

**THE IMPACT OF A COMMUNITY BASED TOURISM  
PROJECT ON POVERTY ALLEVIATION. A CASE STUDY  
OF THE ISITHUMBA ADVENTURE TOURISM VILLAGE**

**By**

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## DECLARATION

Submitted in fulfilment of the requirements for the degree of Masters, in the Graduate Programme in Social Policy, University of KwaZulu-Natal, South Africa.

I declare that this dissertation is my own unaided work. All citations, references and borrowed ideas have been duly acknowledged. I confirm that an external editor was used. It is being submitted for the degree of Masters in Social Policy in the Faculty of Humanities, Development and Social Science, University of KwaZulu-Natal, South Africa. None of the present work has been submitted previously for any degree or examination in any other University.

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## **ABSTRACT**

The study outlines the impact a community based tourism project has on poverty alleviation in Isithumba. Isithumba Adventure Tourism village is the case analysed in this study. This community based tourism project has been developed in KwaZulu-Natal, a place called Isithumba found in KwaXimba Tribal Authority outside Durban.

The rationale behind the study is to determine whether the Isithumba community based project had a positive impact, negative impact or no impact on the standards of living of the KwaXimba community. This has been achieved through the use of interviews conducted by the researcher in terms of which a survey questionnaire was used to obtain information from the respondents in one hundred households covered by the study. A supplementary questionnaire was also formulated to obtain background information from people who were employed in the project and other key informants.

In this regard, the quantitative study was chosen to express in numerical values and to analyze what the studied community feels about the project and its impact on their lives. The study concluded that the project, which was perceived by the community to bring about positive economic, socio-cultural and environmental impact, has produced lower results than anticipated. Those who had been directly involved have witnessed positive impact in the form of job creation, entrepreneurial opportunities and skills development. However, the rest of the local community did not find the project beneficial to them. The researcher therefore concluded that community based tourism projects, if well managed and properly planned, could have positive impact on the local communities, but in this case, the impact was minimal.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 INTRODUCTION AND BACKGROUND OF THE STUDY

The introduction of democracy in South Africa in 1994 brought many changes to country's tourism industry. Prior to this, Black South Africans were not exposed to this industry due to restrictive apartheid policies at that time. The number of foreign tourists who visited our country was very minimal as compared to today's figures. In 1961 for instance, only 31000 overseas tourists visited the country (Rogerson and Visser: 2004:5). Tourism growth was, however, crippled by the apartheid regime between the late 1960's and early 1990's. For example, no more than 50 thousand tourists visited South Africa by mid-1980s each year. Rogerson and Visser refer to the apartheid era as the period that delayed South Africa's entry to the global stage of tourism, an entry that has witnessed a spectacular expansion of international tourists' arrivals since 1993. South African Tourism (2009) recorded a total number of 616 509 overseas tourists who visited the country in 1993.

In post apartheid South Africa, tourism is viewed as an essential industry for national reconstruction and development and also one that offers gigantic potential as a catalyst for economic and social development. When looking at the year 1993 and 1994, the Department of Environmental Affairs and Tourism (DEAT) revealed that approximately four million international tourists arrived in South Africa, whereas in 2002 there were about seven million tourists' arrivals. These numbers have escalated drastically between the years 2009 and 2010. Table A reveals that in June 2010, South Africa received about 123,702 international tourists from Europe alone whereas in the same month in 2009, there were about 72,144 tourists recorded. Nevertheless, the Fifa Soccer World Cup, held in South Africa between June and July 2010, has been identified as a major tourist attraction during this period. An increase of 71.6% has been witnessed between the period June 2009 and June 2010. These figures prove that tourism is a fast growing industry that has a major contribution to economic regeneration and generation of foreign exchange earnings. According to SA Statistics

(2010), a total of 128,867 overseas tourists were recorded in June 2009. These figures increase by 118, 6% in June 2010 amounting to 277,345 tourists.

**TABLE A**  
**FOREIGN ARRIVALS**  
**JANUARY TO JUNE 2010 COMPARED WITH JANUARY TO JUNE 2009**

| <b>COUNTRY OF RESIDENCE</b>      | <b>JUNE 2010</b> | <b>JUNE 2009</b> | <b>DIFF.</b> | <b>%</b> | <b>JAN TO JUNE 2010</b> | <b>JAN TO JUNE 2009</b> | <b>DIFF.</b> | <b>%</b> |
|----------------------------------|------------------|------------------|--------------|----------|-------------------------|-------------------------|--------------|----------|
| <b>Europe</b>                    | 123,702          | 72,144           | 61,668       | 71.6%    | 833,388                 | 684,247                 | 69,139       | 12.3%    |
| <b>North America</b>             | 60,802           | 26,602           | 26,400       | 88.6%    | 183,429                 | 128,188                 | 34,240       | 28.5%    |
| <b>Central and South America</b> | 47,188           | 4,806            | 42,583       | 824.7%   | 74,803                  | 26,818                  | 48,884       | 187.8%   |
| <b>Australasia</b>               | 18,460           | 7,813            | 10,637       | 138.1%   | 68,483                  | 12,821                  | 27,6%        |          |
| <b>Asia</b>                      | 30,914           | 13,898           | 18,916       | 120.8%   | 116,887                 | 88,308                  | 27,381       | 31.0%    |
| <b>Middle East</b>               | 6,189            | 2,794            | 3,396        | 121.6%   | 23,807                  | 18,280                  | 6,647        | 30.4%    |
| <b>Africa Mainland</b>           | 418,848          | 376,282          | 43,664       | 11.8%    | 2,706,487               | 2,346,768               | 369,728      | 16.3%    |
| <b>Indian Ocean Islands</b>      | 2,228            | 988              | 1,240        | 126.5%   | 8,378                   | 7,883                   | 1,616        | 16.3%    |
| <b>GRAND TOTAL</b>               | 721,311          | 606,431          | 215,880      | 42.7%    | 3,888,688               | 3,242,288               | 644,273      | 18.8%    |
| <b>OVERSEAS TOTAL</b>            | 277,345          | 128,867          | 150,488      | 118.8%   | 1,070,376               | 872,683                 | 187,782      | 22.7%    |

**SOURCE: STATISTICS SA**

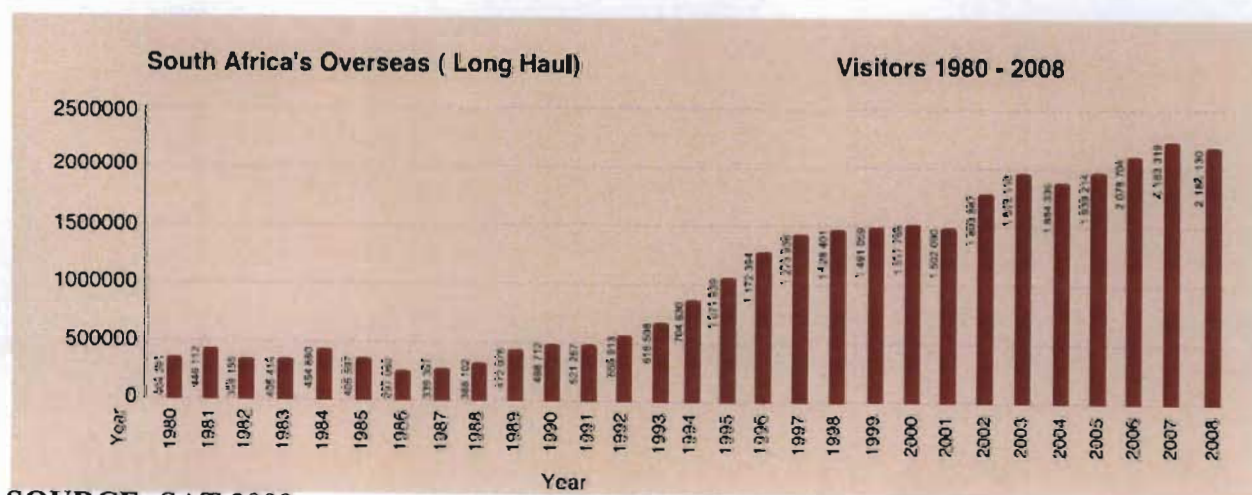
The 1996 Tourism White paper refers to Tourism prior to the 1994 elections as a missed opportunity. The apartheid policies placed severe constraints on the developmental scope of this industry, compromising the attractiveness and beauty of the South African destinations. Amongst these attractions are our famous icons and heritage sites, namely: Kruger National Park in Mpumalanga, Table Mountain, Cape Floral Kingdom and Robben Island in Western Cape, Ukhahlamba Drakensberg and Isimangaliso Wetland Park in KwaZulu-Natal Mapungubwe Cultural Landscape in Limpopo, Sterkfontein Caves (Cradle of Humankind) and Soweto in Gauteng, Vrede Fort Dome in Free State and Richtersveld in Northern Cape. All these attractions have been deprived of world exposure and visitation by tourists from all over the world, especially those who were in protest against apartheid policies. The current growth of this industry is a result of political changes.

It is the transformation in our political system that brought about a marked development of the tourism industry. This can clearly be inferred from the latest statistics to the South African destinations. It is on record that in 2006, about 8.6 million foreign travellers visited South Africa, and in 2007, the number increased to 9.2 million (Bulletin of Statistics: Vol. 42: 4). In 2008, 9.592 million international tourists visited South Africa (SAT 2009). The majority of these tourists come from United Kingdom, United States of America, Germany and Netherlands. However, if we look back into the years 1980's and 1990's, it is recorded that South Africa received a total number of 404.391 in 1980 whereas in 1990 the recorded figures of tourists' arrival escalated to 498.712 (see Fig 1.1). These figures indicate that, if Tourism had been given the attention it deserves from long ago, South Africa would have been far by now in terms of tourism development. There are numerous benefits to countries that practise tourism. Those include creation of jobs, generation of foreign exchange, economic development, infrastructural improvement etc. Tourism is labour-intensive, providing opportunities for those who may not have the opportunity to participate in the traditional job market. It contributes to diversification of the local economy, and since it continues to outpace general economic growth in most nations, it has been resilient to downturns and recession. (White Paper: 1996). Therefore tourism is viewed as one industry which may play a huge role in reducing the unemployment rate and alleviate poverty in any country.

One major problem that has been facing South African tourism industry is the poor involvement of local communities and previously neglected groups. While this has been largely due to the apartheid government policies, the government of National Unity saw the need to reverse the situation. One, amongst many government strategies that have been employed, has been the promotion of the community based tourism to ensure active involvement and participation of local communities in the tourism industry as a means to capacitate communities for the alleviation of poverty in their areas.

Tourism has been identified by the South African government as an industry that has the potential of bringing development to rural areas, and thus taking into consideration that many attractions are located in rural parts of this country. Rural people therefore stand a better chance to benefit directly from tourism through job opportunities created, opportunities to own tourism businesses and their full-time involvement in the development of their area. Although this industry has good benefits for local communities, problems that development brings about in any society, should not be taken for granted. It is therefore crucial that development is monitored to ensure minimal negative impact on the lives of the local people.

**FIGURE 1.1**



**SOURCE: SAT 2009**

The tourism White Paper describes tourism as one sector which has the potential to achieve the objectives of the Reconstruction and Development Program (RDP), create opportunities for small entrepreneurs, promote awareness and understanding among

different cultures; breed a unique informal sector, conservation of our natural environment etc. Although tourism's role in the development of our economy may be viewed as a huge one, there are a number of constraints which limit its potential. These factors include inadequate resources and funding, limited involvement of local communities, inadequate tourism education, training and awareness, lack of infrastructure and more. Train (2006:54) defines Community Tourism (Community-based tourism) as tourism projects that are owned and run by the community. People in the community then share the responsibility of using natural resources in a sustainable manner in order to improve the community's standard of living. Community tourism can provide income and improve the social circumstances of the whole community.

This thesis looks at the impact of community based tourism on poverty alleviation, paying a particular attention to the Isithumba Adventure Tourism project, which is one of KwaZulu-Natal's community based tourism projects located in the rural environment within the scenic beauty of the Valley of 1000 Hills. This project is a unique community tourism initiative that provides the local community with an opportunity to earn some much needed income.

### **1.3 THE AIMS AND OBJECTIVES OF THE STUDY**

The objective of this study is:

- To assess whether the Isithumba community based project had a positive impact, negative impact or no impact on the standards of living of the KwaXimba community.

### **1.4 HYPOTHESIS**

The research is based on the following hypothesis:

- Community tourism is there and there has been a huge effort by the government around the issue of community participation, but there is limited evidence of significant impact of the Isithumba project on that community.

Additional hypotheses that will guide the study are:

- The Isithumba community based tourism project only benefits a minority group from the entire KwaXimba society.
- Job creation is very minimal.
- Community tourism development potential exists, but the KwaXimba people are not aware of the role they should play.

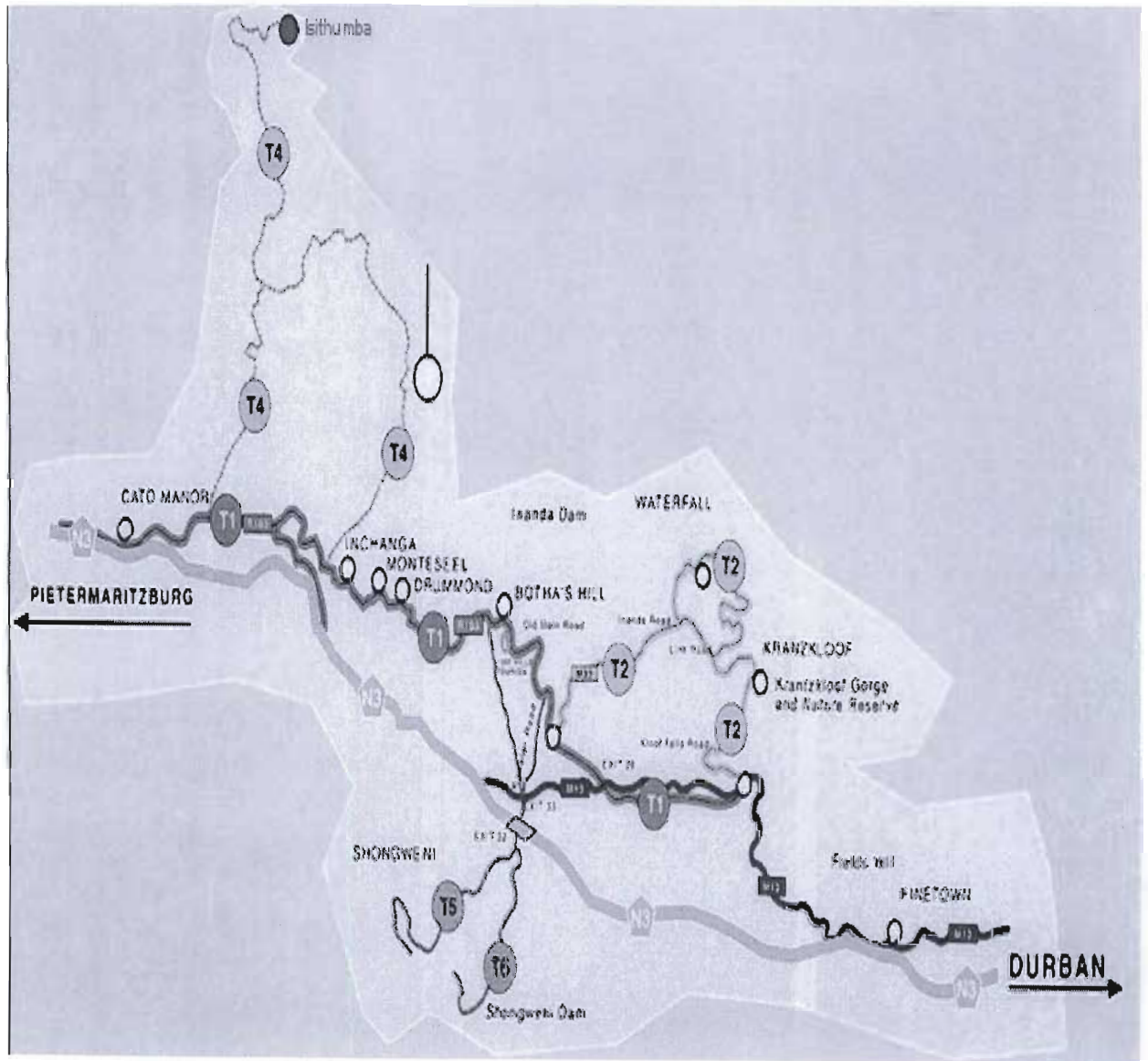
## **1.5 THE STUDY AREA**

Isithumba is located between the two major cities of Durban and Pietermaritzburg. The cultural village is situated in the midst of KwaXimba Tribal Authority. It used to be a perfect place to showcase the African way of life. Tourists were introduced to an authentic Zulu homestead encircled by a cattle kraal, provided traditional African meals and given the opportunity to watch the local Isangoma (traditional prophet) in action. This place also displayed African culture to the tourists through traditional dances performed by local people and dramatisation of some of the ritual ceremonies.

Prior to the construction of the Isithumba Adventure project, the community of KwaXimba, especially women, had been making beadwork and craftwork as part of their tradition. Amongst their work were wood carvings and clay pots. Having all these wonderful artworks, the community felt a need for the client base to which these items could be sold. These items make wonderful souvenirs for tourists to take home, especially the ones from non-African countries. It is then that Isithumba project came into being, providing accommodation and local guided tours to the tourists. This project officially started in December 2002 and ended in November 2008.

Like any other place, the KwaXimba community is characterized by unemployment and poor living standards. A large percentage of people are not working, reasons for unemployment ranging from low level of education, few relevant skills and insufficient job opportunities for unskilled labour. Most families depend on social grants for survival. Some of the basic infrastructure is in place for example there is a tar road leading to the place, access to public transport, electricity, clean water and telecommunications. This makes it easier for the tourists to reach such an attraction.

**MAP 1: LOCATION OF ISITHUMBA ADVENTURE TOURISM**



**KEYS:**



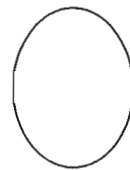
Major and Minor Route



Metro Route



National Route



Secondary Town



Railway Station



Alternative Route



## 1.6 RESEARCH METHODOLOGY

The researcher had to choose between two research approaches available for social studies i.e. Qualitative and Quantitative methods. In this case quantitative approach is the main research method used. Quantitative research, according to Wei (2004) refers to those involved in conducting various types of surveys. This method enables the researcher to study the relationship between two variables, which is in line with the aim and the objectives of this study as it focuses on the impact of community based tourism on poverty alleviation. The researcher conducted a survey. Wei (2004: 62) regards the survey as one of the methods of obtaining primary data. It has been widely used in hospitality and tourism research, especially in customer satisfaction, product design and impact of tourism development. Amongst the three different kinds of surveys, the researcher prefers the face-to-face interviews. McIntyre (2005: 167) describes face-to-face interview as a kind of survey that requires a researcher to visit respondents in their homes or offices, ask questions and record respondent's answers. A questionnaire was developed as an instrument for data collection.

Questionnaire surveys usually involve only a proportion, or sample of the population in which the researcher is interested (Veal: 2006, 231). Conversely, they rely on information from the respondents. What respondents say depends on how much they can recall and the level of honesty they are willing to show. Therefore, the accuracy of results is only a representation of a small sample size and is depended on how the sample is chosen and also how the sample size is decided. In order to understand the nature of the field and structure of the community under investigation, the researcher had to work with a sample of participants rather than the entire population. Bless & Higson-Smith (1995: 96) states that a very important issue in sampling is to determine the most adequate size of the sample. A large sample is more representative but very costly. A small sample on the other hand is much less accurate but more convenient. If a sample frame is obtainable (i.e. list of past and present members), a probability sample can be drawn. That is, each individual will have the same chance of being included in the sample.

The sample selected for the study included ordinary people from the community, local authorities e.g. Induna (Headman) and people who had been part of the project, for

example the former employees of Isithumba project, the entertainers (Zulu dancers) who provided entertainment for tourists whilst the project was functional, craftwork and beadwork makers. Relevant documentation was sent prior to the commencement of research, requesting permission from local authorities to conduct the study.

## **1.7 LIMITATIONS OF THE STUDY**

Due to financial and time constraints, the researcher had to collect a sample drawn from one hundred households at Isithumba, an area that has an estimated number of three hundred households. This sample is based on the figures that appear in the voter's roll, that the area of study has about one thousand eight hundred people who are legible to vote. More people in the kwaXimba community could have been interviewed and almost all the dwellings would have been visited by the researcher if it was not for the above limitations. The dwellings were selected randomly, more specifically, a systematic random sampling method was used, i.e. using a random starting point, every third household was chosen. Within each household an attempt was made to interview the eldest member. This was done for the sake of standardisation and to obtain a reference point for determining the relationship between people in households. However, it was not always possible to interview the oldest person and the data on relationships was not analysed as it was not crucial to the objectives of this study.

## **1.8 THE ORGANISATION OF THE THESIS**

The first Chapter deals with the introduction, background, aims and objectives, research methodology and limitations of the study. The second Chapter focuses on the Literature currently available. This chapter hopes to look at what has been done and published by others in order to sharpen and deepen the theoretical framework of this research. The third Chapter will cover the theories of development selected for the study. Theories are going to be discussed at length here. The fourth Chapter focuses on the research methods this study will employ. It will provide details on the research method chosen, the methods used to gather data and techniques for data analysis. Chapter five will be categorized into two i.e. the summary of results and the analysis of the hypothesis. The last chapter will be based on the summary of findings which

are based on the hypothesis to be tested. Conclusions will then be made, related to the questions raised in the introduction of this study. The researcher will thereafter make recommendations and suggestions for the study conducted.

# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 INTRODUCTION

*Throughout the world, the most compelling reason for pursuing tourism as a development strategy is alleged positive contribution to the local or national economy.*

(Sharpley and Telfer, 2002: 14)

Tourism is regarded as a means of achieving development in destination areas. According to Brown 1998, cited in Telfer and Sharpley (2008:17), in some instances, tourism may represent the only realistic development path. Nevertheless, there are numerous reasons why tourism is favoured. Sharpley (2006:107) states that tourism is a growth industry which distributes wealth, provides opportunities for backward linkages in the local economy; provide facilities for local people whilst promoting environmental protection.

This chapter assesses the existing literature and focuses on the economic, socio-cultural and environmental impact of community based tourism, particularly, its role in poverty alleviation through job creation and enterprise opportunities. To begin with, it starts by providing terminology definitions to enhance understanding e.g. ‘tourism’. The introductory part pays particular attention to the historical development of tourism both nationally and internationally.

The second phase of this chapter focuses on the significance of tourism in poverty alleviation. The socio-economic and environmental impact of community-based tourism is evaluated. It further summarises other researches where the researcher has tackled a topic similar to this one, identifying the methodology used and the major findings made.

## 2.2 DEFINITION OF TERMINOLOGY

This section provides meaning and clarity of certain terminology used in the study.

**Tourism** - refers to the sum of the relations and phenomena which results from travelling and visiting an area by non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity (Burkart and Medlik: 1981). This definition focuses on tourists, this being people who take part in short-term visit with no intention to settle at a destination permanently or be engaged in any earning activities. However, the same definition was modified in order to identify the central concept and create boundaries which identified the specific characteristics of tourism which help separate it from other activities. The World Tourism Organisation (WTO) offers the following definition:

‘Tourism is a temporary (short-term) movement of people from their places of origin to other destinations for different reasons. Their stay in these destinations should be more than 24 hours but less than a year. While in these destinations people visit places of interest and take part in different activities’ (www.world-tourism.org).

This definition not only refers to travel component of tourism, but also includes activities a tourists can be engaged in while visiting a destination. Tourism is also not only viewed as travelling that caters for people who take part in overseas trips, but also travelling within one’s country or taking part in a day visit is also regarded as tourism.

**Tourist**- refers to a person who travels away from home, staying away for at least one night. A tourist can be a domestic tourist, a regional tourist or an overseas tourist. (Tourism White Paper: 1996). This definition provides a clear distinction between a ‘tourist’ and an ‘excursionist’. A tourist is expected to stay at a destination for at least 24 hours whereas an excursionist differs from a tourist because he/she does not stay overnight.

**Community-based tourism (CBT)** is one type of tourism that incorporates high levels of community involvement under the sustainability umbrella. It is often viewed as being at the opposite end of the spectrum from large-scale, all inclusive, mass tourism resort owned by corporations that have limited economic linkages to communities with, perhaps, some residents of the local community being hired in low-skilled and low-paid jobs (Hatton 1999). Hatton also defines community-based tourism as local tourism developed in local communities in innovative ways by various individuals and groups, small business owners, entrepreneurs, local associations and governments. Hinch and Butler (1996) suggest that community-based tourism can also be linked to some form of indigenous tourism.

**Cultural tourism-** refers to a segment of the industry that places special emphasis on cultural attractions (Keyser, 2002: 261). Cultural tourism can be defined as the movement of people to cultural attractions away from their normal places of residence with the intention to gather new information and experiences to satisfy cultural needs (Richards, 1996:24).

**Community-** refers to people living in the same geographical location/area, who share the same resources and where every member has a right to use the resource (Mitchell and Eagles, 2001). Local residents living in and around the places visited by tourists make up the host community (Keyser, 2002: 206). Community can also be defined as a grouping of people who reside in a specific locality and who exercise some degree of local autonomy in organising their social life in such a way that they can, from that locality base, satisfy the full range of their daily needs (De Beer and Swanepoel, 1998)

**Development** is a more complex concept and one that seems to defy definition (Cowen and Shenton, 1996: 3). It is an ambiguous term that is used descriptively and normatively to refer to a process through which a society moves from one condition to another and also to the goal of that process, the development process in a society may result in it achieving the state or condition of development. At the same time, it has been suggested that development is a philosophical concept as it alludes to a desirable future state for a particular society (though desirable to who is not always clear),

whilst development plans set out the steps for the achievement of that future state (see Sharpley and Telfer, 2002: 23).

## **2.3 TOURISM AS FORM OF DEVELOPMENT**

The concept development is a term that is often used in a variety of different contexts; it can be used when referring to an individual's development or perhaps lack of it. This applies mainly to some change in either behaviour, intellectual capabilities, skills or physique etc. Holden (2005:106) argues that the theory of human development expressed in Darwin's *Origin of the Species* in the Nineteenth Century coincided with the economic and social changes of the Industrial Revolution, also referred to as Development. Philanthropists and liberals shared concerns over the appalling living and working conditions of many people in this period. This led to a conclusion that society may also pass through evolutionary stages of development similar to the human body until the stage of utopia is reached.

Not until the end of the Second World War, around the 1940s when a strong association was established between economic progresses, the development of society and politics. In an inauguration speech, President Truman of United States of America in 1949, distinguished between the 'developed' and the 'underdeveloped' worlds as well as the First and Third Worlds, terms defined by the quantitative measure of national income and political orientation. The First World [North America, Western Europe and Australia] refers mainly to industrialised and capitalist countries while Third World refers to the economically developing countries [Africa, Asia, and Latin America]. Second World consisted of industrialised countries of the then Soviet Union and other communist allies. Therefore, if a country is underdeveloped it requires growth in its economy. Tourism is increasingly viewed as an attractive development option for many parts of the developing world. In some developing nations, it may in fact be the only viable means of stimulating development [Telfer and Sharpley 2008].

Developing countries are always seeking the potential benefits of tourism, such as increased income, foreign exchange, employment and economic diversification, nevertheless, these developmental benefits may in fact fail to materialise. Despite all

the problems that might arise due to tourism development, tourism is now a global industry involving hundred of millions of people. Many Third World countries have identified tourism as a key strategy for development. Cater(1995;214),argues that while tourism should not be seen as a panacea for the myriad of development problems facing Third World Countries, it can bring definite benefits and help reduce inequality between the rich and the poor. It is therefore more constructive to search for examples of good practice which demonstrate ways in which communities are effectively securing significant benefits from tourism, and also retain some control over tourism.

In the 1960s, few people participated in tourism related activities, and they were primarily confined to Europe, North America and some locations in other parts of the world. Prior to the year 1960, tourism was meant for a minority group in the society dominated by wealthy people who had time and could afford travelling across many borders on either sea or air. However, major changes, which led to rapid growth in tourism, occurred in the second half of the twentieth century. This period witnessed a huge number of tourists visiting East Asia and the Pacific Region. According to the WTO report of 1997, these regions accounted for 20 percent increase of international tourists' arrivals in 2006 from 4 percent which was reported in 1995.

Tourism can work for development only when it is perceived as a multidimensional process leading to what can be described succinctly as good change' [Chambers:1997:xiv]. It is through tourism development that communities within Third World States should embrace values of self-sufficiency, self-determination and empowerment as well as improving people living standards [Friedman 1992, Mowforth and Munt 1998].

Tourism is said to be the largest industry in the world and it is growing rapidly. According to the World Tourism Organisation (WTO) report of 2007 there were approximately 842 million international travellers in 2006, globally tens of millions of people work directly in the industry and many more are employed indirectly. Hundreds of million of people are on the receiving end of tourism activity as they live in what we termed destination areas which are also referred to as host destinations. Approximately 78 million travellers visited the Pacific Region East Asia in 1995



[Pearce 1995]. When these figures are compared to those of North and South America they add up to approximately 100 million and 395 million in Europe. South Africa, amongst many Third World Countries, has adapted tourism in order to achieve great economic and social development.

The Tourism White Paper of 1996 identified the Role of Tourism in South Africa. Our country has a population of more than 40 million people and a land area approximately 1.27 million sq. km which forms the resource base for tourism and makes its potential to be phenomenal. The accessible wildlife, varied impressive scenery, diverse cultures etc are a draw card to South Africa. The sunny and hot climate as well as well-developed infrastructure, including unlimited opportunities for special interest activities such as whale watching, wild water rafting, hiking, bird-watching, bush survival, deep sea fishing, hunting and diving etc, make South Africa a unique and an almost complete destination. The World Tourism Organisation's review [1995] of African tourism considers South Africa to be one of the most promising tourism destinations of the African Continent and the Horwath World Wide Hotel affirmed this in the 1995 Industry Review as they concluded that South Africa's tourism potential is outstanding.

## **2.4 THE ROLE OF TOURISM IN POVERTY ALLEVIATION**

Tourism is of major economic and social significance. More than 270 million tourists spend \$92 billion (United States) annually in places outside America, their own country. (Mathieson & Wall: 1998). This is one of the largest items in the world's foreign trade. Tourism proves to be one of the fastest growing industries with an annual increase of visitor arrivals of approximately 6 per cent. It is the earner of foreign exchange in many countries and also the important export industry. The significance of tourism has been recognised by both developed and developing countries. Many government departments in most countries are investing in tourism. They sponsor and encourage any tourism related business. They are optimistic that tourism might be a powerful and beneficial agent of economical, political and social transformation.

Tourism in lesser developed countries aims at combating poverty by creating job opportunities and generating income for the local people. The World Summit on Sustainable Development in Johannesburg in 2002 endorsed Sustainable Tourism as an effective tool for eliminating poverty. This initiative aimed at putting poor people and alleviating poverty at the core of their agenda. Holden (2005) mentions that the basis of pro-poor tourism is the empowerment of the poor and benefiting their livelihoods through programmes which include environmental, cultural and social benefits besides purely economic ones. The only means to achieve all this is to give the poor access to tourism markets and provide them with the resources to participate in tourism. The nature of community involvement in tourism has become a critical issue, not because there is a problem when the local community participates in tourism planning but because of the fundamental question of how they should be involved. However, it is important to involve them as service providers for their personal benefit. Pretty's (1995) Typology of Participation acts as a useful tool as it identifies seven levels of participation (see Fig 3.1 in Chapter Three). On one end, there is manipulative participation whereas, on the other end of the spectrum, there is self-mobilisation (see Scheyvens, 2002:55) Problems resulting from this are that most people in poor countries are denied access to tourists. Tourists are confined to Tour Operators and Tour Organisers' programmes which reduce probability for them to interact directly with poor people. The tourists mainly end up travelling to attractions and do activities only specified by their tour operators. For example, tourists visit certain attractions using transport set aside for that particular trip, denying them access to local people facilitated through the use of public transportation. This also reduces likelihood for tourists to have a hands-on experience of the use of public transport in our country. The White Paper on tourism therefore puts emphasis on unlocking opportunities for poor people. Communities are expected to engage themselves in complementary products i.e. to build upon the available tourism businesses and infrastructure. World Tourism Organisation [2002: 59] pointed out that the reduction of poverty can be achieved only when the benefits of growth are redistributed to the entire poor society and also when the poor themselves can be part of the economic activity through employment or entrepreneurial success.

The tourism industry accommodates a thriving and dynamic informal sector, i.e. allowing small business enterprises to showcase their business skills. This includes

small and informal businesses such as craft, fruit vendors and beach vendors, chair rentals and so forth. These type of businesses are easy to start and can be managed even without proper skills. There are also many other business opportunities to involve previously neglected groups in the tourism business, namely: entertainment, transportation services, art craft and curio sales, guided tours of places of interest teaching African languages to interested tourists etc. These are opportunities created by tourism which are likely to be achieved when good developmental strategies are employed. Nevertheless, rural and mostly local communities are, up to this date, not major beneficiaries of whatever tourism related development is taking place in their society.

If poor communities have a share in the tourism industry, tourism promotes the development of the affected community. This form of development includes infrastructural development which limits the number of people who relocate to urban areas to seek employment. Urbanisation consequently becomes minimal. Clark *et al* (1998) argue that tourism should be considered a multi-dimensional phenomenon, which should be managed effectively if it is to be optimised in terms of the development needs of the society. By multi-dimensional Clark et al mean that tourism should play a role in the creation of infrastructure, economic development of the community and skills development. Developers need also to be extra vigilant in terms of ensuring that tourism is used as an exploitable source and product within a broader, longer term development plan and strategy. In the same vein it can serve its economic and social purpose within a particular context without destroying the natural and human resource base, but rather contribute to its sustainability. The extent to which tourism contributes to development depends on the effectiveness with which its potential contribution is optimised and managed.

## **2.5 DOWNSIDE OF TOURISM**

Even though tourism plays a major role in each country's economic development, we can not deny problems that arise from some tourism practices. The growth of tourism has, for example, prompted perceptive observers to raise many questions concerning the social and environmental desirability of encouraging further expansion. The main concern is whether the money spent by tourists actually benefits the local people of

the destination areas. The Bali and Nepal case studies, which are later discussed in this chapter, reveal that youth without formal education and labour skills have benefited from operating tourism related businesses such as street and beach vending. Unlike in Bali, old women and men between the ages 40 and 60 in South Africa mostly survive on informal businesses such as street vending. The South African youth especially the unskilled, usually finds street vending not glamorous and prefer surviving on social grants than earning a living. However, many street and beach vendors in Durban are not operating their personal businesses but working for other people. For instance people who sell flowers to tourists as well as locals in most highways around the city are selling because they are employed to do so. Even though job opportunities are present, the majority of people are not capacitated to take the lead in ensuring that they grab any available gap. With so much corruption and fraud by public and private sector officials, most communities are still living in abject poverty, even when tourism projects are present in the area. The rich are becoming richer whilst the poor are becoming poorer. This became clear in South Africa when the country hosted the Fifa World Cup for the first time between June and July 2010. Prior to this soccer extravaganza, numerous entrepreneurs anticipated high profit making which was never the case in reality. However, lack of business skills and information can be blamed and this renders the sustainability of tourism related businesses questionable.

## **2.6 COMMUNITY DEVELOPMENT THROUGH TOURISM**

Community development is seen as a process of establishing or re-establishing structures of human community within which new ways of relating, organising social life and meeting needs become possible (Ife 2002:18) . It can also be referred to as a process of growth. George E.W *et al* argue that sustainability, especially in the 21<sup>st</sup> century, is possible through protection of resources and building community capacity. Therefore community development is a learning process made feasible through participation, initiative and evaluation. Sustainable tourism development requires maximum participation by all stakeholders, as well as strong political leadership to ensure wide participation and consensus building (WTO: 2004). I am also of the view that this can only work in a community that is well capacitated. Achieving sustainability in tourism is an on-going process and it requires constant monitoring of

impact, whilst introducing the necessary preventative and or corrective measures whenever necessary.

While sustainable tourism may be considered an offshoot of sustainable development, there have been debates about the concepts, definition, validity and operationalization. Hardy and Beeton, cited in George E.W *et al*, argue that sustainable tourism emphasises the development aspect of sustainable development, focusing mainly on business viability and customer satisfaction, whereas it should be primarily based on traditional notion of environmental ethics, quality of life and cultural integrity in order to achieve growth and progress. Stakeholders may play a significant role in ensuring that tourism reaps a positive impact. For example, the White Paper (Development and Promotion of Tourism in South Africa) sets out specific targets to ensure tourism growth in South Africa. To mention but a few, the first target aims at increasing the contribution of tourism to Gross Domestic Product (GDP) whereas the second one targets a 15% increase in visitor arrivals over a period of ten years. The implementation of this may ensure sustainable tourism development.

A study conducted by Boqo (2001) attempted to identify the tourism potential of Sobantu Township in Pietermaritzburg in an effort to encourage development and empower the local community. The primary aims of this research were to identify tourism attractions in Sobantu, to explore people's perceptions about tourism development and suggest ways to link Sobantu to the established tourism destinations in the greater Pietermaritzburg area. A purposive sample of 48 respondents participated. Amongst the respondents were people from the regional council, community members and key people in the police services. Semi-structured in-depth interviews, questionnaires, focus groups and site visits were utilized as data gathering. Findings of this research showed that historical background, the political history, old red-bricked buildings and the cultural experiences are the main tourist attractions in the township. The community has a positive attitude towards tourism development in the area and their perceptions are compatible with the principles of sustainable tourism development and the DEAT (Department of Environmental Affairs and Tourism) document.

Boqo (2001) made several recommendations including extensive tourism campaigns, education and training of tour guides from the community, proper community structures and an effective marketing strategy. This study tends to obtain different findings from the one conducted to Boqo. Since the focus is in the socio-economic impact of the Isithumba project on the lives of KwaXimba community, the researcher wishes to establish the role played by this project. This includes, amongst others, finding out what their lives has been like prior to the commencement of this project. The question of whether local people received any income. How many community members directly benefited from the project? This study also aims to establish what could be the reasons for other community members remaining in the poverty trap whilst economic empowerment programmes are in place.

United Nations World Tourism Organisation, previously known as WTO, in a UNEP (United Nations Environmental Programme) website 2007, contends that sustainable tourism must make optimal use of environmental resources that constitute a key element in tourism development. It further states that it is very important to maintain essential ecological processes while helping to conserve natural heritage and biodiversity. According to UNWTO, socio-cultural authenticity is at the core of respect for the host communities, as it attempts to conserve whilst building the living cultural heritage and traditional values of these communities and also to contribute to intellectual understanding and tolerance. It must ensure viable, long term economic operations, on the other hand, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.

## **2.7 THE IMPACT OF COMMUNITY - BASED TOURISM**

Tourism impacts can be positive or beneficial to the community but also negative or detrimental (Mason, 2008: 36). When people engage themselves in tourism developmental projects, there is an assumption that a project is destined to produce good results. For instance, the people look at that project as a vehicle towards delivering sustainable development through creation of long-term job opportunities. However, this is not the case since most jobs created within the tourism industry are

short-term and casual. The demand for the tourism products and services is mostly affected by seasonality e.g. event related travelling activities such as visiting Umkosi Womhlanga (the Reed Dance), which occurs every September in KwaZulu-Natal, at Enyokeni in KwaNongoma, where most people get casual jobs created by the specification of that particular event.. The impact of tourism is multi-faceted, combining economic, socio-cultural and environmental factors. In other words, the impact of tourism cannot easily be categorized as solely economical, social and environmental but it has a number of several interrelated dimensions. It may also combine all dimensions depending on the nature of the tourism project implemented in the area.

Ndlovu and Rogerson, (2003: 124) defined Community- based tourism (CBT) as a tourism initiative that is owned by one or more defined communities or run as a joint venture partnership with the private sector with equitable community participation. It is seen as means of using the natural resources in a sustainable manner to improve the standard of living of the community in an economical and non economic way. Across the region of Southern Africa, community-based tourism is becoming increasingly popular as means of contributing to rural development through sustainable natural resources management. However, CBT has its own challenges, such as movement of local people from their land to allow for tourism related projects development.

### **2.7.1 ECONOMIC IMPACT OF TOURISM**

Historically the most researched area of tourism has been its impact. Economic impact has been more researched than any other type of impact. Pearce: 1989 cited in Mason: (2008: 45), indicates that studies of the impact of tourism development on a destination or destinations have been the largest single element of tourism research, with much of it being predominantly the work of economists, and has concentrated on the effects of income and employment. In a Case Study of Mehlooding Community Tourism Project on Social and Economic Impact, conducted by Del Valle (2005), findings reveal that the perception of impact seems to be different depending on certain factors. Such factors include things like the position of the interviewee in relation to the project. In this case permanently employed people responded positively to the question of job creation, whereas non-permanent employees and unemployed

people gave a worse rating in response to the subject in question. Regarding the economic impact on income generation, the study revealed that the respondents blame poor profit performance on the low number of tourists' visits.

A number of factors have contributed to the economic emphasis of a majority of tourist impact studies. Mathieson *et al*: 1982 argues that physical and social impact, when compared to economic impact, economic is relatively easier to measure. A research methodology employed by Del Valle (2003) in a study of economic impact shows that there is a combination of primary and secondary sources of information comprising of semi-structured interviews and questionnaires mixing open-ended and closed questions. This is done because the researcher believed that interviews play a major role in providing useful information about the area, making it easier for the researcher to measure the economic impact through the information provided by the respondents. The social and physical impact is difficult to measure and subject to numeric analysis for it is composed of intangible and incommensurables which are difficult to quantify. Again, large quantities of comparatively reliable and analogous data have always been collected on economic aspects of tourism. Data required measuring the economic costs and benefits of tourism such as expenditure, employment and tax revenues have been more readily available than for other examples of tourism impact. This makes secondary data easily attainable by the researcher.

Okech (2004), in a study on the Social, Economic and Environmental Impact of Ecotourism, Case Studies of Amboseli National Park and Masai Mara National Park in Kenya, used both qualitative and quantitative approaches in the study. Primary data was obtained through the use of three different techniques including, questionnaire surveys, interviews and participatory methods. The reason for the use of questionnaire surveys is to obtain information that can be quantified. Questionnaires are an important instrument to collect data; however, Mugenda and Mugenda (1999) argue that a questionnaire that is not well thought out has many limitations. It may confuse the respondents depending on the nature of information required or it may leave out important information. Interviews were conducted to obtain accurate information and maximum cooperation from respondents. Okech (2004) argues that the primary aim of conducting interviews is to gain a greater perspective into the ecotourism initiatives



including planning, management and implementation. Participatory methods used here provided in-depth, qualitative information.

The results from the comparative study between Amboseli National Park and Masai Mara National Reserve reveal that ecotourism has had mixed conservation impacts. According to the findings this study, there is little evidence to suggest that people use or would use tourism-generated income for resource-intensive practices. The complexity of ecotourism's role in conservation and protected area management is further illustrated. Nevertheless, ecotourism may offer significant economic benefits while discouraging conservation efforts.

A study conducted by Anna Spenceley (2002) about Nature-Based Tourism and Poverty Alleviation: Impacts of Private Sector and Parastatal Enterprises in and Around Kruger National Park, South Africa, evaluated the impact of nature-based tourism on the poor. Socio-economic assessments were undertaken at enterprises based within South African protected areas. Comparisons were made between local economic interventions reported by enterprises and neighbouring community member's perceptions of their initiatives. Aspects of socio-economic impact evaluated included employment, gender equality, procurement, corporate social responsibility, dependency on tourism and access to markets. The study revealed that isolated efforts from individual tourism companies have little tangible impact on the majority of people living in highly populated rural communities but a substantial impact for the few people who directly benefit.

The emphasis on the economics of tourism, especially its benefits, reflects the widespread belief among agency personnel that tourism accrues rapid and considerable returns on investments and can be a positive force in solving economic problems. Financial organisations, planning departments, development agencies, local councils and government in most cases sponsor research on economic benefits of tourism. Conversely, economic impact is linked to, and cannot easily be separated from, other types of impact. There are negative and positive effects. The following are usually considered to be positive effects:

- Contribution to foreign exchange earnings;

- Contribution to government earnings;
- Generation of employment;
- Contribution to regional development.

Nonetheless, negative effects include, amongst many, the following:

- Inflation
- Opportunity cost
- Over-dependence on tourism

The development of tourist facilities and recreational opportunities has frequently been viewed as a major positive contribution to the national balance of payments and as means of redressing regional disparities in income and employment. Furthermore, Tourism has been regarded as an industry bringing frantically needed foreign exchange and a modern way of life. Schneider 1976, cited in Mathieson et al: 1982 argues that tourism to others raises a spectre of the destruction of traditional lifestyles, neo-colonialist relationships and exploitation, overdependence upon an unreliable, single industry and inflation. Inflation relates to the increases in prices of land, houses and food that can occur as a result of tourism. Prices on these commodities normally increase when the tourists place extra demands on such services at a tourism destination. A classical example to this could be the 2010 Fifa Soccer World Cup that took place in South Africa between June and July. As a result of this tourism related event, prices on accommodation, flights, food and other commodities escalated. The term, opportunity costs, refers to the cost of engaging in tourism rather than another form of community activity (Mason 2008: 46). Instead of investing in things like farming and so forth, they choose to invest on tourism. Overdependence on tourism can occur in, for example small states where tourism is seen by the government as the best method for development. Over time, the emphasis on tourism becomes such that there is virtually no other approach to development. As a result the country becomes dependent on tourism revenue to the extent that any change in demand is likely to lead to a major economic crisis.

The economic impact of tourism can easily be marked in developing countries. Countries like Indonesia and Bali set the best examples of both the gains and problems that can arise from tourism development in a destination located in a

developing country. Ever since tourism began to grow in the early 1960s, a number of jobs have been created. Jobs were created in restaurants, hotels, bars, car hire agencies and travel agencies. Moreover, tourism has accommodated the arts and crafts activities of painting and wood carving and thus leading to the introduction of new arts activities including batik making. Tourism Development reveals that residents have tried to benefit from tourism either through direct involvement in tourism in hotel, restaurants and guide service jobs and also through the manufacturing and sale of crafts products, the undertaking of cultural performances and food production to feed tourists.

However, a very common tool for assessing the economic impact of tourism is a multiplier effect. This frequently has a prominent place in government and international reports on the effects of tourism on an economy. The multiplier effect occurs when spending is circulated throughout an economy. This is an effective way to conceptualise what happens when tourists spend money in a destination. According to Lomine and Edwards, 2007 cited in Mason, 2008, the concept “multiplier” is used to distinguish between direct and indirect income derived from tourism. Hence, the local economy can be seen to not only benefit directly from money tourists spend, but also when staff working in tourism industry spend their salaries on goods and services in the economy. In a number of cases, countries perceive positive economic benefits as the major type of tourism impact and hence are supportive of tourism development. Available evidence suggests that most developing countries have taken tourism as part of their approach to development. Desirably, they expect positive economic benefits however; they tend to forget that tourism may also bring negative economic effects.

Cukier and Wall 1994, in a study on Tourism and Employment Perspectives from Bali, reveal that young males between the ages 15 to 25 have traditionally worked as street and beach vendors in Bali. This youth lacks formal education but survives on language skills. Although they worked long hours and believed they had few alternative job opportunities, in the late 1990s, most of them were happy with their lifestyle and were well remunerated by Indonesian standards. Tourism in Bali contributed over 30 per cent of the gross provincial product in 1995 (Wall: 1997). Negatively, Bali provides evidence of tourism promoting inflation. Land prices in

Bali have lately increased approximately by 100 per cent on average but by 150 per cent in the tourist areas (Mason: 1995). Even though measuring opportunity costs is not that simple but there is some evidence from a large-scale development at Nusa Dua (Southern coast of Bali) that the money may have better been spent on a smaller-scale. Something smaller may have been more in keeping with local values and may have contributed more to the local economy. Mason: 1995 argues that it would have been better if the money was spent on agriculture or forestry or any locally based retailing rather than tourism which is aimed at a minority group of a total community population.

Other negative effects pointed out by Mason (1991); in a study on Tourism Impact, Planning and Management indicate that the rapid growth of the tourism industry has been witnessed in Nepal. Local people desire for an economic benefit can be seen in the Buddhist and Hindu temples. These temples do not serve only as tourists attractions but are also used for religious activities. Therefore when people wish to use it for religious purposes, they have to deal with the crowds of tourists who are causing physical damage to the buildings and also those who are becoming economically depended on tourism. These people range from service providers such as the drink hawkers, souvenir sellers and even beggars of all ages and both sexes. These people go there because they are so reliant on tourist handouts.

### **2.7.2 SOCIO-CULTURAL IMPACT OF TOURISM**

Fox, 1977:27 cited in Mathieson A. et al, 1982 views the social and cultural impact of tourism as the ways in which tourism is contributing to changes in the value systems, individual behaviour, family relationships, collective life styles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organisations. In addition to this, Wolf (1977: 3) stated that socio-cultural impact is about the effects on the people of the host communities of their direct and indirect associations with tourists.

The main problem is assessing the socio-cultural effects of tourism is that it very difficult to differentiate and measure them from other effects, which is the reason why they have been regarded in the past as less significant than economic impact. Research on the socio-cultural impact of tourism tends to be more qualitative and subjective in comparison with the more quantitative approaches used to assess and measure economic impact of tourism such as multiplier. (Mason, 2008:62)

In order to strengthen a discussion on socio-cultural impact of tourism, it is highly important to note that this section requires reference to any discussion of meaning of the terms 'society' and 'culture'. Mason 2008: 57 defines Sociology as the study of society and is concerned with people in groups, their interaction, attitudes and behaviour. Nonetheless, Culture is about how people interact as observed through social interaction, social relations and material artefacts. According to Burns and Holden (1995) cited in Mason (2008), "culture consists of behavioural patterns, knowledge and values which have been acquired and transmitted through generations". They also indicate that culture is the "complex whole which includes knowledge, belief, art, moral law, custom and other capabilities and habits acquired by a man as a member of society".

Social and cultural impact of tourism falls under three different categories namely:

- i. The tourist
- ii. The host
- iii. Tourist-host interrelationships

The first category, which is the tourist, focuses mainly on the demand for tourists' services and motivations, attitudes and expectations of tourists. On the second category is the host. The emphasis here is on the offering of tourists' services. It is concerned with the inhabitants of the destination area, the labour engaged in providing services and the local organization of the tourist industry. Lastly, the focus is on the tourist-host interrelationship, which is concerned with the nature of the contacts between hosts and guests as well as with the consequences of these contacts.

Some beneficial effects of tourism on society according to Mason (1995) include the following:

- The creation of employment;

- The revitalisation of poor or non-industrialised regions;
- The rebirth of local arts and crafts and traditional cultural activities;
- The revival of cultural and social life of the local population;
- The renewal of local architectural tradition;
- The promotion of the need to conserve areas of outstanding beauty which have aesthetic and cultural value.

However, tourism has also had a number of major detrimental effects on the society and culture of host destinations. Amongst many is overcrowding that can occur in resorts. Negatively, this may cause stress for both tourists and the host community. In rural parts of the world, where farming has been dominant, when tourism takes over as a major employer, farming may decline. Over-dependency on tourism may also bare negative fruits especially in cases where communities depend on tourism as the only major source of employment. Another significant socio-cultural impact of tourism is known to as the ‘demonstration’ effect. This refers to the visibility of differences between the host and tourists. In most developing countries, this has been a major crisis whereby residents change their behavioural patterns to those of tourists. In South Africa in particular the youth are the perpetrators of the demonstration effect. As much as some of the things that they copy from the tourists are good more frequently they become disruptive to locals because in certain cases, they are unable to obtain the goods and maintain the lifestyle they had adopted from the tourists.

Williams (1998:153) argues that it is most likely for a demonstration effect to occur when the contact between the tourists and the residents is short lived and superficial whereas acculturation may occur when the contact between the two is deeper and for a longer period.

Williams defines acculturation as “a situation when two cultures come into contact for any length of time, an exchange of ideas and products will take place that, through time, produce varying levels of convergence between the cultures that is they become similar”.

The demonstration effect is very popular in most South African Townships. Young members in the host communities are particularly susceptible to the demonstration effect. An example to this is the American culture which is dominating over our own, where you find our youth wanting to become American stars. This has a major effect on their behavioural patterns, the way they dress and sing. This process of acculturation has been the ‘MacDonaldization’ or ‘Coca-Colaization’ of global cultures. (Mason: 1992). Migration, both internationally and intra-national, is another important manifestation of the demonstration effect. Nevertheless, the ability of tourism to create employment, commonly in urban areas, facilitated the drift of people from rural to urban locations in many countries.

A theory emerged in the mid-1970s, the theory of Doxey. Doxey proposed what was termed as Irritation Index or shortly known as Irridex. This Irridex considered the relationship that existed between the tourists and locals. The main ideology behind this theory was that over time, as the number of tourists increased, a greater hostility from locals towards tourists would emerge. The figure below summarises the Doxey’s Irritation Index:

**FIGURE 2.1 DOXEY’S IRRITATION INDEX**

|            |   |
|------------|---|
| Europia    | Visitors are welcomed and there is little planning.   |
| ↓          |   |
| Apathy     | Visitors are taken for granted and contact becomes formal.  |
| ↓          |   |
| Annoyance  | Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth. |
| ↓          |   |
| Antagonism | Open expression of irritation and planning is remedial, yet promotion is increased to offset the deteriorating reputation of the resort.              |

Source: Mason, 2008: 29

Doxey's theory is built upon the premise that destinations will develop and grow over a period of time. This theory suggests that over time, as locals become more hostile to visitors, visitor numbers will not continue to grow at the same rate as previously and may actually decline. In addition to our understanding of the interaction between the tourists and the host, it is important to note that Doxey's Irridex was not based on any detailed empirical research, but mainly on conjecture at a time when researchers and commentators were considering the negative consequences as well the benefits of tourism. Doxey argued that when tourists first visit, they will be greeted with *Europhia* and then over time, as the tourists number grow, attitudes will move through stages of apathy, annoyance and finally to outright aggression towards the visitors.

Amongst problems created by tourism is the lack of moral conduct. The growth of prostitution, crime and gambling is being mentioned frequently as evils of tourist development. Prostitution, which has been called the 'oldest profession', was as much, if not more, a part of the ancient society as travel. It certainly existed prior to the growth of mass tourism (Mathieson et al: 1982). The process of tourism itself is seen as a draw card for prostitution and their clients. The elements of tourism which are, being away from your place of origin i.e. home, having money to spend at a destination are circumstances that makes conditions conducive for the expansion of prostitution as well as its survival. Tourism provides seasonal employment to people, especially women. For a person who is liberated, great chances are, she may be involved in prostitution in order to maintain new economic levels. There is evidence to confirm these assertions mainly on prostitution. Taking the case of South Africa as a host country for a major international event, the Soccer World Cup, prostitution or sex tourism is major issue and it is accepted by most societies as one of the important elements of this Soccer Extravaganza.

In a study based on the impacts of a community-based tourism project, this theory is found relevant. Tourism development that has occurred in a rural area like Isithumba has scared the local people. Parents are worried that their children are becoming more influenced by the cultural behaviour displayed by tourists who visit the area. The major concern for the parents is that the area is characterised by high unemployment rate, which gives them enough time to copy and practice tourist's cultures whilst looking down upon their own.



### 2.7.3 THE ENVIRONMENTAL IMPACT OF TOURISM

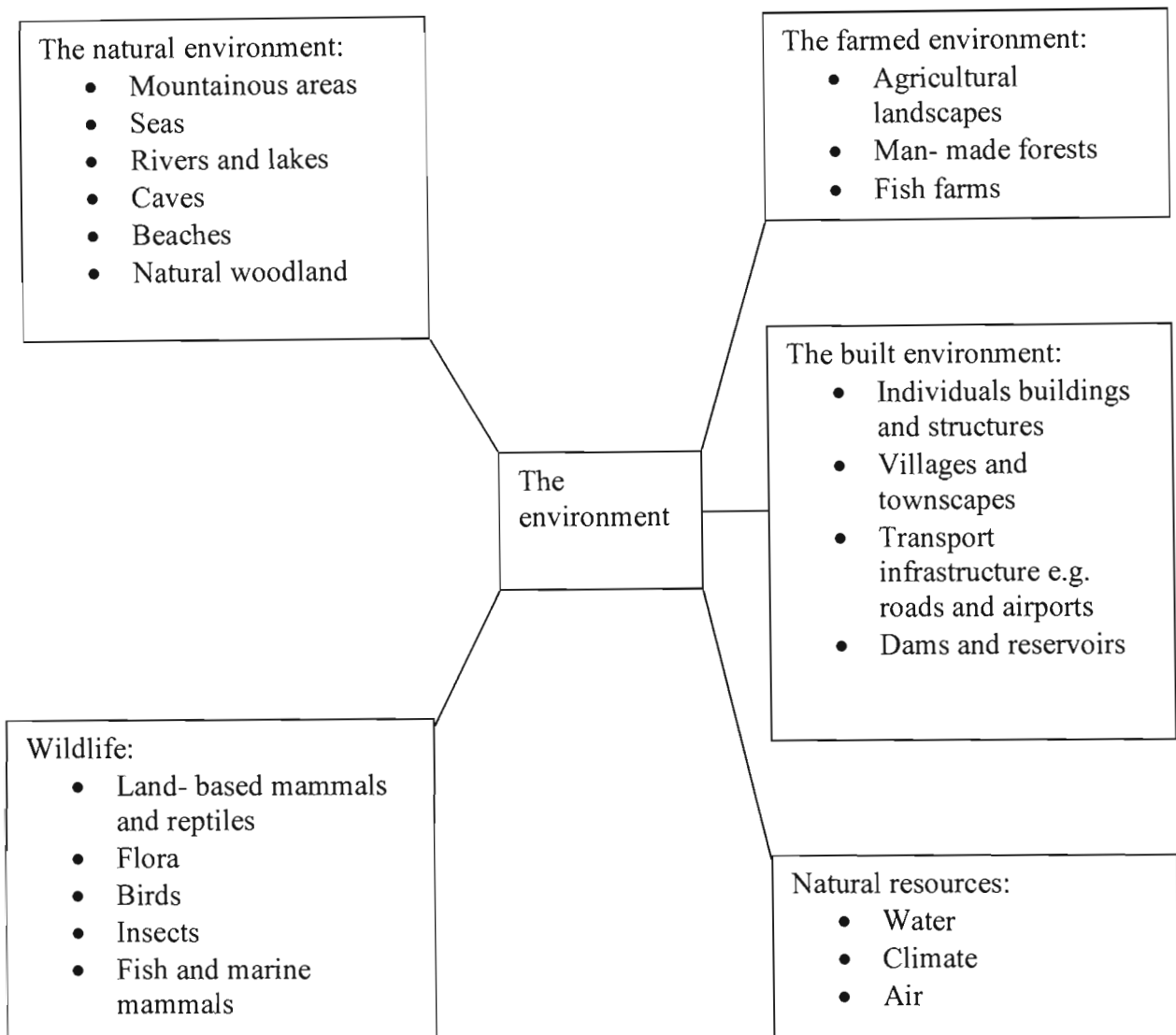
The environment is made up of both natural and human features. The term environment is often assumed to mean no more than the physical or natural features of a landscape (Mason; 2008: 70). The environment is a major source of tourism as it an attraction itself. Williams (1998) explains the relationship between tourism and the environment as one in which tourism benefits from being in a good quality environment thus the very same environment should benefit from measures aimed at protecting and maintaining its value as a tourism resource. However, it is noted that in the years 1960s tourism became a major cause of damage to the environment rather than what it was during the 1950s. Tourism during those years was a force for enhancement and protection.

According to Swarbrooke (1999) there are five aspects of the environment namely:

- i. Natural environment;
- ii. Wildlife;
- iii. The farmed environment;
- iv. The built environment;
- v. Natural resources.

These five aspects can never work as separate entities but linked. For example, the natural environment provides the habitat for the wildlife. The very same wildlife is so dependent on environment for survival i.e. to provide live prey to be consumed by animals. The diagram below clearly shows the five aspects of the environment:

**FIGURE 2.2 THE SCOPE OF THE CONCEPT OF ENVIRONMENT**



**Source: Swarbrooke, 1999**

The nature of activities tourists engaged themselves in will greatly influence the impact they have. In many parts of the world tourism is a seasonal activity meaning that it affects the environment during certain times in a year, allowing the environment to recover during the rest of the year. However, in some other areas, the damage is huge that it is difficult to recover.

In relation to tourism impacts on physical environment Mason (2008) argued that an important term is ecology. Mason further defines Ecology as the study of the relationships between animals and plants. This relationship involves soil, water, micro-organisms, plants and animals. The links and individual components between them are referred to as ecosystems. The ecological impact of tourism includes, the effects on plants as a result of trampling by visitors and modifications to animal behaviour as a result of tourists being available at a habitat. The most commonly known ecological impact of tourism at a global scale is pollution caused by airliners. The results of pollution are serious, causing huge damage to the environment. The evidence to this is the global climate change.

Apart from above mentioned, tourism also has what we may refer to as positive environmental effects. We may not ignore the fact that tourism may stimulate measures to protect the environment, landscape or wildlife as in the case of eco-tourism, where conservation, responsible and sustainable tourism are at the core. Principles of eco-tourism include conserving flora and fauna as well as culture; adopting the 'green' rather than the 'greed' principle. It also entails maintaining a balance between community, conservation, tourism development and culture. Tourism can help promote the establishment of National Parks and / or Wildlife Reserves. Responsible tourism promotes the preservation of buildings / monuments. An example to this are our South African eight UNESCO's World Heritage Sites being, Cape Floral Region and Robben Island in Western Cape, Ukhahlamba / Drakensberg and Isimangaliso Wetland Park in KwaZulu-Natal, Cradle of the Humankind in Gauteng, Mapungubwe cultural landscape in Limpopo, Vredefort Dome in Free State and Richtersveld in Northern Cape. Tourism may provide the money for example via entrance charges to maintain historic buildings, heritage sites and wildlife habitats.

Nonetheless, tourists are destined to degrade the environment and that may be referred to as a negative environmental impact. Tourists are likely to drop litter which may result in land pollution. Tourism can contribute to congestion in terms of overcrowding of people as well as traffic congestion. Tourism can also contribute to the pollution of water courses and beaches. As a result of water pollution, most beaches in South Africa, particularly Durban beaches have lost the Blue Flag status.

The Blue Flag status is an international annual award given only to those beaches that meet excellence in safety, amenities, cleanliness, and environmental management. South Africa has been the only country outside Europe to have gained this prestigious award. Some of the Blue Flag beaches in KwaZulu-Natal are Dolphin beach, Hibberdene, Margate, Ramsgate, Umhlanga Rocks and San Lameer beach. To ensure that beaches sustain their status, the Blue Flag is awarded annually and valid for a year. Beaches that have lost the Blue Flag status are those that have failed to comply with the following four aspects namely: water quality; environmental education and information; environmental management and safety and services.

Tourism may result in footpath erosion as tourist may fail to use trails provided for tourism purpose and when mass tourism takes its toll. Tourism can lead to the creation of unsightly human structures such as buildings, for example hotels that do not fit in with vernacular architecture. Major tourism events like tourism Indaba and the Soccer World Cup have led into the emergence of a lot of hotels in South Africa because of the demand for accommodation created by such events.

## **2.8 THE CHALLENGES OF TOURISM AND DEVELOPMENT**

Considering the growth of tourism development in rural areas worldwide, it is surprising that there has been a lot of attention paid to the impacts and changes. For instance, economic studies generally tend to emphasise the potential contribution that tourism can make to a challenged and threatened economy, particularly by way of diversification (George et al: 2009). However, criticism around the matter focused on the assumed economic impacts of tourism in rural areas, particularly in light of how it has been planned and the economic repercussions thereof.

Authors such as Galston and Baehler (1995) and Marcouiller (1997) argue that the economic growth focus of those who encourage tourism in rural areas has placed insufficient emphasis upon determining whether tourism strategies even make sense for communities and areas in question. Marcouiller criticizes the non-integrative nature of most tourism planning in rural areas, which inevitably concentrates on marketing and promotion as overly myopic. The threatening effect to this kind of behaviour is that tourism may end up losing support by local communities.

Furthermore, business models are particularly built upon issues of supply and demand and information has been used as the parameters for decision-making.

## **2.9 CONCLUSION**

After a thorough assessment of the existing literature on the subject, it has become clearer to the researcher that there is imbalance in research pertaining to tourism impacts. The economic costs of tourism and its widespread environmental and socio-cultural effects have been overlooked. Tourism has received an enormous support from role players with the hope that it will bring considerable returns on investments and aid in remedying economic problems through job creation and its multiplier effect.

It is further noted that due to the rapid growth of tourism development, a number of physical and societal problems has emerged. Problems relating to tourism development include urbanisation, prostitution, high crime rate, overdevelopment leaving no space for farming and other activities. Over dependence has been witnessed mostly in under developed countries.

## **CHAPTER THREE**

### **THE DEVELOPMENT PARADIGMS**

#### **3.1 INTRODUCTION**

The South African Government of National Unity, like any other governments of the developing world, views tourism as an attractive development option. South Africa, in an attempt to find ways to improve its well-being, has identified tourism as a strategy for development. The 1996 White Paper on tourism was a major initiative towards the development and promotion of tourism for this country, aiming at providing a policy framework and guidelines for tourism development. This chapter intends looking at different development paradigms whilst tourism is widely considered to be the means of achieving social and economic development. It will raise key theoretical issues surrounding the contentious relationship between tourism and development.

#### **3.2 THE DEVELOPMENT PARADIGM**

In order to provide an overview of how theories of development emerged, this chapter starts with the discussion of each of four development paradigms namely; Modernisation, Dependency, Economic neoliberalism and Alternative development.

##### **3.2.1 MODERNISATION THEORY**

This paradigm which emerged during the 1950's suggests that all countries or societies eventually become "modern" and that the process of becoming modern can be speeded up by the introduction of an economic sector, such as tourism which stimulates other sectors of the economy (Sharpley, 2006:108). According to Rostow (in Scheyvens, 2002: 23), modernisation theory focuses on the assumption of dualism between the "underdeveloped" Third World and the "developed" Western World, with the latter supposedly occupying superior status to which the former should aspire. Rostov further espoused that inputs of capital, technology and knowledge were needed from Western countries to kick- start development in the Third World. During the Modernisation theory era, where industrialisation was seen as the means of economic growth, tourism also emerged as an important tool for economic

development. Although modernisation may be viewed as a positive approach towards economic and social development, it was also realised that it has a number of serious negative spin-offs. The first problem emanated from the distribution of material benefits. Foreign investors had a major share whilst only a group of elites were benefiting from the entire local population in the Third World countries. Another problem resulting from the modernisation paradigm was the tourism infrastructural development at the expense of the local people's basic infrastructural needs e.g. water and electricity. Crime, drug abuse and prostitution also emerged.

### **3.2.2 DEPENDENCY (UNDERDEVELOPED THEORY)**

This theory emerged in the 1960's as a critique of the modernisation paradigm. It mainly suggests that underdevelopment in some countries results from their dependency on richer states. In other words, the Third World countries are exploited by powerful Western states, through global political and economic relations, by limiting development opportunities in these countries. However, dependency theory has been criticised for displaying a 'crude sense of political economy' (Watts 2000a:171). de Kadt (1990) (cited in Scheyvens, 2002) states that dependency theory offers sweeping statements about the ills that the capitalist system has wrought on Third World countries through exploitative core-periphery relationships.

### **3.2.3 NEOLIBERALISM**

This paradigm which emerged in the 1980's, is based on a belief in market-led growth and economic liberalisation, thus removing barriers to trade and encouraging foreign investment become key government policies (Scheyvens 2000: 24). In terms of this paradigm there is a shift in focus from that of the 1970s where less attention is paid to principles of self-sufficiency and self-determination as it used to happen. However, Brohman (1996a) believes that Third World countries are still focusing much on earning foreign exchange than promoting domestic travel within their countries. Blaikie (2000) intervenes in this discussion by touching upon the little interest that has been shown in the brand of thinking about forms of development which build upon the skills and knowledge of local people. The Neoliberal model obtained support to have access to resources as well as investments around the world from both

multinational companies and Third World governments since it creates an opportunity for growth of the international tourism industry and a great economic opportunity.

### **3.2.4 ALTERNATIVE DEVELOPMENT THEORY**

Alternative development theory emerged in the 1970s and 1980s. This paradigm is in contrast with the other theories which promote economic growth based development. Unlike the other three theories, alternative development represents a bottom-up, grassroots approach to development and it is resource based. In other words, it focuses upon satisfying the people's basic needs. Development in this case is people-centered, providing the basis for the concept of sustainable development with particular focus on the environmental sustainability. Concepts like 'Eco-tourism' and 'Responsible tourism' became draw cards to tourists. Mountains, Rivers, valleys, flora and fauna attracted a number of tourists to certain destinations.

### **3.3 PROMOTING DEVELOPMENT THROUGH TOURISM**

Tourism emerged as an effective means to development in the whole world, with a huge potential to bring definite benefits and help reduce inequality between the rich and the poor. This has led South Africa, amongst many countries; to identify the potential tourism may have in bringing about economic and social development of the destination. Mostly, the developing countries considered tourism as the strategy for development with an aim of generating the maximum amount of foreign exchange, the argument being that once economic benefits starts to accrue then the other spin-off benefit will arise. Sharpley (2006) argues that although tourism is widely considered to be an effective means of achieving development, it is also important to remember that tourism alone cannot promote social and economic development.

It is however crucial to look at the key issues to be considered when looking at how tourism may contribute to development. Sharpley (2006: 110) has identified three key issues namely:

- The nature of the destination;



- Government / Governance and
- The tourism industry.

### **3.3.1 THE NATURE OF THE DESTINATION**

Tourism destinations are diverse. From a tourism development perspective, Richard Butler's Tourism Area Life Cycle model suggests that destinations progress through a number of stages. These stages include exploration to stagnation or rejuvenation. The exploration stage is an entrance stage into business whereas those who are in a rejuvenating stage have passed the exploration one. However, this is not the only way destinations can be defined. Physical / environmental, socio-cultural and economic characteristics are key elements to describe any destination. These characteristics also form important determinants of the appropriate approach to development. Development of such a destination could be based on the type of destination, for instance taking into consideration the lifestyle of the local people and so forth.

### **3.3.2 GOVERNMENT / GOVERNANCE**

Tourism development depends on the control the government has on that particular destination. The degree or type of government control has a huge influence on the nature of tourism development in a destination. Governments have important roles and responsibilities when it comes to tourism development in the Third World, particularly if they are concerned with issues of sustainability (Brohman 1996; Clancy 1999; Harrison 2001, cited in Scheyvens: 2002). Franc 1997 also believes that sustainable development can only be achieved when tourism is managed in a controlled and integrated manner and is soundly based on careful and effective legislative restriction. Hence it is up to government to set the ground rules or regulations within which tourism takes place.

The power to establish policies which can determine whether a country follows a tourism development path, dictated primarily by overseas interest and capital, or the one which seeks to achieve economic gains for local people and the state while preserving the integrity of environmental and socio-cultural features of their country,

are vested in its government. Nevertheless, Baskin (1995), Britton and Clarke (1987) are concerned about the lack of control by government that can lead to a country's dependence on foreign products, investments and skills which, in turn, is not in the interest of the local people. The state has a potential to play a vital role in controlling overseas investments in the tourism industry and the activities of private developers.

### **3.3.3 THE TOURISM INDUSTRY**

The approach used in the tourism industry determines the nature of tourism development people should expect. A number of organisations or businesses in the tourism industry use a variety of approaches to environmental concern, developing appropriate forms of tourism, working with local communities whilst their profit motive might be in contrast with broader developmental goals of a destination. For instance, pro-poor, ecotourism and other types are currently seen as vogue although the extent to which they contribute to socio-economic and sustainable development of destinations is highly effective.

### **3.4 TOURISM AND SUSTAINABLE DEVELOPMENT**

Considering that tourism is the world's largest and fastest-growing industry, it is imperative that it is developed in a way that achieves sustainability. Like other industries, tourism relies on resources or inputs and comprises of economic, socio-cultural and environmental/physical impacts. Sustainable tourism aims at achieving a balance between the tourism environment, the needs of local communities and those of tourists. At the core of sustainable tourism debates on development is 'the environment'.

According to Scheyvens (2002), sustainable development perspectives began to be applied in tourism studies as part of the 1970's critique of the impact of tourism particularly on the natural environment. The development of the tourism industry proves to have caused a huge damage in the ecosystem, starting from the removal of natural plants to a construction of buildings. The department of Water Affairs in South Africa is currently working on an awareness programme aimed at saving water

as a scarce natural resource. They have revealed that by year 2020, there would be a serious shortage of water in the entire country. On the other hand, tourism's emphasis is on striking attractions, which result in certain areas having golf courses, which require a lot of water for irrigation, yet local agricultural fields (sugar-cane) in Durban and surroundings were diminished so that places like Umhlanga Ridge, MtEdgecombe, King Shaka Airport and Dube Trade port are built. Sustainable tourism has come to represent and encompass a set of principles, policy prescriptions and management methods which chart a path for tourism development such that a destination area's environmental resource base including natural, built and cultural features is protected for future development. (Hunter 1997: 850).

Nelson *et al.* 1993 defines sustainable development as development that 'meets the needs of the present without compromising the ability of future generations to meet their own needs'. It is a process of continual and ongoing planning, monitoring and controlling.

Debates on the issue of sustainable development suggest that development, through responsible use of resources, goes hand in hand with conservation. Resources are to be preserved for future generations. Hardy and Beeton (2001) argue that sustainable tourism emphasises the development aspect of sustainable development. The focus is on business viability and customer satisfaction rather than the traditional notions of environmental ethics, quality of life and cultural integrity with ideas about achieving growth and progress (George et al 2009: 178)

It has been noted though that efforts at implementing environmentally sensitive tourism have focused on conservation of resources whilst failing to embrace the development imperative, hence neglecting the livelihood needs of local communities. A concern for livelihoods should be integral to development efforts (Chambers and Conway 1992). Local people must benefit from the natural resources in their area rather than all directed at enhancing tourist experiences. A livelihood approach also focuses its attention on a diversity of livelihood strategies rather than encouraging communities to embrace tourism at the expense of other subsistence and economic opportunities (Scheyvens: 2002). Ashley (2000) argues that the most effective way to

conserve and improve local livelihoods is through community approaches to natural resource management. This way allows the community to identify tourism as a strategy for development using their natural resources however agriculture and other social activities such as hunting are concurrently pursued in a sustainable manner.

Another crucial requirement for sustainable tourism development is the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building (WTO, 2004)

### **3.5 COMMUNITY INVOLVEMENT IN TOURISM**

Local communities have a vital role to play in the development of tourism, although the Tourism White Paper of 1996 noted that there has been poor involvement of local communities and previously neglected groups in the industry. Involving local communities in the development of tourism has become a major challenge to the government of National Unity in South Africa. The mostly affected group has been particularly those who live in rural areas. In an attempt to face up to the challenge, the South African government has identified key roles of the local communities. These include communities having to organise themselves at all levels i.e. national, provincial and local to play a more effective role in the tourism industry and interact with government and role players at all levels.

Local communities are expected to identify potential tourism resources and attractions within their communities whilst not forgetting to exploit opportunities for tourism training and awareness, finance and incentives for tourism development. Participation is encouraged in all aspects of tourism, including being a tourist. Domestic tourism in this regard has been promoted in South Africa whereby initiatives such as Shot Left emerged. The government supports and promotes responsible tourism and sustainable development, thus opposing developments that are harmful to the local environments and culture of the community. Amongst the key roles is participation by local community in decision-making with respect to major tourism developments planned or proposed for the area. Recently, there has been a major focus on community participation in tourism planning and development resulting from problem that emanated prior to this due to the lack of their involvement. Mowforth and Munt

(1998) argued that one of the essential criteria to achieve sustainability in any new tourism scheme is participation of local people.

A useful tool for ascertaining the nature of participation in tourism ventures is Pretty's (1995) 'typology of participation' in which he identifies seven levels of participation, with manipulative participation at one end of the spectrum and self-mobilisation at the other (Scheyvens 2002:55). Pretty's typology may appear to imply that it is always better to have local communities involved in making decisions about tourism development in their community (Mason 2008: 167). However, involving local communities in decision-making about development projects does not necessarily ensure their success (Mowforth and Munt, 1998).

According to Pretty, participation may be categorised into two. There is passive participation and active participation by the local community. The figure on the next page contains all types of participation. In the figure below, Pretty is showing us different types of participation whilst also providing a critique for each. The figure reveals that from Manipulative, Passive, Participation by consultation, Participation for material incentives and Functional participation, there is no real participation by local community whereas in Interactive participation and Self-mobilization, it is where active participation takes place.

**FIGURE 3.1 PRETTY'S TYPOLOGY OF PARTICIPATION**

| TYPOLOGY                                 | CHARACTERISTIC OF EACH TYPE  |
|--|--|
| 1. Manipulative Participation            | Participation is simply pretence: 'peoples' representatives on official boards, but they are unelected and have no power.  |
| 2. Passive Participation                 | People participate by being told what has been decided or has already happened: involves unilateral announcements by project management without any listening to people's responses; information shared belongs only to external professionals.  |
| 3. Participation by consultation         | People participate by being consulted or by answering questions: external agents define problems and information-gathering processes, and so control analysis: process does not concede any share in decision-making; professionals are under no obligation to account for people's views.   |
| 4. Participation for material incentives | People participate by contributing resources (e.g. labour) in return for food, cash or other material incentive: farmers may provide fields and labour but are not involved in testing or the process of learning: this is commonly called participation, yet people have no stake in prolonging technologies or practices when the incentives end.  |
| 5. Functional Participation              | Participation seen by external agencies as a means to achieve project goals, especially reduced costs: people may participate by forming groups to meet project objectives; involvement may be interactive and involve shared decision-making, but tends to arise only after major decisions have already been made by external agents; at worst, local people may still only be co-opted to serve external goals.   |
| 6. Interactive Participation             | People participate in joint analysis, development of action plans and strengthening of local institutions: participation is seen as a right, not just the means to achieve project goals; the process involves interdisciplinary methodologies that seek multiple perspectives and use systematic and structured learning processes. As groups take control of decisions and determine how available resources are used, so they have a stake in maintaining structures and practices. |
| 7. Self-mobilization                     | People participate by taking initiatives to change systems independently of external institutions; they develop contacts with external institutions for resources and technical advice they need, but retain control over resource use; self-mobilization can spread if governments and NGOs provide an enabling framework of support. Self-mobilization may or may not challenge existing distributions of wealth and power.  |

Source: Pretty, 1995

### **3.6 CONCLUSION**

In this chapter the researcher looked at the different development paradigms. Modernisation, dependency, neoliberalism and alternative development theories were discussed at length. Possibilities in promoting development through tourism were explored. It is however noted that development and tourism sustainability is only possible when responsive tourism is taken into consideration by the host community. Community participation was also discussed in this chapter since it forms the integral part of tourism development. As can be inferred, community can make or break a tourism development project or initiative.

## **CHAPTER FOUR**

### **RESEARCH METHODOLOGY**

#### **4.1 INTRODUCTION**

This chapter focuses on the methodology chosen for the study. The case study researched for this study was that of Isithumba Adventure Tourism Village. Isithumba is located in KwaXimba Tribal Authority surrounded by two major cities in KwaZulu-Natal, Pietermaritzburg and Durban. This chapter describes the processes and procedures followed by the researcher when conducting her research study. Major areas that this study focuses on include the methodological approach, sampling framework and research instrument utilised for data collection. It will further outline the means of data analysis, research expectations and conclusion. In preparation for the researcher's fieldwork, the researcher visited the Local Authorities of Isithumba Village. The Headman (Induna) in the area was consulted to obtain permission to go through the whole village conducting surveys. The researcher presented what the purpose of the study was, and clarified the planned procedure in which the research study will be conducted in the area.

#### **4.2 RESEARCH TECHNIQUES EMPLOYED**

Babbie (1992) describes the questionnaire as a primary tool utilised for data collection. Likewise the researcher formulated questions to be asked based on the major objectives for the study. The questionnaire for this study comprised of closed-ended and open-ended type of questions. The researcher employed both qualitative and quantitative methods. The two approaches are combined as to maximise the strengths and minimise the weakness of research methods (Finn et al 2000:9). The assumption is that the qualitative and quantitative methods are complementary rather competing approaches.

The research questionnaire has been used as the primary means employed to gather information from the community and the people who are directly involved in the project, for example, employees, traditional dancers, craft and beadwork hawkers. A Household survey was conducted, in which respondents were selected randomly and



interviewed in the comfort of their homes. Wei (2004:50) states that a questionnaire as primary means for data collection can translate the research objective into specific questions whilst allowing the researcher to screen out all unnecessary information during the data collection process. Thus Veal (2006:231) views questionnaire surveys as tools to collect data that rely on information from respondents, its accuracy particularly depends on how much respondents recall, their honesty towards questions asked, and fundamentally, the format of the questionnaire design.

The questionnaire design was influenced by the objectives of the research study, which is to assess whether the Isithumba community based project has had a positive impact, negative impact or no impact on the standards of living of the KwaXimba community.

Therefore the questionnaire covers the following aspects:

- The respondent's highest education level;
- How long has the respondent been living in this area?
- If not born here, when did the respondent move here?
- What was the reason he/she moved here?
- The respondent's current employment status;
- What are the respondent's sources of income? Pension, Disability Grant, Child Support Grant or Employment? Provide number of years and monthly amount.
- If employed, please indicate: Name of company/enterprise, type of job held and length of service.
- The total number of people in the household.
- The relationship they have to one another; e.g. spouse/partner, child, grandchild, sibling, parent and other.
- Do any of them earn an income?
- Each person's sources of income.
- Do the respondents have any knowledge of the Isithumba Cultural Village (Isithumba Adventure Tourism)?
- Do the respondents have any contact with tourists?

- According to the respondent's view has crime in the area increased since the project was introduced?
- How has the respondent's life changed since the project was introduced?

The reason behind having different survey questionnaires was to cater for different stakeholders involved in the project.

**FIGURE 4.1**

**A PHOTO SHOWING A RESEARCHER CONDUCTING PRIMARY RESEARCH**



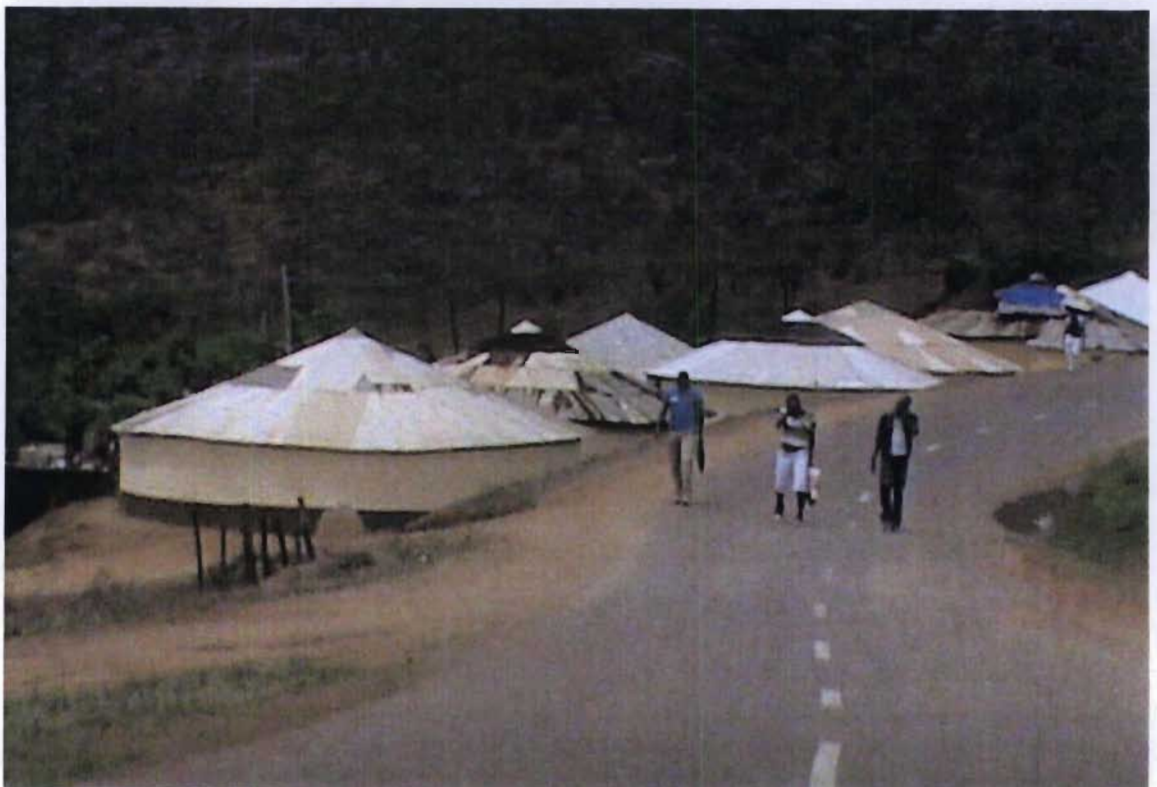
Secondary means of gathering information employed in the research investigation include the use of documents, books, journals, statistical data that is currently available, policies, and newspaper article on tourism, informal discussion and interactions. Informal discussions and interactions were achieved by speaking and interacting with the people that the researcher happens to accidentally bump into.

This is what a man whom the researcher met outside the gate of Isithumba Adventure Tourism had to say:

*“Nkosazane, angazi nokuthi ngizoqala kuphi nje. Engingakuphawula ukuthi sinenhlanhla thina kule ndawo ngoba sinazo izingqala sizinda ezifana netiyela. Phela yingakho amatourists ekwazi ukufinyelela kalula lapha. Kodwa-ke okungikhathaza umoya, O hhe! Mntanami! yizo izingane zethu lezi eziphasa uMatric maqede zihlale emakhaya ngoba akukho msebenzi. Abantu abasebenzi ndawo, baphila ngokuthola amatoho kwaGobiqolo, bambe imisele, bakhe namatoilet omxhaso lawa kanye nezindlu zomxhaso. Eqinisweni ngane yami, bancane kakhulu abantu abazuzayo ngalendawo yaseSithumba noma-ke bona babewubona umehluko”.*

Basically, he meant that they are very fortunate in their area to have the necessary basic infrastructure like tarred roads because it makes the area easily accessible by the tourist. However it worries him that most of the people are not working especially the youth. A large percentage of youth gets matriculated and thereafter stays at home, without any form of employment except for those who get piece jobs when there are local projects like road construction, building of pit toilets, and the building of Reconstruction and Development Programme (RDP) houses. Very few people are benefiting from Isithumba tourism project, although it made a difference in their lives.

**FIGURE 4.2: THE PEOPLE A RESEARCHER BUMPED INTO, OUTSIDE INDUNA’S HOME WHILE WALKING THROUGH THE VILLAGE**



A grade 12 learner from Mdepha High School, which is in ward number nine KwaXimba Tribal Authority, whom the researcher also met while she was conducting fieldwork stated that Isithumba project has brought a lot of changes into her life because she has seen things she might not have had a chance to see if it was not for Isithumba project. The project has allowed her an opportunity to express herself in English as White people from different countries of the world visit the area.

*“Through their visit, we get to understand their culture better. This project has inspired me to become a successful business woman when I grow up. There are so many opportunities tourism can bring into the lives of the local people, but since this kind of lifestyle is still new to us, it is difficult for the people around here to make use of the opportunities available. On the contrary, people from the city are the ones who provide services like transport for the tourists that come to this area. They also grab any business opportunity, leaving the local people living in absolute poverty. I will make sure that something like this does not happen in the near future. All development projects should be driven by us in order to reduce the high unemployment and poverty rate in our place”*

An old woman, on her way home, back from the local shop where she had waited for a mobile clinic said,

“This area might look developed when compared to other rural areas but there is a lot to complain about. We don’t have a nearby government clinic in this area. The mobile one that you see over there is private. We have to pay a lot of money in order to get basic healthcare. There is no local police station. Our children are not working and we (as their parents) are also not working, very few people are working in this area and I cannot regard what they are doing as employment because they work in projects that are set to last for few months”.

**FIGURE 4.3: A WOMAN A RESEARCHER MET ON THE ROAD**



Primary and secondary methods have their advantages and disadvantages. The primary means of data collection was a survey questionnaire. Surveys have the chief advantage of collecting a lot of information in a relatively short period of time (Finn et al 2000:4). Nevertheless, Veal (2006) argues that questionnaire surveys usually involve only a proportion, or sample, of the population in which the researcher is interested. The advantage of using secondary data may include accessibility low costs and high quality in content and material although it has a disadvantage of encompassing social research that can be biased in nature.

### **4.3 RESEARCH METHODOLOGY AND SAMPLING TECHNIQUES**

The researcher visited the area to conduct a survey. She met with Mthandeni Buthelezi, a tour guide who was assigned by the Headman, Mr Shelembe to assist the

researcher since the researcher was not familiar with the area. There are, however problems that were encountered by the researcher. The first biggest challenge is the language problem and the second one is the high rate of illiteracy in the area. Questions were designed in English therefore the researcher had to come up with ways to overcome the problem, since her mother tongue is IsiZulu it was easy to overcome the language obstacles. The researcher therefore opted to read out each and every question in English and thereafter translate it to IsiZulu to ensure that the question is being understood by the respondent. To deal with the high rate of illiteracy in the area, the researcher had to fill each and every questionnaire herself. The researcher was so fortunate to have Mthandeni as her assistant because, at times when the researcher was exhausted, he came into her rescue by filling out questionnaire himself. To maintain the element of consistency throughout the process of the administering of questionnaires, the researcher ensured that she asked and translated the questions herself whilst her assistant was jotting down responses.

For sampling, the researcher chose households randomly, according to the number of households in the village. One hundred households were drawn from an approximate total of three hundred households in the area, specifically at Isithumba. The sample was drawn from one Isigodi of KwaXimba Tribal Authority. The first house was randomly selected, thereafter every 3<sup>rd</sup> house was chosen. However, the challenges faced by the researcher include visiting households that are far away from the road, this involves leaving a car in a household known and trusted by the researcher's assistant and walking to the households that cannot be reached by the means of a car. The result is that the researcher had to cross streams/rivers, climb hills and generally explore village life. The study area in question is located in the rural part of Ethekwini Metropolitan. Each household is further apart from the other, making it obvious that some of the houses cannot be reached by means of a car.

#### **4.4 METHOD OF DATA ANALYSIS**

Data analysis was administered through the use of the researchers' personal computer. Prior to analyses, the data was coded using numbers one to number one hundred. According to Clark *et al*: (1998:98), the principle behind coding is based on two concepts, the variable and the range of possible answers. Therefore every response or

part of the question represents a variable. The collected data was analysed using SPSS.

#### **4.5 RESEARCH EXPECTATIONS AND LIMITATIONS**

Fieldwork was not as easy as the researcher had thought. One of the major challenges was the changing weather patterns. Some of the days were extremely hot and made things difficult for the researcher to move from house to house. To overcome this obstacle, the researcher had to take advantage of favourable weather conditions to visit as many households as possible so that in case the weather is not conducive for fieldwork the next day, she would not suffer. Numerous days, than the one anticipated by the researcher, were spent collecting primary data.

Secondary data was not easily accessible, for example, journals were difficult to attain due to high demand. Statistical figures currently available are based on recent years. If the intention of the researcher is also to compare current figures to those of the pre-1994 period in South Africa, it is slightly difficult to easily access that kind of information. This has somehow hindered the progress of the study and disturbed the researcher's schedule.

The researcher had also to overcome the challenge of getting participants into the study conducted. The researcher could read from some people's responses that there was, at times, lack of willingness to participate in the study. Most people hated the idea of filling the questionnaire survey form. The researcher had to utilise research skills (such as the knowledge gained whilst doing Research Methods for coursework purposes) acquired prior to the commencement of this study in order to deal with challenges before hand. She had to motivate people in each and every household she visited by explaining thoroughly what the study is all about.

#### **4.6 CONCLUSION**

Despite all the challenges encountered, the research undertaken proved to be fruitful as it reveals the socio-economic impact of Isithumba Tourism Adventure project on the lives of the local people.

## **CHAPTER FIVE**

### **DATA PRESENTATION AND ANALYSIS**

#### **5.1 INTRODUCTION**

This chapter aims at providing an insight on the impact of a community-based tourism project on the lives of the Isithumba community. In this chapter the analysis of data collected is presented. The chapter intends giving an account of the findings and demonstrate them through the use of frequency tables and graphical presentations. The analysis of data is done through the statistical software called Statistical Package for Social Sciences (SPSS).

SPSS 15.0 has been used particularly to analyse quantitative data. The researcher engaged on a descriptive statistics to enable readers to easily consider the analysis and understand the presentation in the form of tables and graphs.

#### **5.2 DATA COLLECTION**

Data for the study was collected from Isithumba. The fieldwork consisted of few visits to the place. The first visit was made in May 2009 to establish contact and obtain permission from the authorities to conduct a study. The second visit occurred in August 2010 when a researcher was ready to collect information from the respondents. A period of five days was spent in the area, enabling the researcher to visit each household. It was the researcher's intention to ensure that apart from the one hundred households visited, which were randomly selected, the following key informants are interviewed as they had a major role to play in either the success or the failure of the project.

The key respondents include:

- The Local Authority representatives i.e. the Councillor and the Headman (Induna)
- 2 Tour Guides
- 1 Caretaker / Receptionist



- 1 Caterer

Since the project is not operating at present it became difficult for the researcher to meet all the people who were employed in the project. Therefore, assisted by Mthandeni (researcher's assistant), the researcher managed to get hold of their telephone numbers and interviews were conducted over the phone. Only four out of six ex-employees were interviewed.

### 5.3 THE INTERVIEWS

Questionnaires devised to carry out the interviews are divided into two (see Appendix 1 and 2). Appendix 1 was utilised in each household visited for the study whereas Appendix 2 was mainly designed for people who were directly involved in the project i.e. the employees. For questions prepared for Induna and the Councillor, the researcher structured questions in this pattern:

- Are there any employment opportunities available in this area?
- If your answer is YES, please list any kind of opportunities currently available.
- Are you experiencing any difficulties in this area because of the Isithumba project?
- If YES, briefly explain these difficulties.
- Has crime in KwaXimba (Isithumba) area increased since the project started?
- If YES, what measures are in place to fight crime in the area?
- Is the Isithumba community project reducing the rate of unemployment in the area?
- What was the unemployment situation in the area before the project started?
- Was there any change in terms of unemployment rate after the Isithumba project started?
- What is the unemployment situation now?
- Has this project improved the living standards of the people of KwaXimba?

Both questionnaires mix open-ended questions with an aim of gathering qualitative information and closed questions for the purpose of obtaining quantitative data.

## 5.4 PRESENTATION OF THE RESULTS

The initial stage of the presentation of results focuses on the background information provided, more particularly about unemployment before the introduction of the project and after. The councillor revealed that the job opportunities available in the area, some of which were also there prior to the tourism project, provide only temporary type job opportunities. In a response to a question on what was the unemployment rate before the commencement of the tourism project, Councillor said that:

*“Very few people are working in this area even though I cannot give the actual figures or percentages. Some people work in Pinetown and Hillcrest. However, there are local projects that give locals opportunity to earn income. The projects I am referring to includes Water and Sanitation, Housing and Road construction. Each of these projects employs approximately... hmmm, I would say 17 or 20 people who are from the area although they don't last long. The maximum period for these projects is not more than two years. Unemployment is still a major concern here and I'm hoping the tourism project will be refurbished and start operating again because there are people who were benefiting from it. About seven people were employed at the Tourism Centre that is why we are working on the matter in conjunction with Ethekewini Municipality because a lot of money was spent when the place was constructed. We can't let so much money go to waste. I think 3 Million rands was spent on this project.”*

The interview with a councillor revealed that about 20 people (i.e. only 1% of the total community) were appointed to do manual labour during the construction period of the project. After that, seven were permanently placed as employees in the project (i.e. the manager, tour guides, receptionist etc).

The picture that follows shows one of the projects mentioned by the Councillor which provides employment opportunities for the local people.

**FIG 5.0: WATER AND SANITATION PROJECT**



What the Councillor mentioned about the unemployment situation before the project was introduced is in line with what the Induna mentioned. In his response, the Induna said that

*“Kulendawo nje bancane kabi abantu abasebenzayo futhi kudingeka baze baphumele kwezinye izindawo eziseduze ukuze bathole umsebenzi obafanele. Uyabona nje ngane yami, nangu uSandile (pseudonym) akasebenzi ndawo, abadala kunaye bahlezi emakhaya, kanti nabancane kunaye baqeda uMatric bahlale emakhaya ngoba awukho umsebenzi abazowenza.”*

This simply means that in their area, very few people are working and they have to consider jobs from the neighbouring towns in order to attain more suitable job opportunities. He also made an example about the researcher's assistant (Sandile) that generations before him are without jobs and even generations after them, comprises the highest number of the unemployed.

It appeared that none of the people the researcher interviewed, who had previously been employed in the project, are still employed at Isithumba Adventure Tourism at present. The project has encountered problems that led it into a stand still. The major reason provided by four ex-employees interviewed are that, the death of the Manager had a negative impact on the project itself since he was the most knowledgeable person and better informed about the way in which this place could be run. One respondent said that, *"The late manager went down with this project because he did not share any information with us regarding the running of this place until he died. He kept everything to himself. That is the reason why we did not know what to do when he died."*

These interviews revealed that out of the ex-employees of the project, two are currently unemployed. When asked what their sources of income are at the moment, one explained that she is dependent on the income earned by her sister who works as a waitress at House of Coffee in Hillcrest, the other one survives on Child Support Grant (i.e. R250.00 per month) that she is currently earning. The third ex-employee is self-employed as she provides Catering services to her clientele. She is currently earning +\_R10, 000 per month. The fourth one is currently employed by Simokhozi Enterprise as a Field Consultant, where he earns between R2300-R2500 per month. This information and the information provided by the Councillor allows a researcher to conclude that the Isithumba Adventure tourism has so far contributed less than 2% to the unemployment rate in the area. This trend suggests that tourism cannot be regarded as the major source for job opportunities in this area.

The results of ex-employees interviews are presented below:

An ex-employee, male, aged below 25 revealed that he has a National Certificate in Tour Guiding.

When the researcher wanted to find out what other jobs did they consider before working in this tourism project, one respondent said: *“I applied for a job at Pen travel but my application was unsuccessful”*.

When asked if they are currently involved in the project, all four answers was a **NO**.

The question which asked what their previous role was in the project, one respondent said:

*I was a Tour Guide. My duties involved taking tourists through the village, teaching them about our culture and the history of the village. Each tour used to last 2-3 hours. Places visited include: Umngeni River (where tourists were told about girl who meet their suitors by the river), Headman’s house (to learn about tribal laws and procedures), Ndunakazi Primary school (if some tourists are educators, to meet South African educators and share ideas), a visit to Isangoma or Inyanga (Traditional Healer) and on Sundays we added a visit to Spiritual healers (the Zionist Church). The Zionist had a chance to prophecy for the tourists. At the end of the tour they was entertainment in a form of Zulu dance (Isishiyameni)*

In a question on the how this project has benefited them, one response was as follows:

*I received income through the project where I was paid R100 per tour plus tips the tourists gave me. I learnt to speak French since most of our tourists were French speakers. I also got my qualification through the Learnership from Isithumba.*

When asked if they were employed prior to their involvement in the project, two had been employed and another had not been employed. One had been working as a domestic worker for the Smith family in Pietermaritzburg whom she left because she had found a job in the tourism project. The other one had been working temporarily for a road construction company that constructed the road to Isithumba. However, he had forgotten the name of that company.

When asked if they were experiencing any difficulties in this area because of the project all four answered yes but, this is what one respondent had to say:

*“There were people who were benefiting from it (including myself), some of whom, are without jobs. They are no more receiving income. The women who sold beads to the tourists were also benefiting a lot but they lost their items during the break-inns that occurred at the centre. The criminals started vandalising the place, stealing things like fridges, beds, linen, air conditioners etc. Poverty is escalating everyday.”*

On the question of what could be done to resolve these difficulties, one responded said,

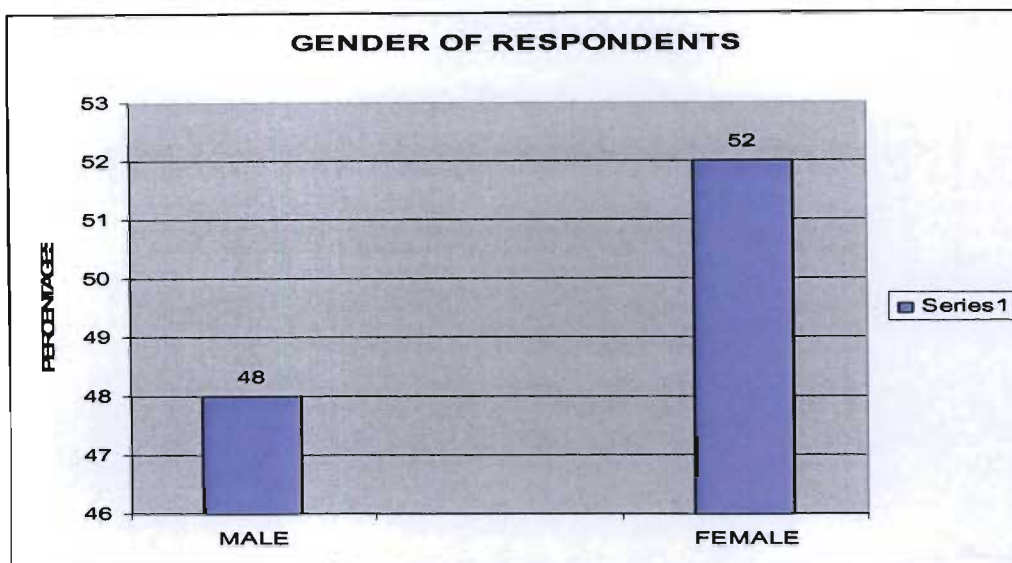
*“We need to come up with solutions to the issues of crime and educate the community to value any initiatives that are in place which provide job opportunities e.g. this project could still be on even after the death of the Manager (Mr Duma) if people did not vandalise the place like this. We also need to come up with innovative ways to market the project and have more exciting activities to draw large numbers of tourists into our village. Learning from places like Shakaland in eShove on how they sustain their project could help us a lot.”*

To the question that required the respondents to describe their experiences of participating in this project, one of them provided the following response:

*“I really enjoyed working in the project because I had an opportunity to meet new faces everyday. Tourists were very friendly, loving and generous. They were so eager to learn things from us. It felt good being respected and taken seriously by tourists who encouraged me to learn more in order to give them the best information. Tourists were keen to learn about our culture which made even more proud of being an African. Tourists in most instances wanted the local Isangoma to predict their future as our tour included a visit to Isangoma.”*

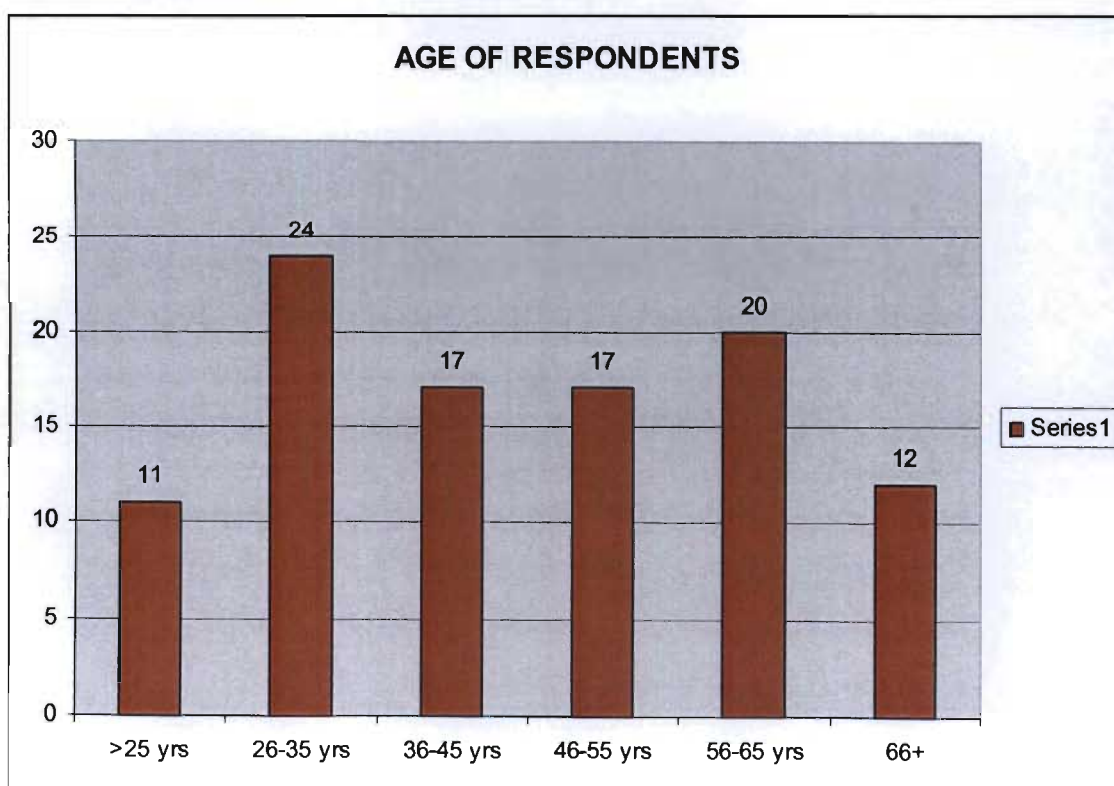
## **5.5 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**

**FIGURE 5.1 GENDER OF RESPONDENTS**



The gender distribution of people covered by the study indicates that 52% accounts for the number of females and 48% for the male respondents. In actual numbers there are 46 males and 49 females, which give us the total of 95 entries captured. This signifies that most households are occupied by females and thus they outnumbered male respondents who participated in the study.

**FIGURE 5.2: AGE OF RESPONDENTS**



In the light of age analysis it appears that the highest percentages were in the age range of 26-35 years (23%) followed by respondents in the age group ranging between 56-65 years (20%). The lowest number in respondents was 66 years and above which embodies 11%. In other words the majority of respondents (77%) fall into the 25-65 age categories. This indicates that 11% percentage of youth is outside the job market as they were mostly found in their households during times when they are expected to be at work. In a cross tabulation table below (table 5.1), the highest number of people between the ages 26-35 years are males, amounting to 16 representing (70%) and only 7 which represent 30% of the respondents between that age range are females. The study indicates that there are lesser senior citizens found in households during working hours than younger age groups. However, there is a slight difference between the total number of males and females above the age of 66 who were found at home as there are 5 males and 6 females. However, it is important to state that the researcher's intention to interview the oldest person in a household was not always possible, in some instances it was due to illiteracy and availability. The researcher settled for the next available person in such cases.

**TABLE 5.1**

**AGE \* GENDER CROSS TABULATION**

Count

|       |           | Gender |        | Total |
|-------|-----------|--------|--------|-------|
|       |           | Male   | Female | Male  |
| Age   | >25 yrs   | 6      | 4      | 10    |
|       | 26-35 yrs | 16     | 7      | 23    |
|       | 36-45 yrs | 8      | 8      | 16    |
|       | 46-55 yrs | 6      | 10     | 16    |
|       | 56-65 yrs | 5      | 14     | 19    |
|       | 66+       | 5      | 6      | 11    |
| Total |           | 46     | 49     | 95    |

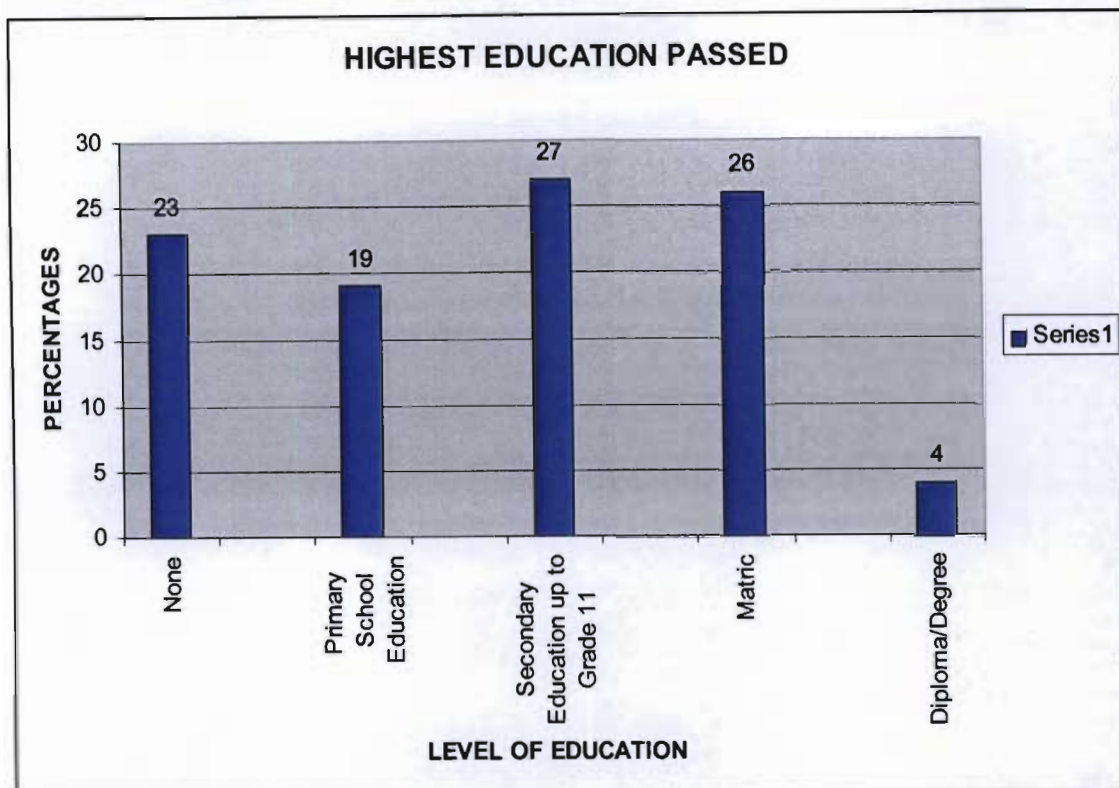


The table below (table 5.1) indicates that 77% of the total survey respondents had some form of education and only 23% had none. The largest percentage of the community had received the Secondary Education up to Grade 11 (27%). Figures (in table 5.1) indicate that 26% of people have Matric and only 4% have Diplomas and or Degrees. Figure 5.4 interprets the information presented in this table in a form of a graph.

**TABLE 5.2: HIGHEST LEVEL PASSED**

|       |                                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------------|-----------|---------|---------------|--------------------|
| Valid | None                               | 22        | 23.2%   | 23.2          | 23.2               |
|       | Primary School Education           | 18        | 18.9%   | 18.9          | 42.1               |
|       | Secondary Education up to Grade 11 | 26        | 27.4%   | 27.4          | 69.5               |
|       | Matric                             | 25        | 26.3%   | 26.3          | 95.8               |
|       | Diploma/Degree                     | 4         | 4.2%    | 4.2           | 100.0              |
|       | Total                              | 95        | 100.0%  | 100.0         |                    |

**FIGURE 5.3: HIGHEST LEVEL OF EDUCATION**



Evidence reveals that 90% of the studied community are people who are born and bred at Isithumba. These are the people who have lived in the area for more that 21 years, and have a better understanding of the history of this place. The remaining 10% reflects the number of people who have moved into the area. The reasons for choosing this area include 12 % of the respondents to whom it is their husband’s place of origin. These are followed by 4% who chose it because it is a peaceful place. Only 3% of the total sample moved to this area in order to unite with their relatives. The number of people who moved to this area because of infrastructural development amounts to 2% and only 1% chose it because it is closer to cities / workplace. So the vast majority of respondents were born in the area and those who did move there did so for reasons other than job opportunities.

**TABLE 5.3 HOW LONG HAVE YOU BEEN LIVING IN THIS AREA?**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | 6-10 yrs  | 3         | 3.2%    | 3.2           | 3.2                |
|       | 11-15 yrs | 2         | 2.1%    | 2.1           | 5.3                |
|       | 16-20 yrs | 5         | 5.3%    | 5.3           | 10.5               |
|       | 21 yrs +  | 85        | 89.5%   | 89.5          | 100.0              |
|       | Total     | 95        | 100.0%  | 100.0         |                    |

**FIGURE 5.4:**

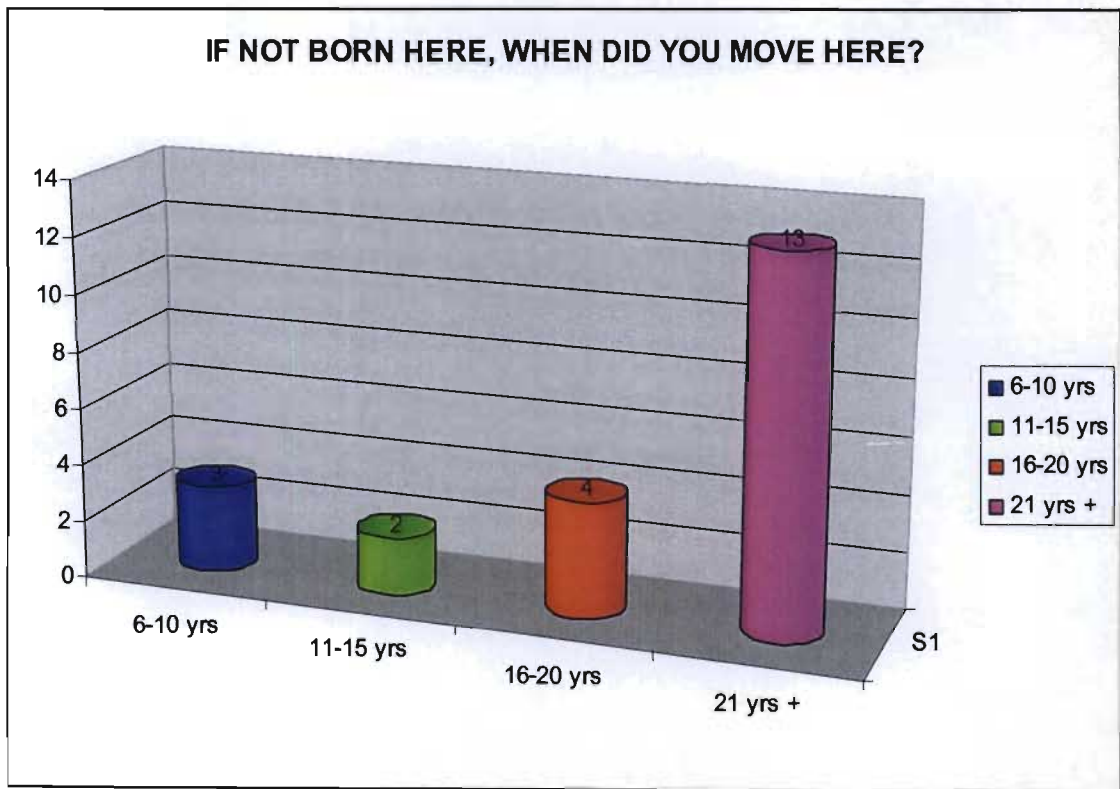
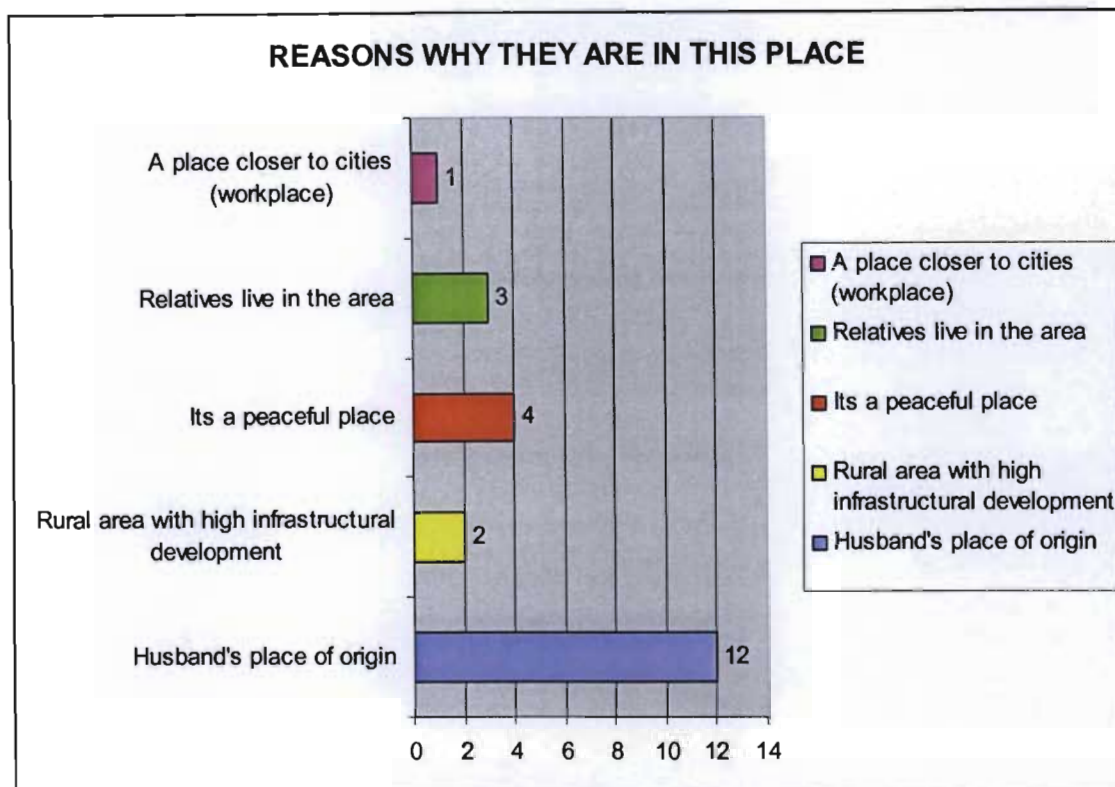


Figure 5.4 reveals that 13 people who took part in a study have lived in this area for more 21 years even though they were not born in the area. The second highest number is 4, representing the number of who are not born in the area but have lived here between 16-20 years.

FIGURE 5.5



The highest number (12 respondents) represents women whose husbands are born in the area. The second highest number (4 respondents) represents people who chose to live at Isithumba because they believe it is a peaceful place. About 3 participants in the study moved to Isithumba because they wanted to be closer to their relatives. People who moved to the place for the reason that it has high infrastructural development amounts to 2 and only 1 chose the place because it is closer to cities or workplace.

## 5.6: EMPLOYMENT RATE

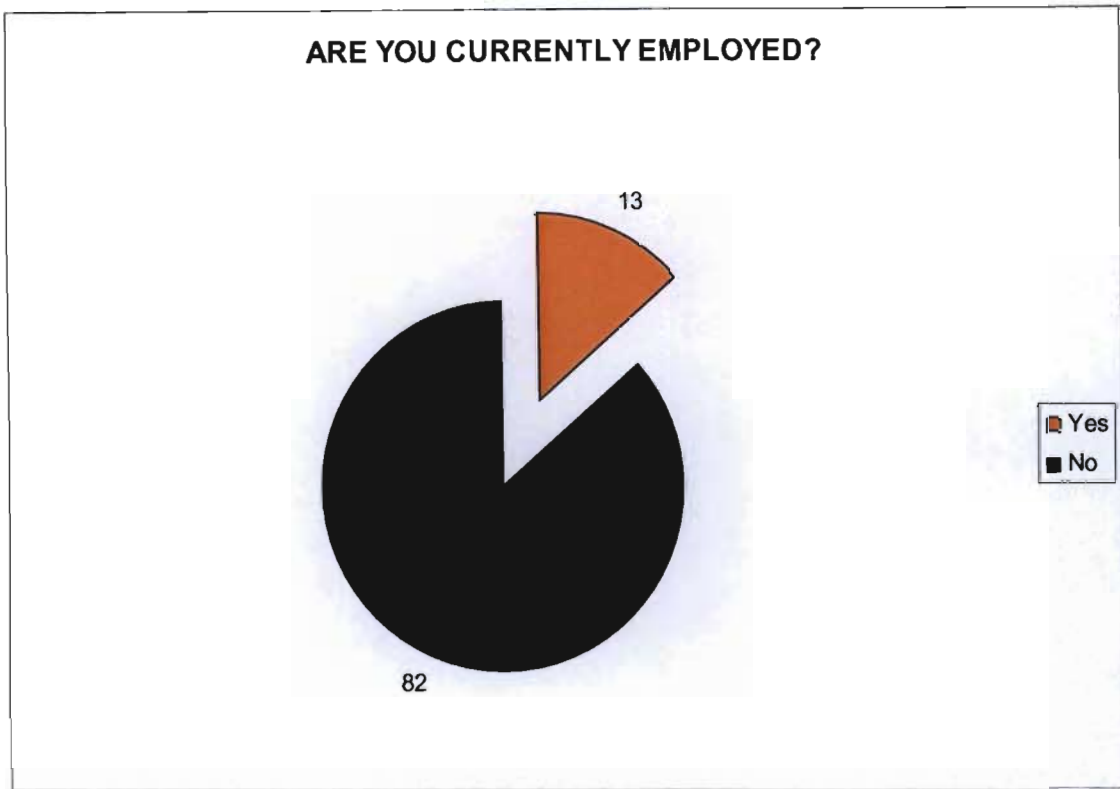


Figure 5.6 indicates that the majority of respondents are unemployed since 82 (86%) responded with a NO whereas 13 (14%) said YES. The percentage of unemployed people found in the study is much higher than the 2009 labour results of the South African population which reveals that 22, 9% males and 26, 5 females are unemployed. These are the results of the population of the working age (15-64 years) by gender and labour market status according to the official definition of unemployment (2001-2009).

**TABLE 5.4: NAME OF COMPANY/ ENTERPRISE**

|       |                             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | Cator Ridge Caltex Garage   | 1         | 1.1     | 1.1           | 1.1                |
|       | Cator Ridge Spar            | 1         | 1.1     | 1.1           | 2.1                |
|       | Checkout                    | 1         | 1.1     | 1.1           | 3.2                |
|       | Decor-Art Interiors         | 1         | 1.1     | 1.1           | 4.2                |
|       | Isithumba Tea Room          | 1         | 1.1     | 1.1           | 5.3                |
|       | KZN-DoE                     | 1         | 1.1     | 1.1           | 6.3                |
|       | Mdletshe Tours              | 1         | 1.1     | 1.1           | 7.4                |
|       | Mpumalanga Taxi Association | 1         | 1.1     | 1.1           | 8.4                |
|       | Ndunakazi Primary           | 1         | 1.1     | 1.1           | 9.5                |
|       | Ndunakazi Store             | 2         | 2.1     | 2.1           | 11.6               |
|       | Nto's Photo Studio          | 1         | 1.1     | 1.1           | 98.9               |
|       | Self Employed               | 1         | 1.1     | 1.1           | 100.0              |
|       | Total                       | 13        | 14.2%   | 14.2%         |                    |

Table 5.4 illustrates that amongst the respondents covered by the study, only 13 (14%) are employed in 13 different companies that appear on the table above. If the 2 ex-project employees are added, we end up with a total of 15 respondents employed. These companies are within the area except for few, which are found outside the borders of Isithumba. In other words 15 of the 95 household interviewed, including ex-employees of the project, were employed at the time of the survey.

**FIGURE 5.7:**

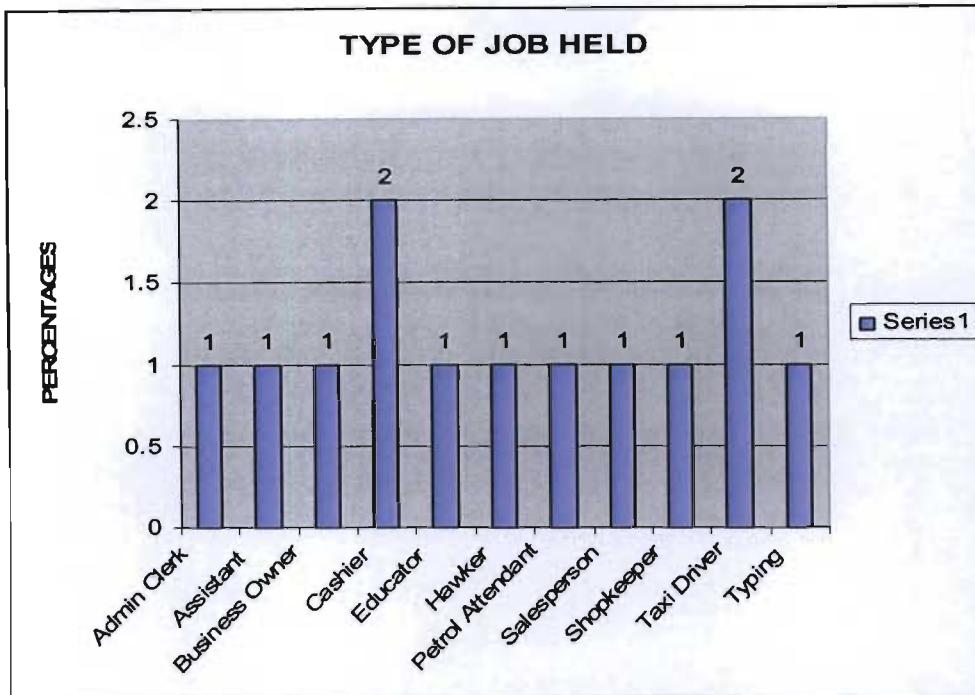


Figure 5.7 provides the types of jobs the people covered by the study held. Of the 15 people employed, none were currently employed by the tourism project. The highest percentage is 2 i.e. cashiers and taxi drivers.

**FIGURE 5.8:**

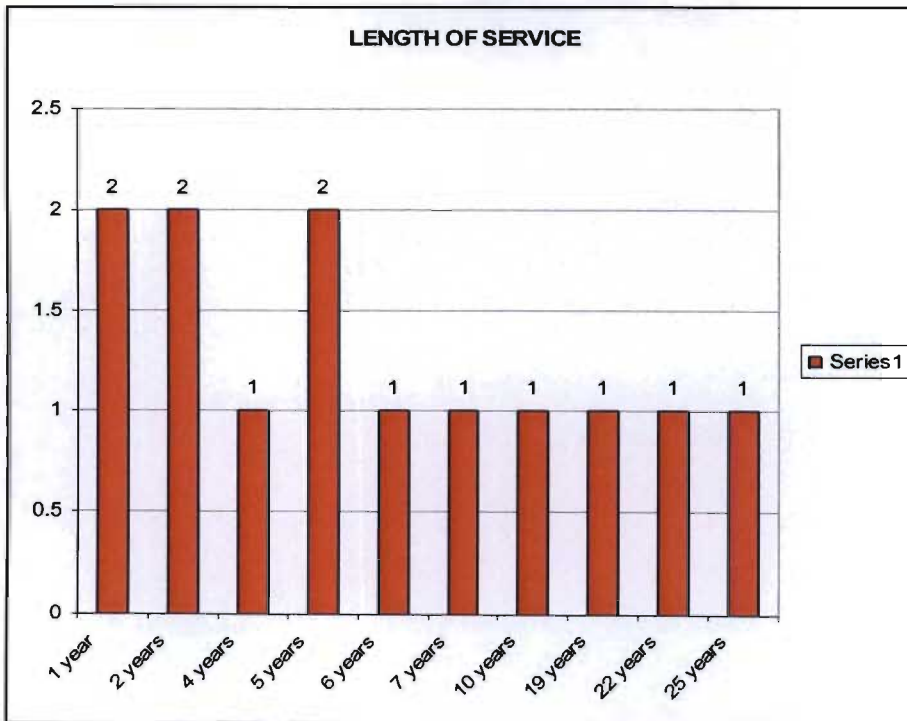
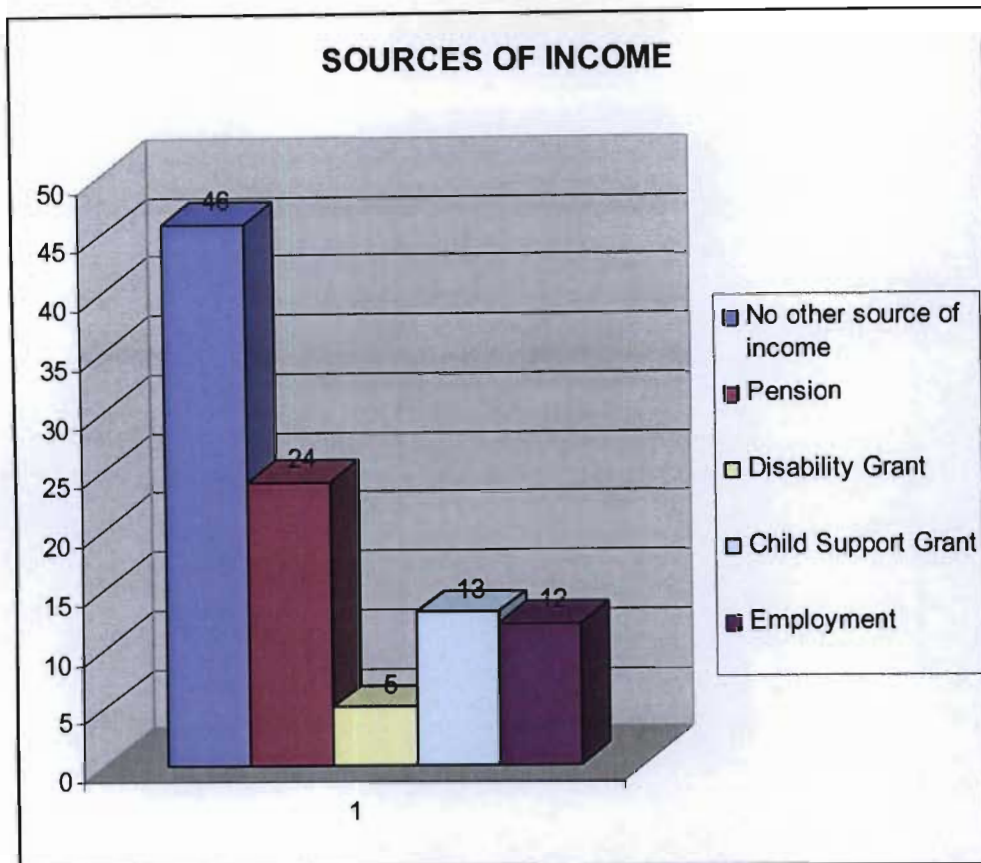


Figure 5.8 indicates that only 6 persons have been employed for more than 6 years.

**FIGURE 5.9: SOURCES OF INCOME**



The figure above reveals that 44 (46%) has no source of personal income. This raises concerns of how such a high number of people survive on daily basis, bearing in mind that each of them has his / her personal needs. The number of people receiving pension amounts to 23 which is 24%. This indicates that a number of people are dependent on the pension fund for their survival. Pensioners in this case become very important in each household. According to the graph above, 12 (13%) of the studied community receive Child Support Grant (CSG). This is a government fund aimed at assisting children from very poor families in South Africa. Whilst the researcher was conducting the study, she noted that out of ten girls she spoke to, wanting to know why almost every house there is a girl who obtains Child Support Grant, six of them stated that they feel they are left with no choice but to have kids in order to qualify for the grant. They have passed their Matric and have nothing to do. The only way they can receive any form of income is when they have kids of their own. Only 12% of people are in the job market. The lowest percentage is for people who receive Disability Grant. They only form 5% of the total sample. The researcher had anticipated finding some overlap in the case of income received, but it was noted that



all respondents covered in this study stick to one personal type of income as their sources of income. People are sceptical of providing realistic information with regards to their income, as they are worried they may be caught for receiving social grants through fraudulent means.

**TABLE 5.5**

**WHAT ARE YOUR SOURCES OF INCOME? \* GENDER  
CROSSTABULATION**

| Count                            |                           | Gender |        | Total |
|----------------------------------|---------------------------|--------|--------|-------|
|                                  |                           | Male   | Female | Male  |
| What are your sources of income? | No other source of income | 26     | 18     | 44    |
|                                  | Pension                   | 10     | 13     | 23    |
|                                  | Disability Grant          | 4      | 1      | 5     |
|                                  | Child Support Grant       | 2      | 10     | 12    |
|                                  | Employment                | 4      | 7      | 11    |
| Total                            |                           | 46     | 49     | 95    |

Table 5.5 displays figures per type of income a person receives and per gender of a respondent. Out of 44 respondents who receive no income, 59% are male and 41% are female. This simply means that more males are without jobs than females, which contradicts the figures on the rate of unemployment by Statistics South Africa (2009), where the findings revealed that there are more females out of the job market than males. Fewer males receive pension than females as it is evident in the table above. The table also presents figures that display the highest percentage of Disability Grant being received by females. Out of 12 recipients of Child Support Grant, only 2 are males. On employment rate, figures indicate that more (7) females are within labour market.

**FIGURE 5.10**

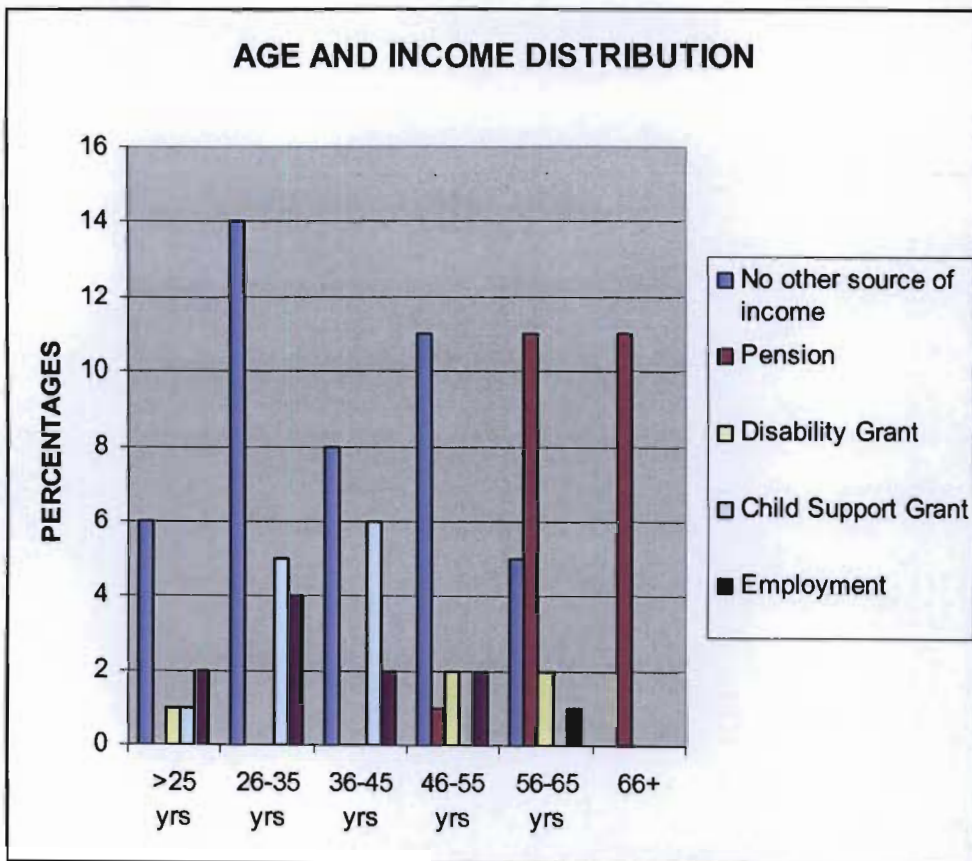


Figure 5.10 reveals that the largest numbers of respondents who have absolutely no income are between the ages 26-35 years.

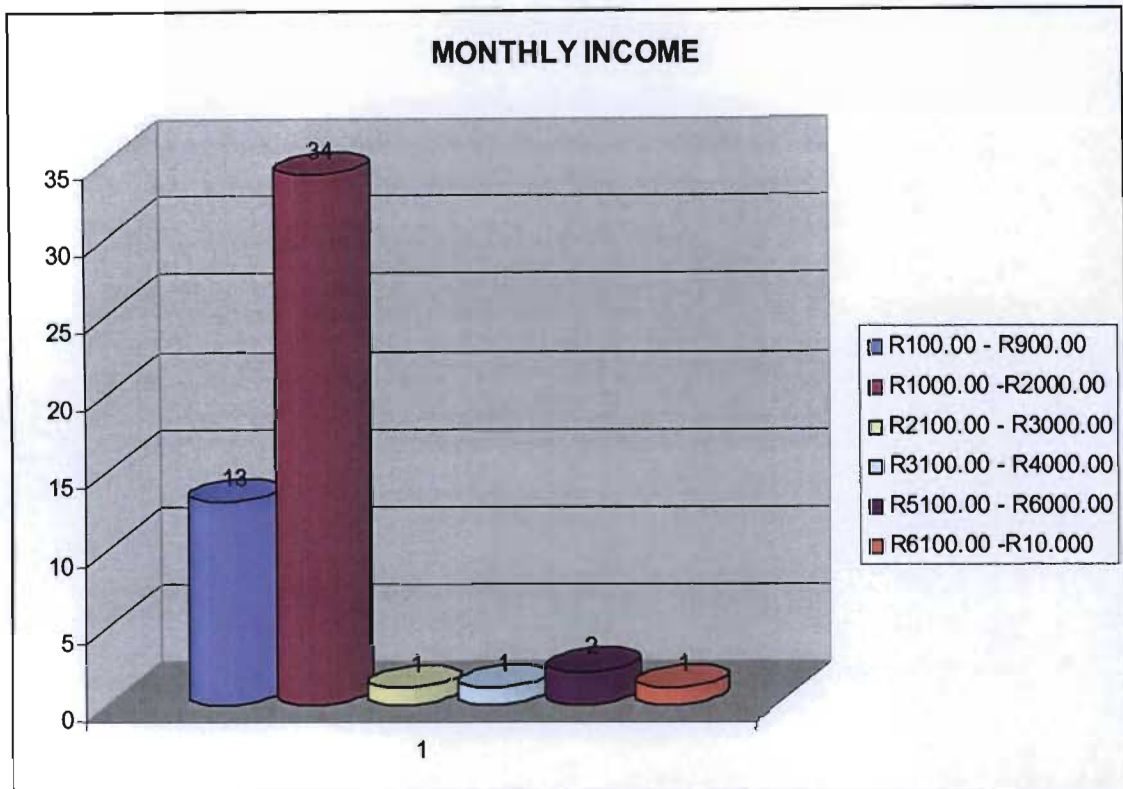
**TABLE 5.6****MONTHLY AMOUNT \* GENDER CROSSTABULATION**

Count

|       |                        | Gender |        | Total            |
|-------|------------------------|--------|--------|------------------|
|       |                        | Male   | Female | Male /<br>Female |
|       | R100.00 -<br>R900.00   | 2      | 10     | 12               |
|       | R1000.00 -<br>R2000.00 | 17     | 16     | 33               |
|       | R2100.00 -<br>R3000.00 | 1      | 0      | 1                |
|       | R3100.00 -<br>R4000.00 | 0      | 1      | 1                |
|       | R5100.00 -<br>R6000.00 | 0      | 2      | 2                |
|       | R6100.00 -<br>R10.000  | 0      | 1      | 1                |
| Total |                        | 20     | 30     | 50               |

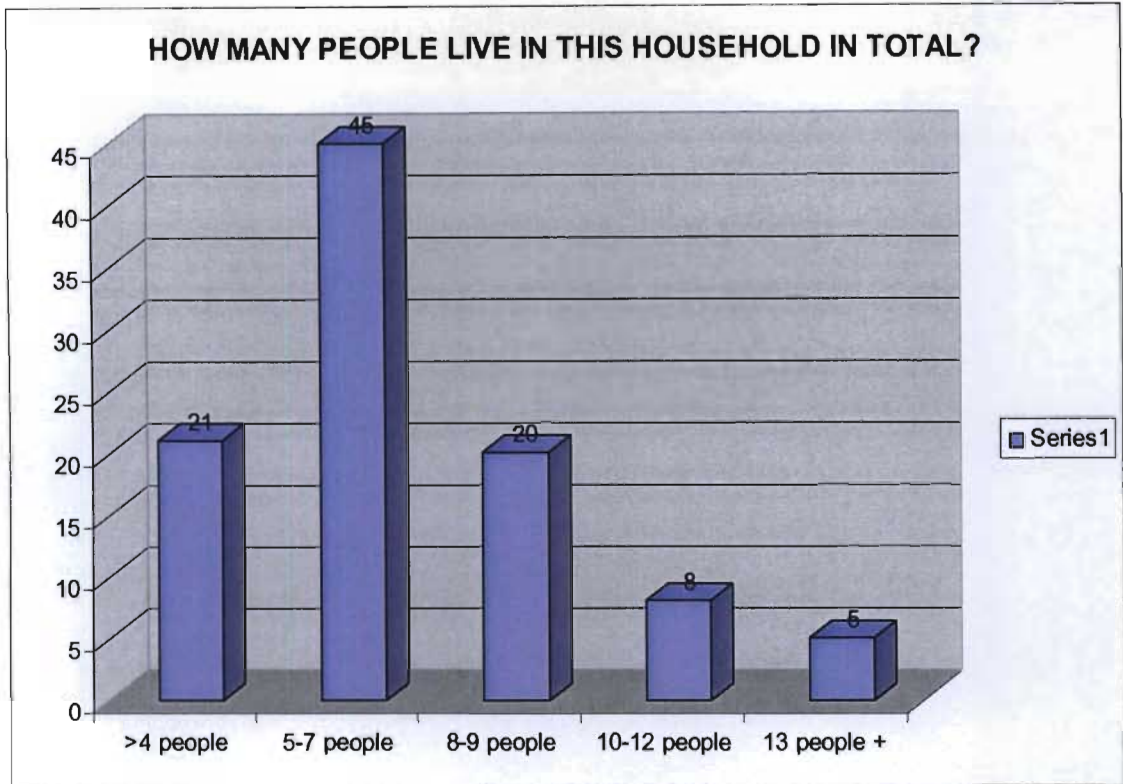
The table above has revealed that biggest amounts of salaries amongst the respondents are attained by women e.g. between the salary bracket R5100-R6000 and R6100-R10 000, it is mainly female respondents who are the recipients.

**FIGURE 5.11**



The above figure indicates that 34% constitute people who earn a monthly income between R1000.00 and R2000.00. This is followed by 13% which represents people earning between R100.00 and R900.00 per month. This is an indication that the community in question survives on a small amount of income received by certain members in a household, particularly the pension.

**FIGURE 5.12**



The above figure indicates that the largest number of people living under one roof is between (5 and 7), that constitute 45% of the total sample for the study. The second biggest number is 21% representing people who have an approximate number of (less than 4) people in their household. There are about 20% of respondents who live with (8-9) people. This trend suggests that there is an average of 6 people per household which gives us a total number of approximately 600 people covered by the survey. There are about 2000 people in the community which means that the survey covered 30% of the community in question.

**FIGURE 5.13**

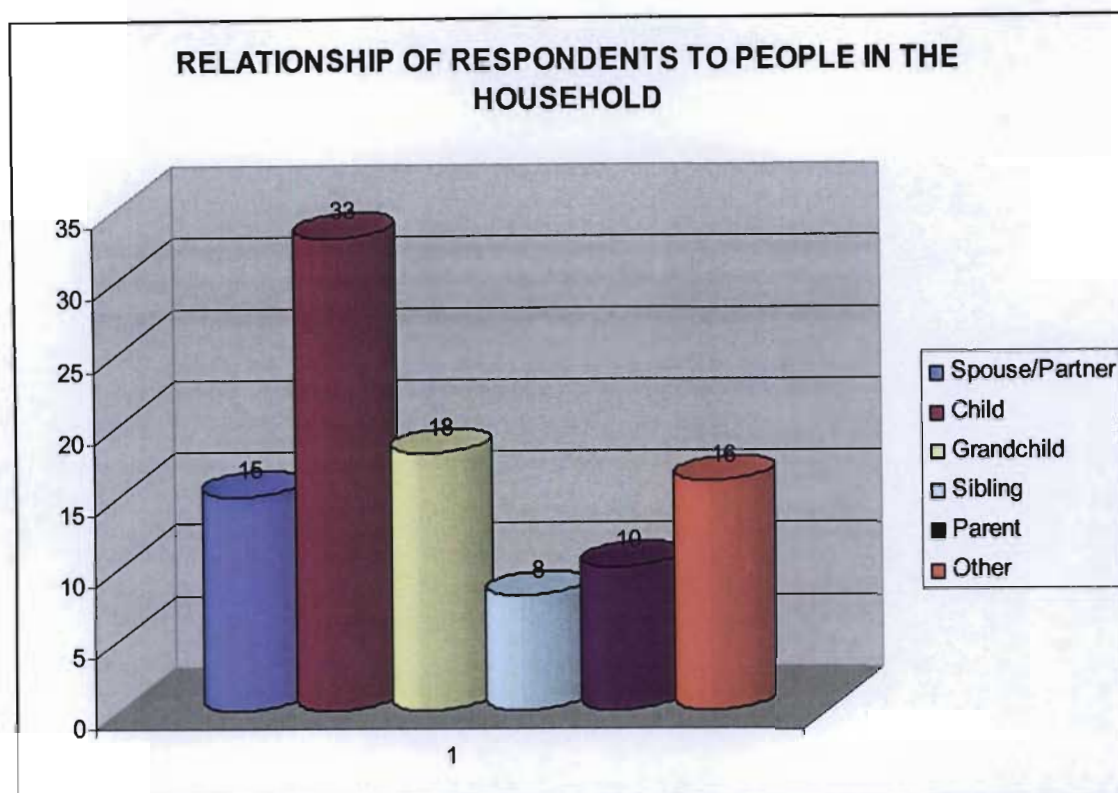
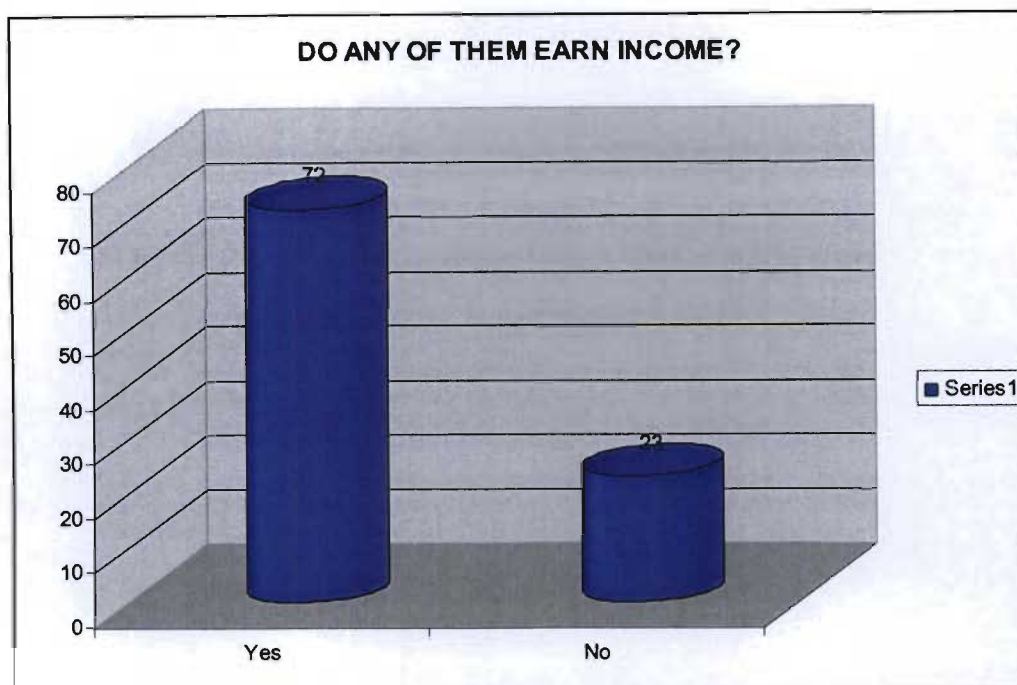


Figure 5.13 reveals that the biggest percentage of respondents (33%) which represents 85 people from the sample covered by the study lives with children in their households. The second biggest percentage (18%), in actual numbers (46), represents people who live with their grandchildren. The third highest percentage (16% i.e. 42 people) is 'other' relatives that include uncles, aunts, nephews, nieces and so forth. About 15% respondents (in actual numbers 39) live with their spouses or partners in their households. People who are living with parents amount to 26, which represent 10% of the studied population. The percentages above suggest that there is a child in almost each and every household, which is the reason why the percentage of people who receive CSG is so high. Parents appear in the figure above because in some instances a researcher had to interview not only the eldest person in a household since they were not always available. So this suggests that in at least 10 cases the respondent was not the oldest person. At most, respondents were between the age categories 26-35 which gives us a total 23 respondents.

**FIGURE 5.14**



The study reveals that only 13 (14%) of respondents are employed but 76% (72 in actual digits) of them live in a household where at least one other person is earning an income. There are a total of 23 other people in the households that are employed. Adding this to the number of respondents employed (11), this gives an employment rate of 5.6% of all the people covered by the survey (as proportion of roughly 600 people). Put differently, the unemployment rate among the people covered in the study is 94%. However, it must be remembered that some of these are children and pensioners. This figure is therefore not directly comparable to Labour Force data for South Africa.

In 23 households there is at least another person who is employed and 49 who received a government grant. That is, 72 % of households have some form of income.

| Source of Income – Respondents and Others in Household |                   |              |                   |              |
|--|-------------------|--------------|-------------------|--------------|
|  | Respondent Number | Respondent % | Respondent Number | Respondent % |
| No Income  | 44                | 46%          | 23                | 24%          |
| Employed   | 11                | 12%          | 23                | 24%          |
| Government Grant                                       | 40                | 42%          | 49                | 52%          |
| TOTAL  | 95                | 100          | 95                | 100          |

**FIGURE 5.15**

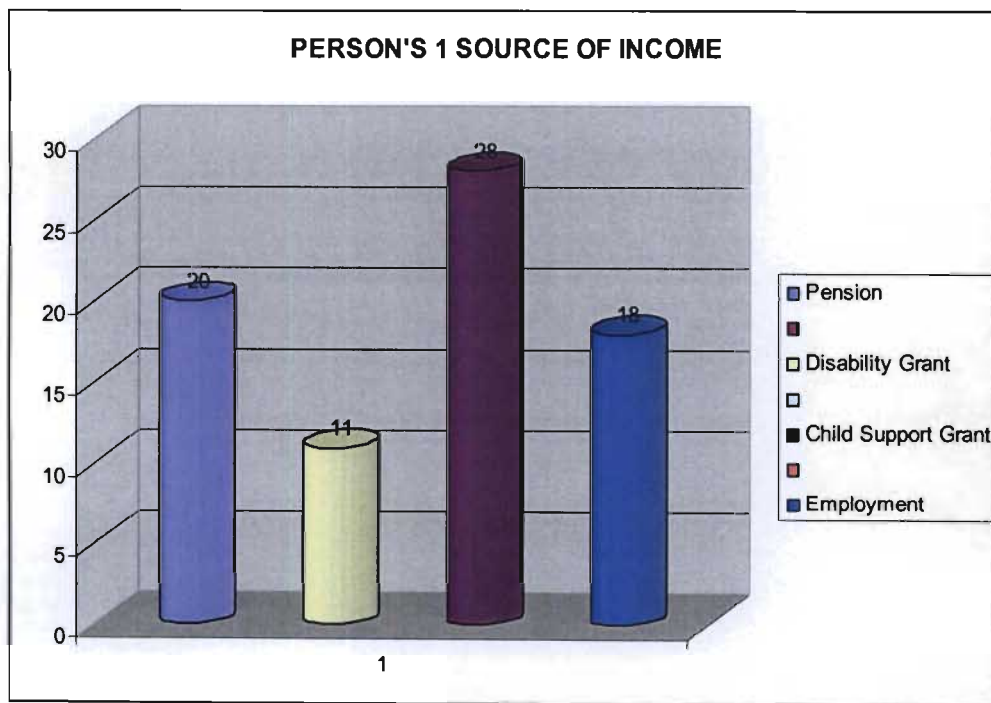


Figure 5.15 reveals that 28% of people receive CSG and 20%, which is the second biggest percentage receive Pension. About 18% percent of them are employed and only 11% receive Disability Grant. This suggests that the major source of income here is CSG.



**FIGURE 5.16: NO. OF YEARS OF PERSON'S 1 INCOME**

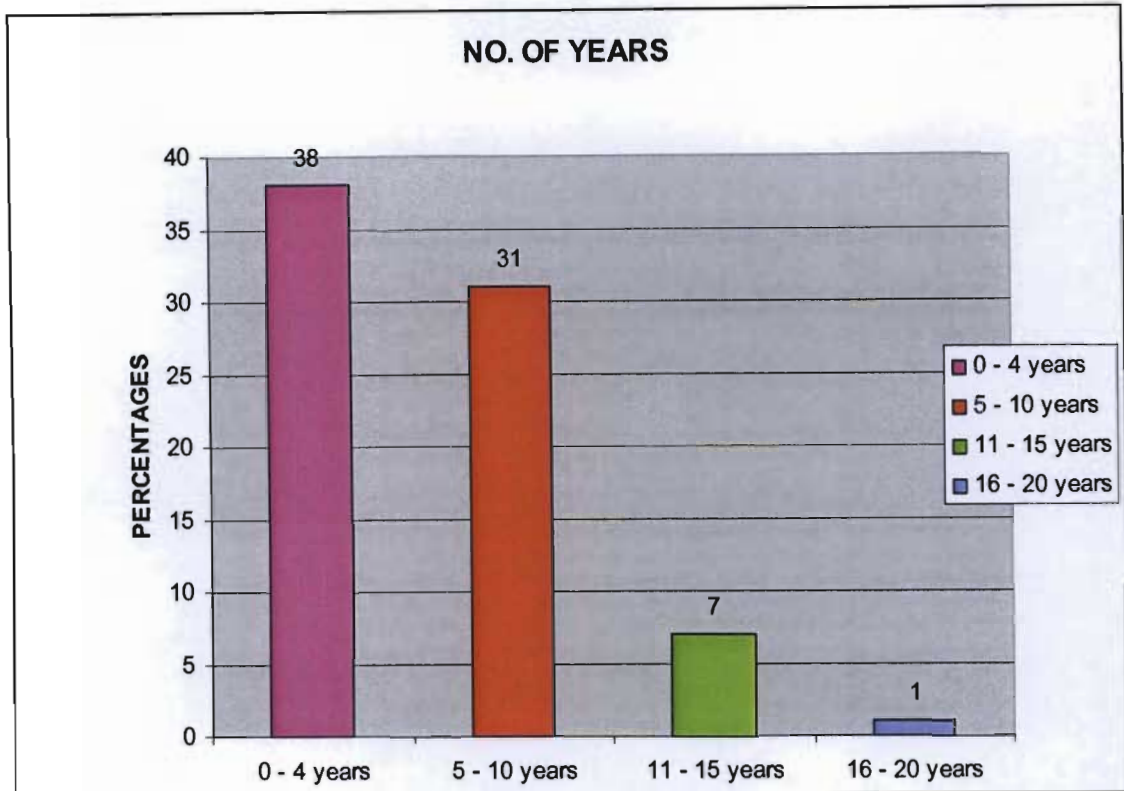
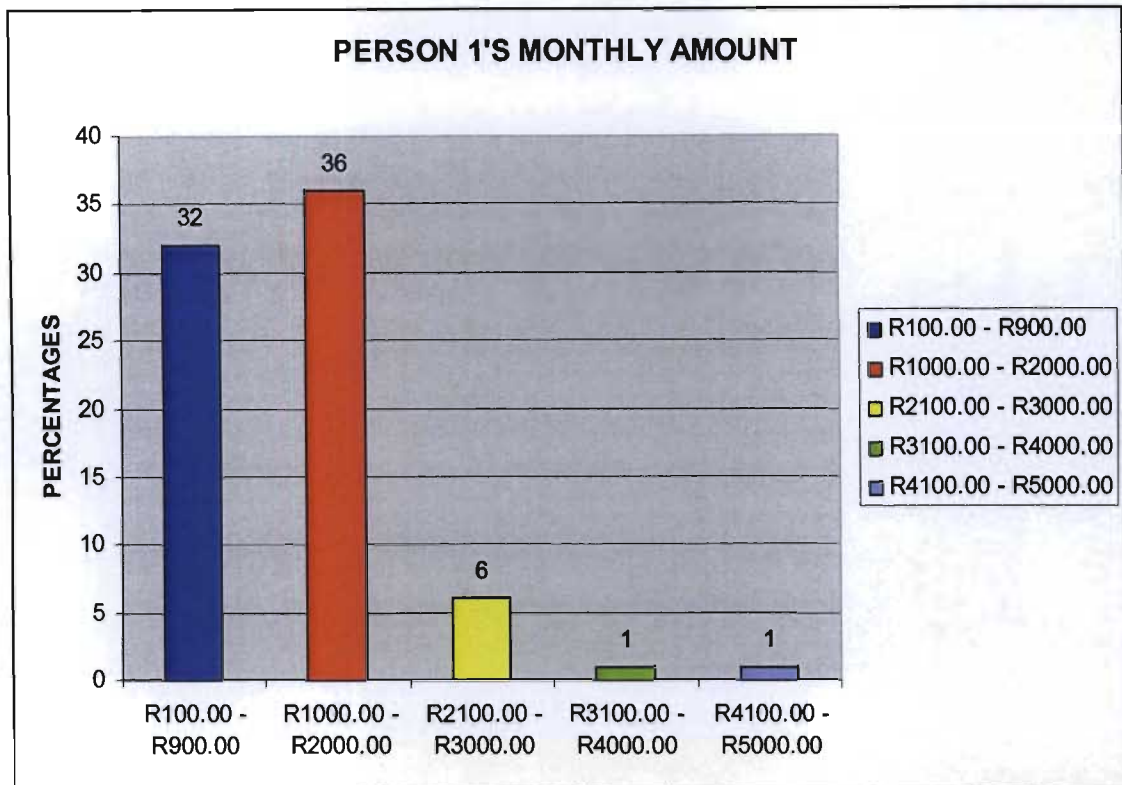


Figure 5.16 reveals that the highest number of people, 36, which is (38%), represents persons who live in a household with a respondent, who have received income for a period between 0 & 4 years, 31% (in actual figures 29 people) of those persons have been receiving income between 5 & 10 years, 7% is between 11 & 15 years and lastly, 1 % represent the period between 16 & 20 years. This trend suggests that there are very few people who have received income for a very long time. For instance, only 1% has received income for a period of approximately 20 years. When these findings are related to a period when the project was introduced, a researcher has noticed that there is a slight impact this project had on unemployment rate, as two respondents from the people who were once employed at Isithumba indicated that prior to the project, they were not working. The Councillor and Induna also revealed that about 20 people were employed during the construction phase of project, even though they could not sustain those employment opportunities that were created during that period.

**FIGURE 5.17**



The above figure reveals that, 36% of people earn monthly amounts between R1000.00 and R2000.00. The second largest percentage is 32% of persons who earn an amount ranging between R100.00 and R900.00. Only 6% receive an amount ranging between R2100.00 and R3000.00. The trend here suggests that as the amount of money increase, there are fewer persons who receive it. This is resulting from the fact that 4% of respondents covered by the study have acquired tertiary education and obtained a diploma or a degree, 26% have passed Grade 12 (Matric) but they have not had an opportunity to be trained for skilled jobs so as to increase chances of being employed in permanent type job positions.

**TABLE 5.7****NAME OF COMPANY/ ENTERPRISE**

|       |                                 | Frequency | Percent | Valid Percent |
|-------|---------------------------------|-----------|---------|---------------|
| Valid | Asmang                          | 1         | 1.1     | 1.052632      |
|       | Bluff Meat Supply               | 1         | 1.1     | 2.105263      |
|       | Cato Ridge Filling St           | 1         | 1.1     | 3.157895      |
|       | Country Wood                    | 1         | 1.1     | 4.210526      |
|       | Dunbar Spar                     | 1         | 1.1     | 5.263158      |
|       | Dr Govender's house             | 1         | 1.1     | 6.315789      |
|       | Johnson's Family                | 1         | 1.1     | 7.368421      |
|       | KwaDenge Supermarket            | 1         | 1.1     | 8.421053      |
|       | Man Truck Company               | 1         | 1.1     | 9.473684      |
|       | Mpumalanga Taxi Association     | 1         | 1.1     | 10.52632      |
|       | Msinsi Game Reserve             | 1         | 1.1     | 11.57895      |
|       | Newlands West Taxi Association. | 1         | 1.1     | 94.73684      |
|       | Oil Power                       | 1         | 1.1     | 95.78947      |
|       | Mhleleazi enterprise            | 1         | 1.1     | 96.84211      |
|       | Simokhozi Development           | 1         | 1.1     | 97.89474      |
|       | Spar Cato Ridge                 | 1         | 1.1     | 98.94737      |
|       | Van der Merwe Family            | 1         | 1.1     | 100           |
|       | Total                           | 17        | 18.7%   |               |

Table 5.7 reveals that 19% of people living with respondents are employed and working for the companies that appear on the table above. The number of people (17) employed by other companies is much bigger than the 7 which is the number of people who were employed by the project.

**TABLE 5.8****TYPE OF JOB HELD**

|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Administrator    | 1         | 1.1     | 1.1           | 1.1                |
|       | Cashier          | 2         | 2.1     | 2.1           | 3.2                |
|       | Cleaner          | 1         | 1.1     | 1.1           | 4.2                |
|       | Domestic worker  | 1         | 1.1     | 1.1           | 5.3                |
|       | Domestic Worker  | 2         | 2.1     | 2.1           | 7.4                |
|       | Fashion Designer | 1         | 1.1     | 1.1           | 8.4                |
|       | Machine Operator | 1         | 1.1     | 1.1           | 9.5                |
|       | Petrol Attendant | 1         | 1.1     | 1.1           | 92.6               |
|       | Salesman         | 1         | 1.1     | 1.1           | 93.7               |
|       | Security guard   | 1         | 1.1     | 1.1           | 94.7               |
|       | Taxi Driver      | 2         | 2.1     | 2.1           | 96.8               |
|       | Tour Guide       | 1         | 1.1     | 1.1           | 97.9               |
|       | Truck driver     | 1         | 1.1     | 1.1           | 98.9               |
|       | Wood Cutter      | 1         | 1.1     | 1.1           | 100.0              |
|       | Total            | 17        | 18.4%   | 18.4%         |                    |

Table 5.8 provides the types of jobs the people who work in companies mentioned above do.

**FIGURE 5.18**

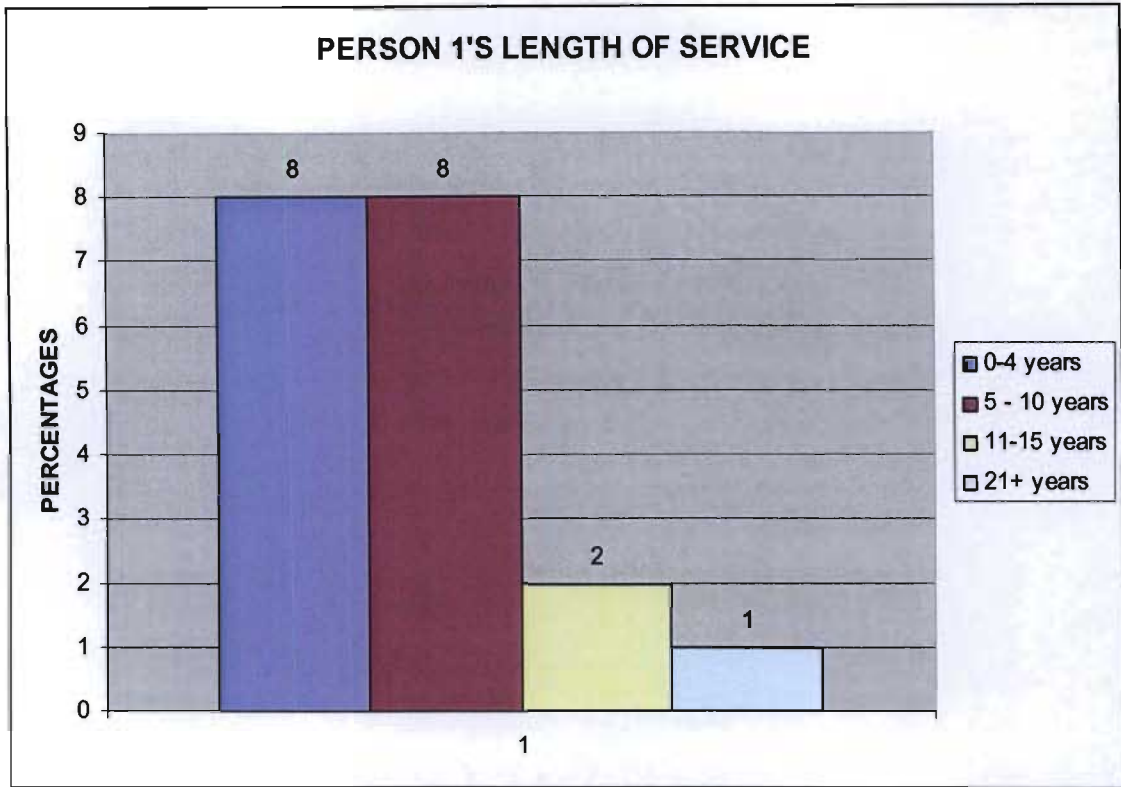
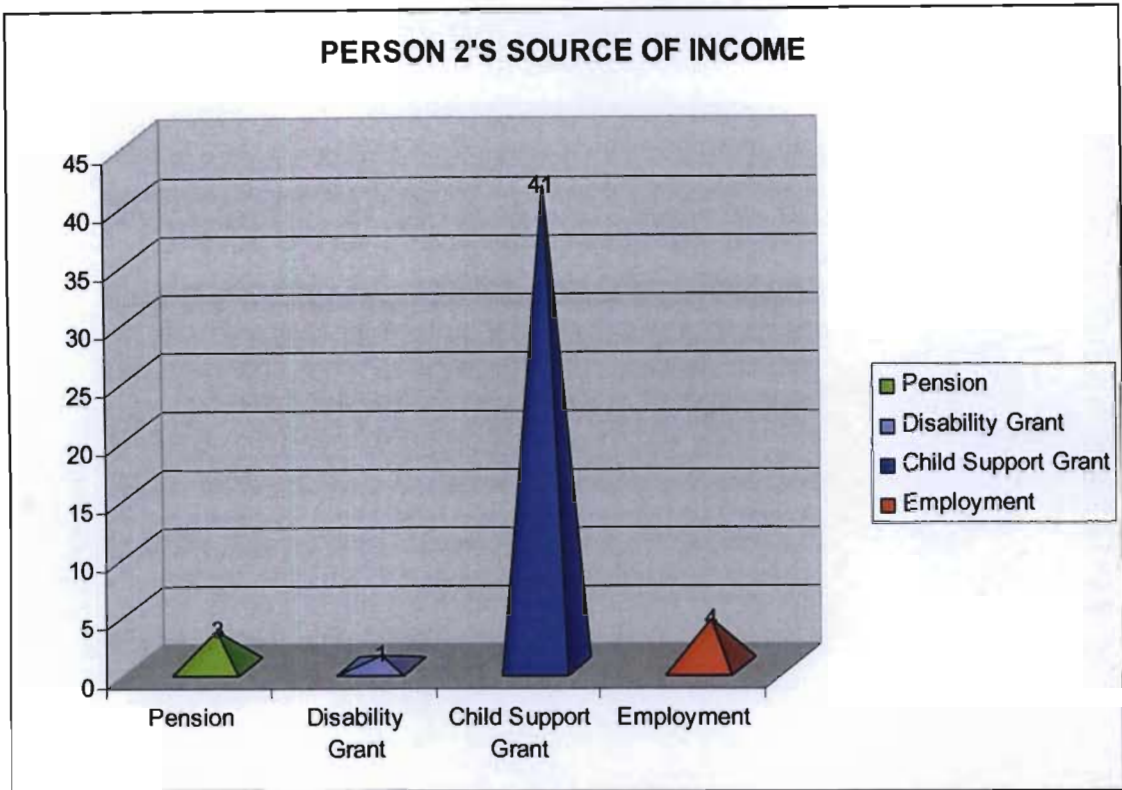


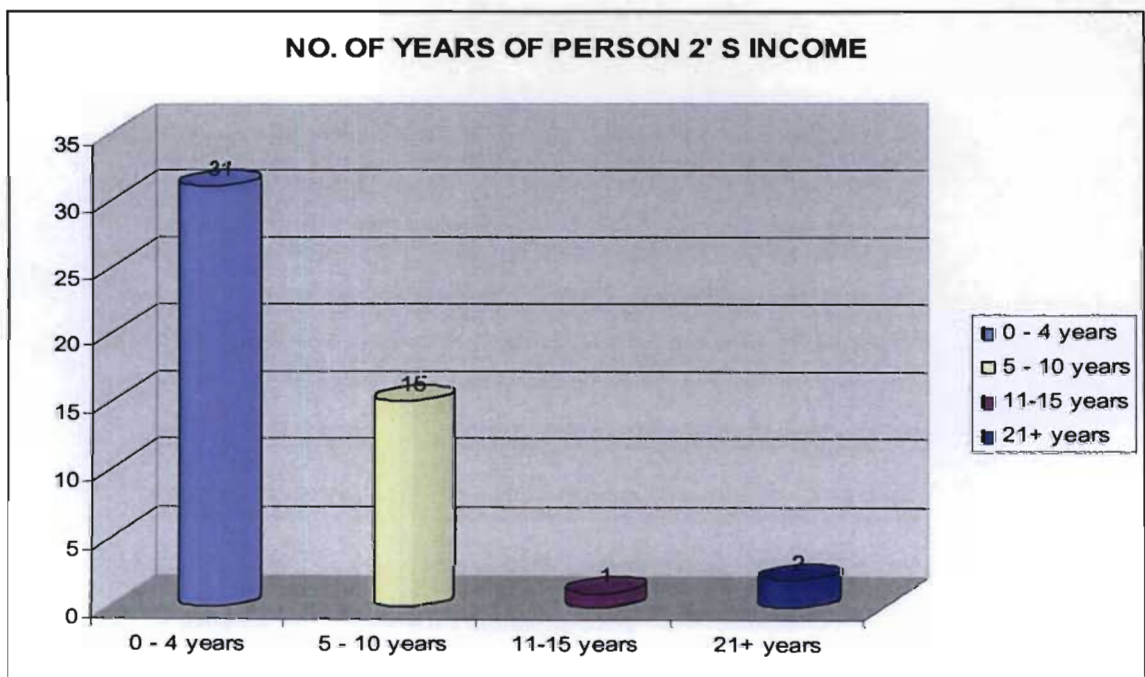
Figure 5.18 illustrates that 8% other persons living with a respondent have been receiving income amongst the year's 0 to 4 and 5 to 10 years

**FIGURE 5.19**



This diagram reveals that CSG is a leading source of income in this category with a total of 41 people who receive it. The total of those who are employed is 4 whereas 3 of them receive pension. Only 1 person receives disability grant.

**FIGURE 5.20**



The leading percentage (31%) represents those persons who had received income between 0 and 4 yrs. The second largest is 15% representing persons who had received income between 5 and 10 years. Only 1 % between 11 & 15 years and 2% had received it for more than 21 years.

**TABLE 5.9: PERSON 2' S MONTHLY AMOUNT**

**MONTHLY AMOUNT**

|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| R100.00 - R900.00   | 39        | 41.1    | 41.1          | 91.6               |
| R1000.00 - R2000.00 | 7         | 7.4     | 7.4           | 98.9               |
| R3100.00 - R4000.00 | 1         | 1.1     | 1.1           | 100.0              |
| Total               | 47        | 49.6%   | 49.6%         |                    |

Table 5.9 reveals that 41% of other persons living with a respondent earn an income below R1000.00 per month. They do it through CSG, 7% of which receive an income above R1000.00 but lesser than R2000.00 through pension and disability grant. Only 1% represents those employed in other companies, which is not the tourism project in question.

**TABLE 5.10**

**NAME OF COMPANY/ ENTERPRISE**

|                        | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Valid Bhejane Security | 1         | 1.1     | 1.1           | 1.1                |
| Cato Ridge Electrical  | 1         | 1.1     | 1.1           | 2.1                |
| Country Wood           | 1         | 1.1     | 1.1           | 3.2                |
| Joey's Garden Service  | 1         | 1.1     | 1.1           | 4.2                |
| Zenzele Store          | 1         | 1.1     | 1.1           | 100.0              |
| Total                  | 5         | 5.5%    | 5.5%          |                    |

Table 5.10 reveals other places of employment available in the area. This trend suggests that another 6% (persons living with a respondent) which, when added to 18.4% identified earlier on, gives a total of 24%. These figures are highly bigger than the numbers the researcher got when enquiring about the employment rate before the

project was introduced and even when compared to the figures of those who were employed when the project was functional.

**TABLE 5.11**

**Type of job held**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Cashier        | 1         | 1.1     | 1.1           | 1.1                |
|       | Deck Fitter    | 1         | 1.1     | 1.1           | 2.1                |
|       | Electrician    | 1         | 1.1     | 1.1           | 3.2                |
|       | Gardener       | 1         | 1.1     | 1.1           | 4.2                |
|       | Security Guard | 1         | 1.1     | 1.1           | 100.0              |
|       | Total          | 5         | 5.5     | 5.5           |                    |

Table 5.11 reveals careers of the other people living with a respondent in a household. It specifies the type of jobs they do even though it is in small percentages. There is only one person per type of job specified, adding up to just above 5% in total.

**FIGURE 5.21**

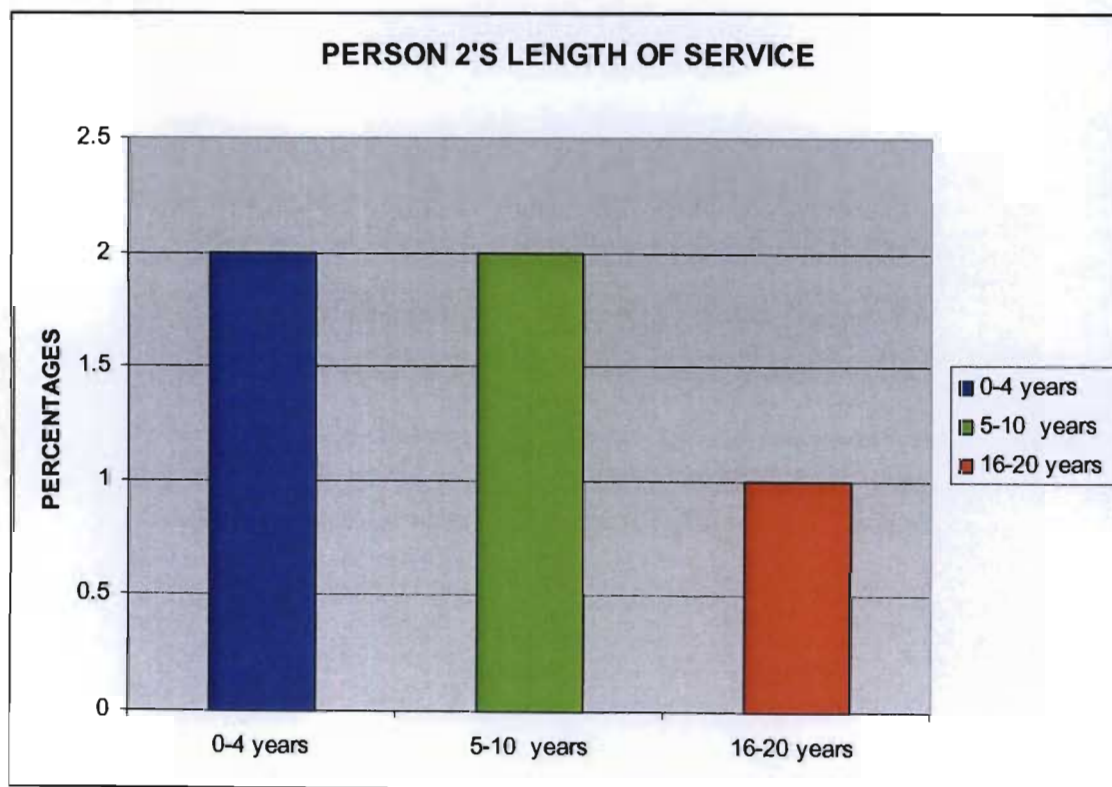




Figure 5.21 reveals that there are equal numbers of people constituting 2% who have been employed for a period between 0 to 4 years and 5 to 10 years. Only 1% has worked for more 16 years.

**FIGURE 5.22**

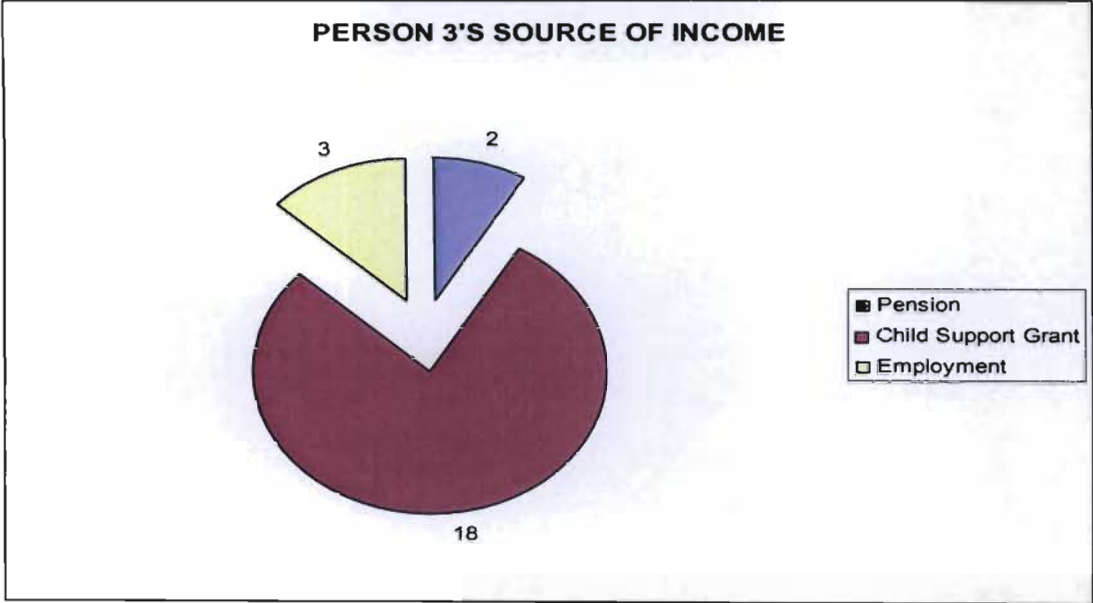


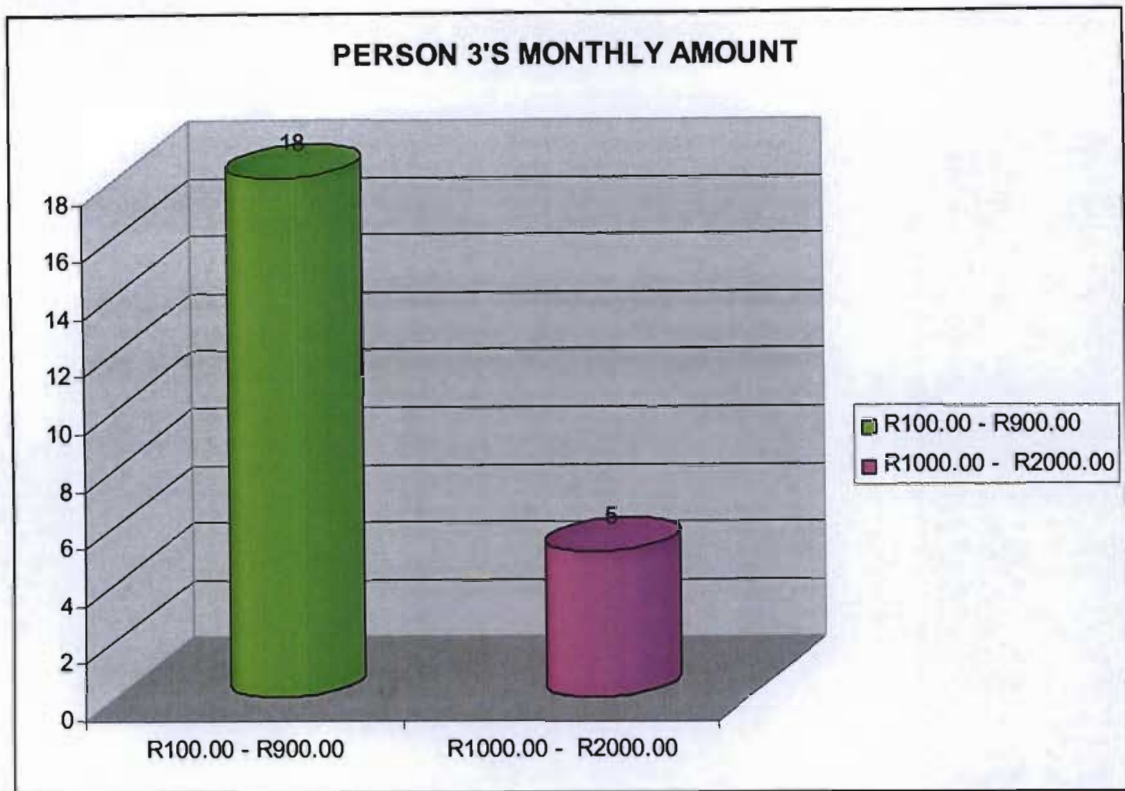
Figure 5.22 reveals that the major source of a person 3's income is CSG (about 18 people), 3 people are employed and 2 receive pension.

**FIGURE 5.23**



The figure above reveals that 14% are people who have received income between 0 and 4 years. The second highest number (8%) is for those persons who had received income between 5 and 10 years. Only 1% had received income from 16 years upwards.

**FIGURE 5.24**



The largest number (18) here represents those persons earning an income between R100.00 and R900.00 per month. As the family members increase in each household, figures indicate that very few people are financially autonomous.

**TABLE 5.12**

**NAME OF COMPANY/ ENTERPRISE**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Pick n Pay | 1         | 1.1     | 1.1           | 100.0              |
| Total      |           | 100.0   | 100.0         |                    |

Table 5.12 reveals only one company as a source of employment yet in fig 5:26 it appears that there are two income brackets. The source of income for the second respondent to this question is CSG.

**TABLE 5.13****TYPE OF JOB HELD**

|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Cash Office Lady | 1         | 1.1     | 1.1           | 1.1                |
|       | Total            | 1         | 100.0   | 100.0         |                    |

Table 5.13 provides only one type of job held since the rest of the people are dependent on CSG as their source of income.

**TABLE 5.14****LENGTH OF SERVICE**

|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | 3 years | 1         | 1.1     | 1.1           | 1.1                |
|       | Total   | 95        | 100.0   | 100.0         |                    |

Table 5.14 reveals that person 3 has been part of the active working class for a period of 3 years. This trend indicates that most people covered by the study have very limited number of years working. As the number of years increases, the number of people who have been in a labour force decreases.

**FIGURE 5.25**



This figure also shows CSG leading with 6% whereas people receiving pension only form 1%.

**TABLE 5.15**

**NO. OF YEARS**

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| valid | 0 – 4 years  | 5         | 5.3     | 5.3           | 98.9               |
|       | 5 – 10 years | 1         | 1.1     | 1.1           | 100.0              |
|       | Total        | 6         | 6.4     | 6.4           |                    |

This table indicates that 5% of people have been receiving income for a period between 0 and 4 years. Only 1% has made it between 5 and 10 years. This trend suggests that, just above 6% (person 4) have received income in a period between 0 and 10 years.

**FIGURE 5.26**

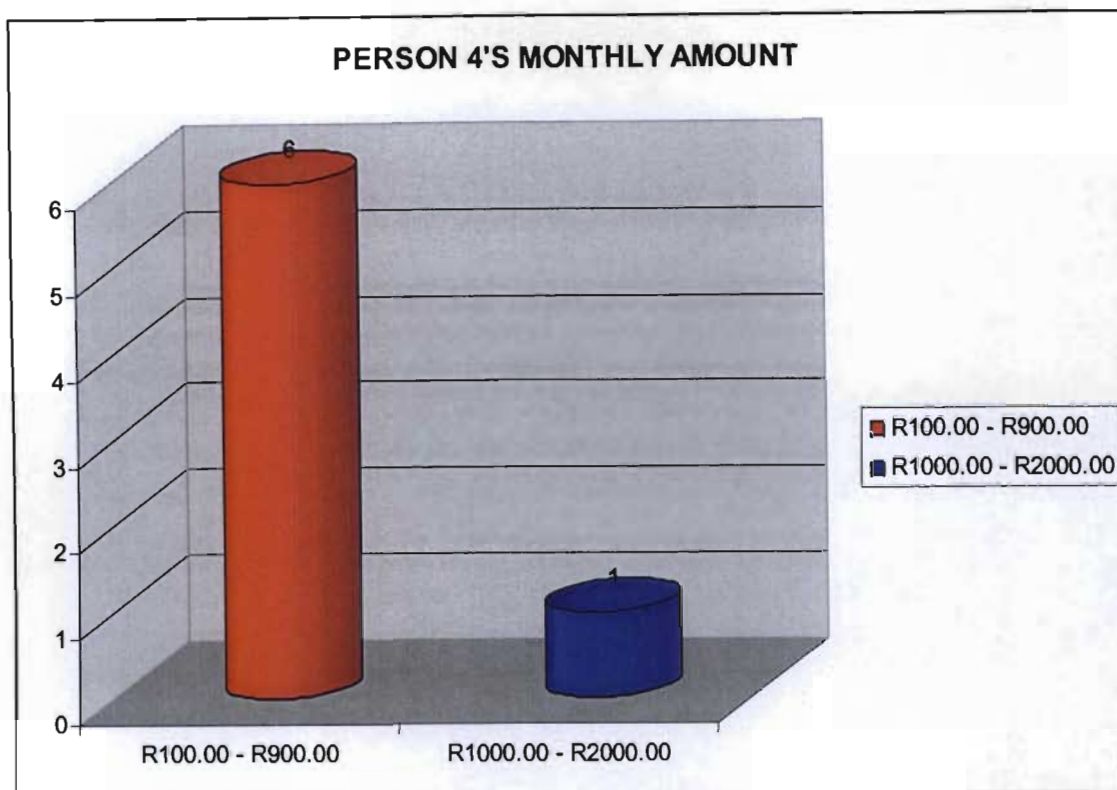


Figure 5.26 reveals that income received by person 4 has been grouped into two. The biggest number (6%) represents persons who earn an amount ranging from R100.00 to R900.00 and the source of income being CSG. Only 1% receives more than R1000.00 (from pension) per month in this category.

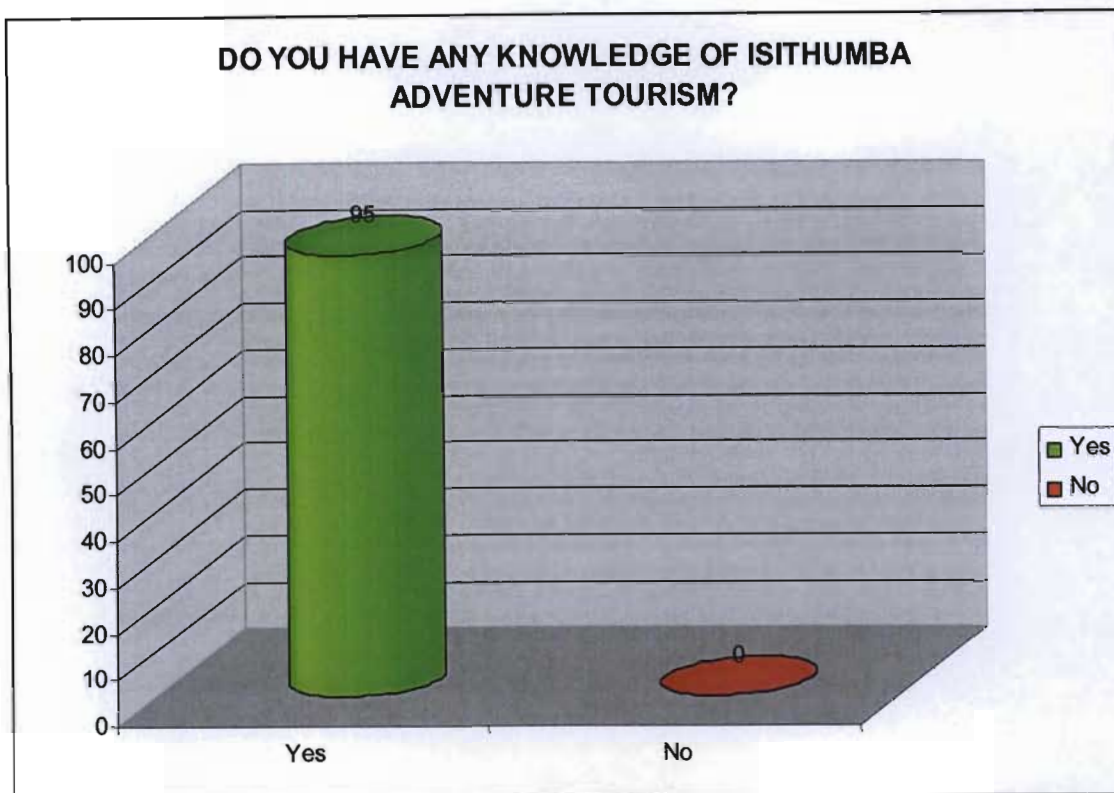
**TABLE 5.16**

**PERSON 5'S SOURCE OF INCOME**

|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Child Support Grant | 3         | 3.2     | 3.2           | 100.0              |
| Total               | 95        | 100.0   | 100.0         |                    |

Table 5.16 reveals that the only source of income for person 5 in a household is CSG. The figure above indicates that only 3% receive a monthly income through CSG. However it is important to note that these people are unemployed but receive CSG from the government's Department of Social Welfare.

**FIGURE 5.27**



The total 100% respondents know about Isithumba Adventure Tourism. Some of the reasons provided as to how they know about the project are quoted below:

These are the views of different respondents:

*“Isithumba Adventure tourism is a place where tourists used to meet tour guides to show them around the village.”*

*“I think Isithumba Adventure tourism is a tourist information centre because I have seen tourists especially white people visiting that place and sleep over.”*

*“It’s a tourist’s village that was built in my area some years ago.”*

*“I don’t know anything much except that the place has been visited by tourists from different countries.”*

*“I used to make beads to be sold to tourists that visited the tourism centre and generated income for my family.”*

*“Isithumba is a tourism information centre. My youngest daughter is amongst the girls who used to perform traditional dances for the tourists and received tips for the entertainment they provided.”*

Due to time constraints and limited space, the researcher could not quote all the respondent’s answers but categorised and summarised them in table 5.17

**TABLE 5.17**

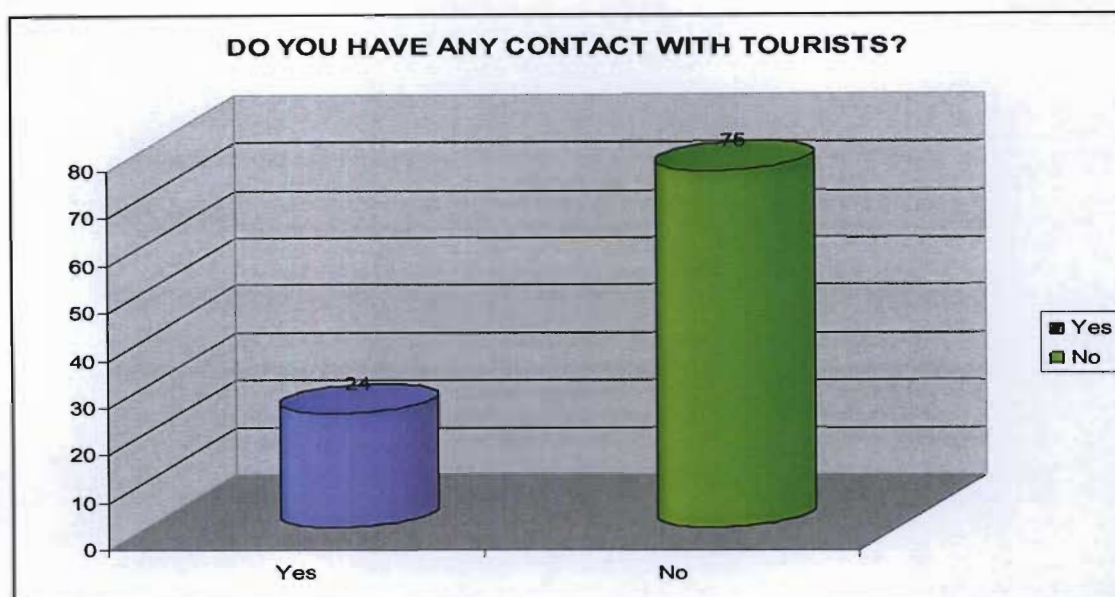
**EXPLAIN YOUR ANSWER**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | Tourist Information Centre                        | 28        | 29.5    | 29.5          | 29.5               |
|       | A place where tourists meet Tour Guides           | 14        | 14.7    | 14.7          | 44.2               |
|       | A place visited by tourists                       | 44        | 46.3    | 46.3          | 90.5               |
|       | A place that provides tourists with accommodation | 9         | 9.5     | 9.5           | 100.0              |
|       | Total   | 95        | 100.0   | 100.0         |                    |

Table 5.16 reveals that the highest number (46%) of respondents knows Isithumba Adventure tourism as a place visited by tourists. The second largest percentage (30%) represents the number of people who gave Tourism Information Centre as an answer to a question that required them to explain their knowledge of Isithumba, 15 % of these people provided a response which, when summarised, means that it’s a place where tourists meet Tour Guides, the lowest percentage (10) knows it as a place that provides tourists with accommodation.



**FIGURE 5.28**



The highest percentage (75%) given in the figure above, are people who have no contact with tourists. The remaining 24% do have contact with tourists. Some of the answers provided on the nature of contact they have with the tourists are quoted below:

This is what the respondents from the households visited by the researcher had to say:

*“The tourists had once spent a night in my own home; some had come to my house for the traditional meals I had been asked to prepare for them and drank the sorghum beer which I had also brewed.”*

*“The tourists always bought their bottled water and cool drinks from my shop.”*

*“I was doing my Tour Guiding practical at Isithumba adventure tourism, so I had an opportunity to meet tourists’ everyday.”*

**TABLE 5.18**

**NATURE OF CONTACT**

|       |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| valid | They bought craftwork and beadwork I sold        | 5         | 5.3     | 5.3           | 81.1               |
|       | I hosted tourists in my own home                 | 7         | 7.4     | 7.4           | 88.4               |
|       | We met at local sheebens and shops               | 4         | 4.2     | 4.2           | 92.6               |
|       | Provided entertainment for the tourists          | 4         | 4.2     | 4.2           | 96.8               |
|       | Traditional Healer/ Isangoma visited by tourists | 2         | 2.1     | 2.1           | 98.9               |
|       | I did my internship as a tour guide at Isithumba | 1         | 1.1     | 1.1           | 100.0              |
|       | Total  | 23        | 24.3%   | 24.3%         |                    |

This table displays that the biggest percentage (7%) are people who have had a chance to host tourists in their own homes. The second biggest percentage is (5%) which represents the people who sold craftwork and beadwork to tourists. The entertainers (Zulu dancers) and those persons who met tourists at local shops and sheebens constitute 4% each. A traditional healer and Isangoma only make a contribution of 2% to the figures.

**TABLE 5.19****IN YOUR VIEW HAS CRIME IN THE AREA INCREASED SINCE THE PROJECT WAS INTRODUCED?**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | Crime has not increased<br>No reasons given                                     | 39        | 41.0    | 41.0          | 41.0               |
|       | Crime has increased<br>No reasons given   | 25        | 26.3    | 26.3          | 67.3               |
|       | Crime has been worsened by outsiders flocking into the area                     | 5         | 5.3     | 5.3           | 72.6               |
|       | Crime is exacerbated by local people who felt they were left out of the project | 5         | 5.3     | 5.3           | 77.9               |
|       | High rate of unemployment causes crime to increase                              | 21        | 22.1    | 22.1          | 100                |
|       | Total   | 95        | 100.0   | 100.0         |                    |

Table 5.19 reveals that the majority of the respondents believe that crime has risen in the area. The number of these respondents amounts to 59% whereas the remaining 41% believe it has not increased.

**TABLE 5.20**

**HOW HAS YOUR LIFE CHANGED SINCE THE PROJECT WAS INTRODUCED?**

Before answers can be presented in a form of a table the researcher will quote few responses given by respondents.

*“My life has not changed. Only the people who were employed in the project benefited. They earned a salary.”*

*“I had income through this project because tourists did buy my beadwork they found selling at the centre.”*

*“I have had a chance to meet a lot of people from different countries of the world, interacted with them and exchanged contact details. The project gave me a chance to show the tourists how hospitable South Africans can be through excellent service delivery.”*

*“The project brought hope to our children of job creation however it is sad that, that is not achieved by the project. The project was running smoothly until the sudden death of the Manager, Mr Ernest Duma. Everything started falling apart afterwards. There is high unemployment rate in this area, seeing this project fading away leaves us with no hope for the future of our children.”*

*“My grandchildren used to bring money they obtained from the tourists for providing entertainment. In that way, the whole family benefited because we always had money to buy bread and milk for the entire family.”*

**TABLE 5.20****HOW HAS YOUR LIFE CHANGED SINCE THE PROJECT WAS INTRODUCED?**

|       |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | I have acquired skills e.g. communication, etc                             | 10        | 10.5    | 10.5          | 10.5               |
|       | I have not benefited anything from the project                             | 63        | 66.3    | 66.3          | 76.8               |
|       | My family has benefited from the project economically                      | 7         | 7.4     | 7.4           | 84.2               |
|       | The practice of nepotism made certain individuals benefit from the project | 1         | 1.1     | 1.1           | 85.3               |
|       | Job creation   | 1         | 1.1     | 1.1           | 86.3               |
|       | It has created business opportunities for local entrepreneurs              | 9         | 9.5     | 9.5           | 95.8               |
|       | I have received gifts from the tourists                                    | 4         | 4.2     | 4.2           | 100.0              |
|       | Total  | 95        | 100.0   | 100.0         |                    |

The table above reveals that the largest number (66%) of the sample selected for the study has not benefited anything from the project. Their lives are still the same as they were prior to the introduction of the project in their area. However, 11% of people have acquired skills for example, communication, whilst 10% of people are of the idea that the project brought about entrepreneurial opportunity for the local people. Some people have not benefited directly from the project, for example (7%) in the table above represents the number of people whose families have benefited from the project... About 1% believes that the project created job opportunities for the local people. Another 1% felt that the practice of nepotism made people benefit from the project.

## 5.6 ANALYSIS OF RESULTS

The information provided by both Induna and the Councillor, compared to the results based on what the people who had been employed in the project, indicates that there has been a very minimal impact that the project has made on the lives of the people. The unemployment rate was high in the area prior to the project although few people do get employment opportunities from the nearby towns e.g. Pinetown and Hillcrest. If the number of people employed in the project is put in relation to the entire community (roughly 2000 people), it would provide employment to only 0,3%. This means, that even if the project was operational, it would have a very minimal impact in the lives of the people of Isithumba.

Figures for the survey conducted in 100 households revealed that more people are employed in other companies than in the tourism project. The number of people employed by other companies (34) (11 respondents plus 23 other persons) is much bigger than the 7 which is the number of people who were employed by the project.

The study reveals that only 12% of respondents are employed but 76% (72 in actual digits) of them live in a household, where at least one other person is earning an income and 18% (in actual figures 23) do so through employment, 28% CSG, 20% pension and 11% disability grant. Only 24% (23 in actual digits) do not receive any form of income. So the unemployment rate in this area is at 94% because according to the employment figures provided, only 6% is employed. At present people who depend on income make up 6% which means that the other 22% (124 in actual figures) that receives income do so through pension, disability grant and CSG.

Figure 5.5 indicated earlier on that the majority of respondents are unemployed since 82% responded with a NO whereas 13% said YES, when asked if they do receive income. This trend provides clarity as to why the researcher referred to the study area as one characterised by high unemployment rates. The percentage (94) of people who are unemployed among residents is very high. Even those who had been employed in the project, some of them are currently not working due to the fact the project had stopped functioning due to societal problems that emanated whilst the project was on and after the death of the Manager Mr Ernest Duma (see Appendix 3).

Figure 5.10 revealed that the largest numbers of people who have absolutely no income are between the ages 26-35 years. These are the people who are still fresh and energetic, perceived to be smarter and who can make a huge increase on production should they be employed. These are the crucial years when one take serious decisions in shaping up his /her life. Most people start families at this stage. It is saddening to learn that these people have no income as they are not employed. One question that strikes my mind is when would they contribute to the country's Gross Domestic Product? Chances are, some of them may end up not being part of the South African labour market if they wait only solely for the purpose of getting employed. This is the stage that requires a person who is within job market field to work extremely well to get promotions while you can still deliver.

## **5.7 CONCLUSION**

This chapter reported the results of the survey conducted by the researcher. The basis for the analysis of results was the use of tables and graphs extorted by means of the statistical programme SPSS 15.0. The researcher identified that the area being studied is characterised by high unemployment rate which has resulted in a number of people depending on Child Support Grant and Pension as major sources of income. Tourism around the world gives rise to employment opportunities and thereafter improves the economic status of the society. However, the results of this study prove that there is a minor socio-economic impact of the CBT project in the entire community of Isithumba in KwaXimba Tribal Authority. Appendix 3 (Ilanga Newspaper Article dated 4-6 November 2010) highlights some of the reasons given by respondents in this study on why their lives have not changed, even when there is a project within their community aimed at making their lives better. The article further provides the reasons that led to the failure of the project. The major reason provided by the community is that the whole project was politicised and local people had been sidelined. Active participation and clearly identified roles are measures of concern by the society. They believe that if all principles of participation in CBT were in place, the society would have bared economic benefits and poverty would have been somehow alleviated.

# **CHAPTER SIX**

## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **6.1 INTRODUCTION**

This chapter aims at presenting the summary of the thesis contents, conclusions and recommendations regarding the study that focused on the impact of a community based tourism (CBT) project through an analysis of the Isithumba Adventure Tourism case.

### **6.2 SUMMARY**

Chapter one sets out the scenes for the unfolding of the subsequent chapters so that the reader would have some sense of direction as to what to expect. An overview of this thesis has been presented by stating how the whole thesis is organised. This dissertation commenced by providing the background information with regards to the introduction of Tourism in South Africa and other Third World countries.

The second Chapter focuses on the Literature currently available. This chapter looks at what has been done and published by others in order to sharpen and deepen the theoretical framework of this research. In order to achieve this, the researcher has divided this chapter according to the following sequence. Firstly, the definition of terminology is included. The second part of this chapter discusses tourism as a form of development. Thirdly, the role of tourism in poverty alleviation is discussed. The fourth part discusses the downside of tourism. The fifth part of this chapter focuses on community development through tourism. The sixth section covers the economic, socio-cultural and the environmental impact of CBT. The last part discusses the challenges of tourism development.

The third Chapter discusses the theories of development selected for the study. In order to provide an overview of how theories of development emerged, chapter three started with the discussion of each of four development paradigms namely; Modernisation, Dependency, Economic neoliberalism and Alternative development.



The fourth Chapter focuses on the research methods this study will employ. It also provides details on the research method chosen, the methods used to gather data and techniques for data analysis. This chapter describes the processes and procedures followed by the researcher when conducting her research study. Major areas that the study focuses on include the methodological approach, sampling framework and research instrument utilised for data collection. It further outlined the means of data analysis and research expectations.

Chapter five focuses on the summary of results and analysis of the hypothesis. In this chapter the analysis of data collected is presented. This chapter gives an account of findings and demonstrate them through the use of frequency tables and graphical presentations. The analysis of data is done through SPSS 15.0 (the statistical software). The last chapter summarises, draws conclusions and makes recommendations as well as suggestions for the study.

### **6.3 CONCLUSIONS**

This dissertation has embarked on understanding the impact of CBT projects on the lives of Isithumba community. The research findings in chapter five have made it possible for the researcher to draw conclusions on the subject. The researcher can therefore conclude that, the project which was perceived by the community to bring about positive economic, socio-cultural and environmental effects has produced lower results than anticipated. Even though it was hypothesised that the impact of the tourism project would be minimal, the researcher expected this hypothesis to be proved incorrect. It is evident that this project has not benefited the community as it supposed to be. The researcher expected numerous job opportunities to have been created by the project, but instead the employment opportunities created by this particular project were very few. Those who had been directly involved have witnessed positive spin-offs in a form of job creation, entrepreneurial opportunities and skills development. However, the rest of the local community found the project not beneficial to them. Important areas in the people's responses marked by the researcher include, the crime rate increase, the outsiders flocking into the village and

causing crime scenes, crime exacerbated by local people who felt they were left out of the project, high rate of unemployment and frequent occurrences of crime.

To expand on the point where local people are full of anger because they feel they had been left out, the newspaper article (appendix 3) bears testimony to this by further indicating that the community feels that the interference of the political leaders and the exclusion of the local community in the management of the project have crippled the project. Appendix 2 reveals that decisions are taken by external professionals on behalf of the Isithumba community. The researcher then concludes that, according to Pretty's Typology of Participation (see Fig 3.1:43), the community has forcefully practiced what we call passive participation.

The economic prospects of the project however, raise hopes for the society as it offers a potential to help alleviate poverty even though it is currently measured at very low scale. In a long run, this project can have a positive socio-cultural impact, provided, the community is included in the planning process, as the newspaper article (appendix 3) indicates that the Department of Economic Affairs and Tourism in KwaZulu-Natal, through the voice of Mr Bheko Madlala, confirmed that they are working on the matter to ensure that the project is refurbished to benefit the local people.

Community based tourism projects can be used as a tool for creating sustainable positive economic benefits for communities. Government has to play a big role in ensuring that such projects exist and survive because of the results that they may yield, like the reduction of unemployment. It is also important to ensure that the government only plays a supportive role and not a controlling one, since this will interfere with the whole objective of such a project. The government and other stakeholders also have to work hand in hand in ensuring that all the necessary elements that are required for such projects are made available, be it financial assistance or information and advice.

## 6.4 RECOMMENDATIONS

Given the fact that the project is dysfunctional due to the lack of participation in decision making by local people, it is proper to recommend that in any developmental project that takes place in the area, the host community should be included in all sectors to avoid problems that emanate from less participation or exclusion of the locals and the destruction of a project in which a lot of money has been invested.

This project alone can never be regarded as the only source of employment. Therefore more developmental projects that may have high economic benefits must be considered to help reduce the high unemployment rate, as it is shown in the figures that appear in chapter five. Apart from projects brought to the people by outsiders, local people themselves must stand up and fight poverty by considering, for example, farming since they have plenty of land where they can plough their crops.

It is important that communities cover all the necessary steps to ensure that their tourism projects are built on solid foundations. The most important of these steps would be to get all the proper training as provision for human resources, from the highest management position to the lowest level. Skills development strategies should be put in place to provide for the skills that are not available in the community. The projects must also be managed in a transparent manner. All vacancies must be advertised publicly and the most suitable must be employed. The above practices will minimize chances for corruption, nepotism and will create trust.

**APPENDIX 1:  
SURVEY QUESTIONNAIRE**

**THE IMPACT OF A COMMUNITY BASED TOURISM PROJECT ON VILLAGE.**

PLACE: \_\_\_\_\_ RESPONDENT NO: \_\_\_\_\_

**CATEGORY A: PERSONAL DETAILS**

Please answer the questions as honestly as possible and remember that your responses are absolutely confidential.

Place an X in an appropriate answer.

1. Gender

|        |  |
|--------|--|
| Male   |  |
| Female |  |

2. Age

|         |           |           |           |           |         |
|---------|-----------|-----------|-----------|-----------|---------|
| <25 yrs | 26-35 yrs | 36-45 yrs | 46-55 yrs | 56-65 yrs | 66 yrs+ |
|         |           |           |           |           |         |

3. Highest Education Passed

|                                    |  |
|------------------------------------|--|
| None                               |  |
| Primary School Education           |  |
| Secondary Education up to Grade 11 |  |
| Matric                             |  |
| Diploma / Degree (Specify)         |  |
| Other (Specify)                    |  |

4. How long have you been living in this area?

|        |          |           |           |         |
|--------|----------|-----------|-----------|---------|
| >5 yrs | 6-10 yrs | 11-15 yrs | 16-20 yrs | 21 yrs+ |
|        |          |           |           |         |

5. If not born here, when did you move here?

|        |          |           |           |         |
|--------|----------|-----------|-----------|---------|
| >5 yrs | 6-10 yrs | 11-15 yrs | 16-20 yrs | 21 yrs+ |
|        |          |           |           |         |

6. What was the reason you moved here?

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7. Are you currently employed?

|     |    |
|-----|----|
| YES | NO |
|     |    |

8. If employed, please indicate:

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

9. What are your sources of income?

|                     | No. of Years | Monthly amount |
|---------------------|--------------|----------------|
| Pension             |              |                |
| Disability Grant    |              |                |
| Child Support Grant |              |                |
| Employment          |              |                |

10. How many people live in this household in total?

|           |            |            |              |            |
|-----------|------------|------------|--------------|------------|
| >4 people | 5-7 people | 8-9 people | 10-12 people | 13 people+ |
|           |            |            |              |            |

11. What is their relationship to you?

|                |  |            |  |        |  |
|----------------|--|------------|--|--------|--|
| Spouse/Partner |  | Grandchild |  | Parent |  |
| Child          |  | Sibling    |  | Other  |  |

12. Do any of them earn an income?

|     |    |
|-----|----|
| YES | NO |
|     |    |

13. Please indicate Person1's sources of income.

|                     | No. of Years | Monthly amount |
|---------------------|--------------|----------------|
| Pension             |              |                |
| Disability Grant    |              |                |
| Child Support Grant |              |                |
| Employment          |              |                |

14. If employed, please indicate:

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

15. Please indicate Person2's sources of income.

|                     | No. of Years | Monthly amount |
|---------------------|--------------|----------------|
| Pension             |              |                |
| Disability Grant    |              |                |
| Child Support Grant |              |                |
| Employment          |              |                |

16. If employed, please indicate:

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

17. Please indicate Person3's sources of income.

|                     | No. of Years | Monthly amount |
|---------------------|--------------|----------------|
| Pension             |              |                |
| Disability Grant    |              |                |
| Child Support Grant |              |                |
| Employment          |              |                |

18. If employed, please indicate

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

19. Please indicate Person4's sources of income.

|                     | No. of Years | Monthly amount |
|---------------------|--------------|----------------|
| Pension             |              |                |
| Disability Grant    |              |                |
| Child Support Grant |              |                |
| Employment          |              |                |

20. If employed, please indicate:

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

21. Please indicate Person5's sources of income.

|                     | No. of Years | Monthly amount |
|---------------------|--------------|----------------|
| Pension             |              |                |
| Disability Grant    |              |                |
| Child Support Grant |              |                |
| Employment          |              |                |

22. If employed, please indicate:

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

23. Do you have any knowledge of the Isithumba Cultural Village (Isithumba Adventure Tourism)? YES or NO? Explain your answer.

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24. Do you have any contact with tourists? YES or No? Please provide the nature of that contact.

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25. In your view, has crime in the area increased since the project was introduced?

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26. How has your life changed since the project was introduced?

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**THANK YOU FOR YOUR PARTICIPATION**



## APPENDIX 2

### SUPPLEMENTARY QUESTIONNAIRE

THE IMPACT OF A COMMUNITY BASED PROJECT ON POVERTY ALLEVIATION: A CASE STUDY OF THE ISITHUMBA ADVENTURE TOURISM VILLAGE.

PLACE: \_\_\_\_\_ RESPONDENT NO: \_\_\_\_\_

Please answer the questions as honestly as possible and remember that your responses are absolutely confidential.

Place an X in an appropriate answer.

#### 1. Gender

|        |  |
|--------|--|
| Male   |  |
| Female |  |

#### 2. Age

| <25 yrs | 26-35 yrs | 36-45 yrs | 46-55 yrs | 56-65 yrs | 66 yrs+ |
|---------|-----------|-----------|-----------|-----------|---------|
|         |           |           |           |           |         |

#### 3. Education

|                                    |  |
|------------------------------------|--|
| None                               |  |
| Primary School Education           |  |
| Secondary Education up to Grade 11 |  |
| Matric                             |  |
| Diploma / Degree (Specify)         |  |
| Other (Specify)                    |  |

4. Occupation

No. of Years

|                 |  |  |
|-----------------|--|--|
| Unemployed      |  |  |
| Domestic        |  |  |
| Labourer        |  |  |
| Business owner  |  |  |
| Technician      |  |  |
| Pensioner       |  |  |
| Professional    |  |  |
| Artisan         |  |  |
| Manager         |  |  |
| Other (Specify) |  |  |

5. Source of income

| SOURCE              | AMOUNT BRACKET (e.g. between 1000 -3000) | COMPANY NAME |
|---------------------|--|--------------|
| Wages               |  |              |
| Disability grant    |  |              |
| Child support grant |  |              |
| Pension             |  |              |
| Informal income     |  |              |
| Other (Specify)     |  |              |

6. How long have you been living in this area?

| >5 yrs | 6-10 yrs | 11-15 yrs | 16-20 yrs | 21 yrs+ |
|--------|----------|-----------|-----------|---------|
|        |          |           |           |         |

7. Which other jobs did you consider before applying for this one?

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8. Are you currently involved in the project called Isithumba Adventure Tourism?

| YES | NO |
|-----|----|
|     |    |

9. If YES, what is your current role in this project?

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10. If NO, were you involved in the project before?

| YES | NO |
|-----|----|
|     |    |

11. What role did you play in the project?

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12. How is this project benefiting you, if no more benefiting you, what have you benefited from it?

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13. Were you employed prior to involvement in the project?

| YES | NO |
|-----|----|
|     |    |

14. If you were employed, please indicate:

|                             |  |
|-----------------------------|--|
| Name of company/ enterprise |  |
| Type of job held            |  |
| Length of service           |  |

15. What was your income prior to involvement in the project?

|                 |  |
|-----------------|--|
| Less than R1000 |  |
| R1000-R3900     |  |
| R4000-R6900     |  |
| R7000-R9900     |  |
| R10000 upwards  |  |

16. What is your income now?

|                 |  |
|-----------------|--|
| NONE            |  |
| Less than R1000 |  |
| R1000-R3900     |  |
| R4000- R6900    |  |
| R7000-R9900     |  |
| R10000 Upwards  |  |

17. Are you experiencing any difficulties in this area because of the project mentioned in Question 9?

| YES | NO | DON'T KNOW |
|-----|----|------------|
|     |    |            |

18. If YES, briefly explain these difficulties.

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19. What could be done to resolve these difficulties?

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20. Describe your experiences of participating in this project.

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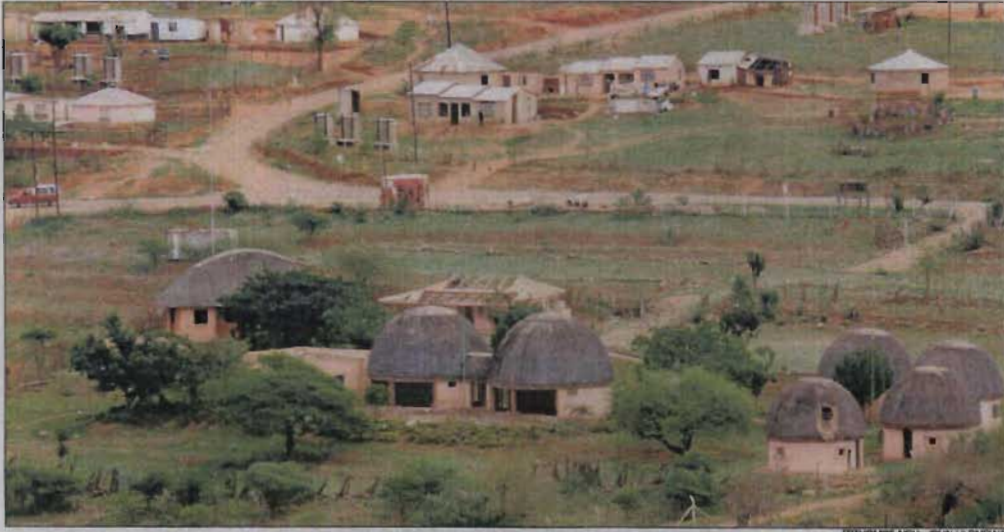


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THE END

THANK YOU FOR YOUR PARTICIPATION

APPENDIX 3  
NEWSPAPER ARTICLE



ETHOMBE NGU JOHN HLONGWA

KHUNGO sezokuvakasha ebesithwele amathamba mphakathi okudala amathuba omsebenzi sesiphenduke isabaya sezinkomo.

ERIC MDIYANE

SESIIPHENDUKE isabaya sezinkomo ngenxa yokugambulela kwa-bezombusazwe lekhungo sezokuvakasha esigine sivaluwo esidaweni yaseMkhambeni ainduna nabaphuma pheleza kwizilwane.

Ukuphumelela kwephupho lo mphakathi waseSithumba. Kwaximisa isibonakaliso yeTheku, lokho sithuthukisa ngokuzakhele amathuba emisebenzi zokusebenzisa ezokuvakasha, sekuphele emehweni kwasala emhlabaneni. Leli sikhungo okuthiwa ndle ngapherulu kuka R3 million, sakhelwa ngokuphila konyaka wezi-2000.

Ana lungu omphakathi athi akukhona emtsha kokubona izivakashi e-bentolobu zibekele kule ndawo tidonswa yizintaba, uga madwala, wamfala oMngeni namagama azwa ngokuthi yiValley of a Thousand Hills.

Ngokuhamba kwesikhathi ana lungu omphakathi ahlunganele kwakheza ikomiti kaqokwa nabantu abezinokuba izivakashi kule ndawo.

Kobe sekwakhona isithabathaba esibizwa nge-Tourism Centre kholona eSithumba.

Kubikwa ukuthi imali yokuzakhele iqhamuke kwabezokuvakasha, aboMnyango Wezobuciko NokuVakasha ngaleso sikhathi noMkhambeni waseThekwini kuthiwa ubufake isandla kulolu hlobo.

Ekuqaleni kwase kwanamathamba emipilo engcono omphakathini njengoba nentsha ithole amathuba emisebenzi.

Kuphakise abaphakayo, abahlanganele izivakashi, abahlanganele nabasebenzi njengama-Tour guides.

Amagumbi endimile nawengama abethola imali njengoba bekuyizama ababusa izivakashi okuthiwa bezibuthelana kule ndawo.

Leli sikhungo besikhona nakudata baseyoMkhambeni WeTheku njengendawo yokuvakasha okuyisaba kuyona abasuke bene kululi dolobha, ikakhulukazi abaseGermany, England naseMeyi amanye.

Uma ulalele abantu bakhele ndawo bekuxolelwa ngale ndawo, unga ze uthi balanda inganelelene emini nendlela esesiyiso.

Leli sikhungo sesiphenduke isibayokuvakasha ebesithwele amathamba mphakathi okudala amathuba omsebenzi sesiphenduke isabaya sezinkomo.

# Bakhala ngepolitiki ebulala ezokuvakasha

## EZOMPHAKATHI:

Lokhu sekuholele ekufadabaleni kwesikhungo sezokuvakasha.



IMNU/ Mthandeni Buthelezi noMnu Jerome Zondi abebesezinhlakeni zokusebenza.

baya sezinkomo zezimbuzimawa. Kulezi zinyanga ezidule uMphakathi wakhona ubuzintlepele zomphakathi ebenkholona njengoba sesingamaqinane.

Kubikwa ukuthi e-butuza beku ke kufike izintloko zizayise wama mafriji, yimkhulu, amakhabethe nokanye ngoba vele bese kuyizama mazintlepele.

Uma usuphala ngophakathi emagumini esakhelwa, kugcwele ubulungwe bezinkomo, kuyabona kala okuthi vele sezilala khona.

Okuyintambo zikagesi namsar-omandlatheni kubongululeke. Enesiphusini okugcwele kubho ngelwe namke zezinkomo. Igcwele ebhulotshani neribaya, ukukho abasiza izivakashi - sekuyisikhona okuvakasha kuso nezinyaka ezinye ngazi.



SISALE simegubhegubhu kampana isikhungo zokuvakasha eSithumba ebesiyigugu kulo mphakathi.

Abakhokone nabe ndawo abantu banovale lokuthi sekuzoba wumkhono engasethenziselwa ukusidwengula noma ukunquma abantu njengoba kuyisakhona esizise-

abehlukene. Okusididele wukuthi thina sibekwe eseleni kwase kulethwe abantu esingabazi. Mfowethu kuthiwa sibabone nangolulodwa usuku bezokvethulwa emphakathini, "kugcwele uMnu Jerome Zondi eyilanga lekomidi lomphakathi eliqale lezi sikhungo.

Uthi besiyifaka impela imali lezi sikhungo ngokulokhu kufika izivakashi.

"Sive sekuthiwa ikomidi elifakiwa sekuthiwa nendlela yokusebenza ngoba abelungu bese kuthiwa mahangane no-R150 ikhanda le ndoda, singayibali eyokudla nokulala.

"Ngokubona kusiyithi besi bakholobha u-R2 wokungena." kutho uMnu Zondi.

Uthi ekuhambeni kwesithumba-thening lokusebenza lize lehlalendlela esiyimanga kwase kwenzeka nezivakashi.

Okanye abesezikhona omphakathi kwaleso sikhungo uMnu Mthandeni Buthelezi, uthi umphakathi uqeqeshwe ukuze lwengeni ngokuvakasha kwale ndawo.

"Mfowethu yizikhulu esifike kuyimanga phansi le ndawo ngokuthi zizokuba abomphakathi njengoba bekuthiwa singasondeli nokusondela.

"Okubuhlungu sityaboka izithukulu zokuMphakathi zisabalalala emnyama, labo abafike sebefaka unyawo kababalomakali," kutho uMnu Buthelezi.

Uthi omphakathi waseSithumba usulilahile ithamba.

"Impela sibulwe ngababombusazwe abangamato zimbhobo esingelomphakathi weThu" kuyibhe yena.

Okubuhlungu uMnyango Wezokuvakasha kaMnotho Nezole-Vakasha KwaZulu Natal, uMnu Bheko Madlala, ubi selufikele emsebenzi zabo udaba lokudabala kohlolo lwezokuvakasha nokucekela phansi kwaleso sikhungo.

"Njengamanye asizininhlaweni zokuvakasha lo msebenzi ngokubababusa nazo zonke izivakashi," kutho uMnu Madlala.

Uthi Thabo Mofokeng, uMnu Mthandeni WeTheku, ubizise ababuhlanga kuleli phephandaba ngempendulo njengoba ubekade ekhuphelele we-mali ngokuba celi kwakhe kodwa kuzo kwababuyi izikhathi sokasithela engabuyi kumbali wodaba.

## APPENDIX 4

### ISITHUMBA AT A GLANCE



ISITHUMBA Adventure and Tourism Centre is an exciting destination in the heart of the Valley of 1000 Hills, offering accommodation in traditional Zulu beehive huts, facilities for conferences and thrilling outdoor adventure activities like skateboarding and rock-climbing.

The centre is situated near the foot of Isithumba mountain, an imposing dome of rock that overlooks a tranquil stretch of the Umgeni River. It is a unique community tourism initiative that provides people from the surrounding community with an opportunity to earn some much-needed income.

It includes four double-room chalets with bathrooms en suite, a spacious conference centre which accommodates 60 people, dining hall and outdoor boma where guests can be treated to traditional Zulu dancing under the African sky (by arrangement).

Isithumba's location in the midst of the KwaXimba tribal lands makes it a perfect place to show people the traditional Zulu way of life. Guests can visit an authentic Zulu homestead, enjoy a traditional meal or watch a sangoma (traditional healer) in action. The Zulu people have an ancient culture which involves communication with the ancestors, elaborate courtship rituals and vibrant ceremonies.

They are also master crafters specialising in wood carvings, intricate beadwork and clay pots. These items are made in the valley, and

Thousand Hills Escapades



*Ernest Duma welcoming a guest.*

make wonderful gifts to take back home.

Activities available include hiking trails through the bush or along the river. Isithumba mountain is also a well-known rock climbing site with challenging crags for experienced climbers.

The beauty of Isithumba is that, although it is only 45 minutes drive from the centre of Durban, you are deep in traditional Africa where time seems to slow down and the pace of life is measured only by the changing of the seasons.

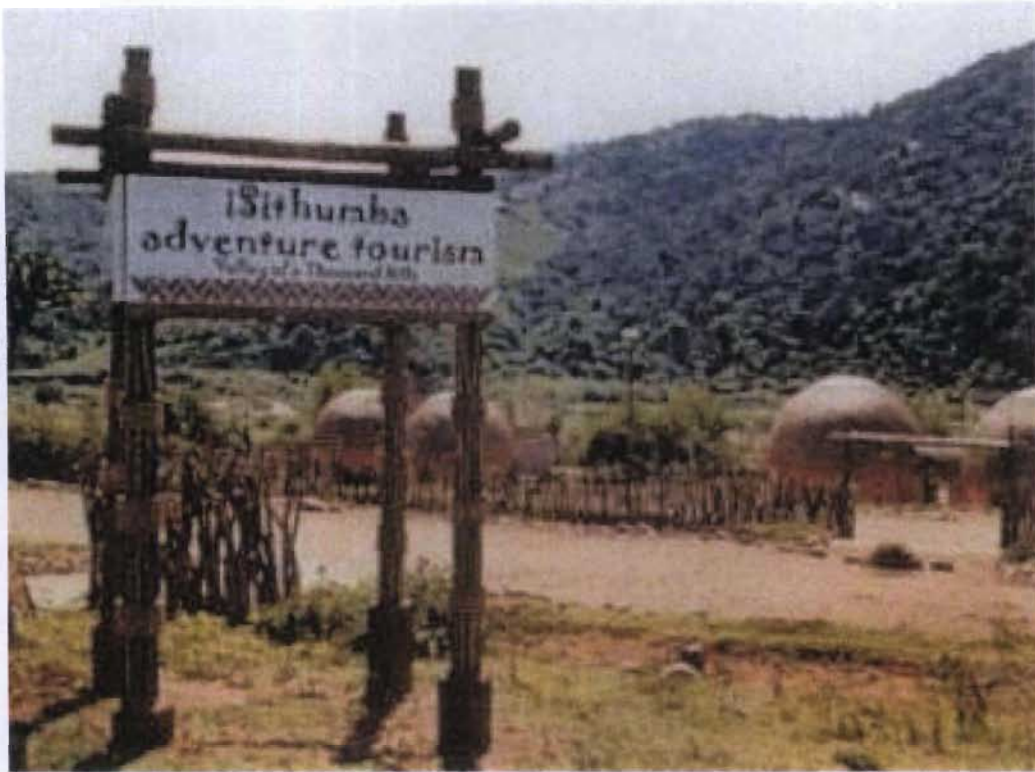
To get to Isithumba turn off the Old Main Road just past Monteseel onto District Road D1004. Follow the road as it winds down into the valley and you will see the Centre on the banks of the Umgeni River.



*Local crafters at work.*

**Bookings & Information**  
 Isithumba Adventure Tourism  
 Contact: Ernest Duma  
 Tel: 031-777 7167; Cell: 073 303 6286

**APPENDIX 5**  
**PLATES**



**PLATE 1: ISITHUMBA ADVENTURE TOURISM CENTRE**



**PLATE 2: ISITHUMBA CHALETS**

## APPENDIX 6



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23 June 2010

Ms LC F Ntuli  
School of Policy and Development  
Faculty of Humanities, Development and Social Sciences  
Howard College Campus

Dear Ms Ntuli

**PROTOCOL: The Impact of a Community based Tourism project on poverty alleviation. A case study of Isithumba Adventure Tourism Village**  
**ETHICAL APPROVAL NUMBER: HSS/0403/2010 M: Humanities, Development and Social Sciences**

In response to your application dated 04 June 2010, Student Number: **9604685** the Humanities & Social Sciences Ethics Committee has considered the abovementioned application and the protocol has been given **FULL APPROVAL**.

**PLEASE NOTE: Research data should be securely stored in the school/department for a period of 5 years.**

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

**Professor Steve Collings (Chair)**  
**HUMANITIES & SOCIAL SCIENCES ETHICS COMMITTEE**

SC/sn

cc: Dr Ziehl (Supervisor)  
cc: Ms. S van der Westhuizen



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