

UNIVERSITY OF KWAZULU-NATAL

**DEVELOPING AN INTEREST IN TOURISM AMONG BLACK PEOPLE
IN SOUTH AFRICA FOCUSING ON THE LOWVELD REGION**

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DECLARATION

I, **MORULEDI ABSEN LAKA**, declare that;

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ABSTRACT

The long term aim of this research is to develop an interest in tourism Among Black People in South Africa Focussing on the Lowveld Region. The research examined whether; there are adequate Awareness and Marketing campaigns aimed at encouraging Black People to visit Lowveld Tourist attractions such as Kruger National Park and whether Black People have any interest in Nature-Based Tourist Attractions in the Lowveld. Though many South Africans consider the Lowveld Area an ideal holiday destination, the fact that few Black citizens visit the area was looked into as in a country where Black People are in the majority, there should be more Black tourists who visit to the Lowveld Region on an annual basis.

The study discovered that the majority of the respondents are aware of the existence of the Tourism authorities in the Lowveld region (the Mpumalanga Tourism and Parks Agency), and they feel that this entity can play an active and visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis. The study has further discovered that the majority of the respondents are interested in the Lowveld Region as their preferred holiday destination because it is home to the world-renowned Kruger National Park. They also prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering.

This research recommends that the Tourism authorities need to promote more holiday group type bookings and to assist the public to access holiday booking facilities more easily. The study further recommends that Government needs to use tourism as a poverty reduction strategy, particularly the idea of community involvement in tourism. Community-based tourism development has been determined to be of strategic importance for the continued growth and sustainability of the tourism industry in the Lowveld Region.

TABLE OF CONTENTS

DECLARATION	II
ACKNOWLEDGEMENTS.....	III
ABSTRACT	IV
TABLE OF CONTENTS.....	V
LIST OF TABLES.....	VIII
LIST OF FIGURES.....	IX
GLOSSARY.....	X
CHAPTER ONE	1
Introduction and Background to the Research.....	1
1.1 Introduction.....	1
1.2 Background and Context.....	2
1.3 Statement of the Research Problem.....	4
1.4 Research Objectives	5
1.4.1 Objective One:.....	5
1.4.2 Objective Two:	6
1.4.3 Objective Three:.....	6
1.4.4 Objective Four:.....	6
1.5 Research Methodology.....	8
1.6 Literature Survey	9
1.7 Importance/Significance of the Study.....	9
1.8 Representative Sampling.....	10
1.8.1 Data Analysis.....	10
1.9 Limitations of the Study.....	10
1.10 Value of this work.....	10
1.11 Conclusion	11
CHAPTER TWO	13
Literature Review.....	13
2.1 Introduction.....	13
2.2 Theoretical Framework.....	14
2.3 Previous Research	15

2.4.4 Sustainable tourism development.....	18
2.4.5 Pro-poor tourism.....	20
2.4.6 How tourism impacts on the livelihoods of the poor.....	20
2.4.7 Economic impacts of tourism.....	21
2.4.8 Tourism as a tool to stimulate local economic development.....	22
2.4.9 Tourism policy and the role of government.....	23
2.4.10 Tourism Marketing.....	25
2.5 Evaluating, Organizing and Synthesizing the Literature.....	26
2.5.1 Characteristics of the Environment.....	27
2.5.2 Conclusion.....	28
CHAPTER THREE.....	30
Research Methodology.....	30
3.1 Introduction.....	30
3.2 Overview of the Type of Research.....	30
3.2.1 Qualitative Research Approach.....	30
3.2.2 Quantitative Research Approach.....	32
3.3 The Choice of the Type of Research and Reasons.....	34
3.4 Sampling Technique and Description of the Sample.....	35
3.5 The Research Instrument.....	35
3.6 Statistical Analysis of the Data.....	36
3.7 Statistical Analysis of the Questionnaire.....	36
3.8 The Development of the Questionnaire.....	37
3.8.1 Pilot Testing of the Questionnaire.....	38
3.9 Problems Experienced in the Field.....	38
3.10 The Population of Study.....	40
3.10.1 Other ethical considerations.....	40
3.11 Reliability and validity issues.....	41
3.11.1 Validity of data.....	41
3.11.2 Reliability of data.....	43
3.12 Conclusion.....	43
CHAPTER FOUR.....	45
Research Results: Analysis and Interpretation.....	45
4.1 Introduction.....	45
4.2 Data Analysis.....	46
4.2.1 Statistical Analysis of the Questionnaire.....	46
4.3 Respondent's Profile.....	47
4.3.1 Graphical presentation of the respondent's profile.....	50
4.4 Research Findings: Analyses and Interpretation of Results.....	52
4.4.1 Price.....	52
4.4.2 Type.....	53
4.4.3 Preferences.....	56
4.4.4 Experiences.....	57

4.4.5 Marketing strategies.....	60
4.4.6 Targeting the Black people.....	61
4.4.7 Black people's preferences.....	63
4.6 Conclusion	67
CHAPTER FIVE	68
Conclusions and Recommendations	68
5.1 Introduction.....	68
5.2 Statement of the Research Problem.....	68
5.3 Research Objectives	69
5.3.1 Objective 1:.....	69
5.3.2 Objective 2:.....	70
5.3.3 Objective 3:.....	72
5.3.4 Objective 4:.....	74
5.4 Conclusion	75
5.5 Recommendations	76
5.6 Suggestions for Future Research.....	77
5.7 Closing Remarks.....	77
BIBLIOGRAPHY.....	79
INTERNET SOURCES.....	84
APPENDICES.....	85
Appendix 1: Letter of Introduction and the Research Questionnaire Used.....	85
Appendix 2: Summary of the Research Data Gathered.....	86
Appendix 3: Map of the Lowveld Region.....	87
Appendix 4: Ethical Clearance.....	88

LIST OF TABLES

Table 1.1 Statistics at glance (International - 2005)	3
Table 1.2 Statistics at glance (Domestic - 2005).....	11
Table 1.3 Purpose of visit – Domestic Trips.....	11
Table 2.1 Attractions visited in Mpumalanga Province.....	27
Table 4.1 Respondent’s Profile	47
Table 4.2 Price	52
Table 4.3 Presentation of the Price factor – expressed in percentages	52
Table 4.4 Type of Accommodation	54
Table 4.5 Type of Accommodation – expressed in percentages	54
Table 4.6 Preferences	56
Table 4.7 Preferences – expressed in percentages	56
Table 4.8 Experience	58
Table 4.9 Experience – expressed in percentages	58
Table 4.10 Marketing Strategies.....	60
Table 4.11 Marketing Strategies – expressed in percentages.....	60
Table 4.12 Targeting the Black people.....	62
Table 4.13 Targeting the Black people - expressed in percentage	62
Table 4.14 Black people’s preferences.....	63
Table 4.15 Black people’s preferences – expressed in percentages.....	64

LIST OF FIGURES

Figure 4.1 Respondent's profile	51
Figure 4.2: Presentation of the price factor	53
Figure 4.3: Presentation of the type of accommodation	55
Figure 4.4: Presentation of accommodation preferences	57
Figure 4.5: Presentation of the holiday experiences	59
Figure 4.6: Presentation of marketing strategies	61
Figure 4.7: Presentation of 'targeting the Black people'	63
Figure 4. 8: Presentation of Black People's Preferences	65

GLOSSARY

Definition of Terms;

Accessibility	Refers to the ease or difficulty of taking advantage of an opportunity. This may refer to buildings (that are accessible to all regardless of age, ability or situation), destinations (geographical proximity, travel time, financial costs or fatigue in general, and tourism in general (tourism for all and social tourism).
Attractions	These form the cornerstone of the tourism industry: they are often regarded as the primary draw of a destination, which is why they play a major role in destination's marketing campaigns. They are usually broken down into four types; man-made specific attractions, man made non-specific attractions, natural attractions and events.
Black South Africans	Black Africans, Indians and others who were subject to discrimination under the apartheid system.
Community-based tourism	A type of tourism that consults, involves and benefits a community. The community keeps control of tourism development and collectively participates in decision-making.
Cultural tourism	Cultural aspects which are of interest to the visitor and can be marketed as such, including the customs and traditions of people, their heritage, history and way of life.
Customer service	The art of gaining and then looking after clients. Because tourism is a service industry, customer care is particularly important.
Destinations	These are classified into various ways; cultural features (heritage and ethnic tourism), physical resources (including sceneries and other visitor attractions), climatic conditions (linked to seasonality and cyclic fluctuations), and availability of attractions.
Ecotourism	Environmentally and socially responsible travel to natural or near natural areas that promotes conservation, has low visitor impact and provides for beneficially active socio-economic involvement of local people. It has got a desire for both conservation and interpretation.

Emergent SMME's	Small, micro and medium-sized enterprises owned and/or operated by the previously neglected population groups that are entering the market.
Emerging markets	Population groups entering the market in increasing numbers as domestic tourists, especially those previously neglected.
Environment	Includes natural, urban, human living and cultural environments.
GDP	Gross Domestic Product is a measure of the output of a region or a country. Changes in GDP from one period to the next are used to calculate economic growth.
GDRP	Regional Gross Domestic Product is a measure of GDP at a regional level, and in this case the regions refer to the Provinces of South Africa.
International tourist	Person who travels to a country other than that in which she/he has her/his usual residence, but outside her/his usual environment, for at least one night but less than one year, and the main purpose of whose visit is other than the exercise of an activity remunerated from within the country visited. Due to markedly different travel and expenditure patterns, a distinction is drawn between international tourists from the rest of Africa (called regional tourists) and those from other countries (called overseas tourists). See definition of tourist below.
MTPA	Mpumalanga Tourism and Parks Agency.
Nature-based tourism	The type of tourism that focuses more on experiencing flora and fauna.
Previously neglected communities	Population groups that were largely excluded from mainstream tourism activities under the apartheid system.
Pro-poor tourism	An approach to tourism development and management that results in increased net benefits for poor people. It enhances the linkages between tourism businesses and poor people, so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development.

Responsible Tourism	Tourism that promotes responsibility to the destination's culture and natural environment through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities.
SAT	South African Tourism.
Stay-over visitor	A tourist who spends at least one night in the destination region.
Stop-over visitor	A traveler in transit to another destination.
Sustainable tourism	Respectful of the destination's social, cultural and natural environments. It should not degrade the environment and local cultures and societies, but should take into account the sustainable development of destinations.
The tourism industry	All recipients of direct spend incurred by tourists. This includes pre-trip expenditure on travel and booking, travel and en-route expenditure, and all spending at the destination.
Tourism	Is a people industry providing services to travelers, from transportation to accommodation, to entertainment and ancillary services such as currency exchange. The travel can be for whatever purpose, and can result in one or more nights being spent away from home.
Tourism Development	In relation to destinations (be they local, regional or national), refers to the process whereby a place develops its facilities and infrastructure to attract tourists and cater for their needs.

Tourist	A person who travels outside his or her usual environment, staying away for at least one night. A tourist can be a domestic tourist (for example resident of Johannesburg staying one night in Durban), a regional tourist (a visitor from Zimbabwe spending one or more nights in the Free State) or an overseas tourist (a resident of Germany staying one or more nights in Mpumalanga Province). A tourist travels for different purposes including business, leisure, conference and incentive.
Tour operator	A commercial enterprise involved in the planning, pre-arranging and distribution/ selling of holidays to the public. The holidays sold can be either packaged or tailor made so as to suit traveller's requirements.
Traditional domestic markets	Previously advantaged domestic leisure tourists.
Travel agent	A retailer, offering for sale to consumers, products and services created by tour operators. The agent gains a commission for selling the services of a principal which is normally a percentage of the sale price.
Visiting friends and relatives (VFR)	A form of tourism where travel motivation is based on the desire to visit friends and relatives. VFR is of little significance to the hospitality industry as accommodation tends to be with friends or relatives, where most meals are also taken. But VFR tourism can be economically beneficial for local attractions and local entertainment.

CHAPTER ONE

Introduction and Background to the Research

1.1 Introduction

The Tourism sector is one of the fastest growing sectors in our economy. According to Tourism South Africa, the number of international Tourists visiting South Africa has been on the increase since the year 2002 by an average of 4.9% per year (Internet 1).

Mpumalanga is one of South Africa's tourism hotspots, loved by both local and international visitors for its beauty and diversity. Even though it is one of the smaller provinces (79 490 km² in surface area), Mpumalanga Province is home to some three million people. Mpumalanga is a summer rainfall area with hot summers, especially in the Lowveld regions. The weather is relatively mild in winter, although it can become very cold in the Highveld areas. (Internet 1).

According to SA Tourism's research into the domestic travel market, around 40% of South African adults travelled within the country in 2006, resulting in 37.1 million domestic trips. The Adult population of South Africa in 2006 was 28.7 million people. The number of domestic travellers was 12.1 million people, which represent 42.2% of the Adult population in South Africa, and the average number of annual trips per traveller at 3.1 trips. (Internet1).

The Tourism sector, including Eco-tourism has the potential to alleviate poverty in South Africa through bringing money into the economy and creating jobs. Tourism in South Africa is booming. It is the fastest growing part of the economy. Shackleton, Shackleton, Buiten and Bird, (2007). The amount of money estimated to come into South Africa through tourism is around R62 billion rand a year, Shackleton et al., (2007).

This topic is intended to develop interest in tourism among black people in South Africa focussing on the Lowveld Region of Mpumalanga Province. This study aims to ignite interest in Eco-tourim/ Nature- based tourism operations among Blacks in South Africa,

where they will ultimately identify the value of participating in tourism activities and embrace that as part of modern day lifestyle. This study shall extract issues of concern that hinder the active participation of Black South Africans in Eco-tourism activities, with a view to recommending measures that aimed at creating a high number of Black participants in the tourism sector.

1.2 Background and Context

Mpumalanga Province, formerly known as the Eastern Transvaal, already rates as one of the country's most popular tourist destinations amongst other destinations locally. The province is located in the north eastern part of South Africa, and is bordered by Mozambique to the east and the Kingdom of Swaziland to the south and east. Mpumalanga also shares common borders with the Northern Province to the north, Gauteng to the west, the Free State to the south west and KwaZulu-Natal to the south east. Mpumalanga means "place where the sun rises", and this is well suited, as Mpumalanga is the eastern most province of South Africa. The provincial capital, Nelspruit, is also the Lowveld's main commercial centre (Internet 2).

Aptly known as "Paradise Country", few regions in the world can match the extraordinary beauty of the Lowveld and escarpment. Mountains, panoramic passes, valleys, rivers, waterfalls and forests characterise the landscape. This is also Big Game Country, the setting for dozens of sanctuaries teeming with wildlife and birds. Among them, the Kruger National Park is world renowned, as are several of the luxurious private reserves on its western boundary. The entire area offers exceptional opportunities for bird-watching, hiking, horse-riding and fishing. Streams once panned for gold have become the haunts of eager anglers and lazy trout (Internet 3).

Mpumalanga has the potential to be a premier international and domestic tourism destination. By any standards it is an exceptionally beautiful and interesting Province, aptly named 'the land of the rising sun'—the scenery is different, the climate is different and the ambience is different. Although relatively small geographically, Mpumalanga possesses a

wealth of natural resources which include the world renowned Kruger National Park with its diversity of wildlife, the world's third (3rd) largest canyon–Blyde River Canyon, breathtaking vistas from the Bulembu Mountains, a diversity of flora and the world's oldest exposed rocks in Barberton, Wetlands and much more. In addition Mpumalanga has a rich cultural and historical heritage, as amply described in a recent publication entitled, Mpumalanga History and Heritage, Peter Deluis.

The Lowveld is situated in the Mpumalanga province of South Africa. As the gateway to the world-famous Kruger National Park, the Lowveld encompasses areas of both Mpumalanga and Limpopo provinces. From lush sub-tropical vegetation to dry, thomy bushveld it's one of South Africa's most popular areas for game viewing (Internet 4).

The Mpumalanga Provincial Growth Development Strategy has set goals and targets to improve the economic performance of the Province. Gross Domestic Product is targeted to increase by 2.5% annually. For tourism, the target is to increase its contribution to GDP by 10% per annum. This is a formidable challenge. It means that tourism must grow consistently by 10.0% yearly, significantly outperforming not only the Mpumalanga economy generally, but also the national tourism industry. With the achievement of this growth over the next decade, tourism's direct contribution to the provincial economy will represent about 6% of GDRP in 2016. When the indirect impacts of tourist spending are also taken into account, tourism's overall contribution to Mpumalanga GDRP could be as high as 15%.

Table 1.1 Statistics at glance (International - 2005)

Variable	2004	2005
Foreign tourists arrivals	1,001,679	1,105,311
Foreign Direct Spend in Mpumalanga	R5 Billion	R564.46million
Tourism contribution to GDP	R6 Billion*	R677.352 Million*
Direct employment in tourism	111,298 ⁺	122,812 ⁺
Top Mpumalanga highlights	Shopping, wildlife, visiting natural attractions	

Source: South African Tourism & World Tourism & Travel Council (2005)

* Only direct spending by international tourists was considered.

⁺ for every 9 tourists 1 direct job is created.

For the Province the target is to increase tourist spending from international and domestic tourism from an estimated R3.8 billion in 2006 to just over R10 billion in 2016, in terms of

constant money values, Mpumalanga Sector Studies Integrated Strategic Document, (January 2007).

1.3 Statement of the Research Problem

Observation suggests that there are very few Black People in South Africa who visit holiday destinations in the Lowveld Region of Mpumalanga Province. Black People in South Africa don't seem to have much interest in being tourists and this is the case in the Tourism sector of the Lowveld Region, or if they do tour then they don't visit the recognised holiday destinations in the Lowveld Area of Mpumalanga Province. In a country where Black People are the great majority numerically, there should be more Black tourists who visit to the Lowveld Region on an annual basis.

According to Van Harsel (1994) tourism is the business of attracting visitors and catering towards their needs and expectations. He maintains that the common element in all definitions of tourism is that the tourist is synonymous with traveller. Tourism therefore connotes the act of travelling and also refers to that industry that is developed to service that activity. Tourism is generally conceived as being 'play' and not work, it is supposed to renew us from the regular work-day-world. Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and any other purpose. The usual environment of a person consists of a certain area around his/ her place of residence plus all other places he/she frequently visits, Smith (1989).

In October 1994, the South African Minister of Environmental Affairs and Tourism appointed the Interim Tourism Task Team (ITTT) with the mandate of drafting a tourism discussion paper as a basis for a future national tourism policy. During the process of consulting the relevant stakeholders representing the business sector, labour movements, provincial governments, community organisations and the national government, the ITTT produced a Tourism Green Paper in September 1995. The study concluded with the recommendation to say; To succeed, any tourism development policy of South Africa must,

as a priority, seek the meaningful involvement of the previously neglected communities, not only in the supply of their labour services, but also in entrepreneurial activities and the active participation in the South African Tourism sector (Internet 5).

The purpose of this topic is intended to Develop interest in Tourism among Black People in South Africa focussing on the Lowveld Region of Mpumalanga Province. This study aims to ignite interest in Eco-tourism/ Nature-based tourism operations among Black people in South Africa, where they will ultimately identify the value of participating in Tourism activities, and embrace that as part of their modern day lifestyle. The study shall extract issues of concern that hinder the active participation of Black South Africans in Eco-tourism activities with a view to recommending measures that are aimed at creating a high number of Black participants in the Tourism sector, particularly in the Lowveld Region of Mpumalanga Province.

1.4 Research Objectives

Listed below are the objectives for this research project :

1.4.1 Objective One:

To determine whether there are adequate Awareness and Marketing campaigns that are aimed at encouraging Black People to visit Lowveld Tourist attractions such as Kruger National Park; This objective is aimed at determining the effectiveness of marketing strategies that have been adopted by the Lowveld Tourism Authorities.

1.4.2 Objective Two:

To ascertain whether black people simply have an Interest in Nature-Based Tourist Attractions in the Lowveld; This objective seeks to establish the factors that motivate Black people to visit the Ecotourism destinations in the Lowveld region, and the relationship between the asking prices and the guest service offered.

1.4.3 Objective Three:

Determining if Black South Africans consider the tranquil atmosphere of the Lowveld area an ideal holiday destination; The reason for this objective is to establish if the establishments in the Lowveld region are culturally friendly in terms of Black South African's cultural backgrounds beliefs. And if they prefer a 'bush' type of an accommodation and not a hotel type when visiting the Lowveld region.

1.4.4 Objective Four:

Establishing whether Black South Africans consider the cost of going on a holiday in the Lowveld prohibitive: The reason for this objective is to determine the extent to which the price of accommodation products in the Lowveld region is a factor for Black people in deciding to go on a holiday.

The above research objectives are further aimed at investigating tourism activities and interest within Black people in South Africa subsequent to the development of South African Tourism White Paper by the ITTT in 1995, which provided a policy framework and guidelines for tourism development in South Africa. The ITTT, in the process, noted the concerns and anxieties of the previously neglected groups that needed to be understood and adequately addressed in building a successful tourism industry in South Africa. Some of these concerns are:

- **"Tourism is a white man's thing and not for us"**-tourism is perceived as catering to the predominantly white upper and middle classes. There is a belief that "tourism is what whites do when they go to Kruger Park or the beach in Durban" and certainly not within the reach of the previously neglected.
- **The majority of South Africans have never been meaningfully exposed to the tourism industry** and have not benefited from the country's vast resources.
- **Suspicion and mistrust**-most protected areas were proclaimed without consultation with, or the approval of, affected rural communities. Communities bore the cost of reduced access to natural and cultural resources but did not perceive, or receive any direct benefits.
- **Complete lack of knowledge and understanding** of what tourism really is-there is a perception that tourism refers only to people travelling around and staying in hotels. The wider opportunities offered by tourism are not appreciated.
- **Lack of training** opportunities for previously neglected groups in society effectively limits meaningful participation in the tourism industry.
- **Inability to access finance** to take advantage of entrepreneurial opportunities provided by the tourism sector.
- **Lack of involvement**-the majority of South Africans have not been involved in the planning, decision-making, investment, development or promotion of the tourism industry. Communities have not been involved or consulted in respect of major investment decisions or developments proposed for areas in which they live.
- **Inequalities**-past inequalities and abuse of power have led to the exploitation of local cultures and community groups.
- **Language barriers**-the English language seems to be the established language of tourism communication, effectively excluding a majority of the population of South Africa where there are eleven official languages.
- **Negative attitudes**-negative attitudes exist within the industry towards community tourism products which are sometimes viewed with scepticism and regarded as inferior. There is often a view that what is white and Western is best. The value of the previously neglected people, their culture and their products often tend to be depreciated.

- **Lack of market access**-local communities lack access to the lucrative tourism markets as visitors are kept within the hotels and resorts and venture out only to 'sanitised' places of interest. For the local shebeens or the local craft vendor, a visitor sighting is a rare occasion.
- **Barriers to entry**-these are caused by very large companies and corporate structures which control the market. Businesses in South Africa are either very large or very small-a middle segment is only slowly emerging. The cost of capital furthermore prevents many small operators from entering the market.

The ITTT study expressed a view that a great deal of work had to be done by both the government and tourism private sector to redress previous imbalances, to win back the support of the previously neglected groups and to demonstrate that tourism in the new South Africa can benefit all South Africans (Internet 5).

1.5 Research Methodology

This is an empirical study. The research methodology combines both a literature review and fieldwork. The literature review is a review of the existing body of knowledge in the chosen field of study to determine how other scholars have investigated the research problem, Mouton (2001). Research questionnaires were drawn-up to collect data from the Black South Africans at large, after which the findings were studied and analyzed using statistical methods and techniques. Hands-on research were conducted among the population of Black people in particular living in the various parts of the country, including also among tourists who visit the Lowveld area of Mpumalanga Province. Critical questions were asked in the research questionnaire with a view to gather relevant data from the respondents. Upon concluding the research exercise, the research findings or results were analysed and interpreted according to the statistical methods, and in relation to theory. The analysis process of the research results was duly concluded with suitable recommendations on how the problem, could be addressed going forward.

1.6 Literature Survey

The literature survey is meant to provide the general background and the context of the study. This review included books and journals from the University of KwaZulu-Natal, and other libraries of other academic institutions through the inter-library facility of the University of KwaZulu-Natal. The University has electronic resources that have been made available for use in the conduct of literature surveys. Examples are; the University of KwaZulu-Natal's main site, with further links to the ilink catalogue search, the e-database (Nexus) search. Other important sites are www.sciencedirect.com, Sabinet online and Ebsco Host. The above electronic pages enabled the researcher to access journal articles on tourism. The literature survey will be used to establish the theoretical framework underpinning the research topic and process in a sense that theoretical text will be drawn from various study materials for incorporation into this research project. The analysis of the research results will be read in the broader context of the existing theoretical context.

1.7 Importance/Significance of the Study

According to Leedy (1993) the first step in deciding on conducting a research project is to identify a researchable problem that requires an enquiring mind, which seek fact, which can then be synthesized into an accurate and logical conclusion. This research is significant in that it intends to establish the real reasons as to why Black People in South Africa do not undertake holiday destinations in the Lowveld Region in large numbers same visitors of other races. The study will make recommendations on measures to consider by the Tourism Authorities to get the situation to improve.

The findings of this research will contribute significantly to the Lowveld Tourism authorities and other interested parties in terms of providing strategies that will boost Tourism operations in the Lowveld area. The main point of emphasis shall be strategies to attract a large number of black visitors to the Lowveld Area.

1.8 Representative Sampling

A total of 150 questionnaires were prepared and distributed to the respondents throughout the country with a view to obtain primary data. A further 30 questionnaires were distributed to ensure a well representative response. The idea had been to safeguard against respondents who would not co-operate fully and, or fail to complete their questionnaires. The researcher had made regular contact with the respondents with a view to ensuring their full co-operation in responding to the questionnaire. All the research questionnaires were prepared in English for the reason that this saved time in translating the work back into English, and this approach also minimised errors. Respondents were suitably conversant in English to answer the questionnaires successfully.

1.8.1 Data Analysis

The research data was analyzed according to the scientific statistical data analysis methods, and in terms of a five- point Likert scale system of obtaining responses from the respondents. This is in line with the quantitative research approach of gathering research data from the respondents.

1.9 Limitations of the Study

The researcher had anticipated the time to get responses back to be a serious factor in this whole process, since the researcher had been at the mercy of the respondent's maximum cooperation, however it was not as serious as envisaged even though the researcher had minimal control over the attitude and co-operation of the respondents. More importantly this is a small scale study, though it is contended by the researcher that a larger study would deliver the same results.

1.10 Value of this work

This research is conducted in order to establish the exact cause of this unfortunate state of affairs, with a view to ultimately creating an interest in tourism among Black people in

South Africa. The Mpumalanga Department of Economic Development and Planning, Mpumalanga Tourism and Parks Agency (MTPA), Lowveld Tourism Authority and the South African Tourism Authority stand to benefit from this research work. Copies of the completed research project will be distributed to them also.

1.11 Conclusion

The topic for this research is to develop interest in Tourism among Black people in South Africa, with specific focus on the Lowveld Region. In pursuit of this mission, quantitative research approach has been determined to be appropriate targeting Black People in the country as a whole as potential respondents, including visitors to the Lowveld Region. Every attempt shall be made to establish with certainty the real reasons that attract Black people into the Eco-Tourism holiday destination. In terms of this identified research approach, the process will involve distributing research questionnaires to be used to gather data. After the data has been duly analyzed by using the scientific statistical methods, conclusions and recommendations will be made on further strategies to attract a much higher number of Black Tourists in South Africa visiting the Lowveld Area of Mpumalanga Province. The researcher will infer certain statistical results based on the outcome of the research.

Table 1.2 Statistics at glance (Domestic - 2005)

Variable	National (SA)	Mpumalanga
Number of trips	36.1 million	2,019,810
Direct Spend	R21.16 billion	
Average length of stay	4.3 nights	3.2nights
Main source markets	KZN, Gauteng, Western Cape	Gauteng, Limpopo, Mpumalanga, KZN

Source, South African Tourism, 2005

Table 1.3 Purpose of visit – Domestic Trips

Variable	National (SA-2005)(%)	Mpumalanga (Mp-2004)(%)
Visiting Friends & Relatives (VFR)	70.0	63.1
Business	5.1	6.5
Holiday	12.2	19.3
Religious	11	10.2
Medical	2	0.9

Source: South African Tourism, 2004 & 5 (Information not available for Mpumalanga 2005).

The following chapter will cover literature review, which is an account of what has been published on the topic by accredited scholars and researchers.

CHAPTER TWO

Literature Review

2.1 Introduction

In this section of literature review relevant material for the central theme, 'Developing interest in tourism' is considered.

According to Strydom, De Vos and Fouche (1998) a literature study is aimed at contributing towards a clearer understanding of the nature and meaning of the problem that has been identified. Researchers need to have thorough background knowledge of the phenomenon under review in order to conduct research. In the case of undertaking and executing a research project, a literature study is essential because it provides a substantially better insight into the dimensions and complexities of the problem. It also equips the investigator with a complete and thorough justification for the subsequent steps, as well as with a sense of importance of the undertaking; demonstrates the underlying assumptions behind the general research questions, and finally it refines and redefines the research question.

A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a synopsis of the important information of the source, but a synthesis is a re-organization, or a reshuffling, of that information. It might give a new interpretation of old material or combine new with old interpretations or it might trace the intellectual progression of the field, including major debates. Depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent or relevant. (Internet 8)

A literature review is an account of what has been published on a topic by accredited scholars and researchers. In writing the literature review, the purpose is to convey to the

reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are.

A literature review must do these things:

- It helps the researcher understand the facts and theories in the field that he is investigating. It gives a conceptual frame of reference, which could be used to evaluate the research and research results.
- It helps the researcher interpret own research and determine the relationship between own research and existing knowledge. From the research that has been done before, the researcher can learn which aspects to focus on his own research.
- Identify areas of controversy in the literature.
- Formulate questions that need further research.

It follows that it is necessary and important to do the literature review since it takes a critical look at the existing research that is significant to the work that the researcher is carrying out. It shows how it relates to the other work (e.g. What other methodologies have been used? How are they similar? How are they different?), and shows how it relates to the researcher's work in terms of its relationship to the researcher's methodology?

The focus of a literature review is to summarize and synthesize the arguments and ideas of others. Literature reviews also provide a solid background for a research paper's investigation. Comprehensive knowledge of the literature of the field is essential to most research papers. (Internet 8).

2.2 Theoretical Framework

This section is intended to constrain the interpretation of the research results of the project. It is emphasized that the main purpose of the literature review is to structure the research problem and to position the study. The central theme for this research assignment is 'Developing Tourism'. This research project therefore explores prior research on this theme with a view to do a review of the existing literature.

This ensuing text therefore details the relevant theory that is based on prior knowledge and existing theories, and draws from there the approach on research problem and accompanying hypothesis and questions.

2.3 Previous Research

The literature related to the researchers' topic has been sourced from different places including online journals and University of KwaZulu-Natal's online library catalogues. All the prior literature relevant to the researcher's topic have been outlined in the following section. At the conclusion of this following section, the literature gathered will be evaluated, organized and accordingly synthesized.

2.4 Literature Review

The natural resources draw attention to the resources such as the climate and weather, landscape and soil, water bodies, flora and fauna, and all other ecological factors pertaining to the tourist areas. The economic environment consists of all economic activities that take place between man and the environment. Robinson (1990) views this relationship as having sides, the supply side in which the environment provides the goods and services through the efforts of the community, and the demand side in which the tourists' demands must be met by the community. The demand side involves the tourist buying the products or services from the community who in turn sells the product or services obtained from the environment, hence, the supply side. According to Hall and Page (1999) the concept of resources should not only be viewed as material substances, but as functions that are created by man through the selection and manipulation of certain attributes of the environment.

2.4.1 Eco-tourism

The International Eco-tourism society (2006) defines eco-tourism as responsible travel to natural areas that conserves the environment and improves the well-being of local people. This means that those who implement and participate in eco-tourism activities should follow the following principles: minimize impact, build environmental and cultural awareness and respect, provide positive experiences for both visitors and hosts, provide

direct financial benefits for conservation, provide financial benefits to empower local communities, and support international human rights and labour agreements.

Eco-tourism is widely assumed to serve a dual role. It is a mechanism for the maintenance of biodiversity while offering an opportunity for community empowerment and participation in development, Kerley (2003). Kerley further suggest that the quality of wildlife viewing may be significantly improved through the use of guides. Guiding offers an opportunity to expand the community involvement (through empowering them as game rangers) and through the environmental education components of eco-tourism.

The tourism industry is renowned as a catalyst for socio- economic development in poor communities. Tourism is known to be labour intensive and capable of providing immediate employment. The creation of opportunities through community- based tourism development has the capacity to empower people through ownership of meaningful tourism-related businesses, job creation and the development of skills. The labour intensive nature of the tourism industry means that entrepreneurship skills will be enhanced as more services are required. Indeed the development of the eco-tourism sector in the Lowveld Region will more likely produce valuable skills in the poor black communities, and promote development and empowerment. Communication with the local community ensures participation, wealth and pride in their heritage. These are all components of the quality of life of a people.

2.4.2 Community-based tourism

Culpan (1987) defines community-based tourism as the use of a community's resources, both cultural and natural, for tourism activities in order to promote socio-economic development and provide local rural communities with income resources, to encourage community commitment to the natural environment and its resource base in terms of its sustainable use. According to Reid (2000) there must be "bottom up" and participatory approaches to ensure that community needs are assessed and community support drives the process. The potential benefits of involvement in tourism should be introduced to the community with emphasis on community-based and community-determined priorities (e.g water, health care, food, security and education). The broader Lowveld community need to

embrace the values of community-based tourism and support any such initiatives to derive economic benefits that should be realized from this form of tourism.

Jones (1996) asserts that in the implementation of community-based tourism projects, the relationship and capacity of institutions are crucial for the success or failure of a project. This means that there is a need for a partnership between different institutions and stakeholders in the successful design and implementation of community based tourism projects. Partnerships need to be promoted because without interest and joint action to achieve goals, institutions might not cooperate, but undermine each other. Jones (1996) concludes that the development of a successful community based tourism strategy will require a sound institutional framework based on a constructive partnership between the local community, state, the private sector and Non-governmental Organizations (NGO's).

2.4.3 Responsible tourism

Responsible tourism is an approach to tourism planning and development that ensures that the benefits of tourism are enjoyed by all, including tourists, host communities, local authorities, tourism entrepreneurs and national government. Responsible tourism has become necessary because of globalisation and the growth of the tourism industry, both of which have the potential to upset environmental conservation efforts and consequently hamper local community development, Husbands and Harrison (1996).

The involvement of local communities is imperative for the sustainable growth of the tourism industry. Responsible tourism development is achievable when stakeholders, private and public, play a meaningful role in the development of the industry. In its application, communities become central to a holistic concept of sustainable tourism development which embraces and integrates environmental, economic, political, cultural and social considerations, Richards and Hall (2000).

The key elements of responsible tourism include avoiding wastage and over-consumption; the sustainable use of local reserves; sensitivity to the host culture; involving local

communities in planning and decision making as well as taking care of the environment, South Africa (2000).

Responsible tourism is preferred as there is overwhelming evidence that tourism has become one of the world's largest industries and one of its fastest growing economic sectors. Its growth is persistent and rapid, Dowling (2001). Given this continuing and rapid growth of the global tourism industry and its competitive nature, it is anticipated that countries and regions will compete to increase the size of their market share. When this happens, the environment and the culture of the poor local communities may be ignored or even harmed, Husbands and Harrison (1996).

Responsible tourism is important because it aims at striking a balance between tourism development and environmental sustainability, and between the costs and benefits of tourism development. Sustainability is one of the most important issues faced by the tourism industry. It is thus vital to derive a framework and a set of practices to ensure that expectations of tourism entrepreneurs and local communities are met without harming the physical or social resources base which is the basis of tourism in a given area. Consequently, responsible tourism is advocated as a way of developing tourism, and of ensuring that the well-known negative externalities associated with conventional mass tourism are kept at sustainable levels.

2.4.4 Sustainable tourism development

Sustainable tourism is an important feature of responsible tourism development. It is defined as; tourism which is developed and maintained in an area, community or environment, in such a manner and on such a scale that it remains viable over an indefinite period and does not degrade or alter the environment, human or physical, in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes, Butler (1993).

Sustainable tourism development further implies that the development of product, policy, planning and marketing are all handled in ways that ensure that tourists, host communities

and investors reap the long term-term benefits of a vibrant and healthy tourism industry, Husbands and Harrison (1996).

Bramwell and Sharman (2000) believe that sustainable tourism development should involve taking account of local communities' views and choices about their present and future needs and livelihood without ignoring environmental, economic, social and cultural issues. Sustainable development has tangible outcomes. It is thus important to understand the multi-sectoral and interdisciplinary nature of the tourism industry in the Lowveld region. The multi-sectoral nature of the industry refers to, for example, how the tourism industry is linked to the agriculture sector for the supply of fresh produce, to the service sector, the banking system, and to the entertainment, construction and security sectors. The tourism sector is interdisciplinary in nature in that market economies and how they operate, management procedures of public, private and NGO's sectors, sociology, psychology and other social sciences all have a role to play in the industry.

2.4.4.1 Principles of sustainable tourism development

Within the context of the Lowveld region, everyone should feel that tourism development is important for his or her livelihood. This would encourage feelings of mutual responsibility in communities and society as a whole. Exclusions breeds hostility towards tourism development from those who remain marginalised. If exclusion is allowed to persist, the industry will spend more of its resources trying to protect itself from those who feel excluded, South Africa (1996).

Sustainable development acknowledges that appropriate policy formulation, proper planning and sound management are essential responses to the problems of environmental degradation that arise from tourism development. This formulation is not intended to restrict economic growth but rather to encourage long-term management of growth within existing limitations in order to achieve a win- win relationship between the environment and society. If proper planning is not adhered to, the industry will simply not be sustainable because cultures and the environment will be ruined, South Africa (1996); Bramwell and Sharmann (2000).

2.4.5 Pro-poor tourism

Pro-poor tourism is tourism that generates net benefits to the poor and seeks to ensure that tourism growth contributes to poverty reduction. In order to realize potential gains from tourism for local communities, it is contended that tourism development needs to be reoriented according to the interests of local community. Pro-poor tourism is not a specific product or sector of tourism but rather an overall approach that aims to unlock opportunities for economic gain by the poor, Ashley and Roe (2002). Tourism is a complex industry driven by the private sector, and often by large international companies. Governments have relatively few instruments to influence this sector, particularly in developing countries where fiscal and planning instruments for capturing non-commercial benefits are generally weak.

Nevertheless, as a sector for pro-poor economic growth, tourism has several advantages:

- The consumer comes to the destination, thereby providing opportunities for selling additional goods and services.
- Tourism is an important opportunity to diversify local economies. It can develop in poor and marginal areas with few other export and diversification options. Remote areas particularly attract tourists because of their high cultural, wildlife and landscape value.
- It offers labour-intensive and small-scale opportunities compared with other non-agricultural activities, Deloitte and Touche (1999), and employs a high proportion of women, UNED (1999), and values natural resources and culture, which may feature among the few assets belonging to the poor.

2.4.6 How tourism impacts on the livelihoods of the poor

Mearns (2003), views community-based tourism as tourism initiatives that are owned by one or more defined communities, or run as joint venture partnerships with the private sector with an equitable amount of participation by the community themselves, through the use of natural resources to improve their standards of living. Mearns (2003), believes that community-based tourism should not be seen as an end in itself, but as a means of

empowering poor rural communities to take control of their own development. Local communities view tourism as an accessible form of development to improve their standard of living through improved health and education, tourism is often perceived as the best option for rural communities to achieve such development. Tourism is also perceived as an industry with the potential to provide rural communities with job opportunities, income and economic diversity. Tourism development is earmarked to eliminate rural poverty by economically empowering marginalised and local communities through employment, gender equity and skills development.

Many rural communities regard tourism as an economic development strategy. Most studies reveal that rural residents are positive towards tourism development. It is perceived to have positive effects on community development and therefore improves their quality of life, Kibirige (2003). It is important also to note that tourism should not be looked upon as an immediate remedy for rural development, but rather as part of a larger development strategy. Communities within the Lowveld region need to put in place more organised ceremonies and activities to serve as tourist attractions, this will foster poverty alleviation and empowerment of the disadvantaged rural community.

2.4.7 Economic impacts of tourism

The main economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues, generation of employment and income, and contribution to regional development, Lickorish (1991). But further analysis on these impacts will exclude foreign exchange earnings because the topic of this research is targeted at Black people in South Africa, thus domestic tourism activity.

- **Contribution to government revenues:** This may be direct or indirect. Direct contributions arise from possibility of charging tax on incomes, both personal and company, generated by tourism employment and business. Indirect sources of revenue will comprise the range of taxes and duties levied on goods and services supplied to tourists. Government provide a wide range of services for the tourism sector and will expect a return on that investment, and perhaps a surplus.

- **Employment and income generation:** Employment generated by the tourism sector can be either direct or indirect. Direct employment can be defined as jobs created specifically by the need to supply and serve tourists, for example the opening of a tourist hotel. Indirect employment would therefore be other services that this hotel will procure such as laundry, taxis, etc. Waged employment can be sufficient to lift a household from insecure to secure, but may only be available to a minority, and not the poor. Casual earnings per person may be very small, but much more widely spread, Ashley, Shah (2000), and may be enough, for instance, to cover school fees for one or more children. Guiding work, although casual, is often high status and relatively well paid. There are few examples of successful and sustainable collective income from tourism. Cases from Kenya and Namibia illustrate that it can match wage income in scale, can in principle benefit all residents, is often particularly significant for communities who do not have other options to earn collective income, but can be problematic to manage, Elliott, Ashley, and Sikoyo (2000).

- **Regional development:** the regional impact of tourism is often one of its main attractions to economic planners. It can make use of historical and cultural sites. Tourism therefore generates income, employment and economic activity within a region, and often in so doing, help to sustain a community at an enhanced level of income. This particular impact is very necessary and crucial in a region like the Lowveld where fewer economic development opportunities exist currently.

Negative economic impacts include inflation, dominance by outsiders in land markets and in-migration which erodes economic opportunities for the local poor, Shah (2000).

2.4.8 Tourism as a tool to stimulate local economic development

Berman (2000), holds the view that the tourism industry is a potential source of growth and employment due to the fact that it is relatively labour intensive and requires relatively few imported inputs. It is also a major potential source of foreign exchange earnings. The provision of tourism infrastructure partly contributes towards the involvement of local communities in the tourism industry. Tourism as a tool to stimulate local economic development could again best be achieved through skills development, partnerships with

the private sector and through community involvement when decisions are made on the management of resources on communal land.

2.4.9 Tourism policy and the role of government

According to Lickorish (1991), many of the world's countries now regard tourism as an important and integral aspect of their development strategies. As demands for tourism increases, it will bring with it not only opportunities for linkages with other sectors in the economy, but also consequences of a social, cultural, and environmental nature. These consequences, e.g overcrowding at airports, traffic density, noise, pollution, etc. will affect both public and private sectors. In these areas where tourism impacts on the country and society, there may well be conflicts with competing demands from other sectors of the economy, or with community interests at large. An example would be where tourism development competes with agricultural interests for land, with the consequent increase in land prices making it difficult for nationals to own land. A considered policy approach therefore becomes crucial to balance economic gains from tourism against possible dis-benefits relating to social, cultural and environmental values. The existence of tourism policy will also ensure that the interests of the community and society are considered and protected. The economic and social importance of tourism and the incidence on the resident community are too great the development of future trade entirely to the private sector.

Most observers would accept that some degree of intervention by the state in the tourism sector is necessary to achieve material objectives, especially in the absence of a developed and innovative private sector. The nature of government involvement in tourism might be usefully described as active or passive.

- **Passive involvement:** This occurs when government undertakes an action which may have implications for tourism, but is not specifically intended to favour or influence tourism development. Examples for this would be where government introduces legislation offering tourism investments incentives, or if government negotiates a bilateral air services agreement. These represent supportive actions by government where government does not deliberately inhibit the development of the tourism sector, although these measures may have implications for tourism.

- **Active involvement:** This is characterised as a deliberate action by government introduced to favour the tourism sector. This implies not only a recognition by government of the specific needs of the tourism sector but also the necessity for its operational participation to attain stated objectives. Government could, further to setting tourism objectives in a tourism development plan, introduce the necessary organisational and legislative support to attain the objectives.

It follows therefore that government has an interest in or must accept responsibility for action in the following fields: fair competition, employment and training, social policies for recreation, health, education and other services involving travel. Tourism is an effective agency for regional development and is a natural partner for agriculture, and a suitable development in rural regions which can help to stabilise resident populations and provide the necessary infrastructure of transport and public services needed for secondary industry and commercial growth, Lickorish (1991).

2.4.9.1 Tourism policy

According to Lickorish (1991), Government at national level, and the local authority at the specific destination level will need an explicit rather than an implicit tourism policy which must be clearly stated. This will depend on the degree of past and present tourist development. It must clearly indicate the intended strategy for development and be formulated after full consultation with the trades as well as the resident population. Government need to provide leadership and accept a vital advisory role establishing the machinery for cooperation and collective action with the private sector. Travel movement increasingly affects most aspects of community life. If there is no overall tourism policy each department or agency of government will react to the incidence of tourism according to their own brief or objectives. The decisions are likely to be politically directed to meet the needs and wishes of the resident population alone.

Tourism policy formulation must therefore be a prime task of the destination public authority, national or local government to initiate destination policy formulation in the following basic stages;

- Review of present trade and its recent evolution, note stage in growth cycle and changing trends.
- Strength and weaknesses (SWOT) analysis
- Product – market match: identify broad market opportunities and compare with resource and product capacity, note constraints and ability to overcome.
- Select priorities and examine cost benefit, including options, if any.
- Formulate policy options and communicate to private and operating sector, other agencies of government (local or national) concerned, and the public (residents).
- Review policy with input from bullet point 5 above, and set objectives and targets.
- Prepare marketing and development plan, and seek consultation on implementation as at bullet point 5 above.
- Establish monitoring process to measure performance against objectives.

2.4.10 Tourism Marketing

According to Lumsdon (1997) Tourism marketing is the managerial process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations. The management of exchange is driven by profit, community gain, or both; either way long term success depends on a satisfactory interaction between customer and supplier. It also means securing environmental and societal needs as well as core consumer satisfaction. They can no longer be regarded as mutually exclusive.

There is a need to consider four additional and salient factors which signal what Poon (1993) has described as the ‘new tourism’ (a more volatile, fragmented and sophisticated market) which she contrasts with the ‘old tourism’ (mainly mass packaged tourism) of previous decades. Taking into account Poon’s analysis, tourism marketing perhaps needs to embrace the following:

- Anticipation of market changes–tourism marketing is about the anticipation of the changing desires (needs and wants) of the existing tourist. Visitor retention is crucial, but visitors now want extra value and new experiences. This is more important for a tourism company or destination to address in comparison to the

identification of new visitors. According to Reichheld and Sasser (1990), it is far more expensive to attract a new customer than to retain an existing one.

- The highly competitive market—there is a greater need to understand the highly competitive structure of the market. Achieving customer satisfaction at a profit can only occur if the tourism offering is superior to the many close substitutes available.
- Social and environmental considerations—tourism marketing needs to absorb underlying social and environmental considerations at a faster pace. The traditional emphasis placed on satisfying the consumer is giving way to a revised principle which states that consumer satisfaction can only be achieved within a framework of societal and environmental responsibilities, Mill (1996).
- Consumer power—markets have become more knowledgeable and sophisticated as education and information are more readily available, Drucker (1992). A number of underlying consumer trends point to the increasing concern about the environment, Carson and Moulden (1991) and the effects of tourism on host communities, Prosser (1994). Even if suppliers are slow to readjust, consumers are likely to become increasingly influential in a market which they know more about than ever before and where substitutes are the order of the day. The way in which the customer is treated by the company has become crucial to tourism marketing and interactive marketing is gaining ascendancy, Barnes (1989). In attracting customers to the service offering and the service encounter itself, the tourism authorities in the Lowveld region need to consider the marketing of destinations and to some extent accommodation, visitor attractions and transport networks.

2.5 Evaluating, Organizing and Synthesizing the Literature

The afore-mentioned have shed critical light into the thesis done by other researchers in the past. It is clear from the above that extensive theory around the theme 'Developing tourism' has been developed by other researchers in the past that will help shape the thinking and direction of this research task. This research will evaluate the issues dealing

with the development of tourism, to determine whether the conclusions reached are justified based on the data presented.

2.5.1 Characteristics of the Environment

Mpumalanga Province, and the Lowveld Region in particular, has the potential to be a premier international and domestic tourism destination. By any standards it is an exceptionally beautiful and interesting Province, aptly named 'the land of the rising sun'—the scenery is different, the climate is different and the ambience is different. Although relatively small geographically, the Lowveld Region of Mpumalanga Province possesses a wealth of natural resources which include the world renowned Kruger National Park with its diversity of wildlife, the world's third (3rd) largest canyon—Blyde River Canyon, Wetlands and much more. In addition the Region has a rich cultural and historical heritage. According to the South African Tourism Authority there are top ten (10) Mpumalanga attractions that were visited by foreign tourists in 2005, these are presented in the table below.

Table 2.1 Attractions visited in Mpumalanga Province

Attractions visited in Mpumalanga	Percentage (%)
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bride	81.0%
Mpumalanga - private game reserves	29.4%
Blyde River Canyon/God' Window	42.2%
Pilgrim's Rest	28.4%
Panorama	21.3%
Nelspruit Botanical Gardens	6.9%
The Pinnacle	7.4%
Bourke's Luck Potholes	13.1%
Dullstroom/fly fishing	6.4%
Flea/craft markets	23.8%

Source: South African Tourism

Rank: Mpumalanga has maintained its position as Number 4 in Foreign Tourist Arrivals in 2005.

The Tourism sector, including Eco-tourism has the potential to alleviate poverty in South Africa through bringing money into the economy and creating jobs. Tourism in South Africa is booming. It is the fastest growing part of the economy, Shackleton, Shackleton, Buiten and Bird (2007). The amount of money estimated to come into South Africa through tourism is around R62 billion rand a year, Shackleton et al., (2007).

2.5.2 Conclusion

This study aims to ignite interest in Eco-tourism/ Nature-based tourism operations among Blacks in South Africa, with the aim of them ultimately embracing the value of participating in Tourism activities and identifying that as part of modern day lifestyle. Further to analysing the literature review, in terms of what has been published on the topic of 'Developing Tourism' by accredited scholars and researchers above, it is crucial that issues that drives Black South Africans to participate in eco-tourism activities in the Lowveld region need to be approached broadly from the side of government.

The government's community tourism development plans need to share the same objectives as pro-poor tourism. Government's efforts to use tourism for poverty reduction, particularly of the idea of community involvement in tourism, need to be encouraged and supported. What is again crucial is clear strategies on community-based tourism development, including packaging of culture. Community-based tourism development is thus of strategic importance for the continued growth and sustainability of the tourism industry.

Government has broad responsibilities on the development of the tourism sector, including the setting of tourism policy, the drafting of legislation, and the creation of institutional frameworks. It is the government's task to foster a culture of tourism among the communities, this entails making plain the potential rewards of the industry, particularly in those areas where there are few alternative means of earnign a livelihood. By highlighting the potential benefits associated with tourism operations, this will motivate societies

recognize the importance of providing a friendly welcome to tourists who arrive in their localities, Allen and Berman (2004).

The next chapter will focus on the research methodology that the researcher has adopted to achieve the objectives of this research project.

CHAPTER THREE

Research Methodology

3.1 Introduction

To satisfy the information needs of any study or research project, an appropriate methodology has to be selected and suitable tools for data collection (and analysis) have to be chosen, Mouton (2001). Primarily there are two distinct approaches that inform the gathering of data in any research project, namely the qualitative approach and the quantitative approach. Qualitative and quantitative methodologies in the social sciences are governed by specific paradigms.

3.2 Overview of the Type of Research

3.2.1 Qualitative Research Approach

Qualitative research defined: this approach encompasses several approaches that are quite different from one another. Qualitative researchers rarely try to simplify what they observe. Instead, they recognize that the issue they are studying has many dimensions and layers, and so they try to portray the issue in its multifaceted form. Generally (though there are exceptions), qualitative research studies rely on three basic data gathering techniques: participant observation, interview, and social artefact (usually documents) contents analysis. Each of these techniques represents a continuum of 'from less to more structured'. Various studies or particular techniques may rely more heavily on one data gathering techniques or another. Blumberg, Cooper and Schindler (2005).

It is emphasized that qualitative research requires considerable preparation and planning. The researcher must be well trained in observation techniques, interview strategies, and whatever other data collection methods are likely to be necessary to answer the research problem. The researcher must have a firm grasp of previous research related to the problem

so that he or she knows what to look for and can separate important information from unimportant details in what he or she observes. Blumberg, Cooper and Schindler (2005).

The qualitative approach is grounded in the interpretive social sciences paradigm. Qualitative form of investigation tend to be based on a recognition of the importance of the subjective, experiential 'lifeworld' of human beings. Such reflection is the province of phenomenology report, Babbie (1995), Blanche & Durrheim (1999), and Gilbert (1993) notes that qualitative methodologies provide avenues that can lead to the discovery of these deeper levels of meaning. In the domain of tourism specifically, Jennings (2001) notes that the qualitative methodology gathers information as text-based units, which represent the social reality, context and attributes of the phenomenon under study. The methodology is inductive in nature.

Again within the context of tourism research specifically, Finn, Elliot-White, and Walton (2000) and Walle (1996) explain that qualitative or inductive research commences in real-world settings, that is, in the empirical social world, where data about the tourism phenomenon are gathered, then analysed, and theoretical constructs are either generated or modified. Research that utilizes a qualitative methodology will draw on data collection methods such as participant observation, in-depth interviews and/ or focus groups, Jennings (2001). As a consequence of its underlying, paradigm, qualitative research is subjective, since it relies on the texts and discourses of participants and involves small numbers of participants in the research process as a result of the process of gathering in-depth information, Gilbert (1993), Walle (1993) and Gunn (1994). Moreover, qualitative research, because of the small numbers of participants, does not presume to represent the wider population. Qualitative research enables researchers to present detailed snapshots, as it were, of the participants under study, Blanche & Durrheim (1999).

The problem of adequate validity and reliability is a criticism often levelled by quantitative researchers at qualitative methods. Because of the subjective nature of qualitative data its origin in single contexts, it is difficult to apply conventional standards of reliability and validity, Gilbert (1993), Creswell (1994). Contexts, situations, events, conditions and interactions cannot be replicated to any extent, not can generalizations be made to a wider context than the one studied with any degree of confidence. In short, the richness,

individuality and subjective nature of a participant's perspective and understanding are not amenable to the usual scientific criteria. However, Neuman (1994), Walle (1996) and Jennings (2001) argue that this does not make such understanding any less real or valid for that participant. Quantitative researchers expect the qualitative researcher to demonstrate the validity and reliability of claims, to demonstrate the generality of feelings. In short, to meet the same criteria as quantitative research.

3.2.2 Quantitative Research Approach

Quantitative Research defined: According to Blumberg, Cooper and Schindler (2005), Quantitative research is the systematic scientific investigation of quantitative properties and phenomena and their relationships. Quantitative research is widely used in both the natural and social sciences. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena.

The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative research is generally approached using scientific methods which include:

- The generation of models, theories and hypotheses
- The development of instruments and methods for measurement
- Experimental control and manipulation of variables
- Collection of empirical data
- Modelling and analysis of data
- Evaluation of results

A quantitative research approach is grounded in the positivist social sciences paradigm, which primarily reflects the scientific method of the natural sciences, Creswell (1994), Jennings (2001). This paradigm adopts a deductive approach to the research process. In the tourism context it thus commences with theories, hypotheses or research questions about a

particular tourism phenomenon, gathers data from the real- world setting and then analyses the data statistically to support or reject the hypotheses, Veal (1997), Blanche & Durrheim (1999), Welman & Kruger (2001). Researchers who adopt a more deductive approach use theory to guide the design of the study and the interpretation of the results, Neuman (1994). The overall objective is to test or verify a theory, rather than to develop one. Thus the theory offers a conceptual framework for the entire study, serving also as an organizing model for the research questions or hypotheses and for the entire data collection procedure, Veal (1997), Blanche & Durrheim (1999), Welman & Kruger (2001).

A quantitative methodology abstracts data from the participants into statistical representations rather than textual pictures of the phenomenon. The entire research process is objectively constructed and the findings are usually representative of the population being studied. The main strength of the quantitative approach lies in precision and control. Control is achieved through the sampling and design, and precise and reliable quantitative measurement. A further strength is that experimentation leads to statements about causation, since the systematic manipulation of one variable can be shown to have a direct causal effect on another when other variables have been eliminated or controlled, Babbie (1995), Blanche and Durrheim (1999). Furthermore, hypotheses are tested through a deductive approach, and the use of quantitative data permits statistical, Welman and Kruger (2001). The method thus provides answers which have a much firmer basis than a lay person's common sense, intuition or opinion.

One of the limitations of quantitative research reported by critics is that many researchers are concerned that the scientific quantitative approach denigrates human individuality and the ability to think, Walle (1996), Massey (2003) and Gilbert (1993) argues that its mechanistic ethos tends to exclude notions of freedom, choice and moral responsibility. Quantification can become an end in itself rather than a human endeavour seeking to explore the human condition. It fails to take account of people's unique ability to interpret their experiences, construct their own meanings and act on these, Gilbert (1993), and Massey (2003). It is worth noting, however that a scientific approach cannot in fact be totally objective, since subjectivity is involved in the very choice of a problem as worthy of investigation and in the interpretation of the results.

Research questionnaires were drawn-up to collect data from Black South Africans at large for this research project, after which the findings were studied and analyzed using statistical methods and techniques.

3.3 The Choice of the Type of Research and Reasons

In conducting this research, the researcher had used a suitable research method (type) which would make the problem to be investigated accessible to him. Each research type is characterised by different approaches according to which research can be conducted. All research follows the same or more or less the same course, namely;

- Posing the research problem.
- Collecting the necessary information.
- Processing and analysing this information.
- Drawing conclusions and making recommendations.

The research methodology designed for this research project in the quest to develop interest in Tourism among Black people in South Africa, is based on a Quantitative approach. The rationale for this approach was due to the fact that the researcher had anticipated that the kind of information to be used to study this particular concern would comprise mainly of numbers and figures. For this purpose, Research Questionnaires were drawn-up to collect data on from the Black South Africans across the country. Research findings have been studied and analyzed using statistical methods and techniques. The analyzed results have been presented, interpreted and accordingly concluded in the succeeding Chapters 4 and 5.

3.4 Sampling Technique and Description of the Sample

The main purpose of sampling is to achieve representativeness; the sample should be assembled in such a way as to be representative of the population from which it is taken, Gilbert (1993) and Jennings (2001). To achieve this, sampling units are randomly selected. This is the commonest approach to sampling, but it is by no means the only one nor is representativeness, in a numerical sense, the only aim of sampling procedures.

The researcher had distributed a total of 150 research questionnaires to all the nine (9) Provinces of South Africa, and had targeted to receive at least one hundred and twenty (120) completed questionnaires from the respondents. A further 30 questionnaires were again distributed to ensure that the response to be obtained would be satisfactory, and that a good number would form a representative response. The idea had been to safeguard against respondents who would not cooperate fully in the process of completing and returning back the completed questionnaires. At least eighty (80) fully completed questionnaires were expected to be returned back to the researcher, to form the minimum required responses for a proper representative response of a scientific research project. Ultimately a total of 120 research questionnaires were completed by the respondents and accordingly analysed in the following chapter.

It is important to note that representative sampling is critical to safely ensure data reliability and validity. All the research questionnaires were prepared in English language, and have all been approved by my Supervisor and cleared of the ethical standard. The final results have also been presented and analysed in English.

3.5 The Research Instrument

Research questionnaires were developed and distributed to all the nine (9) Provinces of South Africa, to gather primary data from the respondents. The questions were designed in such a manner as to able to gather the factors that drive the Black South African to plan and

undertake holiday in the Lowveld Region of Mpumalanga Province. Refer to attached appendix 1 for the research questionnaire, as approved by my university, which was used in this project.

3.6 Statistical Analysis of the Data

The basic procedure employed in developing the scale for measuring resident perceptions of tourism impacts for the purposes of this study followed the procedures recommended by Likert (1967), Churchill (1979) and Lankford (1994).

The quantitative research, using statistical methods, had begun with the collection of data based on theory and hypothesis, followed by the application of descriptive or inferential statistical methods. The responses obtained have been evaluated and analysed in terms of a five-point likert scale system, in keeping with the five possible answers for this research project.

3.7 Statistical Analysis of the Questionnaire

The research questionnaire for this research project comprised of thirty four (34) questions. For better control and analysis purposes, the research questionnaire was divided into two sections, viz; the respondent's profile and evaluation of the research questions. The respondent's profile represented the first ten (10) questions which were primarily targeted at gathering the personal profiles of the respondents. The remaining twenty four (24) questions were designed to gather detailed facts around the holiday preferences of Black people in South Africa in the area of eco-tourism, and the factors that drive them to plan and go on a holiday specifically in the Lowveld Region.

For further analysis purposes, the twenty four (24) research questions were further grouped into seven categories comprising of Price, Type, Preferences, Experiences, Marketing Strategies, Targeting the Black People, and Black People's Preferences.

3.8 The Development of the Questionnaire

According to Dowson and McInemey (2001) paper-pencil questionnaires can be sent to a large number of people, including those who live far away. Thus they may save the researcher travel expenses, and postage is typically cheaper than a lengthy long-distance telephone call. From the perspective of survey participants, this distance becomes an additional advantage: Participants can respond to questions with assurance that their responses will be anonymous, and so they may be more truthful than they would be in a personal interview, particularly when they are talking sensitive or controversial issues.

Yet questionnaires have their drawbacks as well. Typically, the majority of people who receive questionnaires do not return them, in other words there may be a low return rate. And the people who do return them are not necessarily representative of the originally selected sample. Even when people are willing participants in a questionnaire study, their responses will reflect their reading and writing skills and, perhaps, misinterpretation of one or more questions. Dowson and McInemey (2001).

Questionnaires often make use of checklists and rating scales. Whenever you use checklists or rating scales, you simplify and more easily quantify people's behaviours or attitudes. In the process, however, you may lose valuable information, Delandshere and Petrosky (1998). Ultimately you will have to determine whether the trade-off is worth it for the particular research problem you are investigating.

A **checklist** is a list of behaviours, characteristics, or other entities that a researcher is investigating. Either the researcher or participants, depending on the study, simply checks whether each item on the list is observed, present, or true; or else not observed, present, or true.

Whereas, a **rating scale** is more useful when a behaviour, attitude, or other phenomenon of interest needs to be evaluated on a continuum of, say, "inadequate" to "excellent", "never" to "always" or "strongly disapprove" to "strongly approve". Rating scales were developed by Rensis Likert in the 1930s to assess people's attitudes; accordingly they are sometimes called Likert scales.

The process of developing a research questionnaire had been quite involving. The initial questionnaire drafted contained a total of fifty four (54) questions, which was eventually reduced to only thirty four (34) questions in the final questionnaire. The researcher's Supervisor had performed a crucial role in terms of constantly giving advice on the form and content of the questionnaire. The research questionnaire that was ultimately circulated to the respondents for completion, was sub-divided into small sections for ease of use and logical flow of issues being probed.

3.8.1 Pilot Testing of the Questionnaire

The data gathering phase of the research process typically begins with a pilot testing, which implies the entire research on a small scale. A pilot study can involve just a few respondents, ranging from 5 to 100, with the exclusive aim of identifying any gaps and problems in the research plan, so as to deal with them before the start of the actual research. It should therefore draw subjects from the target population and simulate the procedures and protocols that have been designated for data collection. The size of the pilot group may range from 5 to 100 subjects as highlighted above, depending on the method to be tested but the respondents do not have to be statistically selected. Blumberg, Cooper and Schindler (2005).

In this research project, the researcher had decided to skip a pilot test by reason of the fact that he had wished to condense the project time frame. This approach was primarily aimed at reducing the amount of time spent working of this project.

3.9 Problems Experienced in the Field.

The researcher encountered numerous problems during the process of administering the research questionnaire. The biggest problem had been to get the cooperation of the participants/ respondents, whereby most would simply shrug off the research questionnaire as just one those non-important things. The researcher had experienced serious challenges

in the process of data collection from the respondents (Black South African public), in terms of their readiness to immediately participate in this research project. The stage of questionnaire administration during this research project had proved to be the most daunting of tasks than what the researcher had initially envisaged. The researcher again had a torrid time explaining to the public what this research is all about, what it aimed to achieve and to ultimately persuade them to take part in completing the research questionnaire.

The biggest frustration encountered was when the participants had to send back the completed questionnaires. It was at this stage when most would tell the researcher that they did not know what had happened to the questionnaires, some would promise to find time in their busy schedules to get to complete the questionnaires, whilst others would continuously promise to make follow-ups with their acquaintances whom they had also distributed the questionnaire for completion. The researcher had to remain patient throughout the entire process because there was very little he could do, other than to rely on the cooperation of the participants from across the country. It must be emphasized that although the road was tough and sometimes very frustrating, the researcher always remained optimistic of a positive outcome, and ultimately a successful research project.

Various methods were used to distribute and collect the questionnaires back from the respondents, those included use of emails, post, and faxes. Some of the completed questionnaires, about five (5) in total were eventually disregarded as they were not fully completed, while some were just illegible. These spoils were discarded by the researcher, and therefore not considered with the rest of the questionnaires.

It has surely been an uphill battle for the researcher to get the public to voluntarily participate in this survey. But in the end the researcher succeeded to obtain credible responses from Black South Africans in all the nine (9) Provinces. In the end the researcher had managed to gather a total of 120 fully completed questionnaires from across the country, refer to the attached appendix 3 for the excel spreadsheet containing a summary of the research data gathered. The process of administering the questionnaire for this research project was successfully concluded after a time period of approximately six (6) months.

3.10 The Population of Study

Jennings (2001) defines population as “all the study subjects (tourists, visitors, hosts, family, friends, employees, managers) or study units (attractions, transport providers, accommodation facilities) that are the focus of the research project”. In this study the target population is Black people in South Africa from all the nine (9) Provinces. The targeted group had been the working class who would probably have some disposable income still left with them after having taken care of all their monthly expenses. The researcher had targeted to reach respondents who in his opinion would appear to be reliable and trustworthy. The respondents had eventually proved to be reliable people who are dependable, stable and consistent. Some great degree of faith had accordingly been placed on them during the entire research process.

3.10.1 Other ethical considerations

Any research project is likely to raise ethical issues. This is particularly so if it involves people directly, but may also be the case if the researcher conduct research entirely on documentary evidence. Ethical research involves getting the informed consent of the respondents. There are a number of issues involved in the system of ethical protection:

- The principle of voluntary participation which require that people should not be forced into participating in the research.
- The principle of informed consent which means that prospective research participants must be fully informed about the procedures and risks involved in the research, and must give their consent to participate.
- Ethical standards also require that researchers should not put participants in a situation where they might be at risk of harm as a result of their participation. Harm can be defined as both physical and psychological. There are two standards that are applied in order to help protect the privacy of research participants. Almost all research guarantees the participant’s confidentiality—they are assured that identifying information will not be made available to anyone who is not directly involved in the study, Trochim (1999). Although the stricter standard is the

principle of anonymity where the respondents would remain anonymous throughout the study even to the researcher themselves, the approach adopted by this researcher has been that of voluntary participation and informed consent.

The research questionnaire had therefore been designed such that the respondents were formally notified that participation in this research project was voluntary, and that the completed questionnaires would be treated in strict confidence by the researcher.

3.11 Reliability and validity issues.

Methods to ensure validity and reliability: According to Blumberg, Cooper and Schindler (2005), good research must be both valid and reliable.

3.11.1 Validity of data

Welman and Kruger (2001) describe validity as a mechanism that ensures that the process implemented to collect data has collected the intended data successfully. Validity refers to extend to which an empirical measure adequately reflects the real meaning of the subject under investigation, Babbie (1995). To ensure that data acquired was valid in this study, the following steps were taken:

- Interview guidelines were generated and explained to the respondents.
- The purpose of the study was explained to the respondents
- The procedure of the interview was explained to the respondents.
- Respondents were assured of anonymity and confidentiality. This was aimed at encouraging frankness during the interviews.

The above steps ensured that the interviews were conducted under conditions and in an environment acceptable to the respondents, and therefore ensured that the process was trustworthy.

Validity means that the measurement represents what it is supposed to. A valid measure accurately represents the relationship between things. There are six types of validity:

- **Face validity**—to test whether something makes sense to us. Face validity means that on the surface, something appears to be an appropriate measure. Face validity is not a very rigorous way of looking at things.
- **Construct validity**—reflects an actual relationship that exists statistically and is extremely complex. This is for measures with multiple indicators. It provides an answer to the question: “If the measure is valid, do the various indicators operate in a consistent manner?”
- **Predictive validity**—is assessed by measuring a measurement instrument against some future outcome. The sole factor in determining validity in the predictive method is the measurement’s ability to forecast future behaviour correctly. Scores on a test to predict whether a person will vote in an upcoming election can be checked against voting behaviour. If the test scores allow the researcher to predict with a high degree of accuracy which people will actually vote and which will not, the test has predictive validity.
- **Concurrent validity**—is closely related to predictive validity. In terms of this method, the measuring instrument is measured against some present criterion. It is possible to validate a test of proof-reading ability by administering the test to a group of professional proof-readers and to a group of non-proof-readers. If the test discriminates well between the two groups, it can be said to have concurrent validity.
- **Internal validity**—the test of measuring instrument used to measure phenomenon is free from bias.
- **External validity**—this describes how far the research findings apply outside the research setting.

3.11.2 Reliability of data

Reliability implies that if a test, model or measurement is reliable, it means that it is consistent in terms of supplying the same answer at different points in time. Reliability in measurement is the same as reliability in any other context. A reliable person is one who is dependable, stable and consistent. His/ Her behaviour will be the same tomorrow as it is today. On the other hand, an unreliable person is unstable and unpredictable. He/ She may act one way today and another way tomorrow. Similarly, if measurements are consistent from one session to another, they are reliable and some degree of faith can be placed in them. If they are unreliable it is not a good idea to depend on them.

Babbie (1995) describes reliability as a condition in which the same results will be achieved whenever the technique is repeated to do the same study. This was achieved by the following means: The anonymity and confidentiality of the respondents was ensured so that they were able to provide information for use strictly for the purpose of the study.

This research satisfies both validity and reliability issues in terms of what it sought to do and achieve. And also for being consistent in the approach and implementation of this research project.

3.12 Conclusion

Chapter 3 provided a discussion on the method employed to conduct the study. A Quantitative research methodology was identified as the ideal method to be employed in this research project because it abstracts data from the participants into statistical representations rather than textual pictures of the phenomenon. This chapter also provided an explanation on the choice of the type of research sampling techniques and description of the sample, the research instrument, statistical analysis of the data and of the questionnaire, and problems experienced in the field.

In the end the researcher had managed to gather a total of 120 fully completed questionnaires from all the nine (9) Provinces of South Africa, out of a total of 180 that

were distributed to the respondents (67% response rate). The researcher's process of conducting this research project has been detailed in this chapter. The results of this research project are presented in the following chapter.

CHAPTER FOUR

Research Results: Analysis and Interpretation

4.1 Introduction

In this chapter, the research results are presented in the form of Frequency Statistics and Inferential Statistics. Frequency statistics are presented as figures, tables and narrative text. The quantitative approach to analysis was adopted here considering that data was collected quantitatively using closed- ended questions in a questionnaire. Kitching and Tate (2000) define a closed questionnaire as one where the respondent is given a set of answers, one of which they must choose as the most representative of their facts/ views. Closed- ended questions offer the respondent the opportunity of selecting one or more response choices from a number provided to him/ her.

The quantitative paradigm entails that the analysts breaks down data into constituent parts to obtain answers to research questions. Analysis means the categorizing, ordering, manipulating and summarizing of data to obtain answers to research questions. The purpose of analysis is to reduce data to obtain an intelligible and interpretable form so that the relations of research problems can be studied, and tested, and conclusions drawn. The analysis of research data, however, does not in itself provide the answers to research questions. Interpretation takes the results of analysis, makes inferences pertinent to the research relations studied and draws conclusions about these relations. The researcher who interprets research results searches them for their meaning and implications. The researcher must ensure that he will be able to do those things that he did intend to do when analysing and interpreting data, Kerlinger (1986); Babbie (1990).

4.2 Data Analysis

The quantitative research, using statistical methods, had begun with the collection of data based on theory and hypothesis, followed by the application of descriptive or inferential statistical methods. The responses obtained have been evaluated and analysed in terms of a five-point likert scale system, in keeping with the five possible answers for this research project, strongly disagree, somewhat disagree, undecided, somewhat agree and strongly agree.

4.2.1 Statistical Analysis of the Questionnaire

The research questionnaire for this research project comprised of thirty four (34) questions. For better control and analysis purposes, the research questionnaire was divided into two sections, viz; the respondent's profile and evaluation of the research questions. The respondent's profile represented the first ten (10) questions which were primarily targeted at gathering the personal profiles of the respondents. The remaining twenty four (24) questions were designed to gather detailed facts around the holiday preferences of Black people in South Africa in the area of eco-tourism, and the factors that drive them to plan and go on a holiday specifically in the Lowveld Region. Where statistical methods were used to determine associations or differences between variables, Reid and Smith (1981), the process of analysis became easier and accurate.

Graphic presentation of data through frequency diagrams such as graphs further enhance the analysis process. Variables were described in terms of responses derived from the questions of that specific objective. According to Royer (1981) graphic presentations, or figures, are pictorial devices to illustrate data. As they are visually effective and easy to interpret, this type of presentation is often a great help in enabling the researcher to comprehend the essential features of frequency distribution and in comparing one frequency distribution with another, Ferguson (1976).

4.3 Respondent's Profile

The below tables represent the profile of the respondents. These tables have been determined in terms of the various categories of the research questionnaire, and they are followed by graphical presentation of the profile of all these respondents.

Table 4.1.1 Respondent's Profile: Age- group

Your age-group is?	Response	% of total
18-24	9	7.50%
25-34	73	60.83%
35-49	35	29.17%
50-59	2	1.67%
60 or more	1	0.83%

The majority of the respondents are in the age group of between 25-34 years, which represent 60.83% of total number of respondents. This is followed by the age group of between 35-45 years which represent 29.17% of the total number of respondents.

Table 4.1.2 Respondent's Profile: Gender

Gender?	Response	% of total
Male	55	45.83%
Female	65	54.17%

The majority of the respondents, 54.17%, are female, whilst 45.83% of them are male.

Table 4.1.3 Respondent's Profile: Marital status

Your marital status?	Response	% of total
Married	36	30.00%
Single	69	57.50%
Divorced	9	7.50%
Live-in partner	6	5.00%

The majority of the respondents, 57.50%, are single and 30% of them are married. The least number of respondents, 5% have got live- in partners.

Table 4.1.4 Respondent's Profile: Number of children

How many children do you have?	Response	% of total
None	38	31.67%
1-2	67	55.83%
3-4	13	10.83%
5	1	0.83%
6+	1	0.83%

The majority of the respondents, 55.83%, have got 1-2 children. This is followed by a total of 31.67% of the respondents who have got no children.

Table 4.1.5 Respondent's Profile: Academic qualifications

What is your highest academic/professional qualification?	Response	% of total
Matric	14	11.67%
PostMatric Cert	20	16.67%
Diploma/Degree	61	50.83%
Post Graduate Degree	25	20.83%

It has been noted that 50.83% of the respondents possess a tertiary qualification of Diploma/Degree, 20.83% have achieved Post Graduate Degree and a further 16.67% of respondents possess Post Matric Certificate. It is therefore clear that the respondents generally possess adequate literacy skills.

Table 4.1.6 Respondent's Profile: Number of years employed

For how many years have you been employed?	Response	% of total
Less than a year	4	3.33%
1-2	12	10.00%
3-5	31	25.83%
6-10	50	41.67%
11-15	15	12.50%
16+	8	6.67%

The majority of the respondents, 41.67%, have been employed for a period of between 6-10 years, followed by those who have been employed for a period of 3-5 years at 25.83%.

Table 4.1.7 Respondent's Profile: Gross Earnings

Your Gross personal income per month?	Response	% of total
Under R5000	14	11.67%
R5001-R8000	15	12.50%
R8001-R13000	28	23.33%
R13001-R18000	29	24.17%
R18001-R25000	17	14.17%
Greater than R25001	17	14.17%

The majority of the respondents, 24.17%, earn a gross personal income per month of between R13001-R18000. This is followed closely by those who earn a gross personal income per month of between R8001 – R13000 which is at 23.33%.

Table 4.1.8 Respondent's Profile: Career title

Please indicate your job/ career title?	Response	% of total
Administration	24	20.00%
Customer service	20	16.67%
Education	5	4.17%
Engineering	7	5.83%
Finance	27	22.50%
Human Resource	3	2.50%
Marketing	2	1.67%
Medical	1	0.83%
Operations	9	7.50%
Production	1	0.83%
Other	21	17.50%

The majority of the respondents, 22.50%, work in the field of finance. This is followed by 20% of the respondents who are in the field of Administration.

Table 4.1.9 Respondent's Profile: Province where they live

Which Province do you live in?	Response	% of total
MP	33	27.50%
EC	3	2.50%
FS	2	1.67%
G	51	42.50%
KZN	6	5.00%
L	18	15.00%
NW	4	3.33%
WC	3	2.50%

The majority of the respondents, 42.50%, live in Gauteng Province followed by Mpumalanga Province at 27.50%. The Province with the least response rate is the Free State Province, which is at 1.67% of the total number of respondents.

Table 4.1.10 Respondent's Profile: Province which is the preferred holiday destination

Which Province is your usual holiday destination?	Response	% of total
MP	38	31.67%
EC	4	3.33%
FS	2	1.67%
G	18	15.00%
KZN	24	20.00%
L	16	13.33%
NC	1	0.83%
NW	4	3.33%
WC	13	10.83%

The majority of the respondents prefer the Mpumalanga province as their usual holiday destination followed by Kwa-ZuluNatal Province. This is represented by 31.67% and 20% respectively. The least preferred holiday destinations that came out of this survey are Eastern Cape & North West Provinces and Free State Province, they rated 3.33% and 2% respectively.

4.3.1 Graphical presentation of the respondent's profile

Figure 4.1 below represent a graphical presentation of the profile of all the respondents who have participated in this research survey. The vertical axis represent the profile of the respondents according to their various categories, while the horizontal axis represent the actual number of responses obtained from the research survey.

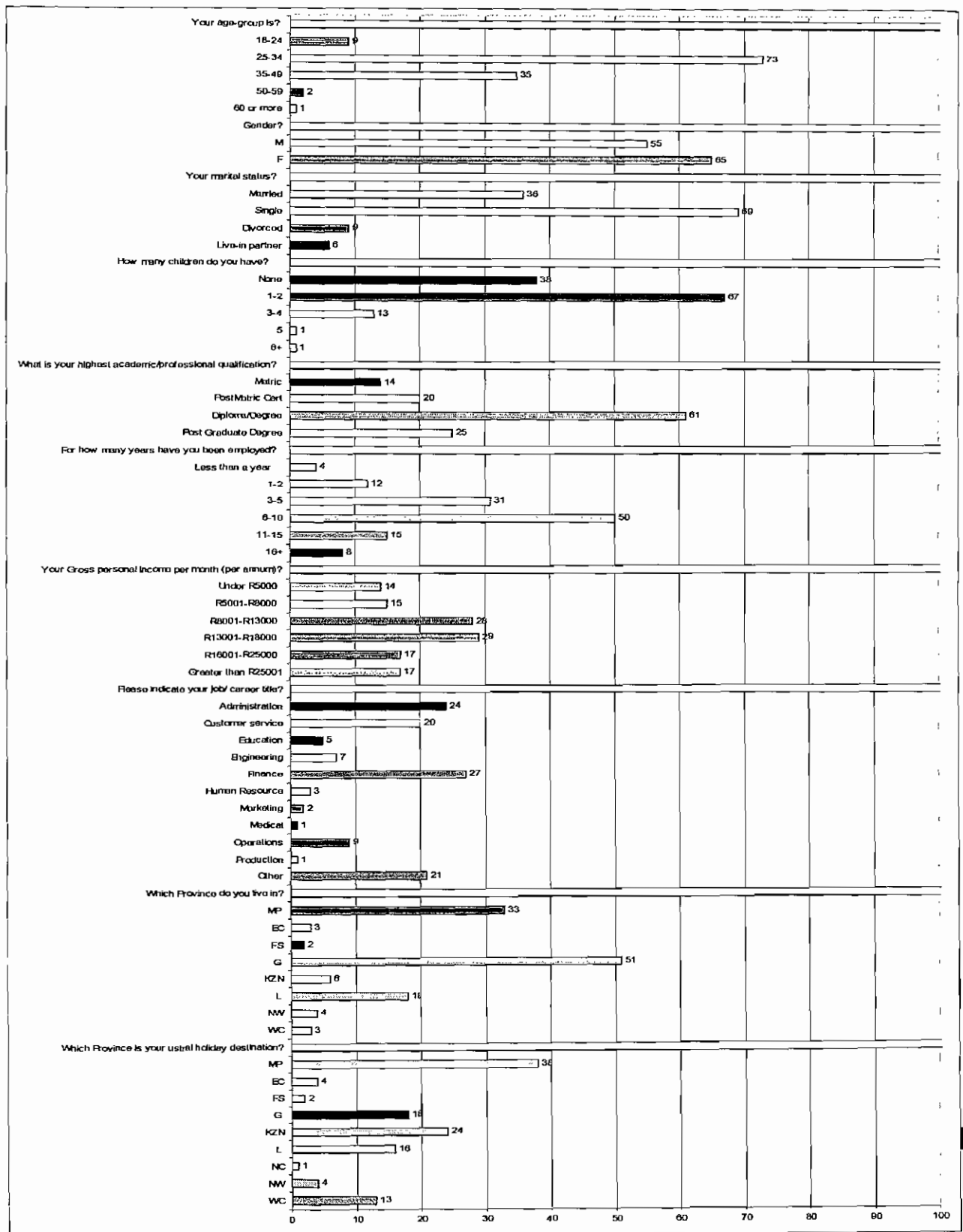


Figure 4.1 Respondent's profile

4.4 Research Findings: Analyses and Interpretation of Results

For analysis purposes, the twenty four (24) research questions have been grouped into seven (7) categories comprising of Price, Type, Preferences, Experiences, Marketing Strategies, Targeting the Black People, and Black People’s Preferences. Each of these seven (7) categories has been presented in the form of two tables (for the actual number of responses and for the percentages), and a graph. The ensuing text present the findings of the quantitative research, as well as statistical analysis and graphical presentation of the research responses.

4.4.1 Price

The below table presents the statistical analysis and graphical presentation of the research responses on price as it relates to the extent to which it influences black people’s decisions to go on a holiday:

Table 4.2 Price

Price	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
The Lowveld Region offers good value for money holiday experience	2	7	40	38	33
The price of accommodation products is a factor when I decide on a holiday destination	4	6	14	52	44
Mean	3	7	27	45	39
Standard Error	1	1	13	7	6
Standard Deviation	1	1	18	10	8
Sum	6	13	54	90	77
Count	2	2	2	2	2

Table 4.3 Presentation of the Price factor – expressed in percentages

Price	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
The Lowveld Region offers good value for money holiday experience	1.67%	5.83%	33.33%	31.67%	27.50%
The price of accommodation products is a factor when I decide on a holiday destination	3.33%	5.00%	11.67%	43.33%	36.67%

Graphical presentation:

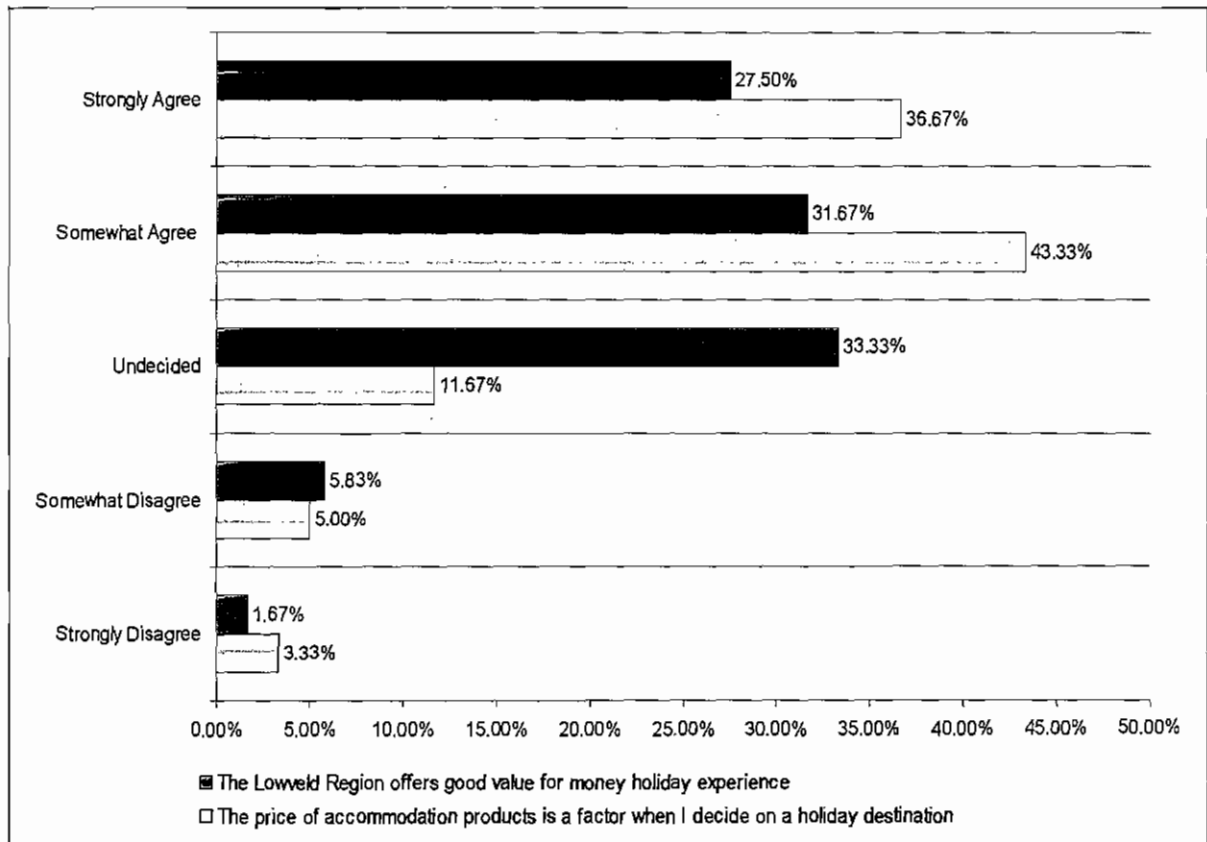


Figure 4.2: Presentation of the price factor

The above graph depicts the fact price is a serious factor for black families when planning to go on holiday. In terms of the above graph, it is clear that Lowveld region offers good value for money holiday experience. The Lowveld Tourism authorities need to market the establishments and products of this region a lot more, and make them popular due to their price factor.

4.4.2 Type

A statistical analysis and graphical presentation of the research responses in terms of the type of accommodation that influence black people's choice of visiting the Lowveld Region;

Table 4.4 Type of Accommodation

Type	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I regard the tourist establishments in the Lowveld area to be culturally friendly in terms of Black South African's cultural backgrounds and beliefs	2	10	28	43	37
I prefer a 'bush' type of an accommodation and not a hotel type when visiting the Lowveld area?	13	16	19	34	38
The level and quality of guest service are crucial in my choice of a resort in the Lowveld Region	1	11	20	39	49
I prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering	3	3	8	37	69
Mean	4.75	10	18.75	38.25	48.25
Standard Error	3	3	4	2	7
Standard Deviation	6	5	8	4	15
Sum	19	40	75	153	193
Count	4	4	4	4	4

Presentation in terms of the percentages:

Table 4.5 Type of Accommodation – expressed in percentages

Type	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I regard the tourist establishments in the Lowveld area to be culturally friendly in terms of Black South African's cultural backgrounds and beliefs?	1.67%	8.33%	23.33%	35.83%	30.83%
I prefer a 'bush' type of an accommodation and not a hotel type when visiting the Lowveld area?	10.83%	13.33%	15.83%	28.33%	31.67%
The level and quality of guest service are crucial in my choice of a resort in the Lowveld Region	0.83%	9.17%	16.67%	32.50%	40.83%
I prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering	2.50%	2.50%	6.67%	30.83%	57.50%

Graphical presentation:

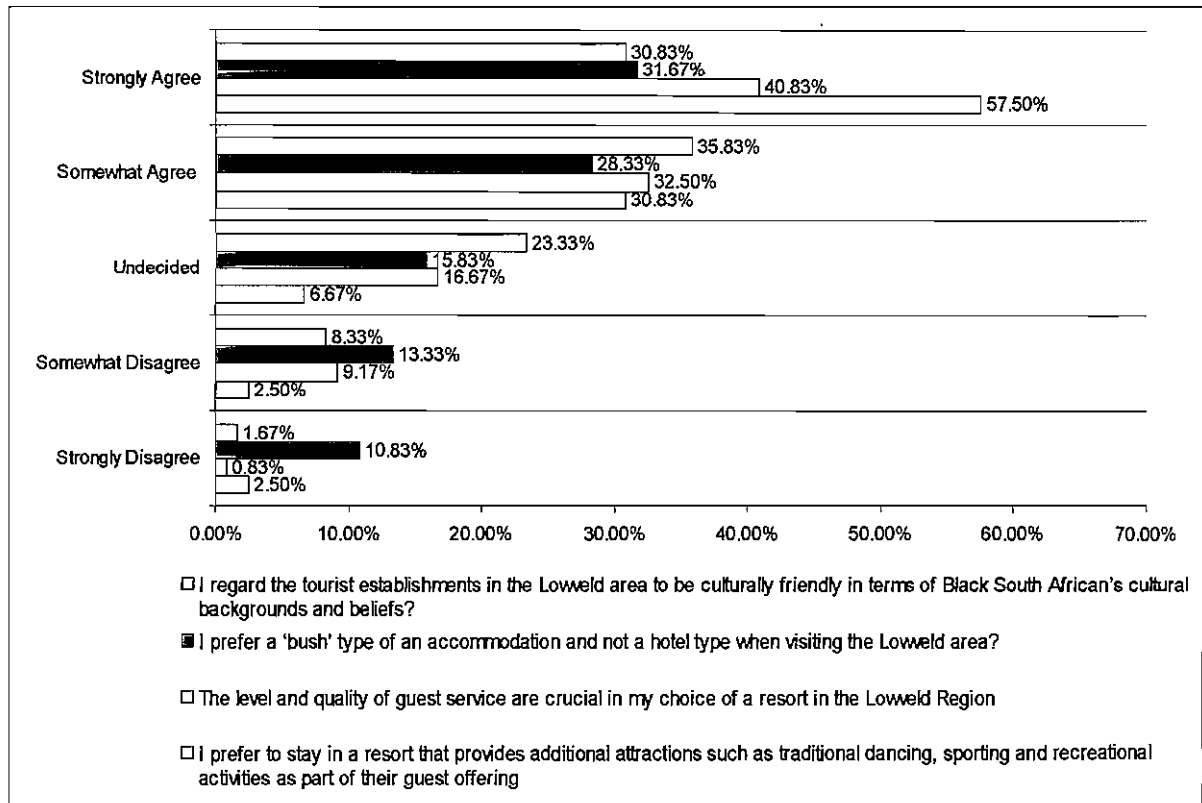


Figure 4.3: Presentation of the type of accommodation

The nature of the tourist establishments in the Lowveld region have been found to be popular with the majority of the respondents, who strongly and somewhat agree that these facilities and products are culturally friendly to them. The majority of the respondents also prefer a bush type of accommodation which provide additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering. These factors should clearly guide the Lowveld Tourism authorities to design specific market strategies to target Black people to make the Lowveld region their preferred holiday destination, and grow Tourism in the Mpumalanga Province as a whole.

4.4.3 Preferences

The below table presents a statistical analysis and graphical presentation of the research responses in terms of black people's holiday preferences, and the factors that drive them to go on a holiday in the Lowveld Region;

Table 4.6 Preferences

Preference	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I have visited the Lowveld Region before on a holiday	31	7	4	27	51
I prefer to go on holiday during school holiday periods, and with my family	6	12	12	29	61
I have visited the Lowveld Region for holiday purposes because I have family and friends in the area (Visiting Friends & Relatives form of tourism)	42	21	8	22	27
Mean	26	13	8	26	46
Standard Error	11	4	2	2	10
Standard Deviation	18	7	4	4	17
Sum	79	40	24	78	139
Count	3	3	3	3	3

Table 4.7 Preferences – expressed in percentages

Preference	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I have visited the Lowveld Region before on a holiday	25.83%	5.83%	3.33%	22.50%	42.50%
I prefer to go on holiday during school holiday periods, and with my family	5.00%	10.00%	10.00%	24.17%	50.83%
I have visited the Lowveld Region for holiday purposes because I have family and friends in the area (Visiting Friends & Relatives form of tourism)	35.00%	17.50%	6.67%	18.33%	22.50%

Graphical presentation:

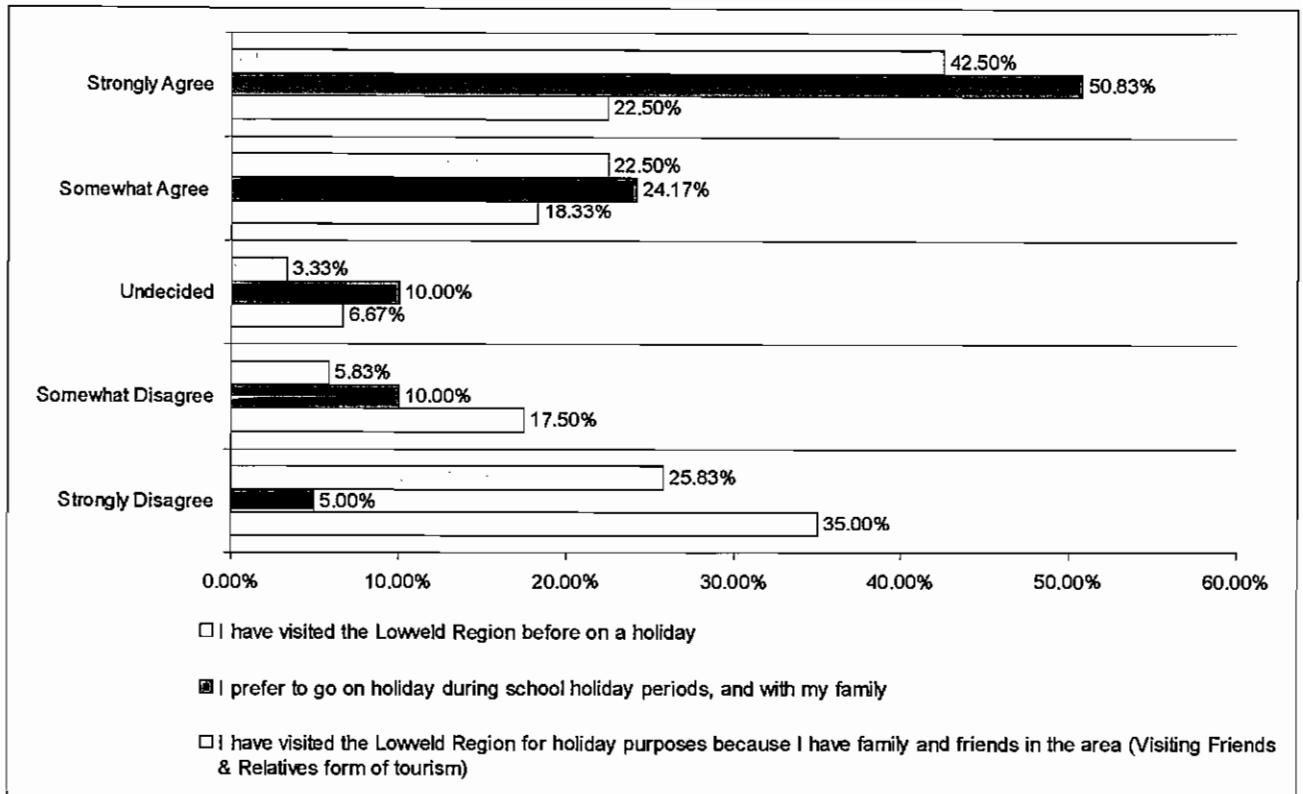


Figure 4.4: Presentation of accommodation preferences

The school holiday period and family packages need to be target for more promotions and marketing since the majority of the respondents prefer this period for their holiday in the Lowveld. The majority of the respondents strongly and somewhat agree to this fact. Special discounts, and group holiday booking arrangements need to be facilitated by the Lowveld Tourism authorities to further attract a higher number of Black tourists in this region.

4.4.4 Experiences

The below table presents a statistical analysis and graphical presentation of the research responses in terms of black people’s holiday experiences and preferences in the Lowveld region.

Table 4.8 Experience

Experience	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
Lowveld Region is my choice of a holiday destination in the country because of its scenic beauty, magical mountains & forests, unspoiled wilderness areas and accessible wildlife	11	8	17	38	46
Planning and going on holiday was never part of my family culture during my upbringing	22	19	5	38	36
Going on holiday for me as a Black South African, is part of a modern lifestyle/ culture in the new South Africa	13	10	11	47	39
As a Black South African, I undertake holidays for leisure and relaxation	2	2	6	33	77
I consider holiday to be meant just for fun with a circle of friends, among Black South Africans	9	21	8	41	41
Mean	11	12	9	39	48
Standard Error	3	4	2	2	7
Standard Deviation	7	8	5	5	17
Sum	57	60	47	197	239
Count	5	5	5	5	5

Table 4.9 Experience – expressed in percentages

Experience	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
Lowveld Region is my choice of a holiday destination in the country because of its scenic beauty, magical mountains & forests, unspoiled wilderness areas and accessible wildlife	9.17%	6.67%	14.17%	31.67%	38.33%
Planning and going on holiday was never part of my family culture during my upbringing	18.33%	15.83%	4.17%	31.67%	30.00%
Going on holiday for me as a Black South African, is part of a modern lifestyle/ culture in the new South Africa	10.83%	8.33%	9.17%	39.17%	32.50%
As a Black South African, I undertake holidays for leisure and relaxation	1.67%	1.67%	5.00%	27.50%	64.17%
I consider holiday to be meant just for fun with a circle of friends, among Black South Africans	7.50%	17.50%	6.67%	34.17%	34.17%

Graphical presentation:

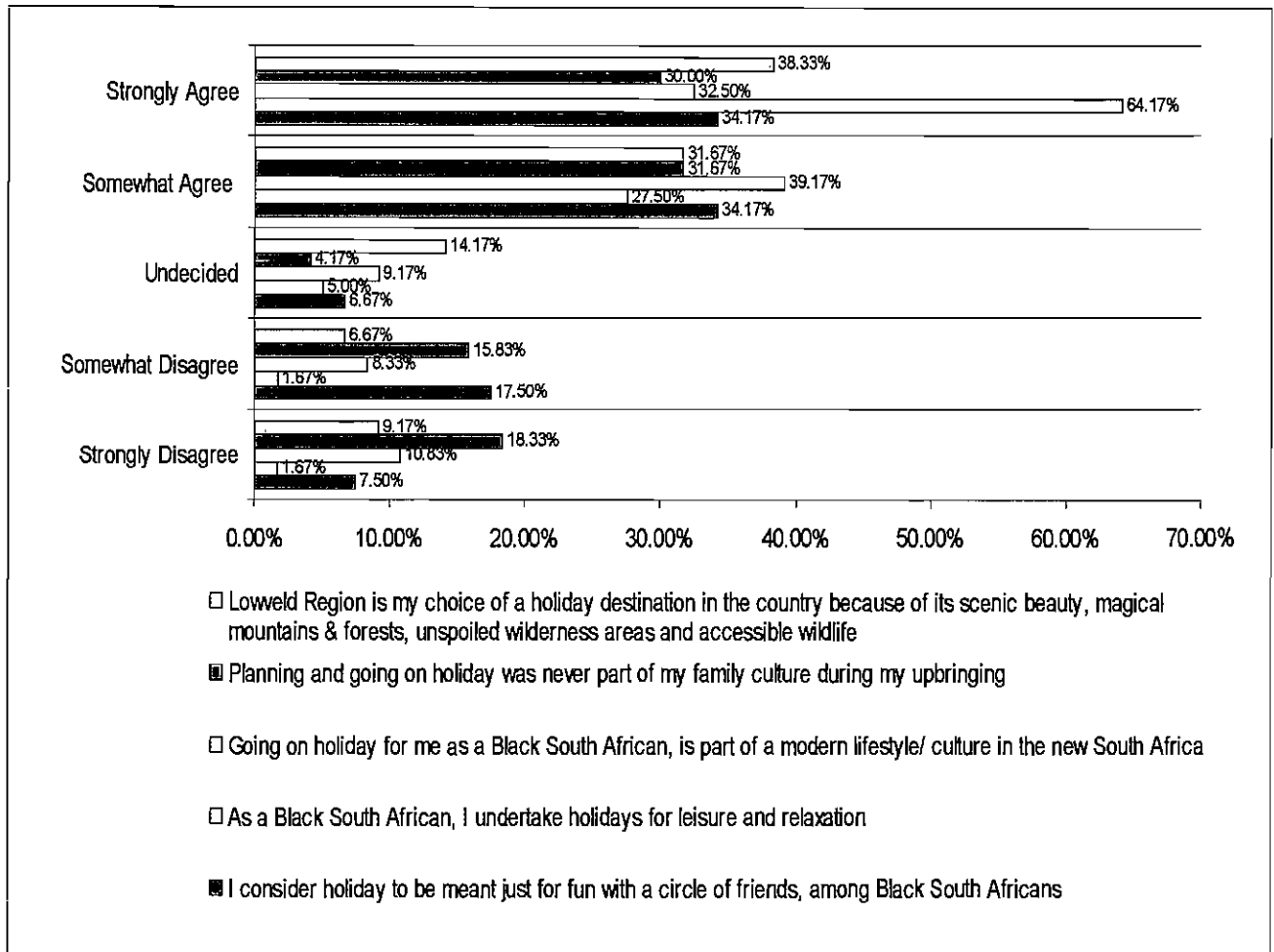


Figure 4.5: Presentation of the holiday experiences

The above graph clearly depicts the fact that Black South Africans go on holiday for leisure and relaxation, and prefer the Lowveld region as their holiday destination because of its scenic beauty, magical mountains & forests, unspoiled wilderness areas and accessible wildlife. There needs to be more Tourism awareness initiatives to exploit this beautiful and exciting region of the Mpumalanga Province to attract even those who are undecided about their holiday choices and preferences.

4.4.5 Marketing strategies

Statistical analysis and graphical presentation of the research responses relating to the effectiveness of marketing strategies in terms of attracting black tourists to the Lowveld Region;

Table 4.10 Marketing Strategies

Marketing strategies	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I am aware of the existence of the Tourism Authorities in the Lowveld Region;- the Mpumalanga Tourism and Parks agency	23	11	4	17	65
Marketing strategies adopted by the Mpumalanga Tourism and Parks Agency have contributed to the way I perceive going on holiday today	27	16	25	28	24
There are adequate Awareness and Marketing campaigns that are aimed at encouraging Black People to visit the Lowveld Tourist attractions, such as God's Window, Potholes, Blyde Canyon, etc.	19	37	16	27	21
I think the Mpumalanga Tourism and Parks agency can play an active & visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis	4	4	3	41	68
Mean	18	17	12	28	45
Standard Error	5	7	5	5	13
Standard Deviation	10	14	10	10	25
Sum	73	68	48	113	178
Count	4	4	4	4	4

Table 4.11 Marketing Strategies – expressed in percentages

Market strategies	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I am aware of the existence of the Tourism Authorities in the Lowveld Region;- the Mpumalanga Tourism and Parks agency	19.17%	9.17%	3.33%	14.17%	54.17%
Marketing strategies adopted by the Mpumalanga Tourism and Parks Agency have contributed to the way I perceive going on holiday today	22.50%	13.33%	20.83%	23.33%	20.00%
There are adequate Awareness and Marketing campaigns that are aimed at encouraging Black People to visit the Lowveld Tourist attractions, such as God's Window, Potholes, Blyde Canyon, etc.	15.83%	30.83%	13.33%	22.50%	17.50%
I think the Mpumalanga Tourism and Parks agency can play an active & visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis	3.33%	3.33%	2.50%	34.17%	56.67%

Graphical presentation:

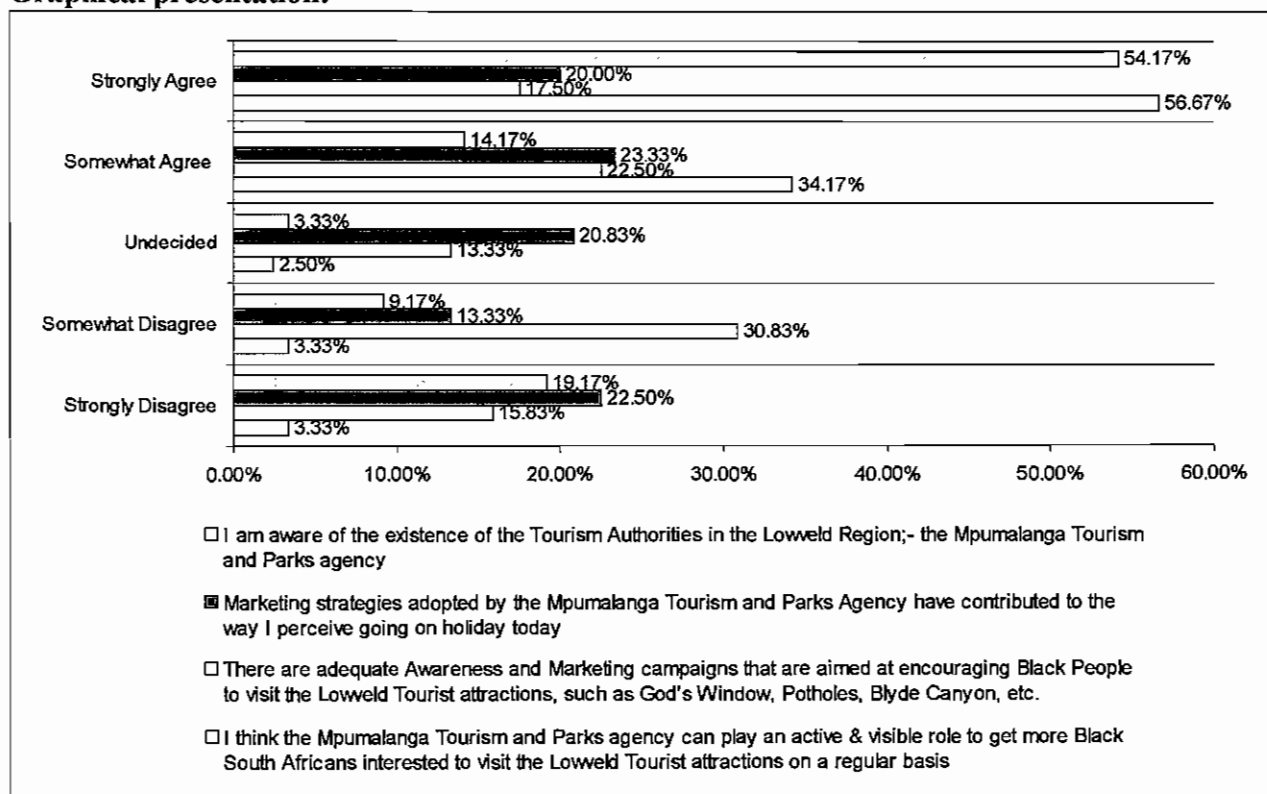


Figure 4.6: Presentation of marketing strategies

The majority of the respondents are aware of the existence of the Tourism authorities in the Lowveld region- MTPA, and they strongly and somewhat agree that this agency can play an active and visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis. This research finding calls on the MTPA to play an active role in developing marketing strategies that are aimed at influencing people's perceptions about undertaking holiday in the Lowveld region. These strategies need to be targeted to a sizeable number of the respondents who are undecided, somewhat disagree and strongly disagree that there are adequate awareness and marketing campaigns that are aimed at encouraging Black people to visit Lowveld tourist attractions.

4.4.6 Targeting the Black people

Statistical analysis and graphical presentation of the research responses relating to the effectiveness of marketing strategies in terms of their specific focus on growing black tourists to the Lowveld Region;

Table 4.12 Targeting the Black people

Targeting the Black people	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
The Mpumalanga Tourism and Parks agency should promote more of 'holiday group bookings' in order to make holidaying in the Lowveld Region to be more affordable to the majority of Black South Africans	0	2	6	40	72
The Tourism Authorities in the Lowveld Region could assist the public to access holiday booking facilities more easily	0	1	9	42	68
Mean	0	1.5	7.5	41	70
Standard Error	0	0.5	1.5	1	2
Standard Deviation	0	1	2	1	3
Sum	0	3	15	82	140
Count	2	2	2	2	2

Table 4.13 Targeting the Black people - expressed in percentage

Targeting the Black people	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
The Mpumalanga Tourism and Parks agency should promote more of 'holiday group bookings' in order to make holidaying in the Lowveld Region to be more affordable to the majority of Black South Africans	0.00%	1.67%	5.00%	33.33%	60.00%
The Tourism Authorities in the Lowveld Region could assist the public to access holiday booking facilities more easily	0.00%	0.83%	7.50%	35.00%	56.67%

Graphical presentation:

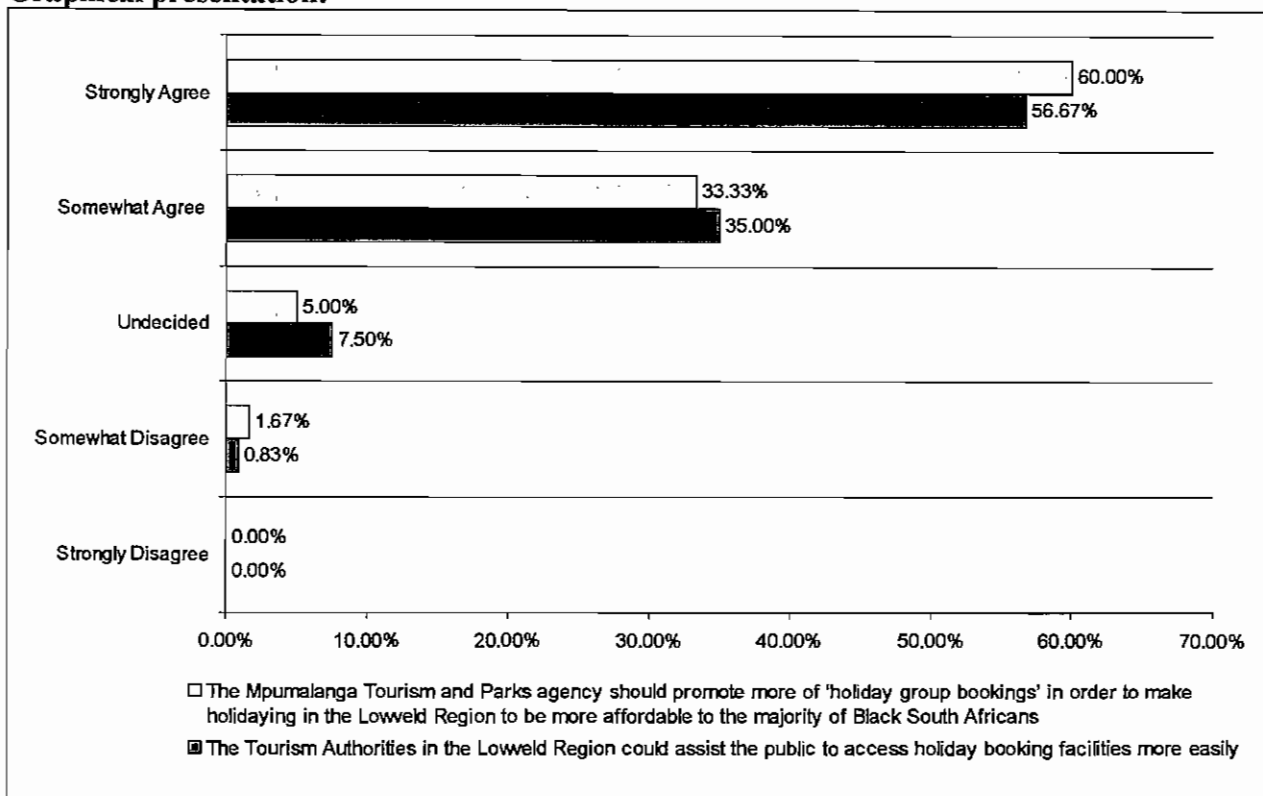


Figure 4.7: Presentation of ‘targeting the Black people’

In terms of the research findings as depicted in the above graph, the majority of the respondents made unequivocal statements that the MTPA should develop strategies that seek to promote more of ‘holiday group bookings’ in order to make holidaying in the Lowveld region to be more affordable to the majority of Black South Africans. The respondents have further expressed a view that MTPA could assist the public to access holiday booking facilities more easily.

4.4.7 Black people’s preferences

Statistical analysis and graphical presentation of the research responses relating to the interest of black people in nature- based tourist attractions in the Lowveld Region;

Table 4.14 Black people’s preferences

Black people's preferences	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
There is a direct relationship between the asking prices at the recognized Tourist attractions in the Lowveld area and the guest service being offered	2	5	47	48	18

I am interested in the Lowveld Region as my preferred holiday destination because it is home to the world- renowned Kruger National Park	4	8	14	46	48
Being a Black South African, I feel appreciated for being a Tourist in the Lowveld Region, by the Hospitality industry players	3	11	30	50	26
Mean	3	8	30	48	31
Standard Error	1	2	10	1	9
Standard Deviation	1	3	17	2	16
Sum	9	24	91	144	92
Count	3	3	3	3	3

Table 4.15 Black people's preferences – expressed in percentages

Black people's preferences	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
There is a direct relationship between the asking prices at the recognized Tourist attractions in the Lowveld area and the guest service being Offered	1.67%	4.17%	39.17%	40.00%	15.00%
I am interested in the Lowveld Region as my preferred holiday destination because it is home to the world- renowned Kruger National Park	3.33%	6.67%	11.67%	38.33%	40.00%
Being a Black South African, I feel appreciated for being a Tourist in the Lowveld Region, by the Hospitality industry players	2.50%	9.17%	25.00%	41.67%	21.67%

Graphical presentation:

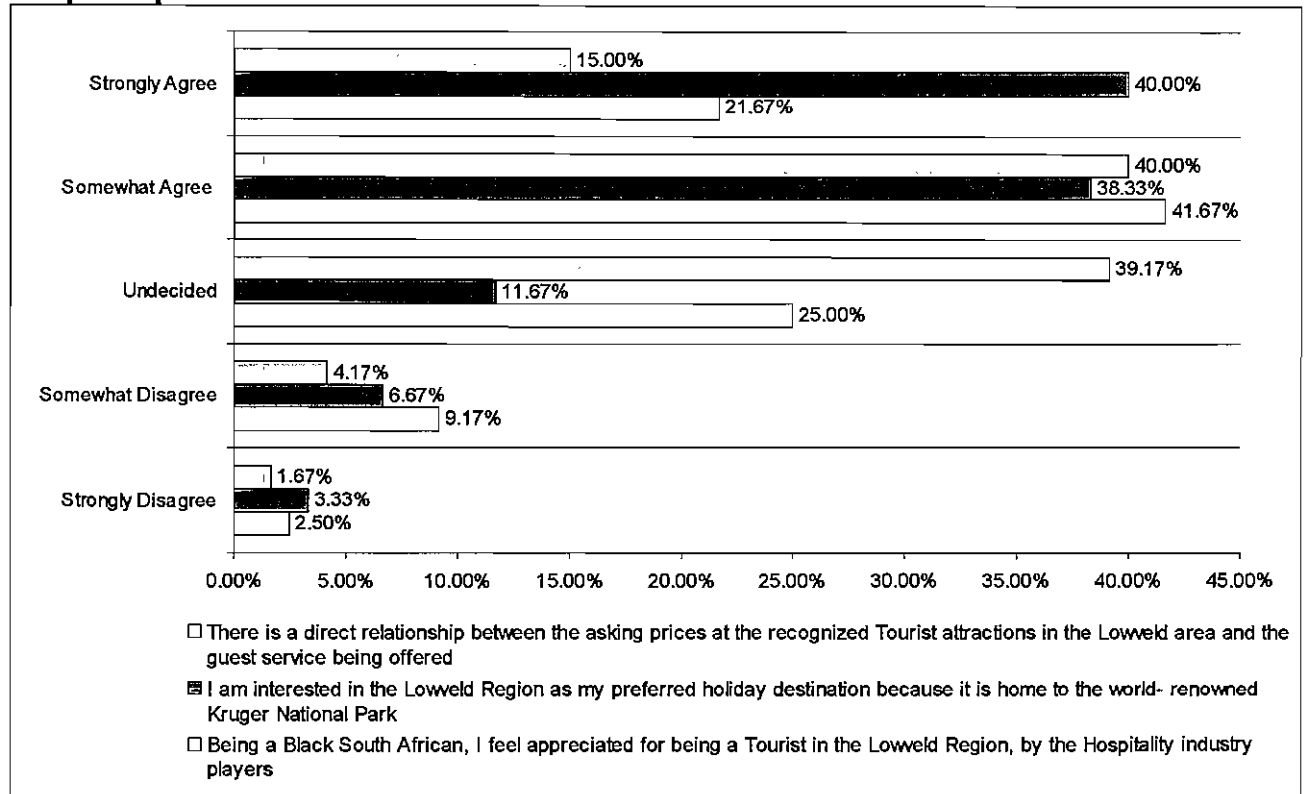


Figure 4. 8: Presentation of Black People’s Preferences

MTPA needs to capitalise on the fact that the majority of the respondents prefer the Lowveld region as their holiday destination because it is home to the world- renowned Kruger National Park. The majority of the respondents strongly and somewhat agree that they feel appreciated for being Tourists in the Lowveld region, and the fact the guest service being offered is value for their money. The hospitality level in the Lowveld region needs to be identified as a unique trump card to market and sell the tourism products. There is clearly a lot to offer to the Black tourists in the Lowveld region.

4.5 Specific Comments by the Respondents

The process of obtaining responses from the respondents across the country has equally attracted comments/ concerns which were raised by the respondents in the research questionnaire. Below is a list of concerns as raised by the respondents during the data gathering phase:

- Lowveld is more for people who enjoy nature, and most black people grew up in that environment thus would opt for something different for holidays.
- Total lack of coordinated access to tourism information and events.
- Black South Africans lack the knowledge and interest, because they are generally afraid to learn.
- Lack of money causes people not to visit other provinces for Tourism.
- The issue of disposable income for black people play a major role for them to decide whether to go on holiday or not.
- Lack of knowledge on the existence of tourist facilities. There needs to be a lot of improvement in the awareness campaigns and marketing of the Tourism products.
- Tourist attractions in the Lowveld area need to be well advertised to the Black South Africans.
- There needs to be special consideration given to the poor people in terms of transport arrangements to visit Tourist attractions in the Lowveld Region, and such people should be charged lower prices when they travel as a group.
- Going on holiday remains a luxury for most Black South Africans, since many have got extended families whom they usually take care of with their little money.
- Most of the people staying in the communities next to the major tourist attractions don't have access to those establishments because of the fees that they must pay. Members of these communities thus feel excluded from the operations of this industry.

4.6 Conclusion

The objective of this chapter was to present the analysis and interpretation of the research results obtained from the Black South Africans in all the nine (9) Provinces of South Africa. The research results, which have been gathered quantitatively using closed-ended questions in a questionnaire, have been presented in the form of frequency and inferential statistics. The research results noted the fact that the highest percentage rate of the respondents (64.17%) strongly agree that they undertake holidays for leisure and relaxation, whilst the second highest rate (60%) that the Tourism authorities need to promote more of 'holiday group bookings' in order to make holidaying in the Lowveld Region to be affordable to the majority of Black South Africans. The third highest rate (57.5%) of the respondents have indicated that they strongly agree to stay in a resort that provide additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering. Two of the fourth highest rate (both at 56.67%) of the respondents think that the Mpumalanga Tourism and Parks agency can play an active and visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis, and that they should also assist them to access holiday booking facilities more easily.

Total lack of coordinated access to Tourism information and events, and lack of knowledge on the existence of Tourist facilities are some of the key issues that came out strongly from the specific comments made by the respondents.

Conclusions and recommendations flowing from the analysis and interpretation of data are presented and discussed in the following chapter.

CHAPTER FIVE

Conclusions and Recommendations

5.1 Introduction

The purpose of examining previous works and research is to either refute or concur with the findings of this study in order to make more meaningful contributions to business, consumers, society, and to provide a framework for extensive research into this field. Further interpretation of data was necessary to justify the results and ensure finality of this project. The summary or synthesis, according to Bailey and Powel (1987), serves two purposes: it summarises the main points, and suggests the idea of finality to the reader.

This chapter addresses the conclusion of the aims and objectives of this research project, and shows how the data collected supports or refutes what the researcher sought to discover.

5.2 Statement of the Research Problem

This topic is intended to Develop an interest in Tourism among Black People in South Africa focussing on the Lowveld Region of Mpumalanga Province. The study is particularly intended to ignite interest in Eco-tourism/ Nature-based tourism operations among Blacks in South Africa, where they would ultimately identify the value of participating in Tourism activities and embrace that as part of modern day lifestyle. In a country where Black People are the great majority numerically, it is the researcher's contention that there should be more Black tourists who visit to the Lowveld Region on an annual basis. The study was conducted among Black People in all the nine (9) Provinces of South Africa. The research was conducted according to the objectives listed below.

5.3 Research Objectives

Listed below are the four (4) broad research objectives that were designed to structure this research project. These objectives are being discussed in terms of the research findings. The respective objectives will accordingly be concluded, with the recommendations made for further study.

5.3.1 Objective 1:

To determine whether there are adequate Awareness and Marketing campaigns that are aimed at encouraging Black People to visit Lowveld Tourist attractions such as Kruger National Park.

Research Findings:

The research has discovered that the majority of the respondents are aware of the existence of the Tourism authorities in the Lowveld region (the Mpumalanga Tourism and Parks Agency), this fact is represented by a total of 54.17% and 14.17% of the respondents who strongly and somewhat agree to this. However, most of the respondents feel that the Mpumalanga Tourism and Parks Agency can further play an active and visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis. A total of 56.67% and 34.17% of the respondents strongly and somewhat agree to this.

A total of 30.83% and 15.83% of the respondents somewhat and strongly disagree that there are adequate Awareness and Marketing campaigns that are aimed at encouraging black People to visit the Lowveld Tourist attractions such as God's window, Potholes, Blyde Canyon, etc.

The majority of the respondents, 60% and 33.33%, strongly and somewhat agree to the fact the Mpumalanga Tourism and Parks Agency should promote more of 'holiday group bookings' in order to make holidaying in the Lowveld Region to be more affordable to the majority of the Black South Africans.

Again a considerable number of the respondents, 56.67% and 35% of the respondents, strongly and somewhat agree that the Tourism Authorities in the Lowveld Region could assist the public to access holiday booking facilities more easily.

Conclusion:

The study discovered that the majority of the respondents are aware of the existence of the Tourism authorities in the Lowveld region (the Mpumalanga Tourism and Parks Agency), and they feel that this particular entity can further play an active and visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis.

Recommendations:

It is the recommendation of this study that the Tourism Authorities need to flex their muscles and implement aggressive marketing campaigns to grow visitor statistics in the Lowveld Region, especially from the Black South Africans. The Tourism Authorities in the Lowveld Region need again to devise systems that will encourage and enable the majority of Black People to access holiday booking facilities more easily, in order to make the bookings to visit the Lowveld Tourist attractions regularly and without any hassles, for example information centres in the various parts of the country.

The tourism authorities need to also promote more of holiday group bookings, in order to make holidaying in the Lowveld Region to be more affordable to the majority of the Black South Africans.

5.3.2 Objective 2:

To ascertain whether Black people simply have no interest in nature- based tourist attractions in the Lowveld region.

Research Findings:

In terms of Black people's preferences the research has discovered that the majority of the respondents have indicated that they are interested in the Lowveld Region as their preferred holiday destination because it is home to the world-renowned Kruger National Park. This view is being held by 40% and 38.33% of the respondents, who strongly and somewhat agree to this statement.

In terms of the preference on the type of accommodation establishments that influence Black people's choice of visiting the Lowveld Region, 57.5% of the respondents have strongly agreed that they prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering. Also a high response rate, 30.83%, have indicated that they somewhat agree to this fact. A total of 40.83% of the respondents have strongly agreed to the fact that the level and quality of guest service are crucial in their choice of a resort in the Lowveld Region, 32.5% of these respondents have indicated that they somewhat agree to this.

The respondents generally regard the tourist establishments in the Lowveld area to be culturally friendly in terms of the Black South Africans' cultural backgrounds and beliefs. 30.83% strongly agree, while 35.83% of the respondents somewhat agree to this. A considerable number of the respondents have indicated that they prefer a 'bush' type of an accommodation, and not a hotel type when visiting the Lowveld area, 31.67% of the respondents strongly agrees, while 28.33% somewhat agrees to this fact.

An average of 10% of the respondents disagree, strongly and somewhat, with the fact that the type of accommodation establishments influence Black People's choice of visiting the Lowveld Region.

Conclusion:

The study has discovered that the majority of the respondents are interested in the Lowveld Region as their preferred holiday destination because it is home to the world- renowned Kruger National Park. They also prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering. The study has further discovered that the majority of respondents regard the tourism establishments in the Lowveld Region to be culturally friendly to their beliefs. They also prefer to stay in a bush- type of an accommodation, and not a hotel- type, when visiting the Lowveld area.

Recommendations:

It is recommended that the Tourist accommodation be marketed around the world- renowned Kruger National Park, and fully exploit the advantages of close proximity to it. The Tourism Authorities, and other tourism players in the Region, need to again devise their marketing strategies such that they promote a 'bush' experience for the visitors.

5.3.3 Objective 3:

Determining if Black South Africans consider the tranquil atmosphere of the Lowveld Area an ideal holiday destination.

Research Findings:

The research discovered that Lowveld Region offers memorable holiday experience to the majority of Black people in South Africa. This view has been expressed by most of the respondents, who have said that Lowveld Region is their choice of a holiday destination in the country because of its scenic beauty, magical mountains and forests, unspoiled wilderness areas and accessible wildlife. A total of 38.33% and 31.67% of the respondents strongly and somewhat agree to this fact. A further 34.17% and 34.17% of the respondents

agree and somewhat agree that holiday is meant just for fun with a circle of friends, among Black South Africans.

The majority of the Black South Africans undertake holidays just for leisure and relaxation. A total of 64.17% and 27.50% of the respondents strongly and somewhat agree to this fact. An average of 30% of the respondents agree that planning and going on holiday was never part of their family culture during their upbringing.

The majority of the respondents prefer to go on holiday during school periods, and with their families. 50.83% and 24.17% of the respondents strongly and somewhat agree to this. A total of 42.5% and 22.5% of the respondents strongly and somewhat agree that they have visited the Lowveld Region before on a holiday.

The study has discovered that a considerable number of the respondents prefer to plan and go on holiday on their own. A total of 17.5% and 35% of the respondents somewhat and strongly disagree that they have visited the Lowveld Region for holiday purposes because they have family and friends in the area (Visiting friends and family form of Tourism).

Conclusion:

It is the conclusion of this study that the Lowveld Region offers memorable holiday experience to the majority of Black people in South Africa. The majority of the Black South Africans again undertake holidays just for leisure and relaxation, and they also prefer to go on holiday during school periods in the company of their families.

Recommendations:

It is recommended that the Tourism Authorities should promote the Lowveld Region as an ideal holiday destination for Black South Africans because they consider the tranquil atmosphere of the area an ideal holiday destination. Family packages also need to be promoted, especially during school holiday periods.

5.3.4 Objective 4:

Establishing whether Black South Africans consider the cost of going on a holiday in the Lowveld prohibitive.

Research Findings:

The research has discovered that the price of accommodation products has got a significant influence for Black people to decide to go on holiday. 36.67% of the respondents have indicated that they strongly agree to this fact, while 43.33% of the respondents have indicated that they somewhat agree that they seriously consider the price of accommodation products when they decide on a holiday destination. 11.67% of the respondents were undecided on this issue, while a very small fraction disagreed to this statement. 5% and 3.33% have indicated that they somewhat agree and strongly agree respectively. These views are held largely by a group of respondents with the age group of 25-34 years (60.83%) and 35-49 years (29.17%). The majority of this group of respondents earn a gross monthly salary of between R13001.00-R18000.00

As regards the fact that Lowveld Region offers good value for money holiday experience, 27.5% and 31.67% of the respondents have indicated that they strongly and somewhat agree respectively. A total of 15% and 40% of the respondents strongly and somewhat agree that there is a direct relationship between the asking prices at the recognized Tourist attractions in the Lowveld area, and the guest service being offered. Further, 21.67% and 41.67% of the respondents strongly and somewhat agree that they feel appreciated by the Hospitality industry players, for being Tourists in the Lowveld Region.

Conclusion:

The study has discovered that the Lowveld Region offers good value for money holiday experience. The study has again discovered that the price of accommodation products has got a significant influence for Black people to decide to go on holiday, this view was expressed widely by the majority of the middle-income earners. There is also a direct

relationship between the asking prices at the recognized Tourist attractions in the Lowveld area, and the guest service being offered. The respondents generally feel appreciated by the Hospitality industry players for being Tourists in the Lowveld Region.

Recommendations:

It is recommended that guest service excellence should be promoted and be put high on the agenda when promoting tourist establishments in the Lowveld Region. Holiday attractions in the Lowveld need to be marketed and promoted in terms of the perceived benefits to be derived. The tourist establishments need to promote special rates during low peak seasons, so that going on holiday becomes affordable for the majority of the Black South Africans.

5.4 Conclusion

It is the conclusion of this research study that data collected answers the aim and objectives of this research. The topic of this research was aimed at Developing an Interest in Tourism among Black People in South Africa focussing on the Lowveld Region of Mpumalanga Province. This study had sought to ignite interest in Eco-tourism/ Nature- based tourism operations among Blacks in South Africa, where they would ultimately identify the value of participating in Tourism activities and embrace that as part modern day lifestyle. The objective of this research has thus been achieved.

It is concluded that the recommendations discussed above, in respect of the four broad objectives, will ultimately ensure the achievement of high number of Black visitors in the Lowveld Region. Further recommendations that are aimed at achieving a sustained growth of the Tourism sector in the Lowveld Region, and to grow an interest in Tourism among Black People in the Lowveld Region are hereby presented below.

5.5 Recommendations

The following recommendations are being suggested to Develop and Grow an Interest in Tourism among Black People in the Lowveld Region;

- Tourism awareness initiatives should be established at secondary school level as part of the curriculum, to instil the culture in the black kids so that as they grow, Tourism activities should become part of them.
- The Tourism Authorities should encourage both group and individual tours at reasonable price packages, especially during low peak seasons.
- The Marketing strategies of the Tourism Authorities should not only focus at certain groups (affording groups), but should be able to reach to the ordinary Black South Africans. Consideration could be given to the usage of print media for advertising, e.g newspapers such as Sowetan and Daily sun, because not everyone has access to the internet and other forms of electronic media.
- Brochures and other communication channels for the promotion of Tourism activities are also very important.
- Tourist's safety is crucial to the success of Tourism growth in the Lowveld area.
- Mobility of the participants, and the mode of transport usually used is important. There needs to be a proper transport system to enable Black South Africans easy access to the Tourist establishments in the Lowveld region.
- General information and advices on the nature of diseases (e.g malaria), and all the necessary health hazards associated with the Lowveld Region need to be effectively communicated to the public.
- The Tourism Authorities should play a prominent role in advertising the beautiful Tourist destinations in the Lowveld Region.
- The Tourism Authorities and Local Government structures need to put in place integrated development plans that are aimed at improving the lot of people within the local communities situated next to the tourist attractions. Local communities need to be embraced in the implementations of the Tourism operations strategies, because their positive response to these initiatives and strategies will ensure the

love and care for the Tourists in their areas, thus overall success for the Tourism Industry.

- Government need to use Tourism as a poverty reduction strategy, particularly the idea of community involvement in tourism. Community-based Tourism development need to play a critical role for the continued growth and sustainability of the tourism industry in the Lowveld Region.

5.6 Suggestions for Future Research

The researcher would like to make the following suggestions for future research:

- Demand drivers of Tourism products in the Lowveld Region.
- Tourism development as a strategy to stimulate economic growth in the Mpumalanga Province.
- The development of the Tourism sector as a driver of economic activity and diversification in the Lowveld Region.
- Building a sustainable Tourism industry as a priority sector in Mpumalanga Province.

5.7 Closing Remarks

It is crucial that the Tourism sector in the Lowveld Region should create an experience for the visitors. This can be achieved by training the people who can deliver the experience to them. The approach to growing the Tourism sector in this Region should be geared towards responsible Tourism, in terms of saving the environment and involving previously disadvantaged people in the economics of the Tourism sector. Tourism establishments that are experiencing high economic activity could uplift the local communities by affording them the opportunity to provide entertainment to their guests, and to also sell their artefacts and crafts to their guests. This will assist to create the necessary linkages between established and emerging business in the Tourism sector. This approach will create Entrepreneurs from the previously disadvantaged communities and a sustainable Tourism

sector in the long term. In the main, the respondents have expressed keen interest to participate in the Tourism activities of the Lowveld Region.

In conclusion, the researcher has done the research as intended and has arrived at sound conclusions and accordingly has made appropriate recommendations, and as such this research is concluded.

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APPENDICES

Appendix 1: Letter of Introduction and the Research Questionnaire Used,

**UNIVERSITY OF KWAZULU-NATAL
GRADUATE SCHOOL OF BUSINESS**

MBA Research Project
Researcher: Moruledi Laka (082 908 2675)
Supervisor: Alec Bozas (082 33 44477)

**Developing an Interest in Tourism Among Black People in South Africa Focusing on the
Lowveld Region**

This purpose of this survey is to solicit information from Black South Africans regarding their experiences and preferences in the Tourism sector, focusing on the Lowveld Region. You are requested to participate in this survey. The information and ratings that you provide us with will go a long way in helping us identify weaknesses in the Marketing strategies adopted by the Tourism Authorities in the Lowveld Region in terms of attracting more Black Visitors/ Tourists. The questionnaire should take under 12 minutes to complete. Please note that your participation is voluntary and that should you decide to withdraw after starting the questionnaire, you are free to do so. Your name and details will not be revealed to any third party and the research data will be stored and destroyed in accordance with the University of KwaZulu-Natal's rules.

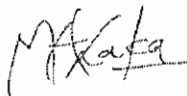
In this questionnaire, you are asked to indicate what is true for you, so there are no "right" or "wrong" answers to any question. Work at a pace that suits you. If you wish to make a comment please write it directly on the booklet itself, at the end. Please do not to skip any questions.

I, hereby consent to be interviewed for this research, on the understanding that my name and details will not be revealed to anyone not connected to this research.

Signed: Dated:.....

Thank you for your participation in the research.

Yours faithfully,



Moruledi Laka (0829082675)

Background Information

1. Your age-group is 18-24 25-34 35-49 50-59 60 or more years.
2. Are you male female ?
3. Your marital status Married Single Divorced Widowed Live-in partner
4. How many children do you have? None 1-2 3-4 5 6+
5. What is your highest academic/professional qualification? Below Matric Matric PostMatric Cert Diploma/Degree Post Graduate Degree Other, specify.....
6. For how many years have you been employed? Less than a year 1-2 3-5 6-10 11-15 16+ years.
7. Your Gross personal income per month (per annum) Under R5000 R5001-R8000 R8001-R13000 R13001-R18000 R18001-R25000 Greater than R25001
8. Please indicate your job/ career title:
 - Administration
 - Customer service
 - Education
 - Engineering
 - Finance
 - Human Resource
 - Marketing
 - Medical
 - Operations
 - Production
 - Other (please specify).....

9. Which Province do you live in?

- Mpumalanga
- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Northern Cape
- North West
- Western Cape

10. Which Province is your usual holiday destination?

- Mpumalanga
- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Northern Cape
- North West
- Western Cape

B. Questions on Your Choice of a Holiday Destination;

11. The price of accommodation products is a factor when I decide on a holiday destination	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
12. I have visited the Lowveld Region before on a holiday	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
13. The Lowveld Region offers good value for money holiday experience	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
14. I regard the tourist establishments in the Lowveld area to be culturally friendly in terms of Black South African's cultural backgrounds and beliefs?	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
15. I prefer a 'bush' type of an accommodation and not a hotel type when visiting the Lowveld area?	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
16. The level and quality of guest service are crucial in my choice of a resort in the Lowveld Region	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
17. I prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree

C. Client Holiday Information, Preferences and Experiences;

18. I prefer to go on holiday during school holiday periods, and with my family	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
19. The normal duration of my holiday stay in the Lowveld Region is: <input type="checkbox"/> Less than 2 days <input type="checkbox"/> 3-7 days <input type="checkbox"/> 8-12 days <input checked="" type="checkbox"/> 13 days+	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
20. I have visited the Lowveld Region for holiday purposes because I have family and friends in the area (Visiting Friends & Relatives form of tourism)	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
21. Lowveld Region is my choice of a holiday destination in the country because of its scenic beauty, magical mountains & forests, unspoiled wilderness areas and accessible wildlife	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree

D. The Importance for Black Families to Plan and Budget for a Holiday;

22. Planning and going on holiday was never part of my family culture during my upbringing	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
23. Going on holiday for me as a Black South African, is part of a modern lifestyle/ culture in the new South Africa	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
24. As a Black South African, I undertake holidays for leisure and relaxation	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
25. I consider holiday to be meant just for fun with a circle of friends, among Black South Africans	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree

E. The Effectiveness of Marketing Strategies in terms of Attracting Black Tourists to the Lowveld Region;

26. I am aware of the existence of the Tourism Authorities in the Lowveld Region;- the Mpumalanga Tourism and Parks agency	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
27. Marketing strategies adopted by the Mpumalanga Tourism and Parks Agency have contributed to the way I perceive going on holiday today	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
28. There are adequate Awareness and Marketing campaigns that are aimed at encouraging Black People to visit the Lowveld Tourist attractions, such as God's Window, Potholes, Blyde Canyon, etc.	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
29. I think the Mpumalanga Tourism and Parks agency can play an active & visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
30. The Mpumalanga Tourism and Parks agency should promote more of 'holiday group bookings' in order to make holidaying in the Lowveld Region to be more affordable to the majority of Black South Africans	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
31. The Tourism Authorities in the Lowveld Region could assist the public to access holiday booking facilities more easily	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree

F. The Interest of Black South Africans in Nature- based Tourist Attractions of the Lowveld Region;

32. There is a direct relationship between the asking prices at the recognized Tourist attractions in the Lowveld area and the guest service being offered	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
33. I am interested in the Lowveld Region as my preferred holiday destination because it is home to the world- renowned Kruger National Park	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
34. Being a Black South African, I feel appreciated for being a Tourist in the Lowveld Region, by the Hospitality industry players	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree

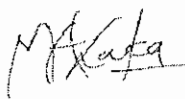
Closing

I appreciate the time you took for this interview. Is there anything else you think would be helpful for me to know so that I can successfully capture all relevant facts?

Comment:

I would like to once again thank you for your contribution to this research project.

Yours faithfully



Moruledi Laka (0829082675)

NB: In the event that you have any problems concerning this research please contact the researcher or the supervisor, Alec Bozas on 082 33 444 77.

Appendix 2: Summary of the Research Data Gathered.

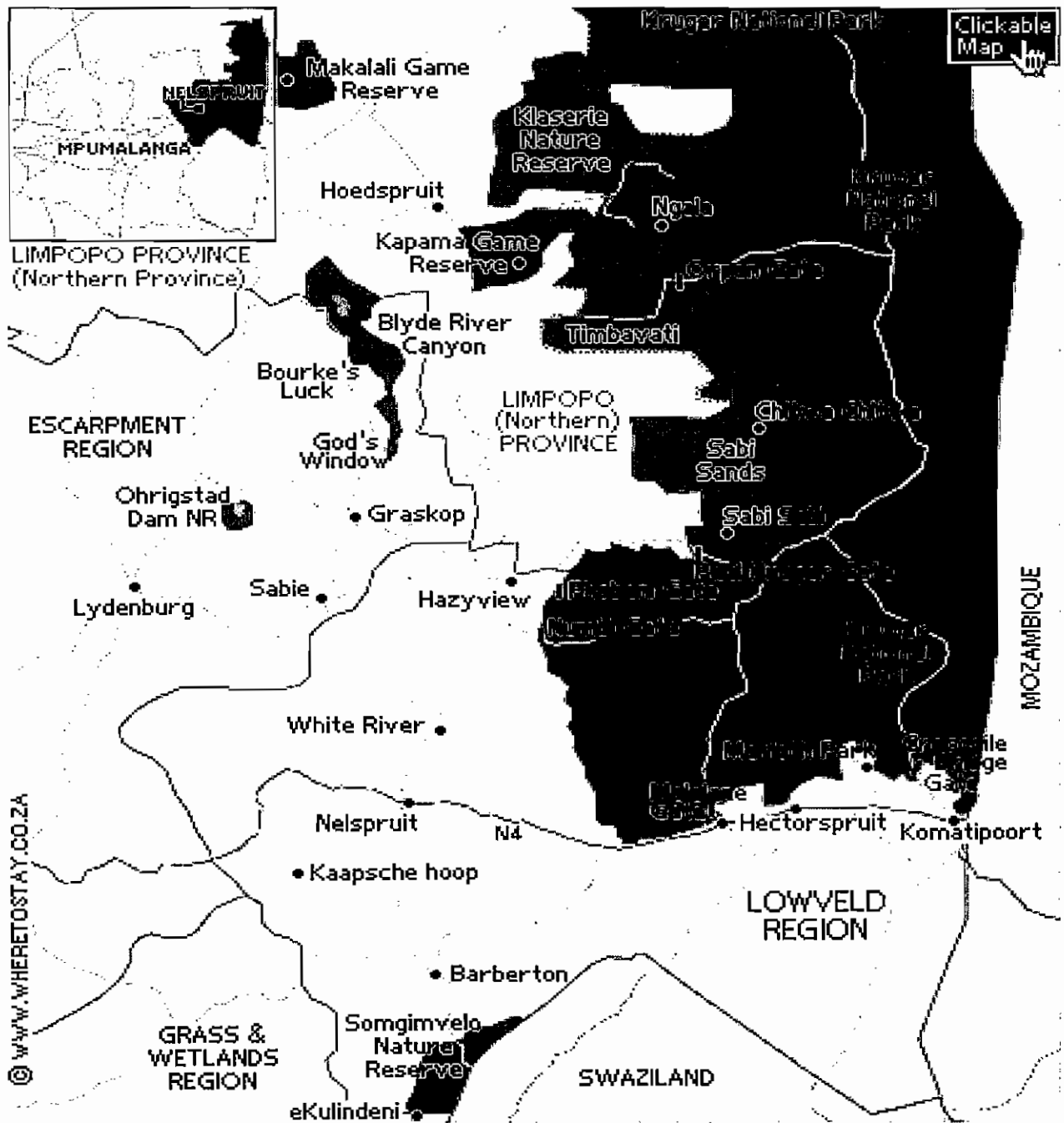
Your age-group is?	120	100.00%
18-24	9	7.50%
25-34	73	60.83%
35-49	35	29.17%
50-59	2	1.67%
60 or more	1	0.83%
Gender?	120	100.00%
M	55	45.83%
F	65	54.17%
Your marital status?	120	100.00%
Married	36	30.00%
Single	69	57.50%
Divorced	9	7.50%
Live-in partner	6	5.00%
How many children do you have?	120	100.00%
None	38	31.67%
1-2	67	55.83%
3-4	13	10.83%
5	1	0.83%
6+	1	0.83%
What is your highest academic/professional qualification?	120	100.00%
Matric	14	11.67%
PostMatric Cert	20	16.67%
Diploma/Degree	61	50.83%
Post Graduate Degree	25	20.83%
For how many years have you been employed?	120	100.00%
Less than a year	4	3.33%
1-2	12	10.00%
3-5	31	25.83%
6-10	50	41.67%
11-15	15	12.50%
16+	8	6.67%
Your Gross personal income per month (per annum)?	120	100.00%
Under R5000	14	11.67%
R5001-R8000	15	12.50%
R8001-R13000	28	23.33%
R13001-R18000	29	24.17%
R18001-R25000	17	14.17%
Greater than R25001	17	14.17%
Please indicate your job/ career title?	120	100.00%
Administration	24	20.00%
Customer service	20	16.67%
Education	5	4.17%
Engineering	7	5.83%
Finance	27	22.50%
Human Resource	3	2.50%
Marketing	2	1.67%
Medical	1	0.83%
Operations	9	7.50%
Production	1	0.83%
Other	21	17.50%
Which Province do you live in?	120	100.00%
MP	33	27.50%
EC	3	2.50%
FS	2	1.67%
G	51	42.50%
KZN	6	5.00%
L	18	15.00%
NW	4	3.33%
WC	3	2.50%
Which Province Is your usual holiday destination?	120	100.00%
MP	38	31.67%
EC	4	3.33%
FS	2	1.67%
G	18	15.00%
KZN	24	20.00%
L	16	13.33%
NC	1	0.83%
NW	4	3.33%
WC	13	10.83%

Price	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
The price of accommodation products is a factor when I decide on a holiday destination	4	6	14	52	44
The Lowveld Region offers good value for money holiday experience	2	7	40	38	33
Mean	3	6.5	27	45	38.5
Standard Error	1	0.5	13	7	5.5
Standard Deviation	1.41	0.71	18.38	9.90	7.78
Sum	6	13	54	90	77
Count	2	2	2	2	2
Type	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I regard the tourist establishments in the Lowveld area to be culturally friendly in terms of Black South African's cultural backgrounds and beliefs?	2	10	28	43	37
I prefer a 'bush' type of an accommodation and not a hotel type when visiting the Lowveld area?	13	16	19	34	38
The level and quality of guest service are crucial in my choice of a resort in the Lowveld Region	1	11	20	39	49
I prefer to stay in a resort that provides additional attractions such as traditional dancing, sporting and recreational activities as part of their guest offering	3	3	8	37	69
Mean	4.75	10	18.75	38.25	48.25
Standard Error	2.78	2.68	4.11	1.89	7.43
Standard Deviation	5.56	5.35	8.22	3.77	14.86
Sum	19	40	75	153	193
Count	4	4	4	4	4
Preference	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I have visited the Lowveld Region before on a holiday	31	7	4	27	51
I prefer to go on holiday during school holiday periods, and with my family	6	12	12	29	61
I have visited the Lowveld Region for holiday purposes because I have family and friends in the area (Visiting Friends & Relatives form of tourism)	42	21	8	22	27
Mean	26.33	13.33	8.00	26.00	46.33
Standard Error	10.65	4.10	2.31	2.08	10.09
Standard Deviation	18.45	7.09	4.00	3.61	17.47
Sum	79	40	24	78	139
Count	3	3	3	3	3
Experience	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
Lowveld Region is my choice of a holiday destination in the country because of its scenic beauty, magical mountains & forests, unspoiled wilderness areas and accessible wildlife	11	8	17	38	46
Planning and going on holiday was never part of my family culture during my upbringing	22	19	5	38	36
Going on holiday for me as a Black South African, is part of a modern lifestyle/ culture in the new South Africa	13	10	11	47	39
As a Black South African, I undertake holidays for leisure and relaxation	2	2	6	33	77
I consider holiday to be meant just for fun with a circle of friends, among Black South Africans	9	21	8	41	41
Mean	11.4	12	9.4	39.4	47.8
Standard Error	3.23	3.54	2.16	2.29	7.48
Standard Deviation	7.23	7.91	4.83	5.13	16.72
Sum	57	60	47	197	239
Count	5	5	5	5	5

Market strategies	Strongly Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Strongly Agree
I am aware of the existence of the Tourism Authorities in the Lowveld Region;- the Mpumalanga Tourism and Parks agency	23	11	4	17	65
Marketing strategies adopted by the Mpumalanga Tourism and Parks Agency have contributed to the way I perceive going on holiday today	27	16	25	28	24
There are adequate Awareness and Marketing campaigns that are aimed at encouraging Black People to visit the Lowveld Tourist attractions, such as God's Window, Potholes, Blyde Canyon, etc.	19	37	16	27	21
I think the Mpumalanga Tourism and Parks agency can play an active & visible role to get more Black South Africans interested to visit the Lowveld Tourist attractions on a regular basis	4	4	3	41	68
Mean	18.25	17	12	28.25	44.5
Standard Error	5.02	7.11	5.24	4.92	12.73
Standard Deviation	10.05	14.21	10.49	9.84	25.46
Sum	73	68	48	113	178
Count	4	4	4	4	4
Targeting the Black market					
The Mpumalanga Tourism and Parks agency should promote more of 'holiday group bookings' in order to make holidaying in the Lowveld Region to be more affordable to the majority of Black South Africans	0	2	6	40	72
The Tourism Authorities in the Lowveld Region could assist the public to access holiday booking facilities more easily	0	1	9	42	68
Mean	0	1.5	7.5	41	70
Standard Error	0	0.5	1.5	1	2
Standard Deviation	0	0.71	2.12	1.41	2.83
Sum	0	3	15	82	140
Count	2	2	2	2	2
Black people's preferences					
There is a direct relationship between the asking prices at the recognized Tourist attractions in the Lowveld area and the guest service being offered	2	5	47	48	18
I am interested in the Lowveld Region as my preferred holiday destination because it is home to the world- renowned Kruger National Park	4	8	14	46	48
Being a Black South African, I feel appreciated for being a Tourist in the Lowveld Region, by the Hospitality industry players	3	11	30	50	26
Mean	3	8	30.3	48	30.7
Standard Error	0.58	1.73	9.53	1.15	8.97
Standard Deviation	1.00	3.00	16.50	2.00	15.53
Sum	9	24	91	144	92
Count	3	3	3	3	3

Appendix 3: Map of the Lowveld Region.





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Appendix 4: Ethical Clearance.

RESEARCH OFFICE (GOVAN MBEKI CENTRE)
WESTVILLE CAMPUS
TELEPHONE NO.: 031 – 2603587
EMAIL: ximbap@ukzn.ac.za

4 DECEMBER 2007

MR. M LAKA (991240166)
GRADUATE SCHOOL OF BUSINESS

Dear Mr. Laka

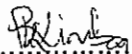
ETHICAL CLEARANCE APPROVAL NUMBER: HSS/0733/07M

I wish to confirm that ethical clearance has been granted for the following project:

“Developing an interest in tourism among Black People in South Africa focusing on the Lowveld Region”

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

Yours faithfully



.....
MS. PHUMELELE XIMBA

cc. Post-Graduate Office (Christel Haddon)
cc. Supervisor (Alec Bozaz)