



**LOCAL COMMUNITY PARTICIPATION IN COASTAL
TOURISM: EXPERIENCES FROM NONOTI BEACH IN
KWAZULU-NATAL**

BY

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**THIS THESIS IS SUBMITTED IN FULFILLMENT OF A
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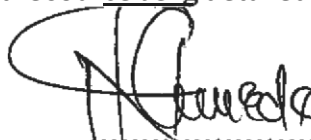
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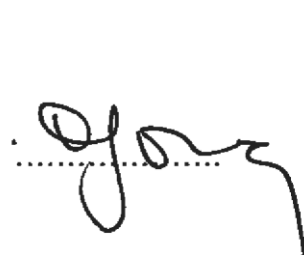
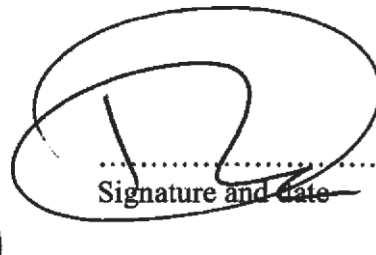
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DEDICATION

This work is dedicated to my late parents, uBaba Ntabezikude zinguMasithela and uMama Thokozile MaMyeni Gumede, for instilling in me the love of education at a young age and who always encouraged me never to lose hope, even when the world became heavy on my shoulders. Nikulwile ukulwa okuhle, nilihambile ibanga lenu, nilugcinile ukholo lwenu (2 Timothy 4v7). Inkosi iniphe ukuphumula komphumlela wafuthi, nokukhanya kwaphakade kunikhanye, niphumule ngobuhle, Amen.

ABSTRACT

This study investigates the extent to which the rural community of Nonoti Beach participates in coastal tourism taking place in their ancestral land. During the apartheid era, this community was forcibly removed to make way for agriculture and the area was later identified for tourism development. After 1994, the first democratic government of South Africa made it its priority to restore the displaced communities back to their land through land reform and redistribution, and the community under study is one of the communities that received land through the land claims process. Fourteen years after the settlement was made on this land claim in favour of the community, but the government and other stakeholders with vested interest in coastal tourism have not delivered on the promise made to the local community to provide them with low cost housing and to develop a coastal resort that was to benefit this community through profit sharing and in other ways. Previous studies have been conducted on other communities with a similar experience but no study has been carried out to understand the experiences of Nonoti Beach Community from their own perspective as a significant stakeholder as well as from the perspective of other stakeholders with a stake in coastal tourism.

The objective of this study is to investigate the level of participation of the local community in coastal tourism and to assess the strategies in terms of skills development as well as strategies to assist them as new land owners to live sustainably on restored land. The role of various stakeholders to give post-settlement support and to ensure that land ownership through restoration results in sustainable livelihoods, leading to poverty eradication is also assessed. The policies regulating coastal tourism are also evaluated to find out if they enhance or limit the local community participation and, lastly, the model is proposed to assist in improving local community participation, thereby ensuring that the benefits accruing to them are maximized. This study is anchored on the sustainable livelihoods framework, the Stakeholder Theory, the Social Exchange Theory and the Common Property Resource Theory.

This study was conducted using a mixed method approach and data was collected using in-depth interviews, focus groups and questionnaires in order to have a varied and in-depth understanding of the phenomenon under study. The participants in this study were the members of the local

community, which is predominantly black and two adjacent communities that are predominantly white to compare the understanding of tourism as well as the awareness of marine and coastal governance. The other participants that were sampled are the government agencies, the district municipality, the democratically elected leadership and tourism enterprises operating around Nonoti Beach.

The findings of this study show that the various stakeholders' interests are often times conflicting, and this study recommends that various stakeholders come out with a coordinated plan to create a balance between their conflicting interests for the benefit of the local coastal resources, the local community and the local cultures. This study proves that the level of understanding of coastal tourism and associated benefits amongst the local community is limited, and as much as the land was restored back to the local community, but they were not fully capacitated to live sustainably on this land. It was also discovered that South Africa has adequate policies regulating coastal tourism and associated marine environments, but the greatest challenge lies with their implementation. The findings above are all contradictory to sustaining livelihoods.

Since this is a PhD study, a model of local community participation is proposed, based on the gaps that were identified in the existing community participation models as well as gaps in the policy regulating marine resources and coastal tourism in the study area. The proposed model serves as part of the researcher's recommendations for enhancing local community participation in coastal tourism to ensure that maximum benefits accrue to them, consequently, leading to sustainable livelihoods.

TABLE OF CONTENTS

DECLARATION REGARDING PLAGIARISM	iii
ACKNOWLEDGEMENTS	iv
DEDICATION	v
ABSTRACT	vi
TABLE OF CONTENTS	viii
ACRONYMS	1
Chapter One	5
Introducton and Context of the Study	5
Chapter Two	27
Literature Review, Conceptual and Theoretical Frameworks Underpinning this Study	27
Chapter Three	64
Research Methodology	64
Chapter Four	91
Management of Coastal Areas in KZN, With Special Reference to Nonoti Beach	91
Chapter Five	124
Patterns of Local Community Participation in the Management of Coastal Tourism at Nonoti Beach	124
Chapter Six	169
An Assessment of Integrated Coastal Management Governance and its Implementation in the Coastal Areas of Kwazulu-Natal	169
Chapter Seven	204
Summary, Conclusion and Recommendations	204
Bibliography	215
Primary sources	215
Relevant unpublished research (dissertations/theses)	215
Relevant published research	216
	viii

Appendices	232
Appendix 1: Jobs planned for the proposed Nonoti Beach Resort	232
Appendix 2: Ethical Clearance	236
Appendix 3: Editing/ Proof Editing Certificate	237
Appendix 4: Informed Consent (English)	238
Appendix 5: Informed Consent (IsiZulu)	240
Appendix 6: Stakeholder Interview Guide	242
Appendix 7: Questionnaire for the local community (English)	251
Appendix 8: Questionnaire for the local community (IsiZulu)	255

List of Tables

Table 2.1: Pretty's Typology of community participation	54
Table 2.2: Typologies of community participation and Scheyven's empowerment framework	57
Table 2.3: Forms of participation adapted from White (1996)	60
Table 3.2: Probability and Non-probability sampling techniques	80
Table 3.3: Interviews Conducted in this study	81
Table 3.4: Categories of the local community that participated in this study	87
Table 5.1: Categories of community members involved in beach clean-up	130
Table 5.2: Anticipated benefits of the proposed beach resort	138
Table 5.3: Economic benefits of coastal tourism to the Nonoti community	139
Table 6.1: ICM implementation per stakeholder	173

List of Diagrams

Figure 3.1: The sampling plan adopted from Tustin et al. (2005)	79
Figure 5.1: Activities for which the local community uses the sea	126
Figure 5.2: Visitors to Nonoti Beach per race	128
Figure 5.3: Recreational and sporting activities at Nonoti Beach	129
Figure 5.4: The perceived custodian of Nonoti Beach management	136
Figure 5.5: Economic expectations of the local community	157

Figure 5.6: Anticipated economic benefits of coastal tourism to the local community	160
Figure 7.1: Proposed model to enhance local community participation in coastal tourism	209

ACRONYMS

AIDS: Acquired Immune Deficiency Syndrome

ANC: African National Congress

BnB: Bed and Breakfast

CAI: Community Associations Institute

CBD: Convention on Biological Diversity

CBNRM: Community Based Natural Resource Management

CEO: Chief Executive Officer

CLLR: Councillor

COGTA: Corporate Governance and Traditional Affairs

CSED: Child Support Enforcement Division

CSI: Corporate Social Investment

CRDS: Comprehensive Rural Development Strategy

CTOs: Community Tourism Offices

CWSSD: Copenhagen World Summit for Social Development

DA: The Democratic Alliance

DEA: Department of Environmental Affairs

DEAT: Department of Environmental Affairs and Tourism

DEDT: Department of Economic Development and Tourism

DLRA: Department of Land and Rural Affairs

DoT: Department of Tourism

DRDLR: Department of Rural Development and Land Reform

EDTEA: Economic Development, Tourism and Environmental Affairs

EIA: Environmental Impact Assessment

EPWP: Expanded Public Works Programme

GDP: Gross Domestic Product

GGP: Gross Geographic Product

HIV: Human Immunodeficiency Virus

ICM: Integrated Coastal Management

ICMETS: International Coastal and Marine Society

ICT: Information and Communication Technology

IDC: Industrial Development Corporation

IDP: Integrated Development Plan

KZN: KwaZulu-Natal

KZNDED: KwaZulu-Natal Department of Economic Development

LED: Local Economic Development

MEC: Member of the Executive Council

MOU: Memorandum of Understanding

MPA: Marine Protected Area

MPSG: Medicinal Plant Specialist Group

MTSF: Medium-Term Strategic Framework

NDT: National Department of Tourism

NGO: Non-Governmental Organisation

NTSS: National Tourism Sector Strategy

PPP: Public-Private Partnership

PSC: Project Steering Committee

PTCs: Provincial Tourism Committees

PTFs: Provincial Tourism Forums

SA: South Africa

SAIEA: The Southern African Institute for Environmental Assessment

SETA: Skills Education Training Authorities

SLA: Sustainable Livelihoods Approach

SLF: Sustainable Livelihoods Framework

SMMEs: Small, Medium and Micro Enterprises

StatsSA: Statistics South Africa

TEP: Tourism Enterprise Programme

THETA: Tourism and Hospitality Sector Education and Training Authority

TIKZN: Trade and Investment KwaZulu-Natal

TKZN: Tourism KwaZulu-Natal

UKZN: University of KwaZulu-Natal

UN: The United Nations

UNCTAD: The United Nations Conference on Trade and Development

UNDP: The United Development Programme

UNEP: United Nations Environment Programme

UNMDGs: The United Nations Millennium Development Goals

UNSDGs: The United Nations Sustainable Development Goals

UNWTO: The United Nations World Tourism Organisation

WESSA: Wildlife and Environment Society of South Africa

Chapter One

Introducton and Context of the Study

1.1 INTRODUCTION

StatsSa (2015) has revealed that in South Africa, half of the population that is approximately 22 million, lives in poverty and half of them in households that have no access to any kind of social security. South Africa has for 24 years enjoyed a democratic dispensation, but the remote rural areas of this country are still overshadowed by the apartheid legacy, which has resulted in the underdevelopment of these areas. Rural populations live under extreme poverty, which is perpetuated by the lack of infrastructure, high levels of illiteracy as well as high unemployment rates (Nzama 2008). Poverty eradication is viewed as the world's greatest challenge and an indispensable requirement in the sustainable development framework and is listed as number one in the proposed list of 17 United Nations (UN) sustainable goals (The United Nations 2014). This is confirmed in the proposal for the United Nations post 2015 development agenda, that of adopting sustainable development goals (SDGs) to build on the foundation that was laid by the UN Millennium Development Goals of 2008. According to StatsSa (2015), though, poverty continues to play an integral role in policy development and planning, but numbers show a decrease in poverty per capita. StatsSA (2015) affirmed this where it is stated

From year 2000 on, numbers showed a decrease in poverty per capita and of the poverty gap in South Africa. There was improvement in people's lives after democracy. Life somehow became better for those who managed to secure a job and for those who developed some human capital in the form of education, training, knowledge and skills. Poverty rates decreased in South Africa during the democratic era due to the government's pro-poor strategies, which included amongst others, the creation of the child support grants and the extension of the children eligible to such grants. Poverty also decreased due to improved access to services from basic welfare to electricity, which in turn modernises and generates income which has the potential of balancing market-generated inequalities" The South African Constitution (2013).

The democratic government of South Africa intended to decrease poverty rates in South Africa by launching programmes such as the Expanded Public Works Programme (EPWP), which aimed at

providing poverty and income relief through temporary work for the unemployed to carry out socially useful activities. The EPWP could not be considered as a full-blown policy for employment and poverty reduction, since the majority of the South African rural population lacks the education, training and skills required to find employment on today's market; therefore, it was a failure (Bertolini et. al. 2013)

Although the focus of this study is not on rural populations, it is concerned with poverty alleviation in a manner that might address micro economic strategies that can help to lift the scourge of poverty that most rural communities continue to live under, despite the democratic government's pro-poor initiatives. These statistics on poverty speak of the socio-economic plight of South African rural communities and serve as evidence on the gaps existing between the government's well intentioned policies and their implementation towards effectively addressing rural poverty.

This dissertation speaks directly to such disparities by looking, in part, at how poverty eradication could be approached, using local community participation in coastal tourism as an empowerment tool and intervention that could lead to sustainable livelihoods by the rural communities, more especially those that reside at Nonoti Beach, along the north coastal region of KwaZulu-Natal.

Nonoti Beach is a coastal destination that is located 7 kilometres to the north east of KwaDukuza, KZN, and is on the land that was acquired through the land claims processes (Sivest, 2013). The Nonoti Beach community was forcibly removed during the apartheid era. When the democratic government took over the power reigns in 1994, one of their priority areas was to restore the land back to the original owners. Various communities grouped themselves to claim their land back, and the community of Nonoti Beach was one of them. The settlement was made on this land claim after a decade-long battle and was in favour of the community. The land that was restored back to the community is presently under the ownership of Inqaba Trust on behalf of the community (Mdletshe, 2017).

According to StatsSa (2013), the Nonoti Beach community comprises of 300 households and about 1600 beneficiaries and this community faces unemployment levels of more than 60%, with the majority of households relying on government grants. Initially, the majority of the Nonoti site,

which was farmed for sugar cane and farming activities in this area, stopped farming about two decades ago. Presently, the community of Nonoti Beach uses the land and the coastal resources to sustain livelihoods. Land is used for housing, informal cattle grazing and the collection of wood for construction and fuel from the exotic timber plantations and the sea for fishing, tourism and recreation (Sivest 2011). The land in close proximity to the study area is also used for commercial forestry.

A portion of the land in Nonoti Beach has been identified as a suitable site for the development of Nonoti Beach Resort, which is to be fully owned by the community. Due to the high rates of unemployment at Nonoti Beach, this area is characterised by high rates of poverty and the development of the proposed beach resort is expected to yield economic spin offs for the community in the form of direct and indirect jobs. Hatchuell (2014) states that the proposed resort is expected to contribute towards skills development and community upliftment as well as to act as a catalyst for future development of the North coast, which will definitely increase the Gross Domestic Product (GDP) of iLembe District.

The development of the proposed beach resort has anticipated benefits for the local community. Amongst these are the renovations of a beach cottage that existed years ago, where Dr Nelson Mandela met with the Nobel Prize winner, Dr Albert Luthuli to discuss the launch of the armed struggle, and to turn it into a heritage site that is to be owned and managed by the community. Negotiations have been finalised with the developer and consensus was reached that the labour involved in the building, operation of the resort will come from the Nonoti community, and that the security, housekeeping and waitering staff will be trained from the community. The other benefit for the community will arise from the fact that the fresh produce used at the resort will be grown in the area to ensure the empowerment of the community (Mbokazi 2015).

Gatfield (2014) speaks to the levels of poverty and the efforts at the macro policy level as well as micro level, concerning economic intervention strategies aimed for the poor communities, many of which reside in the rural areas of KwaZulu-Natal. Gatfield (2014:3), explains:

...democratic South Africa was born amidst high hopes for the reduction of income poverty and inequality from their high levels under apartheid. The reality has been disappointing despite steady economic growth, income poverty probably rose in the late 1990s before a muted decline in the early 2000s, income inequality has probably grown, and life expectancy has declined. The proximate causes are clear: persistent unemployment and low demand for unskilled labour, strong demand for skilled labour, an unequal education system, and a social safety net that is unusually widespread but nonetheless has large holes. It is also clear that economic growth alone will not reduce poverty or inequality. Pro-poor social policies are important, but not as important as a pro-poor economic growth path. Unfortunately, there is little sign of the political conditions changing to push the state towards the promotion of a more pro-poor pattern of economic growth. There is some chance of parametric reforms of the welfare state. Overall, however, it is likely that after another ten years of democracy, unemployment and poverty rates will remain high, despite significant redistribution through cash transfers, and incomes will continue to be distributed extremely unequally.

Throughout this study, various policies that have been put in place by the South African Government, eThekweni and iLembe District Municipalities towards addressing inequality in the Tourism industry are acknowledged. Tourism, with special reference to coastal tourism, is the point of focus of this study, since it is regarded as a modern day engine for economic development and growth for the coastal communities. This form of tourism is perceived as having “a potential to alleviate and/or eradicate poverty in most rural areas residing along the coast, but it appears to be an industry that is characterised by unequal business practice and the misappropriation of cultural and social equity” (Leijzer and Denman 2013).

Globally, the government perceives coastal tourism as a safety net that serves as a source of income, therefore, it sees the need to regulate and privatise this sector to the detriment of the local communities, who sustain their livelihoods using the resources that the coast provides. It is acknowledged that this economic sector can successfully be used to eradicate poverty if a conducive platform is created for the local community to be active participants, rather than passive recipients, of the benefits emanating from this industry.

As a Tourism Planning and Management academic, employed in the Programme of Cultural and Heritage Tourism at the University of KwaZulu-Natal (UKZN), a community worker and a resident in a rural coastal area, my focus has been on exploring the initiatives and interventions centred on uplifting the lives of coastal dwellers in the rural areas of KwaZulu-Natal. I have also been encouraging the students that I am supervising at a postgraduate level to focus their research on similar projects and towards active involvement and participation in coastal tourism projects, in order to get insight on the participatory patterns of the local communities in coastal tourism initiatives and the cultural beliefs associated with the sea.

This chapter will first give a background to this study, as inspired by my involvement in the community projects and the researches that I have been conducting on the experiences of the local communities when their locality has been earmarked for tourism development. To this end, this chapter will serve to articulate the background to the study, motivation of the study, problem statement, research questions, objectives, principal theories upon which this research is constructed, a brief outline of the methodology and methods, significance of the study, and lastly, the plan and structure of the dissertation.

1.2 BACKGROUND TO THE STUDY

My interest in this research emerged from the experiences of the rural community of Macambini tribal authority, which is the area where I was born and raised. The Macambini clan is located along the KZN north coast, near Mandeni. In 2008, a foreign investor from Dubai made a proposal for the construction of a multi-billion rand development on their ancestral land, which “would include Africa’s first internationally branded entertainment theme park, a shopping centre, a sports village and a dedicated education and health village. This would be alongside hotels, resorts, spas, a marina, residential offering, community facilities and nature reserves” (Olifant 2008). According to the investor, the development of this project was going to improve the lives of the Macambini community for investment in property, employment, entertainment and tourism. The development, according to the developer, would be a direct investment aimed at stimulating economic growth and ensuring the strengthening of KZN’s infrastructure. (Olifant 2008) further states that “an estimated 20 000 direct and indirect jobs would be created during the construction and operational phases”. Amongst the benefits that were meant to accrue to the community from this development

was the improvement of the quality of life for the local community through sports academies and grass roots programmes.

According to Olifant (2008), the KZN government signed a memorandum of understanding with the developer, which was perceived and interpreted as a top-down approach to development. The community of Macambini were opposed to the project, indicating that they were not consulted and feared they were going to be evicted from their land to make way for this development, which would further force them to poverty. The community members, who had defended their land for centuries, surviving the threats of colonialism and apartheid, did not then accept this proposal. The community in question was not against the development but all that they wanted was the development that was going to make them richer in the broadest meaning of the word rather than poorer.

The Macambini community perceived forcing them off their land as a human rights violation; therefore, this rural community took the matter to the court to seek for the intervention of the South African Human Rights Commission in its effort to repel the construction of the multi-billion rand development on their land. According to Olifant (2008), the Human Rights Commission advised the would-be investors to go through normal legal processes of incorporating their proposed project into the integrated development plan (IDP) of the local and district municipalities. Olifant further states that the commission also advised the KZN government and the foreign investor to engage in a proper and thorough consultation with all the stakeholders and the engagement to follow normal legal processes in a fully transparent manner for the benefit of the local community of Macambini, the people of KZN and the people of South Africa. Up to this day, the proposed development has not taken place and, as a researcher, who is a member of the Macambini community, I became inquisitive about the experiences of those communities who had similar concerns, that is, those who were evicted from their land for the development of a tourism facility and/or destination.

I did desktop research in this regard and I learnt about various coastal communities who were evicted from their ancestral land to make way for economic activities. One that captured my interest was the Dube community who were evicted from where the Blythedale Resort is located

in the mid-1900s to make way for sugar cane farming. This land was later made available for the establishment of Blythedale coastal resort. When the democratic government came into power, a call was made to the communities that were forcibly removed during the apartheid era to apply for the restoration of their land. The Dube community was amongst the communities that applied and the “settlement was reached in favour of the community. After the validation of the claim, an agreement was reached that the local community would receive R10 000 per family as financial compensation, SETA training, learnerships, opportunities for small businesses and preferential treatment with regards to employment opportunities. They were also promised a prioritised right to tender for the supply of materials and services to the resort” (Ndlovu 2009). I was unable to continue conducting research in this study area because the Dube community decided to take the land issue back to court and claimed that they wanted their land back because tourism in Blythedale Resort did not generate the promised returns (Groenewald 2012). None of the people I had created a rapport with, including the government officials, the traditional leadership, even the local communities were prepared to participate in my research.

After reaching the dead end, I then visited the Provincial Department of the Land Reform and Restitution to try and get suggestions on the way forward. The official who attended to me there indicated that they were unable to give me information about Blythedale Resort since the land claim issue was still in court, but a suggestion was made that I consider changing my research site to Nonoti Beach since the land claim there had been settled and the land restored to the previously displaced community. That is how Nonoti Beach ended up becoming my study area.

1.3 RESEARCH PROBLEM AND KEY QUESTIONS ADDRESSED IN THIS RESEARCH

South Africa is a country with a long coastline and is surrounded by the sea on three sides, the west, the east and the south, therefore, coastal tourism is a viable kind of tourism in this country and its potential should be given priority and more significance by the government, academics, tourism enterprises, conservationists, local communities and other key stakeholders. The coastline of KZN draws millions of visitors to South Africa and KZN, in particular, more especially during the tourism peak season, which is the festive season in the case of Nonoti Beach as a tourist destination. The Department of Economic Development and Tourism (DEDT) saw the need to focus on developing all year round tourism along the coast to help boost coastal economies and

improve the quality of jobs that can be provided by the industry by coming out with the KZN Beach Tourism Policy (DEDT 2009). Considering the viability and importance of this kind of tourism, it becomes necessary for more academic research to focus on this niche area. Research has been conducted on participatory patterns of local communities in the management of protected areas (Meskell 2011, Bob and Bronkhorst 2010, Spenceley 2008), but limited academic research (Chellan 2005, Jury et al 2011, Binns and Nel 2009, Eraqi 2007) has been conducted on the participation of local communities in the management of coastal destinations and the benefits associated with it. The term 'local community', from a South African perspective, generally refers to a group of people who constitute a community at local or grassroots levels of government (DoT 2011).

Various stakeholders have an interest in coastal tourism and, often times, some of these interests are conflicting. Amongst the stakeholders with a vested interest in this economic sector are, the government (local and district municipalities), the local community, the businesses operating in the study area, conservationists, as well as the tourists who consume the tourism products that are on offer in this coastal destination. It then becomes important to strengthen the working relations amongst these stakeholders and to encourage them to come out with a coordinated and an integrated plan to deal with their conflicting interests and to maximise benefits accruing to the previously disadvantaged and marginalised groups, which, amongst others, include the black rural communities.

Whilst the available literature tends to put more emphasis on community participation during the developmental stages of coastal destinations (Jury et al. 2011; Dieke 2003 and Ahmed 2001), the focus of this study is to examine local community participation in the on-going management of Nonoti Beach. Whilst community participation results in community empowerment and enables local people to become productive citizens who are capable of making informed decisions, governments, internationally, often apply a top-down approach to participation. This approach is applied to decide and provide for the communities, thereby developing a sense of dependency and lethargy among the people, causing the project to fail once the government or the foreign investor leaves it to the community (Ferraro 2008). Instead of using the top-down model to community participation, Reddy (2002) advocates a partnership model whereby the government and

communities work together in planning and decision making with long-lasting results. The main focus of this study is on local community participation in the era of democracy as well as the role that coastal tourism can play in ensuring that local communities reap maximum benefits from this kind of tourism. This research study aims to achieve this by examining the following questions:

1. To what extent does the local community of Nonoti Beach participate in coastal tourism and what are the different ways through which they participate?
2. Are they visible in terms of contribution and impact?
3. How does the management of Nonoti Beach shape the local community's level of involvement and participation in coastal tourism issues?
4. What are the local community's expectations and attitudes towards coastal tourism at Nonoti Beach?
5. How does land ownership through restoration enhance the practice of responsible tourism and sustaining livelihoods of the local community?
6. What role do various stakeholders play to enhance local community participation in coastal tourism at Nonoti Beach?
7. Which policies are in place to deal with local community participation in coastal tourism issues?
8. How are these policies implemented?
9. What wider lessons can be learnt from this study, which can help the local community of Nonoti Beach to benefit from coastal tourism and to reap higher returns thereof?

1.4 OBJECTIVES OF THE STUDY

KZN beaches play an integral role in attracting both domestic and international tourists and beach related activities are amongst the most important activities tourists partake in when visiting this province. Grant Thornton (2011) proposed that coastal tourism can only thrive if beach resorts are coupled with proper beach management policies that appeal to the modern green tourist. Sivest (2013) proposes that KZN provincial government's approach should incorporate previously disadvantaged communities and engage with all groups of stakeholders to define their role in beach tourism as well as advance economic activities and economic benefits by all the coastal residents.

DEDT (2009) states that KZN Beach Tourism Policy is anchored on four strategic thrusts, namely, ensuring that sustainable tourism is making an increasing contribution to the local economy of coastal communities, secondly, improving the quality of the visitor experience, an integrated approach to the development and management of coastal tourism as well as safeguarding and protecting the environment and cultural heritage as a key resource for the development of coastal tourism. The focus of this policy is on actively involving local communities in the management of the coast, the natural resources available there and coastal tourism, in general, as well as for them to participate in the development of coastal tourism in their areas and for coastal communities to benefit from beach tourism activities conducted in their areas and, lastly, to increase the number of KZN residents participating in outdoor coastal activities.

Mafunzwanini, as cited by Mametja (2006), argues that tourism in South Africa has a poor history of involving the local communities and previously neglected groups in the management of tourism related activities. Although many coastal tourism initiatives operate in the land that was previously owned by the local people (Chellan 2005, Gumede 2009) but, few of the local communities form a meaningful part of the entrepreneurial base. Available literature (Khwaja 2005, Mbaiwa 2003) cautions that while increased local community participation is beneficial in decisions that require relatively more local knowledge and local inputs, the community does not benefit much if the project requires greater investment by the external agency, as this leads to the leakage of tourist expenditure to international companies which, in turn, does not contribute much to the development of local communities. According to Tosun (2000), coastal tourism, in most cases, benefits foreign investors more than the local people.

As much as it is acknowledged that the local community should be actively involved and be encouraged to participate in tourism projects, Loffler (2012) cautions that community participation does not always guarantee success, more especially if there are no clear guidelines for community participation. The lack of clear guidelines may result in the lack of accountability by stakeholders and that communities should not be treated as single, cohesive units but their highly complex nature should be recognised and understood. The Southern African Institute for Environmental Assessment(SAIEA 2005) identifies various issues that limit community participation in South Africa, which include, amongst others, political interference, participation rights, language

barriers, poverty, health issues, traditional values and the issues surrounding marginalised groups, that is, issues associated with patriarchy, uneven land distribution and economic powerlessness. Thwala (2007) further explains that community participation varies from one community to the next and highlights the following challenges, amongst others, that are usually experienced during community participation: lack of appropriate policy support as well as lack of monitoring and evaluation from the provincial and municipal government. Viljoen and Tlabela (2007) state that problems and conflict arise if the community organisation is not properly represented, if the leadership of the organisation representing the community changes and also due to the lack of training to enable the local communities to make informed decisions on coastal tourism issues.

Studies (DEDT 2009, Colchester 2003) have shown that the local communities, local investors, international developers, businesses as well as the National, Provincial and Local Government are key stakeholders that should be engaged during the planning and implementation stages of tourism development. The greatest challenge with these constituencies is that they may have competing agendas and stake in coastal tourism, which may be parallel to the local communities' needs (Southall, 2003). The government, on the other hand, is likely to use the coastal destination as a marketing device to attract business investment to the study area (DoT, 2011). International developers and investors are also an important stakeholder with a vested interest in coastal tourism; however, their downfall is that they often practice enclave tourism, that is, tourism which is profit driven, foreign controlled, does not adhere to the principles of sustainability and, therefore, does not achieve maximum benefits for the local community (Mbaiwa, 2003).

The success of coastal tourism is determined largely by the feelings, attitudes and perceptions of the local community towards tourism and towards tourists. This observation is confirmed in Doxey's Irridex model, which elaborates by adding that the feelings of the local community, as the recipients of positive or negative impacts of tourism, proceed through four stages, "from euphoria, to apathy, annoyance and, lastly, antagonism" (Blackstock, 2005). This means that the way in which the members of the local community treat tourists and perceive tourism, in general, is guided by their feelings towards them, which is further determined by their level of participation and involvement in tourism related issues and the benefits associated with it. If the local community does not participate, is not involved and does not benefit, this might turn them against

tourists. The community involvement within the tourism sector should be preceded by four conditions, namely, “legal rights and opportunities to participate, access to information, provision of enough resources to get involved and genuine public participation” (Apleni 2013), which ensures that the local community is empowered economically, psychologically, socially and politically (Chellan 2005). As much as coastal tourism is a viable form of tourism along KZN coast, due to its warm and clean beaches, however, limited academic research has been conducted in this niche area. As much as South Africa has excellent policies, but the gap still exists in their implementation, therefore, this study is aimed at investigating how best the implementation of policies pertaining to coastal tourism can be used to enhance the maximum participation and involvement of local communities in coastal tourism issues. This study is also aimed at investigating the gaps existing between the anticipated benefits and the actual benefits and how the various stakeholders can adopt an integrated approach that would ensure that coastal tourism benefits the community at large rather than the few.

Based on the observations made above, therefore, this study is aimed at achieving the following objectives:

- To investigate the patterns of participation as well as the level of involvement of the local community in the management of Nonoti Beach.
- To examine the benefits accruing to the local community.
- To investigate the significant role played by land ownership, through restoration, in enhancing the practice of responsible tourism and sustaining livelihoods of the local community.
- To investigate the extent to which the local communities were prepared to live sustainably on restored land as new landowners in terms of training, capacitation and skills development.
- To investigate limiting factors to participation, the potential areas of conflict, the attitudes and perceptions of the local community towards this tourist destination.
- To examine the extent to which the policies regulating coastal tourism are implemented to maximise benefits accruing to the local community as well as to suggest strategies that can be used to enhance the local community’s participation in coastal tourism issues.

- To suggest a model to enhance local community participation and ensure that they reap increased benefits from coastal tourism in their locality.

1.5 RESEARCH PROBLEM AND OBJECTIVES: BROADER ISSUES THAT WERE INVESTIGATED

South Africa as a developing country is characterized by underdevelopment and unfavourable socio-economic conditions, which include, amongst others, high rates of illiteracy and unemployment, further resulting in high rates of poverty (Bloch 2009; DEAT 2008). Increased poverty leads to social evils such as prostitution and crime, and most young women do not have access to family planning and their dependence on social grants causes them to give birth to more children with the hope of getting more income in the form of child support grants (Centre for Public Participation 2003). The direct result of this is the spread of the HIV/AIDS pandemic, which has a potential to create severe economic impacts, as it strikes people in the most productive age groups. This leads to the reduction in the labour supply and increased costs in terms of medical care, drugs and care for the orphans, and not least, negative impacts on tourism (DEAT 2008; Jones 2011).

According to the Department of Environmental Affairs and Tourism (DEAT 2008), there has been a 30% increase of the South African population living along the coast since 1994 because of immigrant job seekers and people retiring to the coast. Coastally orientated development policies are also encouraging migration to coastal areas. The relocation of business to the areas along the coast is expected to improve the quality of life of the local communities. The development of coastal destinations has increased rapidly, particularly since the first South African democratic elections of 1994, when the government of National Unity embarked on a land reform programme that was aimed at restoring the land back to the people who were forcibly removed during the apartheid era (Jury et al. 2011; Spenceley 2008, Chellan and Khan 2005). The broader issues that were investigated in this study can, therefore, be summarised as follows:

- The impact of migration to coastal areas, the tourism sector and resident communities.
- Land ownership through restoration as a vehicle to enhance participation in coastal tourism and to sustain livelihoods for the coastal communities.
- Limitations to responsible tourism practices on the land gained through land restoration.

1.6 PRINCIPAL THEORIES UPON WHICH THE RESEARCH PROJECT IS CONSTRUCTED

This study is situated in the field of tourism, with specific reference to sustainable tourism development. It was conducted using an interpretivist research paradigm as the researcher aimed to understand the participation approaches and patterns of local communities in the management of coastal destinations. This study is based on the stakeholder theory, which proposes that “various stakeholders, whose interests are considered intrinsically valuable, need to be given simultaneous attention in order to create a balance between their conflicting interests” (Phillips 2003; Harrison et al. 2013). Local stakeholders’ direct participation is fundamental to protecting biodiversity as they may actively oppose or support actions. Therefore, for any form of sustainable development and successful conservation, it is necessary for all the stakeholders to be involved in planning, implementation and management of conservation projects (Grimble 1997, Chellan 2005). This theory is relevant to this study as it gives guidance to the vital role that is played by various stakeholders in the management of Nonoti Beach. Notably, it also investigates the extent to which stakeholders, such as the conservationists, the government, the local community and tourism enterprises operating in the study area, work together to develop an integrated management plan to deliver environmental, social and economic benefits (Russel 2011; Meskell 2011).

This study is also based on the social exchange theory, which propagates that social behaviour is the result of the exchange process and the purpose of this exchange is to maximise benefits and minimise costs, and that the local community is likely to have a positive attitude towards tourism development as long as the perceived benefits exceed the perceived costs. This theory proposes that individuals are motivated to gain reward in social exchanges (Murphy and Murphy 2004; Agarwal and Shaw 2007). This theory is relevant to this study, as it lays a foundation for understanding how the local community of Nonoti Beach perceives coastal tourism and, in their opinion, what are the expected benefits from having this tourist destination in their locality. Matose (2004) explains that there is a need for management plans that can manage, balance and harmonise conservation, tourism and financial resources and bring local communities on board for them to participate in conservation and coastal tourism activities. Community participation embraces giving the local community more opportunities to participate effectively in development activities, empowering them to mobilize their own capabilities, be social actors rather than passive subjects,

manage their resources, make decisions and control the activities that affect their lives (Sebele 2010).

The other theory that serves as an anchor to this study is the common property resource theory, which operates on the belief that ‘everybody’s property is nobody’s property’. The study area possesses marine resources like the beach and the natural vegetation, which the local community perceives to be everybody’s, which creates a problem, if they are not well regulated. This study employs a model of community-based tourism that was developed by Okazaki (2008), which identifies the current level of community participation and outlines the steps required to promote greater involvement. This model is a combination of conditions and steps suggested by Arnstein (1969), Pretty (1995) and Selin and Chavez (1995), which categorise local community participation into four levels, namely, levels of gradual evolution, non-participation, degree of tokenism and, lastly, the degree of citizen power. This model lays the foundation for the assessment of participation approaches that are applicable to the management of coastal destinations along KZN coastal areas, more especially at Nonoti Beach.

1.7 SIGNIFICANCE OF THE STUDY

This study is significant in four areas, firstly, in exploring the participatory patterns of the local community in coastal tourism issues and identifying existing gaps in participation. Secondly, in highlighting the role of different stakeholders aimed at advancing economic activities in order to maximise benefits accruing to the local community. Thirdly, in investigating the extent to which the existing policies are implemented for the benefit of the rural community, and lastly, in suggesting the model that could be used to enhance the participation of the local community in coastal tourism decision making processes.

This study, therefore, represents an area largely unexplored within the parameters of poverty alleviation and it explores ways in which coastal tourism could be utilised to sustain the lives of the local community and alleviate poverty through active involvement and participation in coastal tourism issues. This PhD study is significant in the sense that it is aimed at bringing to light the social, cultural, economic and environmental impacts of coastal tourism at Nonoti Beach, with the

hope of coming up with strategies to minimise the negative and maximise the positive impacts for the benefit of the communities.

In the light of the discussion above, the significance of the study can be summarised as follows:

- This PhD study is intended as a timely contribution to both theoretical and empirical perspectives on the participatory approaches and patterns of the local communities in coastal tourism issues.
- To suggest strategies to be used by various stakeholders with vested and sometimes conflicting interest in coastal tourism to come out with an integrated plan to enhance social, economic and environmental balance for the benefit of the local community.
- This study is intended to expose the daily struggles of rural coastal communities in a country like South Africa with brilliant policies, but whose implementation is questionable.
- To improve the general understanding of how the new landowners through restoration are equipped to live sustainably on restored land and to ensure poverty alleviation and/or eradication.
- To suggest a model that could enhance local community involvement and participation in coastal tourism decision making processes.

1.8 RESEARCH METHODOLOGY AND METHODS

This study was conducted using a mixed methodology research design, although qualitative research design was the dominant one over quantitative research design. The mixed method approach is more suitable for this study as it begins with a qualitative observation of a phenomenon under study. A qualitative study offers the opportunity to provide subtle details that outline a problem (Jennings 2010). The research then uses a quantitative tool such as a survey to validate or invalidate observations made during the qualitative phase. This approach relegates qualitative analysis to an exploratory tool and does not maximise qualitative analysis as a tool to both explore and define a problem and potential solutions. Using a mixed methodology approach provides a broader perspective on the overall issue under investigation and to avoid bias. A mixed method approach was used in this study due to the fact that it expands the research in a way that a single approach cannot, and makes the research more comprehensive as it offers a broader landscape. Quantitative analysis looks for one answer, whereas qualitative research is inherently focused on

multiple answers and has the potential to reveal a variety of information that may be different and yet true at the same time (Finn 2000), therefore, using a mixed method approach is more suitable for this study for triangulation purposes.

Primary data was collected by observing and recording interactions and obtaining perspectives from various people involved in the social interaction by using in depth interviews, semi-structured interviews and questionnaires with both open and close-ended questions. Secondary data was collected by examining existing literature. The researcher identified a sample, using purposive sampling methods whereby various stakeholders with a vested interest in coastal tourism in the study area were identified. Amongst these stakeholders are the members of the local community, government agencies mandated to facilitate and coordinate tourism development, political bodies that have a stake in coastal tourism, tourism enterprises and community groups. Three community groups participated in this study, one was selected in the study area and the other two from neighbouring coastal towns that are white dominated to make a comparison on the awareness and understanding of coastal and marine governance. The local community was composed of the Inqaba Trust members, property owners, the residents and employees at various tourism enterprises at Nonoti Beach. The government agencies include Tourism KwaZulu-Natal (TKZN), iLembe District Municipality and lastly, Enterprise iLembe, a development agency that is closely associated with the district municipality. Political bodies include KwaDukuza Local Municipality which was represented by the democratically elected councillor for Ward 3 (Nonoti Beach). The data collected would have more substance if this research had the side of the municipality official dealing directly with tourism and economic development in the local municipality. The researcher made numerous requests to talk to the relevant official but with no luck, even after approaching the municipal manager's office, where she was sent from one pillar to the next post until the results of this thesis were finalised. The limitation of this study is that it does not have the economic development side of the local municipality where the study area is located. Another limitation is that the researcher had plans to interview a representative from IDC in their own capacity as the funding agent, but was referred to TIKZN. The permission was granted to the researcher to conduct research with this organisation, but each time the interview was to be conducted, it was reported that the relevant official was off sick until the results of this research were published. The absence of data from the investor creates a gap in this study since it would have provided answers on the

delay of the tourism project that was proposed for the study area more than a decade ago. A purposive sampling technique was found to be more suitable for this study as it targets key informants, who hold positions in the community, government and tourism establishments which, equip them with relevant information.

A simple random sampling technique was used to select participants from the sample frame of the Nonoti households and participation was on a voluntary basis. Different research tools were used to collect data from different stakeholders. The questionnaires were administered to 60 members of the local community. In-depth interviews were conducted with 2 government agencies, 5 tourism business operators and 1 representative representing the political bodies. Three focus groups with a maximum of eight people in each group were used to cross-examine collected data and to enhance an interactive approach that would assist in making informed decisions. One focus group was composed of the Nonoti Beach community that is black dominated and the other two were selected from neighboring white dominated coastal towns of Zinkwazi Beach and Blythedale Beach Resort, with the aim of doing a comparison on the understanding of coastal tourism and the governance of coastal resources. The sampling technique used to select the sample was purposive sampling whereby members from various organisations were selected to be part of the focus groups. A semi-structured interview was used to collect data from the focus groups. As data was collected, the researcher took notes and did voice recordings, where permission was granted.

In understanding the local community's participation patterns to coastal tourism, collected data was analysed under the following themes: i) Level or types of local community participation in coastal tourism ii) Expectations of the local community from coastal tourism iii) Benefits accruing to the local community iv) Areas of conflict v) Policy implementation on coastal tourism issues vi) Local community's attitudes towards Nonoti Beach and lastly, vii) tourism business viability. The ethical issues of anonymity and confidentiality were observed throughout the research process through the usage of pseudonyms to protect the identity of the participants.

1.9 PLAN AND STRUCTURE OF THE THESIS

This thesis consists of seven chapters.

Chapter one is an introduction chapter. This chapter provides the background to the study, which introduces the research problem, highlights the research statement, key research questions as well as broad problems that are discussed. This chapter also provides the rationale of the study, discusses the significance of the study, the objectives, as well as the overview of the thesis structure.

Chapter two is divided into two sections. The first section reviews literature on key issues relating to coastal tourism in South Africa, with special reference to KZN province including, the local community participation processes, the experiences of local people during the development and management of coastal destinations, the benefits accruing from this participation and areas of conflict if the local community's expectations are not met. Literature review was also conducted on policies and strategies that underlie and regulate coastal tourism in South Africa, their planning, implementation, monitoring and evaluation, as well as the extent to which they prioritise the needs of the local community. It also situates the study in the field of tourism with special reference to sustainable coastal tourism development and elaborates on models and concepts upon which this research is grounded. The second section of this chapter focuses mainly on the theoretical framework that serves as an anchor to this study. In this section, various theories that underpin this study are discussed, amongst these theories are, the Sustainable Livelihoods Framework, the Stakeholder theory, the Common Property Resource Theory, Social exchange theory, as well as the community participation typologies and models. In conclusion, the existing community participation typologies and models are put under scrutiny in order to identify gaps that could pave way for further research aimed at improving the lives of the local community and, in the process, assist them to derive maximum benefits from coastal tourism that is taking place in their neighbourhood. The inclusion of the theoretical framework in the literature review chapter is meant to create a better understanding of the relationship existing between the issues discussed in this chapter and the theoretical framework that serves as an anchor and the foundation on which this study is constructed.

Chapter three focuses mainly on the research methodology and methods that were adopted when conducting this study. This chapter discusses the background to the study area and further elaborates on the research design, methodology, methods and approaches that were used in the collection and analysis of data. It also discusses the sampling procedures, as well as processes that were followed when collecting and analysing data. Lastly, it provides a profile of the research participants as well as the researcher's fieldwork experience, limitations and bias.

Chapter four focuses on the management of coastal areas in KwaZulu-Natal, which is where the study area is located. This chapter commences by giving a brief background of the study area, with special reference to the history of Nonoti Beach in connection to the sea and the management of coastal resources. This chapter focuses on the economic activities of the local community in the pre-colonial, colonial and post-colonial eras and how they have been sustaining their livelihoods in the indicated eras. An assessment is also made if there is any continuity and if there is any observed change in their culture and the way of life over the years. Lastly, this chapter gives the detailed explanation on the perceptions of coastal tourism at Nonoti Beach as a coastal destination. The perceptions of various stakeholders with a vested interest in coastal tourism are unpacked and, amongst these stakeholders, are the government, the local community residing in and around this tourism destination. This chapter also discusses how land ownership through restoration can successfully be used as a tool to achieve sustainable livelihoods for the members of the local community in the study area. It was indicated earlier that the study area is located on the land that was obtained through a decade long land claim that eventually received settlement to the benefit of the community. This chapter focuses on land reform in South Africa, comparing and contrasting it to land reform in India and Zimbabwe, which are also developing nations. In this chapter, the researcher makes own assessment as to whether the local community was fully equipped in terms of capacitation, training and skills development to live sustainably on restored land. Towards the end of this chapter, the focus is on the role that can be played by various stakeholders, including the government, the private sector and the institutions of higher learning to give post-settlement support to the new landowners. The policy on land reform is scrutinised to evaluate the gaps and come out with ways of addressing the identified gaps to ensure that more benefits accrue to the local community that will enable them to sustain their livelihoods and, therefore, achieve poverty alleviation and/or eradication.

Chapter five has its main focus on the presentation of data based on patterns of local community participation in coastal tourism at Nonoti Beach as a tourist destination, as well as the socio-cultural and economic impacts of coastal tourism development in the study area. In this chapter, the collected data is linked to the theories underpinning this study and how these fit into one another as well as highlighting any contradictions. In conclusion, the collected data is presented and analysed under the following themes:

- i) Level of local community participation in coastal tourism at Nonoti Beach
- ii) Benefits accruing to the local community
- iii) Limiting factors to participation
- iv) Key areas of conflict and the challenges encountered in trying to create a balance amongst the stakeholders, and lastly,
- v) Business viability in the study area.

Chapter six focuses on assessing the Integrated Coastal Management Act (2010), as the government's policy that regulates coastal tourism in South Africa, and was passed to facilitate dedicated management of the country's coastal environment (Goble, Hill and Phillips 2017). This policy is assessed with special reference to how the local community understands it as consumers of coastal resources, its implementation as well as the local community's response to the management of coastal tourism aligned to this policy. Various policies that are meant to regulate coastal environments and the usage of marine resources have been passed in South Africa since the advent of democracy in 1994. Amongst these policies are, Integrated Coastal Management Act (2010), National Tourism Sector Strategy-NTSS (2011), National Rural Tourism Strategy 2011, KZN Tourism Master Plan 2012-2014 and Operation Phakisa (2014). This chapter is delimited to assessing the Integrated Coastal Management Act (ICM Act 2010). Comparison is made between three coastal communities in iLembe District Municipality, concerning the practice of ICM governance and the impact it has on coastal/ marine ecosystems, which are, the Nonoti community that is black dominated and two white dominated communities, namely, Zinkwazi Beach and Blythedale Resort. Towards the end of this chapter, the implementation of this policy is put under scrutiny to examine if it has yielded intended results of protecting coastal and marine ecosystems

and, in the process, improving the lives of those people at grass-root levels and, lastly, to identify the existing gaps.

Chapter seven, which is the last chapter, presents a summary of the research findings, the significant contributions of this study as well as conclusions reached regarding the local community participation in coastal tourism and the management of Nonoti Beach as a coastal tourism destination. A summary of the proposed framework that can be used to improve the lives of the local community and assist them to sustain their livelihoods through increased benefits accruing to the local community from coastal tourism that is taking place in their locality is also presented. In this chapter, recommendations for policy intervention and implementation and suggestions for further research are made.

Chapter Two

Literature Review, Conceptual and Theoretical Frameworks underpinning this Study

2.1 INTRODUCTION

Africa's marine and coastal resources have traditionally supported livelihoods through subsistence fisheries, agriculture and trading. In many countries, including South Africa, "coastal areas provide the main tourism resource with the greatest concentration of tourism investment and facilities. One of the main reasons why coasts are so important for tourism is that visitors are strongly attracted by coastal environments (beaches, fine landscape, vegetation, coral reefs, birds, fish, marine mammals and other wildlife) and by associated cultural interest" (Glavovic 2006, DEAT 2005). In all different parts of the planet, coastal areas are mostly visited by tourists and, in many coastal areas, tourism presents the most important economic activity since they contain important habitats with a very rich biodiversity but, at the same time, Honey (2010) cautions that coastal environments are sensitive and fragile, therefore, should be treated with extra care.

The tourism industry in South Africa has grown considerably since the country's democratic elections in 1994. After the 2009 elections, the South African government made significant changes in the government ministries, including the establishment of a stand-alone Ministry of Tourism, which is a clear indication that the tourism industry is taken seriously by the government (DoT 2012, Klimmek 2013). Tourism is widely acknowledged as a key economic sector that has the potential to contribute to national, regional and local development and, more specifically, serve as a mechanism to promote poverty alleviation and pro-poor development within a particular locality. In South Africa and the rest of the world, tourism remains one of the fastest growing economic sectors, with a huge potential for future job creation and social inclusion. World leaders at the 1995 Copenhagen World Summit for Social Development (CWSSD) agreed on the need to rethink the best way to eradicate poverty across the world (United Nations 2009). The United Nations World Tourism Organisation (UNWTO) agreed that tourism, as one of the world's job creators and a lead export sector, especially for developing countries, can play a significant role in the achievement of the United Nations Millennium Development Goals (MDGs). One of the

objectives of the MGDs was to halve global poverty by 2015 (Apleni 2013). Enormous progress has been made in achieving the objectives of the MDGs, showing the value of a unifying agenda underpinned by goals and targets. Despite this success, the indignity of poverty has not been ended for all, which is the main reason why the UN came up with the UN Sustainable Development Goals (SDGs). The SDGs were designed to go further than and finish the work that was started by the MDGs by addressing the root causes of poverty and the universal need for development that works for all people (UNDP 2015). Since South Africa has a long coastline, coastal tourism is perceived as the niche area that can assist in the achievement of the SDGs, since coastal ecosystems are the foundation on which communities build their livelihoods and derive a vast array of benefits (Gumede 2009).

Cele, Ndlovu and Phoofolo (2017) define coastal tourism as the form of tourism that takes place on the coastal ecosystem, that is, on sand dunes, coastal vegetation, coastal aquifers, land cover and marine and estuarine waters. Coastal tourism also refers to the recreational activities, which involve travelling away from one's place of residence and having as their host or focus the marine environment and/or the coastal zone. In other words, coastal tourism is the tourism activity at the interface of humans, land and sea water (Glavovic 2006). Coastal tourism is associated with opportunities for involving local communities in ecotourism, improving their well-being as well as contributing to national economies. The extent to which coastal communities benefit from coastal tourism varies greatly from one coastal destination to the next. The industrial sector, as well as local people, exploit the resources provided by the sea and this leads to conflicts between industrial fleets, the conservationists and the local community (Eraqi 2007). Coastal regions support a large number of people who live along the coast; the importance of the coast for economic activity has only increased in recent years as ports for trade, infrastructure for tourism and recreational activity, and industries have started taking up a larger portion of the coastal landscape (Bazeley 2005). Developing countries such as South Africa, face a particular dilemma caused by the relationship between future economic growth and large scale environmental degradation, resulting from poor planning and unregulated development, more especially along the sea. South Africa, as a developing country, is also at a critical stage where increasing socio-economic growth and poverty alleviation are high on its political agenda.

The first section of this chapter is on conceptual framework, whose purpose is to understand key issues, including the history, theories, phenomena, concepts and variables in relation to the field of research (Randolph 2009). This chapter builds on how the participation of the local community in coastal tourism has been conceptualised in relation to empowerment, poverty eradication and achieving sustainable livelihoods. It further looks at the impact of coastal tourism in rural poor communities and how this form of tourism can be used as a tool to achieve sustainable livelihoods. This chapter is made up of three sections. It begins with the status of coastal tourism in South Africa during the apartheid and in the post-apartheid era, benefits accruing to the local communities due to active involvement and participation as well as factors limiting participation. Secondly, it focuses on local community participation as a tool for community empowerment. Thirdly, it focuses on legal framework supporting community participation as well as best practices from other African developing countries, as well as the strategies they use to enhance local community participation to maximise benefits accruing to the local community. Lastly, this chapter focuses on the theoretical framework underpinning this study.

The focus of this study is the participation of the local community in coastal tourism in the study area. Meskell (2011) defines local community as a group of people living in the same place and having something in common, which could be culture, economic activity, or simply the land and its ecosystems. The term local community, from a South African perspective, generally, refers to a group of people who constitute a community at local or grassroots levels of government (KZNDED 2014, DoT 2011). Within the context of this research study, the local community is delimited to the residents and property owners in the study area, Inqaba Trust members as well as employees at various tourism enterprises in and around Nonoti beach.

It has been realized that for coastal tourism to sustain the livelihoods of the local people, the community should be afforded an opportunity to be active participants in the industry, rather than passive recipients of the benefits accruing from this form of tourism. According to Mafukidze (2009:12), “community participation refers to the direct involvement of the citizenry in the affairs of planning, governance and the overall development programmes at local or grassroots level”. Community participation is essential for sustainable development since developmental problems and needs are better understood where all the relevant stakeholders are involved in decision-

making at all stages of a project cycle, influence and share control over development initiatives as well as the decisions and resources which affect them (Glavovic and Boonzaier 2007, Thwala 2007). Within the parameters of this study, community participation refers to the involvement of the members of the local community in the decision-making processes. Local community participation also refers to the benefits accruing to them in the form of financial gains, capacity building, training and skills development. It also refers to access to capital, employment prioritisation, entrepreneurial support for small, medium and micro enterprises (SMMEs), and infrastructure development, as well as the extent to which they are encouraged to become domestic tourists, more especially to the coastal tourism attractions and facilities in their locality.

For coastal tourism to improve and sustain the lives of the local community, it is imperative for them to practice responsible tourism and use it as a tourism management strategy to guide the tourism sector. Practicing responsible tourism does not end with the local community, the tourists also need to take responsibility to protect and conserve the natural environment, respect and conserve the local cultures and ways of life, contribute to stronger local communities with a better quality of life through increased socio-economic benefits and an improved environment (DEDT 1996, Apleni 2013). This management strategy also promotes responsibility to the environment through its sustainable use, responsibility to involve local communities in the tourism industry, responsibility for the safety and security of visitors and responsible government, employees, employers, unions and local communities (DoT 2011, DEDT 1996). When coastal tourism adopts this strategy, it helps to build stronger local communities, who enjoy an improved quality of life through maximising socio-economic benefits and improved environmental preservation and conservation, thereby leading to poverty alleviation and/or eradication.

The practice of responsible tourism leads to sustainable coastal tourism, the form of tourism which attempts to make a low impact on the coastal environment and local culture, while helping to generate future employment for the coastal people (DEAT 2008). Sustainable coastal tourism focuses on the usage of the available coastal resources without jeopardising their usage by future generations to come (DoT 2012). Sustainable coastal tourism is described by Butcher (2007) as a form of tourism that promotes the responsible use of the coastal natural environment and fosters the community's wellbeing, not only for the present, but also for the future generations to come.

Sustainable coastal tourism emphasises the need for effective engagement of the key public and private stakeholder bodies whose policies and actions can affect coastal tourism taking place in their locality, therefore, sustainable coastal tourism calls for national policies to be implemented at a local level. Sustainable coastal tourism results in sustainable livelihoods which are characterised by local prosperity, social equity and community wellbeing and which recognise both the positive and negative impacts of tourism on coastal communities, and the interrelationship between poverty alleviation and conservation (Glavovic et al. 2002). A key requirement for sustainable coastal tourism is for the local community along the coast to benefit from the industry, thereby helping to alleviate poverty, improve livelihoods and encourage better management and conservation practices (DEA 2014).

Sustainable coastal tourism can be achieved if the government can come out with policies that prioritise pro-poor tourism. Pro-poor tourism is relevant to this study since the study area is rural, poor and is characterised by escalated rates of unemployment and poverty. This form of tourism should be prioritised since it results to increased net benefits for poor people, which is a similar case at Nonoti Beach. Pro-poor tourism is not a specific product or niche sector but an approach to tourism development and management aimed at using tourism to improve the lives of the rural communities (Goodwin 2008). Since the local community, residing at Nonoti Beach is rural and poor, therefore, pro-poor tourism is perceived as the form of tourism that can enhance coastal tourism development and management that will maximise the benefits accruing to and improving the quality of life of the rural and poor communities residing in the study area.

According to Mowforth and Munt (2009), it is not possible to achieve sustainable coastal tourism without paying attention to environmental sustainability, which is the path of tourism development that lasts. It lasts because it does not stress the health of the coastal ecosystems in terms of their ability to provide humans with the goods and services that are required for their continued well-being over time. Therefore, coastal tourism should always adhere to environmental sustainability practices. This means that the activities the local community and the tourists engage in should always be friendly to the environment. The coastal tourism planners should also be encouraged to practice tourism development, which does not destroy the coastal ecosystems on which coastal tourism depends. The fact that the coastal ecosystems are the source of income for the local

community and serve as an attracting factor for the tourists visiting the coastal destinations, should not be overlooked.

2.2 TOURISM PARTICIPATION PATTERNS IN RURAL COASTAL AREAS: BEST PRACTICES AND TRENDS FROM AFRICAN DEVELOPING COUNTRIES

As much as individual countries and destinations in Africa are at different stages in the development of coastal tourism, but they face many similar challenges (Leijzer and Denman 2013). Compared to other African countries, tourism in South Africa has grown considerably since the country's first democratic elections in 1994 (DoT 2011). This economic sector is seen as a lost opportunity in this country because of the apartheid system that left the marginalised groups in communities, which include the blacks, women, children and people living with disabilities, without reasonable access to the opportunities and resources of the coast. The lack of access limited their active involvement and participation in coastal tourism issues and associated benefits (Glavovic 2006). After 1994, the government of National Unity decided to prioritise the inclusion of previously marginalised coastal communities in coastal tourism issues. This was done because the democratic government of South Africa acknowledged that coastal zone planning requires a coordinated approach, which takes into account current resources, future change and the needs of different sectors and communities in order to achieve economic, social and environmental sustainability (Leijzer and Denman 2013).

In other parts of the world, e.g. in Indonesia, the Indonesian government through the Ministry of Public Works, introduced and encouraged community participation in coastal tourism in order to curb environmental degradation. Community participation was enhanced by using efforts that were incentive oriented to motivate and increase the community's participation levels. In Indonesia, the community group known as the KSS takes care of the environment, maintains its culture and transfer it to the younger generations. The same group creates public awareness about the benefits of active participation and involvement in being responsible for their own environment. Again, in Indonesia, there is a belief that to live sustainably, culture needs to be maintained as a local wisdom and that both culture and the environment cannot be separated. In most countries, it is believed that involving the community means encouraging them to participate in the development and implementation process where the benefits will be for their own. In other words, the national policy

needs to involve the local community in all the stages, from planning to implementation. Unlike South Africa where the focus on coastal tourism was only highlighted through Operation Phakisa in 2014, African countries such as Kenya and Tanzania have a long established a tradition of safari tourism and, as a result, they have a significant and developed coastal tourism product (Leijzer and Denman 2013).

In many African countries, countries such as Cameroon, Gambia, Ghana, Nigeria and Senegal (West Africa) and Kenya, Mozambique, Seychelles and Tanzania (East Africa), intensive researches are conducted to support and enhance the conservation of coastal and marine ecosystems and associated biodiversity. In the countries identified above, policies regulating the preservation and conservation of the environment are continuously assessed and evaluated in order to recommend the most appropriate mechanisms for sustainable tourism, governance and management. Monitoring and evaluation of policies also provides guidance for key stakeholders on the reform of sustainable tourism governance and management relating to coastal tourism (Anilkumar, Varghese and Ganesh 2010). Ongoing researches are also conducted to give a better understanding of the significance of engagement and coordination of tourism, community and wider development interests at a local level in sustainable tourism governance and how national policies and governance process are reflected and implemented at a local level. The intensive research conducted in these countries gives a better insight to sustainable livelihoods, local prosperity, social equity and community wellbeing. It also highlights the positive and negative impacts of tourism on coastal communities and the interrelationship between poverty alleviation and conservation (Leijzer and Denman 2013).

In most developing countries, government policies emphasise the value of good governance in providing an enabling environment for businesses to prosper and there is an emphasis on community engagement in governance and for business expansion to bring opportunities for local people. The government policies provide a basis for decentralisation programmes, placing more power and responsibility in the hands of local government, recognising the need for institutional strengthening and capacity building (UNEP 2009). Most developing countries use the pillars of sustainability, economic, social and environmental, to form the framework of policies regulating coastal tourism development and management.

Countries such as Mozambique have established effective structures for delivering and managing sustainable coastal tourism at a local level and for tackling issues of planning, development, control, enterprise development and community benefit (Jury et al. 2011). Decentralisation of governance to local authorities has proved useful in specific identification of responsibilities at different levels in the fields of planning and environment. The other best practice in developing countries is to have extensive consultation with local communities concerning Environmental Impact Assessment (EIA) reports for developmental projects to take place in their locality and to make these available and accessible to all for reading. Countries such as Tanzania apply sustainable forms of coastal tourism development through development promotion, assistance and economic incentives to encourage the right kind of projects and provide guidance on site selection, design of facilities, landscape management, resource management, community relations and carrying capacity (Southall 2003).

Other developing countries such as Nigeria have some form of regulatory framework for regulating the welfare of visitors, staff and local communities by embarking on environmental monitoring, continuously monitoring water and air quality to manage pollution and to encourage green tourists to visit these coastal destinations. Employment is one of the main ways in which the local communities living along the coast can gain benefit from tourism. In countries like Seychelles, there is a government policy aimed at strengthening the level of engagement of the local community in tourism enterprises and there is consultation with the private sector to prioritise the local people, if there are job opportunities, which becomes an integral part of their social labour plans (UNWTO 2010).

In most coastal areas, including South Africa, limited attention is paid to the opportunity to channel more economic benefits to the local communities by strengthening the local supply chains to the hotels and resorts, even though the opportunity to do so exists. In countries such as Gambia, there is a project, which links coastal hotels with small local farmers. The small farmers establish linkages and establish their own association or enterprise to supply hotels with good quality products, which are reliably available. By so doing, the local farmers are economically empowered and are enabled to sustain their livelihoods.

Informal trading on the Africa's beaches has provided a source of income for local people and many people that are attracted to beach selling come mainly from the poor local communities. The challenge associated with these informal trading practices is that the tourism sector sometimes considers them as harassment, which can cause the tourists not to return (Dowling and Pforr 2009). Countries such as Gambia and Kenya have made progress towards addressing this problem through a combination of dialogue, zoning, licensing, infrastructure provision and capacity building as well as introducing specific management measures to afford local traders an opportunity to sell products within certain hotels (Leijzer and Denman 2013).

South Africa as a country can learn a lesson from the way in which countries like Indonesia implements the policy, whereby they offer incentives for participation and active involvement of the local communities in coastal tourism issues. Based on the best practices from various countries such as Nigeria, Seychelles, Mozambique, Kenya, Tanzania, Gambia, Senegal, Cameroon and Ghana, South Africa can be a leading coastal destination if it can adopt the best practices from the African developing countries identified above. South Africa could adopt the way in which these countries deal with policy and governance, applying principles of sustainability and using them as a framework for policy implementation. South Africa could be a leading coastal destination if she could engage in caring for the environment and creating opportunities for the local communities, local farmers and informal traders to maximise benefits through creating partnerships with the private sector, thereby sustaining livelihood.

2.3 CHALLENGES LIMITING RURAL DEVELOPMENT THROUGH COASTAL TOURISM IN SOUTH AFRICA

Community empowerment through participation is regarded as one of the most crucial factors in the development goals of rural communities. The approaches that are used to develop livelihoods for the poor can also be used to pursue local economic development through tourism. As much as coastal tourism development is associated with positive benefits such as revenue generation, local job creation and prosperity, development of infrastructure and community facilities, awareness of the need for conservation, investment in the environment and cultural heritage as well as contribution to sustainable livelihoods (Leijzer and Denman 2013), but there are challenges which

limit the development of coastal destinations, more especially, those that are located in the rural areas of South Africa. Amongst these challenges are physical destruction of the coastal resources, loss of habitat and biodiversity, pollution, resource consumption and competition, climate change, limited community engagement and seasonality of jobs (Jennings 2004, Brunschweiler 2010).

In many developing countries, including South Africa, coastal tourism is associated with various negative environmental impacts due to a general spread and pressure of urbanisation of the coast, which can be a threat to the amenity of the coastline for tourism. Tourism activities can also be a source of marine and terrestrial pollution on the coast (CBD 2007), thereby destroying the main attracting factor that most coastal tourists come to enjoy when visiting coastal destinations. The other challenge in most coastal areas, more especially the rural ones, is poverty, notably in fishing communities, which calls for the tourism sector to strengthen the linkages to the local community. Glavovic, Scheyvens and Overton (2003) have indicated that bringing various stakeholders with a stake in coastal tourism has always proved useful, and often, quite possible but maintaining commitment over time becomes more of a challenge. The other challenge is the lack of coastal tourism policies, strategies, master plans or action plans at a local level. This results in functions like licensing enterprises being undertaken at a regional and provincial level, which is a challenge in itself, considering the fact that the personnel in these two spheres of government does not always have a clear understanding of the challenges experienced at a local level. It was proposed earlier that EIA reports need to be made accessible to the local communities. The challenge here is that sometimes the effort made to consult with the local community is insufficient and there is also a feeling amongst stakeholders that the application of EIAs has not been fully effective. As a result, too many projects whose operation could have been prevented by EIA have been developed and are operational. This stems from the fact that “government agencies and local authorities have limited capacity to monitor the performance of development projects and the resulting operations to ensure that they are complying with the EIA reports and recommendations” (Leijzer and Denman 2013). Failure to monitor the compliance of the developmental operations has a negative impact on the environmental sustainability and the welfare of the local community.

The other challenge in South African coastal areas, more especially those in rural environments, is the cutting down of mangroves and other trees by the local community to get firewood and to

clear the land for agricultural purposes. This exposes the coast to problems associated with erosion (Meadows and Hoffman 2003). In most cases, the communities practice this activity due to poverty and lack of basic needs, such as electricity, so they cut down mangrove trees to use as firewood or to sell it in order to sustain their lives. Environmental monitoring is one of the best practices in Mozambique and Seychelles. As much as it is practised in South Africa, however, the challenge is that “criteria and procedures used in inspections are too insubstantial and monitoring can be infrequent and fragmented due to the lack of financial and human resources to fulfil the inspection requirements and to ensure effective enforcement of the regulations” (Jury et al. 2011).

People from most coastal communities, more especially those that reside in rural areas, experience high levels of unemployment. Most companies prioritise the employment of the local people in their corporate social investment (CSI) plans (Aliber 2002), but they are faced with challenges such as low level of awareness and interest in such employment within the local community and skills shortage due to a lack of provision of skills training in the hospitality sector provided within the coastal destinations.

2.4 BENEFITS OF LOCAL COMMUNITY PARTICIPATION IN COASTAL TOURISM ISSUES

According to the South African National Tourism Sector Strategy (NTSS 2011), South Africa should take a leading role in responsible tourism and sustainable use of local resources. This government strategy cautions though that, if a responsible approach to tourism is not adopted, a number of negative results can be expected. Amongst these are environmental degradation, skewing of job creation to prostitution and vice industries, seasonality and unemployment during off-season, leakage of foreign exchange earnings, concentration of wealth in the hands of foreign developers at the expense of a population as a whole and exploitation of local cultures and community groups. “Responsible tourism is perceived to be the answer to South Africa’s tourism development goals since it enables local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management” (Hottola 2009, Spenceley 2008).

The tourism sector is not only a multi-faceted industry that contributes to a variety of economic sectors, but also a labour-intensity industry with the capacity to create jobs. Tourism is a priority economic sector in the government Medium-Term Strategic Framework (MTSF 2009) election manifesto, which identifies creating decent work and sustainable livelihoods as one of its priorities (DoT 2011). Tourism is perceived as a vehicle for development, which is not measured solely in economic terms, but is understood as a multi-dimensional process leading to ‘good change’ such as the improvement of living standards, self-sufficiency, self-determination and empowerment (Cole 2008a). The good change comes in the form of environmental, economic and socio-cultural aspects, also known as the three pillars of sustainable development (Townsend 2008a).

The participation of the local communities in coastal tourism is viewed as a means of challenging the prevailing tourism development paradigm, which typically sees the tourism infrastructure of the developing world controlled by the powerful multinational of the developed nations (Mbaiwa 2011). Community participation in South Africa is aimed at building an excellent tourism industry and to integrate historically disadvantaged people into the mainstream industry. Coastal tourism development has a potential for long-term benefits to coastal communities but it also raises important issues of sustainability. The development of coastal destinations should aim at avoiding the sidelining and alienation of local communities by involving them in decision-making processes and management of coastal destinations in their locality. Promotion of public awareness is important if coastal communities are to benefit from the coastal and marine resources in their locality over a long term (DoT 2012).

Benefits of participation to local communities from the establishment and management of the protected areas are both of a direct and indirect nature. Benefits include employment opportunities during the development and then, during the operational stages of the reserves, entrepreneurial and business opportunities within both park management issues and the tourism market as well as sustainable resource management and use, providing for improved environmental conditions (Meskell 2011, Spenceley 2008). The benefits also include sharing in many profits generated from the revenue earning activities by means of a community levy. Community-owned and community managed tourism businesses assist with the redistribution of wealth and promote economic

development in areas where they would, otherwise, not happen. The tourism industry can also be a major source of employment in areas where other employment opportunities are limited.

When the local community participates actively in coastal tourism, there is a great possibility for them to benefit through the creation of direct and indirect jobs leading to prosperity and the achievement of sustainable local community livelihoods. The local community's active involvement and participation in coastal tourism issues also result in the development and/or improvement of infrastructure such as roads, water and electricity supply, telecommunications, parks and green areas, which do not only benefit tourists but also the local communities alike due to increased spending by customers in the immediate area/ in their locality.

Active involvement and participation of the local community also results in the awareness of the need for conservation, leading to the protection and conservation of the environment as well as investment in the environmental and cultural heritage (Cater and Cater 2007). The other benefit of community participation is the strengthening of community relationships, traditions, and a sense of worth and/or value. The transfer of a variety of skills, including management, finance, marketing, logistics, etc. and knowledge relating to markets, customer requirements, is promoted (UNEP 2005b).

2.5 LOCAL COMMUNITY PARTICIPATION AS A TOOL FOR ECONOMIC EMPOWERMENT

Empowerment means enabling poor communities to build their capacity and the confidence to succeed at development in an effective and sustainable manner. Community empowerment and participation is regarded as one of the most crucial factors in the development goals of rural communities. Although community participation is often costly and time-consuming, it is an essential ingredient for research into rural economic development (Khwaja 2003b). Authentic community involvement ensures that the members of the local community are empowered economically, psychologically, socially and politically (Chellan 2005).

Gunn et al. (2008) advocate the participation of local communities and the involvement of local community groups to achieve development outcomes which would benefit both the local

community and visitors alike. The participation of the local community in the tourism planning process should be viewed as an integral part of sustainable tourism development. The participation of the local community in the decision-making process of coastal tourism development is also viewed as being central to the success of sustainable coastal tourism development initiatives.

Scheyven's (2002a) framework of empowerment underpins this discussion. This framework is divided into economic empowerment, psychological empowerment, and political empowerment. Economic empowerment is characterised by the "distribution of tourism income between multiple households in the community as well as visible improvement in infrastructure". Psychological empowerment is characterised by a rise in self-esteem of community members due to the outside recognition of their culture, resources and traditional knowledge. Social empowerment is characterised by increased community cohesion and the use of funds for community development purposes, such as the building of schools, libraries, clinics, community centres and other facilities. Lastly, in Scheyven's framework of empowerment is political empowerment that is achieved when various groups within a community are presented with decision-making bodies and play an active role in the community's political structures. According to Scheyvens (2002a), "community participation in the upper rungs of the participation ladder seems to foster higher levels of empowerment".

2.6 STATUS OF COASTAL COMMUNITIES IN SOUTH AFRICA

The coast is increasingly playing an important but little appreciated role in the South African economy (McCarthy 1998). Four coastal cities in South Africa, i.e. Cape Town, Durban, Port Elizabeth and East London contributed 82 percent of the growth in coastal gross geographic product (GGP) for the years 1993-1994 (Glavovic et al. 2002). The coastal regions, which were marginalised under apartheid, have inherent development potential but, for many coastal communities and rural black coastal dwellers in particular, the future seems bleak. Coastal communities in South Africa are vulnerable and the factors resulting in their vulnerability are discussed in detail below. Even though the factors identified below are not coast specific, are pertinent to understanding the vulnerability context of coastal livelihoods in South Africa" (Leijzer and Denman 2013).

The legacy of apartheid continues to present an enormous challenge to the democratically elected government and people of South Africa. Prior to 1994, Black South Africans had limited access to the opportunities and resources of the coast. Coastal poverty is strongly concentrated along racial and geographical lines; it is more pervasive in rural coastal areas, particularly in former homeland areas and in the informal settlements of towns and cities, mainly populated by Black South Africans and Africans in particular (Aliber 2002, Glavovic 2007). GGP indicates distinct regional differences in GGP per person, whereby it is highest in and around the major urban centres of Cape Town, Durban, Port Elizabeth, East London and Richards Bay. In sharp contrast, GGP per person is the lowest in the South Cape coast and in the rural areas of the Eastern Cape and northern KZN provinces (Glavovic 2006). The rural communities are not the only communities along the South African coasts that suffer from poverty. “Urban poverty is a harsh daily reality for those living in crowded informal settlements surrounding coastal cities and towns. Often located far from work opportunities, the coastal urban poor have limited access to basic services and are exposed to adverse weather conditions and even natural hazards” (Glavovic and Boonzaier 2007).

Little is known about the impact of HIV/AIDS along the coast; however, the majority of coastal dwellers live in the Eastern Cape and KZN, which are both seriously affected by this epidemic. The other challenge that is negatively impacting on the livelihood prospects on the South African coasts is corruption and illegal activities in adversely affected areas (Sole 2005) which result in the reduction of investments and numbers of both domestic and foreign visitors and these are negatively impacting natural resources through destructive, illegal activities (Glavovic 2006).

2.7 LIMITING FACTORS TO LOCAL COMMUNITY PARTICIPATION IN COASTAL TOURISM

Mafunzwanini, as cited by Mametja (2006), argues that “tourism in South Africa has a poor history of involving the local communities and previously neglected groups in the management of tourism related activities”. Although many coastal tourism initiatives operate in the land that was previously owned by the local people, “few of the local communities form a meaningful part of the entrepreneurial base (Chellan 2005, Gumede 2009). While increased local community participation is beneficial in decisions that require relatively more local knowledge and local inputs, the community does not benefit much if the project requires greater investment by the

external agency as this leads to leakage of tourist expenditure to international companies which, in turn, does not contribute much to the development of local communities (Khwaja 2003b). In most cases, coastal tourism benefits foreign investors more than the local community (Mbaiwa 2003).

The development of coastal destinations faces problems due to the inability on the part of stakeholders to make sound decisions and a lack of a comprehensive decision-making tool to assist them. The capacity of most coastal nations to utilise their coastal assets, whilst simultaneously protecting them from degradation is lacking (Mabunda 2004). The success of coastal tourism is subject to local security issues as well as global economic pressures, its sustainability depending on the protection and beneficial management of those assets. Coastal tourism in South Africa is relatively underdeveloped and has a high potential. The main reason for this relates to relatively weak local land tenure and control over the key natural resources that tourism industry investors seek to access. Progressive tourism business models that create local economic benefits and conservation incentives are much less developed in coastal areas; by contrast, there is proportionately more concern about tourism development as a form of environmental degradation in coastal areas (CSED 2007). The other limiting factor to participation is that women in most rural areas still belong to the marginalised group and are subject to poverty, hostility, abuse, neglect and hardship as well as exclusion from a decent life. Women also fail “to receive sufficient supportive measures from government, resulting in their reluctance to attempt to improve their lives because of being sabotaged and sidelined” (Viljoen and Tlabela 2007).

The benefits, challenges and issues identified above call for the need to implement policies and actions in coastal areas that deliver sustainable tourism, that is, tourism that takes full account of its current and future economic, social and environmental impacts when addressing the needs of visitors, the industry, the environment and host communities (UNWTO 2005).

2.8 LAND OWNERSHIP THROUGH RESTORATION AS A STRATEGY FOR PRACTICING RESPONSIBLE TOURISM AND SUSTAINING LIVELIHOODS

Coastal tourism has resulted in forced removals of the local communities in most places in South Africa, more especially during the colonial and apartheid eras. In many parts of the country,

contestations have emerged with local communities organising themselves to reclaim their lost land after the democratic government promised to restore people back to the land (Meskell 2011, Chellan 2005). This was a strategic initiative by the government of National Unity to improve the lives of the previously disadvantaged communities. The extent to which the local communities are prepared and supported to live sustainably on restored land in terms of awareness, education and training, skills development and the importance of responsible tourism, is a cause for concern.

Land reform, including the land tenure reform, is central to rural development policy. One of the objectives of the National Tourism Sector Strategy (2011) is to develop a Memorandum of Understanding (MOU) between the tourism industry and the Department of Land Reform and other agencies e.g. Land Claims Commissioner to unblock challenges experienced about land ownership and tourism investment initiatives. Its other objective is to provide excellent people development and decent work within the tourism sector (DoT 2011). The policy identified above states clearly the significant role that is played by the creation of an enabling environment and opportunities for active participation but it is not clear to what an extent the implementation of this policy is monitored and evaluated to ensure that this is achieved for the benefit of the local community.

Mbaiwa (2011) confirms that the opportunities that were created for the local communities to participate in community based natural resource management (CBNRM) in order avoid the degradation of the land in the Okavango Delta, Botswana, did not succeed. It is said that these community projects were a failure since CBNRM was a new concept to the local community, in which they lacked understanding. The other challenge identified by Mbaiwa is the lack of entrepreneurial, marketing and management skills on the local community, which caused this initiative to be a failure. In South Africa, two rural communities in the KZN north coast, the Dukuduku forest dwellers and the community from Khula village contested to have the land restored to them. It is claimed that the settlement was made in favour of the community of Khula Village and, as much as they take part in tourism in their locality, but the sustainability of their livelihoods is questionable (Chellan 2005), which proves that the local communities were not well prepared to live sustainably on restored land.

2.9 SOUTH AFRICAN POLICY SUPPORTING LOCAL COMMUNITY PARTICIPATION IN COASTAL TOURISM

Implementing policy is nothing like the policy making itself. Policy makers have a responsibility to regulate and verify whether the policies are implemented properly. In terms of control, South African National policy requires the support of the local government and the community participation e.g. the KZN Beach Policy (2009), which proposes that the provincial government's approach should be to incorporate previously disadvantaged communities into mainstream coastal tourism economy through focusing on building capacity within communities (DEAT 2009). The KZN Beach Policy is anchored on four strategic thrusts that govern the conceptualisation, development and implementation of beach tourism programmes in KZN. All the four thrusts support local community participation, more especially thrust one and thrust three. Thrust one focuses mainly on ensuring "that sustainable coastal tourism is making an increasing contribution to the local economy of coastal communities and this can be achieved if tourism supports more full time jobs on the coast, there are increased levels of entrepreneurship amongst local communities in coastal tourism related activities and when the tourism season is extended" (DEDT 2009:7). The focus of thrust three is on an integrated approach to the development and management of coastal tourism, which can be achieved if the local communities are actively involved in the management of the coast. If these communities participate in the development of coastal tourism in their areas, they benefit from beach tourism activities and when there is an increase in the number of KZN residents participating in outdoor coastal activities (DEDT 2009:8).

The National Tourism Sector Strategy (NTSS 2011) is another policy that supports community participation in South Africa. This policy is aligned to the Tourism Act (1993) and the White Paper on the Development and Promotion of Tourism in South Africa (1996). Cluster three on this policy has its main focus on people development and the focus areas of this cluster are transformation, decent work, service excellence and community beneficiation. This policy proposes that transformation is very slow in South Africa's tourism industry with few black entrants in the market whilst big and small business are still largely dominated by white people. Effort is required to grow the tourism industry as a whole to allow for more mainstream black owned businesses of all sizes to be established. To achieve transformation, a people driven plan is essential to train people and to produce the required sector skills at all levels, but particularly management and

entrepreneurship skills, as well as to implement a tourism awareness campaign throughout South Africa (DoT 2011). This policy also suggests the development of programmes to attract more black entrepreneurs to own and operate small, medium and micro enterprises (SMMEs) throughout the sector and provide support for such entrepreneurs.

In addition, other South African policies echo the sentiments of the two discussed above and these are the Operation Phakisa (2014), National Rural Tourism Strategy (2012), National Tourism Service Excellence (2012), Integrated Coastal Management Act (2010) as well as policy on the Restitution of land rights (2007). Operation Phakisa is aimed at developing the ocean economy and the National Rural Tourism strategy is responsible for developing rural tourism, which can greatly contribute to the alleviation of pressure in areas that are often characterised by poverty and underdevelopment (DoT 2012). National Tourism Service Excellence is a strategy aimed at improving the way in which the country's people interact with tourists (Loffler 2012). The Integrated Coastal Management Act (ICM Act) was passed to facilitate dedicated management of the coastal environment and to ensure long-term sustainability of the coastal environment and marine resources (Goble, Hill and Phillips 2017). The Restitution of Land Rights policy facilitates the land reform process aimed at “restitution for those who were dispossessed by apartheid removals and redistributing the land to deal with land hunger and the unequal distribution of land” (DRDLR 2009).

South Africa has excellent policies that are considerate to and prioritise the needs of the local communities, but the challenge lies with their implementation. The failure of the government policies' implementation is often due to a lack of community participation and/or public awareness. One of the reasons why the community does not participate in this niche area is because they do not understand the benefits (Klimmek 2013). A transparency in mechanism and socialisation are required for the public to access and find out how they can participate and be aware of and understand the benefits of participating as well as the risks on ignorance on their part.

It is important to revisit, evaluate and assess the country's policy on coastal issues and the extent to which it takes cognizance of the involvement of local communities in coastal tourism development and management. The main aim of this exercise would be to determine if the South

African policy facilitates the long-term sustainability of coastal tourism. This exercise is also meant to identify gaps, needs and options for sustainable tourism governance and management and to give guidance for key stakeholders on the reform of sustainable coastal tourism governance and management at a national and local level (Leijzer and Denman 2013). It is important to monitor and evaluate the impact of development policy on the resource base that will sustain future well-being.

Coastal ecosystems are particularly vulnerable to socio-economic driving forces as they stand in the path of increased development without recognition of their protective and other societal roles. The focus of this section is to provide policy direction particularly on what needs to be done in order to improve the society-nature interactions in the context of coastal tourism. The policy should pay special attention to the education, training and skills imparted to the youth of the local community, the type of training needed for quality coastal tourism, investigation of the implications of local community involvement in tourism to attain a socially relevant development (George 2007).

Government policy initiatives on land tenure, training and education as well as on small enterprise support can create a favourable environment. Infrastructure gains for the poor should cater for both the tourists and the host rural communities and the government, through its policies, should make sure that this is achieved. This study is guided by the principles inherent to any qualitative investigation, namely, that the construction of concepts that have informed emergent processes and products, have resulted out of an open ended, non-prescriptive endeavour, based on in-depth interactions, fastidious data gathering and critical self-reflection, negotiated within a theoretical framework (Gatfield 2014).

2.10 THEORETICAL FRAMEWORK

The second section of this chapter outlines the theoretical framework that underpins this research and the relevance it has to the research design and applied methods. The theories that serve as an anchor to this study and which are discussed in detail in this chapter are: the Sustainable Livelihoods Approach (SLA), which is anchored in the Sustainable Livelihoods Framework (SLF), the Stakeholder Theory, the Common Property Theory, and lastly, the existing community

participation typologies and models by various researchers. The latter are discussed in detail and the decision is made concerning the community participation model that is adopted in this study as well as the justification of the selected one.

2.10.1 Sustainable Livelihoods Framework

In this study, community participation in coastal tourism is studied and discussed using the lens of Sustainable Livelihoods Approach (SLA), which is anchored on sustainable livelihoods framework (SLF). The SLF has been used to understand how development policies and processes affect the survival strategies of the poor people (Tosun 2006). It is also used to analyse livelihoods and to build the capacity of people to continuously make a living and improve their quality of life while ensuring that there are options through coping and adaptive mechanisms for present and future generations to improve their livelihoods (Bazeley, 2005).

SLA has been used by researchers such as Leijzer and Denman (2013), Glavovic and Boonzaier (2007), amongst others, to analyse the impact of coastal tourism on rural livelihoods in South Africa. SLA has seven guiding principles, which do not prescribe solutions or dictate methods but are flexible and adoptable to diverse local conditions. SLA is people-centred, as it begins by analysing people's livelihoods and how they change over time. The people themselves actively participate throughout the project cycle. SLA is also holistic in the sense that it acknowledges that people adopt many strategies to secure their livelihoods and that many actors are involved, actors such as the private sector ministries, the government, community-based organisations and international organisations. SLA is also dynamic as it continuously seeks to understand the dynamic nature of livelihoods and what influences them. This approach also builds on the strengths, opportunities, capabilities and potential of poor people rather than being occupied with their problems, needs, barriers to or constraints on development and this is achieved by supporting existing livelihood strategies. It also promotes "micro-macro links as it examines the influence of policies and institutions on livelihood options and highlights the need of policies to be informed by insights from the local level and by the priorities of the poor. SLA also encourages broad partnerships, drawing on both the public and the private sectors. Lastly, this approach aims for sustainability, since it believes poverty reduction to be lasting" (Hocking 2003, Solesbury 2003). SLA retains the same fundamental sustainability agenda but shifts the focus from maintaining

coastal ecosystem integrity towards an explicit people-centred approach, which is beneficial to the coastal ecosystems (Glavovic and Boonzaier 2007), since it creates awareness amongst the local community of the importance of the coastal environment and enhances the practice of responsible tourism.

The Sustainable Livelihoods framework (SLF) upon which the sustainable livelihoods approach (SLA) is anchored helps to understand the complexities of poverty and principles guiding action to redress poverty (Glavovic 2007, Temeng and Abew 2009). Coastal tourism has the potential to improve the lives of the local people, more especially, if they are given an opportunity to participate and are actively involved in coastal tourism issues. This can only be achieved by implementing the sustainable livelihoods approach (SLA) to the management of coastal tourism attractions and activities. The SLA is a way to improve understanding of the livelihoods of poor people and it draws on the main factors that affect poor people's livelihoods and the typical relationships between these factors (Simpson, 2008). The Sustainable Livelihoods Approach is used for planning new development activities and for assessing the contribution, the existing activities have made to sustaining livelihoods. The SLF together with SLA are relevant to this study since the local community at Nonoti Beach is poor and, if SLA is adopted in this study area, stakeholders with a stake in tourism development can learn to prioritise the needs of the local community. They can also come out with strategies to help them survive through coastal tourism that is taking place in their locality.

The two components of SLA involve a framework that helps to understand the complexities of poverty and a set of principles guiding action to address and overcome poverty. The sustainable livelihood framework places people, particularly rural people at the centre of a web of inter-related influences that affect how these people create a livelihood for themselves and their households closest to assets that they have access to and use (Mowforth and Munt 2009). These include natural resources, technologies, their skills, knowledge and capacity, their health, access to education, sources of credit and/or their networks of social support. The extent of their access to these assets is strongly influenced by their vulnerability context, which takes into account economic, political and technological trends and shocks such as epidemics, natural disasters, civil strife and seasonality in terms of employment, prices and production (Telfer and Sharpley 2008). Access is

also influenced by the prevailing social, political and institutional environment, which affects the ways in which people combine and use their assets to achieve their goals. These are their livelihood strategies. The state of coastal resources is a significant factor affecting livelihood prospects for poor coastal communities e.g. overfishing. The coast is again subject to high-end coastal development that may foreclose livelihood options for poor coastal communities (Meadows and Hoffman, 2003).

In SLF, people are the main concern rather than the resources they use or their governments. SLA is used to identify the main constraints and opportunities faced by poor people as expressed by them. It builds on these definitions and then supports poor people as they address the constraints or take advantage of opportunities. The SLA framework is neither a model that aims to incorporate all the key elements of people's livelihood nor a universal solution (Bazeley and Isaacs 2004), rather, it is a means of stimulating thought and analysis, and it needs to be adopted and elaborated on, depending on the situation. This approach is relevant to this study since the study area is located in a rural area, where the local community is living in poverty and lacks basic infrastructure. Their living conditions force them to engage in irresponsible ways of living, for example, when they cut down mangrove trees that serve as a tourist attraction in order to make fire or to sell firewood with the aim of curbing poverty. This framework fits this study like a glove since, due to the high illiteracy rates; the local community lacks awareness and understanding of the significant role played by these coastal resources to attract tourists and to enhance tourism in this coastal destination.

2.10.2 Stakeholder Theory

Ndlovu et al. (2017) defines a stakeholder as any interested party affected either directly or indirectly by any decision in the process to achieve the goals of an activity. By virtue of being part of that activity, stakeholders need to be respected and be given consideration. Saffic, Tezak and Luk (2011) state that stakeholders are divided into two categories, namely, the primary stakeholders and the secondary stakeholders. The difference between primary and secondary stakeholders is that primary stakeholders are those stakeholders whose continuous participation and support enables the organisation to survive, whereas secondary stakeholders are those

stakeholders who influence or affect or are influenced and affected by the organisation, but are not engaged in a transaction with the organization, and are not essential for its survival.

The Stakeholder approach has been studied in various contexts related to destination management and marketing, for example, to explore the attitudes and perceptions of individuals and groups, in building inter-organisational linkages through marketing alliances or networks in strengthening and formalising linkages (Harrison and Wicks, 2013). Tourism, more especially coastal tourism development and promotion, requires co-operation amongst various stakeholders when making joint decisions of who constitutes inter-organisational structures in the receiving community in order to solve the problem related to the design and management in a sustainable manner (Perdersen and Bortholdy, 2004). Coastal tourism is a complex phenomenon; therefore, different role-players constitute stakeholders with varying interests. Harrison and Wicks (2013) propose that the stakeholder theory focuses mainly on treating stakeholders well and managing their interests in a way that helps to create value along a number of dimensions and is, therefore, good for performance. Stakeholder interests are inseparably connected in a system of value creation in which each stakeholder provides resources or influence in exchange for some combination of tangible and/or intangible goods (Harrison and Wicks 2013).

The Stakeholder Theory proposes that various stakeholders should be given simultaneous attention in order to create a balance between their conflicting interests and how they can work together to develop an integrated management plan to deliver environmental, social and economic benefits (Freeman 1984, Harrison *et al* 2013, Meskell 2011, Russell 2011). Tourism in South Africa is seen as a missed opportunity since the local communities were previously excluded from taking part in the tourism activities, more especially during the apartheid era. During this era, the system was meant to benefit the White minority (DoT 2012). “Coastal tourism is increasingly expected to play an integral role in the social and economic upliftment of the local communities that reside in close proximity to the coast, hence, the understanding of the stakeholders’ perceptions is necessary if they have to be involved in the conceptualisation, planning, implementation and management of any coastal tourism projects and programmes” (Chellan 2005:78). Stakeholders’ direct participation is fundamental in protecting biodiversity as they may actively oppose or support conservation actions. Therefore, for any form of sustainable development and successful

conservation efforts to be implemented, it is necessary that all the stakeholders are involved (Binns and Nel, 2009).

The relevance of the stakeholder theory to this study is that there are various stakeholders that have an interest in coastal tourism. Amongst these stakeholders are the government, the private sector, the investor, and the local community that all advocate and promote coastal tourism for its potential to generate local employment and opportunities. Grimble et al., (1997) asserts that the advantage of stakeholder involvement is that it provides a better understanding of environmental and development problems and interaction as well as different perspectives and stakeholders' interests at different levels. Involving local stakeholders in shaping the future is a good way forward to aid policy making for a development activity such as tourism, as it involves local goodwill as an essential attribute of a destination (Gumede, 2009). Stakeholders' input is also essential to suggest ways to improve the management of coastal tourism and to alleviate vulnerability of coastal ecosystems, therefore, it becomes important to involve all the relevant stakeholders in order to come out with approaches they can adopt to create synergy and align their conflicting interests for the benefit of the local community.

2.10.3 Common Property Resource Theory

According to the Common Property Resources Theory, everybody's property is nobody's property. If the resources are accessed by more than one user, it is then perceived and labelled 'a free for all', with users competing with one another for a greater share of the resource and this is usually to the detriment of the competing users, the resource itself and the community at large. Two role-players usually feel responsible for solving the common property resource problem and these role-players are the private property users and the government. The private property users usually make use of an invisible hand to manage the resource for the best interest of the local community. The second role player, the government, may try to intervene and solve the common property problem by means such as taxes or subsidies, direct control of inputs or outputs in an endeavor to balance private and social costs. The common property resource theory cautions that when people are placed in a situation where they could all benefit from co-operation, the chances are slim for them to cooperate without any external enforcer of agreements. DoT (2017) cautions that due to the lack of co-operation, the common property resource may not be sustained, instead,

it will be depleted through over consumption and exploitation due to the increase in demand. For the common property resource to survive depletion, the common property resource theory proposes private enclosure or some form of state regulation, whereby policies are developed in the form of tourism and environmental policies to curb environmental degradation resulting from overexploitation. This theory suggests defined boundaries, involvement and/or participation of sub-groups and existing arrangements for discussing common problems, and focusing on how law can be enforced on those who break the rules. Ndlovu et al. (2017) propose that the Common Property Resource Theory places greater emphasis on state tolerance of locally based authorities and their ability to penetrate and influence the local rural communities. The success of the Common Property Resource theory is greatly determined by the extent to which the Social Exchange Theory is applied. The Social Exchange Theory propagates that social behaviour is the result of the exchange process and the purpose of this exchange should be to maximise benefits. This theory also proposes that supporting local people and cultures in tourism is perceived as highly beneficial for the purpose of empowerment and poverty reduction processes (Murphy and Murphy, 2004).

2.11 MODELS OF LOCAL COMMUNITY PARTICIPATION.

There are various models and typologies of community participation. The relevance of these models to this study is that they propose giving the local community more opportunities to participate effectively in development activities, empowering them to mobilise their own capabilities, be social actors who manage their resources, make decisions and control activities that impact their lives (Arnstein, 1969; Argawal and Shaw 2007; Okazaki, 2008 and Sebele, 2010). Studies in community participation often draw on the typologies developed by Arnstein (1969) and Pretty (1995) to determine the degree and type of involvement of the local community in the planning, implementation and management of projects that affect their lives (Klimmek 2013). Various other models of community participation have been developed over the years. In addition to the two that are indicated above, there is also the Neo-populist theory around which Scheyvens (2002a) developed his own community participation model, the community participation model that was developed by Wilson and Wilde (2003). There is also a participation typology that was developed by Tosun in 2006. Below is a detailed description of how the local community

participates and the level of involvement of the local community in each of these community participation models and typologies.

2.11.1 Arnstein's participation ladder

This model of community participation is useful not only to identify the current level of community participation but also to define steps required to promote greater involvement (Okazaki 2008). The focus of this model of community participation is on power redistribution collaboration processes, which affirm the crucial role of collective action in securing benefits and solving problems among stakeholders. It is also seen as a means to resolve tensions amongst the various stakeholders and allows all the stakeholders to be involved in decision-making. The creation of social capital is the norms and networks that enable people to act collectively. The ladder of citizen participation has steps that are categorised into three levels of gradual evolution, namely, “non-participation, degrees of tokenism and degrees of citizen power and this participation ladder is made up of eight rungs, which are, manipulation, therapy, informing, consultation, placation, partnership, delegated power and citizen control” (Okazaki 2008). The eighth level is identified as authentic participation, where power is distributed in such a way as to allow ‘have-nots citizens’ to induce significant social reform, enabling them to share in the benefits of the affluent society (Arnstein 1969:216).

This ladder of citizen participation has eight steps, with each step representing a different level of participation. At the lowest end of the ladder, powerful actors impose their agenda applying in what is known as the ‘top-down- approach’ to development use forms of non-participation. Participation as tokenism occurs when participants only hear about initiatives and may say those in power denote something about them and regard this as input. As much as participants may say something, but their voices will not have any effect on the project/ initiative, thus participation does not result to change. At the higher end of the ladder, participation is about citizens having more power to negotiate and change the status of things. In the upper levels, the participant’s voices are heard and responded to. The critique levelled against this typology is that the ladder of participation does not show the actions and barriers to move from one level to the next. The ladder does not recognise the fact that in real life situations, many more levels may exist and people may move up and down the ladder over time within the same initiative/project.

2.11.2 Pretty's Typology of community participation

Arnstein's three categories broadly coincide with the levels presented in Pretty's typology, which range from manipulative participation at the bottom of the ladder to self-mobilisation at the top (Klimmek 2013). Refer to the table below for all the seven levels in Pretty's typology of community participation and what is entailed in each level.

Table 2.1: Pretty's Typology of community participation

Level of Participation	Characteristics of each level
Manipulative Participation	Participation in this level is simply a pretence; with people's representatives on official boards but who are un-elected and have no power.
Passive Participation	People participate by being told what has been decided or already happened. It involves unilateral announcements by administration or project management without listening to people's responses. The information being shared belongs only to external professionals.
Participation by Consultation	People participate by being consulted or by answering questions. External agents define problems and information gathering processes and so control analysis. Such a consultative process does not concede any share in decision-making and professionals are under no obligation to take on board people's views.
Participation for Material Incentives	People participate by contributing resources, for example, labour in return for food, cash or other material incentives. The farmers may provide the fields and labour, but are involved in neither experimentation nor the process of learning. It is very common to see the 'called' participants, yet the same people have no stake in prolonging technologies or practices when the incentives end.

Functional Participation	In this level, participation is seen by external agencies as a means to achieve project goals, especially reduced costs. People may participate by forming groups to meet the pre-determined objectives related to the project. Such involvement may be interactive and involve shared decision-making, but tends to arise only after external agents have already made major decisions. At worst, local people may still be co-opted to serve external goals.
Interactive Participation	People in this level participate in joint analysis, development of action plans and formation or strengthening of local institutions. Participation is seen as a right, not just the means to achieve project goals. The process involves interdisciplinary methodologies that seek multiple perspectives and make use of systemic and structured learning processes as groups take control over local decisions and determine how available resources are used, so they have a stake in maintaining structures or practices.
Self-mobilization	People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if government and NGOs provide an enabling framework of support. Such self-initiated mobilization may or may not challenge existing distributions of wealth and power

Adapted from Jules Pretty (1995)

2.11.3 Community participation model by Wilson and Wilde (2003)

This community participation model is relevant for this study as it provides useful means of understanding and appraising community participation, particularly, since, to a degree, they take

into account some of the complexities associated with the heterogeneity of the community, different dimensions of power and issues of process and capacity. In this model, the community is recognised and valued as an equal partner at all stages of the process and there is meaningful representation on all decision bodies from initiation. All the members of the community have the opportunity to participate, all communities have access to and control over resources and the evaluation of regeneration partnerships incorporates an agenda the community understands; to this model of community participation, communication becomes a two-way information strategy and is developed and implemented and the programme and project procedures are clear and accessible.

According to Wilson and Wilde (2003), communities are resourced and equipped to participate. Understanding, knowledge and skills are developed to support a working partnership. The diversity of the local community's interests is reflected at all levels of the regeneration process and equal opportunities policies are in place and implemented. Unpaid workers and volunteers are valued. This study is based on the premise that higher levels of community participation are always appropriate, desirable and beneficial.

2.11.4 Neo-populist theory underpinning community participation

Community participation is a concept embedded within the neo-populist theory. This theory proposes that development should not be a top-down process but should be about empowering disenfranchised groups, providing them with opportunities to have greater control over their own lives and well-being. The theory implies that local communities should play a central role in the tourism planning and management process and those that are most affected by the industry should be given a chance to have their voices heard (Scheyvens 2002a:.52). Tosun (2006) developed the participation typology, building up from Scheyvens' Neo-populist theory. Tosun (2006) came out with a typology that is characterised by three levels of community participation, namely, "coercive participation, induced participation and spontaneous participation. Coercive participation occupies the bottom rung of the ladder" and, in this type of participation, decisions primarily benefit tourists, decision-makers and tour operators while little concern is given to the needs and desires of those that are the most affected by the development process, which is the local community. The second level is induced participation, which is characterised "by a degree of tokenism as host communities are able to express their views on the tourism development process but lack the power to do more

than endorse decisions that have already been made on their behalf'. The third and the last level is spontaneous participation, which is characterised by a full managerial responsibility and authority to host communities (Tosun 2006, pp. 494-495). Below is the diagram depicting various community participation typologies that have been developed over the years and Scheyven's (2002a) empowerment framework.

Table 2.2: Typologies of community participation and Scheyven's (2002a) empowerment framework.

Pretty's (1995) typology of community participation	□	Arnstein's (1969) typology of community participation	Degrees of Citizen Power		Tosun's (1999;2006) typology of community participation	Scheyven's (2002a) Empowerment Framework
7. Self-mobilization		8. Citizen control 7. Delegated power		□	3. Spontaneous Participation Bottom-up: active participation; direct participation; participation in decision making; authentic participation; self-planning	Economic, psychological, social and political empowerment
6. Interactive participation		6.Partnership				

5.Functional participation		5. Placation			2. Induced Participation Top-down; passive; formal; mostly indirect; degree of tokenism, manipulation; pseudo-participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback	
4. Participation for material incentives		4. Consultation				Disempowerment
3. Participation by consultation	<input type="checkbox"/>	3.Informing	Degree of Citizen Tokenism	<input type="checkbox"/>		

2. Passive participation		2. Therapy			1. Coercive Participation Top-down, passive; mostly indirect, formal; participation in implementation, but not necessarily sharing benefits; choice between proposed limited alternatives or no choice; paternalism, non/participation, high degree of tokenism and manipulation	
	<input type="checkbox"/>		Non-participation	<input type="checkbox"/>		
1. Manipulative participation		1. Manipulation				Disempowerment

Adapted from Tosun (2006)

2.11.5 Sarah White's Typology of Participation

White's typology of participation (1996) highlights that the politics of participation are overshadowed by tensions around actors, terms and power. Sharing through participation does not necessarily mean sharing in power. White distinguishes between four forms of participation, namely, nominal, instrumental, representative and transformative. White recognises that each form of participation has different functions and argues that actors at the top are more powerful whereas those at the bottom, that is, at the grassroots are less powerful, and these two categories of actors have different perceptions of and interests in each form. The table below outlines the four forms of participation and the characteristics of each, as depicted from White (1996).

Table 2.3: Forms of Participation adapted from White (1996)

Form of Participation	Characteristics
Nominal Participation	More powerful actors to give legitimacy to development plans often use this form. Less powerful people become involved in it through a desire for inclusion. That involvement is little more than a display and does not result in change.
Instrumental Participation	Community participation is used as a means towards a stated end. This form is characterised mainly by the often and efficient use of the skills and the knowledge of the community members in project implementation.
Representative Participation	In this form, community members are given a voice in the decision making and implementation process of projects or policies that affect them. Representative participation bears different results for different people. For those with more power, this form of participation increases the chances of their intervention being sustainable but for those with less power, this form of participation only offers a chance for advantage.

Transformative participation	This form of participation results in the empowerment of those involved and therefore results in the alteration and transformation of structures and institutions that lead to marginalisation and exclusion.
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Adapted from White (1996)

2.12 GAPS IN THE EXISTING COMMUNITY PARTICIPATION MODELS AND TYPOLOGIES

All models and typologies of participation focus on different kinds and different levels of participation but not much is said about different kinds of participants in terms of who participates, who is excluded and is excluded by who as well as those who exclude themselves (Klimmek 2013). Again, nothing is said in the existing typologies about the approaches used to encourage as many people as possible to participate because a ‘deep’ participatory process engages participants in all stages of a project from identification to decision-making, but it remains ‘narrow’ if it involves only a handful of people or a particular interest group (Comwall 2008). Again, a wide range of people might be involved, but if they are only informed or consulted, their participation will remain ‘shallow’.

In the existing typologies of community participation, nothing is said about a particular approach to participation used to make participation to be inclusive of all categories in the community, including the women, children and people living with disabilities. In most cases, participation automatically involves the elite, the older, richer or those members of the community who are politically powerful. Most participatory processes do not and literally cannot involve everyone. More often, choices are made as to who might take part. In reality, it is taken for granted that the voices of some are to be taken to represent others, for an example, voices of women, children and people living with disabilities. Nothing is said on the existing typologies about how people are trained, nurtured and empowered to be able to express themselves and to participate actively without any fear of being victimised, not listened to or not taken seriously. Again, nothing in the existing typologies is said about self-exclusion from participation. This self-exclusion is normally

associated with a lack of confidence from experiencing being silenced by the more powerful voices or fear of reprisal.

The participatory models are developed on the premise that everyone would want to participate and the choice not to participate is barely recognised. Exclusion results from a failure to make spaces for the participation of less vocal groups and self-exclusion often results from people's previous experiences when they feel their priorities do not count unless there is transparency from the onset about what the agency can or cannot do.

Pretty's model of participation places more emphasis on the physical and material forms of involvement, which gives this model a dual-purpose quality enabling it to be used effectively in both rural and urban areas. Although Pretty's and Arnstein's models give a comprehensive understanding of different kinds and levels of participation, they ignore the issue of 'who participates'. In order to have a complete and holistic understanding of the process of participation, the characteristics of the community members who participate are of utmost importance.

White's typology of participation with its four levels, offers insight into the hidden agendas and the relationships existing between those with more power and those with less power. The focus of White's typology is mainly on looking at the differences between bottom-up and top-down approaches and their interests, as well as how these can lead to a clear understanding of the politics of participation. The more powerful actors may talk about participation, but with no intention at all to change the state of things. In the first three levels of this typology, the more powerful are only exercising their power to the less powerful in the name of participation and it is only in the fourth level.

2.13 CONCLUSION

This chapter focuses on contextualising concepts that are used continuously in this study and to give clarity and understanding to the reader on the context in which they are used. It also elaborates on best practices and trends of local community participation in other developing countries in Africa, benefits of local community participation in coastal tourism development and management. It also focuses on using community participation as a tool for community empowerment and the

use of SLA to achieve sustainable livelihoods. This chapter also describes the status of coastal communities in South Africa and the factors resulting in their vulnerability, with special reference to KZN province. Factors limiting active involvement and participation as well as legal framework/policies supporting local community participation in coastal issues are also elaborated on. Lastly, this chapter discusses existing models and typologies of community participation, synthesizing on the relationships amongst them, similarities, differences as well as criticisms, limitations and gaps.

Chapter Three

Research Methodology

3.1 INTRODUCTION

In this chapter, the research design and methodology of the study are presented. Nonoti Beach is a case study that was selected to investigate the patterns of community participation and the levels of involvement of the local community in coastal tourism. According to Yin (2012) a case study design is an exploration into contemporary political phenomenon within a context, most importantly when the boundary between the phenomenon and the context are not clearly defined. The research design of this study includes the purpose of the research, the theoretical paradigm informing the research, the context within which the research takes place and the data collection techniques applied in this study. This is followed by the research methodology employed in the study, which includes population and sampling, data analysis, reliability and validity. Ethical considerations and the limitations of the study are also provided.

3.2 RESEARCH DESIGN AND METHODOLOGY

Leedy, as cited by Taylor (2001: 244), states that “research is the systematic examination to discover new information and to expand or verify existing knowledge in an attempt to solve a problem”. This study seeks to investigate the approaches to participation and the level of involvement of the local community in coastal tourism at Nonoti Beach, the benefits accruing to the local people, as well as the limitations to participation. It is the aim of this study to develop a normative model to assist government and municipalities to make informed decisions regarding their approach to use coastal tourism as a contributor to local economies and sustainable livelihoods. As such, research, therefore, ensures that decisions are taken based on objective, reliable and valid knowledge (Boeije, 2010: 169).

Although sometimes confused with each other, the research design and the research process/methodology are not synonymous. According to Mouton (2001: 56), the research design focuses on the logic of the research and the end product, with the point of departure being the research problem or question, whilst research methodology focuses on the research process and

procedures, the point of departure being the specific tasks (data collection or sampling) at hand. In order to provide further clarification, the research will now be discussed.

3.2.1 Research design

Research design is the basic plan for the research, or a blue print of how the researcher intends to conduct a research, to obtain answers to research questions, and to test the hypothesis that are formulated, including specifications for enhancing the internal and external validity of the study (Punch, 2009: 112). It involves the selection of and use of a variety of techniques and methods that are scientifically verifiable. Churchill & Lacobucci (2002: 90) define a research design as an attempt to reduce the influence of the researcher to an absolute minimum, while establishing the highest possible degree of objectivity and quantifiability of the phenomena under study.

A research design is a systematic enquiry that permits the researcher to report the findings scientifically. A research design is a specification of the methods and procedures to be used in acquiring the information that is required. Malhorta & Birks (2003: 58) expand on this view by explaining that a research design situates the researcher in the empirical world and links the research questions to the investigation. It is a plan of action that includes four main ideas, namely, strategy; conceptual framework; the question regarding who or what is to be studied as well as the tools and procedures to be used in the empirical study.

A distinction is usually made between two types of research, namely, pure research and applied research (Gummanson & Norberg, 2002). Pure research is primarily concerned with contributing to a particular area of intellectual enquiry. Applied research is concerned with finding a solution to a specific problem that has direct practical implications for industry, commerce or other spheres of life, while its potential contribution to academic enquiry is of a secondary nature. Based on the problem being investigated in this project, this study can be classified under applied research since it is intended to contribute positively and meaningfully to the tourism industry and, in particular, to the coastal areas of South Africa, with special reference to the province of KwaZulu-Natal.

This study adopted an inductive and exploratory approach to research, since it is a qualitative study and this eliminates the need to formulate hypothesis. In addition to the qualitative enquiry, the

quantitative methods are also going to be used to incorporate questionnaires to collect data and include the use of statistics in the data analysis. This study was conducted using the mixed method, as it employed both qualitative and quantitative research methodologies although the qualitative method dominated over quantitative method.

When this study was conducted, the research instrument used was subjected to both reliability and validity tests to ensure that the research measurement has both consistencies over time, as well as internal consistency (Punch, 2009: 244; Thomas, 2009: 104). Consistency over time means that a research instrument gives the same results on different occasions when it is administered to the same respondents, and internal consistency relates to the extent to which multiple research items are consistent with each other in that they are all working in the same direction (Punch, 2009: 244-245). Validity is another important quality of a research instrument and it is defined as “the extent to which an instrument measures what it has claimed to measure” (Punch, 2009: 246). In other words, the instrument must measure what it claims to do, and not claim to investigate something that it does not. While these are two important qualities of a research instrument, it should, however, be understood that, in reality, it is not always possible to attain the absolute truth and accuracy. Researchers can, at least, make an effort to ensure that their instruments achieve a reasonable amount of reliability and validity, as is the case with this study, whereby the researcher subjected the research instrument to both these tests.

It can be concluded that the research design is a sequence that guides the researcher in the process of data collection, analysis and interpretation; therefore, the researcher adopted a case study design for this study. Henning *et al.* (2004: 41) states that “a case study design is employed to gain an in-depth understanding of the situation and meaning” of the participants involved. However, Fox and Bayat (2007: 69) suggest that, when conducting case study research, the case should be defined or demarcated, the concern should be to search in an inductive way for consistent regularities and recurring patterns and, lastly, to use triangulation which is closely associated with validity.

A case study is an empirical enquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not evident. According to Yin (2003:13), a case study inquiry copes with the technically distinctive situation

in which there will be many more variables of interest than data points. Yin (2003) also states that one result relies on multiple sources of evidence, with data needing to converge in a triangulating fashion. The other result, therefore, benefits from the prior development of theoretical propositions to guide data collection and analysis. A case study approach was adopted in this study as a data collection technique, since it provides the opportunity to use many different sources of evidence (Yin 2003: 13). Nonoti Beach is chosen to be a case study to examine the level of community involvement and participation in the decision-making processes regarding coastal tourism in the study area, as well as to highlight the tourists' perceptions of the local people, and the tourism product aimed at satisfying the needs of the tourists visiting this tourism destination.

3.3 METHODOLOGICAL PARADIGM

Burton and Bartlett (2009: 18) call a set of research ideas a paradigm, which they define "as a network of coherent ideas about the nature of the world and of the functions of researchers. Furthermore, within each paradigm there is a general consensus on the research methods that are appropriate" (Burton and Bartlett 2009: 18; Morse 2001: 9). In the following section, three research paradigms and their associated research methods are discussed: positivist or quantitative paradigm, the interpretivist or qualitative paradigm and the mixed method paradigm. The mixed usage of these paradigms is relevant to this study, since it adopts the mixed methodology approach to research in order to achieve triangulation. The qualitative methodology is underpinned by the interpretivist paradigm which portrays a world in which reality is socially constructed, complex, and ever changing, whereas the quantitative paradigm is underpinned by the positivist paradigm.

3.3.1 Interpretivist or qualitative paradigm

It is important to choose appropriate paradigms and methods of enquiry, which are likely to produce a reasonable quality of data obtained in the research; therefore, an interpretivist paradigm is necessary. Eneanya (2012) proposes that the social world cannot be understood by the critical application of a scientific model which is applicable to the natural sciences, therefore, qualitative methods are generally supported by the interpretivist paradigm which, is informed by diverse views portraying multiple truths or reality (Creswell 2014). Since the positivist and interpretivist paradigms rest on different assumptions about the nature of the world, they require different instruments and procedures to find the type of data desired.

According to Creswell (2008: 18), a qualitative approach to research is when the inquirer makes knowledge claims based primarily on constructivist perspectives, or advocacy/participatory perspectives or both. Creswell further stated that it also uses strategies of inquiry such as narratives, phenomenologies, ethnographies, grounded theory studies or case studies. In contrast to the positivist or quantitative paradigm, the interpretivist or qualitative paradigm is based on the principle that there is no one objective reality that exists outside of the respondents' explanations, but there are different versions of events (Burton and Bartlett, 2009: 21). The role of a researcher within the interpretivist paradigm is to seek to understand these actions using "naturalistic forms of data collection, such as making use of individual accounts and biographies and often including detailed descriptions to give a feeling for the environment" (Burton and Bartlett, 2009: 21).

Hair, Money, Page and Samoul (2007: 193) state that the most common methods of data collection in the interpretivist or qualitative paradigm are interviews and participant observation. According to these authors, if the objective of the research is to investigate the behavior of people, its patterns and trends, participant observation is the suitable method, whereas, if the objective is to understand the reason why something happens, the appropriate approach is to interview people. Interviews are used as a data collection technique in this study, since it is aimed at understanding the patterns of community participation and involvement in decision-making processes, benefits accruing to the local community, as well as the limiting factors to participation.

Finn (2000) argues that, instead of confining itself to behaviour alone, this study is conducted using the interpretive approach as the researcher examines how people make sense of their lives, how they define their situation, and how their sense of self develops in interaction with others. Boeije (2010:6) suggests that qualitative methods are preferred methods for researchers working in the interpretive/constructivist paradigm; since qualitative research generally starts with the assumption that individuals have an active role in the construction of social reality and that research methods that can capture this process of social construction are required. However, it is recognised that quantitative methods can be used within this paradigm when it is appropriate to do so. In the discussion below, the difference is made between the ontology, epistemology and methodology. The interpretive research paradigm involves taking people's subjective experiences seriously as the essence of what is real for them (ontology), making sense of people's experiences

by interacting with them and listening carefully to what they tell you (epistemology), and making use of qualitative research techniques to collect and analyse information (methodology). The interpretive approach does not focus on isolating and controlling variables, but on harnessing and extending the power of ordinary language and expression to help us understand the social world (Terre Blanche *et al.* 2006:274). According to Tuli (2011:103), qualitative research is inductive in nature and the views of the researchers are significant to generate meaning from the phenomenon under investigation.

3.3.2 Positivist or quantitative paradigm

Positivism is based on the premise that for quantitative research, knowledge about the social world can be obtained objectively (Thomas, 2009: 74). To achieve this, the positivist conducts experiments, producing findings that are unaffected by the opinions and hopes of the researcher. This often involves having two identical groups; a control group to which nothing is done and the experimental group, which is subjected to some changes in conditions. In so doing, the aim is to identify differences between the two groups that are studied because of changes in variables that are being studied. However, in cases where it is not possible to have two identical groups, the same group can be subjected to some changes in condition and examined at different times.

The data collection approach favoured in the positivist paradigm by many applied researchers is the quantitative research method. One of the criticisms levelled against the positivist paradigm is that the theory cannot be proved by multiple observation but can only be proved false and not true (Gray, 2004). Quantitative research is defined as a social inquiry that relies on numerical measurements to conduct a comparative statistical analysis of different variables, using a prepared questionnaire with specific items to which subjects must respond by choosing from a predetermined set of scaled responses, so as to determine if the predictive generalisations of one's theory hold true (Bless and Higson-Smith, 2000; Creswell, 2014; and Gray, 2004). Open-ended and close-ended questions are used, as well as an analysis of documents to obtain data from the selected tourists and members of the local community. Apart from using a prepared questionnaire, in-depth interviews are conducted with various stakeholders with a vested interest in coastal tourism, stakeholders such as IDC, Enterprise iLembe, TIKZN, Local Municipality,

democratically elected councilor of Nonoti Beach, and managers of five tourism enterprises in and around Nonoti Beach.

This study applies both qualitative and quantitative research methodologies. Denzin and Lincoln (2000: 391-392) refer to this approach as methodological triangulation (mixed method), describing it as using more than one research method within one study. Boeije (2010:176) defines triangulation as the examination of a social phenomenon from different angles, and further states that methodological triangulation provides richer data by possibly exposing information that might remain undiscovered, if a single approach had been used.

3.4 RESEARCH METHODOLOGY

There are two approaches, which are commonly used in social sciences. These are qualitative and quantitative approaches. Debates about quantitative and qualitative methodologies tend to be cast as a context between innovative, socially responsible methods versus obstinately conservative and narrow-minded methods (an opinion of advocates of qualitative approaches) or precise, sophisticated techniques versus mere common sense (an opinion of supporters of quantitative approaches (Thomas 2003:6). A quantitative study usually ends with confirmation of the hypotheses that were tested (Leedy & Ormord 2001:101). Quantitative researchers collect data in the form of numbers and use statistical types of data analysis. Qualitative researchers collect data by identifying and categorising themes (Terre Blanche *et al.* 2006:47). Bless and Higson-Smith (2000:38) distinguish between qualitative and quantitative methodologies by stating that the quantitative research methodology relies upon measurement and uses various scales. The qualitative methodology uses words and sentences to qualify and to record the information about the world. These approaches are explored further in the following paragraphs.

Qualitative approaches are those approaches in which the procedures are not as strictly formalised, while the scope is more likely to be undefined, and a more philosophical mode of operation is adopted, hence qualitative research is believed to offer a deeper empathetic of social phenomena (Silverman, 2011:10). Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative research studies phenomena in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the

meanings people bring to them. Qualitative research involves the study's use and collection of a variety of empirical materials such as case study, personal experience, introspective, live story, interview, observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives (Creswell & Clark, 2011). Qualitative research emphasises verbal descriptions and explanations of human behaviour. It concerns itself with representative samples, and emphasises careful and detailed descriptions of social practices in an attempt to understand how the participants experience and explain their own world (Jennings, 2010). The key words associated with qualitative methods include complexity, contextual, exploration, discovery, and inductive logic. By using an inductive approach, the researcher attempts to make sense of a situation without imposing pre-existing expectations on the phenomena under study. Thus, the researcher begins with specific observations and allows the categories of analysis to emerge from the data as the study progresses (Finn, 2000). The inductive approach begins with empirical observations and then results in the development of theoretical propositions (Struwig & Stead 2004:15). Qualitative methods allow the researcher to study selected issues in depth, openness, and detail as they identify and attempt to understand the categories of information that emerge from the data (Terre Blanche *et al.* 2006:47).

Qualitative research is employed in this study to understand the role of government agencies mandated to develop and promote coastal tourism in the study area, and tourism enterprises in encouraging the participation of the local community in the management of Nonoti Beach. Their contributions to the study are aimed at giving clarity to the strategies that are used to prepare the local community to participate actively in coastal tourism and to maximise benefits accruing thereof. Leedy and Ormrod (2001:101) contend that qualitative research is used to answer questions about the complex nature of phenomena, often with the purpose of describing and understanding the phenomena from the participants' point of view.

Quantitative research seeks to quantify or reflect with numbers, observations about human behaviour. It attempts to describe relationships among variables mathematically, and to apply some form of numerical analysis to the social relations being examined (Terre Blanche, Durrheim & Painter, 2006:47). While the quantitative design strives to control bias so that facts can be understood in an objective way, the qualitative approach strives to describe and understand

social phenomena in terms of the meaning people bring to them (Boeije, 2010:11). Quantitative research is used to answer questions about relationships among measured variables with the purpose of explaining, predicting, and controlling phenomena. This approach is sometimes called the traditional, experimental, or positivist approach (Leedy & Ormrod 2001:101).

The quantitative approach may be described in general terms as the approach to research in the social sciences that is more highly formalised as well as more explicitly controlled, with a range that is more exactly defined, and which, in terms of the methods used, is relatively close to the physical sciences. Schutt (2006:18) states that quantitative methods are often used when the motive for research are explanation, description or evaluation. In this study, quantitative research is used to evaluate the role of coastal tourism in sustaining the livelihoods of the rural population and alleviating poverty in the study area. The researcher intends to develop a model to enhance the participation of the local community in decision-making and to assist the members of the local community to maximise benefits from coastal tourism in the study area.

Qualitative research design strives to identify and isolate specific variables within the context of the study (seeking correlation, relationship, casualty), while the quantitative design focusses on a holistic view of what is being studied (via documents, case histories, observations and interviews). Qualitative data is collected under controlled conditions in order to rule out the possibility that the variables other than the one being studied may account for the relationships identified, while qualitative data is collected within the context of its natural occurrence (Massey, 2003: 57).

Both quantitative and qualitative research seeks reliable and valid results. Data that is consistent or stable is of major concern in the quantitative arena, while the validity of qualitative findings is paramount so that data will be representative of a true and full picture of the constructs under investigation (Mouton, 2008). When these methods are combined, the advantages of each methodology complement those of the other, producing a stronger research design that will yield more valid and reliable findings. Combining these two methods helps the researcher to get a clearer picture of the social reality being studied by viewing it from different perspectives (Schutt, 2006:18). The inadequacies of individual methods are minimised and more threads to internal validity are recognised and addressed.

Although the initial research design in this study is predominantly from the qualitative approach, the quantitative mechanism will be used to promote triangulation. Methodological triangulation refers to the use of multiple methods to study a single problem, looking for convergent evidence from different sources, such as interviewing, participant observation, surveying, and a review of documentary resources (Terre Blanche *et al.* 2006:380). Triangulation involves the concurrent but separate collection and analysis of quantitative and qualitative data in order to compare and contrast the different findings to see the extent to which they do or do not agree with each other (De Vos *et al.* 2011).

3.4.1 Mixed Methods (Triangulation) Approach

Triangulation implies that techniques are used in a parallel sense, thus providing overlapping information, making it possible to check results from more than one viewpoint. Terre Blanche, Durrheim & Painter (2006) distinguish four distinct types of triangulation, firstly, data triangulation, where data is collected at different times, or from different sources in the study of a phenomenon. Secondly, is the investigator triangulation, where several different researches collect data relating to the same phenomenon independently and compare findings. The third type is methodological triangulation where different methods of data collection, commonly, both qualitative and quantitative are combined in the study. Lastly, triangulation of theories where a theory derived from a new discipline is used to explain a phenomenon in another discipline. In this study, data and methodological triangulation are applied as data is collected from different sources and qualitative and quantitative methods are combined.

The benefits of triangulation include increasing confidence in research data, creating innovative ways of understanding a phenomenon, revealing unique findings challenging or integrating theories and providing a clearer understanding of the research problem. Perone and Tucker (2003) propose that triangulation is not simply about combining different types of data, but it attempts to relate the two types of information to leave the validity of each type intact. The use of triangulation allows the researcher to capture a more complete, holistic and contextual portrayal and reveal the varied dimensions of given phenomena, with each source contributing additional piece to the puzzle. Schutt (2006:18) has listed the advantages and disadvantages of triangulation. Advantages

include the fact that triangulation offers a flexible and in-depth approach, is useful when research addresses complex issues and can help to break down divisions between research perspectives. Disadvantages of triangulation include the considerable time and money required when combining different approaches. Massey (2003: 58) reports that the multiple-method approach represents a poly-vocal approach to research; employing a range of methodological strategies means that the researcher does not necessarily privilege one particular view of the social world over another. In recognition of these and other such arguments, many social science researchers are increasingly rejecting the automatic association of particular methodologies with particular epistemologies. Boeije (2010:176) has emphasised various benefits of combining qualitative and quantitative methods.

Johnson and Onwuegbuzie (2004:17) broadly define mixed-method research as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study. The above definition indicates that there are few limits to what can qualify a study as mixed in its approach. The definition includes the simple use of different languages, which suggests that a study that uses a questionnaire composed of more than one language qualifies as mixed research. However, Johnson and Onwuegbuzie (2004: 20) further clarify that there are two different instances according to which a study can be described as mixed; mixed-model designs and mixed-method designs.

The first instance is when mixed-model designs are constructed by mixing qualitative and quantitative approaches within and across the stages of research. In this respect, Plowright (2011: 189) defines the mixed-model design as a research design whereby the investigator collects and analyses data, integrates the findings and draws inferences using both qualitative and quantitative approaches and methods in a single study or programme of enquiry. The researcher can, for instance, mix the two approaches to evaluate, using different methods, how the participants in a particular society react to a new policy. Such an approach can provide significant data that can have implications for the success or failure of the implementation of the policy in question.

The second instance is when Johnson and Onwuegbuzie (2004: 20) explain that mixed-method designs require the researcher to make two primary decisions, that is, (a) whether to operate largely

within one dominant paradigm or not, and (b) whether to conduct the phases concurrently or sequentially. In (a), the assumption is that the researcher can conduct the study within one paradigm, e.g. quantitative, using mainly questionnaires. In addition to this, the researcher can gather another set of data, e.g. focus group interviews, which is associated with the qualitative paradigm. Punch (2009: 296) refers to this approach as embedded mixed design because one data set plays a supportive secondary role in a study based primarily on the other data type. In such circumstances, statistical information can be compared with qualitative information obtained from the same group of subjects to assess if there is consistency in their responses. The assumption made in (b) is that the researcher can use quantitative and qualitative methodology at different stages of the research process or concurrently, for instance, the initial stage might be quantitative and the second stage qualitative. In this two-phase mixed-method approach, the second set of data is used to build upon the initial set (Punch, 2009: 296).

Various scholars agree that mixed research provides the researcher with a more reliable understanding of the phenomenon under examination rather than relying on one source of data (Burton and Bartlett, 2009; Cohen and Manion, 1994; McDonough and McDonough, 1997; Creswell, 2003; Drew and Demack, 1998; Terre Blanche and Kelly, 2012; Condelli and Wrigley, 2005). Burton and Bartlett (2009: 26), when stating that several methods can produce a thorough and rigorous piece of research when different methods complement each other, confirm this notion.

However, Boeije (2010: 158) cautions that a mixed-method approach is not without controversy. One of the purposes of mixed-methods research that is controversial is triangulation. Schutt (2006:18) defines triangulation as the process of seeking convergence and corroboration of results from different methods and designs in studying the same phenomenon. Thomas (2009: 111) cautions that opinions differ on the need for triangulation, as some researchers believe that a piece of interpretive research has value and completeness in itself. Other concerns with triangulation have to do with misunderstanding its purpose. To clarify potential misconceptions in the purpose of mixed research methodology, Hammersley (2008: 23-28) puts forward four meanings to the term triangulation.

The first meaning is triangulation as validity checking, whereby the validity of an interpretation that is based on a single source of data is subjected to verification with at least one further source that is of a strategically different type (2008: 23). Hammersley points out that this technique does not necessarily involve combining quantitative and qualitative approaches, as it may include data obtained through the same method but gathered from different sources. Hammersley (2008: 23) indicates that comparing data in this way is not entirely incorrect, particularly if the findings from different sources are the same. However, Hammersley cautions that researchers need to guard against a situation whereby both sources of data are simply biased in the same direction. The key in this case is that the same set of questions used to interview different respondents is not biased.

The second interpretation of triangulation, as pointed out by Hammersley (2008: 25), citing Cicourel (1994), is termed indefinite triangulation, whereby the researcher collects accounts of the same event from several different groups of participants. To illustrate this point, Hammersley refers to Cicourel's research (1994) on school classrooms that compares the teacher's account of the lesson before and after it was presented with the account given by the schoolchildren. It was found that the accounts were different as the children viewed the lesson from their own perspective as learners, which cannot be expected to match that of the teacher as the facilitator. Therefore, in cases where different groups of respondents are not in the same position on the issue under investigation, their differences of opinion might sometimes not be considered as significant to research findings. In such cases, the researcher might need to clarify that the divergence in opinion is to be expected from the different groups of participants because of their different positions on the issue under investigation.

The third term used by Hammersley (2008: 27) is triangulation as seeking complementary information. He explains that this term refers to the use of different research methods, such as combining statistical responses with observations of participants, to find converging evidence (Erzberger and Kelle 2003: 461). Hammersley (2008: 27) finds this way of thinking problematic as it is not easy to tell which source of data will provide the most reliable kinds of complementary data. Instead, he is of the opinion that the rationale behind mixing of methods should not be to identify the strengths and weaknesses of different research methods, but the value in combining them.

Lastly, Hammersley (2008: 27-8), citing Flick (1992, 1998, 2004) and Sale et al.(2002), refers to triangulation as an epistemological dialogue or juxtaposition to argue that triangulation was first conceptualised as a strategy for validating results obtained by way of individual research methods. However, the focus has shifted increasingly towards further enriching and completing knowledge and towards the limited epistemological potentials of the individual method. The concern raised by Flick (1992) in Hammersley, (2008: 27) regarding this rationale for triangulation is that different methods do not simply provide varying kinds of information about the same object. Instead, different methods constitute the world in different ways. For this reason, combining them may lead neither to validation nor to an increasingly complete picture, argues Flick (1992), as quoted by Hammersley (2008: 28). Moreover, Hammersley (2008: 28) has concerns about the meaning and legitimacy of the findings that emerge when the combination of data sources involves conflicting epistemological assumptions. The two research options recommended by Hammersley (2008: 28) are to keep within the confines of a single epistemological paradigm or to set up some form of dialogue between the differing epistemological positions. This means that the use of another research method should clearly be explained as intended to enrich the main data collection method, rather than to claim to establish reality-using data obtained from two conflicting epistemological assumptions.

Hammersley (2008: 28) concludes his reasoning about the different interpretations of triangulation by stressing that he is not suggesting that triangulation should be totally rejected. His aim is to help researchers recognise the limits to what any particular type of data can provide. Hammersley (2008: 28) cautions researchers not to use triangulation to claim that their findings present complete reality, particularly in Social Sciences. Thomas (2009: 19) argues that one can never get conclusive evidence of something being the case. Instead, the goal of mixing methods should rather be to expand one's understanding (Johnson and Onwuegbuzie 2004, Onwuegbuzie and Leech 2004).

3.4.2 Target population and sampling of the study

Schutt (2006: 133) defines population as the entire set of individuals or other entities to which study findings are to be generalised. The target population of this study comprises of stakeholders

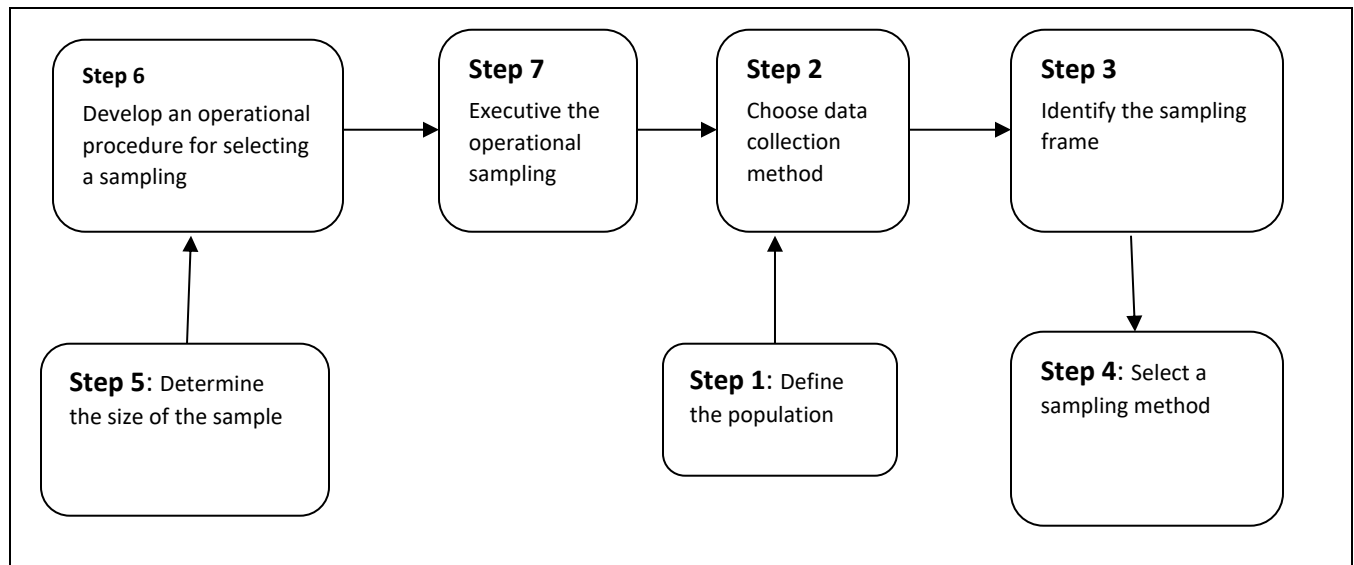
with a vested interest in coastal tourism, stakeholders such as TKZN, Enterprise iLembe, iLembe District Municipality, the tourism enterprises in the study area and the local community of Nonoti Beach. Wei (2004) defines a sample as a selected set of elements or units drawn from a larger whole of all elements, the population. Long (2007) indicates that a sample is a finite part of a statistical population, whose properties are studied to gain information about the whole. According to Churchill and Lacobucci (2002: 448), a sample is an individual person or a social group of the chosen population or units of analysis that form the basis for sampling. A sample refers to all the elements from which the information is gathered in order to solve a particular research problem. When selecting a sample, it is important for the researcher to select respondents who are a true representation of the population (McDaniel & Gates, 2001: 328).

Sampling is a process of selecting a small portion of the study population for data collection and analysis in order to draw conclusions for the study (Tustin et al, 2005: 337). Purposive sampling is used to identify stakeholders that are participants to this study. Researchers working within the interpretive/constructivist paradigm typically select their samples with the goal of identifying information-rich cases that will allow them to do an in-depth study of a case. Although the goal is not to generalise from a sample to the population, it is important that the research make the sampling strategy and its associated logic clear to the reader (Mouton, 2008:174).

3.4.3 Developing a sample plan

The failure to develop a thorough operational plan could hamper the success of the entire sampling process. A sampling plan is drawn up in accordance with the seven steps that are outlined by Tustin *et al.* (2005), appearing in figure 4.1 below.

Figure 3.1: The sampling plan adopted from Tustin et al. (2005)



The research process applied in this investigation followed the procedure proposed by Tustin et al. (2005) and that appears in the diagram above. The steps are common to all research processes. They are discussed individually using the following subheadings:

3.4.3.1 Selecting a sampling method

The selection of a sampling method is dependent on the objectives of the study, time, financial resources and the research problem under review. However, other factors, such as non-responses and the value of the information provided by the persons included in the sample are also considered (McDaniel & Gates, 2004: 274; Maholtra & Birks, 2003: 206; Tustin et al, 2005: 342). The type of sample that is used determines what the respondents are required to do. This step is of greater importance in the process of selecting a sample that is used and determines what the respondents are required to do. This step is of great importance in the process of selecting a probability sample than in selecting a non-probability sample (McDaniel & Gates, 2004: 278). In this study a stratified random sampling is used to select a sample for questionnaire distribution.

The sampling methods can be grouped into two broad categories, namely, probability sampling and non-probability sampling. Probability sampling refers to samples in which all the subsets of the population have non-zero chance of being selected, while non-probability sampling is used when certain subsets of the population have little or no chance of being selected for the sample

(Tounsand & Cairns, 2002; Chirchill & Lacobucci, 2002: 453). The various methods of probability and non-probability sampling are shown in table 3.2 below:

Table: 3.2 Probability and non-probability sampling techniques

Probability Sampling	Non-Probability Sampling
Simple random sampling	Convenient sampling
Systematic random sampling	Judgemental sampling
Stratified, random, proportionate, disproportionate sampling	Quota sampling
Cluster/Area sampling	Snowball/internet Sampling

Source: Adapted from McDaniel & Gates, 2004: 277

A non-probability sampling method can yield good estimates of the population’s characteristics (Malhotra, 2004). It involves the use of personal judgement. A judgmental sample is defined as an approach in which the researcher attempts to draw a representative sample of the population by using judgemental sampling technique (Churchill & Locobucci 2002: 454). This type of sampling is used in this study to select in-depth interview participants with a careful consideration of its limitations, which, amongst others, include high levels of bias.

3.4.3.2 Population and sample frame

Whilst the first stage in sampling is to identify the target population, which includes all the relevant units, the most important consideration is to select a sample frame that is representative of the target population (Malhotra & Birks 2003: 767). The sample frame refers to the number of respondents who are included in the investigation. The size of the sample frame usually affects the quality and the generalisation of the results. If the sample is too small, then the data that will be obtained may not be representative. For the sake of this study, the questionnaires were administered to 60 members of the local community who are composed of the Inqaba Trust representatives, property owners, the residents and employees at various tourism enterprises around Nonoti Beach in the towns of KwaDukuza and Zinkwazi. In-depth interviews were conducted within 3 government agencies, namely, TKZN, iLembe District Municipality and Enterprise iLembe. In-depth interviews were also conducted with political bodies that were

represented by the democratically elected leadership for Ward 3 (Nonoti Beach), as well as on three focus groups, which were composed of 8 members per focus group. The purposive sampling technique is suitable for this study as it targets key informants, who hold positions in the community, government and tourism businesses that equip them with relevant information. Below is the table indicating the interviews that were conducted in the process of collecting data for this study.

Table 3.3: Interviews Conducted in this study

Organisation	Expected number of Interviews	Actual interviews conducted
KwaDukuza Local Municipality:		
Official for Economic Deveopment	01	00
Democratically Elected Leadership	01	01
ILembe District Municipality	02	02
Enterprise iLembe	01	01
Tourism KwaZulu-Natal	01	01
Industrial Development Corporation	01	00
Tourism Investment KwaZulu-Natal	01	00
Tourism Establishments	05	05
Inqaba Trust	05	03
Representatives from Community Groups		
Nonoti Beach community	05	04
Zinkwazi Beach	05	04
Blythedale Resort	05	04
TOTAL	33	25

3.5 DATA COLLECTION METHODS AND INSTRUMENT

Several methods are used to collect data, namely, questionnaires, interviews, observations, documents, tests and unobtrusive assessments. Normally, researchers use one or more of these data collection methods, depending on the restrictions of each of the methods (Henning, *et al.* 2004: 101-103).

Sekaran and Bougie (2010: 184) define data collection methods as an integral part of the research design, each method with its own advantages and disadvantages. The use of appropriate research methods enhances the value of the research. Although both qualitative and quantitative techniques are used in this investigation to obtain the elusive information and comprehend the complex problem, it is relatively easy to manage and control the information in a systematic way without including ambiguous cause and effect relationships between single variables, more specifically, because the research is conducted by means of a case study approach (Churchill & Iacobucci 2002: 105). It is possible to use the in-depth interviews and questionnaires to maximise the richness of the discussions and data collection. Whilst the in-depth qualitative interview method is interactive, and is often used in a case study research, questionnaires provide data that is normally beyond the reach of the researcher.

A measuring instrument can be constructed based on the research objectives that are formulated (McDaniel & Gates, 2001). The usefulness of the measuring instrument is determined by the analysis and interpretation to which it will be subjected. The instrument that the researcher is using in the present investigation is primarily questionnaires and in-depth interviews. These two data collection techniques were selected because they are convenient and cost effective. The in-depth interviews were used “during a face-to-face communication and are defined as a two-way conversation that is initiated by an interviewer to obtain information from the participant. If a face-to-face interview is conducted successfully, it is an excellent technique for data gathering” (Babbie and Mouton 2010).

3.5.1 Data collection Procedure

The data collection procedure comprises the sampling process that is discussed in a preceding section as well as the controlling of the process to ensure that it follows the prescribed procedures. At this stage, the researcher collects the data by physically administering the questionnaires to the participants and by conducting in-depth interviews with the key informants. Appointments by telephone with key informants are made and interviews lasting 20 minutes each are conducted with each of the respondents. The errors that could occur at this stage are referred to as non-sampling errors. Such errors may occur due to the following reasons:

...selecting the wrong sample elements to interview; securing subjects who subsequently refuse to participate or are not at the office when the interviewer arrives or phones; interviewing subjects who intentionally provide incorrect information and, finally, hiring interviewers who cheat and fill out fake survey questionnaires. Cant et al. (2003:50)

In order to minimise this type of errors, the researcher administered the questionnaires and conducted in-depth interviews herself without the help of fieldworkers. Thereafter, the collected data was analysed.

3.5.2 In-depth interviews

In-depth interviews are less structured, but more intense and probing, in comparison with other methods of data collection, such as questionnaires. The intention of an in-depth interviews is to collect rich and detailed data. Terre Blanche, Durrheim & Painter (2006: 303) proposes that the in-depth interview could assist a researcher to engage in dialogue with the real person being interviewed and to the interviewee as a human being and not merely as a study. Unlike in a questionnaire when the interviewer uses a guide that contains both structured and unstructured questions (Tustin et al, 2005: 391), in an interview, questions may be asked in any manner, without following a prescribed format. In addition, the interviewer may verify the information provided, cross-examine the interviewee and probe for information that lies beyond the question posed (Churchill & Lacobucii, 2002: 275).

The use of interviews in this study afforded the researcher an opportunity to probe and cross-examine the interviewees, concerning participation patterns and the level of involvement of the

local community in the management of Nonoti Beach as a tourist destination as well as the role played by government agencies and tourism businesses to promote coastal tourism in the study area. The interviewer is also afforded the opportunity to control the discussion and thereby concentrate on the major areas under review (Malhotra & Birks, 2003: 61). The use of key informants ensures that very rich and in-depth information is obtained, because the researcher is in the position to repeat some questions, rephrase them and can clarify some issues that might be raised by the interviewees. The interviews were unstructured, which permits the interviewees to create arguments, present bare facts regarding the benefits accruing to the local community and the challenges limiting the participation of local communities in decision-making structures in the study area. The number of interviews conducted in this study is indicated in Table 3.2 above together with the organisations and/or individuals these interviews were conducted with.

3.5.3 Questionnaires

Questionnaires make use of the formalised list of questions in the form of a questionnaire to obtain the information required. Salkind (2001: 138) proposes that questionnaires should be structured in a simple format to satisfy the following criterion. Each question should refer to one issue and require one answer. When the questionnaire is structured in a simple format, it allows for the social and cultural issues to be taken into account, such as family issues, community values and political beliefs. The respondents should be encouraged to complete the entire questionnaire by adding interesting questions that will encourage respondents to answer all the questions. It is important for the questionnaire to be designed in a way that serves the research, and not to collect information on a related but implicit topic. In other words, the questionnaire should be used to achieve the objectives of the study.

Available literature (Dornyei 2003, Malhotra & Bricks 2003) defines a questionnaire as any written instrument that presents respondents with a series of questions or statements to which they react either by writing out their answers or by selecting from among existing answers. A questionnaire is a common instrument for observing data that is beyond the physical reach of the researcher. Malhotra & Bricks (2003) further states that questionnaires are used to gather data because they are easy to quantify and analyse. However, questionnaires should not be too long or

complicated and they should make it easy for the respondents to give answers that reflect their true opinions.

Burton and Bartlett (2009: 75) warn that it is sometimes difficult to obtain in-depth personal responses when using questionnaires since both questions and answers often remain superficial. Burton and Bartlett (2009) attribute this to the fact that statistical data gathered by the surveys explain to the respondents what people think, but it will not allow the respondents to raise specific issues they might have. This can be addressed by using closed and open questions in a questionnaire.

Terreblanche, Durrheim & Painter (2006: 301) describe a closed question as a type of question that can be answered with a simple 'yes' or 'no' which, provides respondents with a set of answers and requires them to choose the one that represents their view most adequately. Schutt (2006: 104) argue that this type of question limits respondents in that they have to choose from the provided options. They also argue that another drawback to closed questions is that they can be so directive as to be patronising (Terreblanche, Durrheim & Painter, 2006: 301). Despite such criticisms, Schutt (2006: 104) indicate that it is sometimes necessary to use closed questions as they remain a valued means of gathering data that can be easily processed and scored, particularly when dealing with large numbers of respondents. In contrast to the closed question, an open question is not followed by any kind of specified choice. Instead, respondents' answers are written out and recorded in full (Plowright, 2011:55). Mouton (2006: 233) asserts that the main advantage of open questions is that they give the respondents maximum freedom to present their views.

However, there are two main drawbacks of questionnaires as a method of data collection. Firstly, when participants complete questionnaires they are engaged in what is known as the method of self-report (Schutt, 2006: 249). This method requires participants to look within themselves and to identify their attitudes, feelings, perceptions and beliefs in response to set questions. These questionnaires provide subjective data, which can be controversial. The validity of self-report data may be questioned as participants may provide answers that the respondents thought the researcher wanted rather than their honest opinions. As such, the findings may have very little connection to the respondents' actual behaviour (Neuman, 2007: 168). For the purpose of this study,

questionnaires are compiled in the form of open and close questions. The questions are structured in such a manner that they elicit certain responses from the respondents. This approach is supported by Churchill & Lacobucci (2000) who states that a questionnaire consists of questions that are carefully designed to obtain responses that could help in achieving the objectives of the study, because it could assist the researcher to convert into information the data that is collected from the respondents. The responses are summarised in order to gain information on the respondents' knowledge of the subject, their perceptions and expectations. The participants are given the opportunity to respond freely and to give neutral answers when they prefer to do so. All these factors are considered in the selection, design and distribution of the questionnaire that is used in this study. The following measure scales are used to measure perceptions, attitudes, preferences and other characteristics (Malhora, 2004: 236):

- Ordinal scale: these are numbers that are assigned to indicate the relative positions of objects, but not the magnitude of the differences between them (preference ranking);
- Interval scales: these are the differences between objects that can be compared. A zero point is arbitrary (i.e. attitudes);
- Ratio scales: the zero point is fixed and the ration of the scale values can be compared.

When the questionnaire is developed, the wording of the questionnaire should be clear, simple and easy to comprehend without compromising the objectives of the study. An essential step that is taken before the actual collection of the data (fieldwork) is conducting a pilot study, which is intended to increase the effectiveness of the research instrument and to provide an opportunity to make modifications and corrections. The aim of this step is to increase the reliability and validity of the study. In this study also, a pilot study was conducted and its results were useful to the researcher as they gave insight to those questions that had to be simplified or those that sought more clarity. In this study, 60 questionnaires were administered to the members of the local community, who could be classified into four categories as appearing in Table 3.3 below. The number of participants in each category is also indicated.

Table 3.4: Categories of the local community that participated in this study

Community category	Number of participants	Participant percentage
Ordinary member of the community	35	58
Property owner	05	08
Renting resident	10	17
Employee in a tourism enterprise in the neighbourhood	08	14
Other	02	03
TOTAL	60	100

3.5.4 Focus group interviews

Focus groups are group interviews that rely, not on a question-and-answer format of the interview, but on the interaction within the group. This reliance on interaction between participants is designed to elicit more of the participants' points of view (than would be evidenced in more researcher-dominated interviewing). Using focus groups as a data collection technique would be appropriate when the researcher is interested in how individuals form a schema or perspective of a problem. The focus group interaction allows the exhibition of a struggle for understanding of how others interpret key terms and their agreement or disagreements with the issues raised. They can provide evidence of how differences are resolved and consensus is built (Boeije, 2010:64).

According to Bless and Higson-Smith (2000:110), the advantage of using focus groups is that when the participants disagree on a particular issue, the whole group will explore the disagreement in detail. Thus, the researcher will gain a deeper insight on the topic. The advantage of structured interviews is that interviewers can ensure that all items on the interview schedule are considered (Bless & Higson-Smith 2000:105). The advantages of focus groups are that: a secure setting can be provided for a discussion without fear of criticism, an in-depth discussion of a topic can be obtained and that such discussions can be very useful in constructing questionnaires (Struwig & Stead 2004:100). In this study three focus groups were used to collect data. Each focus group had a maximum of eight people, with four members in each group chosen as spokespersons. The first focus group was composed of the community members selected from the study area, which is

predominantly black. The other two focus groups were composed of the community members from the neighbouring towns of Blythedale Resort and Zinkwazi Beach, which are both white dominated, to do a comparison on the understanding of coastal tourism and the awareness of governance regulating this form of tourism and associated resources.

3.6 DATA ANALYSIS

The quantitative data collected was analysed using univariate analysis. Univariate analysis is the examination of the distribution of cases on only one variable at a time (Mouton 2008:422). This was chosen because of its simplicity and a summary of data collected can be presented in tabular and graphic forms for easy comprehension and utilisation (De Vos *et al.* 2011:254). In this study, appropriate descriptive statistical techniques were applied. Descriptive statistics refer to statistical techniques and methods designed to reduce sets of data and make interpretation easier. Descriptive statistics may therefore be defined as the collection, organising, presentation and analysis of data (Fox & Bayat 2007:111). Descriptive statistics enable the researcher to describe the distribution of, and relationship among variables (Schutt 2006: 442).

Simple descriptive analysis, frequency distributions and interpretation (done in percentages) are used in this study. Some of these interpretations are displayed using bar and pie charts. The questionnaires were coded statistically. The coded data from the questionnaire was captured in the computer. The statistician made use of the SPSS computer programme to process the collected quantitative data and to generate statistical results. The result of this analysis is provided in the next chapter where each variable is treated separately.

To analyse the qualitative data, a thematic analysis was used. Braun and Clarke (2006:79) assert that thematic analysis is a qualitative analytic method for identifying, analysing and reporting patterns (themes) within data. It minimally organises and describes data set in (rich) detail. However, frequently it goes further than that, and interprets various aspects of the research topic. Hardy and Bryman (2004:550) hold that thematic analysis is an approach of the content analysis where the coding scheme is based on categories designed to capture the dominant themes. Braun and Clarke (2006:82) state that a theme captures something important about the data in relation to

the research question and represents some level of patterned response or meaning within the data set.

In this study, data from the focus group interviews is analysed using the qualitative analysis software QSR NVivo10. This software was chosen because it is used to manage large amounts of data. It also allows ideas and issues to emerge more freely without compulsion to force data into already established categories (Jones 2007:74). In this study, data was transcribed into NVivo and was later coded. The codes are refined and, in the process, some codes might be dropped because of their low density.

3.7 ETHICAL CONSIDERATIONS

During the research process, the researcher adhered to the ethical considerations held in Social Science research concerning ethics when carrying out research with humans. The researcher applied to the UKZN Ethical Clearance Office to conduct this research and an ethical clearance was granted. Prior to that, a letter requesting permission to conduct research at KwaDukuza Local Municipality, TKZN, TIKZN, Enterprise iLembe was sent to the relevant authorities and gate keepers, and permission was granted. The researcher also made use of the consent form to acquire the informed consent of all the participants. The researcher also agreed with the participants that they had a right to withdraw from the study at any time and to participate or not to participate. In the consent forms as well as in the introductory remarks, it was indicated for the focus group interviews and observations, as well as for the individual participants that participants would remain anonymous and the information obtained from them would be confidential. Subsequently, pseudonyms were used in the focus group interviews and those, which are observed. During the data collection and analysis period, voice recordings were conducted, with the researcher having obtained permission to do so.

3.8 CONCLUSION

In this chapter the research design, methodology for this study and the research process are discussed. The objective of this chapter is to describe the research methodology that is applied during the empirical component of this study. Aspects of the design, together with the underpinning methodology are discussed in order to justify the quality and significance of the

procedures that were applied. The difference between research design and methodology is highlighted. This difference was applied to this empirical study and clarity was made with regards to the research design whose focus is on the logic of the research and the end product. It must be noted that the point of departure for the research design is the research problem or research question, whilst research methodology has its focus on the research process and procedures, the point of departure being the specific tasks that is, data collection and sampling techniques that were used to select the sample used.

The mixed methodology comprising of the qualitative and quantitative approaches to conducting research are also described and explained. The benefits of conducting research using mixed methodology approach are highlighted and discussed. Mixed methods imply that techniques are used in a parallel sense, providing overlapping information, making it possible to do triangulation in order to provide richer data by exposing information that may have remained undiscovered if a single approach had been employed and checking results from more than one viewpoint. The data and methodological triangulation were used in this study as different sources are used and both quantitative and qualitative methods are combined.

The sampling technique is also discussed, justifying the selection of participants in this study. Matters of ethics in research are explained as well as how they were applied in the areas of voluntary participation, avoidance of harm or discomfort to participants, privacy, anonymity, confidentiality and informed consent.

Chapter Four

Management of Coastal Areas in KZN, With Special Reference to Nonoti Beach

4.1 INTRODUCTION

This chapter focuses on the management of coastal areas in KwaZulu-Natal, the coastal province where the study area is located. The chapter starts by providing a brief background of the study area with special reference to the history of Nonoti Beach in connection to the sea and the management of coastal resources. It was indicated earlier that the land where the Nonoti community resides was obtained through a land claims process; therefore, this chapter discusses the economic activities of the community under study in the pre-colonial, colonial as well as the post-colonial eras. The focus of this chapter is on how the local community has been sustaining their lives over the years and if there is any continuity or observed changes in their way of life. This chapter also discusses how landownership through restoration can be used as a tool to sustain the livelihoods of the new landowners in the study area. Lastly, this chapter focuses on the perceptions of various stakeholders with an interest in coastal tourism. Amongst these stakeholders are the government entities and the local community composed of representatives from Inqaba Trust, the property owners, the renting residents and the employees in tourism enterprises around the study area. The focus of this chapter is on how various role players with a stake in coastal tourism perceive this form of tourism as is taking place at Nonoti Beach, and if there are any commonalities, continuity as well as change. It also focuses on the areas in need of improvement, strategies that could be used to enhance the participation of the local community in coastal tourism as suggested by the participants in this study.

4.2 HISTORICAL BACKGROUND OF NONOTI BEACH COMMUNITY

The issue of land tenure and land rights has generated far-reaching conflicts and has become a controversial issue between modern and traditional political authorities in post-colonial Africa (Geschiere et al. 2008). This is because land remains the primary means of economic production (Waligo, Clarke and Hawkins 2013, Glavovic 2006) for the majority of the African people and states, thereby making land tenure a highly contested subject, considering the fact that, to many

Africans, as much as land is an economic asset, but it also has a spiritual value. In pre-colonial Africa, traditional land tenure systems varied from one community or ethnic group to another. Cousins (2009:8) identified basic features of indigenous pre-colonial land tenure systems as generally characterized by unregistered customary land tenure. This was a mixture of freehold and leasehold under the structural framework of the family lineage or clan. Hoogendoorn and Rogerson (2015) argue that during the pre-colonial and colonial eras, land ownership was characterized by gender based discrimination in which women largely gained secondary rights to land through male relatives or by virtue of their marriage relationship to men. The land was primarily used for subsistence agricultural production and the commercial sale of land was a rarity.

During the pre-colonial era, traditional African societies provided the basis for cohesion and solidarity that held socio-political life together, established structures and identified characteristics that provided meaning and purpose to life (Geschiere et al. 2008). These features were anchored in belief systems, customs and history that are transferred from one generation to another, which accounts for the embeddedness of African life in deep and rigid cultural traditions. The onset of colonialism disturbed and entangled this organic character of African societies (Okere et al. 2005). During the pre-colonial era, the land where the study area is located belonged to the black community and was under the traditional leadership of iNkosi yabaThembu. During this time, the community used to practice subsistence farming to provide for families and to sustain livelihoods. They also practiced sugar-cane farming, though on a small scale. During the colonial era, the White settler appropriated the local community together with iNkosi yabaThembu of the land. Presently, the land under study is under the management of three structures, namely, ubukhosi baBathembu, the democratically elected leadership, as well as Inqaba Trust, and the presence of these three structures result in confusion concerning the issues of power, as highlighted by Respondent 1 who states:

Right now there are people who have been allocated sites in the land that Inqaba Trust is in the process of developing. What should be noted is that a portion of the land at Nonoti Beach which has been set aside for conservation purposes, a protected area, is now exploited as a result of the royal family allocating sites to people even in the area that has been set aside for nature conservation, leading to the conflict between the traditional leadership and Inqaba Trust.

Over the past three decades, there has been an increasing trend in the constitutions of many countries in Africa to recognize the existence of customary law as an independent and equal source of law (Wicomb and Smith 2011).

This was influenced by various court rulings in favour of the rights of indigenous people as well as the emergence of various instruments that call for the recognition and respect of the rights of customary communities to own, use, develop and manage their own land and resources (Sowman and Wynberg ed. 2014).

As much as customary law was perceived as a significant tool for law enforcement in many African countries, Ntsebeza (undated) cautions that conditions on the ground after 1994 in many rural areas under traditional authorities in South Africa demonstrated how difficult it would be to accommodate traditional authorities in a democracy. According to Ntsebeza (undated), this was complicated by the fact that the South African constitution recognizes the institution of traditional leaders, but the roles, functions and powers of traditional authorities are not clearly spelt out. This leads to a great deal of confusion and tensions on the ground, such as the one highlighted in the source cited above, and it is evident that at the centre of this conflict is control over land, in particular, land allocation.

During the colonial era, land titling and registration were introduced as the basis for private ownership of land, which was problematic because private ownership of land was non-existent in many local communities, including the community under study. Colonialism introduced forced expropriation and alienation in most parts of Southern Africa, including the study area, where large settler communities of white colonisers invaded the land that was initially owned by Black communities. Respondent 9, an elder that has lived at Nonoti Beach for many years, when she gave her own recollection of how the events unfolded at Nonoti Beach, confirms this by saying:

During the colonial era, a white man called Dambuza came and stayed with us as the community at Nonoti Beach. He later claimed that the land at Nonoti Beach belonged to him. He stayed at Nonoti for a long time until he announced to the community that he was going back home, which was overseas. He then forced the black communities residing at

Nonoti Beach to buy the land from him and said each family had to give him a cow to have a stake in the land that he was about to leave. The local community members refused to do that saying that they cannot buy the land because it was originally theirs. The white settler, Dambuza then asked the community members to pay him some money, to which they refused. Then the Bodasings, which were the Indian family agreed to buy the land from Dambuza.

What is evident from the discussion above is that the land that originally belonged to the black community found itself changing hands from the white settler, to the Indian farmer with no recognition whatsoever of the original owners of the land, which was the Black community of Nonoti Beach. This land expropriation created population pressure and land scarcity for the local community of Nonoti Beach and for many other African populations who were displaced from their ancestral land. Glavovic (2006) confirms that land expropriation of the colonial era resulted in black communities being confined to highly marginal and less productive land spaces. When the white settlers arrived in these black owned spaces, they took the land in the guise of bringing civilization as well as western enlightened knowledge and expertise (Geschiere et al. 2008), which was proclaimed superior. On close inspection, the colonial school turned out to be a rigid institutional setting for entrenching western civilization and knowledge against African Indigenous knowledge (Okere 2005:98) and ended up looking down upon the black communities and what they believed in.

According to Omeje and Kwaja (2017), the colonial era was characterized by conflict between traditionalism and modernity, which created a deep-rooted confusion and ambivalence in the socio-economic, cultural, political and ideological orientations and identities of the African people, both as individuals and as collectives. In the discourse of African social structures and ways of life, the boundaries between African indigenous heritage and imported external systems and influence are increasingly unclear but are also in conflict. This becomes evident from the response of Respondent 2, a member of the Board of Trustees in Inqaba Trust:

Yaaa, I can say that there is conflict in the way in which Nonoti Beach as a tourism destination is managed, although it is minimal. This conflict results mainly from the lack of understanding between Inqaba Trust and the municipality in the way in which we as Inqaba Trust would like things to unfold, because sometimes the municipality has a different understanding from Inqaba Trust, so I think that is the main source of conflict. It leads to some confusion and you as a person can end up thinking the democratically elected councilor works differently from Inqaba Trust. It must be noted that last year, the Minister of

COGTA brought in and negotiated with us as members of the local community to accept iNkosi yabaThembu. They explained that iNkosi yabaThembu is only responsible for the cultural issues in the area. At times one might end up having misconceptions about the powers considering the fact that the main struggle in South Africa is about the power. The only way to resolve the power issues is creating a platform where all the stakeholders could come together and come out with an integrated plan on how to work around the issues pertaining to power and to share ideas on what can or cannot be done and clarify the roles and responsibilities of each.

Geschiere (2008) proposes that African traditional values and western civilisations can co-exist and aspire towards modernity in ways that do not seek to displace the other. Therefore, this study suggests and highly recommends constructive hybridization of African traditionalism and western modernity based on mutual respect and reciprocity, in order to avoid the perception that ideologies associated with western civilization are used to replace African traditional values and indigenous knowledge system.

Another land related conflict arose yet again between the Bodasings, the Indian family that bought land from Dambuza and another white family, the Stuarts that owned the sugar mill in the study area where the farmers used to send the sugar cane once ripe for sugar production. This is confirmed by Respondent 3 when he states that

A conflict arose between the Bodasings and Stuarts over the land and the two parties agreed that whoever has more money was going to take the land. They then put the money in two parallel lines from Nonoti to KwaDukuza and the Stuarts' money got finished before Bodasings'. It became evident that Bodasings had more money and that is how they won the land where Nonoti Beach is located today. The Bodasing family head then divided the Nonoti land down to the sea into pieces and gave it to his sons who were all sugar-cane farmers. Bodasing further gave pieces of the remaining land to other Indian families. The black families were then crowded into a small space and there was pressure on that small piece of land due to overcrowding. Other black families were paying rent in the Indian homes, although people who were working at the farms were not charged rent. Other community members, more especially women and children were employed as workers in the Indian farms tending the sugar cane fields and others, more especially men were cane cutters until after the first democratic elections when the

government made a call to dispossessed communities to come forward and claim their land.

This marked the beginning of the post-colonial era. What has been noted is that post-colonial African civilization, rooted in traditionalism and various models of modernity, is continually subjected to invention, re-invention as well as mutual negotiation and infusion of customs, values and beliefs because of the intensification of the frontiers of communication and interaction (Omeje and Kwaja 2017, Okere et al 2005). This is the strongest expression of the post-colonial era. This is confirmed in Wicomb and Smith (2011) where they propose that due to the re-invention of people's cultures and customs, post-colonial Africa is at crossroads. The transformation of the continent and its people is intrinsically linked to the transition from traditionalism to modernism while struggling hard to defend a pan-African identity. Most African states, communities and people tend to resist any attempt that imposes unacceptable value systems on them, particularly from the west in the name of modernity. Okere et al. (2005: 98) believes that traditionalism and modernity are adaptable phases in the collective development of people and it should be noted that modernism is an eternally evolving paradigm of human civilization that is not peculiar to any people, society or hemisphere. This is confirmed in Ntsebenza (undated) where it is stated that:

Post-traditionalism recognizes the mix of indigenous African knowledge systems and modernity, therefore scientific advancement and developments in Africa should be guided towards meeting the continent's specific needs rather than imitating the west and compromising indigenous cultures.

According to Geschiere (2008), post-colonial African states inherited social formations that upset the balance of indigenous political institutions to the extent that the indigenous systems were replaced with modern institutions as part of the colonial legacy imposed to Africans in the aftermath of decolonization. The colonial government established western oriented institutions and agencies of governance that usurped the sovereignty of traditional institutions and subordinated them to the control of colonial government. The reliance on force to impose colonial governance provoked considerable political resistance in the African communities of South Africa. The transitional social formations inherited by post-colonial Africa are largely characterized by

institutions of government staffed with career civil servants, the co-existence of traditional and modern political authorities and subordination of the traditional by the modern (Omaje and Kwaja 2017:87).

The post-colonial states such as South Africa and the community under study are faced with a challenge of creating a balance between indigenous political systems and the advancing modern systems they inherited. Most post-colonial states are characterized by an unbalanced structure of hybridization, whereby traditional institutions as custodians of the people's culture and tradition are confined to local administration of some sort and advisory functions whilst the modern political institutions hold ultimate power acquired by either democratic or undemocratic means (Omaje and Kwaja 2017:87). The postcolonial reforms seem to have expanded the trajectory of colonial land policies as they also put large emphasis on land titling, registration, land privatization and development oriented expropriation for large-scale commercial agricultural production, which has enhanced the contradiction between customary land tenure and modern state-driven, individual private sector-oriented land tenure. Even in the post-colonial era, the rural women are the worst hit by the post-colonial land policies and scarcity, as they increasingly find it difficult to access land for smallholder subsistence cultivation. "Since women are almost completely dependent on men to access land, those women who are single, widowed, childless, disabled or divorced or only with female children have few or no resources may have no access to land, except through a male relative due to the divisions that take place along gender lines" (Mamdani 2002:170, Tripp 2004:6)

After the first democratic elections of 1994, the black government made a call to the dispossessed communities to come forward and claim their land. The Nonoti Beach community was one of those communities that applied to have their land restored. The findings of this study reveal that the settlement was made on this land claim in favour of the community. The process that was followed before DLRA approved this claim; to verify the claim, is explained by Respondent 9 where he states that:

Older people were called to come forward and give evidence that the land in question really belonged to the Nonoti community initially. They came forward, pointed the graves, and indicated who was buried in those graves whether it was a male, female or a child. The DLRA was using the machine to verify that information and when they were satisfied with the provided information, the claim was then approved.

After the DLRA had verified and approved the Nonoti Beach community claim, the government then bought the land from the Bodasing family and restored it back to the black community that was previously dispossessed. After the land at Nonoti Beach was restored to the black community, the Indian families that were allocated the land by Bodasing remained in the area but were given a portion of the land where they reside side by side with the previously dispossessed black community, where an agreement was reached that they were not going to pay any rent. Respondent 9 confirms this when he states that

The new landowners decided not to chase the Indians away because they understood that most of them were born at Nonoti Beach and had nowhere else to go. Most Indians residing at Nonoti Beach work in places like KwaDukuza, Zinkwazi and Darnall. Some of the community members relocated to nearby traditional authorities like eMacambini tribal authority and others. Others relocated to the inland places like kwaMaphumulo, Kranskop, Greytown and others. About 10 percent of the claimants have not returned to their ancestral land but are hoping to come back to Nonoti Beach because they feel that they are also entitled to the land there.

The participants in this study indicated that even if it is not them, because they are now old, but their children and generations to follow could still go back to their original land at Nonoti.

Although there are plans to develop Nonoti Beach to a beach resort, the previously displaced families, especially those that moved away from Nonoti Beach, indicated that they still wish to go back to Nonoti because that place has a spiritual significance to them, since they left their relatives' graves there. Again, when the settlement on the land was made, the local community had a choice of taking the money, but they opted for the land because no significant development had taken place there, unlike in nearby places such as Blythedale where, after the black communities were displaced, it was developed immensely. They are hoping that when the planned beach resort has been developed and operational, they, as the local community, will benefit in sharing dividends from the businesses that will be operating in the area. The members of the local community are hopeful that when tourism is operational in their land, the youth and women will get jobs and, when the lease period of the investor has lapsed, the community will then own and manage facilities like hotels, which are expected to sustain and improve livelihoods of the local

community. Presently, the land that was restored to the local community is owned and managed by Inqaba Trust on behalf of the community.

4.3 STAKEHOLDERS' PERCEPTIONS OF COASTAL TOURISM AND ITS MANAGEMENT

One of the theories underpinning this study is the stakeholder theory which proposes that various stakeholders should be given simultaneous attention in order to create a balance between their conflicting interests and how they can work together to develop an integrated management plan to deliver environmental, social and economic benefits (Harrison et al. 2013). Various stakeholders were participants in this study, due to their invested interest in coastal tourism in the study area. Some of the stakeholders are government agencies that have a mandate to promote and enhance tourism development, others have a responsibility to develop policies aimed at achieving this mandate and others play an important role of monitoring the implementation of those policies. The local community as a significant stakeholder in coastal tourism taking place in the area is expected to play an active role by participating actively in coastal tourism issues in order to maximize benefits accruing to them.

Various stakeholders were part of the sample for this study because the Stakeholder Theory, on which this study is anchored, proposes that stakeholders should be treated well and their interests be managed in a way that helps to create value along a number of dimensions. Harrison and Wicks (2013) propose that “stakeholder interests are inseparably connected in a system of value creation in which each stakeholder provides resources or influence in exchange for some combination of tangible and/ or intangible goods”. Each of the stakeholders that participated in this study has an important role to play in the development of coastal tourism in the study area. This is confirmed in Pedersen and Bartholdy (2004) where they state that:

...tourism cooperation is important since it is a process of making joint decisions, among autonomous key actors, who constitute inter organizational structure in the receiving community to solve the problems related to the design and management in a sustainable manner.

The stakeholders that participated in this study can be grouped into four categories comprising of, the members of the local community, political bodies, the government agencies and tourism businesses operating in the study area. The local community is composed of members of Inqaba Trust, the property owners, the residents, as well as the employees at various tourism enterprises at Nonoti Beach. The political bodies, who also have a stake in coastal tourism and participated in this study, are the democratically elected councilor as well as two representatives from the iLembe District Municipality. The last category of the stakeholders who formed part of this study is that of the government agencies that have a mandate of spearheading tourism development and promotion in the study area and these are composed of Tourism KwaZulu-Natal (TKZN) and Enterprise iLembe, a development agency aligned to the iLembe District Municipality. All these stakeholders have a responsibility of coming out with an integrated plan to create balance in the decisions that they make, despite their rather conflicting interests.

4.3.1 Government Agencies

In post-colonial South Africa, the government plays a significant role in the development, promotion and management of tourism, considering the fact that the development of this industry became aggressive only after 1994 in this country. Tourism as an economic sector is perceived as the lost opportunity in South Africa due to the apartheid era, which lasted for decades (Meskell 2011, DEAT 1996). Even now, in the post-apartheid era, most black communities still do not have a clear understanding of tourism and the potential this economic sector has of improving their lives. This is in contradiction with Priority 8 of DEA (2014) whose focus is on strengthening awareness, education and training to build capacity, which proves that there are brilliant policies in the country, whose implementation is, however, questionable. The main goal is to ensure that the public and decision-makers are appropriately aware, educated and trained, where applicable, to be able to take collective responsibility for managing and protecting the coastal environment in the manner that is socially, economically and ecologically justifiable, and which should result in the sustainability of the marine environments and associated resources.

The national, provincial and local government has a role to play in the development of tourism. Whilst the national government is responsible for the formulation, monitoring and updating of

national tourism policies in collaboration with other relevant stakeholders, the provincial government is responsible for formulating policies, which are applicable to their area, in accordance with the national policy (DEAT 1996). This tier of government is also responsible for monitoring the implementation of those policies. The local government is then responsible for the provision and maintenance of tourism facilities. It is the responsibility of the local government to market, coordinate and administer tourism initiatives in the locality. It is also their responsibility to facilitate and coordinate the participation of local communities in the tourism industry (DEAT 1996). The government agencies that participated in this study are Enterprise iLembe and Tourism KwaZulu-Natal. The following is the empirical evidence from government agencies that participated in this study.

4.3.1.1 Tourism KwaZulu-Natal (TKZN)

TKZN is a provincial government agency that is mandated with the responsibility of marketing the province of KwaZulu-Natal, enhancing international, national and domestic tourism. This agency is also responsible for conducting research on tourism trends and facilitating development. TKZN is responsible for coming up with new products to appeal to tourists and assist local communities to take part in tourism. Respondent 5 confirms this as he states:

Regarding coastal tourism development, TKZN has identified a gap in this niche area, more especially in coastal/ beach resort development. It is also the responsibility of this agency to encourage local communities to be part of coastal tourism, ensure active involvement and participation as well as monitoring this process on a continuous basis to ensure that the local community reaps maximum results from coastal tourism projects and initiatives.

Regarding the extent to which the local community participates in the management of tourism at Nonoti Beach, the greatest challenge is that the level of participation is minimal, more especially amongst the ordinary community members at grassroots level. Informant 5 (*TKZN Representative*) confirms this when he states:

This project of developing a beach resort at Nonoti Beach is not off the ground yet, it is still being put together and the delays result mainly from the challenges with the MEC. The land that was restored back to

the community of Nonoti Beach is planned for two main projects, namely, the low cost housing project as well as the development of the beach resort that is aimed at sustaining the lives of the local community through the creation of jobs. The local community wants houses and the delays in the implementation of the housing project makes them to lose hope in the entire project plan, which limits their participation in the issues of tourism development and management in their neighbourhood.

Ndlovu et al. (2017) state that the National Tourism Sector Strategy (NTSS 2012) has been developed to identify and promote local destination areas with a tourism product potential and to ensure that local communities benefit from tourism. In the study area, there are plans of leasing the land to investors and the community to have a stake through the profit sharing of the dividends. This is confirmed by Respondent 5 who states:

...the development of Nonoti Beach Resort stands to benefit the community by providing them with education and training, awareness programmes on the ecosystems, profit sharing as well as the creation of jobs. Once this anticipated project takes off, there will be training on the rules governing trustees as well as on their roles based on agreements on shareholding. There will also be training of relevant committees on finances, tour guiding, entrepreneurship, etc.

Various scholars (Ndlovu et al. 2017, NTSS 2012, Meskell 2011, and Hottola 2009) have identified the historical exclusion of the black communities, low levels of education, lack of tourism related skills and commercial business knowledge as a major challenge limiting the participation of local coastal communities in coastal tourism that is taking place in their localities. Informant 7 indicated that the planned training will be monitored and evaluated by various stakeholders with a stake in coastal tourism, stakeholders such as TKZN, TIKZN, IDC, THETA and TEP to ensure that it meets the needs of the previously disadvantaged and marginalized community of Nonoti Beach. The significant role that should be played by institutions of higher education in enhancing the local community participation in coastal tourism was proposed by Respondent 5 who said:

...the institutions of higher learning need to play an active role in encouraging the local community participation in coastal tourism taking place in this area. Their responsibility would be to conduct a

skills audit as well as researches on the productivity of the land and suggest other economic activities that could be possible in the study area if agriculture was no longer possible due to the aridity of the soil.

Respondent 5 further indicated that the training planned for the new landowners will be ongoing on a continuous basis and the evaluation of this training will be on an annual basis. According to informant 5, progress reports on the training provided will be presented to investors, the committee representing the community and other relevant stakeholders, as it has been confirmed in Gumede (2009), that stakeholders' input is essential to suggest ways to improve the management of coastal tourism and to alleviate vulnerability of coastal system. According to Gumede (2009), it becomes important to involve all the relevant stakeholders in order to come out with approaches they can adopt to create synergy and alignment amongst their conflicting interests for the benefit of the local community.

REFER TO APPENDIX 1 ON THE NUMBER OF JOBS ANTICIPATED FOR THE PROPOSED NONOTI RESORT PROJECT, WHICH ARE BOTH PERMANENT AND TEMPORARY

Available literature (Hillenbrand, Money and Ghobadian 2013, Smith 2013) emphasises the important role that is played by good working relations amongst various stakeholders in practicing responsible tourism, thereby achieving sustainability through the conservation and preservation of the marine resources. The findings of this study reveal that the relationship between TKZN and the community of Nonoti Beach as significant stakeholders in coastal tourism in the area is very good. This is confirmed by Respondent 5 when he points out that

There is great and open lines of communication between ourselves as TKZN and the community of Nonoti Beach and this is because TKZN offers great assistance to the community and this organization is on the side of the community.

Available literature (Leijzer and Denman 2013, July 2011) emphasizes the important role that is played by sharing best practices with those communities that have had similar experiences. During the interview, the representative from TKZN affirmed this when he indicated that it could be

beneficial to the local community of Nonoti Beach to take committee members and community leaders to get first-hand experience on the best practices in other communities which had similar experiences, that is, whose land was restored and who have since lived sustainably on restored land.

4.3.1.2 Enterprise iLembe

Enterprise iLembe is an economic development agency of iLembe District Municipality spearheading the sectors of agriculture, tourism, manufacturing and services as economic sectors contributing to the economy of iLembe District Municipality, the province of KwaZulu-Natal and the country at large. This agency acknowledges coastal tourism as one of the key drivers in iLembe, therefore, it plays a role of facilitation, assists with policy formulation and implementation as well as with social facilitation. This agency is also responsible for marketing tourism in and around iLembe District, where Nonoti Beach is located.

Regarding the plans Enterprise iLembe has to improve the lives of the local community of Nonoti Beach, the following is the response of Respondent 6 confirming the close relationship between this government agency and other stakeholders:

This government agency works in collaboration with other partners such as TKZN, TIKZN, KwaDukuza Local Municipality, and others in ensuring that this coastal tourism project creates jobs, empowerment and skills development. The collaboration between Enterprise iLembe and the other stakeholders is significant since the stakeholders' direct participation is fundamental to protecting biodiversity as they may actively oppose or support conservation actions.

This is confirmed in Binns and Nel (2004) where they propose that for any form of sustainable development and successful conservation efforts, it is necessary for all the stakeholders to be involved. Respondent 6 confirms this when she states that:

All the stakeholders that are mandated to come out with a plan to develop and promote tourism in the study area, agree that through the development of Nonoti Beach Resort, the local community will benefit greatly through ownership, job creation, skills transfer and to ensure long-term sustainability of the community. Training and skills transfer forms part of the bigger project and various partners such as EDTEA

have been lobbied in to come up with the training plan for the local community, to enable them to have skills to work in the tourism project that is planned for Nonoti Beach.

DoT (2017) proposes that it is essential for the training that is meant to empower the local communities to go through the process of monitoring and evaluation to ensure that it is relevant and significant. This was confirmed by Respondent 6 when she affirmed that

The evaluation and monitoring of training will be the responsibility of all the partners involved, both government and the private sector and the monitoring and evaluation of this training will be done regularly, that is, biannually at the most. The progress reports will be presented to the project steering committee in place in collaboration with the project partners, for own assessment.

According to Ojha et al. (2013), natural resources are fundamental to food security, poverty alleviation and socio-economic development, but cautions that the level of resource exploitation sometimes becomes rife. As much as tourism development along the coast usually has benefits to the local community, however, since the development of Nonoti Beach Resort is still underway, so no jobs have been created presently, but the jobs potential is in various sectors, sectors such as hospitality, environment, construction, etc. Therefore, coastal tourism in the study area is not contributing much to the wellbeing of the local people. Respondent 8 indicated that, as much as relationship between the Enterprise iLembe and the members of the local community is great, but it can still be improved. Enterprise iLembe has a social facilitation unit that works closely with the community where the local community is also part of the PSC. The challenges highlighted by Enterprise iLembe that limit the local community's participation in coastal issues included, amongst others, challenges of land zoning as well as Environmental Impact Assessments that take too long to be processed, thereby delaying the implementation of the entire project.

The sea could be regarded as a resource that the community could manage in what is termed CBNRM, but Mbaiwa (2011) cautions that CBNRM has failed in countries such as Botswana, due to the lack of understanding of this process by the members of the local community. CBNRM failed also "as a result of lack of marketing, entrepreneurial and finance management skills (Mbaiwa 2011)" amongst the community members. This failure could be a possibility in the study

area as is indicated by Respondent 8, a representative from iLembe District Municipality when he stated that

The local community of Nonoti Beach currently does not have the required skills to take part in the management of tourism at Nonoti Beach, therefore are not well positioned to maximize benefits accruing to them through tourism that is taking place in their locality.

Regarding participation in the management of tourism in the study area, the response was positive since the local community members are part of the PSC through Inqaba Trust whose members have been selected by the community itself to represent them. Various skills, skills such as business management, financial management, customer service, marketing skills, ICT, construction and maintenance as well as hospitality management could be of benefit to the local community and would enable them to participate actively in the management of coastal tourism development that is planned for Nonoti Beach.

As much as coastal tourism is taking place at Nonoti Beach, but it is currently benefitting no one, since it is informal in nature. The ultimate aim is for the community to be the main beneficiaries once the proposed beach resort is constructed and is operational. The planned resort is perceived to be a vehicle with the greatest potential to create jobs and transfer skills through collaborating with the private sector, therefore, contributing to the economic spin-offs for the district as a whole and the local community. When the planned resort is up and running, the distribution of income benefits from tourism partnership agreements will be determined by the trust that has been formed and this should form part of the trust charter.

Decisions regarding the development and management of tourism at Nonoti Beach are made by PSC through a consultative process with all the stakeholders with a stake in coastal tourism as well as those who are mandated to develop and promote coastal tourism in the study area. The decision-makers at Nonoti Beach are Inqaba Trust and the community itself elects the members of this trust to represent them and their needs. The expectation of the local community about coastal tourism at Nonoti Beach is that they would like to see the proposed project developed. They also expect job creation and direct income benefits.

4.2.2 Political bodies with a stake in coastal tourism in the study area

Amongst the political bodies that have a stake in coastal tourism and who formed part of the sample of this study are the KwaDukuza Local Municipality that was represented by the democratically elected leadership in the form of the ward councilor of Nonoti Beach.

4.2.2.1 The Democratically elected community Leadership

The Ward Councilor for Ward 3 represented the democratically elected leadership, which is where Nonoti Beach is located. The democratically elected councilor is a democratically elected local representative who has a unique and privileged position with a potential to make a real difference to people's lives. This individual engages with residents and groups on a wide range and takes on an important community leadership role. The democratically elected councilor is expected to contribute to development of policies and strategies and is involved in scrutinizing council decisions. The councilor acts as a bridge between the community and the council. Regarding the stakeholder with a custodial role of spearheading coastal tourism and the level of participation of the local community in the study area, it became clear that this economic sector is not under any specific stakeholder's custodial role, but it is the responsibility of a number of stakeholders. These stakeholders work cooperatively with one another and the local community is, to some extent, involved in coastal tourism at Nonoti Beach. This is confirmed by Respondent 4, the democratically elected councilor when he stated that

Coastal tourism in the area is not spearheaded solely by a specific stakeholder but by various stakeholders, stakeholders such as the iLembe District Municipality, KwaDukuza Local Municipality and the local community of Nonoti Beach, which is actively involved in coastal tourism development at Nonoti Beach. There is a co-operative that is composed of both men and women from the local community who engage in fishing and the removal of mussels from the sea. The local community takes the safety and security of visitors visiting this coastal destination as their own responsibility and this is evident in the fact that there are beach patrols from the community. Other community members are responsible for the removal of alien plants. It is in the Integrated Development Plan (IDP 2012-2016) of KwaDukuza Local Municipality to upgrade Nonoti Beach and it is in the plan of the local municipality to train lifeguards that will take care of the tourists visiting

this coastal destination. The local community is prioritised for the proposed training.

The sea where the study area is located could be perceived as a natural resource that the local community could use to sustain lives through what is known as Community Based Natural Resource Management (CBNRM). Sowman and Wynberg (2014) cautions that CBNRM is complex but could be operational if the central government could be willing to devolve and protect the rights of the local people to manage, benefit from and sell the resources the sea has to offer as well as utilizing the local people's ability to manage these rights. The democratically elected leadership perceives the local community of Nonoti Beach to be having some skills, which include amongst others, fishing, extraction of mussels as well as selling of these resources to sustain livelihoods. This informant cautions that there is a lack of relevant and tourism related skills, such as management, hospitality, hotel and financial management skills in the local community to assist them with the marketing and pricing of their products. This lack of relevant skills limits their active participation and involvement in the management of this coastal destination. It was also indicated that there is no clarity regarding the available skills since no skills audit has ever been conducted in the past five years and suggested that skills audit be included in the Integrated Development Plan (IDP) of the local municipality.

The democratically elected leadership identified lack of proper management of Nonoti Beach as the main challenge the local community faces in the management of coastal tourism in the study area. Since the upgrading of the area is still in the pipeline, therefore, this tourism destination lacks the basic infrastructure such as running water, electricity supply and proper sanitation. The other problem is the access road leading to Nonoti Beach is not up to an acceptable standard. The democratically elected leadership suggested awareness programmes to educate the local community on the significant role that is played by tourism and the importance of positive behavior towards tourists, that is, behavior that would encourage tourists to visit Nonoti Beach. These programmes are also aimed at encouraging the local community to avoid vandalizing the available resources, as the Social Exchange Theory correctly indicates that social behavior is the result of the exchange process with the purpose of maximizing benefits to the local community. According to this theory, supporting local people and cultures in tourism is perceived as "highly beneficial

for the empowerment of the local community, thereby resulting in poverty reduction” (Murphy 2004). This is confirmed by Respondent 4 where he states that

As members of the local community, we treat our visitors well since we know that we have something tangible to benefit from the process of tourism that is taking place in the neighbourhood. We also believe that if development in our ancestral land respects us and our cultures, this could encourage us to practice responsible tourism and take responsibility and ownership of the marine resources in the area, which, we believe will in turn encourage more tourists to visit our place. We also believe that it would be beneficial to us as members of the local community to carve partnerships between the well-established tourism businesses and the emerging SMMEs from amongst the local community to enhance tourism growth and leading to economic empowerment for us as members of the local community.

The democratically elected leadership shared the sentiments of Enterprise iLembe regarding the main beneficiaries of coastal tourism at Nonoti Beach. This leadership structure indicated that, as much as tourists visit this destination, no particular person, organization or the local community is benefitting from coastal tourism in this destination and it was indicated that when the proposed tourism project has been developed, the main beneficiaries would be the local community. According to the democratically elected leadership, coastal tourism in this destination can be used as a tool to effectively sustain livelihoods and eradicate poverty, if the development of the proposed resort could be fast-tracked accompanied by the provision of facilities such as the playgrounds, ablution facilities, restaurants, hotels and the development of a commercial hub with a variety of shops. Providing the local community with skills, capacitation and training required in the tourism industry could also assist in the eradication of poverty that is rife in the study area.

The local community, through Inqaba Trust, makes the decisions about the development and management of Nonoti Beach, according to the democratically elected leadership. It must be noted that Inqaba Trust does not take and/or make decisions all by itself, but the decisions are made in consultation with KwaDukuza Local Municipality and the conservation agencies such as WESSA, KZN Ezemvelo Wildlife and others. The findings of this study reveal that there is improvement needed in involving the local community in coastal tourism planning and management. This improvement includes fast-tracking skills development, capacity building and training of the local community to position them to play an active role when the proposed tourism project is developed,

and is up and running in their locality. The other improvement would be awareness creation on the important role played by tourism and the influx of tourists in this tourist destination.

Available literature (Ndlovu et al 2017, DEA 2014, NTSS 2012) asserts that tourism development in any tourism destination has the potential to create jobs and stimulate entrepreneurship through the development of Small, Medium and Micro enterprises (SMMEs). Coastal tourism at Nonoti Beach, more especially the development of the proposed at Nonoti Beach Resort is expected to create job opportunities for the local people. The local community expects this development to sustain their lives through the development of tourism related SMMEs. In the feasibility study of the proposed beach resort, there is a plan to develop the cultural village, where the political activists such as Nelson Mandela, Albert Luthuli and others used to meet during the apartheid era (Hatchuel 2014, Sivest 2011), and which is to be solely “owned and managed by the local community”. The local community perceives this project to be the answer to their problems and what influences this perception is the state of poverty in the area, as well as the information given to them by various stakeholders involved in the project during consultative meetings.

Available literature (Sookrajh 2008, Schmied et al. 2007, Swart and Bob 2007) proposes that tourism related sporting events inspire millions of people every year and they are important for economic development as well as promoting the image of a destination. This notion is confirmed by the democratically elected ward councilor when he states that

As the democratically elected leadership, we perceive sports as the activity that has the potential to unite people from different lifestyles, therefore, it is in the plan of KwaDukuza Local Municipality to ensure the construction of a classy stadium at Nonoti Beach that will host various sporting activities which we believe could encourage domestic tourism and create unity between tourists and the local community. The building of a conference centre and the hosting of various events at Nonoti Beach is in the IDP of the local municipality and is anticipated to enhance the image of this destination and to improve the economy of the local people, thereby eradicating poverty, which is rife in the area.

The sea at Nonoti Beach could be perceived as a natural resource that could be used to improve the lives of the local community, but this is not happening due to the challenges that this community experiences, which further limits their participation and involvement in the

management of tourism in this coastal destination. The democratically elected leadership highlighted the following challenges experienced when involving the local community in the coastal tourism issues at Nonoti Beach.

The greatest challenge limiting the local community participation and active involvement in coastal tourism at Nonoti Beach is the fact that land zoning is meant for two projects, that is, the housing project and the commercial development. The community is now getting impatient due to the slow pace of delivering on the housing project. The local community wants houses. Even the commercial development is delayed because there are different service providers mandated to deliver on the projects earmarked for this area. The other challenge is that there is no clean, piped water in the area. The greatest challenge is that implementation of the resort development project adopts a piecemeal approach due to separate mandates, with the EIA funded by TKZN, TIKZN, IDC and the housing project facilitated and coordinated by other stakeholders, such as the Department of Human Settlements and the local municipality.

The identified challenges could be overcome if planning was holistic. To improve/ enhance relationships with the community, open communication and improved consultation concerning the project is suggested.

Regarding the skills available amongst the members of the local community, according to the democratically elected leadership, it is not easy to say which skills exactly are available, as no skills audit has been conducted in the past five years. The findings of this study reveal that the greatest challenge, which limits the participation of the local community in coastal tourism at Nonoti Beach, is the lack of relevant skills, skills such as financial skills, management skills, entrepreneurship skills, tour operating skills, as well as skills on customer service excellence. The other limiting factor is competition and power struggles between various powerhouses, such as the municipality, traditional leadership and Inqaba Trust. The democratically elected leadership agreed that Inqaba Trust is responsible for making decisions about the development of the proposed Nonoti Beach Resort and stakeholders such as TKZN, TIKZN and IDC make suggestions and recommendations. The improvement needed in involving the local community in coastal tourism planning and management is skills development, capacity building and training for the local community.

The findings of this study reveal that the local community's expectations with regards to coastal tourism at Nonoti Beach is tangible benefits in the form of jobs, houses, the development of basic infrastructure such as roads, electricity and water supply. The community also expects stakes through profit sharing. These expectations emanate from the information shared with them regarding the anticipated resort development project, as well as the clear and open lines of communication between the community and the stakeholders with a mandate to facilitate and coordinate the development of the proposed resort.

4.2.3 Inqaba Trust as a representative of the local community

Respondent 2 has the following to say about Inqaba Trust and the important role this trust plays to ensure the wellbeing of the local community:

Inqaba Trust is an organization that is responsible for the welfare of the residents of Nonoti Beach. Inqaba Trust was formed after 300 land claimants received settlement from the land claims process, so the community decided that the settlement figure they received could be used to improve the lives of the recipients and that is how Inqaba Trust was formed. The trust was formed to come out with a strategy on how the settlement could be used to sustain livelihoods and improve lives of the local community. Inqaba Trust is the backbone behind the development of the Nonoti Beach Community.

Lahiff, Davis and Manenzhe (2011) highlight the importance of joint ventures and close working relations amongst stakeholders. The findings of this study reveal that Inqaba Trust does not work in isolation and independently from the other stakeholders but affirms that Inqaba Trust is working closely with other governmental departments, departments such as IDC, TKZN, eThekweni Municipality, TIKZN and others. Several meetings have been held with these government agencies, to come up with a plan to develop the proposed Nonoti Beach Resort. When the democratic government made a call for the previously displaced people to come forward and claim back the land lost during the apartheid era, the Nonoti Community then formed this organization. Mr. Michael Mbokazi who has since passed away and other old-aged women, some of whom are still alive and others have passed on, led it. Inqaba Trust facilitated the claiming of the land back to the displaced community of Nonoti Beach through Land Reform and Redistribution process.

The claim was approved and the settlement made in favour of the community, which was then given a document, which explains how Inqaba Trust operates. Inqaba Trust is responsible for the welfare of the community, the land, and the way it should be utilized; therefore, Inqaba Trust is responsible for the development of the entire community of Nonoti Beach.

4.3 SUSTAINABLE LIVELIHOODS THROUGH LAND RESTORATION: MYTH OR REALITY

Coastal tourism has in most places in South Africa resulted in forced removals of the rural communities, more especially during the apartheid era. “In many parts of the country, contestations have emerged with communities organizing themselves to reclaim their lost land after the Government of National Unity vowed that communities dispossessed of a land rights after 19 June 1913, in terms of racially discriminatory laws and practices, are entitled to restitution of that right” to correct past injustices (DRDLR 2009). As much as there are delays in the restoration of land back to the original owners, other communities have had their claims settled and the land restored back to them (Meskell 2011). This study focuses on a community whose land has been restored. The Nonoti Beach community comprises of approximately 300 households with about 1600 beneficiaries of state grants (Sivest 2011). Most rural areas in South Africa are faced with various socio-economic problems such as high illiteracy rates, unemployment, the scourge of HIV/AIDS pandemic and poverty (Walker 2013, Aliber 2013 and Lahiff 2010). The study area is not immune from these challenges and Respondent 2 confirmed this when he stated that

The local community residing in the study area is faced with high unemployment rates with the majority of households living under poor conditions with relatively low socio-economic status and surviving on social grants. It was therefore ‘a dream come true’ for this rural community when a settlement was made on a decade-long land claim. It all started during the apartheid era when this community was forcibly removed from our ancestral land to make way for sugar cane farming which was later appropriated for coastal tourism activities.

After the claim was finally approved in March 2004 and the settlement was reached in favour of the community, the land was then owned and managed by Inqaba Trust on behalf of the Nonoti Beach community (Hachtuel 2014). The Deputy Minister of Rural Development and Land Reform believes that rural communities have to be mobilized and capacitated to participate in the planning, coordination, actual delivery and post-delivery support of the government's CRDS to ensure that each member of a rural community becomes the captain of his or her own destiny (Thabethe and Mathe, 2010). The plans for Nonoti Beach include the development of Nonoti Beach Resort, which is expected by various stakeholders directly involved with this tourism initiative to sustain the lives of the rural community residing in the study area (Burton 2012 and DEDT 2009). The anticipated positive socio-economic spin-offs from this development include amongst others, the creation of many direct and indirect job opportunities as well as the upliftment of the local community through training, skills development and capacity building, more especially amongst the youth and women.

This section of chapter four focuses on the strategies related to skills development, training and capacity building that are in place to prepare and support the new landowners to live sustainably on restored land and to ensure that the communities enjoy sustainable livelihoods. It also addresses the skills gap and measures to address the skills shortage. This chapter further discusses the extent to which skills development is catered for in the development plans of the proposed Nonoti Beach Resort. Lastly, this chapter assesses the benefits enjoyed by the community whose land has been restored and the challenges encountered. It has been noted that there is an existing gap in the body of knowledge concerning the existing strategies to ensure sustainable livelihoods are achieved on restored land as well as measures to monitor and evaluate these strategies. The president of South Africa, Jacob Zuma, in the S. A. News was quoted as saying "adequate post-settlement support to new landowners should be given so that the land continues to be productive and that claimants should be empowered to use land productively for job creation, food security and attracting young people to farming" (Leijzer and Denman, 2013).

It was indicated earlier that this study is anchored on sustainable livelihoods framework (SLF), which is a framework used to analyze livelihoods and to build the capacity of people to continuously make a living and improve their quality of life. SLF also ensures that there are options through coping and adaptive mechanisms, for present and future generations to improve their

livelihoods (Temeng and Abew 2009:19). The SLF places people, particularly rural people, at the center of a web of inter-related influences that affect how these people create a livelihood for themselves and their households, closest to assets that they have access to and use (Mowforth and Munt, 2009). These include natural resources, technologies, their skills, knowledge and capacity, their health, access to education, sources of credit and/or their networks of social support. The extent of their access to these resources is strongly influenced by the community's vulnerability, which takes into account economic, political and technological trends as well as shocks such as epidemics, natural disasters, civil strife and seasonality in terms of employment, prices and production (Telfer and Sharpley 2008). Access is also influenced by the prevailing social, political and institutional environment, which affects the ways in which people combine and use their assets to achieve their goals. These are their livelihoods strategies. In SLF, people are the main concern rather than the resources they use or their government, as it supports poor people as they address the constraints or take advantage of opportunities.

The development of rural areas and the eradication of poverty have remained central to the South African Government's programme of action (Thabethe and Mathe, 2011). The government intends working with people in rural areas in order to realize the comprehensive rural development strategy (CRDS) linked to access to land, agrarian reform and food security (ibid). The democratic era in South Africa has witnessed a shift from rhetoric towards people's participation, gender equality in environmental issues and rural development (Apleni 2013). Based on these observations, this chapter discusses the extent to which the democratic South Africa is succeeding in implementing the CRDS and to eradicate poverty in Nonoti Beach through land ownership resulting from restoration.

Extant literature on land restoration is reviewed, the theoretical orientation on land reform is from three countries, India, Zimbabwe and South Africa that are all developing nations, tracing the history and progress of land reform over the years in each of these countries. It has been noted that land reform has occurred in various countries such as India, Malaysia, China, Zimbabwe and others. The countries identified above all share the common denominator of being developing nations. Moyo (2011) acknowledges the fact that land reform processes in these countries are aimed at the progressive realization of socio-economic rights, however, the process of land

distribution in these countries has moved very slowly, shadowing the desired effect of socio-economic empowerment. Based on the above observation, it becomes essential to suggest policy measures that should be adopted in order to fast track the land reform and to ensure that land reform leads to the realization of socio-economic rights, as well as correct past injustices, more especially for the poor and marginalized communities (Bramwell 2011).

Land reform in India was aimed at reducing levels of landlessness by transferring ownership of land to the landless. This move was aimed at promoting social justice associated with more equitable distribution of land assets as well as improving agricultural efficiency, while, simultaneously, allowing more people to participate in the country's growing economy (Moyo 2011). Deininger and Nagarajan (2009) caution that despite the efforts at land reform, the absolute number of landless people in India has increased since reform efforts began 3 decades ago and that the richest 10% of the population now owns more land than they did previously. Metelerkamp (2010) proposes that the observation above is twofold; firstly, it might mean that efforts on land reform have been insufficient to counteract the broader effects of a capitalist development strategy followed by the state or, secondly, it might mean the high population rates in India are making these land reform efforts to be less fruitful.

Metelerkamp (2011) states that when Zimbabwe gained independence in 1979, 46, 5% of the country's arable land was owned by approximately 6000 white commercial farmers who made up less than 1% of the population and this small percentage of the white farmers owned 70% of the best farming land. As part of the Lancaster House Agreement of 1979, President Robert Mugabe initiated the 'willing buyer-willing seller' plan in which white landowners were encouraged to sell their lands to the government with partial funding from Britain. In 1992, the Land Acquisition Act was passed removing the 'willing buyer-willing seller clause, empowering the government to buy land compulsorily for redistribution, and a fair compensation was to be paid for land acquired. During this time, 1 million hectares of land was acquired and fewer than 20 000 families were resettled. Much of the land acquired during this time was of poor quality (Green 2013). In 1997, the 'willing buyer-willing seller' land reform programme was stopped. In 2000, the amendments in the land reform act allowed the government to confiscate white owned land for redistribution to black farmers without compensation (Arrighi, et al. 2010). Then, the self-styled 'war veterans'

began invading white owned farms. Those who did not leave voluntarily were often tortured and sometimes killed. In this first wave of farm invasions, a total of 110 thousand square kilometers of land were seized (Moyo 2011). What was noticeable though is that many parcels of land came under control of people close to the government (Green 2013), which defeated the main purpose of land reform that was to improve the lives of the landless. Greenberg (2010) further states that the change in management caused a severe drop in production and other economic disruptions.

In South Africa, from the 17th century onwards, dispossession by white settlers of the land occupied by indigenous black societies was centrally important in creating a racially polarized and highly unequal society. From 1948 to 1990, the apartheid government relocated millions of black people in both urban and rural areas, attempting to create separate racial zones and ethically defined 'homelands'. The legacy of this history is immense bitterness amongst Black South Africans and a powerful desire to have the land restored back to its rightful owners (Qalam and Lumet, 2012 and Meterkamp 2011). That is why land reform was prioritised by the ANC led government that took over the power reigns after the first democratic elections of 1994 (Greenberg 2010) who believes that redistribution of farmland, together with other rural development programmes can make a significant contribution to poverty reduction and/or poverty alleviation in the rural areas of South Africa.

In South Africa, land reform has its roots in the Natives Land Act of 1913, which prohibited the establishment of new farming operations, sharecropping or cash rentals by Blacks outside of the reserves where they were forced to live (Du Toit 2008). In the year 1991, the state president of the time, F.W. de Klerk declared the abolition of several apartheid rules including the Population Registration Act, the Group Areas Act, as well as the Natives Land Act and replacing them with the Abolition of Racially Based Land Measures Act. This act stated that no one could be deprived of any land rights based on race. In 1994, after the ANC took over power reigns, it initiated a land reform process with its focus on restitution, land tenure reform and land distribution (Greenberg 2010). Restitution is defined in Metelerkamp (2011) as the process whereby the government gives monetary compensation to individuals who had been forcefully removed. This policy was a failure and called for a shift to the 'willing buyer-willing seller' approach, whereby the government

bought land from the owners for distribution to the previously disadvantaged (Qalam and Lumet, 2012).

The 'willing buyer-willing seller' system proved to be very difficult to implement because many owners were not afforded the opportunity to actually see and assess the productivity of the land they are purchasing and are not involved in the important negotiation and decisions made before the purchase (Lahiff 2010). When the willing seller-willing buyer policy proved difficult to implement, then in 2000, the South African government decided to review and change the redistribution and tenure process to a more decentralized and area based planning process (Boyle 2010) with the hope to achieve more community participation and more distribution. Sadly, this system also proved to have various concerns and challenges. By late 2009, only 7% of land had been redistributed and the 30% target was shifted to 2025. The slow pace of land reform in South Africa is attributed to the lack of clarity on the measures to deal with the follow up support and market linkages for land beneficiaries. The other challenge is associated with lack of clarity on the ultimate goals of land reform. It is not clear whether it should be on historical redress, black economic empowerment or poverty alleviation. Intended results of land reform are hampered by the efforts of using land reform as a process to revive agriculture in a non- agricultural economy (Metelerkamp 2011, Greenberg 2010).

Boyle (2010) observed that 90% of the farms transferred in the restitution and redistribution programme are no longer functional and attributed this to the inadequate capacity of the Department of Rural Development and Land Reform (DRDLR) to fulfill its mandate. The failure of restored farms results from lack of adequate post-transfer support coupled with over-arching agricultural policies towards emerging farmers and, lastly, the fact that land reform on the food security in South Africa is poor (Leijzer and Denman 2013). It has been noted that land reform efforts in India, Zimbabwe and South Africa focus on agricultural land within the rural sector of the economy, despite the fact that only five percent of South Africa's GDP is derived from agriculture. Green (2013) proposes that these countries should shift the focus of land reform from agriculture to other land uses, for example, the development of coastal resorts, as is happening at Nonoti Beach, which is the study area of this research.

Offering support to assist the new landowners to become productive users of restored land is a crucial element of land reform. This motion is supported by Neves and Pointer (2013) who agree that the after settlement support is particularly important for poverty reduction, and to allay fears that land reform will undermine the production for local export markets. Post settlement support comes in many forms. It involves access to credit, farming inputs, provision of water for irrigation purposes, marketing arrangements, information and training. Training is crucial because of the loss of agricultural skills that took place during the apartheid era when the black people were dispossessed of their land, which forced them to migrate to the urban areas in search for greener pastures in the form of jobs (Lahiff 2010). According to Cousins (2014), South Africa urgently requires practical agrarian reform policies that transfer land to Black farmers who can use it productively to both sustain their livelihoods and to supply markets.

4.3.1 Skepticism towards the political nature of land reform and restoration

The results of this study reveal that in most countries, including South Africa, land reform is a deeply political process. This is confirmed in CAI (2011) where it is stated that many land reforms emerged from a particular political ideology such as socialism/communism in countries such as Zimbabwe, capitalism in South Africa, feudalism in India, authoritarianism in Botswana, etc. In South Africa, land reform was a leading political issue for the ANC when it took over power reigns in 1994 when the Restitution of Land Rights Act was passed and the target was to transfer 30% of agricultural land back to Black farmers within five years under a 'willing buyer-willing seller program (Metelerkamp 2011). Available literature (Mowforth and Munt 2009, Lahiff 2010) proposes that land reform needs to "focus on potential social and economic benefits, particularly in developing countries and such benefits should include eradicating food insecurity and alleviating rural poverty". Land reform could be used as a tool to alleviate conflicting land laws, particularly in former colonies, where formal and informal land systems may exist in tension with each other. Such tensions may make marginalized groups vulnerable to further exploitation. This motion is confirmed in Aliber and Cousins (2013), who argue that land reform also has potential benefits to preserve and conserve the environment. Land reform leads to a greater security of land ownership through either formal or informal means, then those that use the land will be encouraged to practice responsible usage of this resource, thereby leading to its sustainable productivity.

Land reform has the potential of positive social and economic outcomes but it is an intensely political process, thus other people are skeptical that through this land reform, they will be disadvantaged and/or victimized. Lahiff, Davis and Manenzhe (2011) confirm this notion when they declare that others fear that they might lose out in the economic and/or political power struggles underlying land reforms. Others feel that land reform is either ineffective or may cause further conflict or hardship. Critics of land reform (Aliber et al., 2013, Scoones 2010), caution that land reform may further disadvantage marginalized groups such as the local communities or women, while others are concerned about the institutional capacity of governments to implement land reform with success. Even in those countries where there is capacity critics note that corruption and patrimonialism may lead to further elite capture.

There is a concern that, where large scale land distribution is involved, restored land might not be used productively and that owners of expropriated land might not be adequately compensated or compensated at all, which will further exacerbate conflict. Moyo (2011) confirms that countries such as Zimbabwe are good examples of the perils of large scale reforms whereby land redistribution contributed to economic decline and increased food insecurity in the country, more especially for the poor communities.

4.3.2 Key constraints limiting post-settlement support to the new landowners

A key requirement for sustainable coastal tourism is for the local community residing along the coast to benefit from the industry, thereby, helping to alleviate poverty, improving livelihoods and encouraging better management and conservation practices by the communities (DoT 2012). The results of this study point out that skills development is catered for, in the development plan of the proposed Nonoti Beach Resort but the problem lies with its implementation. This is confirmed by the revelation from the new landowners that they have not undergone any training that is aimed at capacity building and skills development related to the tourism industry and related skills which include financial management, hospitality and hotel management, Customer Service Excellence, etc. This is a cause for concern since without these skills, the new landowners are not well positioned to benefit economically when the proposed Nonoti Beach Resort becomes operational which defeats the main objective of alleviating poverty and improving livelihoods.

Cousins (2014) argue that giving post-settlement support to the new landowners is extremely challenging due to the fragmented manner in which government departments tend to operate. In South Africa, a department of Land Affairs undertakes land reform, post-settlement support is the responsibility of the agricultural department and water supply is under the department of Water Affairs. This notion is confirmed by Lahiff (2010) where he states that the greatest challenge is that the three departments find it difficult to work together to support beneficiaries of land reform. The other problem is that about 1% of the national budget is allocated to land reform. The National Treasury has been reluctant to vote more money to land reform due to/ because of the failure of many land reform projects and lack of evidence that land reform is making any impact on rural poverty. The critics put the blame to a complete failure of government initiatives to provide adequate post-settlement support to the new landowners. The major constraint of land reform is weak capacity in the relevant government departments, having insufficient staff most of whom are insufficiently trained; similarly, many government officials are not motivated to support land reform for the poor. Neves and Pointer (2013) argue that regional policymaking tends to focus on farming and agriculture as the main driver of rural economic development, but there are multiple aspects driving rural economies, for example, food processing and produce trading along with other contributors to rural economies such as tourism. Agricultural policy is often criticized for being narrowly focused on food and farming, and for not necessarily considering the connections between agricultural production and other aspects of the rural economy.

4.3.3 The significant role that could be played by government to ensure that land reform is both effective and pro-poor.

Tourism is a priority economic sector in the government's Medium-Term Strategic Framework (MTSF 2009) election manifesto, which identifies "creating decent work and sustainable livelihoods as one of its priorities (DoT 2012). South Africa has excellent policies that can address the historical legacies of dispossession, maintain levels of production and help reduce rural poverty. Amongst these strategies is the integrated agrarian reform whose details are lacking and/or scanty. It is recommended that the government should work closely with other actors in society. Active participation of potential beneficiaries is important considering the fact that the tourism sector is not only a multi-faceted industry that contributes to a variety of economic sectors, but also a labor-intensity industry with the capacity to create jobs (Leijzer and Denman, 2013).

The government should embark on consultation with civil society organizations and the private sector to strengthen policies and to ensure that they receive broad based support. The South African policy should aim at attaining a socially relevant development; therefore, it needs to pay attention to the education, training and skills imparted to the youth in the local community (Bunce 2015). Attention should also be paid to the type of training needed as well as the investigation of the implications of local involvement in tourism. For land reform to offer support to the new landowners, there should be a creation of a new fully-fledged department of agrarian reform with sufficient numbers of well-trained staff. Area based planning for agrarian reform that can integrate redistribution, restitution, tenure reform, small-farm support and infrastructure development should be established. Cousins (2013) cautions that the government should avoid developing unrealistic policies that promise much but fail to deliver real benefits more especially for those communities at grassroots level.

4.4 THE ROLE OF INSTITUTIONS OF HIGHER LEARNING IN GIVING POST-SETTLEMENT SUPPORT TO THE NEW LANDOWNERS

Various stakeholders should be involved to aid policy making for a development activity and to suggest ways to improve the management of coastal areas to alleviate poverty. Anilkumar, Varghese and Ganesh (2010) emphasize the importance of ongoing research to gain a better understanding of the significance of engagement and coordination of tourism and how national policies are implemented at a local level. The institutions of higher learning as research based organizations are a significant stakeholder that has an important role to play in giving post-settlement support to the new landowners. They can conduct researches on the productivity of the land and, if found not to be suitable for agricultural purposes, other viable economic activities that can sustain the lives of the community whose land has been restored can be suggested. These institutions can also work cooperatively with other government institutions to identify training and skills development needs to capacitate new landowners to live sustainably on restored land. The post-settlement support from institutions of higher institutions includes planning for, implementing and monitoring capacity building amongst the new landowners by identifying the existing skills and skills gap amongst the community whose land has been restored. The findings of this study reveal that the expertise of the institutions of higher learning was not used to suggest strategies to help new landowners to live sustainably on restored land.

4.5 CONCLUSION

The findings of this study reveal that the African communities in Africa have gone through various stages of development, starting from the pre-colonial era, where the land was communally owned and used primarily for subsistence agricultural production. They then moved to the colonial era, which is when the problem of titling, registration and privatization was introduced, which was also characterized by forced expropriation of land from black communities by white settlers, as is the case at Nonoti Beach. After the first democratic elections of 1994, South Africa moved to the post-colonial era, which was characterized by the restoration of land back to the original owners, but it failed to scrap the characteristics of the colonial era. Post-colony was still characterized by land titling, registration, development oriented expropriation, and the marginalized groups were further marginalized. It is evident from the results of this study that no land restoration can achieve the intended results of poverty alleviation and eradication, if the new landowners are not given post-settlement support in terms of training, skills development aimed at capacity building to live sustainably on restored land. The results of this study also reveal that in all the three countries whose land reform processes were studied, post-settlement support for land beneficiaries in terms of inputs, supply, extension, training, credit, infrastructure development and marketing, has been weak or ineffective. These results prove that land and agrarian reform by itself is not the sole solution to rural poverty, but complimentary measures aimed at creating jobs and other kinds of livelihood options are needed (Aliber and Cousins, 2013). There is also evidence from the literature that has been reviewed that if land is restored to the original owners, it does not become automatic and obvious that the new owners will be able to sustain their livelihood. What is evident from this study is that the new landowners must be well prepared and fully equipped in terms of skills, training and capacity building to live sustainably on restored land. The government in its policies and development plans should cater for the skills development intended for the new landowners to live productively and sustain lives in the land gained through land restitution, land redistribution and/or land restoration. The results of this study reveal that various stakeholders should come out with an integrated plan aimed at assisting the new landowners to live sustainably on restored land. The results of this study agree that the policies on land reform should not only be on paper but they should be monitored and evaluated to ensure their implementation maximizes benefits accruing to the previously neglected communities.

Chapter Five

Patterns of Local Community Participation in the Management of Coastal Tourism at Nonoti Beach

5.1 INTRODUCTION

According to the Cambridge English Dictionary, a pattern refers to a particular way in which something is done, is organized or happens. This chapter focuses on the way in which coastal tourism is organized at Nonoti Beach, looking specifically at the patterns of participation of the local community as a significant stakeholder in the management of coastal tourism in the study area. Su and Wall (2014) opine that “community participation constitutes a relationship established by the community members, through their collaboration in achieving common goals and making the community a better place in which to live”. Marzuki and Hay (2013) confirm this notion where they state that it has been proved that the members of the local community as a significant stakeholder in coastal tourism are expected to play an active role by participating actively in coastal tourism issues in order to maximize benefits accruing to them.

5.2 LEVEL OF COMMUNITY PARTICIPATION IN COASTAL TOURISM AT NONOTI BEACH

It was indicated earlier that the study area is located on the land that was obtained through a decade long land claims process. After the land claim was settled in favour of the community, the community then formed a trust, Inqaba Trust, to facilitate and coordinate the development of a beach resort in the study area and the community plays an active role in spearheading this project. The greatest challenge is that, currently there is no formal tourism activity at Nonoti Beach but feasibility studies have been conducted and plans have been approved to develop the proposed beach resort in this area. The researcher labels the tourism activity at Nonoti Beach as informal since there are no facilities such as the toilets and showers for use by tourists and there are no safety nets and life guards to ensure the safety of tourists. Due to the scenic beauty of the sea at Nonoti Beach and its pristine nature, tourists visit this beach more especially during the festive season and engage in various recreational and sporting activities. Amongst these are swimming, fishing, jogging in the sand, beach soccer and others.

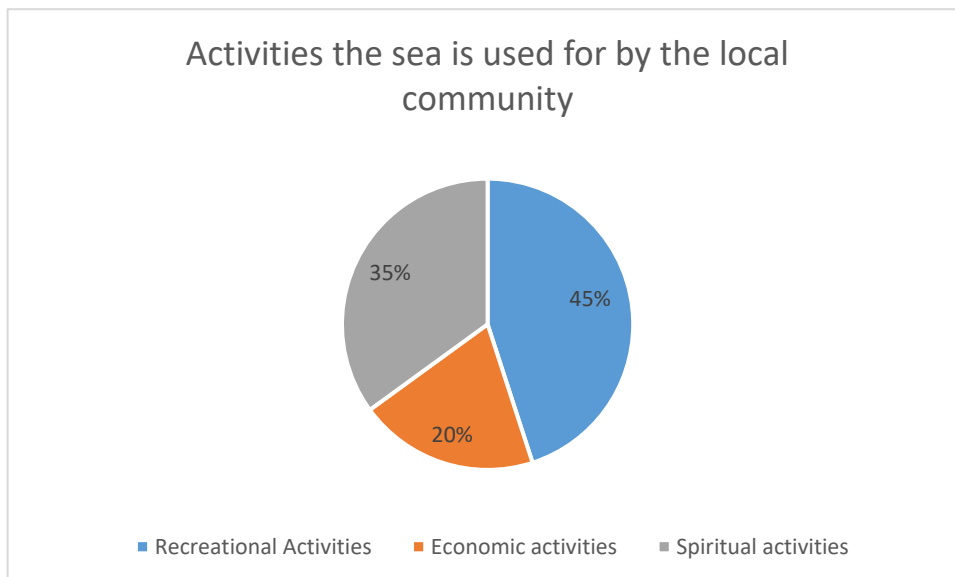
All the members of the local community who participated in this study unanimously agreed that they do not participate in the management of tourism at Nonoti Beach and they indicated that they do not know who manages coastal tourism in the study area. 75 percent of the participants responded by saying that they think the local council in the form of KwaDukuza Local Municipality is the main manager and benefactor of tourism in the area. 20 percent of the participants think that tourism in their locality is managed by Inqaba Trust, whereas 5 percent were unsure of the stakeholder with a custodial role of managing coastal tourism in the study area. As it was mentioned previously that there is no formal tourism activity at Nonoti Beach, management of coastal tourism in this study is delimited to the discussions leading to the development of the proposed beach resort in the study area. The participants in this study indicated that in these discussions, they are represented by Inqaba Trust who comes back and do progress reporting to this community but their greatest concern lies in the delay of the proposed tourism project. Available literature (Jaafa, Noor and Rasoolimanesh 2014) confirms that community participation constitutes a relationship established by the members of the community, through their collaboration in achieving common goals and making the community a better place in which to live. Respondent 2 supports this notion when he states that

Since we received settlement on the land claim, Inqaba Trust, a trust that owns the land on behalf of the community informed us that our land has been identified for the development of a beach resort, and we have been promised a stake in the form of profit-sharing. As new landowners, we have been promised low cost housing but which had not gotten off the ground. Our greatest concern is the delay in the development of the promised resort as well as the construction of the promised houses. The local municipality promised that once the beach resort is developed, a cultural village will be developed which will be owned and managed solely by the community.

This proves that the local community of Nonoti Beach believes that when the proposed beach resort has been developed, their lives are going to change for the better. Various

sources (DEA 2017, NTSS 2011) agree that the marine and coastal environments are national assets, which provide and sustain a wide range of economic, social and ecological services that are a foundation for the livelihoods of millions of South Africans. Regarding the usage of the resources at Nonoti Beach, the majority of the respondents (88%) indicated that as members of the local community, they are allowed to use the resources at Nonoti Beach for recreational purposes. The recreational activities they engage in when at the beach include amongst others, swimming, relaxing and others. The diagram below shows the various activities for which the local community uses the sea.

Figure 5.1: Activities for which the local community uses the sea



65 percent of the participants revealed that they also use the marine resources to sustain their livelihoods, when they use the sea for fishing and extracting mussels, which they sell to their regular customers. 35 percent of the respondents indicated that the sea has a spiritual significance in their lives since Christians use it for baptism of church members and they indicated that they use seawater to purify and cleanse themselves from evil spirits.

The provision of recreation and tourist attractions has many benefits for the local community. Amongst these benefits are the creation of employment for the local people (Mowforth and Munt 2009, Telfer and Sharpley 2008) and the development of entrepreneurial skills when they sell their

arts and craft to the tourists. Regarding Nonoti Beach as a tourism destination, 80 percent of the local community that participated in this study raised the issues of safety as a limiting factor to realizing the potential the marine resource has of improving their lives. The main concern from participants is that the beach front is not well developed, there are no shark nets and there are no lifeguards, which limits the number of tourists visiting this coastal destination. They also indicated that there is a lack of essential facilities, facilities such as piped water, electricity, sanitation and showers. The beach front is not developed at all. The other concern is that as much as Nonoti Beach is a tourism destination but no profits are accruing to the community. Respondent 15 confirms this when he states that

As members of the local community, we are not benefitting from tourism that is taking place in this neighbourhood. We were promised that when the proposed Nonoti Beach Resort is constructed, and when it is operational, as the local community, we will be prioritized for jobs and tenders. In the meetings that we have held with various stakeholders such as the Kwadukuza Local Municipality, TKZN, and Inqaba Trust, we were promised that a cultural village was going to be constructed in the site where the first Black South African president, the late Mr Nelson Mandela, used to hold meetings with political activists such as Chief Albert Luthuli and others, during the apartheid era. We were promised that the proposed cultural village would be owned and managed by the community itself.

<https://www.thefreedictionary.com/top-down> defines top down approach to tourism development as the process whereby the tourism initiative is commanded by, controlled, directed or organized from the top by the ones having the highest rank. Available literature (Reddy 2000, Aliber et al. 2013) cautions against top-down approach to coastal tourism development and management, and suggests that the bottom-up approach, since it reflects a principle for local communities to set their own goals and make decisions about their resource, whereby the decision-making process is initiated by local groups, without having derived their ideas from local, regional, central or international government agencies, is the best approach. NTSS (2011) proposes that the local community should be involved in the planning and management process, and in decision-making, instead of imposing on them decisions taken from above, as this helps them to develop a sense of responsibility and ownership of the tourism activity as well as the tourism resource in their locality.

The local community as a significant stakeholder in coastal tourism and participants in this study indicated that the tourists visit this destination and it must be noted that there are different races that reside in and around the area; therefore, the tourists who visit this coastal destination are composed of different races. The statistics from the local tourism information office (2016) reveal the following regarding the numbers and races of the visitors visiting Nonoti Beach.

Figure 5.2: Visitors to Nonoti Beach per race

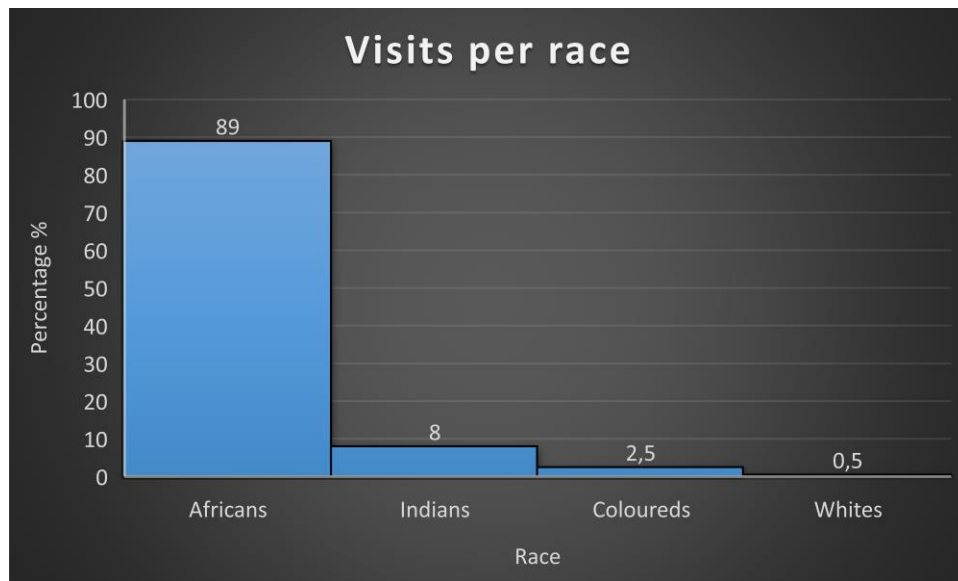
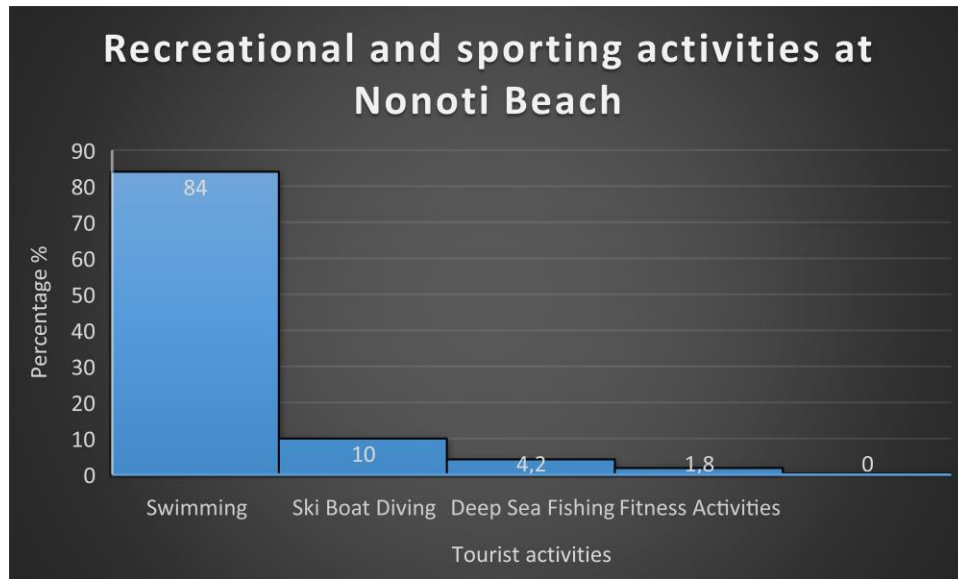


Figure 5.2 above reveals that the majority (89%) of the tourists visiting this coastal destination are the Africans, followed by South African Indians at 8 percent, then coloureds at 2,5 percent and Whites visiting this coastal destination are a minority at approximately 0,5 percent annually. The picture painted in the findings above stems from the fact that the majority of the local people in the study area are Africans who reside side by side with the Indians. It was indicated earlier that when the first White settler at Nonoti Beach, who had claimed possession of the land decided to leave, he forced the Black families to each give him a cow to buy back the land, a demand to which they disagreed. The Indian family, the Bodasings, who then divided it into smaller plots and allocated to other Indian families, then bought the land. Some of these Indians remained at Nonoti Beach even when the land was restored back to the black community that was evicted and dispossessed during the apartheid era. Most Indians stay in the nearby town of KwaDukuza and the majority of Indians prefer to visit other coastal destinations in the vicinity, which amongst others include, Zinkwazi, Blythedale, Salt Rock and other beaches due to the fact that these ones

are safe, with life guards and shark nets. According to the local community, the tourists who frequent Nonoti Beach are the members of the local community and people from the inland, from places such as Maphumulo, Greytown, Kranskop and others. The local community indicated that visitors, more especially to the beach, always comment about how beautiful this place is.

Figure 5.3: Recreational and sporting activities at Nonoti Beach



The findings of this study reveal that 84 percent of the visitors to Nonoti Beach engage in swimming, although it is not safe since there are no lifeguards and shark nets. 10 percent of the visitors engage in ski boat diving, 4,2 percent visit this coastal destination to do deep sea fishing and 1,8 percent come to Nonoti Beach and engage on fitness activities such as walking, jogging and beach soccer. The greatest challenge that was raised by the members of the local community together with the few visitors the researcher administered the questionnaires to is the lack of basic facilities such as toilets, showers and other facilities that could be used by visitors to the beach.

The participants indicated that as members of the local community, they are involved in beach clean-up campaigns to ensure that when tourists come, they find the place clean and conducive to visiting. They indicated that Inqaba Trust is responsible for coordinating the cleaning campaigns by making a call to the people to come together and clean the coastal area. Below is the table indicating the population groups engaged in beach clean-up campaigns at Nonoti Beach.

Table 5.1: Categories of community members involved in beach clean up

Community Category	Percentage
The Youth (18-35)	77% (46% females, 31% males)
Middle aged group (36-59)	22% (15% females, 07% males)
Old aged group (above 60)	01% (females)

The findings of this study reveal that the majority of people (62%) who are active in beach clean-up are females and only 38 percent of males are part of the beach clean-up campaign. From the table above, it is clear that the main category of the community members engaged in clean-up campaigns at Nonoti Beach is the youth, which constituted 77 percent of the participants, who are comprised of 46 percent males and 31 percent females. The middle-aged group, constituting 22 percent, to which 15 percent of them are females and 7 percent are males, closely follows the youth. The remaining 1 percent belongs to the category of the old aged group, those who are in the category of above 60 years of age and what is of note is that they are all females. It is clear from the findings of this study that the youth understand the benefits of keeping this coastal destination clean as well as the negative impact of littering on the marine ecosystems and resources that serve as an attracting factor to most tourists visiting this destination. When asked how they know about this, 90 percent of them indicated that they learn about this at school, whilst the remaining 10 percent responded by saying that they serve in the Inqaba Trust Board, which shares information about the plans in the pipeline to develop the beach resort which will attract tourists to the study area. Serving in this board gives them an opportunity to attend meetings with other stakeholders, such as TKZN and Enterprise iLembe, who have a mandate to develop tourism in the study area and, in the process, creating awareness amongst the members of the local community of the value attached to the clean beaches. The reason women are amongst the majority of the people who clean up this beach is because most of them make a living by extracting mussels from the sea that they sell to their regular customers, thereby sustaining their lives and those of their families.

Local Community Participation

N=60

Personal Particulars

1. Sex

1. Females	35
2. Males	25

2. Age

1. <20	15
2. 20-35	30
3. 36-60	10
4. >60	05

3. Education Levels

1. Primary Education	12
2. Secondary Education	35
3. Matric	10
4. Tertiary Education	03
5. Other (specify)	-

4. Time lived in the area

<5 years	10
5-10 years	15
11-20 years	28
>20 years	07

5. Category of the local community

Ordinary member of the local community	35
Property Owner	05
Renting resident	10
Employee in a tourism enterprise	08
Other	02

The diagrams above are a breakdown of the members of the local community that participated in this study. This section starts by outlining their personal particulars. They were 60 in total and the majority of the participants were females. Regarding their level of education, the majority of the participants, constituting 58 percent of the participants only had secondary education and only 05 percent of the respondents had a tertiary qualification, which is a cause for concern, considering the fact that the land where the study area is located has been earmarked for the development of an upper class beach resort. What is notable with the participants is that most of them (47%) had lived in the study area for a period ranging from 11 to 20 years, which puts them in a better position to provide insightful information on the research problem under study.

Available literature (Brunnschweiler 2010, Mafukidze 2009, UNWTO 2005) confirms that local community participation is essential for sustainable development, since development problems and needs are better understood when the local people as a significant stakeholder are involved in decision making at all stages of a project cycle. The local community members who were participants in this study acknowledged that they have an important role to play to enhance their involvement and participation in the management of tourism at Nonoti Beach. This was confirmed by Respondent 3 when he stated that

Members of the local community should not fold hands when it comes to coastal tourism that is taking place in their ancestral land. They can start by seizing all the opportunities that avail themselves and not be choosy because if a person wants to progress in life, one needs to seize any opportunity because a thousand miles starts with only one step. If something comes up, all the members of the local community need to be part of it, not procrastinate, and wait for other and better opportunities

to come. It becomes easier to know about available opportunities if one is already inside, the opportunities one might not have known if one was outside the project.

The participants, therefore, agreed that as the local community, they must be prepared to be part of any economic activity that is happening in the area, and asserted that participating in these activities opens the mind and creates an awareness of the other opportunities that one might not be aware of, if one was not part of those activities.

70 percent of the participants who are also members of the local community acknowledged the fact that their coast and associated marine resources are assets to their lives, which provides them with economic and social opportunities from which they could practice entrepreneurship. The same community members, who are positive about their coast and what it has to offer, constituting 70 percent of the participants, emphasized the fact that as members of the local community, they should stop thinking they need to be employed. These participants showed interest in owning and operating their own businesses, such as the proposed cultural lodge that they will be managing and from which they anticipate deriving an income. In places such as Isimangaliso Wetland Park, which is also a coastal destination, homestays have been introduced and offered to tourists who want to spend more time with the local community members. Nzama (2008) defines homestays as the process whereby the “local community members open up their homes without any modification or change in any of the usual ways of life to tourists”. The government could also encourage homestays by pumping money into the community and build them thatched huts to host tourists so that the local community can see the need to participate, as they will be gaining from tourism development in the area. Available literature (Nzama 2008, Bennett and George, 2004, Smith 2003) cautions that as much as tourists seek authenticity, but in most cases, they experience staged authenticity where some activities and experiences are contrived to seem authentic to a person who does not know better.

78 percent of the participants are hopeful and believe that coastal tourism that is taking place in their neighbourhood could be used as a vehicle to eradicate poverty that is rife in the area, thereby sustaining their livelihoods. It was indicated earlier that the local community lives under adverse conditions, faced with high illiteracy and unemployment rates. The findings of this study also

reveal that the majority of the households in the study area are dependent on government grants, but immediately the proposed coastal resort is developed and becomes operational, the members of the local community stand a chance of being employed. It is anticipated that other members of the local community, once trained in entrepreneurship, stand a chance of starting their own businesses. It was indicated earlier on that there are members of the local community who practice fishing, more especially men and women who extract mussels from the sea to sell to nearby businesses. The challenge encountered by the members of the local community is that these activities are seasonal and there are times when they are not allowed to extract the fish and mussels due to the fact that Nonoti Beach is one of the marine protected areas (MPAs).

The participants in this study indicated that the decision makers in the study area are the members of Inqaba Trust in collaboration with the municipality, the developers and/or investors and other key stakeholders. There is a committee that was chosen by Inqaba Trust to be decision makers and they indicated that the same committee cannot take decisions without consulting with the local community as members of Inqaba Trust and trustees. The chosen committee, which involves the municipality and the developers, sits with them as the local community and take a mandate from them before making relevant decisions. The participants indicated that a General Meeting is held where decision makers are chosen every five years, and the Trustees elect the executive committee. In that meeting, all the beneficiaries who choose ten people amongst them to serve in the decision-making body/ committee are involved.

The participants indicated that, as much as they participate in a way in the management of coastal tourism at Nonoti Beach, but they think their level of participation could still improve. They indicated that the local government should be actively involved, more especially in the tourism sector. The government departments the local community would like to see playing an active role in coastal tourism are the environment people (KZN Wildlife Ezemvelo and Natal Parks Board), the department of Human Settlements, the district and local municipalities, etc. They feel that their participation is needed to make this coastal destination to reach the developmental level that is envisaged. The findings of this study indicate that the level of participation of government departments in coastal tourism issues is very poor, which is the main reason why the Nonoti Beach

Resort has not been developed 14 years after the land claim was settled in favour of the community.

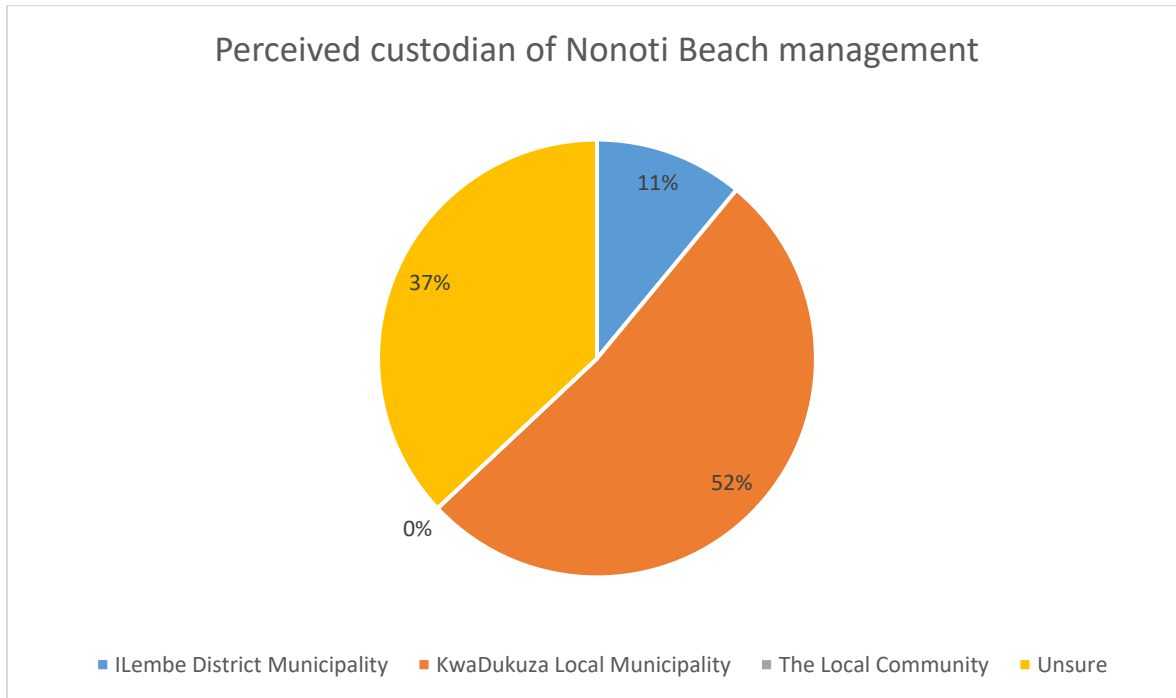
Respondent 3 confirmed these sentiments when he stated that

...In order to improve the status of this issue, meetings need to be initiated with the other government departments so that as Inqaba Trust, we can clarify our needs. These departments have been invited to several meetings, they never come, and they always come out with excuses about their busy schedules and fail to honour these meetings. The other challenge is that most executive committee members of the trust are employed and the only time they are available is at the weekends, which contradicts with the working hours of the government officials who are off work at the weekends. The development of the Nonoti Beach Resort does not only stand to benefit the Nonoti Community, even the municipality will benefit and the Gross Domestic product of the region will improve.

The members of the local community who participated in this study unanimously agreed that they do not participate in the discussions leading to the development of coastal tourism at Nonoti Beach. As much as the representative from TKZN indicated earlier that this organization has good working relations with the community of Nonoti Beach, but the findings of this study paint a totally different picture which is affirmed by Respondent 3 above.

The diagram below depicts the perceptions of the participants regarding the stakeholder with a custodial role of managing Nonoti Beach as a tourist destination.

Figure 5.4: The perceived custodian of Nonoti Beach management



00 percent of the participants indicated that they, as the local community, are the ones responsible for managing tourism in the study area, whereas the majority of the participants, comprising 52 percent, perceive the local council in the form of KwaDukuza Local Municipality as the main manager and benefactor of tourism in the area. 11 percent of the participants think it is the district municipality and 37 percent claimed that they are not sure about the stakeholder that is responsible for managing coastal tourism in their neighbourhood. When 37 percent is unsure of who manages tourism in their locality, it becomes a cause for concern that information sharing and awareness creation regarding coastal tourism are questionable. The participants in this study claimed that since they received settlement on the land claim, Inqaba Trust, a trust that owns the land on behalf of the community, informed them that their land has been identified for the development of a beach resort, and they have been promised a stake in the form of profit-sharing. They also said that, as new landowners, they have been promised low cost housing which had not, however, gotten off the ground when this research was conducted. They indicated that their greatest concern is the delay on the development of the promised resort as well as the houses. Other respondents said that the local municipality promised that once the beach resort is developed, a cultural village would be developed which will be owned and managed solely by the community. Regarding the usage of the resources at Nonoti Beach, the majority of the respondents (88%) said that they are allowed

to use the resources at Nonoti Beach for recreational purposes. They said they visit the beach for swimming purposes, for relaxing, as well as for fishing and extracting mussels, although it is not safe to do so due to the lack of facilities such as the toilets, showers and safety equipment such as the shark nets.

Regarding Nonoti Beach as a tourism destination, the local community raised the concerns of safety, as they indicated that the beach is not well developed, there are no shark nets and there are no lifeguards. There is a lack of essential facilities, facilities such as piped water, electricity, sanitation and showers. The beach is not developed at all. The other concern is that as much as Nonoti Beach is a tourism destination which attracts tourists, but no profits are accruing to the community from the visiting tourists. This is contrary to the propositions made in DEA (2017), that the “marine and coastal environments, as national assets, provide a range of economic, social and ecological services that are a foundation for the livelihoods of millions of South Africans”. According to DEA (2017), South Africa’s ocean economy has a potential to “contribute more than R20 billion to the country’s gross domestic product (GDP) by 2019” and at least 1 million jobs by 2033.

5.2.1 Anticipated benefits of proposed beach resort to the local community

Since the upgrading and construction of the proposed beach resort are still in the pipeline, it is still an indictment against the powers that be that this tourism destination lacks the basic infrastructure such as running water, electricity supply and proper sanitation. The table below shows the anticipated benefits from the proposed Nonoti Beach for the local community. What should be noted is that the participants were allowed to tick more than one benefit, which makes it impossible to remain within 100 percent, but the researcher ended up counting the ticks in each category of anticipated benefits from the 60 community members who participated in this study.

Table 5.2: Anticipated benefits of the proposed beach resort

Anticipated Benefits	No of Participants (n)
Basic infrastructure (electricity, water, roads)	32
Education, training and Skills development	33
Awareness of the marine ecosystems and the value of conserving them	15
Job Creation	58
Profit Sharing	27
Entrepreneurship	30

The participants in this study are positive that the development of the proposed Nonoti Beach Resort will benefit the community by providing them with basic infrastructure, education and training, awareness programmes on the ecosystems, profit sharing, as well as the creation of jobs. What is noted from the table above is that the majority of the participants totaling 58 out of 60 community members that participated in this study are hopeful that the development of the proposed beach resort will provide them with jobs. This number is closely followed by 33 participants, expecting to be trained and skilled in tourism related jobs, to position them to work in the proposed resort, once it is developed and operational. The participants are also positive that they will get into entrepreneurship and own businesses when the proposed beach resort has been developed. What was noted in this study is that the participants are positive that once the anticipated project takes off, Inqaba Trust board members will be trained on the rules governing trustees, as well as their roles based on agreements concerning shareholding. Respondent 1 confirms this when he states that

There will be training of relevant committees on finances and shareholding. Local community members will be trained in tour guiding, entrepreneurship, etc. This training will be monitored and evaluated by various stakeholders with a vested interest in coastal tourism, stakeholders such as TKZN, TIKZN, IDC, THETA, TEP, institutions of higher learning whose responsibility will be to conduct skills audit as well as researches on the productivity of the land and other economic activities that could be possible in the study area. The training planned for the new landowners will be an ongoing process and the evaluation of this training will be on an annual basis. Progress

reports on the training provided will be presented to investors, the committee representing the community and other relevant stakeholders.

According to the democratically elected leadership, Nonoti Beach is ready for the tourism activity that is planned for this area, in terms of the basic infrastructure such as electricity, tarred roads and water pipes. The area is fully electrified for the 90% of the local community that is already settled back in the area and is in the pipeline for the remaining 10% that is still coming back. It must be remembered that the members of the local community were dispossessed of their land during the apartheid era and those who did not want to work in the farms, were evicted. As much as the majority is back, but others are still coming back and for those that are back, the majority of them have electricity. Secondly, the tar road has also been developed from the residential area down to the main road, R102, only about four to five metres of the road still has gravel, but that is also under construction and is planned for completion in the near future. The water pipe has been installed although the water is not yet available. In the meantime, the municipality provides water to the community by sending water tanks twice a week. The table below shows the economic benefits accruing to the local community and the associated activities.

Table 5.3: Economic benefits of coastal tourism to the local community

Economic benefits to the local community	Beneficiaries (%)
Do not get jobs in the local tourism enterprises	75
Get jobs in the local tourism enterprises	19
Engaged in other economic activities (Extracting fish and mussels for commercial purposes)	06

The majority (75%) of the participants who were also the members of the local community indicated that, as much as there are tourism enterprises operating in the nearby towns of KwaDukuza, Zinkwazi, they, however, do not get jobs in these enterprises. Only a small fraction of the participants (19%) indicated that they get jobs in the nearby tourism enterprises, in places such as Izinkwazi, Darnall up to KwaDukuza, that employ the residents of Nonoti Beach. 06 percent of the participants indicated that, as much as they do not benefit in the form of formal

employment, but the sea provides them with a resource, which they use to make a living. The 06 percent indicated that there is a group of men who practice fishing and a group of women who extract mussels from the sea. These men and women sell fish and mussels to their regular customers. The participants to this study also indicated that Inqaba Trust as an organization that is caring for the welfare of the local community has not yet started employing people. However, some members of the local community are employed by other organisations such as KZN eZemvelo Wildlife and Natal Sharks Board, who operate in the area under the management of Inqaba Trust; and who work cooperatively with them.

One of the positive impacts of tourism development in any destination is the creation of jobs for the local community (NTSS 2012, DoT 2017). However, Mbaiwa (2011, 2003) cautions that as much as the local community gets jobs from the development of tourism in their locality, but these jobs do not always sustain nor improve their lives since they are menial, low-paying jobs. The same thing applies to the community of Nonoti Beach. Regarding the type of jobs the local community gets in the nearby tourism enterprises, the findings of this study reveal that these jobs fall in the category of cleaners, whereby they clean rooms in Bed and Breakfast (BnB) establishments. They also work in the kitchen as chefs as well as in the places of interest along the beach. Others work as gardeners whilst others are employed by the municipality to keep the beach clean. On the average, the local community members only work as general labourers and none of the participants work at managerial level. Priority 8 of the South Africa's Coastal Management Programme (DEA 2014) focuses mainly on creating awareness, strengthening education and training to build capacity, but the findings of this study reveal that the local community does not possess relevant skills to enable them to hold senior, managerial and better paying positions in the tourism industry. This is contradictory to the narratives of Respondent 2 below, where it is indicated that the members of the local community have been trained not only on construction, but also in law, hospitality, tour guiding and agriculture.

About skills availability in the area, the local community indicated that they have been trained in various skills such as bricklaying, plumbing and other skills associated with construction. Respondent 2 affirmed this by stating that

As Inqaba Trust, we organized training for the local community since this area has been identified for the development of a beach resort. It is clear that some structures and facilities are going to be built, therefore, people needed to be trained to position themselves to get jobs during the construction of these facilities. The other members of the local community have been trained as security personnel since they are needed to ensure the safety of the community and the tourists who will be visiting the tourism establishments once the beach resort is operational. The local community has also been trained as tour guides to guide tours once the proposed beach resort has been developed. According to Inqaba Trust, the local community is ready for the operations. On top of tourism related training, the youth who studies law have also been identified and assisted with bursaries to take care of the legal issues of the restored land. Nonoti Beach experiences the problem of land invasion and the youth with legal knowledge is expected to come in handy to deal with these problems. The local youth has also been trained in agriculture and hospitality and a database has been created for all the members of the local community who have received training in different fields even in agriculture.

The members of the local community indicated that they are not benefitting anything from tourism that is taking place in their locality, but also indicated that they have been promised that once the proposed Nonoti Beach Resort has been developed, as local people, they will be prioritized for jobs and tenders. They also indicated that they have been promised that a cultural village was going to be constructed in the site where the first Black South African president, the late Mr Nelson Mandela used to hold meetings with other political activists during the apartheid era. The promise was made to the local community that the proposed cultural village would be owned and managed by the community itself.

5.2.2 Limiting factors to participation and suggested solutions

The findings of this study reveal that there are various challenges that serve as limiting factors to participation in coastal tourism in the study area. Lack of proper management of Nonoti Beach was identified as the main challenge limiting the local community participation in coastal tourism in the area. The other challenge raised was the lack of clear understanding of coastal tourism and the benefits associated with it. It was indicated earlier that coastal tourism is a new concept for South Africa and tourism in general is perceived as a missed opportunity in this country due to the apartheid legacy (DEAT 1996, Meskell 2011, DEA 2014), therefore, the black communities were

for a long time not exposed to this niche area. Respondent 6 asserts that on top of the local community not being exposed to coastal tourism, there are other factors that limit their participation in this niche area and elaborated on them as he states that

The other challenges encountered when involving the local community in the tourism issues at Nonoti Beach involve challenges of land zoning as well as Environmental Impact Assessments that take too long to be processed which end up delaying the entire process of developing the planned resort. The other challenge is associated with internal politics amongst the members of the local community as well as the politics arising from the local government bureaucracy.

Various solutions are suggested to address the challenges experienced by the local community and limiting their participation in coastal tourism issues. Available literature (Klimmek 2013, Cousins and Aliber 2013, Leijzer and Denman 2013) suggests various solutions to counteract the challenges that limit and could enhance the local community participation in coastal tourism. Amongst these solutions is more interaction and cooperation amongst stakeholders with an interest in coastal tourism. In order to solve the problem of lack of participation amongst the members of the local community, Bob and Bronkhorst (2010) and Langkilde (2013) suggest enhancing the involvement of the local community in decision-making processes concerning coastal tourism development and management. DEA (2014) proposes enhanced intergovernmental relations (IGR) amongst various government departments to avoid the duplication of activities and overlapping of responsibilities to the detriment of the community, as well as the awareness programmes to educate the local community about coastal tourism and associated benefits (Russel 2011, Sivest 2013). The awareness programmes would encourage the local community to conserve and preserve the available resources, which act as the main pulling factor to the tourists visiting this destination. If these solutions are implemented, they would encourage tourists to visit Nonoti Beach and this would improve the local community's livelihoods through money the tourists spend. Available literature (Meskell 2011, Gumede 2009, and Hottola 2008) highlights the significant role that is played by tourism and the importance of positive behavior towards tourists. Due to the apartheid rules in South Africa that limited the movement of black people to the urban areas, therefore, tourism has always been perceived as a White man's thing (DEAT 1996). The majority of the tourism businesses are owned and run by the Whites. This lack of exposure serves as a limiting

factor to participation resulting to fewer blacks owning tourism establishments. To enhance local community participation in coastal tourism, Neves and Pointer (2013) suggest enhancing partnerships between the well-established tourism businesses and the emerging SMMEs from amongst the local community to close the economic gap existing between the two races.

DEDT (1996) and DoT (2012) stated that tourism is a new economic sector, more especially to the black communities of South Africa. This observation is relevant to the study area; therefore, there is a great challenge that still needs to be addressed regarding creating awareness and enhancing the local community's understanding of tourism. The level of understanding of this economic sector is still very limited and workshops are essential to improve the local community's understanding of tourism and what can be done to maximize benefits accruing to them from this niche area. This is contrary to Priority 8 of the National Coastal Management Programme (DEA 2014), which has its emphasis on "strengthening awareness, education and training to build capacity". The solution to this problem would be to invite experts to address this issue using their own expertise and experience. It was indicated earlier that the youth has been assisted with tourism related skills but they do not have experience like someone who has been in the field for some time. So, experts need to be invited and people with firsthand experience in tourism to come and talk to the Nonoti community about tourism, and how they can position themselves for opportunities available in this economic sector to enhance their understanding of the field to be in the expected level. The local community of Nonoti Beach is a Black dominated community who lacks exposure to the industry and White people have always dominated the tourism industry in the neighbourhood. Respondent 10 confirmed the observations above when he said

More workshops are needed to create awareness amongst the local community. Various stakeholders could work cooperatively with one another to spearhead these workshops and awareness programmes. For example, if there is a company that wants to come and invest in the area, it should be made clear that it is its own responsibility to workshop people on the importance of that company and how its presence in their area stands to benefit them. The local community needs to be encouraged to own some of the businesses in the area and for them to position themselves to benefit from coastal tourism that is taking place in their neighbourhood.

According to Brunnschweiler (2010), the local community needs relevant skills such as entrepreneurship as well as marketing skills, self-sufficiency, hotel management skills, hospitality, book-keeping skills, in order for them to participate effectively and to maximize benefits accruing to them.

The findings of this study reveal that there are various challenges encountered when trying to involve the local community in the tourism issues at Nonoti Beach. It was indicated earlier that when the EIA plans are delayed, it ends up delaying the entire process of developing the planned resort. The greatest challenge is that currently there is no existing tourism activity at Nonoti Beach, although feasibility studies have been conducted and plans have been approved to develop the beach resort in the study area. The other challenge is that the land zoning in the area is for two projects, namely, beach resort development and the housing project. Ndlovu et al. (2017) and Sebele (2010) propose that due to top-down approach to tourism development and other factors, local community development has slowed down and the local community has been excluded from participating fully in coastal tourism management. They assert that the local community's inclusion is often regarded as one of the most essential tools to readjust the balance of power and to reassert local community views against those of the local authority. This is affirmed by Respondent 16 when he states that

The delay in the implementation of the two projects that were promised to us is somehow discouraging to the local community. As members of the local community, we wish to see the housing project implemented prior to the development of the proposed beach resort. If none of them comes to fruition, we lose hope in the entire process. The other challenge is associated with internal politics and power struggles amongst the local community itself as well as the local government bureaucracy, which result to confusion and serves as an obstacle to the implementation of the promised projects.

In order to address the challenges indicated above, more interaction amongst various stakeholders with a stake in coastal tourism is suggested and to encourage the involvement of the local community in decision-making.

Leijzer and Denman (2013) affirm that the development of human resources amongst the local community plays a significant role in the development of coastal tourism in any coastal destination. Regarding the human resources analysis, the findings of this study indicate that the local community needs to be equipped with various skills in order to participate actively in coastal tourism when the beach resort has been developed in their ancestral land. Amongst the skills they need is training in business management. South Africa's coastal environment is a rich and diverse national asset providing important economic and social opportunities for the human population (DEA 2014). This notion is affirmed by DoT (2017) and Glazewski (2017), where they state that coastal populations have developed a strong reliance on marine resources for commercial opportunity and gain, food recreation and transport. Participants in this study anticipate to be provided with an opportunity to be shareholders in the businesses operating in the area. As was indicated earlier that the local community is employed in business establishments in and around Nonoti Beach, what needs to be noted is that the jobs they hold there are only menial jobs that do not contribute much to improving their livelihoods. Therefore, this community needs management skills to position themselves for occupying better positions when the proposed beach resort is up and running (gets operational).

Regarding the extent to which the local community participates in the management of tourism at Nonoti Beach, the greatest challenge is that this project is not off the ground yet, it is still in the process of being put together and the delays result mainly from the challenges with the MEC. It was indicated earlier that the land that was restored back to the community is planned for two main projects, namely, the low cost housing project as well as the development of the resort that is aimed at sustaining the community's lives through the creation of jobs. There are also plans of leasing the land and for the community to have a stake through profit sharing of the dividends. Community based tourism initiatives have failed due to the lack of relevant skills on the part of the community (Waligo and Clarke 2013). Regarding the skills available amongst the members of the local community, it is not easy to say which skills exactly are available, as no skills audit has been conducted. The challenge which limits the participation of the local community in the management of tourism at Nonoti Beach is the lack of relevant skills. The participants to this study indicated that they lack financial skills, management skills, entrepreneurship skills, tour operating skills as well as skills on customer service excellence. The other limiting factor is competition and

conflicting interests amongst stakeholders with a stake in coastal tourism. Inqaba Trust is responsible for making decisions about the development of the proposed Nonoti Beach Resort and stakeholders such as TKZN, TIKZN and IDC make suggestions and recommendations. The improvement needed in involving the local community in coastal tourism planning and management is skills development, capacity building and training for the local community. Sharing and learning from best practices in other similar initiatives is perceived as a learning experience for the members of the local community (Bramwell and Lane 2011). These sentiments were confirmed by Respondent 5 when he said

The PSC members should be given a chance to visit other communities that had similar experiences, that is, whose land was restored and who have since lived sustainably on the restored land. The aim of this visit would be to get first-hand experience on and learn from the best practices from these communities.

5.2.3 Key areas of conflict and the challenges encountered in an endeavor to create a balance amongst the stakeholders involved in coastal tourism in the study area

Most coastal communities, more especially those found in developing states such as South Africa, experience extreme poverty (Cousins 2013, Glavovic and Boonzaier 2007). Since Nonoti Beach is in South Africa, which is a developing country; therefore, it is not immune from the problems that are found in most developing nations. Poverty is amongst the problems experienced in this study area, stemming mainly from high illiteracy and unemployment rates.

The findings of this study also reveal that there are conflicts amongst some stakeholders involved in coastal tourism in the study area. This is confirmed by Respondent 1 when he states that

The problem arises in the lack of understanding between the way in which we as Inqaba Trust prefer things to be done and the municipality. The municipality has a different understanding of the way in which things should be done to a point whereby the democratically elected councilor sometimes is perceived to be working in isolation from Inqaba Trust as the organization that represents the community and own the land on behalf of the community. It must be noted that in 2016, the MEC of COGTA requested us as the Nonoti Community to accept the iNkosi yabaThembu. The MEC clarified amongst the community members that iNkosi yabaThembu is not there to replace the community structure represented by Inqaba Trust or the democratically elected

leadership represented by the ward councilor, but the traditional leadership is responsible for all the cultural issues in the area.

It becomes clear from the discussion above that the presence of Inqaba Trust as an organization representing the community and traditional leadership structure in the form of inkosi yabaThembu becomes a source of confusion regarding power sharing. It is known that the greatest struggle in South Africa is around power and most people experience this problem at some stage of their lives (Smith 2013).

Conflict in the study area does not end with power sharing by different stakeholders in leadership. The other source of conflict at Nonoti Beach is land ownership. This is confirmed by Respondent 2 when he states that

AbaThembu family, who are the royal family, has their own interest in the land that is somehow conflicting to that of Inqaba Trust. Presently, there are people that the traditional authority has allocated to the land without consulting with us as the organizing committee of Inqaba Trust, an organization that is engaging with government departments and the private sector to develop that same land. The challenge is, when the traditional authority allocates people, they do not consult with Inqaba Trust. As a result, other people have been allocated to the land that we had initially identified for conservation purposes, which influences negatively on preserving and conserving the beauty of Nonoti Beach and exacerbates the conflict between traditional leadership and Inqaba Trust.

The participants to this study indicated that they hope as time goes on, the power struggles will get under control and this could be achieved if all the stakeholders with a stake in coastal tourism could come together and agree on what is acceptable as well as clarifying roles and responsibilities of each stakeholder. Several strategies have been tried to create peace and harmony between Inqaba Trust and the abaThembu Traditional Leadership but it becomes more and more difficult to reach an amicable solution due to the fragmented government departments that govern operations in the area. Inqaba Trust is regulated by the Department of Land Reform and Land Restitution, whereas the traditional leadership is governed and regulated by Cooperative Governance and Traditional Authority (COGTA). Dredge (2015) has cautioned on the challenge

of fragmented governance in managing coastal and marine tourism. This is confirmed in DoT (2017) which states that

As different interest groups benefit from South Africa's coastal and marine resources, responsible utilization becomes difficult to achieve, therefore the governance of the marine and coastal areas with associated coastal tourism requires a coordinated effort among different stakeholders.

The findings of this study reveal that Inqaba Trust, together with abaThembu have tried on various occasions to hold meetings between with the two departments, but on three occasions, the meetings never sat because on each occasion, only one side would be present. Inqaba Trust as an organization that fights for the welfare of the community and would like to see the community benefitting from land ownership at Nonoti Beach indicated that they have started engaging with the legal team to fast-track the sitting of the indicated meeting that failed on three previous occasions.

It was indicated earlier that before the local community's land was expropriated during the colonial era, the Nonoti Community was under the leadership of iNkosi yabaThembu. When the land claim application was made, it was not through the traditional authority but was made solely by the community, therefore, the title deed of the land in question is not under the abaThembu Tribal authority but it is in the name of the Nonoti Beach community. When COGTA presented inkosi yabaThembu, the community agreed to have iNkosi as their leader, since iNkosi is also a beneficiary on the restored land. Although the tribal authority did not take the initiative of applying for the land, the community has, however, agreed to restore ubukhosi on condition that the two structures, ubukhosi and Inqaba Trust work cooperatively with each other and ubukhosi is clear of its responsibility of taking care of the cultural issues in the community.

DoT in its NTSS (2011) suggests "leveraging mutually beneficial partnerships between stakeholders at all levels" as one of the key factors aimed at strengthening working relations to balance economic, social and environmental issues. The findings of this study reveal that the greatest challenge experienced by the community under study is the lack of working together between themselves and the municipality. It must be noted that the local community needs development and the government, more especially at local level, has a custodial role to develop

the citizens in the study area, since there are wards and the municipality through the ward councilor is aware of the needs of the residents of each ward. Respondent 3 affirmed the challenge of lack of working together between the municipality and the local community when he stated that

The local community expects the municipality to find a way of communicating and working closely with Inqaba trust as a formally recognized community structure, to enhance their working ties and stop the idea that the democratically elected councilor is leading one community and Inqaba Trust the other community. These two structures are supposed to be working together as they share a similar goal of wanting to develop the local community. The three structures, Inqaba Trust, the local municipality and the traditional leadership under iNkosi yabaThembu, should avoid working in isolation from the other but could work together and agree on what can be done to develop the local community. If each structure works in its small corner and in isolation from the other structures, there might be a perception that these structures are not working towards achieving the same goal. The roles of each of the three structures should be clearly defined in order to avoid duplication of activities and the overlapping of roles as these cause more conflict.

All the three structures should work closely with one another to enhance and strengthen development for the benefit of the community of Nonoti Beach. Coastal tourism at Nonoti Beach is supposed to benefit all the citizens of the area, the same community that is led by the KwaDukuza local municipality, Inqaba Trust and the AbaThembu Traditional Authority. Working together will strengthen ties amongst these structures and result to increased benefits accruing to the local community.

Since this study was conducted over a period of time, there has been some improvement on the earlier findings. It was indicated in the previous chapter that the community of Nonoti Beach were not given post-settlement support to prepare them to live sustainably on restored land. The recent findings reveal that presently the local community is being prepared to take part in the coastal tourism initiatives in the area. There are programmes in place to develop skills amongst the youth of Nonoti Beach. Some of them have been awarded bursaries to further their studies in tourism and the related fields in various institutions of higher learning. It was also indicated that, although this bursary fund is on hold presently, it has operated for more than a decade and has benefitted a number of beneficiaries. During this time, the local youth was given an opportunity to be trained

to position them to gain skills in various sectors such as tourism, agriculture, hospitality, and others. According to Respondent 1, who serves as the community representative, there are community members, more especially the youth, who are ready to participate in the proposed development for the study area due to skills development, training and capacitation that they have received.

Respondent 1 highlighted another problem experienced in the study area regarding the bursaries that were offered to the youth to capacitate them to take part in the proposed beach resort once operational. He stated that

The greatest challenge experienced here at Nonoti Beach is that the students that we as Inqaba Trust has given bursaries to further studies in the field of tourism sometimes do not come back to serve the community that has assisted them financially. Some of the bursary recipients, once they finish studying after getting financial assistance from Inqaba Trust, disappear and not come back.

This is a cause for concern that the assisted students might not be available when the coastal resort is operational, however, the researcher feels it is too early to be worried about the bursary recipients that have disappeared after getting financial assistance since there has been a delay in the development of the proposed beach resort. The researcher concludes that since the students that have been assisted with bursaries disappear after getting the qualification, then the people who remain in the study area are those without a choice due to their illiteracy and it is the same people who then get employed in the nearby tourism establishments as cleaners, gardeners, waiters, etc.

Land invasion has always been a problem in the coastal areas of South Africa, more especially during the apartheid era, when it was accompanied by the evictions of the black communities (Grant Thornton 2010, Sivest 2013). The problem of land invasion is experienced at Nonoti Beach, whereby outsiders come and invade the area without permission. Inqaba Trust is still trying to come out with strategies to prevent this land invasion because they feel that if it is not controlled, the scenic beauty of this coastal destination will be interfered with and might end up getting lost in the process. Inqaba Trust feels that the plans the trust has for the area and the local community of Nonoti might not be realised because of outsiders immigrating into Nonoti Beach and occupying the land illegally. It was indicated earlier that most residents of South Africa and Nonoti Beach, in

particular, are unemployed and poverty is rife, so they go out, telling people that they have land ownership, and suggest selling the site to any interested party to make a quick buck. After the sale has been finalized, no title deed is given to the buyer. The people who buy the land at Nonoti Beach know that they are unauthorized to do so but they still buy the land in the area unlawfully.

To curb the unlawful selling of land at Nonoti Beach, Respondent 3 proposed the following strategies when he said

Inqaba Trust is in the process of negotiating with the lawyers who are specialists in land issues to come out with strategies to deal with the identified problem, of the unlawful selling of the land. As Inqaba Trust, we believe in following the correct channels and procedures when dealing with the communal land that is under our management, to avoid people vandalizing the law of South Africa, therefore, Inqaba Trust is obliged by law to fight for the rights of the local community they are representing. Inqaba Trust is just about to sign an agreement and a Memorandum of Understanding (MOU) with some lawyers to take care of issues of illegal land invasion. Whilst in the process of signing an MOU with the lawyers, as Inqaba Trust, we have outsourced the security company which ensures that everyone who is entering Nonoti Beach is screened and his intention clarified by getting a letter permitting that person and confirming if their presence is known to Inqaba Trust. If the person entering Nonoti Beach is not known and is not permitted to be there by the trust, the security does not permit that person to enter the Nonoti area until they get a permission from Inqaba Trust. The lawyer that Inqaba Trust is in the process of signing an MOU with, will be mandated to deal with the issues of illegal occupation of the land as it has been indicated that the area is still not yet ready for occupation. As Inqaba Trust, together with the government agencies we are still busy with the project planning of the area which has just been finalized, so, in the near future, it will be the lawyers' responsibility to deal with the screening of occupants and also those who have occupied the land unlawfully, who will then be asked to go.

The participants in this study emphasised the fact that Nonoti Beach is a beautiful place, with outstanding coastal resources; therefore, most people want to come and stay in this place. Since Nonoti Beach has outstandingly beautiful resources, so it has the potential to attract tourists, not only local or domestic tourists, but visitors from other countries as well.

The challenges experienced when involving the local community in the coastal tourism issues at Nonoti Beach is that since the land is zoned for two projects, that is, the housing project and the

commercial development, the community is now getting impatient due to the slow pace of delivering on the housing project. The local community wants houses. Even the commercial development is delayed because of the fact that there are different service government departments mandated to deliver on the projects earmarked for the study area. The other challenge is that there is no clean, piped water in the area. The greatest challenge is that the implementation of the resort development project is piecemeal due to separate mandates, with the EIA funded by TKZN, TIKZN, IDC and the housing project facilitated and coordinated by other stakeholders, such as the Department of Human settlements in collaboration with COGTA. This is confirmed in Dredge (2015) who stated that fragmented governance is a major challenge in managing coastal and marine tourism. These challenges could be overcome if planning was holistic and adopted an integrated approach to avoid the duplication and overlapping of functions. To improve/ enhance relationships with the community, open communication and enhanced consultation concerning the project is suggested.

5.2.4 Business Viability

Nonoti Beach is such a beautiful area that in the near future will be competing with other prestigious coastal destinations such as Durban, Richards Bay, and the South Coast. Once the proposed resort is developed, it will be eye catching, as it possesses beautiful and outstanding resources. Amongst the natural resources found at Nonoti Beach are the indigenous trees in the form of mangroves, birds, and other natural animals (Sivest 2013). Respondent 11 confirmed this when he said

Nonoti Beach has a beautiful view with a 90% sea view that makes it spectacular. Nonoti Beach is located on a hill and when one is standing there, one has the views of the places like Zinkwazi, Tugela Mouth, Blythedale Beach and others. There is also Nonoti River that flows through the area, which is a lagoon and enhances the beauty of this area. Once a visitor gets to Nonoti Beach, there is a great possibility that he will like it.

Based on the observation above, it becomes clear that this coastal destination has a great potential of attracting return visits, which will result to economic growth in the area from tourists' spend.

DEA (2014) in its priority 9 proposes the “strengthening of partnerships amongst all spheres of government, the private sector and civil society in a collaborative, problem-solving and consensus-building manner that promotes dialogue, cooperation, coordination and integration”. The findings of this study reveal that iLembe Enterprise, as a development agency mandated to improve the lives of the local community of Nonoti Beach, works in collaboration with other partners such as IDC, TKZN, TIKZN and KwaDukuza Local Municipality in ensuring that the proposed coastal tourism project creates jobs. The cooperation amongst the identified stakeholders is meant to empower as well as capacitate the local community through skills development and training. The development of the proposed Nonoti Beach Resort is anticipated to benefit the local community through business ownership, job creation and skills transfer that will ensure long-term sustainability of the community (Thornton 2011, Sivist 2013). Training and skills transfer form part of the bigger project and various partners such as Economic Development, Tourism and Environmental Affairs (EDTEA) have been lobbied to come up with the training plans for the local community that will enable them to have skills to work in the tourism project that is planned for Nonoti Beach. According to the plans of this agency, the evaluation and monitoring of training will be the responsibility of all the partners involved, both government and the private sector and it will be done regularly, that is, biannually at the most. The progress reports will be presented to the existing project steering committee in collaboration with the project partners.

Since the development of Nonoti Beach Resort is still underway, no jobs have been created presently but the jobs potential is in various sectors, sectors such as hospitality, environmental sector, construction, etc. According to the participants in this study, coastal tourism in this destination could be used as a tool to effectively sustain livelihoods and eradicate poverty.

The eradication of poverty could be possible if the development of the proposed resort could be fast-tracked accompanied by the provision of facilities such as the playgrounds, ablution facilities, restaurants, hotels and the development of a commercial hub with a variety of shops. Providing the local community with skills, capacitation and training required in the tourism industry could assist in the eradication of poverty, which is rife in the study area. (Respondent 4)

Business viability in the study area has a potential of being enhanced, considering the great working relationship between various stakeholders and the members of the local community but can still be improved. The findings of this study reveal that there is a social facilitation unit at iLembe Enterprise that works closely with the community, where the members of the local community are given an opportunity to take part in the project's Steering Committee (PSC). The decisions about the development and management of Nonoti Beach, according to the participants, are made by the local community through Inqaba Trust, in consultation with KwaDukuza Local Municipality and the decision-makers are selected by the community through public participation meetings in consultation with the conservation agencies such as WESSA, KZN Ezemvelo Wildlife, Natal Parks Board and others.

The findings of this study reveal that the local community of Nonoti Beach currently does not have the required skills to take part in the management of tourism in the study area in order to maximize benefits accruing to them. Regarding participation in the management of tourism in the study area, the only way in which the local community participates in the coastal issues is by being part of the PSC in the form of Inqaba trust. Various skills such as business management, financial management, customer service excellence, marketing skills, ICT, construction and maintenance as well as hospitality management could be of benefit to the local community and would enable them to participate actively in the management of coastal tourism at Nonoti Beach. Lack of the required skills in the business sector serves as a limiting factor to their active participation, thereby limiting the benefits accruing to them. The same problem was experienced in Botswana when the local community was awarded an opportunity to manage the resource in their neighbourhood but the community based project failed due to the lack of relevant skills (Mbaiwa 2011).

Coastal tourism taking place at Nonoti Beach is currently benefitting no one but the ultimate aim is for the community to be the main beneficiaries once the proposed resort is built and operational. According to Burton (2012), the proposed beach has the greatest potential to create jobs and transfer skills through collaborating with the private sector. When the planned resort is up and running, the distribution of income benefits from tourism partnership agreements will be determined by the trust on behalf of the community and this will form part of the trust charter. Decisions regarding the development and management of tourism at Nonoti Beach are made by

the PSC through a consultative process with all the stakeholders with a stake in coastal tourism as well as those who are mandated to develop and promote coastal tourism in the study area. The decision-making body at Nonoti Beach is Inqaba Trust whose members the community itself elects. The expectations of the local community concerning coastal tourism at Nonoti Beach is that they would like to see their project developed. They also expect job creation and direct income benefits.

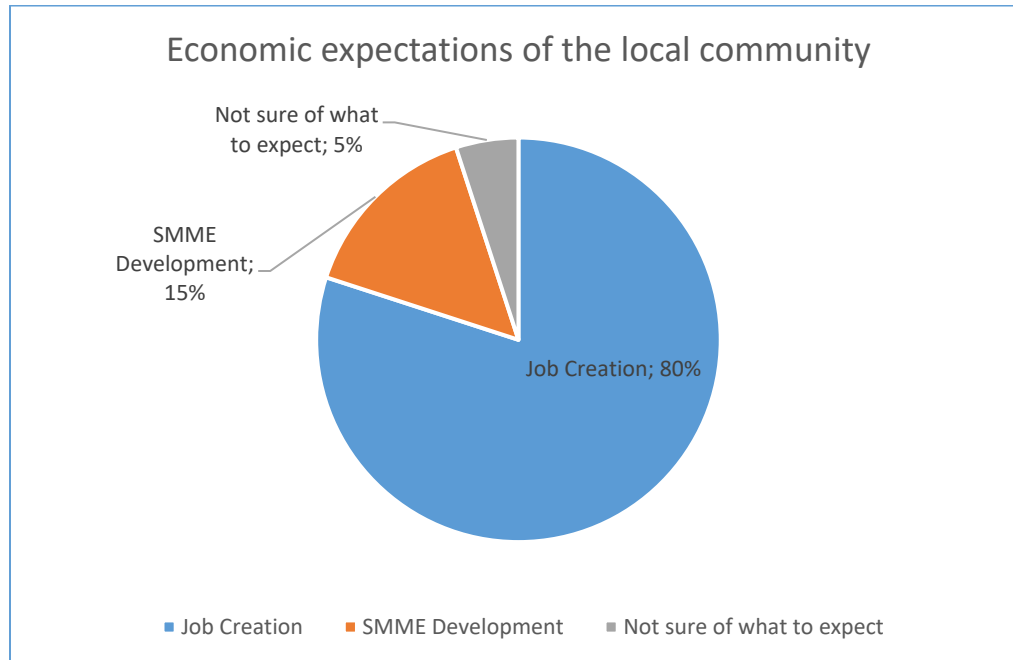
According to the democratically elected leadership, the local community has some skills, which include, amongst others, fishing, extraction of mussels as well as selling of these resources to sustain livelihoods. The leadership structure cautions though that, as much as there are skills available amongst the community members, but there is a lack of management, hospitality, hotel and financial management skills in the local community to assist them with the pricing of their products, that limits their active participation in the management of this coastal destination. The democratically elected leadership also indicated that there is no clarity regarding the available skills since no skills audit was ever conducted in the past five years and suggested that skills audit be included in the plan of the local municipality to get a clear picture of the available skills.

Participants to this study agreed that, as much as tourists visit this destination, but no particular person, organization or the local community is benefitting from coastal tourism taking place in this destination and they all agreed that when the proposed tourism project has been developed, the main beneficiaries would be the local community. The participants to this study unanimously agreed that some improvement is needed in involving the local community in coastal tourism planning and management. Government sources (DEDT 2008, DEA 2014, and DoT 2017) propose that the Provincial Government's approach should be to incorporate previously disadvantaged communities into mainstream coastal tourism economy by focusing on building capacity within communities and to create awareness amongst these communities. The participants in this study emphasize this notion when they propose that the improvement needed amongst them includes fast-tracking skills development, capacity building and training of the local community to position them to playing an active role when the proposed tourism project is developed, and is operational in their locality. The other improvement would be awareness creation on the important role played by tourism and the influx of tourists in this tourist destination.

5.3 LOCAL COMMUNITY PERCEPTIONS OF COASTAL TOURISM IN THE STUDY AREA

Conflicts sometimes arise in tourism initiatives resulting mainly from “conservative, patriarchal societal order and the influence of traditional cultural value systems that relegate some sectors of the community, notably women and young people, to a status of relative passivity” (Ndlovu et al. 2017, Saarinen 2010). Key informants in the study area indicated that there are no conflicts amongst themselves, but they live at Nonoti as one big family. The local community members who participated in this study indicated that there is a good relationship between them and Inqaba Trust as well as between them and other government agencies responsible for tourism development and promotion in the study area. Amongst the stakeholders with whom they have good relations, they mentioned TKZN, Enterprise iLembe, KwaDukuza Local Municipality, more especially with the democratically elected councilor that is in the leadership. Nzama (2008) proposes that whenever there is a tourism initiative in the area, the members of the local community develop expectations on benefitting from it. The members of the local community of Nonoti Beach have also developed expectations from coastal tourism at Nonoti Beach due to the awareness that has been created around the development of the proposed Nonoti Beach Resort. The diagram below shows the economic expectations of the local community from the proposed tourism project planned for the study area.

Figure 5.5: Economic expectations of the local community from the proposed beach resort



The diagram above shows that the majority (80%) of the participants from the local community expect the proposed beach resort to create job opportunities for them. 15 percent from amongst the local community expects this development to sustain their lives through the development of tourism related SMMEs. In the feasibility study of the proposed project, there is a plan to develop the cultural village, where the political activists such as Nelson Mandela, Albert Luthuli and others used to meet during the apartheid era and which is to be solely owned and managed by the local community (Sivest 2011). The local community perceives the proposed project to be the answer to their poverty problems and what influences this perception is the state of poverty in the area, as well as the information given to them by various stakeholders involved in the project during consultative meetings. 05 percent is not sure what to expect from the tourism project that is to be developed in their neighbourhood since they are old and do not have the required skills to work in an up class resort that is proposed to be built in their ancestral land.

Available literature (Sookrajh 2008, Sport and Recreation South Africa 2012, Pillay 2012, Du Preez 2017) acknowledges that sports tourism is a fast-growing industry with a potential to improve and strengthen the economy of South Africa. This notion is confirmed by the

democratically elected leadership in collaboration with the representative from Inqaba Trust when they said

Sports have the potential to unite people from different occupations and lifestyles; therefore, the construction of an upmarket stadium at Nonoti Beach that could host various sporting activities could boost the economy of the district. The hosting of sports events could encourage domestic tourism and can create unity between tourists and the local community. It could also create employment opportunities for the local community. The building of a conference centre and the hosting of various events at Nonoti Beach could enhance the image of this destination and improve the economy of the local people thereby eradicating poverty, which is rife in this area.

Regarding the body that is spearheading coastal tourism at Nonoti Beach, the findings of this study reveal that the local community recognizes Inqaba Trust as the main organization that is spearheading all the activities, sustainable tourism and all the issues of development in the area. What should be noted about Nonoti Beach is that the sites are divided into four, namely, sites that have been allocated for tourism activity/sector, campsites which cater for four star hotels, sites allocated for Nonoti residents to build their homes as well as sites reserved for the people who are interested in developing themselves differently, such as in agriculture. There are also sites that are reserved for business development, sites meant for the local community interested in doing business as well as sites reserved for investors, for tourism development. Inqaba Trust is the organization responsible for developing this sector. Presently this organization is in the process of forming a company that deals directly with all those activities aimed at generating income for the local community.

Since Nonoti Beach possesses the natural resources that serve as an attracting factor to tourists, therefore, tourists visit this coastal destination, especially the beach. Both the members of the local community and the visitors are allowed to use the coastal resources at Nonoti beach. It must be noted that here “in South Africa, there are policies that guide activities on the coast. Presently, Inqaba Trust is working closely and cooperatively with KZN Ezemvelo Wildlife to check if things go according to the laws and by-laws, as well as to ensure that the community accesses the beach area and are adhering to the nature conservation policies. Nothing is stopping the local community

and the visitors from using the coastal resources as long as the activities they engage in adhere to the policies and by-laws regulating marine and coastal tourism in the area.

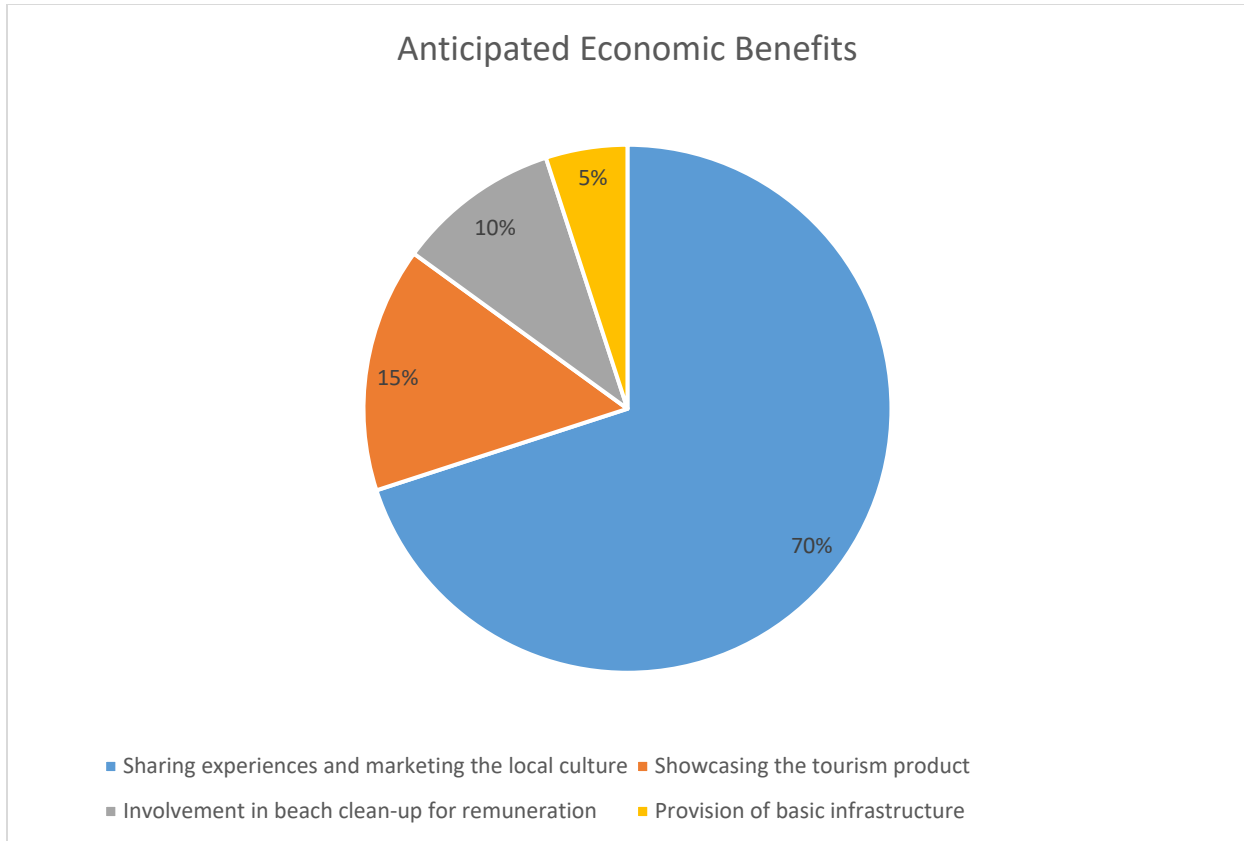
The local government in the form of the municipality has an important role to play in ensuring that communities get maximum benefits from tourism (DEDT 1996). This is confirmed in Goble, Hill and Phillips (2017) where they propose that local government, as with higher levels of government, are assigned mandates, responsibilities, functions and powers for implementation, enforcement and compliance, pollution management, biodiversity management and planning and land use management. It is also the role of the municipality to improve local government's capacity to understand coastal tourism. The other role of the municipality is to enhance "community-based tourism initiatives and opportunities to enable them to provide realistic assistance to community to maximize potential tourism opportunities" (NTSS 2011). Respondent 17 confirmed this when he said

We expect the local municipality to play an active role in ensuring that as local community, we benefit from coastal tourism that is taking place in the neighbourhood. The role that should be played by the local municipality in assisting us as the members of the local community to participate in the management of tourism at Nonoti Beach would be to provide us with skills on tourism management, but the sad part is that the local municipality is not doing much to achieve this dream. As members of the local community, we have been consulted and informed that a beach resort is to be built on our ancestral land but we are concerned that we are not fully equipped to sustain livelihoods even when the resort is built, as we have not undergone any training and skills development aimed at capacity building. It is our responsibility as the local community to take initiative in ensuring that we get skilled in hospitality/ Hotel Management, financial management, Customer Service Excellence, pricing, expected designs of craft, etc. We also need help with finding markets to sell our arts and craft, as well as fishes and mussels that we extract from the sea. As members of the local community, we expect the tourists who visit Nonoti Beach and use the resources here to pay for these resources, and this could improve our standard of living. We also need clarity on how the profits are shared.

Gumede (2009) argued that tourism industry depends greatly on the goodwill and cooperation of host communities, and further illustrated that there is no amount of attraction that can compensate the rudeness or hostility that the tourists can experience from the local community. All that this means is that tourism can only develop in any tourism destination if the local community has a

positive attitude towards tourists. According to Nzama (2008), the local community develops a positive attitude towards tourists if they are directly involved and benefit economically and otherwise.

Figure 5.6: Anticipated economic benefits of coastal tourism to the local community



The local community of Nonoti Beach wish to see the proposed tourism initiative implemented and anticipate benefiting economically from it. Diagram 6 above shows that 70 percent of the respondents wish to see more tourists visiting this coastal destination to create a platform to share experiences and to market themselves and their cultures to visiting tourists. 15 percent of the participating local community members wish to see the municipality facilitating the establishment of stalls where they can display their products in the form of fish, mussels, arts and craft where the tourists can buy them. 5 percent of the participants indicated that the municipality needs to provide the required infrastructure such as water supply and see to it that load shedding is not experienced since this impact negatively on businesses operating in the area. 10 percent of the participants indicated that the municipality should prioritise the employment of the local people to take care of

the area, more especially the coastline, which will encourage responsible tourism amongst them and encourage more visitors to visit this coastal destination.

Stakeholder relations are essential for the success of coastal tourism in growing the economy. Institutional and structural arrangements need to be put in place and be working effectively to ensure that stakeholder relations are well maintained (NTSS 2011). The participants in this study indicated that when there are consultative forums with investors and various stakeholders with a stake in coastal tourism, expectations are created amongst themselves as members of the local community regarding the proposed Nonoti Beach resort. Amongst these expectations are the employment opportunities, job creation, better living conditions, sustainable livelihoods as well as economic benefits accruing to them. These expectations lead to their perceptions of coastal tourism in their locality. When developers come to the community, they commit to developing the area and indicate that, after a certain number of years they will be leaving the project in the ownership of the community, whereby the community will be expected to take over those businesses. Presently, the community is working closely with IDC and TKZN who have committed to invest in this project.

The members of the focus group that participated in this study unanimously agreed that the local community's attitude and perceptions are positive towards the tourists visiting the area, although they are skeptical of the visitors' intentions. Respondent 14 who was the leader of the focus group confirmed this

As members of the local community, we are happy with the arrival of visitors and they are always welcome in the area. The only challenge is that it is not always clear as to what the intentions of people visiting this destination are. There is confusion as to whether a visitor comes here because s/he is attracted to the beautiful resources this destination has to offer or he has other intentions that might not be acceptable, such as land invasion. There are people with big names that we have seen visiting this place, which cause confusion on the intentions of these visitors.

Mostly the visitors to Nonoti Beach are local people from places such as Zinkwazi, inland and peripheral areas like Maphumulo, Kranskop, Mandeni, etc. The findings of this study reveal that the community of Nonoti Beach treats visitors as normal people with the understanding that their

arrival there, and if they are treated well, they are going to spread the word of mouth and attract more visits to the area. Therefore, the tourists are more than welcome to visit Nonoti Beach.

DEDT (1996) states that tourism brings development to rural areas since it allows rural people to share in the benefits of tourism development, promoting more balanced and sustainable forms of development, empowering both women and the youth. The local community of Nonoti Beach expects coastal tourism in the area to provide them with tangible benefits in the form of jobs, houses, and the development of basic infrastructure such as roads, electricity and water supply. The community also expects stakes through profit sharing. These expectations are shaped mainly by the information shared with them regarding the anticipated resort development project as well as the clear and open lines of communication between the community and the stakeholders with a mandate to facilitate and coordinate the development of the proposed resort.

Regarding the conflicts around the development and management of tourism at Nonoti Beach, the members of the local community indicated that there are no conflicts amongst themselves and there is a good relationship between them and Inqaba Trust, as well as between them and other government agencies responsible for tourism development and promotion in the study area. Amongst the stakeholders with whom they have good relations, include TKZN, Enterprise iLembe, KwaDukuza Local Municipality, more especially with the democratically elected councilor that is in the leadership. The majority of the members of the local community also indicated that they do not get jobs in the tourism enterprises in the area, a small fraction of the participants indicated that they do get jobs in the nearby tourism enterprises, but the majority indicated that the beach provides them with a resource, which they use to make a living.

Regarding the role that should be played by the local municipality in assisting the members of the local community to participate in the management of tourism at Nonoti Beach, the members of the local community indicated that they would like to be provided with skills on tourism management. They also indicated that they have been consulted and informed that a beach resort is to be built on their restored land but they are concerned that they are not fully equipped to sustain livelihoods, even when the resort is built, as they have not undergone any training and skills development aimed at capacity building. The community members indicated that they need to take initiative in

ensuring that they get skilled in hospitality/ Hotel Management, financial management, Customer Service Excellence, pricing, expected designs of craft, secure markets to sell their arts and craft, fishes and mussels they extract from the sea. It became evident from the findings of this research that the members of the local community expect the tourists who visit Nonoti Beach and use the resources there to pay for them. They said they need clarity on how the profits are shared. They also said that they wish to see more tourists visiting the destination in their locality in order to share experiences and to market themselves and their cultures to visiting tourists. The local community feels that the municipality should facilitate the establishment of stalls where they can display their products in the form of fish, mussels, arts and craft.

5.4 PERCEPTIONS OF TOURISM ENTERPRISES OPERATING AROUND NONOTI BEACH OF THE LOCAL COMMUNITY

N=5

Hotel and Conference Centre =2 (40%)

Guest Houses = 2 (40%)

Private self-catering =1 (20%)

The businesses that participated in this study were selected from two neighbouring small towns, namely, KwaDukuza and Zinkwazi Beach. When this study was conducted, Nonoti Beach did not have any formal tourism facilities and businesses since the proposed beach resort is yet to be developed, which is the main reason that prompted the researcher to use tourism business in the nearby towns. 40 percent of the tourism businesses that formed a sample of this study were hotel and conference centres that cater for weddings and conferences that have holiday-makers as well as contract workers as their clientele. 40 percent were guesthouses that can be classified in the category of accommodation establishments, which cater for the visitors accommodated in these establishments. 20 percent of the participating businesses offer accommodation but are self-catering, whereby visitors bring their own food and are provided with the stove and utensils to prepare it. 80 percent of the participants in participating tourism enterprises were individuals in the capacity of a Manager and 20 percent was a husband and wife operating in the capacity of a management couple.

5.4.1 The level of communication between the tourism businesses and the local community in the study area

80 percent of the participating businesses indicated that there is a high level of communication between themselves and the local community. 60 percent indicated that they employ them on both the permanent and part-time basis depending on the demand due to the establishment having an increased number of visitors, which is often times experienced during the festive season and the school holidays. 100 percent of the participating businesses indicated that the members of the local community do not use their establishments as visitors, but the people who use their services are mostly outsiders. 80 percent of the participants indicated that they have a good working relationship with the local community, with no notable incidents of theft, robberies, or break ins. The good working relations between the tourism businesses and the members of the local community was confirmed by Respondent 10, a manager in one of the tourism enterprises that participated in this study when he said

We work amicably with the local community, we even share goats, our goats mingle with theirs, we know exactly which goats are ours and they too know theirs. The owner has owned this establishment for 13 years now and he never had any conflicts with the local community. There are also other farmers on either side of this establishment, black farmers, Indian farmers, white farmers but we have never experienced any conflict with any of them. I think being located far from town and being rural assists in our operations and peacekeeping. Tranquility of the area the establishment is located in, works to our own advantage

5.4.2 The extent to which tourism businesses support local community initiatives

60 percent of the participating tourism businesses indicated that in addition to the permanent staff they have under their employment, they employ many other local people on a temporary basis to help as gardeners, waiters, also as barmen, more especially during the peak season. Respondent 13 confirmed this when he said

On top of the ten permanent staff members, but whenever there are functions, the establishment makes a call for fifteen to twenty people all from the local community.

40 percent of the participating businesses revealed that they equip the members of the local community with skills by training them in the hotel industry, in hospitality, to give them an opportunity to improve the economy of the community and with the understanding that the

knowledge given to them could be used to open tourism related jobs in their own areas. As much as these jobs provided to the local community look like seasonal and/ or casual, jobs that come and go, but the participants indicated that they have functions often, which makes the local community to have jobs most of the time.

5.4.3 Recommendations to enhance local community's involvement and participation in coastal tourism in the study area

The findings of this study reveal that there is a lot of development taking place in the North Coast. One of the recommendations was to get other businesses to learn more about the hospitality industry because of the development in the area, resulting in increased number of people getting accommodated in the accommodation establishments in the area. 20 percent of the participants indicated that they get so much business from the people who are directly involved with the business development in the area. He indicated that North Coast is very popular, and a lot of development in the area is from the tourism sector. 40 percent of the participating businesses revealed that the local community should make themselves available to learn more about the industry, 60 percent indicated that the members of the local community should upskill themselves in the tourism trade to encourage them as businesses to involve them. 20 percent stated that the members of the local community approach them for jobs and, most of the time, they respond by giving them jobs whenever they are available. The major challenge raised by the same manager is that the majority of the local people are illiterate and are unable to communicate through the medium of English, which makes it difficult to consider them, but indicated that those who have some understanding of English, no matter how little, are given jobs, upskilled and trained. In order to reap maximum benefits, all they need to do is only to avail themselves to take up on the available opportunities. 100 percent of the participating businesses indicated that there are no big projects to which they have involved the local community. 20 percent indicated that they hired the community members in the construction of the road leading to the establishment, not only for them, but also for use by the local community and other businesses within the area.

The majority of the businesses (80%) who participated in this study indicated that they do not have problems with hiring the local people in their establishments, but acknowledged the lack of tourism

related knowledge and skills amongst them as well as good working relations with them. Respondent 10 confirms this when he said

The local community is friendly and they are always eager to learn which encourages us to prioritise their employment, training and up-skilling. It should be noted that not everybody learns at the same time, others learn faster than others and as an establishment, all we need is to be patient with them. One of the casual workers here is 23 years of age and is doing matric. If he is not at school, he is a cane cutter in one of the farms and he comes here for waitering and in the near future he will be working at the bar and what is more encouraging is that he is very willing to learn. Their willingness to learn and again I am going to emphasise more on the good relationship we have with them. Most of them wait to take a lift from us if they go to KwaDukuza because they will have to walk all this way to the main road before catching a taxi, so they wait for us to get a lift. They are all very very nice.

The participating businesses are hopeful that the members of the local community will one day be knowledgeable about and skilled in the tourism sector, but only with time. Respondent 12 indicated that as tourism businesses they need to be patient with them and give them a chance, considering the fact that tourism is a new industry for them. This is what he had to say about the local community in relation to coastal tourism in the locality.

I think eventually, yaa, if we train them as we are and they learn at the required speed but at this level no, they do not have the required skills. One or two of them who are permanent workers here, specifically this lady who has worked here for a longer time, has outstanding management skills and is on top of her game. She has been an employee here for seven years now, she is capacitated and empowered to a point where she makes her own decisions, and uses own discretion without having to wait for management. Tourism is still new to the local people, therefore a strange industry altogether, so they lack exposure but with time, they will learn more and they might be encouraged to participate when they have a better understanding and have been exposed more. It should also be noted that tourism industry requires long hours, hard work and it is not for sissies. Every day in the tourism industry is a Monday, no weekends but they are getting involved considering the fact that it is still developing and is coming with so many opportunities for career development. For one to succeed in the tourism industry, one needs to have it in him, to be passionate about the industry, and to love people, even if you are not hospitable, but you should learn to be

hospitable, one also needs to be diplomatic because the golden rule is that the customer is always right. What hinders the local community active participation in coastal tourism is lack of exposure and limited understanding of how the tourism sector works since the industry is still new to them. It also needs to be noted that for a long time, the local community has been working in the sugar cane plantations, cutting cane and were not involved in tourism.

The notion above is confirmed in DEDT (1996) and NTSS (2012), where it is stated that tourism is perceived as a lost opportunity for South Africa due to her apartheid history, whose legacy is more noticeable to the black communities. For a long time, tourism was regarded as a White man's thing and that impacted negatively on the local community's perceptions of this economic sector. Respondent 12 further elaborates on the challenges of tourism as a sector to the local community:

The industry is also very challenging for the elderly but the young ones are in a better position to understand how the sector works. The other challenge is that there are no jobs, even if people have gone to universities and are graduates but some of them still struggle to get a job. They need to focus on finishing school, get at least a matric and study further and get a diploma in tourism, hospitality, management, again the willingness and eager to work long hours. There are many skills required in the tourism and hospitality industry, in the kitchen, they can be chefs and the maintenance of the yard, the ground, handymen, cleaners, looking after the stock in the farm establishment, there are a lot of skills in the industry, not everybody can be in management, but others can be in construction, plumbing, etc.

5.4.4 Improvement needed on the local community for active involvement in coastal tourism

The participating businesses indicated that the local community needs to find out more about the industry, be open to training for various skills including plumbers, electricians and caring for the livestock. There are many fields in the industry and not everybody is meant for management, other people may be good in vocational careers like plumbing and the tourism industry is all of it. They also need to open their minds and eyes and look for opportunities they can take in order to improve themselves. They also need to explore the available opportunities because opportunities cannot come to you but they need to go out and look for them. The participants also highlighted the fact that there is a chance to grow in the tourism industry. Respondent 11 confirms this when he said

The local community expects to get jobs. Some of them who are already working want to grow in the industry, like someone who is a runner

responsible for clearing tables, then move up to be a waiter and works hard with the hope of ascending to a Bar man, etc. We as management do take note of those who work an extra mile and we make sure that in the next function they work in a better level than before.

The sentiments of Respondent 11 above are supported by Leijzer and Denman (2013) who advocate for “a bottom-up approach to development whereby local communities set their own goals and make decisions about their resources without having derived their ideas from local, regional, central or international government agencies”. What is suggested here is that the members of the local community should learn to take initiative in projects that will help them and also be prepared to work hard when the opportunity has availed itself.

5.5 CONCLUSION

The findings of this study reveal that the local community of Nonoti Beach does not participate in the management of tourism that is taking place in their ancestral land. They have different opinions concerning stakeholders with a custodial role of managing tourism in the area. Others think it is the local municipality, others think it is Inqaba Trust and others are clearly unsure. The local community is positive about the development of the proposed beach resort and the housing project that are planned for the study area. The challenge lies with the delay in both these projects, which is due to the fact that these projects are to be implemented by two different stakeholders, that is Department of Human Settlements and the investor in the form of IDC. The nature in which these two stakeholders operate is fragmented to the detriment of the local community. Although the sea and the marine resources have the potential to uplift the local community, the findings of this study reveal that the majority of the community uses the sea for recreational and spiritual purposes and only a minority uses it for economic gain. However, they are hopeful that once the proposed beach resort is operational, they will get jobs as well as entrepreneurial opportunities. They are also expecting to benefit through profit sharing and the development of basic infrastructure. The majority indicated that they do not get jobs from the tourism enterprises in the locality, and those who do, only get menial, low paying jobs, which do not contribute much to sustaining their lives. The local tourism businesses acknowledge the lack of skills amongst the members of the local community, but are prepared to train and upskill them as long as they avail themselves and are prepared to work hard.

Chapter Six

An Assessment of Integrated Coastal Management Governance and its Implementation in iLembe District as a coastal destination

6.1 INTRODUCTION

Coastal areas are under increasing pressure driven by demands for coastal space, primarily through population growth, migration and the need for space for socio-economic activities, and South Africa's coasts are not immune to these pressures. The pressures experienced along the coastal areas of South Africa and associated changes need careful management to ensure long-term sustainability of the coastal environments and associated resources (European Commission 2016). In order to protect and preserve the coastal ecosystems and marine resources, South Africa came out with Integrated Coastal Management Act (ICM Act) as a strategy that was formulated to facilitate dedicated management of the South African coastal environment (Goble, Hill and Phillips 2017). ICM is perceived as the government's strategy that has a great potential to unlock sustainable socio-economic development, develop a variety of benefits for the local communities and the nation at large by protecting and conserving biodiversity of coastal environments of South Africa and KwaZulu-Natal, in particular, as one of the developing provinces in the country. At the United Nations Conference on Trade and Development (UNCTAD) held in 2014, coastal tourism was identified as one of key sectors with a significant contribution towards the oceans economy, which is also referred to as the blue economy. This form of economy has the potential of promoting economic growth, environmental sustainability, social inclusion and strengthening oceans ecosystems (The Commonwealth, 2014). The focus of this chapter is on assessing Integrated Coastal Management Act governance and implementation. The ICM Act was formulated to assist with "an improved understanding of the coastal environment, its functioning and management". There are various policies in place in the country, that regulate the coastal environment and marine resources but this chapter is delimited to discussing and assessing the ICM act. The discussion is based on how this strategy was formulated at National Level and cascaded down to the province of KwaZulu-Natal, which is "one of the four South African coastal regions, which is a renowned tourist destination and home to 11.1 million people" (Statistics South Africa 2015) and, lastly, to

the study area. This chapter discusses ICM governance and implementation in three coastal communities, namely, Nonoti Beach community, Zinkwazi Beach community and lastly the community from Blythedale Resort. Nonoti Beach community is black dominated whereas the other two are white dominated. The aim of this exercise was to compare the challenges encountered as well as opportunities associated with the implementation of this act in each of the communities that formed the sample of this study.

In 2014, South Africa launched Operation Phakisa whose focus is on unlocking the economic potential of the country's oceans. Initially, there were four focus areas that were selected as new growth areas in the ocean economy, which were meant to enhance economic growth in identified coastal areas, and these were:

- “i) Marine transport and manufacturing activities, such as coastal shipping, trans-shipment, boat building, repair and refurbishment;
- ii) Offshore oil and gas exploration;
- iii) Aquaculture;
- iv) Marine protection services and ocean governance.”

The coastal areas play a significant role in tourism development since they attract many visitors with their unique resources such as coral reefs, beaches, fish, marine mammals, birds and other wildlife. During the oceans economy review workshop that was held in 2015, two focus areas were added and these are marine and coastal tourism and, secondly, small harbours. According to the Operation Phakisa MPSG Final Lab Report (2014), the government of South Africa plans to accelerate growth and development by unlocking the potential of coastal tourism of providing employment and improving the socio-economic conditions of previously disadvantaged communities of South Africa. Goal 14 of the 2013 Agenda for Sustainable Development aims at ensuring sustainably managed and protected marine and coastal ecosystems, while enhancing the conservation and sustainable use of oceans and their resources (UNDP 2016). Finally, coastal tourism is increasingly receiving the recognition it deserves as a driver of economic growth and

its potential of sustaining livelihoods through job creation by policy makers. On top of the natural resources along the coast, visitors are also attracted to cultural interests, historic sites as well as the way of life of the local communities (Ndlovu et al. 2017). Coastal/marine tourism refers mainly to the establishments and/or activities that are plus, minus 2km along the sea.

The KZN coast is one of four coastal provinces in South Africa. KZN has five coastal districts, belonging to three regions, namely, the North Coast, the Central coast and the South Coast. The North Coast is made up of Umkhanyakude, uThungulu and iLembe District Municipalities. The central coast has eThekweni Metro and the South Coast has Ugu District Municipality. This study is limited to discussing the issues of ICM governance, with special reference to iLembe District which is where the study area is located.

6.2 UNDERSTANDING ICM GOVERNANCE AMONGST THE COASTAL RESOURCE USERS

Operation Phakisa MPSG Final Lab Report (2014) defines ocean governance “as the involvement of a wide range of institutions and actors in the production of policy outcomes, which involve coordination through networks and partnerships. It is extremely complex as it involves state sovereignty, resource development, international commerce, environmental protection and military activities. As such, issues arise around the management of conflicting uses and users of ocean space and resources”. The findings of this study reveal that the understanding of governance amongst the coastal resource users, which include the local communities residing along the coast as well as businesses that formed a sample of this study, differs from one user to the other. Generally, governance of coastal tourism was understood mainly as the mandate of what is permitted as well as what is not permitted to happen along the coast. Respondent 18 defines governance of marine tourism as

“Something that has to do with the by-laws and rules, procedures and processes that regulate marine/coastal tourism. Governance of coastal tourism refers also to the policies and acts regulating the coastline and heritage resources along the coast”.

Governance in general sense includes the formal and informal arrangements through which information is shared, interests are negotiated, policy decisions are made, and actions are implemented (Dredge 2015). Respondent 22 concurs with the definition supplied by Respondent 13 where coastal governance tourism is defined along the lines of policies, acts, laws and regulations aimed at protecting the marine environment but further elaborated stated that

“Governance is the process whereby people mandated to develop tourism come together and work cooperatively with one another to come out with policies, laws and regulations to regulate the sea and the activities in the coastline”.

Chevallier (2015) proposes that governance in Marine and Coastal tourism should be aimed at coordinating efforts to ensure that roles and responsibilities are clarified and everybody plays a role in terms of promoting marine and coastal tourism, more especially for the coastal municipalities. Respondent 22 agrees with Chevallier’s proposition above, but cautions on the negative impact of not having correct government structures in place when he stated:

“If the local and district municipalities do not have the correct governance structures in place, it would be impossible for the marine resource users to practice responsible tourism, which is likely to impact negatively on the economic growth in the coastal area”.

The sea in iLembe Coastal Region is used mainly for recreational activities such as swimming and fishing. In iLembe District, the community of Nonoti Beach which is predominantly black and rural indicated that as users of the marine resources, they are not aware of the policies regulating the sea since they have not been informed about them. On the contrary, the participants that live in predominantly white areas and who are marine resource users showed some knowledge and understanding of the laws regulating coastal marine tourism in their neighbourhood. Respondent 18 indicated that some of the laws regulating tourism in the area are detrimental to tourism development and economic growth. He affirms this by highlighting one regulation in particular when he stated that:

According to the regulation, a steel drum should be used in the shark lobby, but as users of marine and coastal resources, we are against the usage of a steel drum since it causes the sharks to lose teeth. When they bite the steel drum, the teeth fall off, therefore, we would like the policy to change and to allow us as divers to use plastic drums, which are friendlier to the sharks’ teeth. We are making an appeal to the policy makers to allow the coastal resource users to use the plastic drum instead. If

we had a way, we would change this regulation because it affects negatively on tourism development and growth because without sharks, fewer tourists would visit this destination.

The observation of Respondent 18 above confirms the proposition made by Jentoft and Chuenpagdee (2009) who state that coastal governance is often confronted with problems that are difficult to define and delineate from bigger issues, recurring problems that do not have a right or wrong solution. Available literature (Sowman and Wynberg 2014 and Gilek et al. 2015) proposes that marine and coastal tourism must rely on the collective judgement of stakeholders involved in an interactive consultative dialogue. The participants in the neighbouring white dominated coastal areas are positive about the existing policy and indicated that except for that one policy on steel drums, the existing policy does not impact negatively on tourism, but it enhances its development and growth. The participants in these areas understand governance as something that has to do with the marine protected areas (MPAs) where the anglers are not allowed to practice fishing without producing permits. Available literature (Cele, Ndlovu and Phoofolo 2017, Fish and Walton 2012) asserts that MPAs are recognized as a valuable science based management tool to support conservation of biodiversity, protect ecosystem services and promote scientific research and sustainable multi-use.

Various stakeholders have a mandate to implement coastal and marine governance. The table below shows the perceptions of participants concerning the stakeholder that is effectively implementing ICM governance along the coast at iLembe District.

Table 6.1: ICM implementation per stakeholder

Stakeholder effectively implementing ICM	% Response
KwaDukuza Local Municipality	10
iLembe District Municipality	50
Natal Parks Board	25
Diving businesses in the surrounding areas	15

The findings in the table above reveal that the majority (50%) of the participants in this study perceive iLembe District Municipality through the iLembe Enterprise as the stakeholder that is active in marine/coastal tourism in the area and their doors are always open to attend to marine resource users who experience problems. The participants in the White dominated coastal areas also revealed that iLembe Enterprise invites the local community and businesses operating in the area on a bi-monthly meeting, to discuss coastal tourism issues and to create awareness around new policies. 15 percent of the participants in the white dominated coastal areas in iLembe District indicated that the local businesses are involved, but they would love to be involved more in order to attract more people, more tourists and, subsequently, more business to the area. 25 percent of the participants indicated that the Natal Parks Board is directly involved with marine resource conservation and are responsible for the issuing out of permits, which they do exceptionally well, and according to the required standards. Respondent 14 who was a member of the focus group that participated in this study stated that

The Natal Parks Board facilitates and coordinates patrols along the coast, which ensures that the MPAs remain protected, and fishing is not practiced in these areas. Patrols are also responsible for requesting permits from the anglers fishing in permitted areas and to control the patrol ship operating in the night that ensures that fishing is within the limits and permitted standards, which is also a preservation measure that is the initiative of iLembe District Municipality.

The minority of the participants constituting 10 percent of the respondents think that the local municipality effectively implements coastal governance. The information in the paragraphs above confirm that the coastal areas in iLembe District that are predominantly white are aware of the policies that regulate coastal tourism in the region considering the fact that they are even aware of the relevant stakeholders. This is contradictory to what is happening in the study area, Nonoti Beach that is rural and predominantly black, where the local community indicated that they are not aware of the policies and nobody shares this kind of information with them.

Fish and Walton (2012) propose that due to increased poverty levels amongst rural coastal communities, the implementation of coastal related governance sometimes results in conflicts, more especially when these communities sustain lives using the resources provided by the sea. The participants in this study indicated that there are no major conflicts between them as coastal resource users and the existing policies. Respondent 20 confirms this when he said

The municipality does not facilitate any awareness campaigns but the chairpersons of the diving clubs here are the ones that create awareness around the existing policies. The rules governing tourism activities in the area are not harsh to the marine resource users, as long as users stay and operate by the rules, they can never go wrong with the Natal Parks Board officials and as long as they have permits, they are not going to be bothered in anyway.

The main goal of Priority 4 of South Africa's National Coastal Management Programme (DEA 2014) is to "ensure the effective management of waste into the coastal zone and to minimize adverse effects on the health of coastal communities". DEA (2014) further proposes that coastal ecosystems and their ability to support the sustainable uses of coastal resources should be socially, economically and ecologically justifiable. However, this is in contrast with what is happening in the coast at Nonoti Beach. The members of the focus group indicated that there is a company called SAPPI that dumps the waste material into the ocean. The participants want to see the municipality coming up with strict measures to deal with SAPPI since the waste material this industry dumps into the sea interferes negatively with the water quality in the nearby ocean. Amongst the suggested measures to deal with SAPPI, the participants suggested heavy fines on this company, since it is the greatest cause of ocean pollution in the area. The participants indicated that, as the local community, they come together and clean up the beach and the entire coastal area. The participants indicated that, as individuals, if they have any problems, they raise them up with their individual diving clubs, which further discuss them with the district municipality.

6.3 CHALLENGES IN THE IMPLEMENTATION OF ICM GOVERNANCE

The focus group that participated in this study acknowledge the pivotal role of the coastal and marine governance, which is to protect the marine and coastal resources but also highlighted the greatest challenge of coastal tourism governance. Respondent 25 elaborated on this challenge when he said:

...., as much as it is the mandate of the local government to implement these policies but these are not implemented to the benefit of the marine resource users. The local government does not implement marine related policies because they do not have clear understanding of these policies since they are formulated and driven by the National government. The lack of implementation is a result of lack of synergy between the works of these two spheres of government, making local government to have no control over these policies.

Lack of implementation by local government is affirmed in Goble, Hill and Phillips (2017) where it is stated that, “in the assessment of the ICM governance and implementation, a key concern identified was a general lack of coastal management knowledge among municipality officials”. Queiroz (2009) states that tourism is a complex phenomenon with different role-players that can be viewed as stakeholders with varying interests and the government is one of these stakeholders. These stakeholders can be identified using three basic steps, namely, “the identification of each group and its perceived interest. Secondly, is when the necessary processes to manage the relations produced by the interested parties are identified and, lastly, is the joint management of the transactions and agreements amongst the interested groups”. The problem arises when the role players are not clear about their roles and responsibilities concerning these policies and their implementation. Since the local government lacks a clear understanding of these policies, the local communities who are the users of coastal resources are also not clear on the respective roles and responsibilities. The findings of this research reveal that tourism strategies are in place to create awareness of policies amongst the local communities. Respondent 19 confirmed this when he said

...iLembe District Municipality and the local municipalities under its jurisdiction all have tourism strategies to create awareness of ICM and other coastal related policies regulating our coast. Amongst the strategies used are the roadshows and mobilization of the communities using the IDP community participation processes but the local community in the study area does not fully understand these policies due to the language barrier.

The illiteracy rates are high in the study area and this serves as a limiting factor to the understanding of policies since they are communicated through the medium of English, the language which most of them barely understand.

The members of the focus group that was sampled from the white dominated coastal towns of Blythedale and Zinkwazi Beach revealed that all local municipalities in iLembe District, namely, KwaDukuza, Maphumulo and Ndwedwe have tourism sector plans and tourism strategies in place, and these are reviewed on a five-year basis. As much as these plans and strategies are in existence, but there are various challenges that hinder their implementation. The greatest challenge lies with the monitoring and evaluation of these policies. Gaps have also been identified in their implementation, which mainly emanates from the lack of clear understanding of these policies.

The other challenge raised by the members of the focus group was the fragmented nature of departments mandated to implement coastal and marine policies. Respondent 21 who was from the white dominated small town of Zinkwazi and who sounded knowledgeable about coastal and marine tourism issues had this to say to elaborate on the limiting factors to ICM implementation:

The Department of Environmental Affairs has a custodial role of implementing the environmental policies, which sometimes conflicts with tourism development and associated activities. As far as I know, the current policies are adequate and, if correctly implemented, they can enhance tourism development; but the greatest challenge is the lack of understanding of these policies by the people who have a responsibility to implement them.

Dredge (2015) confirms that fragmented governance is a major challenge in managing coastal and marine tourism, therefore, the governance of marine and coastal environments and associated coastal tourism requires a coordinated effort among different stakeholders. Dredge (2015) further explains that the greatest challenge is to create a balance between different stakeholders to make capacity building, policy formulation and implementation, monitoring and evaluation a synergised, collaborative, coordinated and collective effort.

6.3.1 Effectiveness of Intergovernmental Relations structures in Marine Governance

Sustainable use of the coastal resources is critical to poverty reduction, food security and to sustain livelihoods, especially for developing countries with substantial coastlines such as South Africa (DoT 2017). To achieve this goal, these coastal countries need to protect their coastal resources from over exploitation and different forms of pollution by implementing policies aimed at preserving the coastal environments. South Africa has various policies that regulate coastal tourism but experience has shown that there are challenges in the implementation of the policies governing coastal tourism. Amongst the challenges are the conflicting stakeholder interests amongst those stakeholders with a stake in coastal tourism. There is always a problem when trying to strike a balance regarding the needs of each, which are sometimes conflicting. Middleton et al. (2011) confirms the challenge that was raised by Dredge (2015) earlier, the challenge of fragmented governance structures responsible for managing and regulating coastal tourism, leading to lack of clarity of specific roles and responsibilities across government sectors and spheres. Dredge (2015) argues that there is a need to determine how to optimize governance relations, structures and

processes to improve the development and stewardship of coastal tourism. The focus of this chapter is on the awareness of the local communities as users of marine resources as well as on the implementation of these policies for the benefit of all.

NTSS (2011) puts emphasis on the value of stakeholder relations for the growth of the economy and further proposes that “institutional and structural arrangements need to be put in place and also be working effectively to ensure that stakeholder relations are maintained”. There are various governments that are mandated to support economic development in the study area, which include, amongst others, the Department of Economic Development and Tourism (DEDET) and the Department of Economic Development, Tourism and Environmental Affairs (EDTEA) who are both supportive of the local community initiatives. It was reported that the reporting structures in iLembe District are very effective with Inter Governmental Relations (IGR) structures in place and meeting bimonthly to discuss issues of governance and come out with strategies to deal with challenges encountered. The findings of this study reveal that the local black community of Nonoti Beach lacks awareness of the policies regulating coastal and marine tourism in the area. On the other hand the white communities along the coast, are actively involved in coastal tourism governance issues through forums and groups targeting mainly tourism issues; however, there is a discrepancy and lack of understanding of the basics of coastal tourism governance, more especially amongst the black communities. Glazewski (2013) proposes that policy-makers must have sound knowledge and understanding of the local needs, preferences and value systems, social business and political institutions must be established to regulate resources under pressure from competing and conflicting interests. Glazewski (2015) believes that the implementation and enforcement of marine environmental laws need cross-departmental involvement and a coordinated approach.

The members of the local community are positive that Operation Phakisa, in conjunction with the ICM, has the potential to create employment and sustain livelihoods for the poor rural communities, but on condition that it is well implemented. What is noted from this study is that information sharing is unevenly distributed in iLembe Region considering the discrepancy in the awareness of ICM and related policies amongst the white coastal communities, which is the total opposite of the black communities residing in the same region and who form the focus of this

study. Participants to this study revealed that the central leadership structure in iLembe District is more effective and visible in the white dominated coastal towns, which makes the rural black coastal communities to remain overshadowed by the apartheid legacy, which caused tourism to be a lost opportunity for South Africa, with special reference to Black South African communities (NTSS 2012). Respondent 16 from the second focus group that was composed of Nonoti Beach community members raised the following concerns about the implementation of ICM policy:

The greatest challenge is that KwaDukuza Local municipality, only has a few people who are qualified and knowledgeable in the implementation of coastal and marine related policies and they are also not clearly visible. The other challenge is the lack of programmes enhancing public-private partnerships (PPP) due to the insufficient number of officials in government who have experience in driving tourism initiatives.

The ICM Act advocates an integrated, holistic approach to management of the coast, however, implementation and delegation of authority to local and district municipalities is where the greatest challenge lies (Goble, Hill and Phillips 2017). Informant 23 had this to say about the effectiveness of local government to implement ICM and other coastal related policies:

In most municipalities, tourism is treated as a by the way sector and more attention is on Local Economic Development (LED) which gets a larger share of the funding. Most local communities do not have set structures to deal with tourism issues and the politicians have a tendency of not taking tourism seriously, therefore, as much as the policies regulating coastal activities are in place, but they lack effective implementation. This is to the detriment of the coastal resources, the local community and businesses operating along the coast in their capacity as marine resource users.

Sustainable management of resources is perceived as the answer to the conservation and preservation of marine resources, but it was indicated earlier that the greatest challenge lies with the implementation of policies aimed at regulating marine and coastal resources, thereby sustaining livelihoods of the local community. DEA (2014) states that the “overall goal of ICM is to improve the quality of life of poor communities depending on coastal resources” but the observation of Respondent 23 above is contradictory to the proposition by DEA (2014). In the South African context, sustainable tourism is defined along the ‘triple bottom line’ approach, which acknowledges that tourism depends on the “sustainability of the resources upon which it is based, but it must also be economically viable and meet the development needs of the local communities” (Waligo, Clarke and Hawkins, 2013). To achieve this goal, South Africa as a country, puts more

emphasis on the significant role of practicing responsible tourism in order to sustain the coastal environments and ICM provides the guidelines to sustain livelihoods through practicing responsible tourism, which are, however, not put to use by the municipality officials, to the detriment of the coastal resources.

The findings of this research indicate that there are policies in place governing tourism in the study area. Amongst these are iLembe District Tourism Strategy and EDTEA Tourism Master Plan. Respondent 6 who is the representative from Enterprise iLembe indicated that the local community members are aware of these policies, although the level of awareness is limited. She further supported this and said:

The Tourism Strategy is reviewed every five years and the roles and responsibilities are clearly stated in this government document. During the formulation of the strategy, the necessary consultative processes were followed and various stakeholders who are decision-makers such as the local municipality, UIP, I Lembe Chamber of Business, businesses operating in the area, conservationists, etc. were consulted.

The importance of consultation is affirmed in Goble, Hill and Phillips (2017) where they propose that there needs to be consideration of various alternatives, such as partnerships with conservation agencies, CBOs, NGOs and local communities to play their part in facilitating better ICM. Respondent 8 revealed that at iLembe District, non-implementation of policies is a result of lack of formal tourism structures when she said

...the gaps in the implementation of policies result from the absence of a formal tourism forum to monitor and evaluate the implementation of the formulated policies. The formation of a tourism forum is one of the recommendations in the tourism strategy but it has not happened. To solve this problem, the database of the coastal/ marine resource users needs to be compiled and updated on a continuous basis and the local community as marine resource users to be mobilized and encouraged to form a tourism forum. As much as it is the responsibility of the KwaDukuza Local Municipality (KDLM) to come out with the by-laws and is also their responsibility to monitor and evaluate the formulated strategies, but it is the responsibility of the Community Tourism Offices (CTOs) to coordinate meetings that serve as platforms to discuss challenges that are experienced in the community on a day-to-day basis.

The white communities residing in Blythedale Resort and Zinkwazi Beach, which are tourism destinations that are adjacent to Nonoti Beach indicated that there is a tourism strategy that guides their activities as well as the tourism forum, however the local community of Nonoti Beach revealed that they are not aware of these important documents that are meant to serve as a guideline for their activities. They also revealed that they do not belong to any forum and are not aware of any community tourism office in the area. This lack of knowledge amongst black communities prove that information sharing is hindered somewhere and does not reach all community sectors equitably.

The participants in this study indicated that the local community needs to come together and persuade the municipality to work closely with them on law enforcement issues. The challenge is that “in municipalities, coastal committees are not mandatory and are left to the discretion of the metropolitan district or local municipalities” (ICM Act 2010). The key function of the municipal coastal committees is to promote ICM and its coordinated and effective implementation. Intergovernmental relations is important for successful implementation of ICM governance. The participants in this study acknowledge this as the findings of this study reveal that the participants suggested that intergovernmental relations should be enhanced in the study area by lobbying in KZN Ezemvelo Wildlife as a body that has a custodial role of taking care of the environment. Various governmental departments need to work cooperatively with one another, departments such as iLembe District Municipality (Conservation department), KZN Ezemvelo Wildlife, KwaDukuza Local Municipality, Land Reform and Land Restitution, Department of Human Settlements, COGTA and others to ensure coastal resource conservation and preservation. May (2013) proposes that “the fundamental requirement of governance for sustainable tourism is to have effective engagement of the key public and private stakeholder bodies whose policies and actions have an impact on coastal tourism”. It must be noted that the governance of coastal tourism and marine resources requires engagement and coordination of tourism, the environment, the local community and wider development interests at a local level, therefore, necessary planning, capacity building, networking and information sharing should occur effectively at this level and coastal tourism requires effective integration into local sustainable development. This notion is confirmed in Fuentes (2008) who makes a proposition for the local community and marine

management to be encouraged to form effective partnerships where there are common interests and mutual benefits.

As much as there is ample tourism legislation in South Africa which caters for all, more especially the previously disadvantaged communities, however, its implementation is biased to the already developed destinations and neglects the underdeveloped destinations like the study area of this research. Information sharing is also a challenge since important things like policies are known to the elite which causes the existing policies not to talk directly to the local needs and a lot still needs to be improved. The other challenge is that tourism development is unevenly distributed because it focuses mainly on the beach/coastal area and overlooks the area on the periphery/ hinterland, which is occupied mainly by the black communities. What can be noted from this study is that the government laws regulating tourism are not in conflict with one another, instead, they complement each other, although they sometimes limit tourism development and growth. The issue of climate change was also raised as posing a threat to most coastal resources but the findings of this study reveal that most visitors are attracted to the beach in the study area due to its cleanliness and pristine nature. Respondent 2 supports this when he said:

The local community is actively involved in the cleaning of the beach and is very cautious of the pollution in the environment. The greatest challenge is that since Nonoti Beach is still yet to be developed, so there are no facilities such as the toilets and showers in this coastal destination. Although tourists visit Nonoti Beach but there are no formal tourism activities taking place in its coastline but instead visitors to this destination engage in informal recreational and sporting activities.

Even though Nonoti Beach was declared a marine protected area, this coastal destination is still characterized by problems such as overfishing, whereby anglers exploit and extract fish they are not supposed to be extracting from the sea. The local community does not sit together and discuss these issues, each person works in isolation from the other. Individuals operate in their small corners, which results in the duplication of some activities and a lack of synergy in the activities of various stakeholders with a stake in coastal tourism in the study area. The researcher's opinion is that the local municipality as a structure that is closest to the community is failing them by not creating awareness of policies and strategies that are meant to guide the activities of the local community. Platforms also are not created for the local community in the study area to discuss issues that are tourism related and which are relevant to them.

The findings of this study reveal that there are various businesses operating around the study area but it was noted that the public and the private sector do not share a common goal of wanting to improve the lives of the local community. According to the participants in this study, the public sector wants to work for the people but the private sector is always interested in making profits, and sometimes at the expense of the local communities and marine resources on the coast. The greatest concern is that the private sector, in the process of making profits, does not always adhere to the principles of sustainability to the detriment of the coastal resources and the neighbouring local community. The greatest challenge is that the local municipality as the sphere of government that is closer to the people does not have interest in tourism. Informant 19 affirms this when he said

In the local municipality, there is no stand alone tourism office nor an official responsible for tourism, but tourism falls under local economic development (LED), therefore is allocated minimum funding. The greatest challenge in all the LTFs and DTFs is the funding for tourism because in most municipalities, there is LED and Tourism in one office. The challenge is that the larger chunk of the budget is used for LED and in some cases; the entire budget is allocated for LED and nothing for Tourism.

The observation above is to the detriment of tourism development and promotion and does not assist in maximizing benefits accruing to the local community. The findings of this study reveal that in ILembe District Municipality, there are by-laws regulating marine tourism. Amongst these are the by-laws regulating fishing in the area, whereby fishermen are referred to the post office to get a permit before practicing fishing in the area, fires are not allowed in the beach area, and many others. As much as there are by-laws, but the challenge is that there are no clearly defined roles and responsibilities guiding the coastal activities and marine resource users as to what needs to be done and by whom. The focus group from Nonoti Beach indicated that KwaDukuza Local Municipality does not have a Tourism Strategy which is contradictory to the information provided by Respondent 8 who earlier stated that the District municipality does have a tourism strategy. The possibilities of this revelation are two-fold. The first possibility is that the local municipality has extracted what is relevant to them from the district's tourism strategy and the second possibility is that the local community is not aware of the strategy due to non communication. The other challenge is that as much as tourism is developing in the North Coast, but tourism in KwaDukuza and the surroundings is not well-marketed and is not well-funded, therefore, it does not attract the number of tourists it is supposed to. This impacts negatively on the economic growth of this coastal destination and does not contribute much into sustaining the lives of the rural coastal community residing along this coast.

6.3.2 Effectiveness of public private partnerships (PPPs)

Different role-players have different roles and responsibilities in the governance of marine and coastal tourism and it becomes essential to coordinate various structures that support effective policy development, planning and implementation at all levels (DEDT 1996). The national, provincial and local government agencies, the private sector, the media, labour and communities are all key partners in the coordination of tourism. NTSS (2012) proposes that structures such as the Provincial Tourism Committees (PTCs) and Provincial Tourism Forums (PTFs) have a mandate to assist municipalities to develop municipal tourism policies within the framework of national and provincial tourism policies and legislation. DoT (2017) confirms this when he states that various other coordinating structures aim to close information gaps between provincial and local structures and to enhance collaboration among all tourism role-players. The problem lies with limited understanding of tourism within municipalities, which hinders the effectiveness and collaboration of structures, inadequate capacity and budgeting for tourism function and the lack of tourism prioritization in some municipalities, which were identified as some of the major challenges (Golding, undated). The findings of this study indicate that the democratically elected councillor is very active in facilitating and coordinating the cleaning up of the coastline at Nonoti Beach. Bramwell and Lane (2011:418) states that governance of coastal tourism is influenced by shifts in political power, therefore, it becomes important to learn from previous governance processes for the sake of continuity. Chevallier (2015) suggests that those who are new in the office should be flexible enough to learn from their predecessors who should also be prepared to share knowledge, ideas and experiences, for continuity and the benefit of the local community. The private sector should also work closely with government agencies as well as with the local community to create synergy in their activities for the benefit of the local community.

Democracy in South Africa led to the decentralisation of governance. The decentralised governance model emphasises accountability, the increased need for partnerships between communities and government structures, as well as community participation, which must include the marginalised groups such as the poor, women, the youth, people living with disabilities and others. Nelson (2012), however, cautions that in practice, the decentralisation of governance can

disempower local communities during the process of strengthening and enhancing PPPs, in the case where local government lacks capacity and the private sector dominates, at the expense of the local community and their needs. Respondent 24 confirms this when he said

...We are not aware of any PPPs operating in the area, but there is a crime watch in place, because we believe that the safer the place, the more business it will attract in terms of attracting tourists to the area. Some of the coastal areas here in iLembe District, places such as Tugela Mouth and Zinkwazi are crime infested and due to the uncontrolled crime, other businesses have closed down and others have moved away. The reason why crime has escalated is that the police are not visible and there is a lack of law enforcement.

The observations of Respondent 24 above emphasise the significant role that needs to be played by various government departments, including the police services. The participants to this study revealed that tourism governance is effective in certain aspects, for example, in environmental issues, and lacks in others. The findings of this study also reveal that the greatest challenge is that people who are office bearers in the municipality are not competent enough to deal with governance issues. The participants indicated that the municipal officials lack skills due to the tendency in the municipality to place people in positions for which they do not qualify. The tourism businesses in the white dominated coastal destinations in iLembe District are aware of the lack of skills amongst the municipal officials and they take it upon themselves to create awareness amongst employees and tourists visiting the area. The same group reveals that there is a tourism strategy in place, which calls for the tourism businesses and marine resource users to subscribe to. On the contrary, the participants from the study area which is predominantly black indicated that they do not work cooperatively with the local municipality. They indicated that the municipal officials are invisible and do not show any care for the local people and their needs. The Nonoti community also indicated that the tourism businesses in the surrounding towns do not prioritise them for employment opportunities. They indicated that they would have preferred to get jobs in the enterprises in the neighbouring enterprises they acknowledged the fact that they do not possess the skills that are needed in the tourism facilities in the area. Even when they get employment, in most cases, it is menial jobs, which are also seasonal in nature, which, therefore, do not contribute much to sustaining their livelihoods. The findings above is contradictory to the revelations made by Respondents 10 and 13, the business managers that participated in this study, who indicated that as much as the members of the local community do not possess the skills required in the

tourism industry but they upskill them and position them to take employment opportunities when they arise. The participants suggested that the local municipality should be the main structure that facilitates and coordinates the creation of PPPs and strengthening the existing ones for the benefit of the local community. The participants also indicated that the lives of the local SMMEs would be improved if the well established businesses could work cooperatively with them and share their entrepreneurship skills, the process which they think should be facilitated and coordinated by the local municipality.

6.3.3 Awareness of coastal governance by various stakeholders

It was indicated earlier that the level of awareness of the existing policies regulating coastal environments and coastal tourism depends on where the community is located. The findings of this study reveal that the local communities, more especially those that reside in the rural, black dominated areas do not have a clear understanding of tourism, in general, and how they could use the coastal resources to sustain their livelihoods. The same community is not aware of the policies regulating resources and activities taking place in the coastline. On the other hand, the white communities residing along the coast are aware of these policies, and the effect they have on their businesses and livelihoods. The councilor in one of the white dominated coastal destinations was claimed to be playing an active role in coastal tourism issues and is responsible for the formation of the CTOs and community forums. On the other hand, the participants sampled from the community under study indicated that democratically elected councillors, who are supposed to be representing the local communities in the local government, do not take tourism seriously. They think it is a waste of time, money and resources. In order to enhance tourism development in the study area, more awareness campaigns and programmes for the local community were suggested, which the local municipality in collaboration with the democratically elected leadership in their respective wards should initiate.

The findings of this study reveal that the level of awareness of the by-laws and policies regulating coastal tourism amongst the users of marine resources and the local community depends on where the community is located. It was found that in those places that are dominated by black

communities, the members of the local community are not fully aware of these policies, but in white areas along the coast, areas such as Zinkwazi, Salt Rock, and others, local communities are aware of these policies. It is the responsibility of both the local and district municipalities to create awareness amongst the rural community of these policies and the role the communities and the tourists need to play in taking care of the environment.

The findings of this study show that, amongst the problems experienced in the study area that have a negative effect on coastal tourism development, is pollution as well as overcrowding. The participants in this study indicated that the neighbouring beaches such as Blythedale Beach lost their blue flag status due to the identified environmental problems. The reason behind this is that the local communities as well as the coastal/marine resource users are not aware of most laws regulating coastal tourism in the study area. To solve this problem, the local municipality in collaboration with the local communities and businesses operating in the area need to work cooperatively with each other to ensure environmental conservation and preservation through the practice of responsible tourism. More awareness programmes and campaigns are essential to encourage the local community to work together and keep the beach in a good state in order to experience return visits and to strengthen the local economy. In order to improve the state the Nonoti beach is in, it would be important to get the right people in office, people who are passionate about the coast and what it has to offer, municipal officials who are also knowledgeable about the eco environments.

During the pre-colonial era, the study area was operating under traditionalism, which was later replaced by modernity, which started during the colonial era and is still operating even now in the post-colonial era. Traditionalism emerged in critique of modernity, which is fundamentally Eurocentric. Geschiere (2008) states that the “Nepali term for development suggests that the ideology of modernization saturates local societies and alters the formation of local identities. The language of development, particularly the western image of development, forms social categories, dividing and fragmenting different sections of society. As a response to the criticism of European modernity, there has been an emergence of a new form of ‘bottom-up’ participatory development”, which is characterised by a more inclusive process of needs assessment within practices of a

development. Available literature (Chevallier 2015, Walker 2013) indicates that ocean governance in South Africa has failed due to insufficient emphasis on the participation of the local community and democratisation. Its failure also results from neglecting the devolution of effective powers and accountability of local bodies to the community, when the entrepreneurial elite uses their power to capture the project benefits and when the local community resists. Allen and Breman (2004) states that, “in most rural areas, community participation processes are often underpinned by the conflicting relationship between the democratically elected structures and inherited traditional leadership” rights, as in the case of Nonoti Beach where there is a conflict between the interests of Inqaba Trust and ubukhosi babaThembu.

The findings of this study also reveal that current legislation prioritises the previously disadvantaged communities but its implementation is unevenly distributed and does not take into consideration local needs. It must be noted that the local community, more especially the black community, lacks information about the existing policies and the various stakeholders with a stake in coastal tourism should be consulted before passing the policies for the local community to take ownership of them. As much as stakeholders oftentimes have conflicting interests in the sea and what it has to offer, but platforms should be created for them to come out with an integrated plan to create a balance between their conflicting interests for the benefit of the local community. The policies should not be forced or imposed on them. As much as the participants from the district municipality indicated that before the policies are passed, the government engages in consultative processes with the local communities, but the communities themselves, more especially the community of Nonoti Beach, indicated that they are not aware of these policies and are not informed about them.

It has been observed that tourists, when they come to a coastal destination, sometimes break corals, which are an attraction in themselves, which affects negatively on tourism development and economic growth. It, therefore, becomes clear from this observation that awareness is not only essential for the local community; it needs to be created amongst the visitors as well to ensure they practice responsible tourism, leading to sustainability of the coast and its resources. The findings of this study reveal that there are a number of policies aimed at furthering the species of the

coastline and some of the local communities, whites in particular, are aware of these policies. The greatest challenge is when the sea and its resources are perceived as a 'free for all' amenity whereby people want to do as they please and do not want to be regulated by the policies. The Common Property Resource Theory proposes that, in the case where the resource such as the sea is perceived as a 'free for all' amenity, users end up competing with one another for a greater share of the same resource (Walker 2013). This is to the detriment of the competing users, the resource itself or the local community as the users of this resource. When this happens, two role players feel responsible and accountable for the problem of the common property resource and these two role players are the private property users and the government. The private property users feel compelled to protect the resource by making use of an invisible hand and the government, on the other side, tries to intervene by imposing fines and taxes and by putting in place policies to regulate the activities in and around the resource (Waligo, Clarke and Hawkins 2013). Harrison and Wicks (2013) assert that when the resource is perceived as a 'free for all', it becomes necessary to define boundaries, involvement and/or participation of sub-groups and for discussing common problems and focusing on how law can be enforced on those who break it. That is where the policy comes in to try to curb the damage that is caused in the resource based on the understanding that anyone can have access to it.

Tanya-Li (2005:4) states that

...Community development is not simply concerned with imposing state control over a given socio-economic arena, but making collective existence more tangible and calculable. It involves gaining a deeper understanding of the specific community and developing a more context-specific framework for implementing development.

Tanya-Li (2005) further explains that in European modernity, issues are problematized in terms of features of communities and their strengths, cultures and pathologies. Communities within this new discourse are assumed to be natural and have the secret to the good life, but cautions that, in order to achieve this good life, experts are required by aid agencies to intervene in order to develop the community's ability.

The findings of this study reveal that a considerable amount of policy documents has been formulated at both national and cross-national levels over the past decades to guide and strengthen best practice. These policies and governance frameworks can become important instruments of regional integration for countries sharing the same marine resources, countries such as Australia, with its policy document 'Marine Nation 2025' (Oceans Policy Science Advisory Group 2013). Policy documents relating to the developing world contexts, e.g. UNCTAD (2014), are relevant to this study since the study area for this research is in South Africa, which is a developing country. The members of the focus groups from the neighbouring white dominated coastal towns are positive that the available policies regulating coastal resources and associated activities are sufficient to guide and direct sustainable tourism, but acknowledged the fact that at times the same policies result to conflict amongst various stakeholders with a stake in coastal tourism and associated resources. This is affirmed by Respondent 22 where he stated that:

The existing policies are sufficient but they sometimes cause conflict amongst stakeholders with interest in the coast and its resources. This conflict could be minimized if awareness is created by increasing visible signage, which clearly states the dos and don'ts in the coastal area. The media, such as the local newspaper, could also be used to create and/or enhance this awareness. Sometimes the available signage experiences a wear and tear and becomes invisible with time, therefore, the local municipality should ensure that the existing signage is renewed and kept alive for as long as possible. The local newspaper could also be encouraged to be environmentally conscious and create hype around coastal tourism.

The participants also suggested awareness campaigns in the form of beach walks and beach hikes to avoid the destruction of coral reefs as well as the usage of tourism groups to mobilise the local community and make them understand the significant role played by coastal tourism and the marine resources as well as how the coast and its resources could be used to sustain livelihoods.

It was indicated earlier that iLembe District Municipality has a tourism strategy that is guiding tourism in the area and the white community residing adjacent to the study area is aware of it. The focus group that participated in this study revealed that in this strategy, the roles and responsibilities are clearly defined, for example, if overfishing is taking place, it needs to be reported to KZN Ezemvelo Wildlife. The participants also indicated that there is a local group, which is dominantly white, that takes visitors around on a day trips as well as on educational tours, who have operated for many years but are doing this outside of the municipality. This proves that

there is no coordinated working plan between the local municipality and the businesses operating in the area. The representative from the district municipality indicated that before the strategy is finalized, there are sittings with the municipality to iron out issues and there is a group of people mandated to monitor the implementation of policies. Amongst these are the members of the local community who make sure that the laws are enforced. Again, it was found out that the community that sits in these sittings is the same community in white dominated coastal areas. This leaves out the black community from discussions that have an impact on their lives. Fish and Walton (2012) propose that the government departments have a tendency of working in 'silos' whereby one department works on its own and does not know what the other is doing. Fish and Walton (2012) proposes that this could result from insufficient incentive or performance management to ensure that employees in government offices work effectively and are engaged in an integrated and coordinated effort towards the implementation of coastal policies. This tendency of working in 'silos' by government departments results to the duplication and overlap of functions to the detriment of the local community.

The findings of this study reveal that tourism businesses operating in the area are aware of the existing policies regarding which fish can/ not be caught, but law enforcers do not do anything about controlling and enforcing law. This is confirmed by respondent 21 when she said

.....we are aware of the policies regulating which fish can/cannot be caught but the problem lies with law enforcers who do not enforce the law. Nobody cares and the government does not care. As far as I know, the policies regulating coastal tourism and the usage of marine resources are excellent, but no one takes the responsibility of implementing them. Recreational fishing is practiced in this area and the Parks Board personnel is responsible for controlling the fishing activity. As businesses operating in the area, we are not aware of any conflicts with policies and most resource users try to keep to the rules, although others defy them and get away with it. The Scuba Club makes it its responsibility to create awareness of the existing policies amongst all its members. The government does not directly communicate these policies with us, as the marine resource users.

The observation above was affirmed by Respondent 23 when he stated that

...the greatest challenge in the implementation of the policies is the change in the political structures, whereby new people get into office and most of the time they do not know what they are doing, they are not clued up with the existing laws and regulations about the type and size of fish that can/not be caught. The consultation

process is not very active, with most marine resource users not aware of the new policies that have been passed.

The members of the focus group from the White dominated Blythedale Resort indicated that if new places are demarcated marine protected areas, the chairperson of the divers club alerts the members of the club of these areas. The participants indicated that they are not aware of any groups creating awareness in the area and suggested that if a group could be formed internationally and be guided by a centralized policy, it would be more effective. The participants indicated that they are not aware of any PPPs existing in the area, which is a cause for concern because if there are active PPPs, the local community could be aware of the role that is played by the private sector in tourism development and promotion in the area. With this awareness, the local community could take part in these partnerships to maximise benefits accruing to them.

Guggenheim (2006) suggests that “social capital constitutes a key component of people’s identities and the strategies they deploy for survival and upward mobility”. Guggenheim further proposes that “understanding of these factors is vital for successful development projects. Guggenheim emphasises the importance of developing people’s abilities to work in more efficient networks, leading to communities that are more efficient”. Tanya-Li (2005) criticises the development of social capital in the fact that it lacks attention given to indigenous and traditional knowledge within these development programmes. Harris (cited in Tanya-Li 2005:12) asserts that enhancing ‘social capital’ appears to address social problems while leaving power relations and inequality intact. The problem with this notion is that the private sector and the developers position themselves as experts, controlling not just the policy of the project, but also the ways in which empowerment of the people should take place. In most cases, they do not seek the advice and input from the communities, but they impose these on them, which could be perceived as the top-down approach to development. Gilek et al. (2015) cautions against this approach and indicates that the local community does not take responsibility and ownership of the project if they were not consulted in the planning process.

6.4 IMPROVEMENT NEEDED FOR EFFECTIVE ICM GOVERNANCE IMPLEMENTATION

The findings of this study reveal that some improvement is needed for effective coastal governance implementation. Amongst the measures that were suggested by the participants was awareness creation of coastal governance amongst the community members, the marine resource users as well as the visitors visiting this coastal destination. The first improvement would be to put the right people in office who are passionate about the coast and what it has to offer and who are willing to go an extra mile to make sure that the coastal resources are protected from any harm. The participants in this study indicated that the changeover of political structures creates turmoil amongst the local community regarding law enforcement. It was found out that when new government officials take office, they learn about governance issues, and when their term ends, new people, who are not so well conversant about these issues, take office and fail to continue where the exited ones ended and this impedes continuity to the detriment of the marine users and the community at large. It was found out that a lot still needs to be done to enhance Public Private Partnerships (PPPs) and strengthen the role played by these partnerships for the benefit of the local community. The findings of this study reveal that when the coastal policies are not effectively implemented, this results to uncontrollable changes in the coastline. Some of these changes include high levels of pollution, which negatively affects water quality and the coming down of the beach face, which becomes dangerous to visitors, the local community and marine coastal resource users.

What is common in the three coastal areas which formed a sample of this research, that is, Nonoti Beach, Zinkwazi and Blythedale Resort communities is that there are changes that are observable in the coastline. At Zinkwazi Beach, the participants indicated that there is increased levels of pollution due to overcrowding, more especially during the peak season. At Blythedale Resort, the participants indicated that there are changes that have been observed in the coastline and that the coastline sometimes has overgrown bushes which chase tourists away due to lack of safety. The findings of this study also reveal that there has been visible changes in the water quality. This is confirmed by Respondent 18 when he said:

The water quality is not always in top condition due to the dumping of the waste in the sea by neighbouring industries. The industries are the main source of pollution

in this destination. It would be better if the local municipality could commit to constantly trim the bush and impose heavy fines to SAPPI, the industry that dumps waste into the ocean. There is also drug smuggling along the coast and the local community is aware of it, but does not want to get involved, in fear of victimization. The government needs to find ways to keep this coastal destination safe because safer areas have the greater potential to bring more tourists, and more money, thereby boosting the economy of the region and the country at large.

The participants also indicated that there is so much pollution in the ocean mainly from the cruise liners. Anglers who sometimes leave the fish tangled and the tangled line in the ocean also pollute the ocean. The big waves sometimes throw out unbelievable waste material from the ocean. The Parks Board are responsible for controlling activities at the beach. The lack of awareness is the greatest challenge. Awareness is supposed to get the word out there about the importance of collecting garbage and cleaning the ocean, but the municipality does not do much about pollution in the sea and the coastline, instead, it is the divers that come together and clean the coastal area up.

The participants to this study suggested various measures that could be applied to minimize the damage caused on the coastline. Respondent 23 had this to say about the suggested measures

...a lot of damage is caused on the coastline and what is needed to solve this problem is clear signage, warning the visitors and marine resource users of the possible dangers and redirecting them to the correct walking trails. I see signage as an essential component to protect the beach and the coastal environment at large. Minimizing development in the coastal area could minimise further damage to the coastline. Ezemvelo KZN Wildlife should be clear as to who should take care of the beach/ coastal area, therefore, in their own strategies, the roles and responsibilities regarding the protection of the coastal area should be clearly stated. The other measures would be to place someone in office that is passionate and knowledgeable about the eco-side of the sea, who should implement strategies aimed at controlling overcrowding, overfishing, pollution and deforestation in the coastal area.

Mbaiwa (2003) indicates that during peak seasons, coastal destinations sometimes exceed the carrying capacity and, due to overcrowding, it becomes difficult to monitor the tourists' activities, some of which could impact negatively on the coastal environment. The solution to this problem would be to keep within the destination's carrying capacity to make it easier to monitor the tourists' activities at the beach. There should be more coastal/marine research and effective monitoring and

evaluation of coastal policies and their implementation. The other solution suggested by the participants in this study would be to encourage the youth and more student groups to get involved in marine protection and conservation. The municipality should put relevant people in the office to deal with environmental issues because the participants in this study indicated that the municipality sometimes does nothing to protect the marine environments and the resources.

The findings of this study reveal that in the study area, the young people are not interested in the coastal issues, but it is only the older generation that is passionate about the sea and its resources. The researcher's recommendation on the issue raised above was to fix the problems identified above from the top by engaging the government and youth organisations to be ambassadors of the oceans economy and coastal tourism, whereby they create awareness of this form of tourism and associated benefits. The participants also indicated that the measures to minimize the damage caused on the coastline would be more effective if the local government circles would be more involved and fulfil their mandate of protecting and preserving the coastal resources under their jurisdiction. The greatest challenge that was identified which limits the effective implementation of marine related policies is that the government sometimes employs people who do not have experience in taking care of the coastal environments. The findings of this study reveal that some of the people who hold positions in the government offices have a qualification but do not know what to do with it. The participants suggested that these offices need people with knowledge, experience, lifesaving and conservation skills.

6.5 EFFECTIVENESS OF COASTAL GOVERNANCE IN THE STUDY AREA

South Africa needs to continuously balance the economic opportunities, which our ocean space affords us, while maintaining its environmental integrity. The challenge for South Africa is how best to encourage research, investment and the use of all ocean resources in order to contribute to job creation and economic upliftment while at the same time protecting the ocean asset for present and future generations (Global Ocean Commission 2013). Harrison and Wicks (2013) caution that it is difficult to achieve this responsibility/ mandate due to the partial picture and understanding of the marine space and resources by various stakeholders including marine resource users and the

local communities. What is of note is that there are significant gaps amongst stakeholders in ocean knowledge, which hampers effective planning.

Regarding the effectiveness of coastal governance in the study area, the participants indicated that, as much as there are policies regulating coastal activities, but coastal governance is not effective at all. They complained about the infrastructure being in a pathetic state and indicated that the tourism facility in the study area is not up to standard. This concern was raised by Respondent 16 when he said

...I hear you talking about governance issues, but that is not a priority in this destination. There are more pressing issues. There is no water, no showers and no toilets here at Nonoti Beach. As much as the members of the local community and visitors from other places visit this coastal destination, but it is not safe since there are no lifeguards or shark nets. During the festive season, overcrowding is experienced and this beach gets cramped. It is not safe for the users, since there are no facilities such as showers, toilets, nor parking. There are also no lifeguards. The safety of the visitors is never guaranteed as there is only one security guard to handle over 500 visitors.

The participants indicated that there are plenty policies and rules regulating the activities along the coast, but the problem is that they lack control. The respondents also indicated that the municipality employs cleaners, but they come and sleep under the trees instead of cleaning up the beach area and they are not supervised nor monitored by anyone. Politicians do not practice what they preach and people responsible do not follow through. Various stakeholders are involved and some of them are young in the field of eco coastal tourism but the municipality fails to act on their promises. If there are meetings, minutes are not correctly captured and there are serious gaps in the communication channels. The participants also indicated lack of honesty on the part of the municipal officials as another challenge.

It was indicated earlier that Nonoti Beach is one of the MPAs but the fisheries are no longer protected because the Parks Board guards that were once placed there have been taken away. There were complaints that the community members were not informed before the guards were removed, so this is a cause for concern to those community members that are conscious of the problems of overconsumption and pollution of the coastal resources. The municipal officials lack

understanding of how these issues operate. This problem can be solved by employing deserving people in the office, people who are knowledgeable about marine/ coastal issues, who are in control and who are accountable. The other problem is that there are no clear structures on tourism reporting. Life would be much easier for the tourism resource users and tourists if admission fees could be charged to the beach because there is always a problem when the beach and its resources are treated as an amenity for all to use. The participants indicated that declaring Nonoti Beach an MPA limits economic growth in the area. They indicated that since Nonoti Beach is a non-sensitive beach, allowing 4x4 drives could attract more tourists and could boost tourism growth and economic development in the area. The suggestion raised above to allow 4x4 drives in the beach is contradictory to the practice of responsible tourism and the sustainability of coastal and marine resources, which is a cause for concern.

Even though the officials from the district municipality indicated that the local community is aware of the policies regulating the activities at the beach, the members of the local community indicated that they need some background information on governance. They also indicated that no policies regulating the coast and its resources had been communicated to them; therefore, as members of the local community, they are not aware of the policies governing and regulating marine tourism in the area. They indicated that the municipality does not attend the meetings called in the area and they do not receive any communication from them. The participants doubted if there is any tourism strategy in the local municipality, which they feel its absence makes it difficult to attract tourism to the study area. The tourists no longer visit the accommodation establishments and other tourism facilities in and around the area and this is because this destination was closed for fishing when it was declared a Marine Protected Area (MPA). The other problem raised which the participants felt is affecting tourism growth in the area adversely is the fact that the beach has been closed for vehicle access by 4x4s, who are used by a certain category of tourists. The other problem resulting to tourists no longer being attracted to come to the destination is access of the beach and its resources to everybody, more especially during the festive season. Respondent 24 affirmed this when he said

.....during peak seasons, thousands of people come to the beach and most of them drunk and engage in unacceptable behaviour such as having drunk people having sex at the beach. There is also lack of signage indicating to the users what can or cannot

be done at the beach and there is controlled access to the beach more especially by 4x4s. In this beach, there is also no law enforcement. The municipality has by-laws which prohibit alcohol from entering the beach and other activities, but the implementation of these is always a problem. Patrons to the beach fail to understand that this beach is not a swimming beach; therefore, awareness should be created amongst the community members to this effect. The municipality does not engage in consultative measures with the local community. The economy is impacted negatively since the boat anglers cannot enter the beach due to lack of access to the beach and this impacts negatively on the economic growth of this area.

The participants are concerned that the available laws are there to control the property owners and businesses operating around the area but not the alcohol consumers. The participants to this study indicated that central leadership structures are not adequate, and that the personnel sitting in these structures is not interested and not knowledgeable also. There is also no stakeholder engagement. To solve most of the law enforcement problems, permanent blockade through a boom gate to Nonoti Beach was suggested. Control of admission to this coastal destination is essential and this could be achieved through increasing the security guards in the area as is in the plans of Inqaba Trust to get security personnel to control the admission of people to Nonoti Beach.

6.6 BUSINESS VIABILITY AT ILEMBE DISTRICT

It was indicated earlier that the area where Nonoti Beach is located has been earmarked for the development of the beach resort that is perceived to be an economic spin-off for the local community, iLembe District and the KZN province in general. The participants in this study indicated that tourism has the potential for economic development and growth in the North Coast, where the study area is located. A new water fun world, resembling uShaka Marine in Durban, is planned for iLembe District, Zinkwazi Beach to be precise, for which the negotiations are still underway with the municipality. The participants acknowledged the fact that this new development will have both positive and negative impacts. The positive impacts include employment creation, more tourists visiting the area, which will lead to tourism, and economic growth. The negative impacts of this development, according to the respondents, include having more people visiting the area, which could lead to overcrowding and different kinds of pollution such as noise and littering which all result in environmental degradation. The participants to this study also indicated

that their interests are definitely incorporated in the National Tourism Strategy. They indicated that as local businesses and marine resource users, they do have a platform to advertise nationwide, even internationally, but they indicated that the greatest challenge is that there are no active forums, where they can discuss their concerns.

The findings of this study reveal that sometimes anglers destroy the coral reef. They are only interested in catching the fish to sell and making profit, but they do not care about the environment and do not take responsibility to adhere to sustainability principles. It was found that the practice of responsible tourism is not one of their priorities. This is affirmed by Respondent 20 where he states that

... the anglers are only in this for the money, which kills business and impedes tourism development and growth in a long run. To strengthen business and enhance business viability in this region, a policing boat should be used and police personnel should be more visible, which could control the breaking of the law. As divers we feel that our interests as coastal resource users are not catered for in the policy. Business viability in this region is limited by the by-laws of the district municipality that sometimes deny businesses a chance to advertise. The district municipality interferes with the advertising of business in the area and sometimes advertising gets expensive to the detriment of business and tourism growth in the region.

6.7 GAPS IN THE EXISTING POLICY

The findings of this study reveal that, as much as South Africa has brilliant policies regulating coastal tourism, but these same policies have gaps that make it difficult to understand, therefore affecting their implementation negatively. The main gap in the existing policy is that it is not clear about the pollution of the ocean. The participants in this study indicated that there is a company called SAPPI that deposits the waste material into the ocean all the time, leaving the seawater contaminated and not conducive to the living of aquatic life in it. As a result, there have been changes in the coastal resources and the quality of seawater has deteriorated over the years due to the spillage from SAPPI into the sea. It was indicated that the municipality is not doing anything to minimize the damage that is caused by the spillage from SAPPI into the ocean. The findings of this study reveal that it is the local community that is active in taking care of the coastal environment and its resources. The municipality is also actively involved as there are people from

the municipality that come and clean up the beach. As much as the municipality engages in initiatives to clean the coastline, but the main challenge is that they are understaffed, but they try their level best to work with the marine resource users and help them to adhere to the regulations and/or laws. Tourism governance is very active and effective at local level but the main challenge is that of being under-staffed. All the divers are forced by law to get the permission to belong to a divers club operating in the area, since these clubs are the only organisations that have custodial rights to communicating the laws and regulations to the community of marine resource users and to cascade their concerns to the municipality. The observations above from the focus group that was selected from Blythedale Resort which is white dominated are contradictory to Nonoti Beach which is Black dominated where the participants revealed that the local municipality does not play any role in creating awareness of the rules and regulations governing coastal tourism and associated resources in the area. The participants from the study area indicated that it is Inqaba Trust that facilitates beach clean up campaigns.

The findings of this study indicate that the divers are aware of what is expected of them since most of them are advanced divers and because procedures guiding divers are clearly stated and adequate. The sea plays a major role in the economy of the region and the country at large since it serves as the provider of employment, which sustains the livelihoods of the local community. The policies are there but the challenge lies with the fact that there is no policing. The MPAs have nothing to do with fishing, but with laws aimed at regulating manufacturing in the area and the management of waste. Marine/ coastal policies are good but policing is a problem. The two focus groups from Zinkwazi Beach and Blythedale Resort agreed that stakeholders as users of the sea are actively involved and that awareness is created through the notices that are put up on a monthly basis about what is permitted and what is not. These two focus groups were positive that different stakeholders in both areas have a stake in marine tourism and these include the local community, the local government, Department of Environmental Affairs, eZemvelo KZN Wildlife, etc., which is a direct opposite of the black dominated Nonoti Beach community.

Various strategies can be applied to assist in strengthening the implementation of the available policies. Governance of coastal resources and coastal tourism should be aimed at prioritizing the

local needs and the local communities should be capacitated and empowered to adhere to these policies by creating awareness of these amongst them. This awareness creation will lead to the local community becoming encouraged to practice responsible tourism, which could lead to sustainable livelihoods. It must be noted that, as much as policies are formulated at a national level and cascaded down to provincial level, but tourism governance policies and processes are reflected and implemented at the local level, which may be influenced by decentralization and devolution of tourism policies and actions as well as local governance capacity and community engagement structures. The government structure that is closer to the community is the local government, therefore, Geschiere et al. (2005) proposes that the local government need to be strengthened in terms of capacity building to meet the needs of the local communities. This notion is confirmed by the World Bank (1972) that many of the problems of towns and rural communities can only be solved locally by capitalizing on the energies and resources of the local people and cautions that solutions that are imposed by central authorities are likely to fail.

Existing policies need to be revisited and enhanced to ensure that certain regulations and by-laws do not limit coastal tourism development, therefore, negatively affecting economic growth. For enhanced coastal tourism growth, it becomes necessary to provide implementation structures required for governance to take place, and it is important for the local government to be staffed with qualified and experienced officials to implement the existing governance policies. The implementation of existing policies and actions in coastal destinations should lead to sustainable tourism as well as the conservation, protection and preservation of the coastal biodiversity. It must be noted that the governance of coastal tourism and marine resources requires engagement and coordination of tourism, the environment, the local community and wider development interests at a local level, therefore, necessary planning, networking, capacity building and information sharing should occur effectively at this level and coastal tourism needs to be effectively integrated into local sustainable development (Cele, Ndlovu and Phoofolo 2017).

6.8 CONCLUSION

The focus of this chapter is on governance of marine resources and coastal tourism in iLembe District municipality, which is delimited to three coastal communities, namely, Nonoti Beach, which is predominantly black as well as Zinkwazi Beach and Blythedale Resort communities who are predominantly white in order to highlight the similarities and differences in the way in which these three communities deal with governance issues. The chapter commenced by discussing the understanding of coastal governance amongst the marine resource users, the local community and the businesses operating in and around the study area. The findings of this study reveal that different participants understand governance differently but generally it is understood as a set of policies, laws, rules and regulations aimed at protecting the marine environment, also regulating tourism and activities in the coastline. As much as South Africa has excellent policies, but the findings of this study reveal that, their implementation is questionable due to the local government's lack of understanding of these policies since they are formulated at a national level. There is a discrepancy in the knowledge about the availability of tourism sector plans and tourism strategies. The Nonoti Beach community denies any knowledge of these plans whereas the other two white dominated communities agreed that the district municipality has tourism sector plans and tourism strategies, but the challenge lies with their implementation that lacks control, monitoring and evaluation. The other challenge raised regarding the implementation of existing policies results from the fragmented nature of the government departments mandated to implement them, which lacks intergovernmental relation structures. The findings of this study reveal that there is a lack of programmes enhancing PPPs; therefore, the private and the public sectors do not work towards achieving the same goal, that is, of improving the lives of the local community. The government has a mandate of creating sustainability amongst communities and the private sector is profit-driven and, in most cases, does not adhere to the principles of sustainability, to the detriment of the local community, local resources and local cultures.

As much as South Africa has brilliant policies, it was found out that governance of coastal tourism is not effective due to the municipal employees' lack of knowledge and understanding of these policies. In most communities, there is a lack of effective community tourism forums to deal with local problems, therefore, the existing policies do not talk directly to the local needs. The findings

of this study reveal that there are gaps in the policy and one of the identified gaps is that it is not clear about the pollution of the ocean and strategies to deal with the perpetrators. It was suggested that the local government be strengthened through information sharing and capacity building to fulfil their mandate of helping the local communities to use the coastal resources to sustain livelihoods.

Chapter Seven

Summary, Conclusion and Recommendations

This study was conducted to investigate the levels of local community participation in coastal tourism at Nonoti Beach, KwaZulu-Natal. This study was conducted using the mixed methods research design to ensure triangulation and to achieve the depth of the problem in question. The literature reviewed formed the basis of this inquiry although the findings of this study are contradictory to most sources that were reviewed. The contradiction does not end with the sources viewed but also with the primary data from various participants. The following are examples of contradictory information provided to the researcher. Respondent 6 indicated that various stakeholders work together in ensuring that coastal tourism at Nonoti Beach creates jobs, empowerment and skills development but the findings of this study show that various government departments work in a fragmented manner which has resulted to the delay of the development that was part of the land claim settlement, 14 years ago. Respondents 2 and 3 insist that Nonoti Beach is ready for tourism and the youth has been given bursaries to further studies in relevant fields, but the representative from the democratically elected leadership indicated that no skills audit had been conducted in the past five years. Respondent 5 indicated that the working relations between his organization and the local community is good and this organization is on the side of the community, but no positive results have been yielded by this relationship since the community in the study area is not benefitting from it.

In the sections that follow, there is a recap of the main objectives of the study as well as the findings and, lastly, the researcher's recommendations. The focus of this research was:

- To investigate limiting factors to participation, the potential areas of conflict, the attitudes and perceptions of the local community towards Nonoti Beach as a tourism destination.

There are various factors that limit participation of the local community in coastal tourism projects. Amongst these factors is the top-down approach that is used in most projects, whereby the decisions are made externally by governments or the investor and are imposed to the local community without affording them an opportunity to identify their own needs. Available literature (Reddy 2002) proposes the bottom-up approach to development in order for the local community

to take ownership of the project and also be responsible and accountable for the failure or success of that project. The other limiting factor to active participation is lack of consultation through following proper channels as well as information sharing. In order to enhance participation, the local community must be consulted and be awarded an opportunity to make decisions and be in control of the situations that impact their lives.

- To investigate the extent to which the local communities were prepared to live sustainably on restored land as new landowners in terms of training, capacitation and skills development.

The findings of this study reveal that the local community, as much as they have received settlement on their land claim, were not fully capacitated to live sustainably on the restored land in terms of training and skills development. It was indicated earlier in this study that the land where the study area is located has been identified for the development of the beach resort; however, the local community indicated that they are not fully equipped to live sustainably on restored land due to the lack of relevant skills such as hospitality and hotel management skills, customer service excellence, financial management skills, construction skills, etc. The representative from the municipality indicated earlier that no skills audit has ever been conducted on the local community, therefore, there is no tangible evidence on the available skills and, consequently, the skills gap has not been identified. The government needs to collaborate with the private sector, the local communities and institutions of Higher Learning to conduct researches on the productivity of land as well as alternative economic activities before it is restored. Training and skills development aimed at capacitating the local community should undergo monitoring and evaluation to ensure quality and enhance active participation.

- To investigate the patterns of participation as well as the level of involvement of the local community in the management of Nonoti Beach.

The findings of this study reveal that active participation can only be achieved through active involvement through capacitation that results in the maximum benefits accruing to the local community. These benefits include the sharing of benefits, which are capable of sustaining

livelihoods. In other countries, such as Botswana, the local community was provided with an opportunity to manage the natural resource in their locality but the community based projects were a failure, since the members of the local community did not have an understanding of Community Based Natural Resource Management (CBNRM) and how it works. The same thing applies at Nonoti Beach, whereby there is the sea as the natural resource in the locality but the local community is unable to use it to sustain their livelihoods.

- To assess business viability through coastal tourism in the study area.

The findings of this study reveal that there are men from the neighbourhood who practice fishing and the women who extract mussels from the sea for commercial purposes. What they do can be categorized into what is known as the Small Medium and Micro Enterprises (SMMEs) which have been recognized by the South African government as a vehicle that has a potential of assisting local communities to create wealth and to improve their standard of living and achieving economic empowerment in the process. SMME development and support is one of the ways that can be used by entrepreneurs from all socio-economic levels to gain access to economic opportunities. The Local Economic Development (LED) strategy as well as the Integrated Development Plan (IDP) 2013/14 of the iLembe District Municipality identifies SMME development and support as one of the pillars of economic development. According to these documents, both the existing and emerging SMMEs are in dire need of support in the form of improved access to finance, capacity building in operating their businesses, improved levels of business advice, support and training. In the study area, SMMEs and cooperatives experience a high failure rate and the findings of this study reveal that this is not because of the lack of moral willingness to operate successful businesses but, but amongst others, is the lack of fundamental skills. It becomes essential for iLembe District Municipality to work cooperatively with KwaDukuza Local Municipality and other sector departments and government agencies to intensify their effort to empower surviving SMMEs and to revive others that are on the verge of failure.

It is evident from the findings of this study that without the necessary training and support from government and other private sector stakeholders, small businesses might not be able to thrive and

become fully-fledged entities that can contribute effectively to job creation and the eradication of poverty. The former President of South Africa in his State of the Nation Address for the financial year 2014/15 recognizes the critical role played by the small business sector in job creation; hence, he encouraged the continued provision of financial and non-financial support to small, medium and micro enterprises, small-scale agriculture and cooperatives. Capacitating SMMEs should target a number of areas, which hamper their growth and development by raising awareness of the existing support structures that have been introduced by national and provincial government for supporting the emerging economy. They could also be trained on how to write a business plan and tendering for a contract. They should be given information concerning where and how to go about applying for a start-up capital. They could be assisted on how to find markets for their products and services. To empower them, they need training and capacitation in the areas such as financial management, bookkeeping, computer skills, people management skills, conflict resolution, pricing, etcetera. With the skills identified above and more, the local community can actively participate in coastal tourism taking place in their locality and this can also enable them to live sustainably on the restored land as this training would capacitate them to be actively involved in coastal tourism management issues. Before the suggested training is implemented on a full scale basis, a comprehensive scale survey needs to be conducted amongst the community members which could be used to identify the available skills and highlight skills gaps to ensure that relevant training is facilitated for the benefit of the SMMEs and cooperatives. The skills audit could also be used to identify the form of assistance needed by the SMMEs.

The findings of this study also reveal that there are various stakeholders that are mandated to develop and promote coastal tourism in the study area, but the greatest challenge is that intergovernmental relations structures are not well coordinated. Each government department or agency does its own thing in its corner and these activities lack synergy, which leads to the duplication of activities. It was found out that adopting a fragmented approach and engaging in silo mentality to coastal tourism development do not yield intended results. In order to avoid the reinventing of the wheel, partnerships need to be enhanced and/or strengthened. Transparency and accountability in the work of each department concerning training and skills development aimed at capacitating the local community should be encouraged.

- To examine the extent to which policies regulating coastal tourism are implemented to maximize benefits accruing to the local community as well as to suggest strategies that can be used to enhance the local community's participation in coastal tourism.

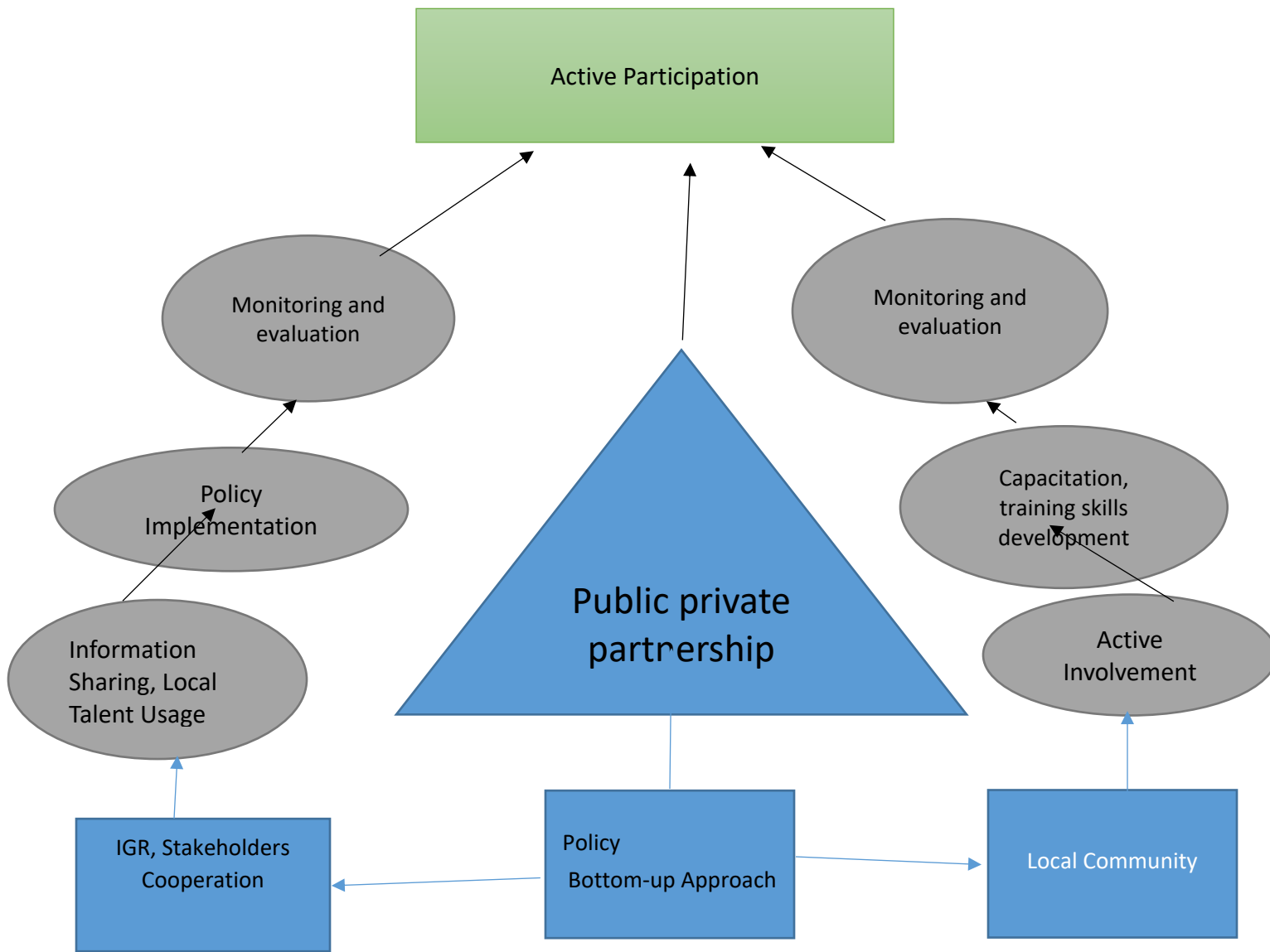
The findings of this study reveal that there are policies that have been developed at a national level and cascaded down to the provincial level and which are supposed to be implemented at a local level to assist the local communities to live sustainably on restored land but their implementation is questionable. The reason behind this observation is that the role of various stakeholders is not clearly defined and the local government employees that are supposed to implement these policies do not fully understand them since they are formulated at a national level. The role of stakeholders such as DoE, institutions of higher learning, TVET colleges and the role of the private sector is also not clearly defined in the framework and the linkages of IGR in the three tiers of government, national, provincial and local government, are not clearly reflected. The private sector has social labour plans in their corporate social responsibility but these plans are only on paper. There is no monitoring and evaluation of these SLPs and their implementation, which is to the detriment of the local community.

- To investigate the significant role played by landownership through restoration in enhancing the practice of responsible tourism and sustaining livelihoods of the local community.

The local community of Nonoti Beach received the land through a land claims process and the findings of this study reveal that although they own the land, but they are not aware of the policies governing the marine resources and coastal tourism in the area. Nonoti Beach was declared a Marine Protected area, which prohibits them to extract mussels and to practice fishing during certain times of the year. Active involvement of the local community in coastal tourism issues has a great potential of uplifting their lives. Involvement includes information sharing and avoiding the top-down approach to tourism development, instead of adopting a bottom-up approach whereby the local community identifies their own needs, prioritize them and are involved in decision-making on the issues that affect them. Involvement also suggests equipping the local

community with background information and understanding of CBNRM and how it works, as well as with relevant skills to help them derive benefits from tourism initiatives in the locality, otherwise enclave tourism takes over and the resource that is meant to benefit them ends up benefitting foreign people, thereby leading to economic leakages.

Figure 7.1: Proposed Model to enhance Local Community Participation



Since this is a PhD study, so it was necessary to come out with a model that is aimed at improving the local community participation in the management of coastal tourism, not only in the study area but in other coastal destinations. The proposed model emphasizes the fact that the policy is at the centre of all the dealings between the local community and other stakeholders with an interest in coastal tourism. Policy guides the activities of both the local community and other stakeholders. The lessons learnt from this study is that intergovernmental relations are not well coordinated and that each government department works in isolation from the others and this results in fragmented governmental activities and the duplication of activities to the detriment of the local community. The findings of this study also reveal that as much as the study area was identified for the development of a beach resort more than a decade ago, but this has not materialized due to the fragmented nature of the government departments with a mandate to fund and implement this project. This has also resulted to the delay in the housing project which was part of this land claim settlement.

In order to avoid duplication of activities, partnerships need to be enhanced and/or strengthened. Transparency in the work of each department concerning training, skills development aimed at capacitating the local community should be encouraged. It is recommended that the stakeholders with an interest in coastal tourism should work together and come up with an integrated plan aimed at maximizing benefits accruing to the local community. The other lesson learnt from this study is that the local community does not participate in tourism that is happening in their ancestral land. The reasons identified for the lack of participation is that tourism is a new industry to which the Black communities were not exposed, this model proposes that the black coastal communities should be involved and awareness needs to be created on the important role that can be played by the sea and marine resources in uplifting their lives.

This model also emphasizes the central role that should be played by the Public Private Partnerships (PPP) in improving the lives of the local community whereby the private sector has social labour plans that are only on paper and lack monitoring and evaluation to the detriment of the local community. It is recommended that the private sector in the form of well established businesses include mentoring of the local communities and empowering of the SMMEs to help the

poor communities to sustain their lives. It is also recommended that the SLPs should go through monitoring and evaluation to enhance accountability on the part of the private sector.

Active involvement calls for the stakeholders who are in the position of decision makers to abstain from using top-down approach to development, but to consider the bottom-up approach whereby a platform is created for the local community to identify their needs rather than the government to impose to them on what it thinks they need. Those in power should be prepared to share information with the local community and involve them in decision-making processes. The tourism planners need to make sure that the language barriers are eliminated to ensure that the information shared is understandable to all. Experience has shown that information contained in tourism sector plans and tourism strategies is in the medium of English and most community members in black dominated communities are illiterate, therefore do not understand the language in which these documents are presented. The local talent also needs to be acknowledged and used for the benefit of the local community.

The training that is given to them should also be evaluated and monitored on a continuous basis to check its relevance to capacitating the local community, thereby enhancing active participation. Information sharing should also be evenly distributed in both the black and white dominated areas. It is a cause for concern that twenty four years into democracy, South African black rural communities are still overshadowed by the apartheid legacy. This is evident in chapter 6 of this study as three focus groups, one black dominated and two white dominated were sampled to investigate the awareness of governance regulating coastal tourism and associated marine resources.

The findings reveal that the communities that are white dominated have information about governance issues and are aware of what is permitted as well as what is not permitted in the sea and the coastal area, However the black dominated communities lacks this information. The problem that led to this uneven distribution of information is the municipal employees' lack of knowledge and understanding of these policies. The other reason is lack of consultation through

following proper channels as well as information sharing, which limits the community's active involvement and participation in discussions aimed at improving their lives. In order to enhance involvement and participation, the local community must be consulted and be awarded an opportunity to make decisions and be in control of the situations that have an impact on their lives. The researcher recommends that the local government employs people who are knowledgeable of governance as well as conservation issues into office and avoid deployment of people due to political connections and who do not have qualifications and experience of working with communities at grassroot levels.

The coast and its resources have a potential to improve the lives of the local people but in the study area, that is not the case due to the fact that, as much as policies are there to support the local community, but they are not implemented to the detriment of the poor. To solve the problem of lack of implementation of the policies, government should employ staff that is knowledgeable on coastal issues and who are also passionate about the welfare of the coastal environments and the coastal communities. The government should also provide funding and institutional capacitation as well as clearly defined roles and responsibilities. The proposed model advocates for the monitoring and evaluation of training as well as skills development programmes and processes to ensure quality is provided to the local community to ensure empowerment and sustainability through capacitation.

The proposed model could give guidance to the government at National, Provincial and Local level to successfully implement policies and maximize benefits accruing to the local community. It could also serve as the basis for further research in the region of coastal tourism and how it could effectively be used as a tool to sustain lives of the rural communities residing along the coast.

CONCLUSION

The findings of this study reveal that there is ample policy in South Africa, which is meant to assist the local communities to maximize benefits from tourism projects that take place in their locality. Amongst these policies are, the National Tourism Sector Strategy (2011), the Rural Development

Policy 2012, KwaZulu-Natal Beach Tourism Policy, the KZN Tourism Masterplan, IDP for the local municipalities where various tourism destinations are located, The Phakisa Laboratory for marine and coastal tourism, as well as the provincial Tourism Growth Strategy in line with the Oceans Economy. These are the guiding pillars in the province and each one of them prioritizes the needs of the marginalized groups and the previously disadvantaged groups of the community, such as women, children and people living with disabilities. The implementation of these policies is questionable as is revealed in the findings of this study. It has been noted that the members of the local community do not benefit much from coastal tourism initiatives taking place in their locality and this is due to the lack of proper implementation of the policies, fragmented government departments as well as the lack of monitoring and evaluation of the implementation of policies.

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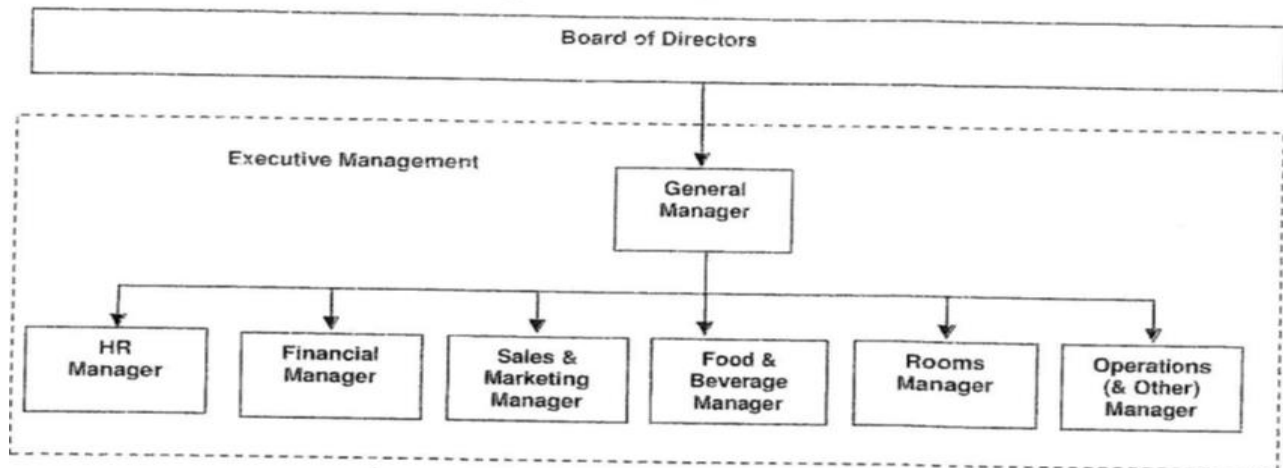
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APPENDIX 1

Figure 2.2 Executive Management Structure



Source: Grant Thornton

Table 2.3 Suggested executive management structure

Position	Responsibilities
General Manager	Success of the resort & head of management team
HR Manager	Staff training & recruitment
Financial Manager	Revenue management, debtors, creditors, procurement, payroll, accounting & IT
Sales & Marketing Manager	Sales, marketing, public relations, event planning & reservations
Food & Beverage Manager	Food production, kitchen, restaurant, waiters, food & beverage control & stores
Rooms Manager	Room preparation and furnishing, housekeeping, & laundry
Operations Manager	Front office, HR, facilities management including maintenance, cleaning & landscaping

Source: Grant Thornton

2.2.3 Human Resources

2.2.3.1 Permanent Staffing

Table 2.3 provides a suggested staffing schedule for the various departments of the resort. This will only be finalised once a resort operator has been selected for the project as each company has their own specifications in terms of staffing.

An estimated total of 237 staff would be employed on a full-time basis by the resort. We have indicated in the table with an 'X' where there is potential for the community to be employed by the resort. This equates to potentially 186 positions that could be taken up by the community. Over time, through work experience and formal training it is expected that more positions could open up to the community.

Table 2.4 Suggested staffing schedule

Department	Position	Number	Community Employment Potential
Executive	General Manager	1	
	Secretary	1	Perhaps in time
Financial	Financial Manager	1	
	Accountant	2	

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Department	Position	Number	Community Employment Potential
	IT Manager	1	
	Clerks (including night audit)	4	Perhaps in time
Human Resources	HR Manager	1	
	Secretary	1	X
Sales & Marketing	Sales & Marketing Manager	1	
	Administrator / Secretary	2	X
	Reservations	4	X
	Conference Manager	1	
	Event Coordinators	2	In time
	Activities Manager	2	In time
	Activities Team Members	10	X
Front Office	Front Office Manager	2	
	Receptionists	10	X
	Bellman / Driver	5	X
Food & Beverage	Food & Beverage Manager	1	
	Restaurant Supervisors	10	In time
	Waiters & Bar Staff (excludes casual staff for peak periods)	60	X
	Buyers & stores	5	
Rooms	Rooms Manager	1	
	Executive Housekeeper	2	In time
	Room Attendants	30	X
	Laundry	12	
Kitchen	Executive Chef	4	
	Cooks	10	X
	Stewards	10	X
Operations	Operations Manager	1	
	Engineer / Technician / Handyman	2	X
	Assistant Engineer / Technician / Handyman	1	X
	Landscaper / Groundkeepers / Public Area Cleaners	15	X
	Cleaners		
Spa	Spa Manager	1	
	Spa Therapists	10	X
Security	Chief Security Officer	1	
	Security Guards	10	X
Total		237	

Source: Grant Thornton

Table 2.5 provides a recommended staff training schedule. Some of the training programmes will be outsourced to professional service providers and will contain both theoretical and practical components. The theoretical component of the training will commence 9 to 12 months prior to the resort opening, and the focus of the training will then shift to the practical component for the 3 months prior to opening. This will help to ensure that all staff members have a degree of practical experience before the resort opens to the public. Again, the exact timing and content material of the training will be subject to finalisation once a resort operator has been selected.

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Table 2.5 Suggested training schedule

Position	Business, Accounting & Management	Marketing	Labour Relations & HR	Cooking	House-Keeping	Landscaping	Security	Environmental	Guest Relations & Hospitality
General Manager	X	X	X					X	X
GM Secretary	X	X	X						
Financial Manager	X	X	X						
Accountant	X								
IT Manager	X								
Clerks	X								
HR Manager	X		X						
HR Secretary	X		X						
S & M Manager	X	X	X					X	X
S & M Secretary	X	X	X						X
Reservations		X							X
Conference Manager	X	X	X						X
Event Coordinator		X							X
Activities Manager	X	X	X						X
Activities Team									X
Front Office Manager	X	X	X						X
Receptionists		X							X
Bellman / Driver									X
F&B Manager	X	X	X	X					X
Buyers & stores	X								X
Restaurant Supervisor				X					X
Waiters & Bar Staff									X
Executive Chef			X	X					X
Cooks				X					X
Stewards									X
Rooms Manager	X	X	X		X				X
Exec. Housekeeper			X		X				X
Room Attendants					X				X
Laundry					X				X
Ops. Manager	X	X	X			X	X		X
Handyman						X			
Assistant Handyman						X			
Landscapers						X		X	
Spa Manager	X	X	X						X
Spa Therapists									X
Chief Security Officer			X				X		X
Security Guards							X		

Source: Grant Thornton

2.2.3.2 Indirect & induced Jobs

A broad economic impact assessment of the resort was undertaken to estimate the employment / number of jobs that could be supported by the development in the local municipality during construction and operations.

Multipliers

The determination of the employment benefits of the proposed development requires reference to the income multiplier. The multiplier expresses the relationship between initial spend and changes in total local income. Direct demand refers to the first round of expenditure, indirect demand to the second and subsequent rounds of expenditure, while induced demand reflects consumers' expenditure of earnings derived from the various rounds of expenditure constituting a particular economic activity.

For example, the expenditure by a hotel guest at a resort (direct) results in expenditure by the resort on food (indirect), and expenditure by the resort's employees in local shops (induced). The magnitude of a multiplier will depend almost entirely on the nature of the local economy. In general, the larger and more diverse the economy of an area, the more linkages there will be between business firms in the area and therefore the higher the multiplier will be.

Multipliers from the economic consultancy Conningarth have been used in this assessment.

Based on the assumptions in terms of the multipliers; discount factors; employment skills levels; taxation; and expenditure by resort guests, it is estimated that the resort would support the following employment:

- 1 399 jobs during construction in the local municipality; and
- 1 120 jobs by year 5 of operations in the local municipality.

2.3 Black Economic Empowerment

3.2.1 Ownership

Direct ownership refers to ownership of an equity interest in an enterprise where such equity interest comprises of:

- Voting rights in that enterprise;
- The right to receive unencumbered economic interest (such as dividends) flowing to the shareholders of that enterprise; and
- BBBEE schemes, employee share option plans and other employee share schemes, where the beneficiaries have the unconditional right to receive economic benefits and the capacity to elect and remove trustees.

Ownership is assigned a weighting of 20% on the BEE scorecard, and the ownership target is to attain an overall level of ownership by black people of 30% for the period ending 31 December 2014. Businesses with a turnover of less than R5 million per annum are exempt from this requirement.

APPENDIX 2



15 May 2014

Ms Ntshokane Goodness Gumede (212561356)
School of Social Sciences
Howard College Campus

Protocol reference number: HSS/0076/014D

Project title: Local community participation in coastal tourism: Experiences from Nonoti Beach in KwaZulu-Natal (KZN)

Dear Ms Gumede,

I wish to confirm that your application dated 29 January 2014 in connection with the above mentioned project has been approved as follows: **Approval - Amendment**

- Change in title
- Change in site

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach/Methods must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

Please note: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

Best wishes for the successful completion of your research protocol.

Yours faithfully

Dr Shenuka Singh (Chair)

/ms

cc Supervisors: Professor Sabine Marschall and Dr Joram Ndlovu
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APPENDIX 3

EDITING/PROOFREADING CERTIFICATE

To whom it may concern

This serves to certify that I, Jabulani Mkhize, have proofread and/or edited Ms. N.G. Gumede's doctoral thesis to ensure that the language, grammar, punctuation and spelling are academically sound and appropriate, by rectifying errors, wherever these have been identified, and rephrasing sentences that would possibly make one lose sight of the flow of the argument.

Title of the Thesis: "Local Community Participation in Coastal Tourism: Experiences from Nonoti Beach in KwaZulu-Natal."

Editor's Name: Jabulani Mkhize

Signature : 

Date : 27 January 2018

Contact Details: jmkhize@ufh.ac.za

Qualifications: PhD (English)

APPENDIX 4

University of KwaZulu-Natal

Local community participation in coastal tourism: The experiences from Nonoti Beach in KwaZulu-Natal (KZN)

Informed Consent Form: Research Participant

My name is Ntshekane Goodness Gumede. I am registered for a PhD with the School of Social Sciences in the Cultural and Heritage Tourism Programme at the University of KwaZulu-Natal. I am currently conducting research that I hope will help shed light on the local community participation in coastal tourism at Nonoti Beach (KZN).

You have been selected as a potential participant in the study because as a member of the local community at Nonoti, you are in the best position to share your level of participation in coastal tourism issues at Nonoti Beach as a tourism destination in your neighbourhood. Your participation in this study is voluntary and you may, at any time, choose not to participate without any negative consequences.

If you agree to participate in the study, please be assured that all your answers will be confidential. At no point will this form be linked to your answers nor will any publication mention your name. You do not have to answer any question that you do not feel comfortable with and you are at liberty to end the interview at any time. There are no direct benefits for participating in this study and the knowledge gained from your participation will be the main benefit. You are at liberty to ask any question concerning the study for more clarity and the researcher will gladly address any concerns.

The duration of the interview should not be more than an hour. With your permission, I would like to record the interview to ensure that your contribution is accurately captured. The recording will be destroyed after the audio information has been transcribed and the results of the study will be made available once the study is finalised but only to those people who are interested in the findings.

My details are as follows, Ntshekane Goodness Gumede: 031 260 2711 or 079 900 8227.

For any questions or concerns about this study, you are welcome to contact the following:

Supervisor: HHSREC

Ms P. Ximba (031) 260 3587/ E mail: ximbap@ukzn.ac.za

Research Supervisor: Prof Vivian Ojong 031 260 2431/ E mail: Ojong@ukzn.ac.za

Declaration

I ----- (full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

- I hereby consent to have this interview recorded.
- I do not consent to have this interview recorded.

SIGNATURE OF PARTICIPANT

DATE

APPENDIX 5

INYUVESI YAKWAZULU-NATALI

Local community participation in coastal tourism: The experiences from Nonoti Beach in KwaZulu-Natal (KZN)

**Incwadi yemiBandela neSivumelwano ngoCwaningo: Umbambiqhaza woCwaningo
(Informed Consent Form: Research Participant)**

Igama lami u-Ntshekane Goodness Gumede. Ngenza izifundo zobuDokotela (PhD) kuMnyango weZamasiko noKugcinwa kwawo kanye neZokuvakasha (Cultural and Heritage Tourism Programme), ngaphansi kwe- School of Social Sciences eNyuvesi yaKwaZulu-Natali. Ngilapha ngoba ngenza ucwaningo oluyingxenywe yezifundo zalobu buDokotela. Ngikhethe ukwenza ucwaningo lolu ekubambeni iqhaza komphakathi wendawo kwezokuvakasha ogwini lolwandle lwase Nonoti KwaZulu-Natali (KZN); nengithemba ukuthi uzongisiza ukuthola ulwazi ngakho.

Ukhethwe ukuba ubambe iqhaza kulolu cwaningo ngoba ubonakale usezingeni elifanelekile kakhulu ukuthi ungacobelela ulwazi onalo ngokubamba iqhaza kulomphakathi wendawo ngokwezokuvakasha ogwini lolwandle lwaseNonoti, njengendawo yezokuvakasha enohlonzo kule ndawo. Ukubamba iqhaza kwakho kulolucwaningo kuwukuzikhethela, awuphoqiwe nakancane. Uma ukhetha ukubamba iqhaza kulolu cwaningo, uvumelekile nanoma nini ukuyeka ungaqhubeki nokubamba iqhaza; ngaphandle kombandela noma ukujeza.

Uma uvuma ukubamba iqhaza kulolucwaningo, uyaqinisekiswa ukuthi lonke ulwazi ozoluveza luzosetshenziselwa lolucwaningo kuphela. Angeke nakanance ulwazi oluvezile lumataniswe negama lakho, kanjalo negama lakho langempela angeke livezwe; kuzoba ulwazi olugodliwe, oluyimfihlo yomncwaningi. Awuphoqelekile nakancane ukuphendula imibuzo ongazizwa kahle ngayo. Akukho sinxephezelo esiyinzuzo esikhona ngokubamba kwakho iqhaza kulolucwaningo. Ulwazi oluzotholakala ngalolucwaningo yilona oluzoba yinzuzo enkulu kithi sonke. Ukhulukulekile ukubuza imibuzo ongaba nayo ngalolucwaningo; umcwaningi uzimisele ukuyiphendula yonke.

Ubude bemibuzo yomcwaningi eqondiswe kuwe mayelana nalolu cwaningo angeke ithathe isikhathi esingaphezu kwehora elilodwa. Ngemvume yakho, ngizocela ukuqopha ngesiqophamazwi imibuzo nezimpedulo zakho zalolucwaningo ukuqinisekisa ukuqoqa lonke ulwazi ngendlela okuyiyo. Kanjalo unelungelo lokunqaba ukuthi izimpendulo zakho zemibuzo yalolucwaningo ziqoshwe ngesiqophamazwi. Yonke into eqoshiwe kusiqophamazwi izocishwa uma imiphumela yocwaningo isibhalwe phansi, nezifundo lezi zobuDokotela seziqediwe. Imiphumela yalolu cwaningo izotholakala kulabo abayobe beyidinga kodwa uma seziphothuliwe izifundo lezi zobuDokotela.

Imininingwane yami (umcwaningi): Ntshekane Goodness Gumede: 031 260 2711 or 079 900 8227.

Yonke imibuzo nezikhalo noma imibandela mayelana nalolu cwaningo, uvumelekile ukuthinta laba abalandelayo:

Supervisor: HHSREC

Ms P. Ximba (031) 260 3587/ E mail: ximbap@ukzn.ac.za

Research Supervisor: Prof Vivian Ojong 031 260 2431/ E mail: Ojong@ukzn.ac.za

Ukufunga (Declaration)

Mina ----- (amagama aphelele ombambiqhaza wocwaningo) ngiyaqinisekisa ukuthi ngiyayiqonda yonke imiyalelo nemibandela ekule ncwadi mayelana nokubamba iqhaza kulolucwaningo; ngakho ngiyavuma ukubamba iqhaza kulolucwaningo.

Ngiyaqonda ukuthi ngivumelekile ukuyeka ukubamba iqhaza kulolucwaningo nanoma ngasiphi isikhathi socwaningo, uma ngifisa ukwenza njalo.

Ngiyavuma ukuthi izimpendulo zami zalolucwaningo ziqoshwe ngesiqophamazwi.

Angivumi ukuthi izimpendulo zami zalolucwaningo ziqoshwe ngesiqophamazwi.

UKUSAYINA KOMBAMBIQHAZA WOCWANINGO

USUKU

APPENDIX 6

Local Community Participation in Coastal Tourism: Experiences from Nonoti Beach in KwaZulu-Natal (KZN)

STAKEHOLDER INTERVIEW GUIDE

SECTION A: INTRODUCTION

1. What is the name of this organisation/department?

2. What kind of activities does this organisation deal with?

3. What role does this organisation play in relation to coastal tourism development and management?

4. What is the role you undertake (your designation) in this organisation?

SECTION B: STAKEHOLDERS

1. Democratically elected councillor

1.1 Who is spearheading coastal tourism development and the management of Nonoti Beach?

1.2 To what an extent is local community participating in the management of coastal tourism development at Nonoti Beach?

1.3 What kind of skills does the local community have that could be used in the management of coastal tourism at Nonoti Beach?

1.4 What are the problems/challenges that this community encounters in the management of coastal tourism at Nonoti Beach?

1.5 Do you have any other comments on tourism issues at Nonoti Beach?

2 KwaDukuza Local Municipality

2.1 Which strategies is the municipality using to ensure that the local community members take part in coastal tourism issues in this municipality?

2.2 Who is responsible for the evaluation and monitoring of the implementation of these strategies?

2.3 How and how often is the implementation of these strategies monitored and evaluated?

2.4 How does the local community benefit from coastal tourism in this area?

2.5 Suggest ways in which Nonoti Beach can contribute to the economic development of the local community.

2.6 In your opinion, what should the local community do to ensure they reap maximum benefits from coastal tourism development at Nonoti Beach?

2.7 Do you have any other comments?

2.8 Kindly supply the researcher with reports that have been developed on local community participation on coastal tourism related issues.

3 Enterprise iLembe

3.1 To what an extent does the local community participate in the management of tourism at Nonoti Beach?

3.2 What plans does this organisation have to improve the lives of the local community of Nonoti Beach?

3.3 What does the local community stand to benefit from the development of Nonoti Beach Resort in their locality?

3.4 Is there any tourism related business training this organisation has planned for the local community?

3.5 If yes to 4.4 above, whose responsibility will it be to monitor and evaluate the training that is planned for the local community of Nonoti Beach?

3.6 How often will the evaluation of the planned training done?

3.7 To which body will the progress report pertaining to the training of the local community be presented?

3.8 How many jobs will be created for the local people in this coastal destination and what kind of jobs are these? Supply the researcher with a breakdown of these jobs.

3.9 In your opinion, how is the relationship between your organisation and the local community and why?

3.10 Comment on the challenges you are experiencing when involving the local community in the tourism issues of Nonoti Beach.

3.11 What can be done to enhance the relationship between your organisation and the local community?

3.12 Kindly supply the researcher with reports detailing the training planned for the members of local community and the exact number of recipients to the said training.

4 Tourism Enterprises

4.1 How is the level of interaction between this business and the members of the local community?

4.2 Does this business support local community development initiatives?

4.3 How many local people are employed in this business?

4.4 What does this business do to uplift the standard of living for the local community?

4.5 In your opinion what do you think the local community can do to ensure they reap maximum benefits from coastal tourism at Nonoti Beach?

4.6 Which projects has this business invested in the local community?

4.7 What are the challenges/ problems this business is experiencing in dealing with the local community?

4.8 What are the challenges this business encounters in employing the local people?

4.9 Do you have any other comments?

SECTION C: DEVELOPMENT

5. Human Resource Analysis

5.1 Do you think the local residents have the required skills to take part in the management of tourism at Nonoti Beach?

5.2 Does the local community take part in the management of tourism at Nonoti Beach?

5.3 If not, what do you think are the challenges they face that limit their participation in the management of tourism at Nonoti Beach?

5.4 What skills could be of benefit to the local community members?

6. Benefit Sharing

6.1 Can you comment generally on who you think is benefitting from coastal tourism at Nonoti Beach?

6.2 How can coastal tourism be used as a vehicle for poverty eradication at Nonoti Beach?

6.3 How has the local community benefitted from coastal tourism at Nonoti Beach in the last 10 years?

6.4 How are income benefits from tourism partnership agreements distributed among the local people?

6.5 What improvements are needed to make benefit sharing distribution more meaningful?

7. Level of Participation

7.1 Who makes decisions about the development and management of Nonoti Beach?

7.2 How are decision-makers appointed or selected at Nonoti Beach?

7.3 To what an extent is the local community involved in coastal tourism planning and management at Nonoti Beach?

7.4 Is there any improvement needed in involving the local community in coastal tourism planning and management?

SECTION D: PERCEPTION FORMATION

8.1 What do you think are the expectations of the local community concerning coastal tourism at Nonoti Beach?

8.2 What do you think influences the perceptions of the local community towards coastal tourism at Nonoti Beach?

8.3 Are there any other related matters that you would like to comment on which were not raised during the interview?

APPENDIX 7

QUESTIONNAIRE TO THE LOCAL COMMUNITY

Personal Particulars

1. Age

<20	
20-40	
41-60	
>60	

2. Sex

1. Female	
2. Male	

3. Education levels

1. Primary Education	
2. Secondary Education	
3. Matric	
4. Tertiary Education	
5. Other (Specify)	

4. How long have you been staying around Nonoti Beach?

1. <5 years	
2. 5-10 years	
3. 11-20 years	
4. >20 years	

5. Which group do you belong to? Are you a(n) _____

1. Ordinary member of the local community	
2. Property owner	
3. Resident	
4. Employee in an enterprise at Nonoti Beach	
5. Other (specify)	

Local Community Participation in the management of tourism at Nonoti Beach

6. As the members of the local community do you participate in the management of tourism at Nonoti Beach?

1. Yes	
2. No	
3. Not sure	

7. If yes, how do you participate? Please justify your answer.

8. Are you allowed to use the resources at Nonoti Beach for recreational purposes?

1. Yes	
2. No	
3. Other(Specify)	

9. What is your opinion regarding Nonoti Beach as a tourism destination in your locality?

10. How do you benefit from tourism initiatives at Nonoti Beach?

10 Which infrastructure has been developed in your neighbourhood to cater for the tourism businesses in the area?

1. Tarred roads	
2. Tap water	
3. Electricity	
4. Other (Specify)	

11 Are there any conflicts regarding the development and management tourism facilities at Nonoti Beach?

1. Yes	
2. No	
3. Not sure	

12 If yes, please provide details.

13 As members of the local community, do you get jobs in tourism businesses at Nonoti Beach?

1. Yes	
2. No	
3. Sometimes	
4. Unsure	

14 If the answer is yes in the question above, what kind of jobs do the members of the local community get?

16. Are there any economic benefits associated with tourism initiatives accruing to the local community of Nonoti Beach?

1. Yes	
2. No	
3. Unsure	

17. Do the members of the local community interact with the tourists visiting tourism facilities at Nonoti Beach?

1. Yes	
2. No	
3. Sometimes	
4. Not sure	

18. In your opinion, how can the municipality assist the local community to participate in the management of tourism at Nonoti Beach?

19. What should the local community do to enhance their participation in the management of Nonoti Beach?

20. What is your attitude towards tourists visiting Nonoti Beach?

APPENDIX 8

UHLA LWEMIBUZO EBHEKISWE EMALUNGENI OMPHAKATHI OWAKHELE INDAWO YOKUNGCEBELEKA INONOTI BEACH

Imininingwane yomuntu ngamunye

1. Iminyaka yobudala

<20	
20-40	
41-60	
>60	

2. Ubulili

1. Owesifazane	
2. Owesilisa	

3. Izinga lemfundo

1. Imfundo yamazinga aphansi	
2. Imfundo yamazinga aphezulu	
3. Umatikuletsheni	
4. Imfundo etholakala ezikhungweni zemfundo ephakeme	
5. Elinye izinga (Balula)	

4. Usuhlale isikhathi esingakanani kulendawo Nonoti Beach?

<5 iminyaka	
5-10 iminyaka	
11-20 Iminyaka	
>20 iminyaka	

5. Njengelunga lomphakathi, kahle kahle uyilunga eliyisima kanjani? Ngase kube u_____

1. Lilunga nje elijwayelekile lomphakathi	
2. Ngumnimuzi la eNonoti Beach	
3. Ngumhlali/isiqashi	
4. Ngumsebenzi enkampanini ethile	
5. Okunye (balula)	

Ukuzibandakanya kwamalunga omphakathi ekuphathweni nasekulawulweni kwezokuvasha nokungcebeleka eNonoti Beach

6. Njengamalunga omphakathi, niyazibandakanya yini ekuphathweni nasekulawulweni kwezokuvakasha nokungcebeleka eNonoti Beach?

1. Yebo	
2. Qha	
3. Anginalwazi kahle	

7. Uma niyazibandakanya, ngicela ungichazele ukuthi nizibandakanya kanjani.

8. Njengamalunga omphakathi niyavunyelwa ukusebenzisa izindawo zokungcebeleka eziseNonoti Beach?

1. Yebo	
2. Qha	
3. Ngesinye isikhathi (Chaza)	

4. Anginalwazi

9. Luthini uvo lwakho mayelana nokuba khona kweNonoti Beach endaweni yawoyihlomkhulu?

10. Yini eniyihlomulayo ngokuba khona kweNonoti Beach la endaweni?

11. Yiyiphi ingqalasizinda esibekhona la endaweni ukubhekelela ezokuvakasha nokungcebeleka?

1. Imigwaqo enetiyela	
2. Ompompi bamanzi	
3. Ugesi	
4. Okunye (Balula)	

12. Kukhona ukungaboni ngaso linye mayelana nokuphathwa nokulawulwa kwezokuvakasha nokungcebeleka la eNonoti Beach?

1. Yebo	
2. Qha	
3. Anginalwazi	

13. Uma kukhona okwaziyo mayelana nokungaboni ngaso linye, ngicela ungiphe imininingwane.

14. Njengamalunga omphakathi, niyawathola kodwa amathuba emisebenzi la eNonoti Beach?

1. Yebo	
2. Qha	
3. Ngesinye isikhathi (chaza)	
4. Anginalwazi	

15. Uma impendulo kunguyebo kulombuzo ongenhla, chaza ukuthi nhloboni yemisebenzi eniyitholayo.

16. Ikhona imihlomulo yezezimali eniyihlomulayo njengamalunga omphakathi njengoba kukhona iNonoti Beach la endaweni?

1. Yebo	
2. Qha	
3. Anginalwazi	

17. Uma ikhona imihlomulo yezezimali oyaziyo, yimihlomulo yaluhlobo luni? Chaza Kabanzi.

18. Kungabe amalunga omphakathi ayalithola kodwa ithuba lokuhlangana nabavakashi abasuke bevakashele izindawo zokungcebeleka ezila eNonoti Beach?

1. Yebo	
2. Qhabo	
3. Ngesinye isikhathi	
4. Anginalwazi	

19. Ngokubona kwakho, umasipala wasekhaya angasiza kanjani ukukhuthaza amalunga omphakathi ukubamba iqhaza ekuphathweni nasekulawulweni kwezokuvakasha nokungcebeleka eNonoti Beach?

20. Yikuphi amalunga omphakathi angakwenza ukusimamisa nokuqinisa ukuzimbandakanya ekuphathweni nasekulawuleni kwezokuvakasha nokungcebeleka eNonoti Beach?

21. Uzizwa kanjani ngabavakashi abafikayo bezovakasha la eNonoti Beach?
