

UNIVERSITY OF KWAZULU-NATAL

**ECOTOURISM DEVELOPMENT WITH SPECIAL REFERENCE TO ETSHENI
LIVING HERITAGE SITE.**

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**ECOTOURISM DEVELOPMENT WITH SPECIAL REFERENCE TO ETSHENI
LIVING HERITAGE SITE.**

A DISSERTATION SUBMITTED

TO

**THE DEPARTMENT OF ISIZULU AT THE
UNIVERSITY OF KWAZULU-NATAL –DURBAN CAMPUS.**

BY

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Declaration

This dissertation is a representation of the original work by the researcher and has not been submitted to this or any other educational institution in any form. Where there has been use of other authors' work, it has been appropriately acknowledged and referenced within the text. The researcher has made it a point that he avoids plagiarism as this could disqualify him from obtaining his Masters degree.

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Dedications

This work is dedicated to my family more especially to my siblings. With this work, I want to say to them, “hard work pays good rewards at the end”. To my young brother, I give you a challenge to climb a success ladder. I stand before you as a good example of how a rosy future presents itself if one is erudite.

ABSTRACT

This dissertation looks at how ecotourism can help develop the ETsheni Living Heritage site. There are many ways that can be used to develop a place but this work specifically uses ecotourism as a vehicle for developing this area. Because of the natural resources that are found at ETsheni this research also looks at how these resources can be preserved and sustained in a positive way. The community itself is confronted with many challenges with regard to the development of their place. This study focuses on the theory that can be used in order to ensure that the local community benefits from their living heritage site.

ACRONYMS

NGOs- Non-Government Organisations.

CBOs- Community-Based Organisations.

LCs – Local communities.

CBE- Community Based Ecotourism.

CBT- Community based tourism

LCP- Local Community Participation.

NRM- Natural Resource Management.

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CHAPTER 1

1.0. INTRODUCTION

1.1. INTRODUCTORY PERSPECTIVE

The primary purpose of this research is to look at how ecotourism development can play a pivotal role in bringing about the development of the area through utilizing the natural resource that is found in the area. The research further looks at the benefits for the local community. Ecotourism is used as a vehicle for development of this place. It is important to note that in many countries, ecotourism is used as a generator of income and countries are gradually realizing the importance of protecting and preserving their natural resources, hence, they play a great part in peoples' lives. Authors, for instance, Eagles and Khan (1995: 35) see ecotourism as one of the fastest growing sectors and has received considerable attention both in literature and international market place.

The research deals with ecotourism development. The term ecotourism can be defined in many ways, but according to Ceballos-Lascuriain, cited in Boo (1990: 2), it is tourism that consists in travelling to relatively untouched or unpolluted natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations both past and present found in these areas. In these terms, oriented tourism implies a scientific, aesthetic or philosophical approach to travel, although the ecological tourist needs to be a professional scientist, artist or philosopher.

It is important to note that definitions of ecotourism are interrelated. This is evident in the White Paper (1996: v) where it is stated that " ecotourism is environmentally and socially responsible travel to natural or near natural areas that promote conservation, has low visitor impact and provides for beneficially active socio-economic involvement of local people"

1.2. STATEMENT OF THE PROBLEM

The focus of the research problem is on developing the area so that it is beneficial to the local people of ETsheni and on coming up with strategies to protect and preserve it from exploitation. ETsheni is a disadvantaged area with no basic infrastructure. There are no roads, electricity and running water. The living heritage site is far from where the community lives. It demands a strenuous walk to reach the heritage site due to the fact that there are no proper roads or pathways for people who wish to view the rock formations. Therefore, the heritage site is found in an abandoned area.

1.3. AIM OF THE STUDY

This research attempts to look at how the place of ETsheni can be developed as a living heritage site. The main focus is on the development of the place which will serve as a vehicle to develop other places elsewhere. The key questions to be asked are enlisted below followed by the main objectives of the study.

1.4. KEY QUESTIONS TO BE ASKED:

- How is the place going to be developed?
- Why is it important to develop the place?
- Who will gain from its development?
- What role will the local community play in this development?
- How will the different stakeholders be integrated in the development process?

1.5. OBJECTIVES OF THE STUDY

1.5.1. To improve the standard of living in the area

This is the main objective because the community needs to see the positive change in their living standards. By improving their standards, this means the infrastructure of the area will be greatly improved.

1.5.2. To conserve and preserve the natural resources found in the area

The main aim of ecotourism is to conserve and protect natural resources in the area. The Flora and Fauna found in the area will be conserved and preserved at the same time. The Tulsi plant which is the most important plant found in the heritage site will be protected from any kind of human exploitation.

1.5.3. To promote and sustain development in the area

This is one of the important objectives and it will be ensured that the development of a heritage site is sustained. There will be evaluation after a year or two to see if things are still going in a well-deserved way. This point remains important because without it, ecotourism becomes unsuccessful.

1.5.4. To make the local community realize the need to protect their heritage site

Local community members will be made to realize the importance of the natural resources they have in their place and how they can benefit from having these resources. After realizing that these resources are vitally important, the local community will see the dire necessity to nurture and protect both the natural resources and their heritage site.

1.5.5. To make the local community benefit from their natural resources

The community will benefit from having natural resources. Jobs will be created during the development of the place. The other point is that there will be days for entrepreneurs to sell their products. The following chapter focuses on literature review and a principal theory that will be used throughout the research.

The above chapter looked at the introductory perspective of the research and definition of ecotourism. Statement of the problem, aims of the study, key questions to be asked and the objectives of the study were also discussed in this chapter. The following chapter is going to look at the literature review and theoretical perspective that will be used in this research project.

CHAPTER 2

2.0. INTRODUCTION

This research focuses on the development of ETsheni. It is vital that the term community development is described before embarking on other sections of this research. Community development, as described by Smith (1990a), originated in the self -help programmes that were developed during the depression years in Canada, the United States, and the United Kingdom. A defining characteristic of community development is that it is based on local initiatives, in that it advocates a site-specific approach to finding solutions to community members and community resources. Bujold (1995: 5) on the other hand defines it as 'the process by which the efforts of the people themselves are united with those governmental authorities to improve economic, social, and cultural conditions of communities'.

2.1. LITERATURE REVIEW AND THEORETICAL PERSPECTIVE

For the development of any place, it is important to impart information to the community and make sure that it is involved in all stages of organizing and planning. This is because planning and decision-making do not involve local population, that ecotourism will not succeed, and may be detrimental to local communities (Ziffer, 1989: 10). According to Jafari (1987: 161) 'the more a local economy becomes dependent on ecotourism, the greater the degree of local involvement in the tourism industry becomes' Pretty (1995: 45) has also analysed the different interpretations of participations, ranging from merely imparting information that development is going to occur, to the full involvement of the affected community at all stages (from the initial planning phase through implementation and management). In places like ETsheni, the channels of communication will start from the chief to headman from headman to the local community. The community has to be made aware of the development in their place.

It is vital to look at the effects that will take place when one is dealing with ecotourism development in the particular area. There are different effects that result from ecotourism development. Gilbert (1990: 45) writes about three kinds of these effects. He mentions economic factors which inculcate, increase of employment, and stimulation of investment and improvement of living standards for the local community. The local community of

ETsheni will have more job opportunities during the development of their living heritage site. This will come into play when the local community members are involved in different kinds of jobs that will be available due to this initiative of economic development in this place. The other factor is the environmental factor which includes the promotion of sustainable development activities. This will happen in such a way that the people will sustain all the activities that will be taking place in this place. For instance, if there is a monthly gathering in this place and there will be entrepreneurial opportunities that will be monitored and the chosen members of the community who will ensure that this initiative is continual and it does not have any form irregularities. The other one under environmental factor is preservation natural areas.

Natural resources like species that are found in the place will have to be regulated. There will be times for hunting and cutting of the grass. Air pollution will be reduced because community members will be restricted averted from causing unnecessary air pollution. This point illustrates that people will be restricted from acting as they please. Having these kinds of restriction will help the community members to prosper on conservation and preservation of the natural resources. Conservation and preservation of resources are the main aims of ecotourism, so this will be main priority to whatever initiative that is implemented in the area.

Gilbert (1990: 54) also writes about social factor where he mentions the protection and preservation of a heritage. ETsheni living heritage site needs to be a strong protection as people are more likely to do detrimental rituals that might contaminate and finish the sacredness of the heritage site. There will be certain times for people to perform their functions in this place. The ETsheni living heritage site has an important plant called Tulsi. It will be the people in charge of this place who will ensure that it is not destroyed by outsiders who might think it is of no importance to them.

The kind of ecotourism that is practiced in ETsheni is called community-based ecotourism. There are many different definitions of what is community-based ecotourism, but Sproule's definition of community-based ecotourism (CBE) specifically refers to enterprises that are owned and managed by the community. Furthermore, community-based ecotourism implies that a community is taking care of their natural resources in order to gain income through operating a tourism enterprise and using that income to better their lives. It involves conservation, business and community development (Sproule, 1996: 3)

ETsheni area will need to be made easily accessible. It is important that we look at the awkwardness that people experience in trying to reach to the point where these natural resources are found. After having considered the difficulty to reach the exact point, it becomes a dire necessity to look at how these resources can be made more reachable by tourists. ETsheni area has a topography that is hilly and it is hard to reach a place where rock images are found. The new infrastructure that is still going to take place in this area will serve as a means to creating an easy accessibility to the point where rock images are found. This will put the community at an advantage because many tourists and other visitors will not think of the challenges that they might encounter while trying to visit this place.

Accessibility is the most crucial point in ecotourism development because tourists always want to get to the area where the beauty of nature is. The place of ETsheni is currently disadvantaged because there are no proper roads that have been constructed for people to have easy access to the living heritage site. Accessibility goes together with safety of visitors or tourists. The management team will have to make a reserve area where they will keep all the dangerous species. These species are snakes and other animals that can cause danger to the tourists. It is important to note that from having a living heritage site, places like game reserves will be constructed. The construction of the game reserve will attract more tourists to visit the area. Local community members always have expectations about their places and the people of the area are expecting a lot from ecotourism development that is bound to take place in their area. The local community expectations are discussed below.

The development of the area remains the main priority to the community members. The study conducted showed that the place is underdeveloped and there is a dire need for the place to be developed. Ecotourism as a vehicle for development will be used in this place. Ecotourism development has been used in many countries to develop their areas. Wearing and Neil (1999: 38) state that ecotourism contributes to rural development when local residents are brought into the planning process. For ecotourism to be a tool for conservation and rural development, a concerted effort must be made to incorporate local populations into development of tourist industry. This quote also gives an idea of the importance of community involvement. It must be a first priority of the developers to engage local community in all the projects that are taking place in the area. The only way that is going to develop the place of ETsheni is to have a good infrastructure. The people of this area lack

many facilities that are very important to their lives as the community members. Among the important facilities that are needed in the area is electricity, proper roads, running water and many others. The development of the place will only be effective if all the stake holders are integrated.

Stakeholders theory is divided into three main categories, i.e. local community, non-governmental organizations and the government. The main stakeholder is the local community because it has the power to decide whether they need development of the place or not. ETsheni area is under control of amakhosi, so it is important for the developers to first consult the people who are in charge of the place before they could start developing the place. ETsheni area is dominated by inkosi Mthethwa who is the one who has a mandate to take decision on whatever is about to take place in the area.

The local community is very important because they are the first stakeholders that are consulted for development to take place. Information is imparted to the local community and it is up to the community to decide whether they allow development in their area or not. Even if inkosi gives the rights to the developers, but if the local community says no, then the development can never start. The government also plays a big role because the information is imparted to the government by NGOs and the government takes its role for the implementation and development of infrastructure. ETsheni area will be assisted by the government on developing it. In the interview at ETsheni area the community was promised that for whatever kind of assistance they need, the Department of Public Works is eager to support them.

The NGOs are very important because they serve as a link between the government and the local community. The community of ETsheni needs funds to develop the place but these can only be obtained from the government. NGOs play a pivotal role because they request the money from the government. NGOs also offer short course training to the community. There is a need to train local community members on how to manage natural resources. All this falls under the duties that are performed by NGOs. Local community members need to be trained on environmental education in order to ensure that their environment is in a conducive situation. People from ETsheni are not yet aware that the burning of grass and cutting of trees is against ecotourism and it affects nature. Norton (1987: 8) has noted that "regardless of what activities people choose to do , it is the responsibility of the managers of a protected

area to ensure the quality of the available natural experiences and to work towards instilling "transformative value" (values which, through learning experience with nature, yield greater environmental awareness, appreciation and respect for nature". Information and education programmes can serve as a good tool in training people about how they can treat the environment.

According to David Fenell (1999: 118), there are three overt methods that can be used, i.e. informing users about the resources, and current levels of use, making users more sensitive to the potential impacts their behavior might have in the environment and finally giving the manager and the users a chance to exchange information concerning user needs and management activities. It is crucial that local members are taught how to treat their environment but this can only be done if people are aware of the principles and characteristics of ecotourism. Wight (1993: 3) mentions eight principles which serve as a foundation for ecotourism. These principles are as follows:

- It should not degrade the resource and should be developed in an environmentally sound manner.
- It should provide first-hand, participatory, and enlightening, experiences to all concerned.
- It should educate all parties, local communities, government, non-governmental organizations, industry, and tourists.
- It should encourage all parties to acknowledge the values inherent in the resource.
- It should accept the resource on its own terms, recognize its limits and involve supply-oriented management.
- It should promote understanding and involve partnership between a number of different players.
- It should encourage all role-players to accept their moral and ethical responsibility towards the natural and cultural environment.
- It should provide long-term benefits-to the resource, the local community, and to industry (benefits may be conservation, scientific, social, cultural or economic).

The above principles will serve as the guidelines to the development of ETsheni area. It is important to note that all the above mentioned principles need to be followed in the manner that is reasonable. The last principle serves as the main principle among the principles that

have been mentioned because it is about the long-benefits. ETsheni area will have long-benefits in terms of new infrastructural transformations that will take place in the area. Principles of ecotourism need to meet the demands of ecotourism. ETsheni area has to be developed through principles that will lead to the positive goals of ecotourism. It is also important to note that ecotourism needs a better practice for its success. For example, the ecotourism development of ETsheni will be successful if key conditions for ecotourism development are met. The White Paper (1996: 24) also clearly states that a number of key conditions need to be followed. Among these conditions there are some of the most crucial conditions that developers in ETsheni area need to take into consideration. These are as follows:

- Sustainable environmental management practices.
- Involvement of local communities and previously neglected groups.
- Effective tourism training, education and awareness.
- Appropriate supportive infrastructure.

Ecotourism development in ETsheni area will take into consideration the above mentioned conditions. These conditions will guide developers to prosper in their end-result for the project. It is crucial to consider that each project has its own goals that need to be met. The ecotourism development in ETsheni has certain principles to follow in order for these goals to be met. This demands a proper practice of ecotourism. In the following sub-heading the goals of ecotourism are discussed.

2.2. GOALS OF ECOTOURISM

It is very important to note that there are important goals that ecotourism always wants to achieve. At ETsheni area for the developers to achieve their goals in the project, it is important to be aware that ecotourism has a number of goals that need to be met. Wearing and Neil (1999: 8) mention the following goals:

- Ecotourism encourages an understanding of impacts of tourism on the natural, cultural and human environment.
- Ecotourism ensures a fair distribution of benefits and costs.
- Ecotourism generates local employment, both directly in the tourism sector and in various support and resource management sectors.

- Ecotourism stimulates improvements to local transportation, communication and other basic community infrastructures.
- Ecotourism monitors, assesses and manages the impacts of tourism develop reliable methods of environmental accountability, and counters any negative effect.

Developers always have to ensure that ecotourism benefits the host community. The community of ETsheni has a number of expectations that need to be met by ecotourism development. All these expectations can only be met if ecotourism development is practiced in a manner that meets the goals of ecotourism development. For example, ETsheni local community expects creation of jobs through the development program, alleviation of crime and poverty, better standards of living, and a better infrastructural transformation. If this is met, the community of ETsheni will be a developed community. It is by this reason that ecotourism in many countries is regarded as a vehicle for development. The community of ETsheni is looking forward to their expectations and it is the ecotourism development project that will make their expectations a great success.

2.3. SUSTAINABILITY OF THE AREA

Sustainability is very crucial to consider in the development of the community. In the place of ETsheni, it is vital to sustain what will have been achieved from the development of the place. The place is currently underdeveloped and there is a need for it to be developed. After the development procedures have been put in place, the place will be developed and there is going to be a need for sustainability. ETsheni area will have its special way of sustainability i.e. the community will be charged a minimum amount for usage of the facilities. This amount will help on doing other jobs like hiring the security guards who are going to look after the living heritage site. The generation of income will assist in improving the standard of the site and the community itself.

There is going to be a need for special training in the area. This training aims to train local community members on how to preserve and sustain their natural resources. In this training, income will be generated through the money that will be paid for enrollment after training has been completed. Sustainability of ETsheni living heritage site remains very crucial and a heritage site has to last for millions and millions of years to come. It always remains the responsibility of the evaluation and management committees to ensure that any project or

development is sustainable. There are vital points that need to be considered in sustaining any kind of project. These are:

- For tourism development to be economically sustainable, it should diversify opportunities, provide jobs and facilitate access to productive resources.
- For tourism to be institutionally sustainable, it should involve creative partnership between government, civil society and the private sector.
- For tourism to be environmentally sustainable, the need to conserve and protect that which is of value must be balanced with the need to facilitate access at a level appropriate to the sensitivity of the area.
- For tourism to be socially sustainable host communities must actively participate in an ongoing way in its management, including the mitigation of its potentially negative effects such as environmental degradation, prostitution and exposure to abuse of drugs etc. <http://capegateway.gov.za/Text/2004/1/whitepapertourism.pdf>

2.4. THE ROLE OF LOCAL AUTHORITIES IN ECOTOURISM DEVELOPMENT

Local authorities play a pivotal role in ecotourism development. Local communities are ruled by certain members of the community. People in remote rural areas are still living in an ancient style. These places use the tradition style of ruling their communities. These two are very important to the communities because they act like heads of the communities. These are very powerful in terms of their leading roles. This point highlights that no decisions can be taken without consulting either the chief or the headman in case where the chief is unavailable. The local community also plays an important role because it has to be involved from initial planning of the project to the last stage. According to (Drake, 1991 a, 1991b; Boo, 1992; Brandon, 1993; Ceballos-Lascurian, 1996), one of the essential elements of true ecotourism is the participation and involvement of the local communities and peoples residents in close proximity to a site. Local participation can be defined as *"the ability of groups of individuals to influence the direction and outcome of development programs that will affect them"* (Paul cited in Drake, 1991a, 252) and, one might add, to be beneficiaries of

the ecotourism initiative. The local input may help to accomplish the following important objectives: maintenance of a dialogue to permit understanding of and address local needs and concerns; avoidance of decisions which may impact negatively on local residents; encouragement of a form of empowerment which allows people some control over decision-making that affects them.

In the place of ETsheni, the local communities can only participate in all projects provided that inkosi has consented to that project to take place in his area. ETsheni local community is to partake in the project of developing their place. This makes development easy because the community would be working hand-in-hand with the team that would be undergoing the project of developing the place. Community participation plays a very important role to the community and to the development of the place. This happens in this way while people get involved in the project they get employed and at the same time their environment is improved. All this improves the living standards of the community. It is important to look at the benefits that come with ecotourism development. The next paragraph discusses how local community of ETsheni will benefit from ecotourism development.

2.5. BENEFITS TO THE LOCAL COMMUNITY

Ecotourism development should have benefits for the community. This should encourage and increase better service to the whole community. The ETsheni community must pride itself in having a natural resource that attracts thousands of people or tourists. The local community members must form part of the management team that is going to look after the natural resource found in the area. This means that in order to conserve and preserve natural resources, there must be certain rules and regulations that must be followed. The idea is ecotourism should provide benefits to the host community. Ecotourism development at ETsheni will come with many benefits among those benefits, i.e. education and training, job opportunities, decision-making (small committees).

(I) EDUCATION AND TRAINING

People need to be trained on how to manage or to preserve the natural resource they have. For instance, the ETsheni local community must be trained on how they can prevent this natural resource from exploitation. This means a certain group needs to undergo training on how to

preserve a natural resource. It must be considered that not all the people are willing to preserve the natural resource. There are people who destroy natural resources because they are not aware of the importance it has to the community. The place of ETsheni has a very significant plant that draws attention to many people worldwide.

This plant is called a Tulsi plant. If people are not made alert about its importance then it is vulnerable to exploitation by some of the members of the community. Small groups must attend workshops where they would be taught on how to preserve a natural resource. The preservation must be sustainable so people will be taught to preserve and sustain the natural resource. The NGOs play a pivotal role in training the local community members on managerial skills and other important skills. Actually the community members are trained on how to manage the place. The outsiders may be trained as well to manage the place but the first priority is the members of the community. David Fennell (1999: 119) gives information on education programmes. He writes about the three most important overt methods. They are as follows:

- Informing users about the recreational resource, and current levels of use.
- Making the users more sensitive to the potential impacts their behaviors might have on the environment.
- Giving the manager and users a chance to exchange information concerning user needs and management activities (e.g. brochures to describe entry points users and usual intensity of use of different trails in order to distribute users more wisely)

(ii) JOB OPPORTUNITIES

After the NGOs have given the local community members training for managerial skills they become managers. Those who are managing the projects have powers to employ other community members to carry out other certain tasks in the community. From doing all these job opportunities are created and people of the community get employed for various positions. Local community members of ETsheni are unemployed and how are they going to be employed through ecotourism development. This is simple. As the place will be constructing new roads, the local community members will be the first priority to the employers. The place itself needs a proper management, so by the managerial skills that

people would have acquired from education and training programmes, they would be able to form a strong management team.

(iii) DECISION-MAKING (SMALL COMMITTEES)

This falls under management team. There are camps that are held in order for people to raise their decisions. Small committees are formed and certain roles or tasks are given to those communities. This is to say there would be committees that would be responsible for taking the decisions regarding the safety of the tourists and a committee responsible for taking the decisions for how much one has to pay for coming to have pleasure at ETsheni living heritage site. These small committees are made up of the members of the local community. The local community not only have members of the community but even people who are outsiders are involved in these committees. Their involvement plays a very important role since some of the local community members are uneducated. In places like ETsheni there are certain traditional structures that are still followed in terms of leadership. In decision-making the chief, headman, and the selected local community members must be involved in decision-making committees because these people are the owners of the place. The communication structures are very important to follow. That is why it is important to alert all the members of the community if there is development that is about to take place in an area. David Fennell (1999: 227) also wrote about the community benefits. He mentioned the following:

- Continued and/or exclusive access to biophysical resources of protected areas for subsistence purposes.
- Provision of technical and professional training opportunities relating to positions in tourism and in conservation agencies.
- Priority status in hiring programmes undertaken by tourism interests and conservation agencies.

2.6. ECOTOURISM IN LOCAL COMMUNITIES

In many ways, ecotourism is a desirable model for achieving environmental prosperity and environmental sustainability. However, in ETsheni case, the ecotourism model has to be seriously revisited and revised if it is to be beneficial. The following suggestions provide a

working framework that has potential of how the South African government can initiate the process of practicing ecotourism more sustainably in this place.

2.7. BETTER MANAGEMENT

Key to the success of ecotourism in ETsheni area is better implementation, monitoring, and evaluation around this practice. Specifically, in the place of ETsheni, there is a need to establish a system that considers all aspects of ecotourism ranging from the biophysical to the social. To that end, there must be more scientific studies related to the biodiversity of the parks, habitat and its disruption, park carrying capacities, pollution, visitation, and other similar issues will need to be conducted. If this can be done in this area, local community members can be more aware of the roles they need to play in ecotourism development. Similar studies related to income generation and economic development activities, as a result of ecotourism, must also be carried out on a regular basis in order to determine if local economic growth is indeed occurring. Likewise, the government, in collaboration with different governmental and non-governmental agencies, needs to identify issues regarding ecotourism impact on the cultural practices and lifestyles of local communities, to assess and hopefully forestall any negative consequences.

2.8. INCREASED FUNDING

To be sure, many of these measures will require additional funding. To that end, the South African government needs to develop more creative ways to generate income for the maintenance of the sites and for other issues such as the training of staff. The place of ETsheni needs a lot of money because nothing has been done on it. But all this money does not come directly from the local community.

The community can liaise with NGOs and these will help in applying for sponsors that can fund the project of developing the place. The government could also accomplish this goal by setting up a more comprehensive differential fee and admissions structure to Heritage site. Such a system is based on the principle of charging a higher admission rate to foreign tourists, who typically comprise the majority of visitors to the site. This will help in getting more funds for other developments to take place in the area. While the system of charging

tourists is being employed in some sites, such a system is not presently universal. If the system can be standardized it could be justified on the grounds that it is largely the presence of foreign visitors which necessitates comprehensive site management. Therefore, they should be required to pay for it. Such a structure would also be desirable since it keeps the costs of admission for local residents low, thereby enabling them to also enjoy the site's natural beauty.

2.9. STRICTER STANDARDS

In addition to funding the sites better, the government needs to develop a more stringent set of standards and regulations regarding the practice of ecotourism. For example, within certain protected areas, only visitors with trained guides should be allowed to enter. With regard to the place of ETsheni, people will be taught the importance of having natural resources like fauna and flora. By being strict, this will help in saving the nature from being exploited by the members of the community. This will only be done if people are made aware of the importance of preserving the natural resources. It is also very important to consider factors like carrying capacity in the site. This, in the case of ETsheni will prevent people from stamping on the important natural resources. For example, in the visit to ETsheni, the video shows a young boy who is having a branch of a Tulsi plant. The reason why this is happening is because the young boy does not know the importance of having a Tulsi plant. Similarly, in other areas, the government should restrict the number of visitors that can enter the site each day. Establishing such regulations would require a better understanding of the carrying capacity of each site within the system, which is something that the managing bodies should work towards. The government could also set up a ratings system for all self-proclaimed ecotourism operators. Such a system would essentially assign a rating to each operator, indicating its level of environmental sensitivity in its operations. This kind of system would provide a means for potential ecotourists to better align themselves with tour operators that are conducting ecotourism in a proper way. Hopefully, such a system would result in more responsible ecotourism to fragile environments.

With regard to local economic development, the government needs to increase the involvement of local communities within various ecotourism enterprises. ETsheni area is one of the places where many people are uneducated. This prevents many local communities from participating in local projects. Communication barrier also proves to be a very big issue in

this community due to the fact that very few individuals can communicate in English. The issue of communication would have been worse if there was no interpreter on the day of the visit of the people from different departments. It is always not a good idea to speak in a language that a community cannot understand. The local community of ETsheni has to be involved in the development of their place. The only solution to prevent communication barrier is to engage on interpretation as it was done in the meeting that was held previously in the area. Studies in some parts of the world have proven that where local communities are actively involved in ecotourism, there is an evident increase in standards of living.

2.10. DEVELOPMENT ALTERNATIVES

Eventually, the South African government will have to develop other sectors of tourism and the economy, thereby generating income. In order to do this, the government can capitalize on its existing reputation as a prime tourist destination with one of the most stable economies in the region. The place of ETsheni must develop other sources of income. Developing other sources of income will mean less dependence on ecotourism as one of the primary means for economic development. People from ETsheni can engage them on making beads and form other projects that will make them earn a living. NGOs and other agencies will provide more money that can be spent on creating programs and policies to preserve the natural environment in the place. Finally, the generation of other kinds of income will hopefully reduce the rate of unemployment, poverty and crime in the area.

To be sure, in order to achieve all of these goals, the South African government will have to more earnestly commit itself to the environmental preservation component of ecotourism. While it is evident that the government has seen the economic development value of ecotourism, it has not been as effective in supporting the preservation ideals inherent in the concept, as illustrated by the inadequate funding and management of the national parks system. Basically, the government needs to start making preservation as a high priority of economic development. Just as it spends significant money to promote ecotourism, it needs to spend greater money to support the infrastructure that supports the practice.

Additionally, the government will need to take the lead in orchestrating cooperation between a wide range of actors including itself, NGOs (especially environmental groups), tour operators, and local communities. Moreover, all of these players will need to recognize the

limitations of ecotourism. However, with the sincere and earnest commitment and stewardship of all of these groups, ecotourism can become a means for economic development and environmental sustainability in ETsheni area.

2.11. COMMUNITY-BASED ECOTOURISM

Benefiting Local Residents

Before writing about this it is crucial to explain what the term means. According to Lindberg (1996: 215) community-based ecotourism refers to ecotourism enterprises that are owned and managed by the community. Furthermore, community-based ecotourism implies that a community is caring for its natural resources in order to gain income through tourism, and is using that income to better the lives of its people. It involves conservation, business enterprises, and community development. Ecotourism has become an important economic activity in natural areas around the world. It provides opportunities for visitors to experience powerful manifestations of nature and culture and to learn about the importance of biodiversity conservation and local cultures. At the same time, ecotourism generates income for conservation and economic benefits for communities living in rural and remote areas.

One of the basic tenets of ecotourism is to engage local communities so they benefit from conservation, economic development and education. While nearby inhabitants are those most directly affected by the establishment of parks and protected areas, they also stand to profit the most by their conservation. By bringing residents into the business of ecotourism, not only can local people meet their economic needs, but they also can maintain and enhance the "sense of place" that is critical for guaranteeing long-term conservation.

In order to ensure that the local community benefits from the community development implementation proper planning of project must be taken into consideration. For example, the place of ETsheni for the living heritage site to be developed a lot of plans and strategies must be taken into consideration. But it is also very important to consider how the local community sees ecotourism. According to Borman (1995: 197) local communities see ecotourism as an accessible development alternative which can enable them to improve standards of health and education, and their general quality of life, without having to sell off their natural resources or compromise their culture.

The place of ETsheni needs to follow certain stages in order to achieve the goals of developing the place. The initial stage of the development project of ETsheni should include: capacity building, conservation and management of natural resources, food preparation, nutrition, customer service, lodging, administration, and accounting. The sustainability of this training development programme must be based on the promotion of local leaders and therefore the training of indigenous guides must be central to this part of the project. Guides must be trained in biodiversity, ecology, guide work and operations. For ecotourism development to be successful, it is always important to consider the local community as your first preference. This is to say the local community of ETsheni area must be the first preference in whatever development that is taking place in their area.

The second stage of this project must focus on increasing the community's equity. Existing untarred roads of ETsheni community must be tarred and adapted, and other trails must be built to provide activities for visiting tourists. Additionally, an ecological analysis of the area must be prepared and a database must be established to monitor the health of existing fauna and flora populations. Finally, the NGOs must take part in assisting the local community in reaching its goals of development.

This portion of the project must be developed in recognition of the fact that tourism is sensitive to fluctuations in demand that are outside the community's control. To bolster the ecotourism venture, the community must express an interest in developing traditional activities such as agriculture and cattle raising, to ensure integrated and sustainable economic returns. If the abovementioned points are met, the community will now engage in new productive activities that allow it to generate more wealth. The local community will now engage on entrepreneurial activities, do life performances for tourists, and all this will benefit them because if tourists get interested in their performances, they will then be supported financially by tourists in order to be recognized worldwide and achieve their dreams.

2.12. THE PRIVATE SECTOR ROLE IN ECOTOURISM

Typically, the private sector provides most of the services and consumer products. Private operators provide accommodation, food, transport, media, and advertising. The private sector has the ability to respond quickly to consumer demands and to develop specialised products. In poorer countries, such as in Africa, information is largely provided by private operators. The private sector relies heavily on the public sector for resource protection, infrastructure and security services. The public sector relies heavily on the private sector for handling the day-by-day activities of the visitors to the country. According to Alderman (1992: 30) the following are the most important roles of a private sector in ecotourism:

- Accommodation and Food
- Transportation (Buses, Automobiles, Airplanes)
- Information (Guides, Advertising)
- Media (Films, Books, Videos)
- Site Promotion and Advertising
- Consumer Products (Clothes, Souvenirs, Equipment)
- Personal Services (Entertainment).

2.13 ECOTOURISM PRODUCTS

(i) PRICE

Price is the most important thing that every local community member considers in ecotourism development. People in disadvantaged environments are unemployed and unskilled or semi-skilled. But they still need jobs to look after their families. If projects like ecotourism development are implemented in their places they think of job opportunities. Job opportunities are the prices for the local members of the community. Ecotourism is a good generator of income. This is because people get employed and others become self-employed by becoming entrepreneurs. Private nature reserves and ecotourist destinations are developing quickly (Langholz, 1996). Langholz (1996) reports that these reserves, generally established for conservation purposes, are becoming economically viable due to tourism income. The average African private reserve reports creating 457 months of employment per year, an

important source of income in a local community. Langholz's view is correct and this means that in the place of ETsheni, as soon as the project is underway then people would be at a great advantage to get employed for different activities encompassed in this project.

(ii) PROMOTION

It is very important for the place to be promoted. The place of ETsheni is known by people but there are people who have not heard about it. ETsheni area must have people responsible for its publicity on radio, television and on the internet. This will make tourist want to visit the place. Publicity of the place demands a lot of money but with the help of agencies and other sources of income ETsheni area can be publicized. Its publicity will arouse interest from tourists. In festive seasons the place can have many tourists coming from abroad to spend their time in the area. Internet can play a very important role because if the place has a website where it can be found people can search it and be able to read about it. It is not always easy to depend on television or radio because there are people who do not have access to these facilities. Using many different kinds of communication can draw attention to many tourists to come and visit the place of ETsheni. It is blatantly obvious that if tourists come to this site, they will leave some money in order for the people responsible for the site can make more improvements to it. The point on promotion plays a big role.

2.14. PUBLICITY OF THE LIVING HERITAGE SITE

ETsheni living heritage site is not well known in the meantime and it is crucial to publicize it. Publicity demands a lot of money but how is the place going to be publicized. The project will have a small advertising budget, devoted exclusively to advertising the living heritage site to the public. One of the most advertising methods will be used for the publicity of the living heritage site. The area will have a website where people can search and find all the details about the heritage site. Newspapers, radios, televisions will also be used to advertise the heritage site to the tourists all around the world. In order to have a good publicity of the area highly qualified people for publicity will be employed for publicity jobs.

The government will come into play here because it is going to fund the project and the money will be used to attend on issues like publicity of the living heritage site. It is important to note that if all the requirements for ecotourism are met, the place of ETsheni will be

developed. The development of ETsheni will be a great success but provided that stakeholders are integrated in a manner that meets the demands of the local community. It is important for the project to be managed and evaluated to see what difficulties and improvements emanate from the project. The following sub-heading is about how the development project of ETsheni living heritage site will be managed and evaluated.

2.15. MANAGEMENT AND EVALUATION OF THE PROJECT

ETsheni project will be managed by local members of the community who will be trained by NGOs. It is important to consider what the area needs, proper management of the site itself and other related small project that will arise due to the main ecotourism project. There is going to be an organization that will be responsible for the management of the place. The committee will be made of the local community members. From the management committee, executive members will be elected democratically. It is going to be the task of the elected committee to ensure that everything goes well in the heritage site. This committee will report on monthly bases to the executive council about any development which takes place at ETsheni area. It is going to be the committee's responsibility to communicate with sponsors and other stakeholders if there is a need for any development to take place in the area. Festivals will be organized for local community members to perform their live performances and to use their entrepreneurial skills by selling beads and other craft work. All this will be managed by an elected committee. There is going to be a special approach that will be used for management of the area. A straightforward technique commonly used in management is known as a SWOT analysis, which stands for strengths, weaknesses, opportunities and threats. Doswell (1997: 198) discusses this analysis.

Strengths describe those parts of the operation which contribute notably to the success of the tourism sector. For example, strengths might consist of well trained staff, a well developed road system, excellent local produce, reasonable and competitive prices and unspoilt environment (Doswell, R.1997: 198) ETsheni area will be seen by having a trained staff that is going to be responsible for carrying their duties for the development to prosper in the area. It is important to ensure that while the development is taking place in the area, the environment remains on its same state. This means that the environment needs to remain unspoilt.

This will be a good way of practicing ecotourism. Characteristics of ecotourism state that ecotourism should not degrade the environment, so if this principle is met the place of ETsheni will be developed in an environmentally-friendly manner. The strengths of ecotourism will be to conserve and preserve the natural resources. This task is the task that will be carried out by the elected members of the local community of ETsheni. It is very important to evaluate the strengths of the projects so that you can improve if any negative changes take place in the project.

Weaknesses represent the other side of the coin; they are those characteristics of the tourism sector which detract from the quality of the product or hurt marketing efforts. Weaknesses have to be seen from the customer's viewpoint. For example, museums closed without reason, poor food, slow service, an interrupted electricity supply, bad telecommunications, a shortage of water, lack of clean beaches, insufficient recreational facilities, or rude immigration officers. (Doswell, R.1997: 198) This tool for management of the project is very important. The place of ETsheni will have a developed infrastructure that will include installation of electricity. Weakness will be seen whereby electricity and other development facilities are interrupted. The place will be having Telkom public phone if these phones are tampered with this will prove the weakness of the project. ETsheni area has a living heritage site that will be open to everyone to come and enjoy the beauty of nature. If this place gets to the situation where there are funds and it needs to be closed this will epitomize the weakness of the project on failing to budget for the site.

Having analysed the market and the product, it should be possible to identify those opportunities which can lead to substantial improvements and expansion, as well as the development of major new demand .Various changes and trends may open up a variety of new opportunities: recent political changes at home or in major markets; economic trends , social trends; opportunities opened by new technology ; new decisions on the environment ; and the business climate for investment. (Doswell, R.1997: 198).

The project of ETsheni will provide job opportunities for community members. This is a positive reward to the host community of ETsheni, but the number of jobs created for each year will be put on record for every year and it is going to be the elected managers to see if the employment opportunities are increasing or decreasing. If they are decreasing, this will create a need to the managers to plan on how they can create more jobs for the community.

The number of jobs might be decreased due to technology which has taken many jobs and left people jobless. In the place of ETsheni, this change will be evaluated and attended to by managers of the project.

Threats are any trends, events or factors which could affect the future of tourism in a negative way. Such threats might compromise, for example, negative social attitude, loss of key staff, changes in foreign exchange rates, new competitors, or future inadequacies in the water supply. (Doswell, R.1997: 199)

There are many threats that come with ecotourism development, for example, tourists will be visiting the place and they might get mugged by members of the community. Crime which is the serious issue in many communities will have to be managed in the area for the safety of tourists. This weakness has to be attended to with a scrupulous attention because if tourists can decide not to come to the living heritage site this will mean lack of capital to the local community and a number of jobs for communities will be finished hence no one will be around as a tourist to spend time in the heritage site.

The above management strategy will be used in ETsheni in order to keep the place in a position where it meets the needs of both the tourists and the local community members of ETsheni. It is important to anticipate antisocial behaviours from the community, but it is also important for the managers to think about the precautions that can be put in place to alleviate or curb crime in the area. SWOT analysis will be a good strategy to have a better management of ETsheni area but this demands managers to strategically stick to their duties in order to improve the living heritage site.

According to Doswell (1997: 199) "SWOT analysis is a good way of taking stock of the existing product and identifying the various ways in which it can be improved". SWOT analysis will be a main tool to assess the changes in the site and the environment of ETsheni. It is important to note that changes in the area might happen after some time, but the people managing the living heritage site need to make recording of changes that are taking place from time to time.

This research will have one theory that will be used throughout the research. Stakeholders theory Stakeholder theory is a very important theory that has to be taken into consideration

when a person is dealing with the development of any place. The fundamental basis of the stakeholder theory is normative. It also redefines an organization as 'stakeholder interests' co-ordinating and optimizing entity' which requires the firm to accept two key concepts. Donaldson and Preston 1995: 67 describe this theory as follows

[First], stakeholders are persons with legitimate interests in procedural and/or substantive aspects of corporate activity. Stakeholders are identified by their interests in the corporation, whether the corporation has any corresponding functional interests in them. [Second], the interests of all stakeholders are of intrinsic value. That is, each group of stakeholders merits consideration for its own sake and not merely because of its ability to further the interests of some other group, such as share owner. The two authors, Donaldson and Preston (1995: 87) further describe this theory that it has four central themes which are discussed:

- Stakeholder theory is descriptive in that it offers a model of corporation
- Stakeholder theory is instrumental in offering a framework for investigating the links between conventional firm performance and practice of stake holder management. Although stakeholder is descriptive and instrumantive, it is more fundamentally normative.
- Stakeholders are identified by their interests and all stakeholder interests are considered to be intrinsically valuable.

Stakeholder theory is managerial in that it recommends attitudes, structures, and practices and requires that simultaneous attention be given to the interests of all legitimate stakeholders. Stakeholder theory involves three stakeholders which are very important in the development. These stake holders are local community, NGOs and the government. These three must be integrated in the development process. There is an interrelationship between these stakeholders and no one can deal with one of these and leave the two other stakeholders aside. In the development of the ETsheni area these stake holders will be integrated but the local community because it is the main stakeholder it will be my area of focus in these stakeholders. It is important to have stakeholder analysis in order to identify the characteristics of the stakeholders in the project. Allen and Kilvington (2001:18) suggest that a stakeholder analysis can be used to:

- Identify and define the characteristics of key stakeholders
- Draw out the interests of stakeholders in relation to the problems that the project is seeking to address(at the identification stage) or purpose of the project(once it has started)
- Identify conflicts of interests between stakeholders, to help manage such relationships during the course of the project
- Help identify relations between stakeholders that may enable coalitions of project sponsorship , ownership and cooperation
- Assess the capacity of different stakeholders and stakeholder groups to participate; and
- Help to access the appropriate type of participation by different stakeholders, at successive stages of the project cycle.

The above chapter was about the literature review , goals of ecotourism, sustainability of the area ,benefits to the local community, better management, development alternatives, private sector role in ecotourism, ecotourism products , publicity of the living heritage site and management and evaluation of the project. This chapter gave a clear understanding as to how the living heritage site will be managed and evaluated. The following chapter looks at the research method that was used in order to collect the data for the research. This chapter is a backbone of the research. There are two main methods that were used in collecting data. Chapter 3 of this research deeply describes those two methods that were utilised when the relevant data was collected.

CHAPTER 3

3.0. INTRODUCTION

Research methodology is about the scientific methods that are used in this research project. There are a number of methods that have been used for the collection of data. The main method used in this study is qualitative method, but below this is explained in details. Even though this research has used the qualitative method the brief distinction of both qualitative and quantitative will be supplied.

3.1. RESEARCH METHODOLOGY

QUALITATIVE OR QUANTITATIVE

This chapter describes the method that was used in conducting this research. According to Mugenda and Mugenda (1999: 55), the scientific method often referred to as the quantitative approach has traditionally been considered as the conventional mode of inquiry in both research and evaluation. Qualitative technique stresses the socially constructed nature of reality; it focuses on the intimate relationship between what is studied, the researcher and the situational constraints that shape the inquiry. In contrast, quantitative studies focus on measurements and analysis of causal relationship between variables not processes (Denzil and Lincoln, 1994: 21). Quantitative technique helps the researcher to see the big picture about the study conducted (Gilbert, 1993: 45). It is crucial to note that in this study qualitative method will be used and quantitative will not be considered at all.

A qualitative technique will allow a researcher to interact with respondents so that he can be able to obtain historical process and social reality in an in-depth way so that at the end of the research, the findings can be valid, reliable and detailed (Goodson and Phillimore, 2004). This technique is often regarded as providing rich data about real life people and situations (De Vours, 2002). That is why Eyles (1998) argues that qualitative techniques are used to describe people's representations and constructions of what is occurring in their world. It empowers the disadvantaged population groups by giving them a chance to voice their opinions, perceptions and thoughts (Chambers, 1985).

According to Durrheim (1999) in previous years, quantitative technique was most used in science researches, but it is also now increasingly used in social science researches. It uses statistical procedures to analyse data. In this study, the researcher will use a descriptive analysis to analyse and represent findings. It can be thick or thin in nature. Quantitative data uses thin description because; it describes things like, how many and in what form (Kitchin and Tate, 2000). This research is going to use qualitative research method which has been clearly defined in the above paragraph.

3.2. METHODS OF DATA COLLECTION

It is the researcher's responsibility to design an instrument that will be suitable for his or her study. In most social research studies, questionnaires and interviews are the common instruments that are normally used by Mugenda and Mugenda (1999: 89). In order for a researcher to validate the findings, the researcher will use both primary and secondary data because this is a reliable method of collecting data (Burton, 2000). The secondary data that was used here was taken from the relevant library books. On the other hand questionnaire, face-to-face interviews and participatory methods will also be used as primary data in the study.

3.3. INTERVIEWING

Interviewing is the method that was used to collect data from local community members. All the interviews were recorded and can be found in DVD formats. Professor Zungu from the School of isiZulu Studies at the University of KwaZulu-Natal is one of the prominent people who had visited this place several times. Local community members when they were asked about their expectations for their place they raised high expectations. Mr. Rosevear, a local community member revealed that they see themselves as community members having a lot of potential to invite tourists. If we can protect the place, this is going to make it easy for the developers to develop it. Tourists from overseas bring a lot of money and this means job creation for us. But all those tourists need to be protected. Therefore, this remains a very serious problem for the management team to ensure that they come up with safety measures for the tourists.

Job creation in this place will alleviate poverty and the rate of crime because people will be given something to do. On the other hand, one of the guests of the day among them was Mr. Van Roystein. He mentioned that they are aware of the importance of the natural resource and its importance to the local community members. Mr. Sovervear said that they had lived in this place for the municipality for about 25 years not knowing about this precious natural resource they have. But they are glad that today the guests see where they live and when they come to them for the development of the place, they will know exactly what they are looking for. Whatever happens in this place must benefit the community. If this is going to benefit the local community they will not hesitate to participate in the development of the place. He promised that they will cooperate in the project provided that they get rewards at the end. People from ETsheni are willing to take part on assisting with the development of the place.

It is important to ensure that community members are a part of development of their place. This becomes a good idea because it creates job opportunities for local community members. ETsheni community members will be exposed to a number of labours. To those kinds of jobs that need unskilled labourers many members of the community will be employed to fill these positions. There are crucial and informative videos cassettes that have the information about the study area. These videos were taken by Professor Zungu and other university students. These videos were taken in every visit to the place. They have the whole information as to how the place looks like and where it is located. The information that is found in the video cassettes played a pivotal role to the researcher in terms of getting the relevant information to substantiate the researcher's points in writing his research.

Input from Mrs. Dlamini, one of the local community members of ETsheni, revealed that people come to the rocks to perform their rituals. There are candles that are lit by people who come to pray for different requests from God. People treat this place as a sacred place. In the visit to ETsheni area Professor Zungu and her students are seen lighting a candle and when they are praying they are holding candles. This place can be equated to ENhlangakazi Mountain where Shembe people go to pray in January and request Shembe to make their entire requests successful. The ETsheni area is visited by many people to pray. It is not only people from the place who only go there for prayer. The interview with one of the local community members reveals that there are people who come from afar in order to venerate the picture of the Madonna. There is a religious belief that for whatever requests that are made to this resemblance they all become successful.

Input from Mr. Duma revealed that this rock has been there before they were born. They only saw it while they were still looking after cows while they were still young boys, but at that stage there was no significance that was attached to that rock. Religious people as well as lay people of the area leave on the altar. This money is kept there with no one looking after it. Input from one of the old women who was born bread-and buttered in the place, revealed that there are people who steal this money but those become sick, mentally disturbed or die because of stealing the money. There is a strong belief that this place is religious, if one does ungodly thing s/he invites bad luck. This is proven by people who steal money and become mad because of the malicious behaviour. The place of ETsheni has two natural resources that are called by significant names.

There is a river that is called UNkulunkulu and the mountain that is called uSathane. These two natural resources have not yet drawn attention to the researchers. Many researchers are currently focused on the living heritage site. Input from one of the local grannies stated that when they were young they could not go exactly to the place where the rock was found because they would be scared of the baboon which was known as a dangerous animal that was staying in the rocks. This place is currently known as “ETsheni lemfene” because of the baboon that was apparently residing in the place where rock formations are found. Local people said that there was a venomous snake that was also residing in these rocks. Bucks if they were chased and went to the bush where the rocks were found, they would never come out again.

The people from India once visited the area together with Professor Zungu. Input from one of the Indian speakers after having experienced the problem of accessibility of the area revealed that the place needs to be easily accessible. Rock formations are found in the bushes and it demands a tedious walk to get to the exact area where rock formations are found. The area is seen as a place that is economically viable. This necessitates the implementation of enlightening programmes for economic endeavors. Input from Mr. Madlala, one of the local community members revealed that local people around the place must benefit from the development of the area. Indian people in their third visit revealed that they had come to see how they can help on the development of the area. They stated that they see that the place has so many rocks but they had seen places similar to this one which had been developed. The point they wanted to put across was what can thwart development in this place because there

were places that were worse than this place which eventually got developed. Indians were excited to see the presence of the Tulsi plant which is the herb used by Hindus as their medicine. Their excitement was further ignited by the presence of Ganesha. Ganesha is venerated by Hindus as their God. The image of an elephant found in the rock represents Ganesha and it is seen as an omen for divinity.

Input from Mr. Duma revealed that UGu District municipality can assist with water and toilets. Local community participation to the project was mentioned as a very important point and community members had to realise their importance in the development project.

Input from Prof Zungu revealed that the rocks were a good reflection of uNoMkhubulwana (Inkosazane). This was because people would come for the reverence of the rocks. Nomkhubulwane is venerated by people. There are certain times whereby people go to the mountain and pray requesting many different things. For instance, in the place where I stay (Mid-Illovo, South Coast) if there is drought people go on the mountain and pray asking for rain. This might be seen as a superstitious belief, but this works for people. The same thing happens to people who go and pray at ETsheni Lemfene.

Professor Zungu when she was given a chance to deliver her speech on the day of the visit to the area advised that geologists, anthropologists, etc must be made part of the project because of the pivotal roles they can play in the project. There are cracks in the rocks and Zungu highlighted the need for qualified people who can check if the rocks are not perilous as they might cause danger at any time. Zungu also revealed that there had been some funds set aside for people who will look at issues of protection. In closing, Zungu noted change in the place because before it was covered by trees but now trees have been cut and the place is clear.

The above chapter looked at the methods of data collection that were used in this research. The following chapter is going to deal with the description of the study area. It is also going to look at how do people feel about the place and finally it is going to look at how the place is going to be developed.

CHAPTER 4

DESCRIPTION OF THE STUDY AREA

4.0. INTRODUCTION

ETsheni Living Heritage site falls under UGu District Municipality in the UMzinto area. ETsheni site is situated near the Jolivet shopping center, which is approximately 170 kilometers south of Durban, and 40 kilometers away from UMzinto North. The distance between the Jolivet shopping center and ETsheni LHS is approximately 6 kilometers. UMthwalume River forms the southern boundary of the area.

Before I embark on a deep description of the place, it is crucial to describe rocks that are found there so that the reader can have a clearer picture. ETsheni has four prominent rock formations: one of the rocks has a resemblance of a huge rock-lion and in its mouth; there appears a distinct image resembling a woman carrying a baby. Adjacent to this rock does an image resembling an elephant trunk, followed by a formation of a cow-like figure or *inkanyamba*/water snake which appears to be in a flying or galloping position. The fourth rock resembles a baboon in a seated position. Local people have named this rock "ETsheni LeMfene" (At a Baboon's rock) because of its resemblance to a baboon. There is a great constraint in accessing this site in a comfortable way. This is because there is a very small rocky foot-path of approximately 150 meters leading to the site. Due to this, it is quite possible for people to fall over while trying to reach the site. The place is also very sloppy and this creates uneasiness for people to go and revere rock formations.

A formation resembling a woman wearing a halo, which is similar to the Black Madonna carrying a baby is seen on the upper palate of the 'rock lion's mouth'. Local Zulus most of whom belong to the Roman Catholic Church, are convinced that the image is that of Mother Mary carrying Jesus Christ. At the feet of this female image, there is a rock formation resembling a head of a snake/serpent or lamb. This could be the reason why the Roman Catholics associate the picture at ETsheni site with that of Mother Mary who is supposed to crush the head of a snake in the Holy Scriptures.

4.1. DESCRIPTION OF THE AREA

4.1.1. Rock Formation of the Black Madonna and Baby

Adjacent to this rock, is one that resembles elephant's face. Ganesha, an elephant is venerated by Hindus as their God. According to Dowman (2002: 14, as cited in Zungu's paper) remarks that 'places called svayambu (places of worship in Hindu religion) which have formations of deities like the elephant-headed Ganesha or Shiva's lingam, suggest naturally arisen deities. Such places are then turned into places of worship in the Hindu religion. Ganesha is regarded as the remover of all obstacles.

4.1.2. Elephant face resembling Lord Ganesha

Lord Ganesha is viewed as a son of Shiva and Parvati. He is also worshipped as the god of education, knowledge, wisdom and wealth. It is said that Lord Ganesha is among the five prime Hindu deities (Brahma, Vishnu, Shiva, Durga and Ganesha).

4.1.3. Formation of a rock resembling Lord Hanuman at ETsheni

The formation resembling a monkey/baboon can be seen at the top of the extreme left of the range of rocks at ETsheni. According to Hindu religion, this rock formation resembles Lord Hanuman. Hanuman usually faces eastwards and often sits in a meditating position. It is said that He grants purity of mind and success. Lord Hanuman idols are found on mountain roads because it is believed that he protects people from accidents. Most followers of Hanuman usually ask for spiritual uplifting qualities that he himself possesses.

4.1.4. Presence of a Tulsi Plant

This plant symbolizes the religious bent of a Hindu family. The name Tulsi connotes "the incomparable one". In many Hindu families a household is considered incomplete without a Tulsi plant. This plant is religious, but besides being religious, the Tulsi plant also has medicinal significance and is a prime herb in ayurvedic treatment. Tulsi plant reduces stress, enhances stamina, promotes a healthy metabolism and is a natural immuno-modular. It is also known to lower cholesterol, eliminate toxins, prevent gastric ulcers, lower fevers, improve

digestion and provide a rich supply of antioxidants and other nutrients. It is more surprising that the local traditional healers of the area, are neither aware of the significance of this herb nor of its name.

4.1.5. Rock Formation Resembling the Sacred Cow

Cows are a symbol of wealth, strength, abundance, selfless giving and of a full earthly life. A cow is considered sacred and its protection is a recurrent theme in which she is symbolic of abundance, of sanctity of all life and of the earth that gives much while asking nothing in return. It is very important to Hindus and that is why Hindus are prohibited from eating the flesh of both cows and draught oxen.

The significance of images found in the rocks have attracted many people to come and witness for themselves how blessed the place of ETsheni is. It is very important to note that beliefs to these images are all biblical. The local community is not from Indian background and does not follow Hinduism but it is interesting to find out that their belief have something common, i.e. they all believe on the holiness of the place. How is the situation like in this place? The following section gives a proper description of the place and how people feel about it.

4.2. HOW PEOPLE FEEL ABOUT THIS PLACE

The place of ETsheni is a disadvantaged area. There is no proper infrastructure. The local community members are scattered all over. There is approximately eight to thirteen houses which are distant from each other. These houses are far from where the living heritage site is found. Therefore, it demands a strenuous walk to reach to where the heritage site is. The heritage site is found in a deserted area in bushes and people are vulnerable to dangerous species like snakes and other vicious species. The ruling system in the area is traditional. There is induna and inkosi. The chief is Mr. Lwandle and the headman is Mr. Mthethwa. These two leaders are responsible for the leadership of the place and it is upon their powers to accept whatever activity that is taking place in the area.

The DVD made by Professor Zungu and her students about the place carries a lot of information about people's views regarding the living heritage site. There are many beliefs regarding the living heritage site. All these beliefs emanated from the images that are found in the rocks that have been briefly discussed above. The next paragraphs carry the view points that emanated from speakers after they had witnessed the place.

4.2.1. Input from Mr. B.E Duma

He believes that people should conserve what they have in their place. *"This place must be protected and made historical"*. Inkosi believes that with what they have discovered in the place they will be able to benefit from it. He mandates people to come and pray at anytime that suits them. He closes his speech by authorising people who wish to develop ETsheni area to start embarking on the development provided that the development will benefit local community.

4.2.2. Input from Mr. P Mthethwa

This is a local member who communicates to people invited that there is “Maria” in the rock. This is confirmed by the image of a woman in the rock holding the baby. *"Many people believe that is Maria with his child. From the biblical point of view this is Jesus Christ"*. The speaker says people pray in this place and they have a strong belief that it is sacred because whatever they pray for happens. People pray for rain and those who are experiencing other problems also come to this place for a prayer.

4.2.3. Input from R. Gounden, a visitor from India

"We have about 25 years not knowing about this precious natural resource we have. I am glad that today the guests see where we live and when we come to them with our open hands they will know exactly what we are looking for. Whatever happens in this place must benefit the community. If this is going to benefit the local community we will not hesitate to participate in the development of the place. We ensure our cooperation in the project provided that we get rewards at the end"

4.2.4. Input from Mrs. F Mtshali

"I am proud to see that people are proud of what they have in their area. We have to protect and preserve what we have. If we stand up and work towards preserving and protecting our natural resources, this will cause the outsiders to stand up and offer their assistance in whatever way possible"

4.2.5. Input from Mr. Rosevear, a local community member

"What we have seen tells me we have a lot of potential to invite tourists. Tourists must have places around our area where they can enjoy their leisure time. If we can protect the place this is going to make it easy for the developers to develop it. Tourists from overseas bring a lot of money and this means job creation for us. But all those tourists need protection so it remains the very important task that protection of tourists remains among the most important priorities of the management team. Job creation in this place will alleviate poverty and the rate of crime because people will be given something to do."

4.2.6. Input from former Defense Force, General Masondo

"I am in charge of the Defensive Force and it is one of my responsibilities to put retired soldiers in the community. I teach these soldiers how to protect tourists and if there is any other function for development that needs to be conducted these soldiers can be involved in such things. I see that there is a need for road in this place. This also with help of the Defense Force can be done. This is how we play a role in helping out so that the community can benefit from the assistance of Defense force. We give people skills but we also encourage participation so that the skills that are acquired can be utilized in order to benefit the community"

4.2.7. Input from UGu District Task Team Net work

"This organization started in the Durban Westville and it is responsible for coming up with an initiative to develop the place of ETsheni. With the help of Professor Zungu who encouraged everyone to push this in order to improve the lives of the poor, this organization is gradually playing its role to the community. UGu Tourism Task team aims at developing the

community and the participation from the community will make the place of kwaDumisa a developed place in some years to come. I am glad to see that some of the local community members are talented in some ways. As I speak the beads I am wearing was made by one of the local members of the community."

ETsheni area has few homesteads and their structure looks the same. These houses are scattered, one walks a long distance to reach another house, hence, they are far apart. The area is constituted by a small number of population with people mainly speaking isiZulu as their language of communication. There are species that are found in this place. For example, bucks rabbits and poisonous snakes are among the species that are found in the area. Plants are also found in this place, there is forest that has many different kinds of trees but the most important plant that is found in this place is called Tulsi plant. This plant is used for medicinal purposes by Indians.

In summarizing the background of the place, it is found in remote rural area where people are still in need for proper infrastructure. Among the speakers who attended, one representative from Social Welfare department promised that there are community empowerment programmes that have been put in place to assist communities like ETsheni. The organized programmes will be adopted to face the challenges that are encountered by the community. The place has a number of challenges. For instance, unemployment is the main problem that is facing the community. After the visit to the place and seeing its deteriorating conditions different stakeholders promised to join hands and work towards developing the place. The study revealed that people practise many cultures, but what also appeared was people use the place where the rock formations are found as their sacred place where they slaughter chickens and pray to God to resolve their problems and bring them luck.

4.3. DEVELOPMENT OF THE AREA

The study conducted showed that the place is underdeveloped and there is a dire need for it to be developed. Ecotourism as a vehicle for development will be used to develop the area. Ecotourism development has been used in many countries to develop their areas. Weaver and John (1999: 38) state that ecotourism contributes to rural development when local residents are brought into planning processes. For ecotourism to be a tool for conservation and rural development, a concerted effort must be made to incorporate local populations into

development of tourist industry. This quote also gives an idea of the importance of community involvement.

It must be the developers' first priority to engage local community in all projects that are taking place in the area. If the community is not involved the project is doomed to failure. Infrastructural changes will play a big role in the development of the area. People of ETsheni lack many facilities that are very important to their lives as community members. Among the important facilities that are needed is electricity, proper roads and many others. The development of the place will only be effective if all stakeholders are integrated. Therefore, all stakeholders will be integrated in such a way that the development of the area becomes a success.

Stakeholders theory is made up of the three crucial stakeholders i.e. local community, non-governmental organisations and the government. The main stakeholder is the local community because it has the power to decide whether they need development in the area or not. There is no way that developers can come in the place and start developing it without their consent. In the place of ETsheni, chief Mthethwa mandated the developers to develop the place. Therefore, it is important to note that nothing could be done in the area without chief's agreement. If the chief was to say no to development nothing could take place in the area. It is very important to the developers themselves to consult people like chief Mthethwa of ETsheni before they could start developing the area. Local community is very important because they are the first stage that is consulted in order for development to take place. Information is imparted to local community and it is up to the community to decide whether they allow development in their area or not. The government also plays a big role because information is imparted to the government by NGOs. The government is responsible for implementation and infrastructural changes of the area. The government has many departments that are needed in order to develop the area. Different departments will offer their assistance in order for local community members to realise their goal for development. Infrastructure is going to improve the standard of living to community members that are residing in the area.

NGOs are very important because they serve as a link between the government and the local community. The community of ETsheni needs funds to develop the place, but these can only be obtained from the government. On this regard the government will give subsidies in order

for projects to prosper. NGOs will also offer short courses for training the community to obtain skills that are crucial for the development of the area. Training on conservation and preservation of natural resources will be offered to community members. Local community members also need to be trained on environmental effects that might be detrimental to the community itself and the ecosystem. People from ETsheni are not yet aware that burning of grass and cutting of trees is against ecotourism and it affects nature.

Norton (1987: 8) has noted that “regardless of what activities people choose to do , it is the responsibility of the managers of a protected area to ensure the quality of the available natural experiences and to work towards instilling “transformative value” (values which, through learning experience with nature, yield greater environmental awareness, appreciation and respect for nature”. Information and education programmes will serve as a good tool in training people about how they can treat the environment. According to David Fenell (1999: 118), there are three overt methods that can be used, i.e. informing users about the resources, and current levels of use, making users more sensitive to the potential impacts their behavior might have in the environment and finally giving the manager and the users a chance to exchange information concerning user needs and management activities. It is crucial that local members are taught how to treat their environment, but this can only be done if people are aware of the principles and characteristics of ecotourism. Wight (1993: 3) mentions eight principles which serve as a foundation for ecotourism. These principles are as follows:

- It should not degrade the resource and should be developed in an environmentally sound manner.
- It should provide first-hand, participatory, and enlightening, experiences to all concerned.
- It should educate all parties-local communities, government, non-governmental organizations, industry, and tourists.
- It should encourage all parties to acknowledge the values inherent in the resource.
- It should accept the resource on its own terms, recognize its limits and involve supply-oriented management.
- It should promote understanding and involve partnership between a number of different players.

- It should encourage all role-players to accept their moral and ethical responsibility towards the natural and cultural environment.
- It should provide long-term benefits to the resource, the local community, and to industry (benefits may be conservation, scientific, social, cultural or economic).

The above principles will serve as the guidelines to the development of ETsheni area. It is important to note that these principles need to be followed in the manner that is reasonable. The last principle serves as the main principle among the principles that have been mentioned because it is about the long-term benefits. ETsheni area will have long-term benefits in terms of new infrastructural transformations that will take place in the area. Principles of ecotourism need to meet the demands of ecotourism. ETsheni area has to be developed through principles that will lead to the positive goals of ecotourism. It is also important to note that ecotourism needs a better practice for its success. For example, ecotourism development of ETsheni will be successful if the key conditions for ecotourism development are met. White Paper (1996: 24) also clearly states that a number of key conditions need to be followed. Among these conditions are the most crucial conditions that developers in ETsheni area need to take into consideration. These are as follows:

- Sustainable environmental management practices.
- Involvement of local communities and previously neglected groups.
- Effective tourism training, education and awareness.
- Appropriate supportive infrastructure.

The sustainability of environment management will be taught in the training sessions that will be conducted with community members. Local community members will be involved and those who have been neglected previously in the organising teams will now be considered for decision making. People will also be taught and trained on how to protect and preserve resources that are found in the area. This training will help other local community members to understand how important it is to look after their precious natural resources. Finally, appropriate supportive infrastructure is the main thing that will be done in the area. For instance, roads that will be constructed will be looked after and if there is a need for development this will be taken into consideration. The following chapter focuses on summary findings, recommendations and conclusions for the entire research project.

CHAPTER 5

5.0. INTRODUCTION

This chapter presents the findings of the study that was carried out in the place of ETsheni. The main purpose of this study was to see how ecotourism can play a pivotal role on developing the living heritage site found at ETsheni.

5.1. SUMMARY FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

The research findings of the study revealed that the place has a high rate of unemployment. Local community members are unemployed and this has caused them to resort to antisocial behaviors. People in the area have resorted to crime and other atrocities. There are young women who have dropped out of schools and have given birth to babies that they cannot support because of financial constraints. This research also showed that the landscape of ETsheni needs a lot of money because it requires proper attention and planning for infrastructural purposes. There are places that have rocks that can hinder development from taking place. ETsheni area is a place that still needs proper infrastructure because there is currently no basic infrastructure. The lack of infrastructure hinders many people to visit the place.

Other findings showed that the place of ETsheni has a large number of unskilled labourers. This causes development of the place to move at a slower pace because local community members demand a great deal of time to be trained for certain programmes that will be utilised on developing the area. The study also revealed that people have strong belief in their living heritage site as they treat it as a sacred place. This is evident where people say for whatever they ask from God they need to go to a living heritage site and pray. Local community members have a strengthened belief for the living heritage site because after they have prayed to this place everything becomes successful. Local community members go to a heritage site and ask for rain, babies, jobs, peace and other crucial things and they say all this comes positive to them. It is crucial to look at the questions that were asked from the beginning of the study and see how these will be a success as far as ecotourism development at a place of ETsheni is concerned.

In order to achieve the objectives of the study the following questions were asked:

- How is the place going to be developed?
- Why is it important to develop the place?
- Who will gain from the development?
- What role will the local community play in the development?
- How will the different stakeholders be integrated in the development process?

The above mentioned five research questions of the study are very important. The first question of how is the place of ETsheni going to be developed is a main question of the study. The place will be developed in terms of having a good infrastructure. It is very important to note that currently there is no basic infrastructure in this place. There is still a great need for facilities like running water, electricity, roads, banks, shops, polling stations and other most vital facilities that are needed for the development of the area. The place will be developed through having new roads that will be constructed with the help of different stakeholders that will be partaking in the development programme. The development will benefit the community because it is going to improve their standard of living. It is very important to bear in mind that people of ETsheni area do not have tar-roads and this makes it hard for them to use their vehicles if it is raining. The road that appears in the video still needs to be constructed in such a way that vehicles and other kinds of transport feel safe while using the road.

The second question of why is it important to develop this place is one of the important questions of the study. ETsheni area has a very important natural resource that has attracted a number of people, but the question is how people can easily access the place where this resource is found. This makes it important for the government to develop the place. The development will benefit the community because they will have tourists coming from overseas to their area to witness the beauty of nature. The video showed difficulty on how people struggle to reach the place where the natural resource is found. Therefore, this necessitates construction of roads leading to the living heritage site. Infrastructural development to this place is going to be a main thing that is going to improve the standard of living of the local community members.

Question number three is interrelated to question one. This is because it is the local community that will benefit from ecotourism development. This will happen in this way,

while development project will be implemented in the area, local community members will be employed to participate in small group committees that will be responsible for different tasks that need to be carried out. This will create job opportunities for local community members. ETsheni area has a number of unemployed people who have different levels of education. Employment priority will be mainly given to local members that have some basic skills of education. This means that a large number of people will be employed, but based on their education qualities. However, this does not mean that only educated people will be employed in this project. Uneducated local community members will also be employed to perform manual labours. Employment of local community members of ETsheni will be a great gain to the community as a whole.

Question number four which is about the role that will be played by the community in the development is the most crucial question. Local community members will play a big role in participating in different structures. For example, the site after it has been developed will create job opportunities for community members. The site will have to be looked after in order to protect it from exploitation by people. In this case security guards will be needed. Some of the community members in this regard will be employed for such positions and that is one of the roles that the community will play. There are also many other opportunities that will be created and in terms of hiring people for such jobs, community members will remain the first priority employees. If communities are not involved, in most cases projects become abortive.

The last question of how will different stakeholders be integrated is the prime question . This is because if there is a conflict that arises from the stakeholders normally a project does not succeed. The stakeholders that will be involved in the development will clearly be assigned with different tasks to avoid conflicts that might arise while development is still in progress. Local community as a main stakeholder has to be told to what extent their participation is needed. This requires a proper understanding of how to divide tasks among stakeholders. All these stakeholders are needed so one cannot succeed in developing the place if one stakeholder has decided to quit because of conflict that might have been caused by other stakeholders. The objectives of the study will be met provided that all these five questions' requirements are met. It is a very challenging part to meet the objectives of any study, but what is needed is a clear assignment of tasks and making sure that all tasks are carried out in a harmonious way.

Local community members of ETsheni hope to gain from getting involved in the development project. It is crucial to look at the objectives of the study and see how they will be met in the development process. The objectives of the study are as follows:

- **To improve the standard of living in the area**

This objective is the main objective because the community needs to see a positive change in their living standard. The standard of living will be improved through introducing new facilities that the place has been waiting for many past years. Infrastructure is the main tool that will improve the lives of local community members. It is important to note that if infrastructure is introduced, there will be many job opportunities for local community members. The development needs community participation which is beneficial to the members of community because they get paid for their labour.

- **To conserve and preserve the natural resources found in the area**

This is the main aim in ecotourism. While there will be development in the place it will be ensured that all species that are found in the area are protected. Fauna and flora need to be protected and this will help in the development of the area. Deforestation which is the negative impact of ecotourism will be prevented in order to practise the kind of ecotourism that is environmentally friendly. Conservation and preservation are main aims of ecotourism. Therefore, it is important to consider these two if one is practicing ecotourism. These two processes need to have people who are trained. This makes it necessary to provide people with special training on how to conserve and preserve natural resources. ETsheni area is known by having important natural resources like Tulsi plant which has multifarious functions so this compels local community members of ETsheni to ensure that this plant is conserved and preserved at the same time.

- **To promote and sustain development in the area**

This is one of the important objectives; here it will be ensured that the development will be sustained. There will be an evaluation after a year or two to see if things are still going in a well-deserved way. This point remains important because without it ecotourism becomes

unsuccessful. ETsheni area is not yet developed and this worries community members, but as soon as the development has taken place, there would have people who are trained on sustainable development. Therefore, this raises a need for people to get a special training on sustainable development. This can be done in small groups that will be chosen among local community members of ETsheni area.

- **To make the local community realize the need to protect their heritage site**

Here people will be made to realise the importance of natural resources they have in their place and how they can benefit from having these resources. People of ETsheni will be taught about the benefits that come from protecting their heritage site. For example, local community will be told that their heritage site will invite tourists from overseas and other places to come and have their holidays in their place. After they have been made aware of all the benefits they will then see the necessity to protect their living heritage site.

- **To make the local community benefit from their natural resources.**

The community will benefit from having natural resources. For example, there will be jobs that will be created during the development of the area. The other point is there will be specified days for entrepreneurs to sell their products. It is not only those benefits that they will receive, but development of their place which will have a great impact on improving their standard of living remains a gigantic benefit to the community. Job creation is also another very important benefit to the community.

In conclusion, this was the most interesting research I have ever done in my life and it demanded a lot of attention. It was not very easy to get all the relevant information, but the visit to the study area played a pivotal role in collecting the relevant data. Professor Zungu made this research a success as she went an extra mile to assist a researcher to get relevant information for the research. Video cassettes that were taped during the visit to the place carried a lot of information. In one of the interviews the local community members gave a clear indication that they are aware of the resource they have, but they are not aware that they can make a lot of money out of it.

When the idea of developing the place was suggested, local community members showed a great interest and they were more willing to be part of development. Researchers still need to conduct many researches in this place. After rock formations have been thoroughly researched it will be more interesting to research about other natural resources that are found in the place. For instance, the mountain called uSathane and the river called uNkulunkulu. It would be more interesting to researchers to find out why these natural resources were named by these antonyms.

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