the respondent. When constructing questionnaires different methods can be employed such as, close-ended and open-ended questions. For the purpose of this research close-ended questions were used. According to Babbie (1995) in a close ended-question the respondent is asked to select an answer from among a list provided by the researcher. Their advantage is that they provide greater uniformity of responses and are easily processed.

4.6.2. INTERVIEWS

The interviews were used in order to obtain information from the management of the Pilanesberg National Park who willingly participated in the research. Interviews were used with the aim of obtaining a deeper and clear understanding

of issues of research through a dialogue between the researcher or interviewer and the interviewee. According to Bless, Higson-Smith & Kagee (2007), an interview involves direct personal contact with the participant who is asked questions relating to the research problem. The unstructured interviews were used for the purpose of this study with selected managers. The unstructured interviews are interviews without any set format in which the interviewer may not have key questions formulated in advance (Leedy, 1997). In this instance, unstructured interviews were used to determine the contribution of the National Park to community development, relationship of the National Park with the local businesses and the staff compliment in the National Park, checking the number of the local people employed in the National Park against the people outside the beneficiary villages.

4.6.2.1. Interview construction

The aim of conducting interviews was to get in-depth information about the impact of the Pilanesberg National Park on the surrounding communities. Open ended-questions were used to give the interviewee an opportunity to give his/her own views, opinions and experience concerning the questions asked. Unstructured questions were asked as such most of the questions were not formulated in advance. The interviews lasted for twenty minutes (20) minutes and questions were asked in English.

4.6.3.2. Conducting interview

A telephone was used for this purpose. Unstructured interviews were used. Unstructured interviews are interviews without any set format in which the interviewer may not have key questions formulated in advance (Leedy, 1997). The researcher handled one question after another until both the interviewer and the interviewee were satisfied about the responses. Follow-up questions were asked; the researcher remained neutral for the whole interview in order to capture clearly the response of the interviewee without influencing their responses.

4.6.3. DOCUMENTATIONS

Documentary sources refer to extensive collection of records, documents, library collections or mass media materials that have been amassed (Mouton, 1998). Documents which were used are documents that contained information on policy, management of National Parks, North West Parks and Tourism Board magazines issued monthly or quarterly and articles related to national parks, and specifically related to Pilanesberg National Park where possible.

4.7. THE RESEARCH PROCESS

The research process gives a reflection of what transpired when the research was conducted, how the questionnaires were distributed or administered and their collection, and how the data was collected.

4.7.1. ADMINISTRATION OF QUESTIONNAIRES

The questionnaires were distributed by the researcher and research assistants to the respondents. Collection of questionnaires was between one to two days after distribution. A total number of three hundred (300) questionnaires were distributed to all the respondents excluding the management of the Pilanesberg National Park, which were supposed to participate in the research through interviews.

4.7.2. COLLECTION OF QUESTIONNAIRES

Two days after distribution of questionnaires they were collected by both the researcher and the research assistants however, some questionnaires were returned unfilled. As a result of this only two hundred and fifty two questionnaires were returned well filled and to await for data capturing.

4.7.3. DATA ANALYSIS

In order for the data collected to make sense and, to be useful it needs to be analysed. The data that was collected was arranged, sorted and summarised in terms of percentages and displayed in tables, graphs and charts. This was done by means of the computer programme Statistical Package for the Social

Sciences (SPSS). The data that was obtained through interviews, transcripts were prepared and re-read and the data was coded into sims and sub-sims. The descriptive analyses helped to provide preliminary insight into the nature of the responses obtained, as reflected in the distribution of the values for each variable of interest; it helped present the data that was collected in a transparent manner, with tables and graphs; and it provided a summary of typical responses as well as the extent of variation in responses for a given variable (Tustin, Ligthelm, Martins & van Wyk, 2005).

4.7.4. VALIDITY AND RELIABILITY

Interviews and questionnaires were used as techniques of collecting data for this research. The questionnaires were personally distributed by the researcher and research assistants and questions were briefly explained to the respondents who did not understand some of the questions asked so as to get reliable responses. Close-ended questions were asked in the questionnaire and in the interview open-ended questions were asked to get responses from the respondents. Reliability refers to the fact that different research participants being tested by the same instrument at different times should respond identically to the instrument (Mouton, 1998). For the collected data to be regarded as valid it should provide reliable responses, this mean that reliability is a precondition for validity (Mouton, 1998). The research techniques used in this research can also claim reliability and validity since it was obtained from the local community members having knowledge of tourism matters, such as tourism operators and National Park management.

4.8. ETHICAL CONSIDERATIONS

The moral qualities of this study depend largely on the following ethical considerations which were applied throughout the study namely, Confidentiality and the participants rights to anonymity, voluntary participation and participants consent:

4.8.1. CONFIDENTIALITY AND PARTICIPANTS RIGHTS FOR ANONYMITY

The maintenance of confidentiality over some information during data gathering process was incorporated into the questionnaire form which was discussed with each intended participant. The purpose and benefit of participation was shared with participants and assurance on confidentiality and anonymity was provided by maintaining personal interaction aimed at building mutual trust with participants and by giving cognisance to the interests of the organisations researched and of others about whom generalisations might be made (Manson, 2001). Participants have the right to remain anonymous. At all times the study maintained this confidentiality by mainly avoiding correspondence and data reporting that will reveal participants' identity. The questionnaire ensured that there was no information needed on personal identity of the people that participated in the research.

4.8.2. VOLUNTARY PARTICIPATION

Participation in the research study was voluntary. This term was incorporated into the questionnaire form which was discussed with each intended participant. Part of the discussion included participants' right to decline without justification (Bless, Higson-Smith & Kagee, 2007; Saunders, Lewis & Thornhill, 2003), although this emphasis is on gaining acceptance without compromising participants' rights and the validity and reliability of data.

4.8.3. PARTICIPANTS' CONSENT

Participation in the study was with the consent of each participant. Before questionnaires were distributed out and interviews conducted, participants were informed of their consent and to open communication channels indicating that participants have a right to know what the research is about, how it will affect them, the risks and benefits of participating and the fact that they have the right to decline to participate if they choose to do so (Neuman, 2006; Bless, Higson-Smith & Kagee, 2007).

4.9. LIMITATIONS OF THE STUDY

The major limitation in the research was experienced during the collection of data. Most of the respondents agreed to take the questionnaires and promised to fill them but, when the researcher went to collect the questionnaires, the questionnaires were not filled. Some of the reasons for the respondents was that they should have been given the questionnaires two weeks in advance for them to have enough time to answer the questionnaires and others especially teachers their reason was that the research is not of their curriculum. Another challenge was not having enough time to collect data because of the issue of finance; the data was collected for four days only because of limited budget.

4.10. CONCLUSION

This chapter gave a clear picture of how the research was conducted. The techniques that were employed in the research and the reasons why they were used, how data was analysed and it also focused on ethical considerations. In the next chapter, the research will focus on the research findings and data analysis.

CHAPTER FIVE: RESEARCH FINDINGS, ANALYSIS AND DISCUSSIONS

5.1. INTRODUCTION

The focus of this chapter is to report on the results of the research that was conducted to investigate the socio-economic impact of tourism on the local communities around the Pilanesberg National Park in the North West Province of South Africa. The aim of this analysis is to arrive at a conclusion which proves whether the study has achieved its research objectives or not. The data that was collected included the biographical information of the respondents, their awareness with regard to tourism, their experiences, perceptions and views with regard to tourism practices in their areas and how it is impacting on their lives.

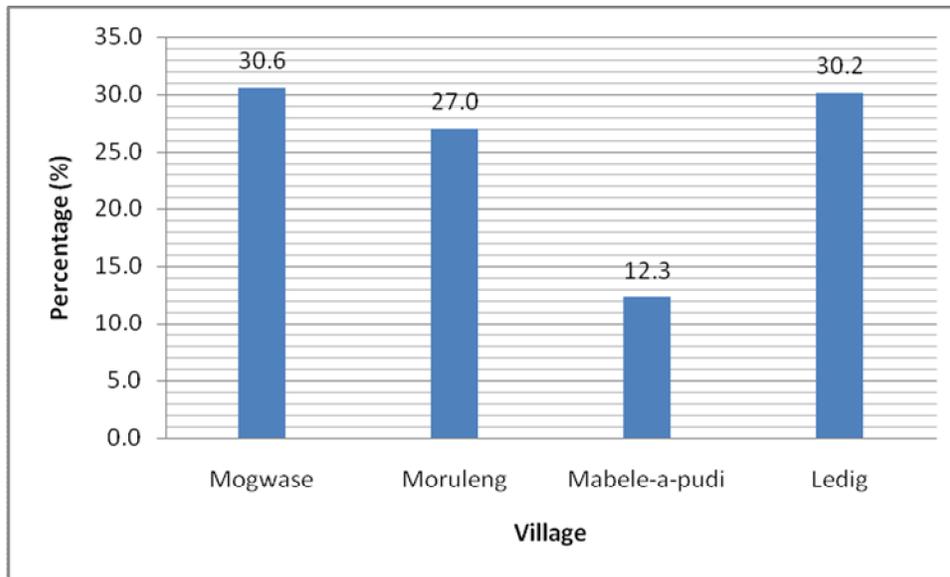
5.2. BIOGRAPHICAL INFORMATION

The research sample comprised of 252 respondents. The respondents included government employees, private sector employees, business owners, tourism industry employees and the students. All the respondents were from the four beneficiary villages of the Pilanesberg National Park namely: Mogwase, Moruleng, Ledig and Mabele-a-pudi. The biographical information required information on the respondents' village, gender, age group, level of education and their occupation. The biographical information provided by the respondents of the four villages in this research indicated as follows.

5.2.1. RESPONDENTS BY VILLAGES

The researcher's purpose of probing respondents per village in the beneficiary villages was mainly to test the level of participation by members of each village in the research. Figure 5.1. indicate the variables per village respondents as follows:

Figure 5.1: Respondent by their village:

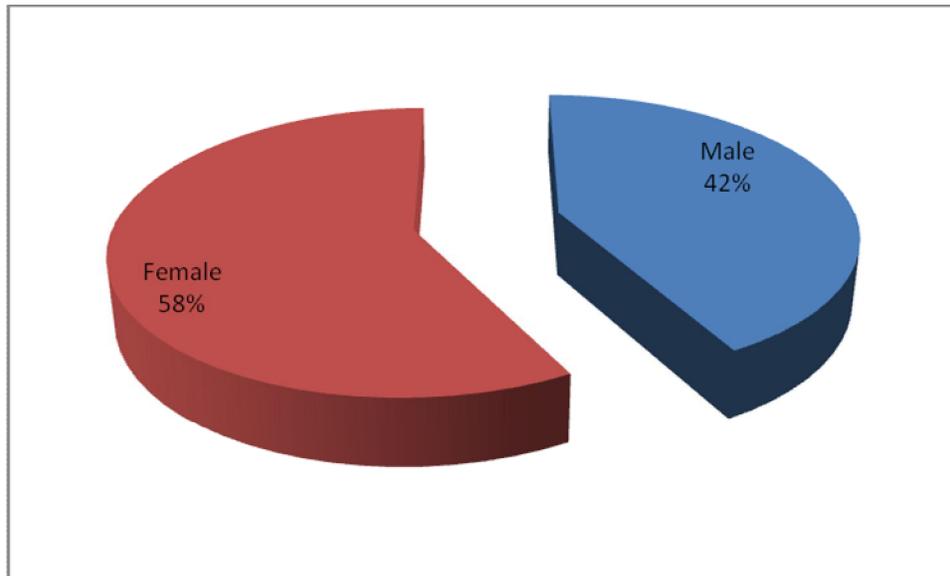


According to the results most of the respondents are from Mogwase. They constitute 30.6% of respondent rates followed by Ledig with 30.2% and with Mabele-a-pudi with the lowest response rate of 12.3%. The reason for Mogwase, Ledig and Moruleng to have a high good response rate is because the three villages look better in terms of developmental position, compared to the loam soiled too rural looking Mabele-a-pudi. Although most of the respondents are from Mogwase, most respondents revealed that they are originally from Mabele-a-pudi and has escaped its rurality to stay in the well developed area of Mogwase.

5.2.2. RESPONDENTS BY GENDER

The purpose in this regard was to determine the number of participants per gender. It has often been generalised as a developmental problem that males participate better in developmental activities than females. The respondents by gender indicated as follows;

Figure 5.2.: Respondents by gender:

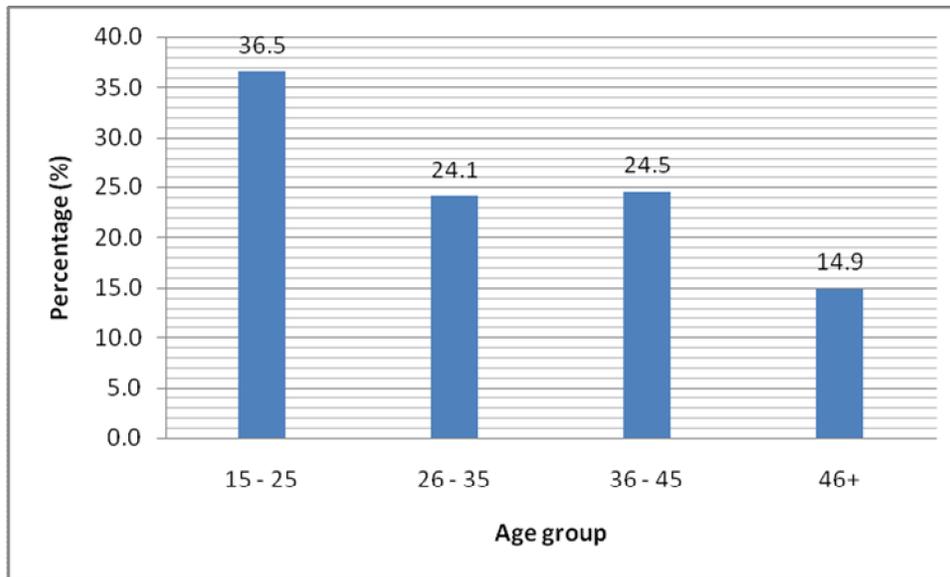


The research findings show that the majority of respondents were females. Female respondents constitute 58% and males 42%. This difference is mainly because of the consequences of migrant labour, where most men migrate to go and work in other cities far from their homes and women are left behind taking care of the families. The reason for disparity in this regard could as well vary between the genders. In some instances men regard themselves as busy and hesitantly participate in research. What was experienced in the Pilanesberg National Park with the case of disparity in gender it is supported by what was raised in the study (*Supra:35*) by indicating that migration, both international and intra-national, is another important manifestation of the demonstration effect. Rural-urban migration is not a recent process nor is tourism a major cause of the phenomenon. Nevertheless, the ability of tourism to create employment, commonly in urban resorts, has facilitated the drift of people from rural to urban locations in many countries, including South Africa.

5.2.3. RESPONDENTS BY AGE GROUP

The reason for probing in this regard was to determine the level of maturity of the respondents, so as to ensure the reliability of the research findings. The results indicated as follows;

Figure 5.3: Respondents by age group:

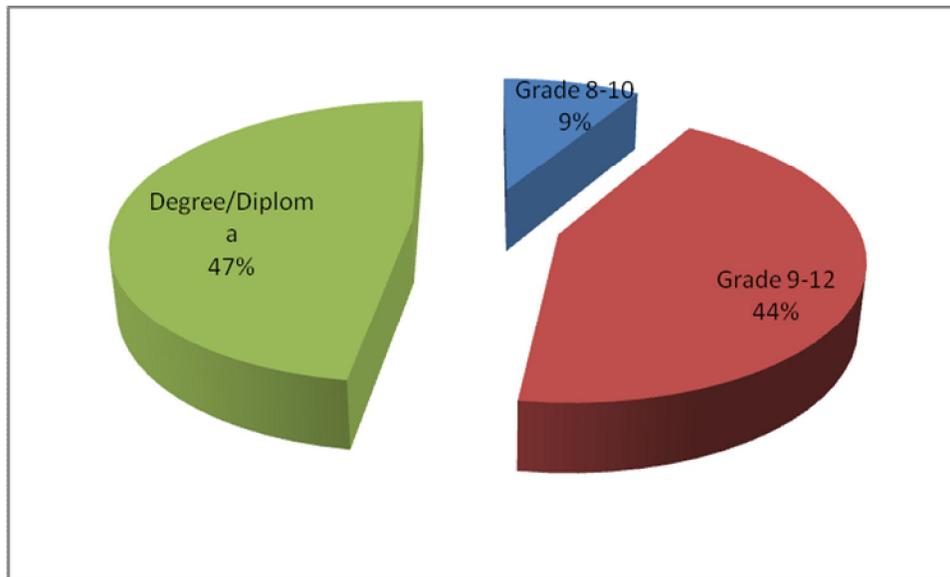


The results indicate that the majority of the respondents were between the age of 15-25 which constituted a sample of universities and Grade 12 students and workers. University students and Grade 12 learners were targeted because of their knowledge and an understanding of the tourism matters. Age group (15-25) constituted 36, 5%, age (26-35) constituted 24.1%, age group (36-45) constituted 24.5% and age group (46) and above constituted 14.9%. This difference between the first three age groups and the last one of (46 and above) is because the first three age groups with high percentages are actively involved in the tourism either as workers or as students. The findings in this regard indicated that most of the respondents were from the age group of the youth. Since the youth understand the tourism matters better, it may be concluded that the findings in this research could be claimed to be valid and reliable.

5.2.4. RESPONDENTS BY EDUCATIONAL LEVEL

The aim of this variable was to determine the educational level of the respondents. The determination of the educational level of the respondents in this regard determines their level of understanding the concept in question. The higher the level of the respondents with the highest qualifications, the chances of the reliability of the research findings. Figure 5.4. indicate the level of educational qualifications of the respondents.

Figure 5.4: Respondents by educational level

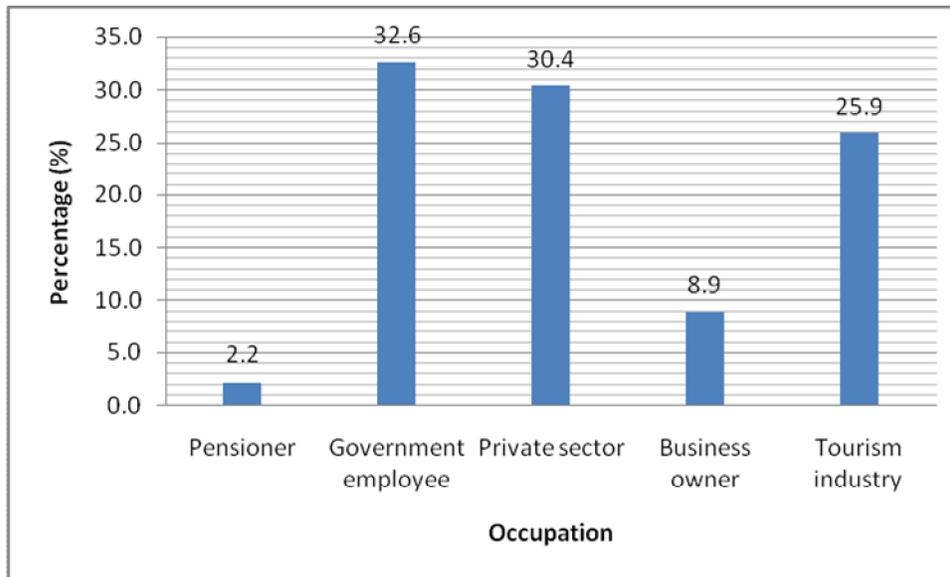


The respondents' level of education plays an important role in tourism since it is a specialised field. The target population was expected to have knowledge and understanding of tourism or its activities. The findings indicated that those with degrees and diplomas constitute (47%). The respondents with grade (9-12) constitute (44%). It is notable that those with degree and diploma are in majority because they are either working in the tourism industry or own businesses which are tourism related. The second largest group of respondents constitutes (44%) which are the Grade (9-12). It is only a limited number of respondents (9%) which have Grade (8-10). This could be respondents from institutions (high schools) doing tourism as a subject. It can be concluded that based on this level of educational qualifications, the information obtained in this regard can claim reliability.

5.2.5. RESPONDENTS BY OCCUPATION

The aim here was to establish the occupation of the respondents. Their occupation was also important in assuming the reliability of the research findings. The aim was to get information from the people with knowledge and understanding of the tourism issues, such as those working in the tourism industry, government employees, Universities and the Grade 8 to 12 students studying tourism as a subject. The results indicated as follows;

Figure 5.5: Respondents by occupation.



The results indicated that pensioners constitute (2.2%), government employees (36.2%), business owners constitute (8.9%) and those working in the tourism industry constitute (25.9%). These results support the fact that the target population for this study was expected to have an understanding of the subject of tourism. That is why most of the respondents are from the working class either from government, private sector, business or the tourism industry.

5.3. TYPES OF TOURISM IN THE PILANESBERG NATIONAL PARK

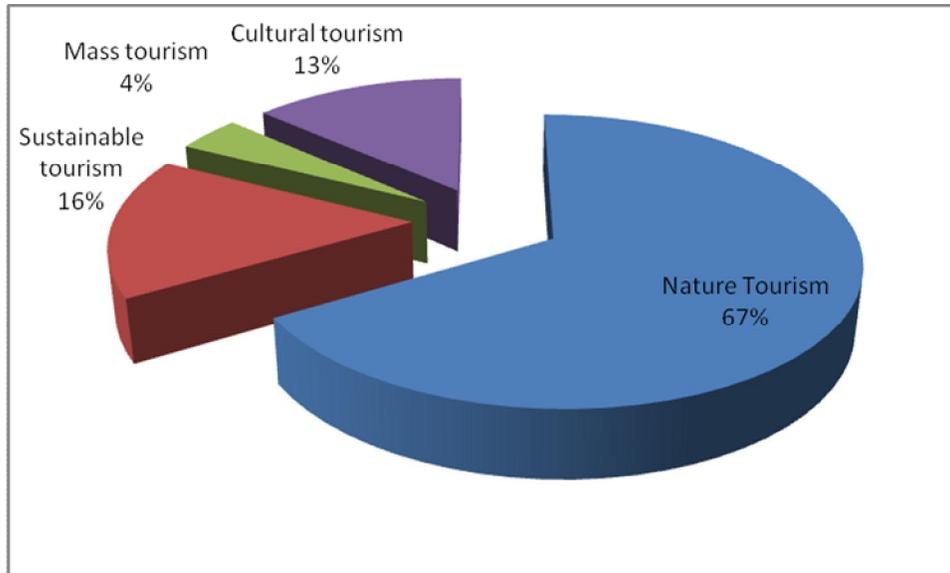
The aim here was to establish types of tourism that are practiced in the area and to see if people understand those kinds of tourism and how they impact on their lives. The researcher wanted to establish whether the tourism practiced in the Pilanesberg National Park is nature tourism, sustainable tourism, mass tourism or cultural tourism. The respondents have presented various responses in this regard.

5.3.1. TYPES OF TOURISM PRACTICED IN THE PILANESBERG NATIONAL PARK

In this variable the researcher wanted to establish the typologies of tourism, whether sustainable tourism is well practiced, whether tourism practiced in the National Park respect the people's culture, whether the people's culture is considered and whether cultural tourism contribute positively to the appreciation

of the local communities culture. The results indicated as follows:

Figure 5.6: Types of tourism practiced in the area

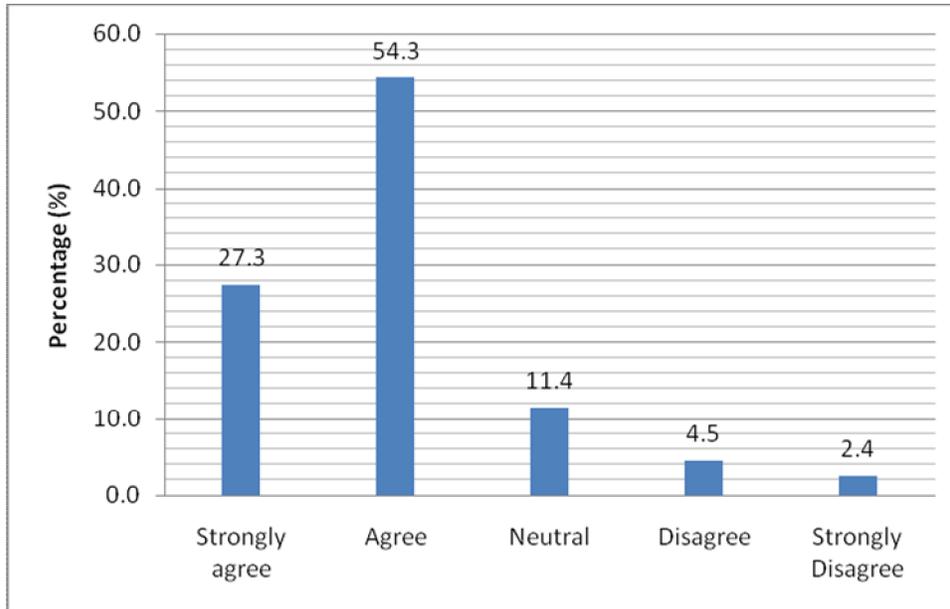


The results indicated that the majority of respondents which constitute (67%) say it is nature tourism which is mostly practiced in the area of Pilanesberg National Park as in the graph above. This is because even though other types of tourism such as mass tourism, cultural tourism and sustainable tourism are practiced in the area, the local people always get messages from the National Park management indicating the importance of protecting their natural resources, environment and their animals as they form part of their heritage. The second type of tourism which is believed to be practiced in the area is sustainable tourism where about (16%) respondents argue that it is practiced. Their reason being that tourism in the area is always stable and whatever they are enjoying now is what their elders said they were enjoying in the past years. Only (4%) of respondents indicated that mass tourism is practiced. This might be because most of the respondents do not understand what mass tourism is all about the respondents constituting (13%) stated that cultural tourism is practiced. This are probably those people who are involved in the cultural activities and know and realise the importance of cultural tourism and understand the concept of cultural tourism.

5.3.2. THE APPROPRIATE PRACTICE OF SUSTAINABLE TOURISM

The reason for probing this was to establish if sustainable tourism was appropriately practiced in the Pilanesberg National Park. By probing this it will assist the researcher in having an understanding of whether the respondents understand what sustainable tourism and its importance in the tourism industry is.

Figure 5.7.: The appropriate practice of sustainable tourism



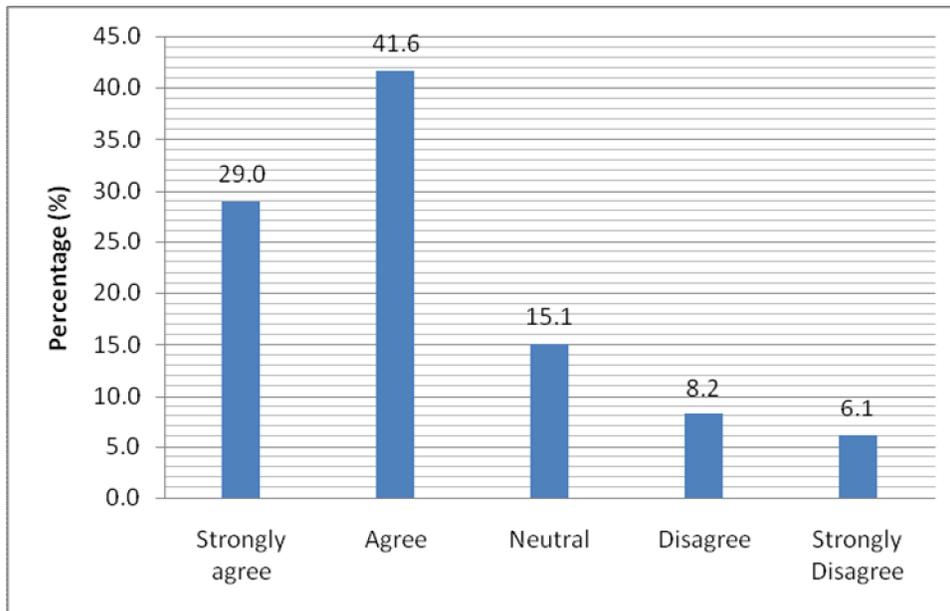
The results in figure 5.7. indicate that 81.6% of respondents are of the opinion that sustainable tourism is practiced in the Pilanesberg National Park. Those are the respondents who are probably involved in the tourism industry and understand what sustainable tourism is, while only 6.9% disagree and 11.4% are neutral. The reason for the few respondents who disagree and those who are neutral maybe because they do not have an understanding of what sustainable tourism is. The practice of sustainable tourism ensures continuity of the tourism in the area and community benefits. According to Ratz & Puczko (1998) sustainable tourism is defined as all forms of tourism development, management and activity that maintain the natural, environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity. The importance of sustainable tourism is emphasised as it is indicated that sustainable tourism when it is practiced it ensures continuity in the tourism

industry, the protection and enhancement of the environment and the protection of the local culture and their benefit in the tourism activities. The research findings concurs with what was raised in the study (*Supra: 50*) that sustainable tourism is a type of tourism that is sensitive to cultural and environmental impact and respects the involvement of the people in policy decision. This view argues that there are biophysical and social limits to tourism development. This view recognises that tourism, as any economic activity, can overwhelm a community with negative social and environmental impact. Therefore, sustainable tourism closely benefits local people and communities, and protect resources on which the tourism industry rests.

5.3.3. TYPES OF TOURISM PRACTICED IN THE PILANESBERG NATIONAL PARK AS BEING CONSCIOUS OF THE PEOPLE'S CULTURE

The aim was to find out if the tourism practiced in the Pilanesberg National Park is conscious of the culture of the local people. It was important for the research to look into this variable to prove if the local people understand the impact that the activities of tourism may have on their culture and ways of doings things. The research findings indicated as follows;

Figure 5.8.: Tourism practice and consciousness of the people's culture

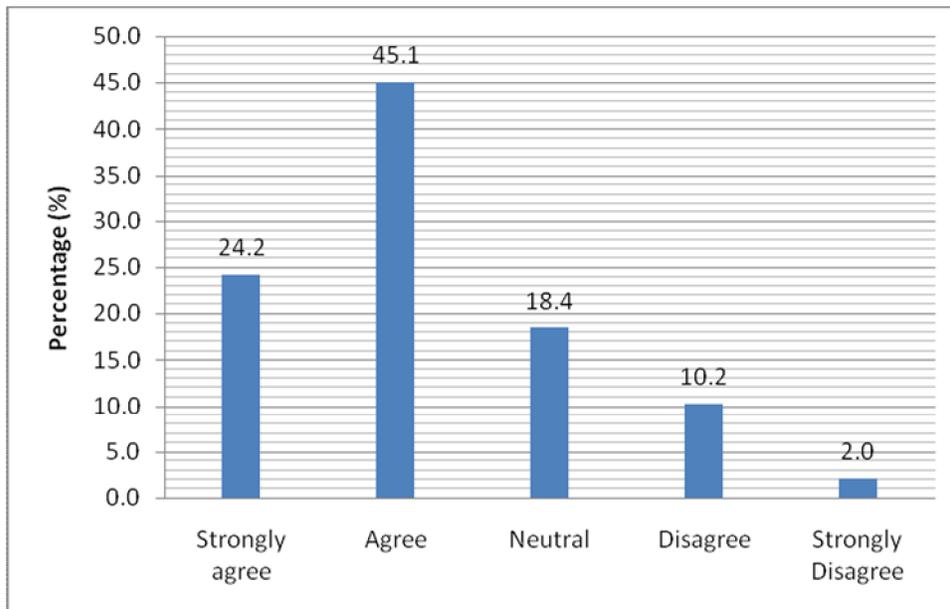


About 70% of the respondents believe that the type of tourism practiced in the Pilanesberg National Park is considerate of their culture. This is because the local people are still practicing and participating in their cultural activities and they feel that their culture is respected and recognised because when they celebrate the tourism month in September, the park management usually organise some cultural events and use local schools as venues where the school children will be dancing their traditional dances and playing dramas which teaches the young ones how things were done in the past. 14% of the respondents feel that the type of tourism practiced is not conscious of their traditional and cultural ways and 15% of the respondents are neutral. Those who are neutral and those who disagree might be because they do not understand the role that tourism can play in promoting and preserving the local culture. The results of the research agrees with what was raised in the study (*Supra: 30*) that tourism has a beneficial role of educating younger generations about the intrinsic values of their culture. It is also stated that tourism has enhanced local pride in their unique musical traditions, which in turn has fostered and encouraged locals to aspire to higher international standards.

5.3.4. THE TOURISM PRACTICE AT THE PILANESBERG NATIONAL PARK HAS MORE CHARACTERISTICS OF THE MASS TOURISM PRACTICES

The purpose for this was to determine whether the tourism practiced in the Pilanesberg National Park has characteristics of mass tourism; this was relevant because it reveal that if there are any characteristics of mass tourism it will lead to the conclusion that there is a problem of seasonality in the area. Mass tourism is believed to provide a solution to the problem of seasonality in tourism as it is regarded as a tourism that has more than one type of tourism in it. The result in figure 5.9. indicated that the tourism in the Pilanesberg National Park has some of the attributes of mass tourism.

Figure 5.9.: The tourism practice at the Pilanesberg National Park has more characteristics of the mass tourism practices



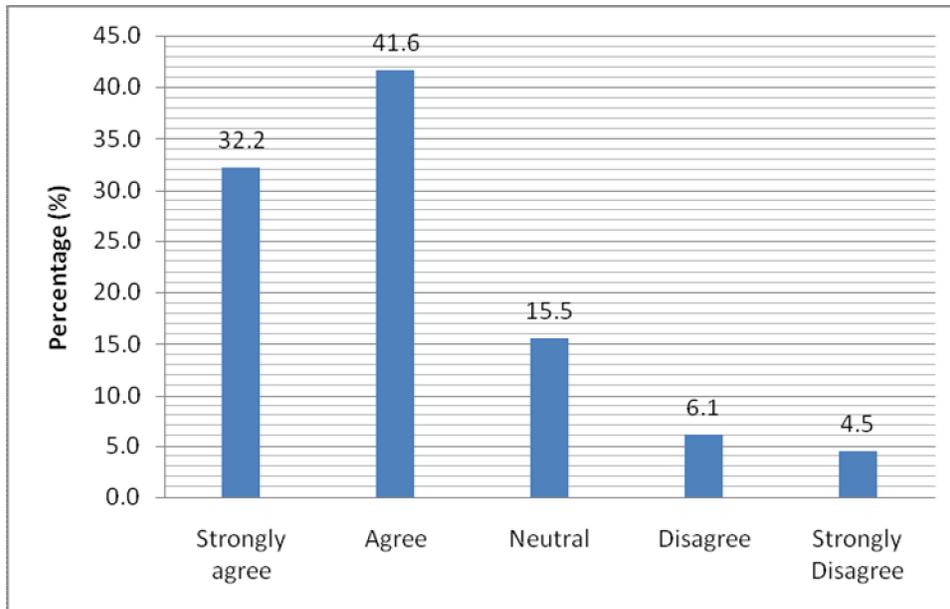
The findings indicated that about 69% of the respondents are of the opinion that tourism practiced in the Pilanesberg National Park has more characteristics of the mass tourism. They agree and argue that even though the types of tourism practiced in the area is considerate of their culture, at times you find that there is conflict of interest where you find that tourists needs are satisfied at the expense of the local resources. Mass tourism development is considered to be a type of tourism that pays little or no respect to the local physical and socio-cultural environment, and to the alleged demands on the part of tourists for more environmentally appropriate or begin tourism (Sharpley & Telfer 2007). About 12.2. % of the respondents are of a different view that the tourism activities do not show any characteristics of mass tourism and 18.4% are neutral. The latter group of respondents might be those people who do not understand what the concept of mass tourism entails.

5.3.5. CULTURAL TOURISM HAS CONTRIBUTED POSITIVELY TOWARDS THE APPRECIATION OF THE LOCAL CULTURE BY THE LOCAL PEOPLE AND THE TOURISTS

The research examined the role of cultural tourism in encouraging the local people and tourists to appreciate the local culture. The aim was mainly to

establish if cultural tourism is appropriately practiced in the area and its role in ensuring that the local people understand the importance of continued practice of their cultural activities and preserving their culture.

Figure 5.10.: Cultural tourism has contributed positively towards the appreciation of the local culture by the local people and the tourists



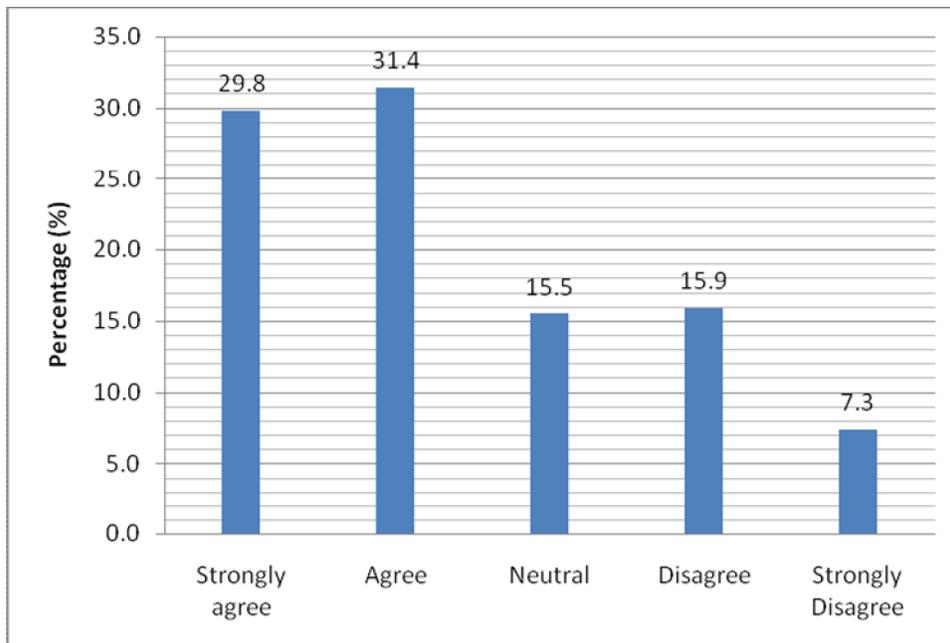
The results revealed that 74% respondents are of the opinion that cultural tourism is encouraging the local people and tourists to continue respecting and appreciating their cultures. This is seen where sometimes when they are celebrating their heritage, activities and events will be organised and the employees of the Pilanesberg National Park will form part of those celebrations, and at times the park will contribute financially towards those events. About 10.6% disagree with the role that cultural tourism is playing. They indicated that some of the local people will do anything to satisfy tourists even if it means commercialising their culture and tradition to make money, and 15.5% of the respondents did not have anything to say with regard to the role of cultural tourism. Cultural tourism is defined as a movement of persons to cultural attractions away from their normal places of residence with the intention to gather information and experiences to satisfy their cultural needs (Wikipedia: 2009). What was raised in the study (*Supra: 31*) disagrees with the research findings by

indicating that the large numbers of tourists increase the potential cultural conflicts in a way that when they visit a tourist destination they expect the host community to be flexible and cater for whatever needs they have. Tourism becomes a serious threat to the host communities culture, especially when the tourists expect the host communities to sacrifice their culture, tradition and their lifestyle just to accommodate them. It is also indicated in the study (*Supra: 39*) that tourism has the ability of diluting the local culture where some of the important elements of culture are changed to appeal more directly to tourists or so that they maybe readily consumed by tourists. For example, sacred dances once reserved to welcome high priest and those that were danced when there are special ceremonies are now performed on demand by tourists.

5.3.6. THE PRESENCE OF TOURISTS IN YOUR COMMUNITY PLAYS A ROLE IN CHANGING LIFESTYLES AND VALUES OF THE LOCAL PEOPLE

The purpose was to examine the extent to which the physical presence of tourist in a destination area plays a role in changing the local peoples way of life. This will also demonstrate if the local are able to resist the pressure that they may be having as s result of the presence of tourists in their communities.

Figure 5.11.: The presence of tourists in your community plays a role in changing lifestyles and values of the local people



The research findings show that 61.2% of the respondents are of the opinion that the physical presence of tourists has a serious impact on the local people, these is a group of people involved in the tourism industry. They are in a position to observe the interaction between the tourists and the local people. The research findings concur with what was raised in the study (*Supra: 28*) stating that tourism is a product that requires simultaneous production and consumption and, as such, it has the disadvantage which is, that the customer must visit the destination in order to consume it. This means that tourism will bring with it the physical presence of tourists and this may stimulate changes in the behaviour and the attire of the host population in which the locals will be trying to imitate the tourists dressing code. About 23.2% of the respondents are of a different opinion. They believe that the local people are continuing with their lives without being influenced by the presence of tourists in their communities the reason maybe because they do not understand the impact that touristsqpresence may cause on the local people.

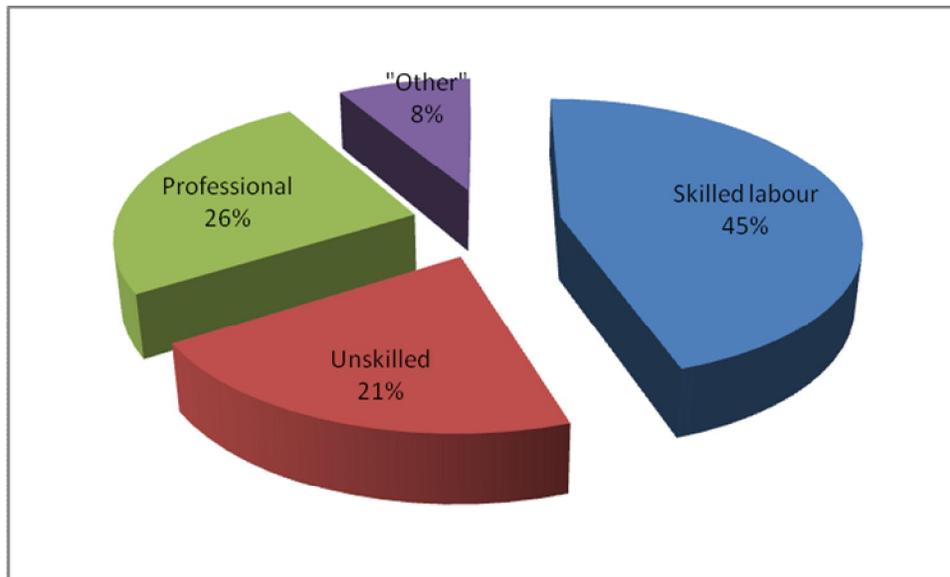
5.4. THE EMPLOYMENT IMPACT BY PILANESBERG NATIONAL PARK ON THE LOCAL COMMUNITIES

The aim here was to determine the way in which the National Park is employing its staff, whether it employs the local people from the beneficiary communities or not. It was important to look into this variable to establish if the local people are benefiting from the National Park in the form of employment. To determine this, the research focused on the following, establishing if the Pilanesberg National Park draws its employees from the beneficiary communities and if they do, the number of employees employed in the National Park and whether the National Park promote entrepreneur development.

5.4.1. THE EMPLOYMENT STATUS OF THE EMPLOYEES AT PILANESBERG NATIONAL PARK

The purpose of probing this was to determine if the local people are given equal opportunity of being employed as professionals and occupy high paying positions. The figure below indicated as follows;

Figure 5.12.: Most of the locals employed in the National Park are employed as



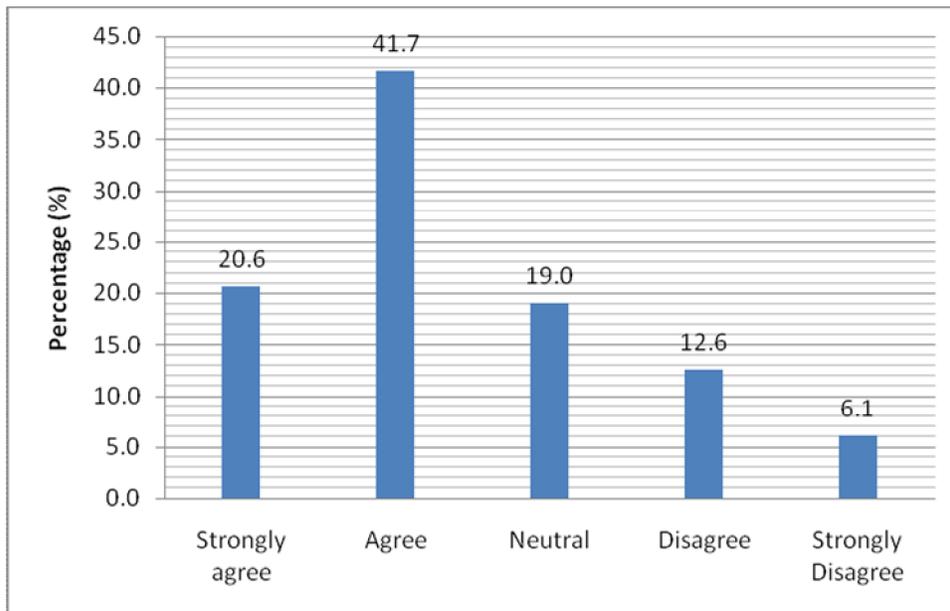
The research findings revealed that about 45% of the respondents stated that the majority of the local people employed in the park are employed as skilled labourers such as game rangers, and hotel managers. 26% indicated that some of the local people are employed as professionals such as human resource managers, front desk managers and tour guides. About 21% respondents indicated that some are employed even if they do not have skills. This led to the researcher concluding that the park employs the local people in large numbers and they give them equal opportunity to be employed in the park with skills or without. The research concurs with what was raised in the study (*Supra: 18*) indicating that the travel and tourism industry has proven itself to be a dependable source of job opportunities for all groups of people in the community, as it employ people of all skill levels. At the same time the study disagree with the research findings (*Supra: 24*) by showing that managerial posts, better paying jobs require highly skilled people and you find that there are no people with such skills in the local areas, and as such result they end up hiring people from outside the country or beneficiary villages to fill such positions.

5.4.2. THE NATIONAL PARK DRAWS MOST OF ITS EMPLOYEES FROM THE BENEFICIARY VILLAGES

The reason here was to find out if most of the employees in the National Park are

from the local communities or it is employing most of its employees outside the borders of the beneficiary communities. This was important as it was going to give a clear indication of whether the local people are benefiting from the national park or not. Ecotourism destinations like National Parks exist for the purpose of benefiting the local communities. The first preference of employment is to be based on the beneficiary villages.

Figure 5.13.: The National Park draws most of its employees from the beneficiary villages

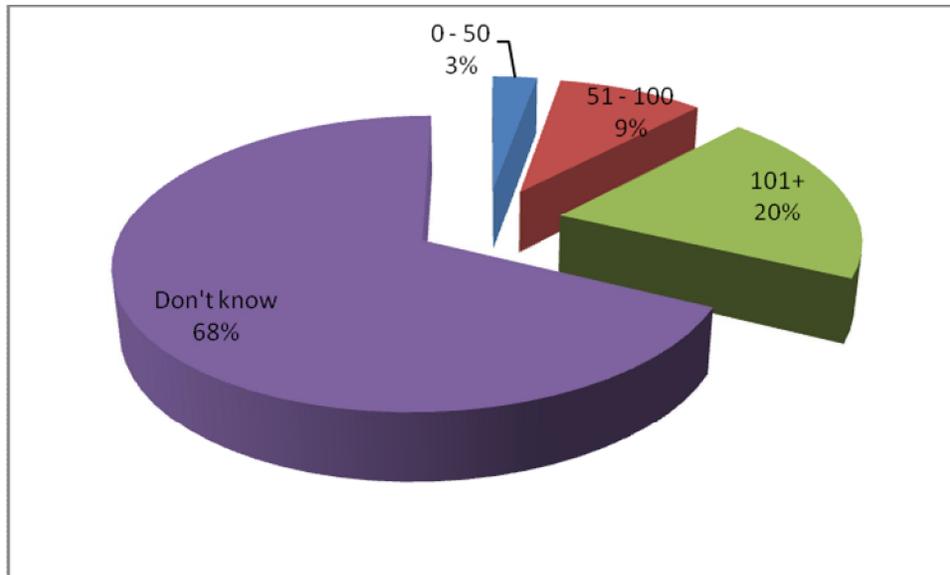


A majority (62.3%) of the respondents are of the opinion that the National Park draw most of its employees from the four beneficiary villages. This is evidenced by a higher number of respondents working in the National Park who are from the beneficiary villages. 18.7% disagree with the fact that the National Park draws its manpower from the beneficiary communities. The reason for those who disagree might be those people working in the National Park and know a number people especially the white people who serve as the National Park management working with them which are not from the local areas. Only 19% are neutral. This is supported by the results from figure 5.12. which indicated that most of the local people are employed as skilled labourers and professionals. It can be concluded that the beneficiary communities are benefiting from the park in the form of employment.

5.4.3. THE TOTAL NUMBER OF EMPLOYEES IN THE NATIONAL PARK

The aim for probing this was to establish the staff compliment of the National Park as this was going to enable the researcher to be in the position to ask the question of how many local people and how many people from outside the local communities are employed in the National Park.

Figure 5.14.: The total number of employees in the National Park

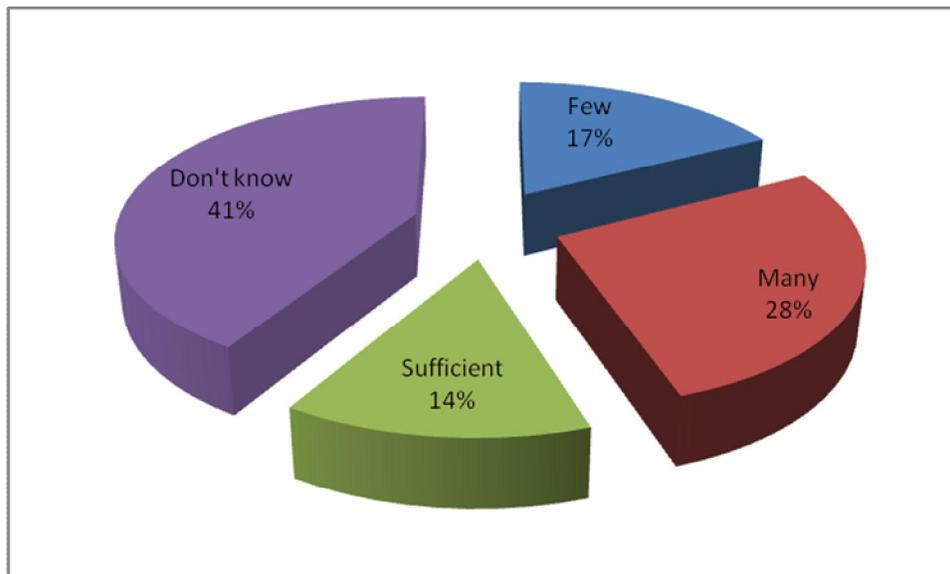


The results indicated that the majority of the respondents which constitute 68% said that they do not know the number of employees of the National Park and 19.9% indicated that the employees of the National Park can be more than hundred and one (101+). This kind of response is understandable since the area of staff compliments of the organisation is known to the human resource people dealing the employment of people in their organisation. The research findings give the implication that the National Park is employing many people from the local communities. This research findings concurs with what was said in the research (*Supra:18*) that tourism stands out among major industries in creating new jobs, resisting economic downturns and providing a major source of jobs for minorities, women and the youth. The travel and tourism industry has proven itself to be a dependable source of job opportunities for all groups of people in the community, as it employ people of all skill levels.

5.4.4. THE NUMBER OF THE LOCAL PEOPLE EMPLOYED IN THE NATIONAL PARK

The aim was establish if the Pilanesberg National Park is employing the local people in large numbers. It was important for the research to probe this to be able to determine the real employment impact the National Park has on the local people.

Figure 5.15.: The number of the local people employed in the National Park

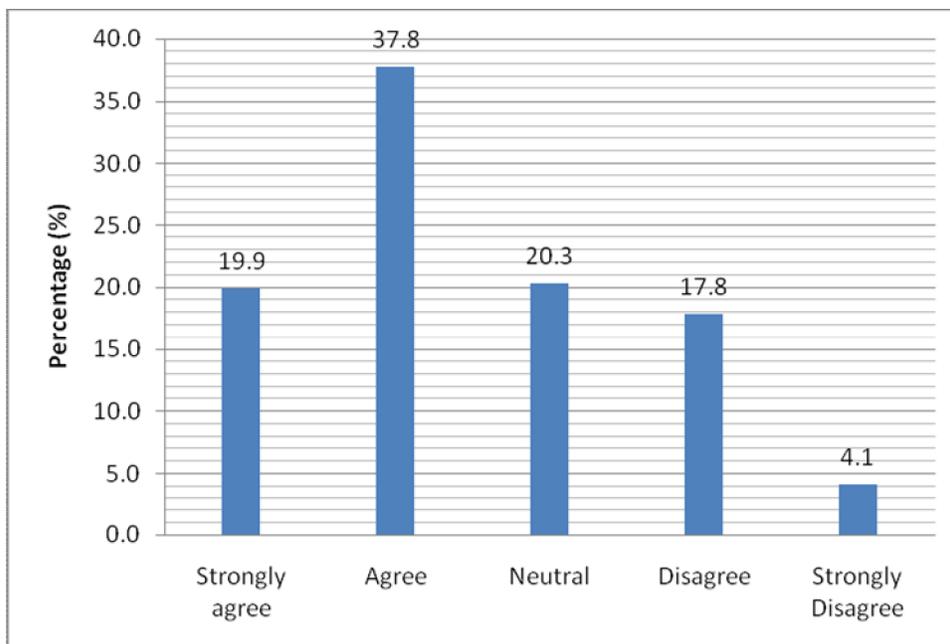


41% of the respondents do not know how many local people are employed in the National Park. 17% indicated that only few local people are employed in the National Park. 28% indicated that the National Park employed many local people, while 14% of the respondents indicated that a sufficient number of people are employed in the National Park. The research results demonstrate that the National Park employed a sufficient number of the local people and this lead the researcher to conclude that the local people are benefiting from the National Park through employment. As stated in figure 5.14, the issue of staff complement is known only by the human resource people who have the statistics showing the number of the local people employed by the National Park and the number of those that are not from the beneficiary communities.

5.4.5. THE NATIONAL PARK'S PROMOTION OF ENTREPRENEUR DEVELOPMENT IN THE AREA

The purpose here was to examine if the National Park is in anyway involved in the promotion of entrepreneur development in the local communities. This was going to show if the National Park is investing and ploughing back to the local communities. The significance of the National Park resides in their ability to contribute to empowerment and development of the local people. The research findings indicated as follows:

Figure 5.16.: The National Park's promotion of entrepreneur development in the area



The research findings revealed that 57.7% of the respondents are of the opinion that the National Park promote entrepreneur development in the local areas. These could be the respondents who are actively involved in the tourism industry either working in the National Park or owning tourism related businesses and understanding the role that the National Park is playing in their businesses. 20.3% of the respondents are neutral while 21.9% of the respondents are of the opinion that the National Park is not promoting entrepreneurship in the local areas. These could be the respondents who are not involved in the tourism industry and do not even participate in any of the activities of tourism. One of the

strategies of Pilanesberg National Park is to constantly identify opportunities and inviting communities and emerging entrepreneurs to participate in those opportunities identified (Boonzaaier & Collinson, 2000). This indicates there is a good working relationship between the National Park and its beneficiary communities.

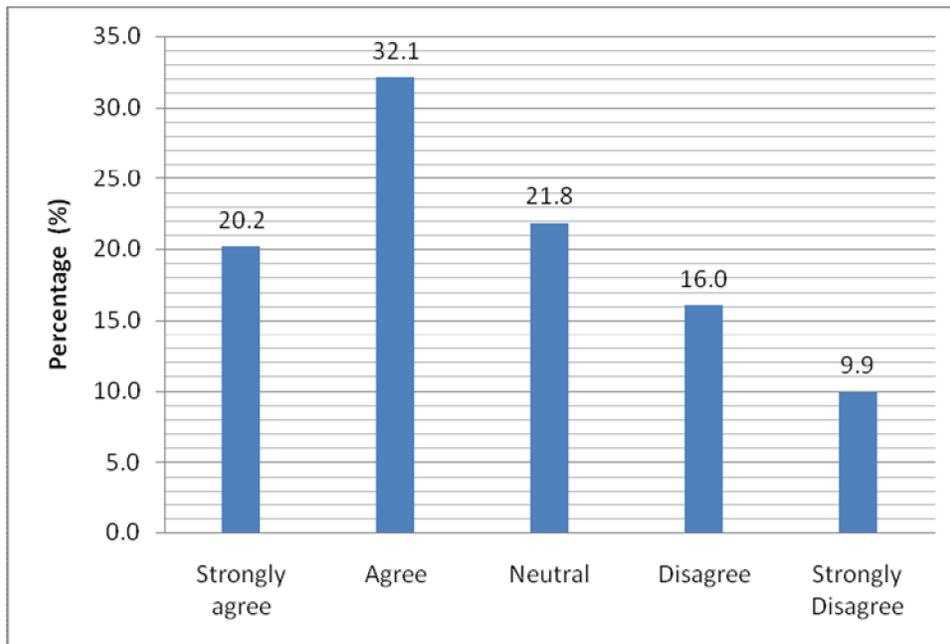
5.5. THE ECONOMIC IMPACT OF THE PILANESBERG NATIONAL PARK ON THE LOCAL COMMUNITIES

The aim here was to establish if the National Park contributes in anyway towards the development of the beneficiary communities and economic growth by using its resources even funding some of the projects in the local communities. In this case the research wanted to establish if the National Park is using the tourist expenditures towards improving the lives of the local people, the role it plays in improving local development and to establish if the tourism practiced in the area is good and is contributing positively to the growth of the local economy.

5.5.1. TOURISTS EXPENDITURE IS USED POSITIVELY TOWARDS IMPROVING THE LIVES OF THE LOCAL PEOPLE AND IMPROVING

The reason for this was to establish whether the National Park provides funding to contribute towards the improvement of the lives of the local people and towards the community services in general. This is relevant as it will make the research to reach a conclusion of whether the National Park is only interested in the economic growth of the area or it also interested in the well being of the society at large.

Figure 5.17.: Tourists expenditure is used positively towards improving the lives of the local people and improving service in the community

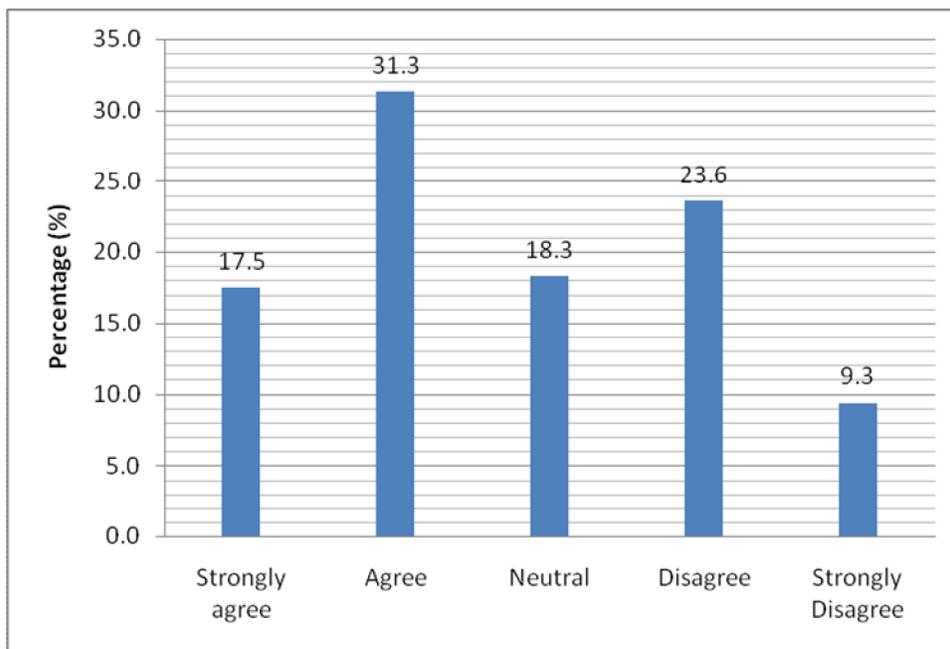


The results indicated that 50.3% of the respondents are of the opinion that the National Park plays an important role by contributing towards the improvement of services in the local communities and towards improving the quality of life of the local people. The respondents agreeing with the contribution that the National Park is making could be those involved in the tourism industry and could be having access to information on the role the industry is playing in contributing to the improvement on the lives of the people and community services. About 21.8% of the respondents are neutral. 21.9% are of the opinion that the National Park is not contributing to improve lives of the locals. The reason for those who are neutral and those who disagree may be because they are not involved in whatever development that is taking place in their communities. The research findings agreed with what was raised in the study (*Supra: 19*) that there are jobs created as a result of tourism expenditure as local residents spend money earned from tourism activities. This refer to situations where if a member of a host community is selling souvenirs to tourist and he or she use that money to buy somewhere.

5.5.2. SOME OF THE PROFIT MADE FROM THE NATIONAL PARK IS USED TO IMPROVE LOCAL DEVELOPMENT

The aim was to establish if the Pilanesberg National Park is using its resources in ensuring that there is development in the local communities. The findings indicated as follows;

Figure 5.18.: Some of the profit made from the National Park is used to improve local development

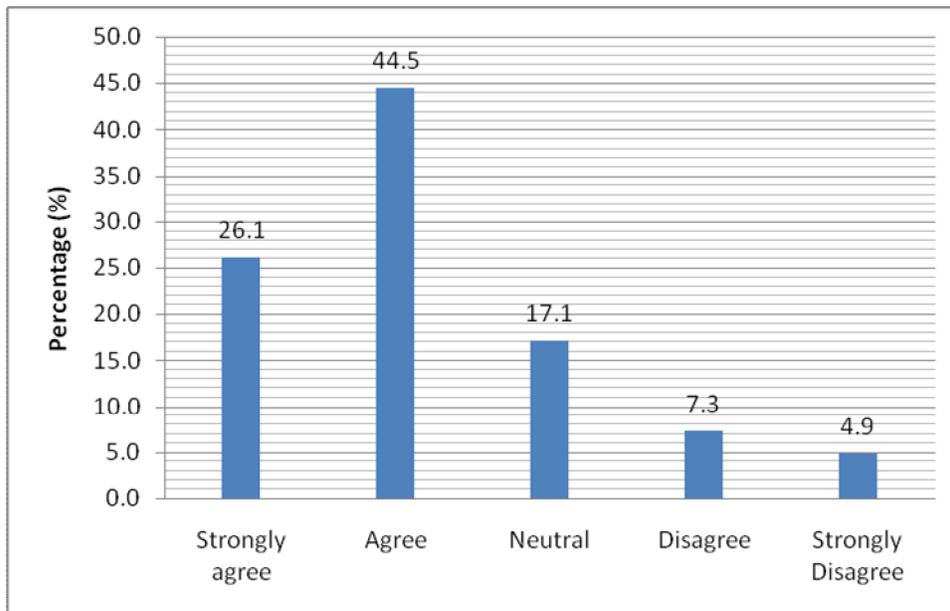


The majority of the respondents (48.8%) are of the opinion that the National Park use part of their profits towards the improvement of the local development such as painting of the local schools, educating learners about tourism and its importance. These could be those people who are working in the tourism industry knowing exactly how the National Park is using its profit in the development of local communities. While 32.9% of the respondents disagree saying that it is only a few benefiting from the National Park and 18.3% of the respondents are neutral. These could be those people who are not involved or even not interested in the tourism issues.

5.5.3. TOURISM PRACTICED IN THE NATIONAL PARK IS GOOD FOR LOCAL ECONOMY

The reason for probing this variable was to establish if the tourism practiced in the area is good in improving the local economy. It was important to probe this because the research results will show if the tourism activities in the area are encouraging economic growth to the local businesses. The results in figure .5.19. indicate the following;

Figure 5.19.: Tourism practiced in the National Park is good for local economy



The results showed that 70.6% are of the opinion that the type of tourism practiced in the National Park is good for the local economy. It is good for the local economy because it promotes entrepreneurship development in the communities by employing the local people and by encouraging the growth of the local businesses. 12.2% disagree, they argue that they do not see any development related to the National Park and 17.1% are neutral. This is mainly because respondents who disagree are not involved in tourism even if there is any development supported or even initiated by the tourism industry they will not notice. The research results concurs with what was raised in the study (*Supra: 13*) indicating that tourism has the capacity to contribute to the local economic development of the host destinations through employment, infrastructure and increased business opportunities for the local people. The primary objective of

Pilanesberg National Park with regard to community participation is to fast track community and emerging entrepreneur access to tourism activities and opportunities in and around Pilanesberg National Park and to stimulate local economic activities and job creation (Boonzaaier & Collinson, 2000). The above three tables indicated that the National Park contributes positively towards the development of community services and local economy by contributing where necessary and by employing the local people.

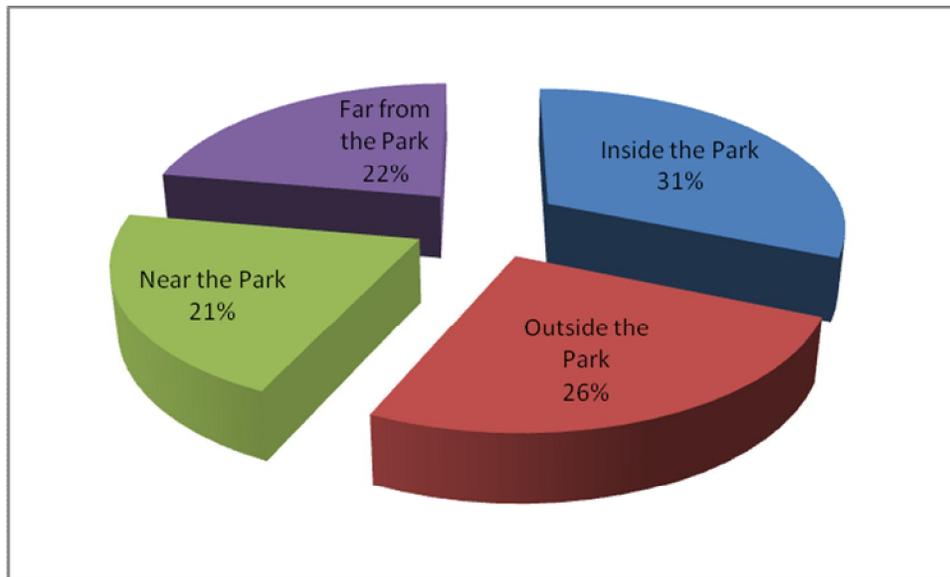
5.6. DEPENDENCE OF THE LOCAL BUSINESSES ON THE ACTIVITIES OF THE PILANESBERG NATIONAL PARK

The aim was to establish the dependence of the local businesses on the National Park, that is, to prove if whether the local businesses existence can depend on the National Park and its activities. The reason was also to establish if there is a good relationship between the Pilanesberg National Park and the local businesses especially those which are tourism related. To prove this the research explored the following, the location of the local businesses, and the types of local businesses in the area. By establishing the types of businesses it will answer the question of which businesses benefit more from the relationship.

5.6.1. LOCATION OF LOCAL BUSINESSES

The purpose was to determine the proximity of the local businesses to the Pilanesberg National Park. This would give an indication of which businesses benefit more from the relationship, those situated in the park or those which are outside the park.

Figure 5.20.: Location of local businesses



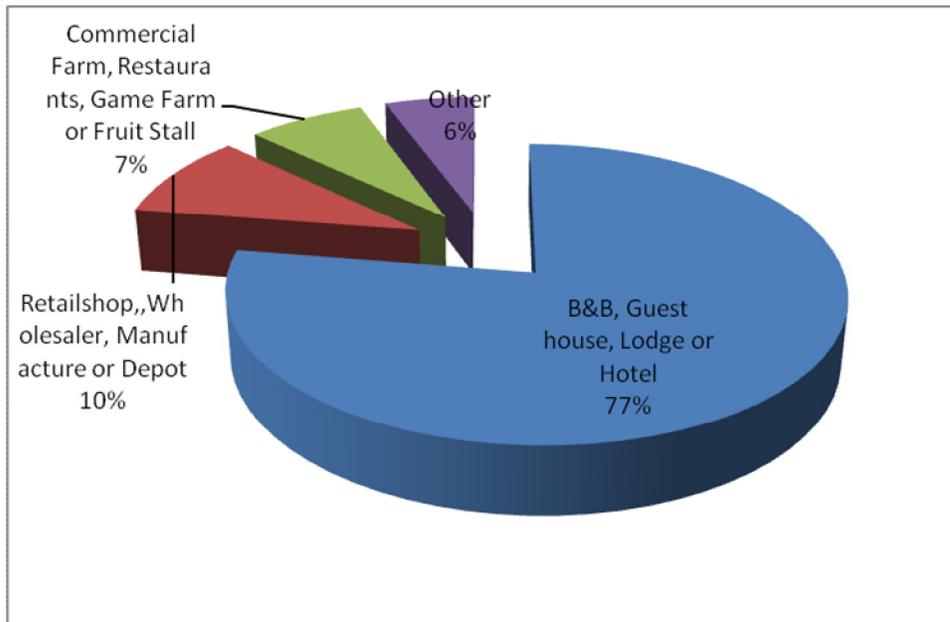
According to the results of the research 31% of the respondents indicated that most of the businesses are inside the National Park. This is because of the size of the National Park and different businesses in the National Park. For example, in one resort in the National Park one find that there are about four companies serving in that particular resort, such as cleaning companies, gardening, catering and security companies. It is also realised that 26% of the respondents indicated that some businesses are outside the National Park, another 21% stated that some businesses are near the National Park. Those businesses outside and near the National Park, most of them are those providing accommodation and majority of them are B&Bs and they are working closely with the National Park. For example when there are tourists visiting the National Park and they exceed the capacity of the accommodation in the National Park, these tourists are referred to those accommodation establishments by the National Park personnel. 22% indicated that most of the businesses are far from the National Park and these are those businesses which most of them do not have a relationship with the National Park businesses such as tuck shops and supermarkets.

5.6.2. CATEGORISATION OF LOCAL BUSINESSES NEAR THE NATIONAL PARK

The aim was to find out about the types of businesses available in the area. This was relevant to probe because it helped the research in reaching conclusion

about the types of businesses available in the area and which ones benefited from the relationship with the national. The results below indicated that most of the businesses in the area are those providing accommodation.

Figure 5.21.: Categorisation of local businesses near the National Park



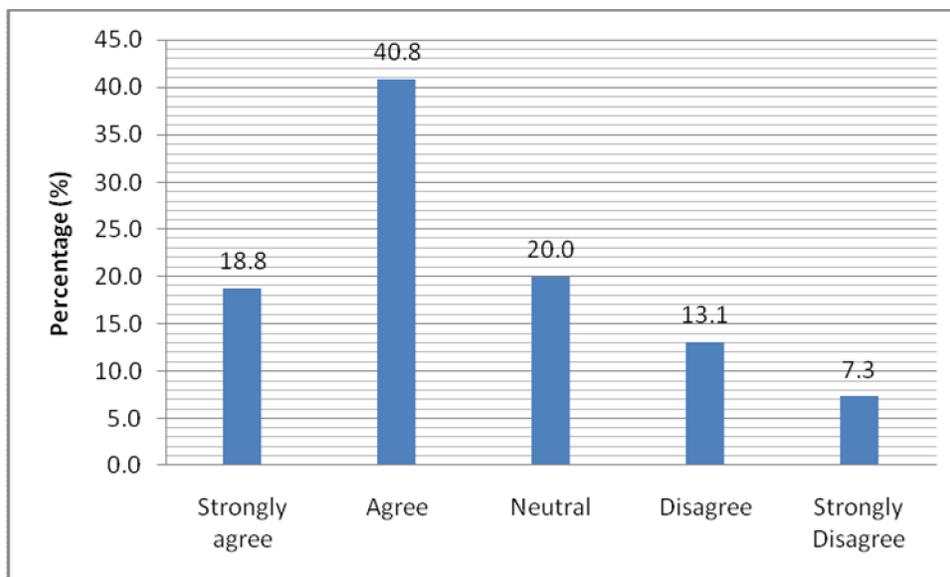
The research findings revealed that a majority of respondents (77%) indicated that most of the businesses near the National Park are those that provide accommodation, such as B&B, Guest houses, Lodges and hotels. The reason for these businesses to be dominating is that most of the tourists visit the Pilanesberg National Park in large numbers and they need places to sleep or to be accommodated at while visiting the area, so the businesses were strategically placed to serve for that purpose. The second category of businesses near the National Park according to 10% of the respondents indicated that are retail shops, wholesalers, manufactures or depots which also provide services to the National Park. 7% of the respondents indicated that there are also businesses like commercial farms, restaurants, game forms and fruit stalls which are also located near the National Park and are also affected by the activities of the National Park. The last category is that of businesses in general which are not specified which 5% of respondents indicated that they are there near the park and most of these businesses are not affected by the activities of the National

Park and not even provide services to the National Park.

5.6.3. THE NATIONAL PARK PLAYS AN IMPORTANT ROLE IN THE EXISTENCE OF LOCAL BUSINESSES

The aim was to determine the dependence of the local businesses National Park on the National Park. That is, to determine if the businesses would have been established if the National Park was not there.

Figure 5.22.: The role played by the National Park on the existence of local businesses

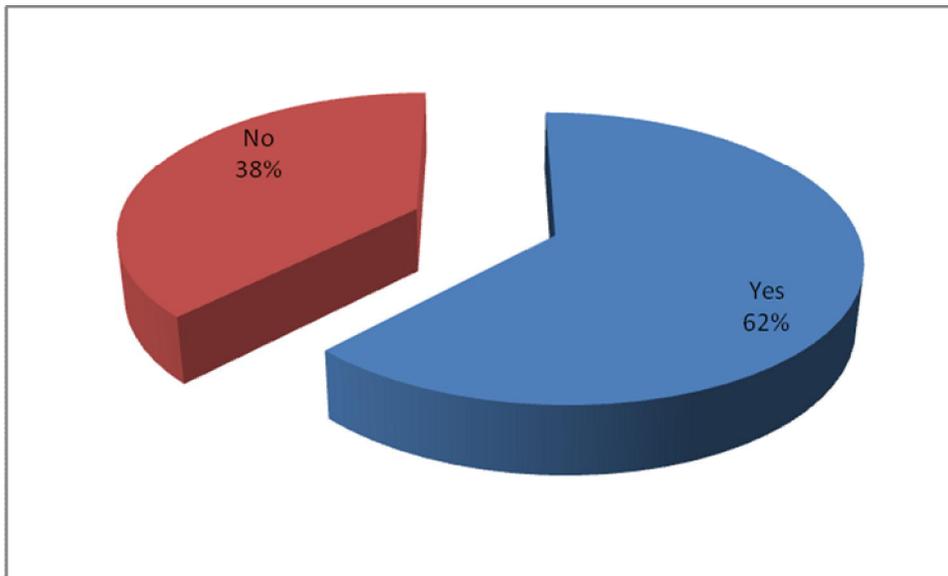


The majority of the respondents which constitute 59.6% agree that the local businesses are dependent on the activities of the National Park, especially those in the accommodation sector such as B&Bs, Lodges, Guest Houses and Hotels. It is indicated that their businesses grow because of the presence of tourists visiting the National Park and some of these businesses were established because of the presence of the National Park. Only 20.4% disagree mainly because the businesses that they are referring to do not offer services to the National Park businesses such as tuck shops, supermarkets and chemists. 20% of the respondents remained neutral maybe because they are involved in the businesses and they do not understand how a National Park can impact on the existence of businesses.

5.6.4. LOCAL BUSINESSES PROVIDE SERVICES TO THE NATIONAL PARK

The purpose was to establish if there is a relationship between the national park and the local businesses and if the relationship is there, is the relationship good for the growth of the local businesses?

Figure 5.23.: Local businesses provide services to the National Park



The findings indicated that about 62% of the respondents are of the opinion that local businesses provide services to the National Park. For example, there are private companies from the local communities providing cleaning services in the National Park and those in the accommodation sector provide their services to the National Park in a situation where a number of tourists visiting the park exceeds the number of accommodation in the National Park, the tourists are referred to those businesses for the tourists to be accommodated in those businesses. 38% of the respondents maintained that the local businesses do not provide services to the National Park. These will be those businesses which are not affected by the activities of the National Park and those which do not have the characteristics of the tourism activities. It can be concluded that there is good trading relationship between the park and the local businesses.

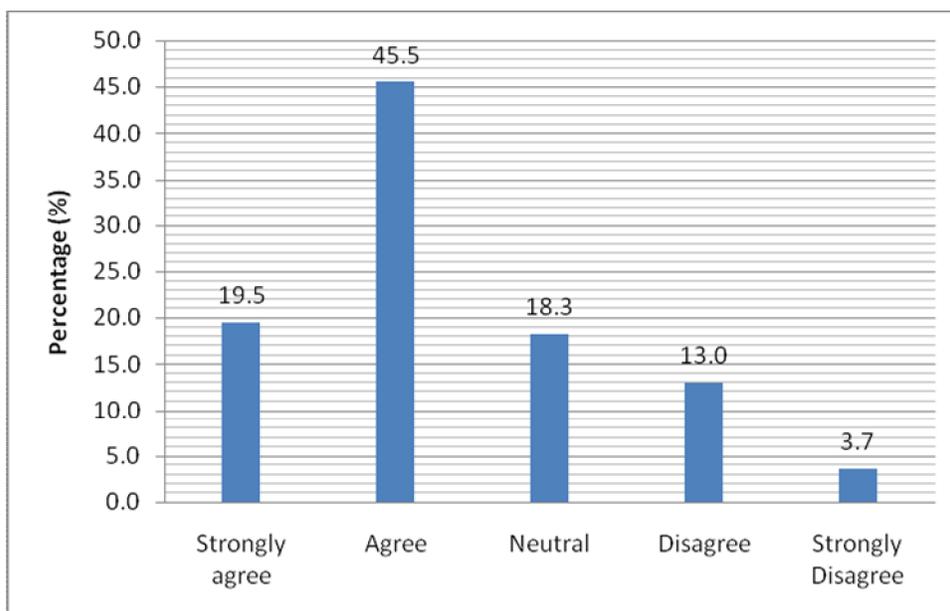
5.7. THE IMPACT OF TOURISM ON THE HOUSEHOLD, PRIVATE BUSINESSES AND COMMUNITY BASED TOURISM PROJECTS IN THE COMMUNITIES AROUND THE PILANESBERG ANATIONAL PARK

The purpose was to determine the extent to which the tourism activities of the Pilanesberg National Park impact on the local businesses and the surrounding communities, their lifestyle, the crime rate and the impact the National Park has on the cost of services in the local communities. To determine this the following factors were looked into, the role the national park plays in the improved quality of service provided by the local businesses, its role in the increasing cost of living in and the crime rate in the area and the challenge of demand of local resources by the local people and the tourists.

5.7.1 THE PRESENCE OF THE NATIONAL PARK HAS IMPROVED QUALITY OF SERVICE IN SHOPS, RESTAURANT AND HOTELS

The reason was to investigate the impact that the National Park had on the quality of services provided by the local businesses to their clients. The other reason was to try to establish if the National Park plays a role in motivating the local businesses in wanting to improve in their business offerings for the better.

Figure 5.24. The presence of the National Park has improved quality of service in shops, restaurant and hotels

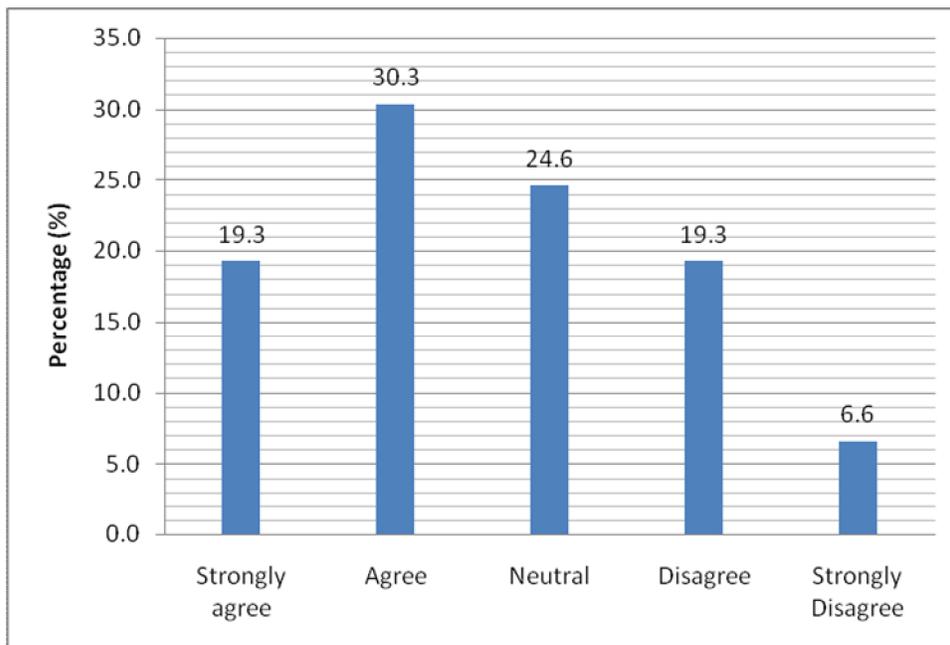


The research findings revealed that 65% of the respondents are of the opinion that the presence of the National Park has improved the offering of services in the local businesses near the National Park. The reason for the improvement is that the local businesses people know that they are serving different people from different areas with different expectations and do that to keep their clients happy so that they do not loose them to their competitors. About 17% argue that the services they get from the local businesses are the same there is no change while 18% are neutral.

5.7.2. THE NATIONAL PARK'S CONTRIBUTION IN THE INCREASING OF COST OF LIVING AND LOCAL PEOPLE CANNOT AFFORD SOME OF THE SERVICES

It is a known factor that any development is accompanied by increasing the costs of services. Therefore, the aim here was to establish if the presence of the national park contributes towards the increasing cost of local services. The findings indicated as follows;

Figure 5.25.: The National Park contribution in the increasing of cost of living and local people cannot afford some of the services

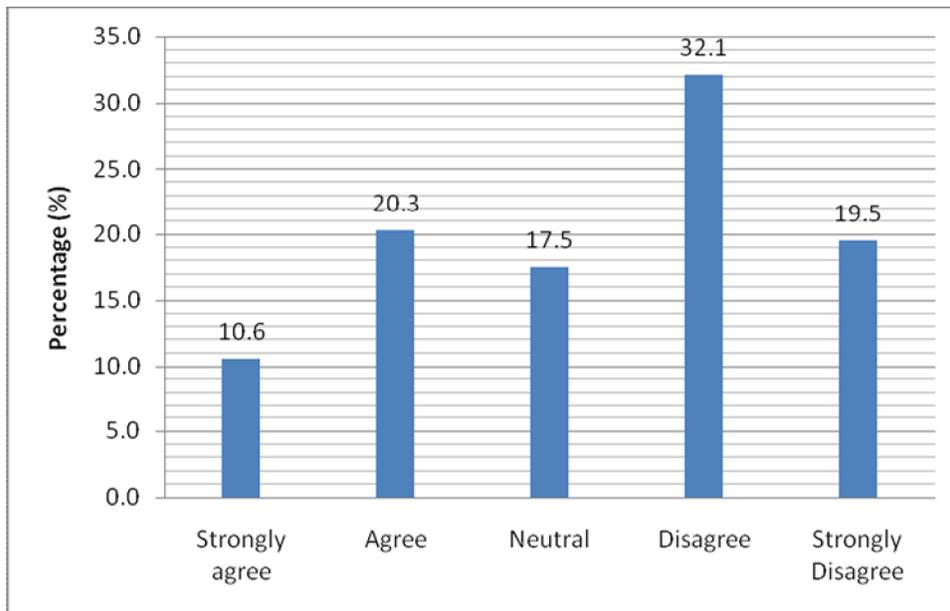


Majority of the respondents which constitute 49.6% are of the opinion that the Pilanesberg National Park contributes to the increasing of cost of living in the area. It is a known fact that where there are developments, services increase and also the costs of services increase as well due to the development. Few respondents who constitute 25.9% they are of a different opinion and 24.6% are neutral; these will be those who do not take notice of the changes taking place in their communities. The research findings concurs with what was said in the study (*Supra: 24*) indicating that tourism can or lead to increased property values and higher costs of living for the local people, whereas there is actually revenue leakages particularly from developing countries to developed ones, that is, tourism causes properties and services to be expensive, whereas at the same time it does not invest or give back to the local communities. It is also indicated in the study (*Supra: 20*) to support the research that the demand for more hotels, vacation homes and tourist facilities in tourist destinations may bring sources of income to builders, real estate agents and landowners, but the local residents are forced to pay more for their homes and larger taxes because of the increased land values. This proves the fact that in most areas where there are tourist destinations and tourist attractions there is always escalation of prices in services.

5.7.3. TOURISM HAS CONTRIBUTED IN THE INCREASING RATE OF CRIME IN THE LOCAL AREA

In most of the area where there are tourist destinations and tourist attractions crime is a disturbing factor. The aim to probe this was to determine if the presence of Pilanesberg National Park is contributing to the crime rate in the local communities.

Figure 5.26.: Tourism has contributed in the increasing rate of crime in the local area

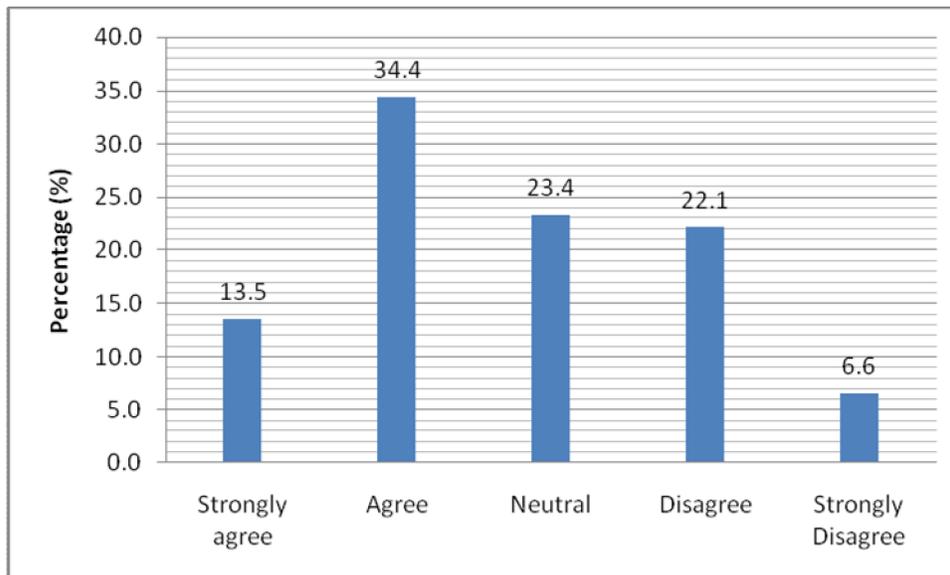


According to figure above about (30.9%) of the respondents agree that tourism has contributed to the increasing crime rate in the area but, at the same time this crime is seasonal, it is experienced most of the time when there is an influx of tourists in a certain area. (17.5%) of the respondents were neutral. Majority of respondents which constitute (51.6%) disagree, they indicated that the crime experienced is not motivated by the activities of the National Park or the presence of tourists in their communities. The research findings agrees with what was raised in the study with the fact that tourism crimes are seasonal (*Supra: 38*) by indicating that it was discovered that economic crimes like robbery, larceny and burglary had a similar season to tourism, while crimes such as theft, crimes of passion like murder, rape and assault did not. The occurrence of tourists falling victims of crime is dependent on the existing levels of criminal activity, the stage of development of the destination and the proximity of tourists zones (Wall & Mathieson, 2006). It can be concluded that tourism does not necessarily contribute to the increasing rate of crime in the Pilanesberg National Park.

5.7.4. THE LOCAL PEOPLE'S WAY OF LIFE IN THE COMMUNITY HAS CHANGED TO SUIT TOURISTS DEMANDS/NEEDS

The aim was to determine to what extent the local people can go to sacrifice their lifestyle to accommodate the tourists needs. This would show how the local people value their ways of doing things.

Figure 5.27.: The local people's way of life in the community has changed to suit tourists demands/needs



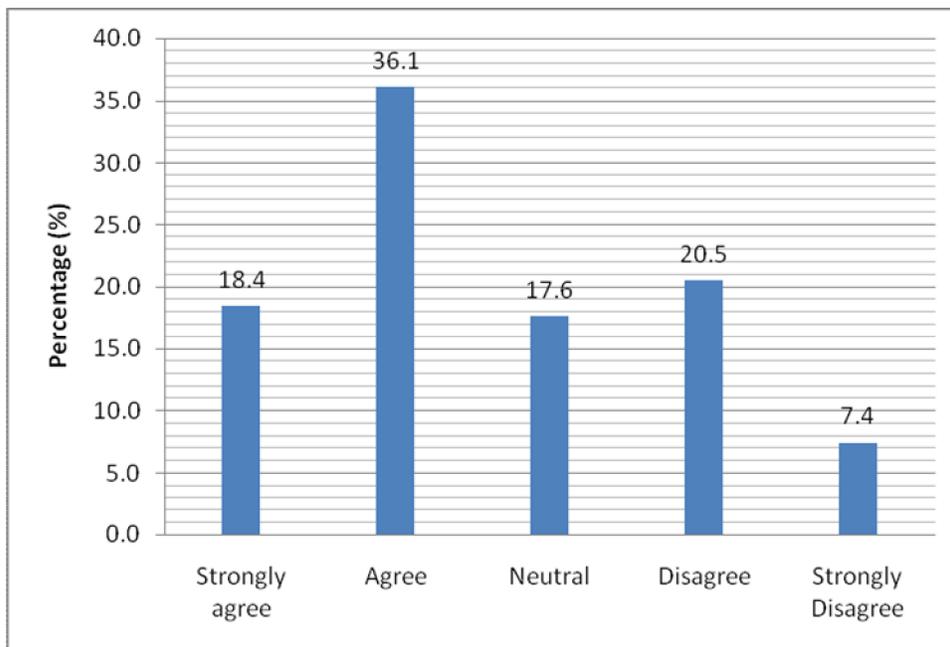
About 47.9% of the respondents are of the opinion that the local people change their ways of doing things to accommodate the needs and demands of the tourists. This is sometimes inevitable especially where the local people have more contact with the tourists. Wall & Mathieson (2006) hold that young people of traditionally closed societies observe the freedom and material superiority of young westerners and respond by imitating their economic patterns and ways of spending. Wall & Mathieson (2006) continue to emphasise that the demonstration effect and state that tourism can modify local behaviour and divide the host population. 23.4% of the respondents remained neutral. 28.7% are of the opinion that the local people did not change their ways of doing things. They insist that the local people are continuing to do their things the way they have been doing them without any influence from the tourists. The study (*Supra: 34*) supports the research findings by indicating that tourism with its demonstration

effect on the local people has the ability of encouraging the local people to modify their behaviour to accommodate the tourists and these lead to division in the host population.

5.7.5. THE QUALITY OF PUBLIC SERVICES LIKE WATER, SEWERAGE AND PUBLIC TRANSPORT IN THE LOCAL COMMUNITIES HAS IMPROVED DUE TO TOURISM ACTIVITIES OF THE NATIONAL PARK

The purpose was to determine the impact that the presence of the national park had on the improvement of local services such as water, sewerage and public transport in the local area. This will help in determining if the presence of the national park is bring positive changes in the local communities.

Figure 5.28.: The quality of public services like water, sewerage and public transport in the local communities has improved due to tourism activities of the National Park



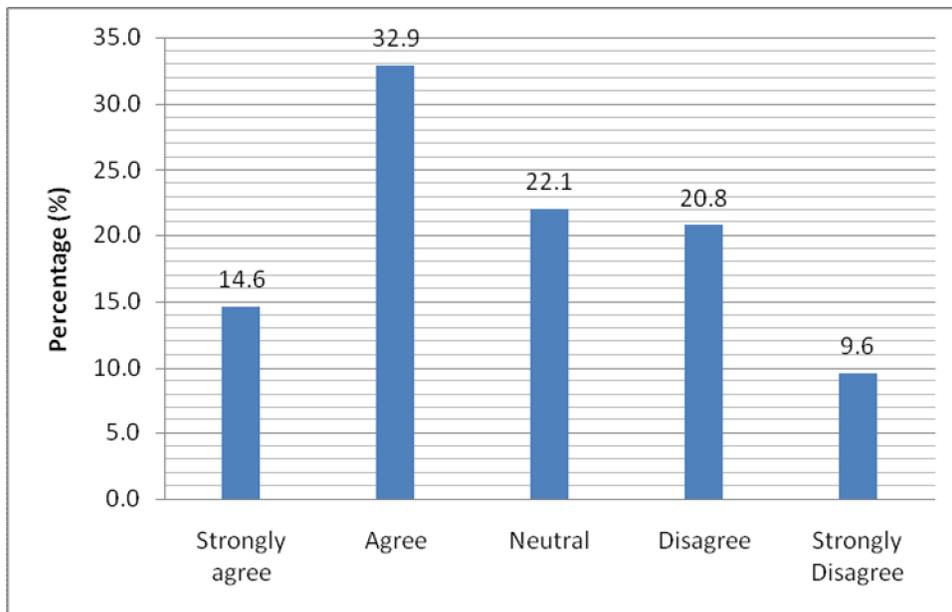
The findings revealed that 54.5% of the respondents are of the opinion that public services have improved due to the activities of the National Park, whereas 27.9% of respondents are of the opinion that the National Park is not contributing in any to the developments taking place in their communities while 17.6% are neutral. Any development that takes place in the National Park, for example, when there is a problem of roads leading to the National Park when they are

reconstructed the community also benefit from the development because they will have proper roads in their areas. The findings agree with what was raised in the study (*Supra: 11*) by emphasising that a well planned tourism development can create a demand for goods and provide local people with new jobs. In addition to employment, additional employment can be generated by auxiliary service, tourists development, road improvement and professional services. In addition the local people may benefit from better local services, such as public transport, roads, health and recreational facilities.

5.7.6. THE MAIN PROBLEM OF TOURISM AFFECTING LOCAL COMMUNITY IS THAT THERE ARE NOT ENOUGH FACILITIES TO COPE WITH THE NUMBER OF TOURISTS

The presence of tourists in large numbers in tourist destinations increases pressure and the demand on local resources. The purpose here was investigate if the presence of tourists in Pilanesberg National Park puts pressure on the local resources to the point where the local people find themselves competing for their resources with the tourists, such as transport and water.

Figure 5.29.: The main problem of tourism affecting local community is that there are not enough facilities to cope with the number of tourists



About 47.5% are of the opinion that they are affected by the problem of having to compete for resources with the tourists but, they also stated that it occurs seasonally when tourists visited the National Park or other tourist attractions in large numbers while 30.4% do not agree, they stated that there is no time where they find themselves competing for resources and about 22% is neutral on the issue. The research findings concur with what was stated in the study (*Supra: 33*) that the increased demand for land and other services increase the price of those resources. While this is beneficial to those selling property and the land, it has a negative impact on the local population, especially those that are not involved in tourism business. The local people find themselves having to compete for land and housing with the tourism development interests. The physical presence of tourists in the destination area, especially if they are in large groups causes residents to frequently resent having to share facilities and services with visitors and often mention congestion as a problem.

5.8. INTERVIEWS

The interview was used in order to obtain information from the management of the Pilanesberg National Park. The aim of using interviews with the National Park management was to get in-depth information about issues that could not be explained in the questionnaire as the research used a close-ended questionnaire. According to Bless, Higson-Smith & Kagee (2007), an interview involves direct personal contact with the participant who is asked questions relating to the research problem. The unstructured interviews were used for this purpose. The issues that could not be addressed in questionnaires which required interviews included issues mainly of human resources such as staff compliments, advertisement of posts and the issues of relationships with the local communities.

5.8.1. STAFF COMPLIMENT FOR TWO RESORTS IN THE PILANESBERG NATIONAL PARK

The interview was conducted between the researcher and the human resource manager of the three resorts in the Pilanesberg National Park, the aim was to solicit the information which could not be obtained by using questionnaires. One human resource manager of three resorts in the Pilanesberg National Park was interviewed as it was stated in the research methodology that data will be collected from two resorts in the Pinalesberg National Park as these resorts will be a representative of other resorts in the National Park. The interviewee indicated that the two resorts have three hundred and forty staff members of which 80% are from the four beneficiary communities.

5.8.2. HOW ARE THE POSTS ADVERTISED TO ENSURE THAT THE LOCAL PEOPLE GET THE FIRST PREFERENCE?

The interviewee said that the posts are firstly advertised internally to give all staff members of the Legacy group in all branches to apply first and if there is no one who meet the requirements it is then advertised externally through news papers and through the tribal authority office to check if there are any qualifying candidates in the local communities and if there are qualifying candidates the job will be given to them and if there are no qualifying candidates from the beneficiary communities the post will be given to any qualified from anywhere.

5.8.3. REPRESENTATION OF THE BENEFICIARY COMMUNITIES IN THE PILANESBERG NATIONAL PARK

The interviewee said that "There is a forum which is called Park Communication Forum which is a condition of lease that every concessionaire and operator inside the Pilanesberg National Park is obliged to participate in". There is a community representative in the forum and is used as a means of communication between the National Park and the community to provide a formal communication link with affected communities to ensure that the benefits are accessible to all affected communities. %The National Park is also a member of a

forum called heritage groups which promote sustainable use and protection of scarce resources. Water is regarded as a scarce resource in South Africa, what is done in the resorts to save water they introduced a policy of washing the towels". What they do is when allocating rooms to the guests they tell them that if they want their towels to be washed or changed they should leave those towels on the floor.

5.8.4. CONTRIBUTION OF THE NATIONAL PARK TO COMMUNITY DEVELOPMENT

The primary objective of the National Park is to ensure effective community participation where possible. *"That is why our primary objective of community participation is to fast track community and emerging entrepreneur access to tourism activities and opportunities in and around Pilanesberg National Park and to stimulate local economic activities and job creation".* The National Park is participating in community development by contributing funds to community development projects like orphans homes, old age homes, pre schools and primary and secondary schools. For example, in January 2009 before the school reopening almost all staff members of the Pilanesberg National Park went to a number of schools in Ledig and painted those schools.

Another form of contribution is by providing internships for the students who are still studying at tertiary institutions and the unemployed graduates from the surrounding communities, internships are strictly meant for the students from the local communities even if they are studying elsewhere. *"We have what we call Social Cooperate Responsibility/Investment; the aim of this is to contribute positively where possible in the community."*

5.8.5. RELATIONSHIP BETWEEN NATIONAL PARK AND THE LOCAL BUSINESSES

"There is a very strong relationship between the Pilanesberg National Park and the local businesses especially those providing accommodation and lodging" said the interviewee. For example, if the tourists visiting the National Park exceed the

capacity of the accommodation within the National Park, the tourists will be referred to the local businesses or sometimes the national park will book accommodation for those tourists in the local businesses. But there is a condition for this relationship with the local businesses, the local businesses must be graded by the Tourism Grading Council which evaluate South African establishments and grade them 1 to 5 star according to the type of accommodation they provide.

There is a new mine established in 2007 in Ledig called Wesizwe which means For the Nation, the National Park is working in conjunction with that mine to recommend students and graduates who qualify to work in the mine for internships and the mine is doing the same for the National Park.

5.9. CONCLUSION

The chapter focused on the analysis of research findings and results which was collected through questionnaires and interviews. The chapter analysed the biographical information of the respondents to get their background, the second part of the analysis was on analysing the views, opinions and experiences of the respondents with regard to the impact of tourism they are experiencing as a result of the activities of the national park. The next chapter will provide the summary, conclusions and recommendation of the research.

CHAPTER SIX: SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

6.1. INTRODUCTION

This chapter gives the summary of the research and draws the conclusions from the research findings and results. Recommendations are provided based on the gaps identified when the research was conducted. The research comprised six chapters as follows so as to reach the ultimate aim of the research and the research questions asked.

6.2. SUMMARY OF THE RESEARCH

In achieving the research objectives, the researcher developed the chapters as follows.

Chapter One: The chapter provided the introduction and background of the research, problem statement, the motivation and the significance of the study. It also included the aims and the objectives, research methodology, ethical considerations and definitions of concepts that were used for the purpose of this research. The chapter provided a guideline on how the research project is going to be carried out.

Chapter Two: This chapter focused on literature review, where various books, articles, scientific tourism related theses, journals, magazines, tourism policy documents related to the social and economic impact of tourism were perused to give an understanding of what has been done with regard to the study. This chapter highlighted the fact that tourism has both its negative and positive impacts on the host communities. Tourism has the potential to bring about positive developments which can contribute positively to the local economy and as a result the lives of the host communities will be developed, but at the same time if tourism is not well planned it can result in negative impact on the host community. When coming to employment benefits the research indicated that the

travel and tourism industry has proven itself to be a dependable source of job opportunities for all groups of people in the community, as it employ people of all skill levels. For example it is stated that the jobs in the tourism industry range from jobs that need skills or qualification to general work which does require any expertise.

The negative impacts identified in the research that tourism has the ability to increase the costs of goods and services in the local areas and mostly it increases the costs of land and property. For example; the local people find themselves having to compete for land and housing with the tourism development interests The other problem of tourism is that of leakages, where a particular tourist establishment is owned by people from another country and every profit made is not used to benefit the local communities, but it is sent out the country of the owners of the establishment.

The research demonstrated the role that tourism plays in the promotion of culture and understanding between different people of different cultures. It acts as an incentive for the renaissance of the local cultures. At the same time tourism has the ability to dilute the culture of the local people in pursuit for economic growth.

Chapter Three: The chapter highlighted the negative and positive impact of tourism on the environment, and the importance of sustainable tourism and sustainable development and the tourism policy were also discussed. The research indicated that governments, institutions, companies and individuals involved in the tourism industry are faced with a challenge of searching for a sustainable development friendly behaviour towards the environment to ensure survival of tourism as its survival is depend on the environment. It is stated in this chapter that sustainable tourism policy has the ability to increase the quality and lifetime value of tourism products and hence, increase visitor satisfaction. The research indicated that sustainable tourism development must be able to meet

the needs of the tourists, the tourism industry, and host communities today without compromising the ability of future generations to meet their own needs.

Chapter Four: In this chapter, the research methodology which was used for the purpose of this study, which include research design, methods of collecting data, and sampling methods and data analysis were discussed and reasons why these methods were used. Discussion on how questionnaires were constructed, distributed and collected and how interviews were conducted was included in this chapter. The research reliability and validity, ethical considerations and limitations of the study area were also discussed.

The research methods used in this research proved to be effective as they made it possible for the researcher to solicit information required for the research. The use of questionnaires proved to be effective because the researcher managed to get a maximum number of respondents to respond to the questionnaires and the responses were reliable. The interviews were also used for this research and they were effective as the researcher was able to get all the information required from the National Park management.

Chapter Five: This chapter dealt with the research findings, analysis and interpretations of the data collected. For the data to make sense it was converted into graphs, tables and charts and was thoroughly analysed and discussed. The chapter awarded the researcher an opportunity to reflect on the views, opinions, perceptions and experiences of the respondents with regard to the socio-economic and environmental impact they are experiencing resulting from the activities of the Pilanesberg National Park and to make her conclusions.

The research findings indicated that the types of tourism practiced in the Pilanesberg National Park are conscious of the people's culture and promotes the appreciation of the local culture by the both the tourists and the local people. The research results demonstrated that the presence of tourists in host

communities has an impact on the way the local people conduct themselves. The local people change their way their ways of doing things to accommodate the needs and expectations of the tourists. This is acknowledged as a negative impact that tourism has and in most cases it has proved difficult for the local people to resist the new things that the tourists introduce when visiting their areas.

In the analysis it is indicated that the National Park is contributing positively towards the development in the area and the local economic growth of the area, but at the same time the presence of the National Park has contributed to the increasing costs of goods and services and this impacted negatively on the local communities. In this chapter it is also stated that the National Park draw most of its employees from the beneficiary villages and it employs them in all levels, that is, it employs the skilled, unskilled and the professionals. Finally, the research findings indicated that the presence of the National Park has contributed towards the improvement of local services such as water, sewerage and public transport. The ability of the Pilanesberg National Park to attract tourists in large has caused a problem of high demand of local resources where the local people find themselves having to compete for their resources with the tourists.

Chapter Six: The focus of this chapter was on the conclusions, summary and recommendations, based on the findings and interpretation of data collected. Recommendations were made based on the analysed data to recommend for change and improvement to the Pilanesberg National Park where possible.

6.3. RECOMMENDATIONS

The main aim of the research was to investigate the socio-economic impact of tourism on the local communities around the Pilanesberg National Park. Taking into consideration the research findings, the researcher made the following recommendations to the Pilanesberg National Park management. The

recommendations will be guided by the objectives the researcher was trying to achieve with this study.

6.3.1. TRAINING

It is indicated that most of the local people employed by the National Park are those with skills. In the interview the human resource manager of the National Park she indicated first preference is given to the local people when there is a vacancy, but when there is no one qualifying from the local communities, then the post is advertised externally. The researcher recommend that the National Park management consider training for the local people to qualify for the available posts and make sure that the local people fully benefit from the National Park in the area of employment. The training will not only make the local people to be employable but it will also empower them with skills. Wall & Mathieson (2006) indicate the employment of non-locals in managerial and professional positions and the frequent existence of foreign, absentee employers have provoked charges of neo-colonialism. These features contribute to the high leakages through the remittance salaries and profits to the tourists-generating countries.

6.3.2. COMMUNITY PARTICIPATION

Majority of respondents indicated that National Park is contributing towards the improving the lives of the local people, services in the community and local development but, there is a substantial number of the respondents who still have some concerns with regard to the contribution of the National Park in the local development. These are those people who are not involved in the tourism industry or they just do not have knowledge about this industry and the opportunities existing in it. It is therefore recommended that the Pilanesberg National Park should efforts to involve all local communities in the development processes as this involvement will empower the local people and they may even develop an interest in understanding more about the tourism issues.

6.3.3. EQUAL REPRESENTATION OF LOCAL BUSINESSES

The research findings indicated clearly that there is good relationship between the National Park and the local businesses but, the businesses benefiting from this relationship are those providing accommodation and those located within the National Park. It is therefore recommended that the National Park to strengthen their relationship with other local businesses such as butcheries, fruits and vegetable markets by buying some of their stocks from such business without having to travel to get their stock and that will be allowing for equal representation of businesses in this relationship. By doing so the National Park will be contributing towards the growth of the local businesses and the economic growth of the local areas.

6.3.4. INCREASED CAPACITY OF FACILITIES IN DEMAND

The National Park has contributed towards increasing the cost of living in local communities and as a result the local communities are sometimes deprived of their own resources. The National Park should try as much as possible to employ most of the local people in managerial or professional positions to earn better salaries and those without skills so that they can afford the increasing prices of services. It is also indicated that there is a challenge of demand of resources where the local people find themselves having to compete for their own resources with tourists. The researcher suggests that the National Park inquire on specific resources and facilities that are in a high demand and then increase the capacity of those resources to be able to cater for the tourists and local people's needs. The situation where the local people feel that they are being deprived of their own resources can lead to resentment of local people towards the tourists and anything that is tourism related.

6.3.5. EDUCATION

In the research findings some of the respondents indicated that the tourism practised in the Pilanesberg National Park is not considerate of the local culture. It was also indicated that most of the local people change their ways of doing

things in order to accommodate the needs and demands of the tourists. It is recommended that the Pilanesberg National Park management introduce a programme or even embark on campaigns of educating the local the local people about the importance of preserving their culture for future generations to know their culture as well and also educate them about the role that tourism is playing in protecting and promoting the local culture.

6.3.6. THE NEED FOR FURTHER RESEARCH

In the recommendations the need for improvement from the side of the National Park is necessary. It recommended that the Pilanesberg National Park provide training for the local people for them to be employable by the National Park. It was also recommended that the National Park encourage the local people to participate in the development processes in their area. And lastly, it is suggested that the National Park increase the capacity of facilities in demand in order to address the problem of the local people having to compete for resources and facilities with the tourists. The changes cannot be effected unless a thorough research is undertaken on the same subject matter, but emphasis should be more on investigating the impact that the recommended changes had in the long run in the National Park and surrounding communities. Further research is also recommended on other factors that may contribute to the socio-economic impact of tourism such as the impact that tourism has on the environment in its pursuit of economic of the industry.

6.4. CONCLUSION

The chapter made a summary of the research chapters showing briefly what the chapters comprise of and, recommendations based on the findings of the research. The above recommendations do not necessarily address the socio-economic impact of tourism on the local communities but; it is upon the national park management to act on them to remedy the challenges that were highlighted in the research.

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APPENDIX A

Questionnaire

1. Biographical Information

Villages

1	Mogwase	2	Moruleng	3	Mabele-a-pudi	4	Ledig
---	---------	---	----------	---	---------------	---	-------

Gender

1	Male	2	Female
---	------	---	--------

Age group

1	15-25	2	26-35	3	36-45	4	46+
---	-------	---	-------	---	-------	---	-----

Educational level

1	Grade 8-10	2	Grade11-12	4	Degree/Diploma
---	------------	---	------------	---	----------------

Occupation

1	Pensioner	2	Government Employee	3	Private sector	4	Business owner	5	Tourism Industry
---	-----------	---	---------------------	---	----------------	---	----------------	---	------------------

2. The types of tourism in the Pilanesberg National Park

The types of tourism practiced in the area are:

1	Nature Tourism	2	Sustainable Tourism	3	Mass tourism	4	Cultural Tourism
---	----------------	---	---------------------	---	--------------	---	------------------

Sustainable tourism is appropriately practiced at the Pilanesberg National Park

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

The type of tourism that is practiced in the Pilanesberg National Park is conscious of the people's culture in the area

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

The tourism practice at the Pilanesberg National Park has more characteristics of the mass tourism practices.

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

Cultural tourism has contributed positively towards the appreciation of the local culture by the local people and the tourists

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

The presence of tourists in your community play a role in changing lifestyles and values of the local people

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

3. The employment impact by the Pilanesberg National Park on the locals

Most of the locals employed in the National Park are employed as

1	Skilled Labour	2	Unskilled	3	Professional	4	Other/Specify
---	----------------	---	-----------	---	--------------	---	---------------

The National Park draw most of its employees from the beneficiary villages

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

The total number of employees in the National Park are/is

1	0-50	2	51-100	3	100+	4	Do not know
---	------	---	--------	---	------	---	-------------

The number of the local people employed in the National Park is

1	Few	2	Many	3	Sufficient	4	Do not know
---	-----	---	------	---	------------	---	-------------

The National Park promote entrepreneur development in the area

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

4. The economic impact of the National Park on the locals.

Tourists expenditure is used positively towards improving the lives of the local people and improving services in the community

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

Some of the profit made from the National Park is used to improve local development

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

4.3. Tourism practiced in the National Park is good for the local economy

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
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5. Dependence of local businesses on the activities of the National Park

5.1. Local businesses are located

1	Inside the Park	2	Outside the Park	3	Near the Park	4	Far from the Park
---	-----------------	---	------------------	---	---------------	---	-------------------

5.2. The local business categories near the National Park are categorised as

1	B&B Guest house Lodge Hotel	2	Retail shop Wholesaler Manufacture Depot	3	Commercial Farm Restaurants Game Farm Fruit Stall	4	Other/Specify
---	--------------------------------------	---	---	---	--	---	---------------

5.3. The National Park plays an important role in the existence of local businesses

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

5.4. Local businesses provide services to the National Park

1	Yes	2	No
---	-----	---	----

6. The impact of tourism on the households, private businesses and community based tourism project in the communities around Pilanesberg National Park

6.1. The presence of the National Park has improved quality of service in shops, restaurants and hotels

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

6.2. The National Park contributes in the increasing of cost of living and local people cannot afford some of the services

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

6.3. Tourism has contributed in the increasing rate of crime in the local area

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
---	-------	---	----------------	---	---------	---	----------	---	-------------------

6.4. The local people's way of life in the community has changed to suit tourists demands/needs

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
----------	-------	----------	----------------	----------	---------	----------	----------	----------	-------------------

6.5. The quality of public services like water, sewerage and public transport in the local communities has improved due to tourism activities of the National Park

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
----------	-------	----------	----------------	----------	---------	----------	----------	----------	-------------------

6.6. The main problem of tourism affecting local community is that there are not enough facilities to cope with the number of tourists

1	Agree	2	Strongly agree	3	Neutral	4	Disagree	5	Strongly disagree
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APPENDIX B

INTERVIEW SCHEDULE

The interviews were conducted to solicit information from the Pilanesberg National Park. The interview questions among others were the following:

- What is the staff compliment of the Pilanesberg National Park?
- How are the post advertised to ensure that the local people get first preference?
- Representation of the local communities in the National Park.
- Contribution of the National Park to community development.
- What kind of relationship exists between the Pilanesberg National Park and the local business?

APENDIX C

LETTER OF VOLUNTARY CONCERN TO PARTICIPATE IN A RESEARCH PROJECT

TITLE: THE SOCIO-ECONOMIC IMPACT OF TOURISM ON COMMUNITIES AROUND PILANESBERG NATIONAL PARK, NORTH WEST PROVINCE IN SOUTH AFRICA

Researcher: MM Mochechela

Dear Sir/Madam

1. You are hereby requested to participate in this research on the socio-economic impact of tourism on communities around the Pilanesberg National Park.
2. The research investigates the socio-economic impact of tourism on the local communities around the Pilanesberg National Park.
3. The research is meant for the completion of an M.Admin (Development Studies) at the University of Limpopo.
4. Participation in the research is voluntary and the interviewee is at liberty to withdraw at anytime he/she feels uncomfortable.
5. It is expected that the participants will provide/give their honest answer or opinions for the purpose of reliability of the research findings.
6. The findings of the research are solely for academic purpose and the respondents are assured of anonymity.

Regards

Mochechela M.M

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Date: 02 Feb 2009