Tourism as a

Local Economic

Development Strategy:

The Case of the 1000 Hills Experience

by

Saskia Meintsma

Submitted in partial fulfilment of the academic requirements for the

degree of Masters of Town and Regional Planning

at the University of Natal

Durban

2001

ACKNOWLEDGEMENTS

A study of this nature was not possible without the support, guidance, patience and friendship of the people that were involved in my life during the period of the study. I wish to thank the following people who assisted me in various ways during this period.

- A special note of thanks must go to my supervisor, Professor Peter Robinson who encouraged, and guided me through this period.
- To all the people who I interviewed during the course of my research and gave of their time to be interviewed; without them my research would have not been possible.
- To Thomas Ferreria, who gave willingly of his time to help compile the maps.
- Finally, I would like to express my thanks to my family and friends without whom this period would have been immensely harder.

PREFACE

The research described was carried out at the University of Natal, under the supervision of Professor Peter Robinson.

This dissertation represents original work by the author and has not otherwise been submitted in any other form for any degree or diploma at any other University. Where the work of others has been used it has been duly acknowledged in the text.

Author

Meintsma.

Saskia Meintsma

CONTENTS

LIST OF MAPS

LIST OF PLATES

LIST OF TABLES

LIST OF ABBREVIATIONS

B&B's	Bed and Breakfast's
DMA	Durban Metropolitan Area
EIA	Environmental Impact Assessment
ICC	International Convention Centre
IDP	Integrated Development Plan
HDI	Human Development Index
KZN	KwaZulu-Natal
LED	Local Economic Development
LGTA	Local Government Transition Act
OWLC	Outer West Local Council
OWOE	Outer West Operational Entity
PPP	Public-Private Partnerships
SMME	Small, Medium and Micro Enterprises
TKZN	Tourism KwaZulu Natal
TP	Town Planning

CHAPTER ONE

INTRODUCTION

1.1 Research Problem

Tourism has received much attention recently as it is being increasingly used to boost local economies and to stimulate growth and development both in South Africa and internationally. In particular, it is being implemented in depressed, marginalised and formally disadvantaged rural and urban areas. Tourism can take on many different forms and focus on different aspects of a particular region, i.e. cultural, environmental or physical aspects. Through tourism, it is hoped that employment and income-generating opportunities will be generated to stimulate the local economy. Tourism has also become a major force behind economic and development strategies and policies in all spheres of government from local to regional and national levels.

South Africa is a well-known and sought after tourist destination due to its cultural diversity, rich natural environment and historical background. For this reason many localities have formulated a tourism strategy. This is evident in cities, for example Cape Town, and small towns, for example Dullstroom, and has even resulted in towns joining forces to promote and develop, the area such as the Midlands Meander towns of Nottingham Road, Rosetta and Mooi River. This has not only been a South African phenomenon, as internationally there has also been a surge in the promotion and development of tourism strategies as a means to boost the local economy. Economic and global changes have resulted in a decline in previously long-established economic activities thus creating a need to introduce a new economic activity. The new economic activities must be able to sustain the local population and economy through creating economic and employment opportunities, with tourism being one such new economic activity being introduced. Unfortunately, the positive impacts of tourism, for example job creation, often over-shadow the negative, for example cultural exploitation, which result in unjustified perceptions that tourism is a promising form of economic development.

With tourism being adopted as a means to boost the local economy, tourism has become a form of local economic development (LED) with many local authorities adopting tourism strategies as a major part of the LED initiative. LED has now become a mandatory function for local governments in South Africa, although local government itself need not necessarily be the driver in the LED process. Internationally, many local governments have also undertaken LED to boost depressed areas. In England, areas that were dependant on heavy industry, such as Birmingham, are now undertaking LED initiatives to introduce new and more sustainable economic activities, incorporating a range of LED initiatives from SMME

development to flagship developments. Many new municipalities within South Africa will now face the challenge of developing and servicing areas that were previously not in their jurisdiction. For many of these municipalities LED initiatives will be a way forward, with many opting to choose tourism as their lead sector for local development.

1.2 Study Area

Durban has been, and is, a popular tourist destination for international and local tourists alike, with the major attraction being the coastline, which attracts tourists both north and south of the city. The location, facilities and weather combine to attract a high number of tourists. More recently, the International Convention Centre (ICC) has also attracted a high number of domestic and foreign business tourists to the Durban area.

The area to the west of Durban, formerly the Outer West Local Council (OWLC) but now part of the eThekweni Municipality as the Outer West Operational Entity (OWOE) is a tourist attraction within Durban. Refer to Map 1 for the spatial location of the OWOE in relation to the Municipality boundaries. This peri-urban fringe has a mix of land uses including agriculture, residential, commercial, retail and traditional homesteads. It has also benefited from the tourist trade as it retains an almost rural ambience, while still being, in close proximity to the built-up urban environment. It is strategically situated along major transport routes, the N2 and the Old Main Road to Pietermaritzburg thus ensuring easy accessibility.

The Thousand Hills Tourism Association manages tourism and tourism activities within the OWOE boundaries thus the area of jurisdiction is extensive. The "1000 Hills Experience" is managed by the Thousand Hills Tourism Association and thus encompasses tourism within the OWOE. For the purposes of the study and due to the limitations, only a certain portion of the "1000 Hills Experience" was studied, drawn from a cross section of tourism facilities in the entire area. Hereafter the case study will be referred to as the "1000 Hills Experience". It is acknowledged however that the Experience encompasses a large area of the OWOE. The study area encompasses the area from Hillcrest to Monteseel along the Old Main Road, R103, refer to Map 2 for the spatial location of the study area.

The area has a diversity of tourist activities, such as the Valley of a Thousand Hills, cultural centres (PheZulu), arts and crafts centres (Heritage Market) and many accommodation facilities all of which have now been combined into a tourism meander; the "1000 Hills Experience". This meander was officially launched in December 2000. Thus still a fairly new initiative, the area has been known for its tourist attractions for many years and has been part of various tourism initiatives.

Ethekwini Municipality Area

Map 1

Current Metro Boundary

Old Metro Boundary

3
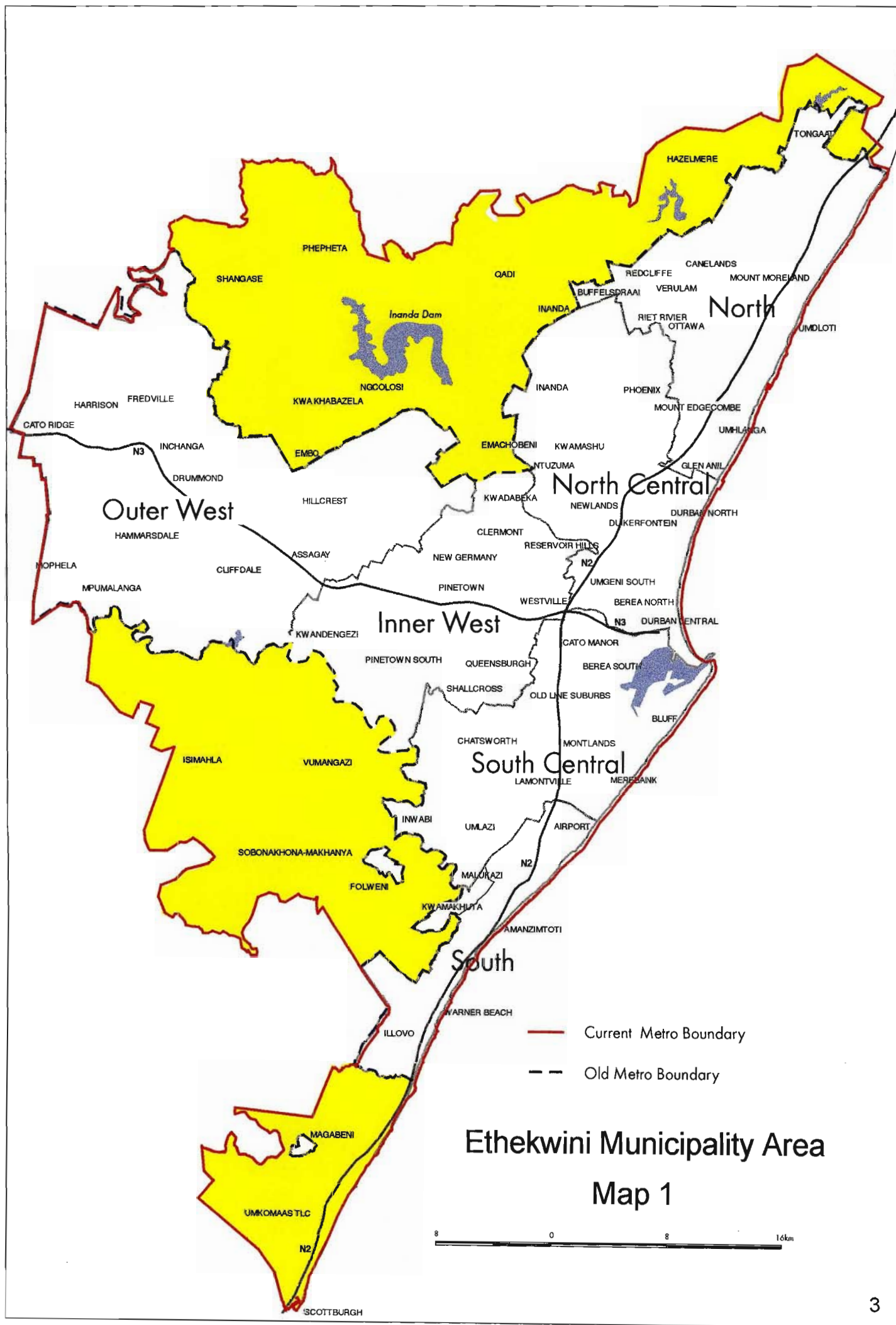
(courtesy of Urban Strategy – eThekweni Municipality)

Nagle Dam

T4

Case Study Area

T4

Inanda Dam

CATO RIDGE

T1 R103

N3

PIETERMARITZBURG

INCHANGA
MONTESEEL
DRUMMOND

T1

R103

BOTHA'S HILL
Old Main Road

Inanda Road

1000 Hills Tourism

M33

T3

HILLCREST

Kessler Rd

Exit 33

T1

Exit 28

M13

Exit 32

1000 Hills Experience
Case Study Area

SHONGWENI

T5

Marion Hill Toll Plaza

Map 2

T6

Shongweni Dam
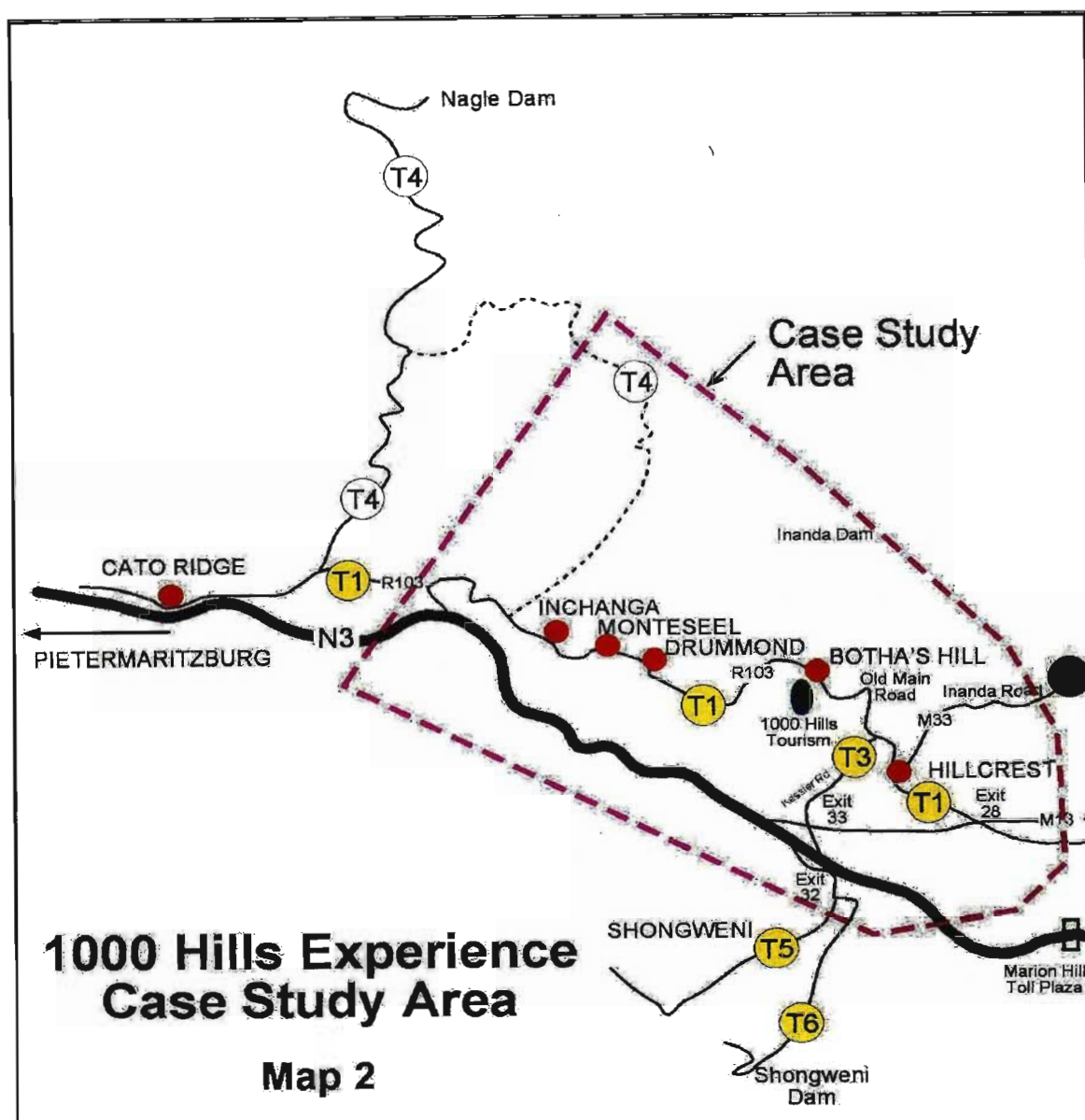
Key: (Adapted from the "1000 Hills Experience" Brochure, Dec 2000)

T1 - Route 1
T2 - Route 2
T3 - Route 3
T4 - Route 4
T5 - Route 5
T6 - Route 6

The tourism meander is comprised of six routes, each within a specific area and comprising of various attractions; environmental, agriculture, cultural, adventure and accommodation to name a few. The routes transverse the Old Main Road (R103) through Kloof, Hillcrest, Waterfall, Shongweni, Botha's Hill, Drummond, Inchanga, Monteseel and Cato Ridge as well as going through the Valley of Thousand Hills to Nagle Dam, with each focussing on a different aspect of the area and involving different communities.

1.3 Research Question

The objective of the research is to ascertain the impacts, both the positive and negative dimensions, that tourism in the Outer West area is having on the local economy, host community and the physical and natural environment.

Is tourism an efficient local economic development strategy
to bring about the much desired and needed development
in the Outer West Operational Entity Area?

In order to aid the study, categories of sub-questions have been formulated to give direction and focus to the research question.

Category 1 - Background of the case study area
- What is the socio-economic profile of the area ?
- What is the development status of the area?
- What stakeholders are involved in tourism and what are their interests in the area?
- What has the history of tourism in the area been ?
-

Category 2 - The nature of tourism in the area
- What factors, eg. environmental, is tourism in the OWOE being based on ?
- What types of tourist activities and facilities occur ?
- What type of tourists do they attract ?
- What are the strengths and weaknesses of tourism in the area ?

Category 3 - Institutional support for tourism
- What support systems are in place to help boost tourism ?
- What strategy is there in place to help boost tourism ?
- Which organisational bodies are in place to manage this sector and what roles to they play?

Category 4 - Impacts of tourism
- What type of development occurs as a result of tourism ?
- What are the negative and positive spin-offs from tourism ?
- What other forms of development occur in the area ?
- How does tourism benefit the local economy?
- Are there any social/cultural/political/environmental impacts as a result of tourism?
- Are there any problems that exist due to tourism ?

Category 5 - Beneficiaries of tourism

- Are the local communities benefiting ?
- How many people directly/indirectly benefit ?
- Are there specific gender issues related to tourism ?

1.4 Key Concepts

By defining and giving the key concepts clarity, a more defined definition relating to the research topic can be established.

1.4.1 Tourism

The term 'tourism' is a broad and general term that can refer to a variety of meanings. For the purpose of the research it is important that a more refined and focussed definition is found. Firstly, for the study the term 'tourist' will refer to both a domestic and international travellers as well as day excursionists who stay at a location for less than 24 hours (Smith, 1989). Tourism can also be defined for the purpose of the study as 'both an industry and response to a social need' (Powell, 1978 in Harrison, 1995:30). This definition is of relevance to the study as tourism is being used to promote and stimulate the local economy. Within the "1000 Hills Experience" area, the dominant types of tourism are cultural, arts and craft, accommodation and catering, with an increase in agricultural and environmental activities.

1.4.2 Tourism Strategies

For the purpose of this study it is important that tourism strategies for Durban as well as the strategy in place for the area, which is called the "1000 Hills Experience" is studied. Tourism policies and strategies are the ways in which tourism is planned and approached in order to boost the sector to promote local economic development.

1.4.3 Local Economic Development

LED has emerged as an expanding field, both in South Africa and internationally in order to address poverty alleviation and unemployment. A wide range of approaches can be employed and implemented in order to achieve the required goals. Tourism can be one such type of approach. For the purpose of the research, LED is the development and implementation of an initiative in order to stimulate the local economy of the OWOE area. Through this initiative, which has been developed locally, it is hoped that more employment opportunities will be created and that tourism development will stimulate related sectors, such as agriculture, thus ensuring positive spin-off effects.

1.4.4 Development

There are many different meanings and definitions with regard to development, some implying a form of modernisation; a process of westernisation, while other definitions imply an improved

quality of life. For the purpose of this research, a meaning which implies an improvement of the quality of life for the host community will be adopted. According to Wall (in Wahab and Pigram, 1997) development is concerned with human betterment. This can be achieved through improvements in lifestyles, meeting basic needs and opportunities for the benefit of the majority of the population. It is important that development be sustainable. According to the Bruntland Commission (1987) sustainable development is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (World Commission on Environment and Development in Wahab and Pigram, 1997:43). This is to ensure that the development is long term and is able to support the present community and future generations to come. The development will correlate to the impacts of tourism, for example economic development as a result of tourism will include increased employment opportunities for the host community, social development will include the empowerment of the community and physical development the improved maintenance of the existing infrastructure, for example the roads.

1.5 Research Methodology

The study has made use of both primary and secondary sources of information. The secondary sources of information were used for the theoretical analysis of tourism and LED as well as for informing and giving the research methodology direction. The secondary sources of information were collected from literature, both books and journals, that dealt with LED and tourism. Current material and news articles dealing with the "1000 Hills Experience" and tourism in South Africa and KwaZulu-Natal were also studied. Within the secondary sources of information, international case studies of LED and tourism were examined in order to gain a more comprehensive understanding of the subject. Past studies on tourism and LED were also looked at in order to identify trends occurring within the tourism sector and LED initiatives.

The primary information was collected from the interviews with the stakeholders active in the fields of tourism in the area. In order to perform research that would ensure that all bodies and groups involved in the tourism sector in the area were included, it was imperative that a stakeholder analysis was performed. Three bodies of stakeholders were identified using the stakeholder analysis; the host community, operators of tourism-related businesses and the authority bodies. Each group is involved with the tourism sector differently and within each group there are differing attitudes, perceptions and impacts. Thus each stakeholder receives and contributes different impacts towards tourism in the area. Due to financial and time restraints, the sample survey for the tourism-related businesses was limited in size to 17; 10% of the total number of tourism-related businesses. The representatives were randomly chosen from within the case study area, refer to Map 2, to ensure that a stratified sample resulted. A representative from the emerging and smaller categories of a tourism-related business was interviewed; community-based, religious and adventure. Two representatives from the larger

categories of tourism-related businesses were interviewed; accommodation, catering, cultural, environmental, agricultural, retail and educational. Key informants from the two identified communities within the case study area were interviewed; the western suburbs and Xhophamehlo communities. The key informants acted as surrogates for the community due to the problems experienced in finding representatives for the communities. Key informants from the four identified authority bodies were interviewed. Each informant was interviewed with a question list as a guide to conduct and give the interview direction as well as ensuring that the basic issues were covered in each interview. Refer to Appendix 1, 2, 3 and 4 to see the list of interviewees and list of questions that were asked to each interviewee.

1.5.1 Host Community

The community identified is the host community; those that live in the area and are exposed to tourism daily and on a regular basis. Within the case study area there are two distinct communities, differing with regard to social networks, income levels and racial groups. With both communities, the interviewing technique was employed in order to gather as much qualitative data as possible from the key informants.

- Western Suburbs- This community is the host community that live in Kloof, Hillcrest, Botha's Hill, Gillitts, Shongweni and Assagay i.e. the residents that live along the Old Main Road. These areas are well serviced and infrastructured and are mainly white residents that fall into the middle to high income socio-economic group. It could be assumed from the Durban Metropolitan Area Profile (1999) that the majority of this community are employed. It would be of importance for this community to form part of the stakeholders so as to understand their perceptions and attitudes towards tourism in the region and how they are impacted by this sector. It is also relevant to understand their relationship towards tourism and how reliant, if at all, they are on tourism economically.

- Xhophamehlo Community-This community is characterised differently to the Western Suburbs Community as it is made up of mainly black residents living in the Valley of Thousand Hills. This area falls within a poorly resourced area as it lacks services and infrastructure and many of the residents still live with traditional values as many areas are still 'governed' by the Chief (Unicity Committee Durban, 1999). These residents fall within the low income socio-economic group as there are high rates of unemployment within the OWOE and Durban itself.

It is important to include both communities into the research as they are involved differently and rely differently on the tourism sector for different reasons. It could be assumed that a certain community rely more heavily on the tourism sector for economic reasons. The communities will be able to give an understanding into the social and cultural impacts that

tourism is having in the area as well as the economic impacts.

1.5.2 Operators of Tourism-Related Businesses

Within the "1000 Hills Experience" there are a wide range of businesses that are involved with the tourism industry. It is these businesses that create the supply side and basis of the tourism industry as they provide a service or a good. The businesses are a major source of employment and income for the area. Thus it is extremely important that this stakeholder group be involved in the research. The operators also feel the major impacts of the "1000 Hills Experience" strategy as to whether it is bringing in more tourists or day trippers. It is also of considerable importance to ascertain their perceptions of tourism and the tourism strategy. On closer inspection of the operators, many different types of businesses offering services and goods to the tourists were found. The businesses range from accommodation to agriculture. The types of services and businesses were divided up into broad categories, namely;

- accommodation, eg. 1000 Hills Hotel
- catering, eg. The Pot and Kettle
- retail, eg. 1000 Hills Craft Village
- environmental, eg. Springside Nature Reserve
- cultural, eg. PheZulu Safari Park
- community-based tourism, eg. Isithumba Village
- agriculture, eg. Assagay Coffee
- educational, eg. Valley Trust
- adventure, eg. PheZulu 4x4 Trails
- religious, eg. Mariannhill Monastery

1.5.3 Authority Bodies

These stakeholders are responsible for the management, set-up and controlling of the tourism strategy in the area. Within this area there are many organisations and authority bodies that will have a stake in the area ranging from local government to provincial bodies. There are many stakeholders within this group that play an important function with regards to tourism in the area. Information regarding the institutional support for tourism in the area was gained from this group using the interviewing technique with key informants. Authority bodies included:

- 1000 Hills Tourism Association - a non-statutory, voluntary organisation responsible for the establishment and present controlling of the businesses within the strategy.
- Tourism KwaZulu-Natal - a parastatal agency responsible for the promotion and development of tourism in the province.
- eThekweni Municipality - Economic Development Department - helped in the development of the 1000 Hills Experience.
- Outer West Operational Entity - the 1000 Hills Experience falls within the OWOE.

1.6 Structure of the Document

Chapter 2 introduces the reader to the LED concept and how it relates to tourism, including the impacts that tourism imposes on a particular area. This chapter aims to give the reader a theoretical perspective building up to the case study.

Chapter 3 introduces the case study area and presents a profile of both the demographics and economy of the area, which will be significant for understanding the importance for the success of the strategy for the area. This chapter will also deal with the historical background of the area as well as the present and proposed tourism profile in the case study area. The legal framework surrounding LED and tourism will be studied as well as trends which have emerged both locally and internationally.

Chapter 4 gives an indication of the benefits and problems resulting from the development of the tourism sector in the area as well as the beneficiaries and those in most need of the benefits. These impacts were the findings from the interviews conducted with the various stakeholders. This chapter will elaborate in detail the impacts that tourism is having, both the negative and positive and thus lead to chapter 5 which will give an indication of the constraints that hinder the tourism industry in the area as well as the strengths that support and facilitate the growth of this sector. This chapter will also deal with the findings of the interviews which will give an insight into the strengths and weaknesses of tourism in the area.

Chapter 6 concludes the research by assessing whether the tourism strategy, in the case study area, is an effective form of LED. This will of interest to other areas contemplating a particular LED approach. Recommendations will be made in order to refine the strategy and spread the benefits while minimising the negative impacts in the area.

CHAPTER TWO

LOCAL ECONOMIC DEVELOPMENT AND TOURISM

2.1 Local Economic Development

This section of chapter two will attempt to define the concept of local economic development (LED) as well as to explain the resurgence in the use of LED strategies both in South Africa and internationally. The key features and varying approaches of LED will be discussed which will lead to the use of tourism as a tool of LED.

2.1.1 Definition

The concept of LED has been receiving an increasing amount of attention (LED News, 1997). Over the past decade, LED has become a major focus in many policies around the world, especially the developed world, where there has been an inclusion of LED in policy formation of development strategies and approaches (Rogerson, 1999). Since the early 1990's there has been the increasing use of LED strategies in South Africa, from regional initiatives in rural agricultural areas to more localised urban strategies (Tomlinson, 1994).

Local economic development, as a concept, is yet to be defined with a consistent and majority consensus. This is due to the wide array of definitions that LED has been given by authors. LED can be assumed to be a policy approach with an emphasis on economic development in a specific locality. According to Nel (1995) LED can be defined as "an applied economic development strategy which seeks to address site-specific needs through local appropriate solution" (LED News, vol 1, no 4, Feb 1997:1). From this definition, it can be assumed that LED is a set of strategies that are devised within a specific locality in order to address economic development through the use of local resources. Thus the emphasis is upon on local resources and development with economic development. There is also an emphasis on keeping the stimulation of the economy local thus retaining the growth and development within the particular locality and minimising economic leakages (Nel, 1994).

LED has been used at a variety of levels from the use in metropolitan areas, for example the initiation of Operation Jumpstart in Durban, to smaller scales, such as Stutterheim in the Eastern Cape, and to rural localities incorporating both the agricultural lands and small towns such as the Midlands Meander. According to Nel (1994) the locality is developed rather than the larger region, thus emphasising the development of the local area. In most cases of LED, a major factor for its adoption is to combat poverty, generate employment and increase household incomes due to its stimulation of the local economy (Maharaj and Ramballi, 1996).

2.1.2 Emergence

Internationally, LED has been "propagated as the panacea for cities seeking to adapt to massive and international economic and political restructuring" (Leitner & Garner, 1993:57) due to a response to the global economic crisis. LED policies became popular internationally after a shift to post-Fordism in the 1970's when a global economic crisis and falling profits became apparent (Nel and Humphreys, 1999). The economic crisis and the inability of more top-down development planning to address the problems resulted in a shift towards a more proactive development strategy (Tomlinson, 1993). The changes in production and industry had a major impact on local areas and their growth potentials. LED initiatives thus emerged as a way to promote the development of local economies and reduce the impacts of the economic crisis (Nel and Humphreys, 1999). LED initiatives also emerged due to a decline in traditional economic activities such as the coal and iron industries, in the English Midlands and the Ruhr which resulted in major job losses (Nel, 1994). This facilitated the need for localities to adopt new methods in order to restimulate the local economy and find alternative industries and economic sectors to sustain the economy and the local population.

Disadvantaged and marginalised areas failed to improve their economies through the top-down development planning policies from central government (Nel, 1994). The shift in the global economy and the failure of central government development strategies also resulted in a shift in focus of planning and municipalities from a regulatory role towards a more developmental role (Fainstein in Harrison, 1994). The trends in the global economy resulted in local governments becoming more entrepreneurial in their activities thus promoting economic development through traditional local government functions (Rogerson, 1998).

The above conditions facilitated the emergence of more bottom-up development strategies, instead of the strategies developed by central governments which is some cases proved unsuccessful. The newer development approaches took into account local conditions and the context which older approaches tended to ignore, thus contributing to their lack of success and the more localised development approaches saw many host communities seeking to improve their local economies and thus their living environments (Nel, 1994). Due to the nature of LED approaches of taking into account local conditions and circumstances and the fact that in many cases they area driven by the local community, there is greater commitment towards the objectives due to an acceptance of the approach (ibid).

In South Africa, LED began to emerge in the late 1980s and early 1990s with the shifts in government and national policies. Traditionally, development planning was characteristically "top-down" regional planning, controlled by central government (Maharaj and Ramballi, 1996). This targeted the decentralisation of manufacturing into the peripheral areas due to the goals of the apartheid government (Rogerson, 1994). Towards the end of the apartheid regime, the end of the 1980's, a rethinking of the impacts and modes of regional planning took place

resulting in a shift away from the past policies (ibid). A greater emphasis was placed on local and regional strategies encouraging greater economic efficiency, increasing job creation and improving the quality of life for many locals (Maharaj and Ramballi, 1996). From a "top-down" regional planning approach a more "bottom-up", local development approach was adopted with the emergence and encouragement of LED initiatives including spatial development initiatives (Rogerson, 1998).

2.1.3 Approaches

The Draft Green Paper on LED (1996) recognises the importance of LED in dissolving barriers established by the previous development planning as well as promoting the use of local resources and skills in development strategies (Draft Green Paper on LED, 1996). The responsibility for LED in South Africa has been placed on local authorities and governments, who have been mandated through various government policies, such as the Constitution and Local Government Transition Second Amendment Act, no. 97 of 1996. Although local government has been charged with assuming the role of agents of development, it is not only the local authorities that develop the strategies as it could result from a partnerships with other local stakeholders within the private sector (Rogerson, 1998) and local community residents who assume leadership to drive the process. LED is essentially about promoting growth in particular localities and local action, thus initiatives could lie with the host community and local organisations and businesses or even partnerships between the local authority, business and community (LED News, 1997).

Just as there are a wide array of definitions and concepts of LED, the approaches which can be adopted and implemented vary and ultimately lie within the boundaries of the local context and conditions and, as stated by Nel (1994), many LED initiatives are constrained and limited due to lack of finance. The experience of LED approaches internationally, can be used in order to aid the development of strategies in South Africa, as LED has not been used here as extensively.

According to Maharaj and Ramballi (1996), many local governments and municipalities have adopted LED strategies in order to stimulate the local economy by managing the existing resources and entering into public-private partnerships. LED strategies are also needed to increase access to economic opportunities for previously disadvantaged communities, such as the former homelands, rural areas and small towns (Mathfield, 2000). Due to the varying contexts of towns and localities within South Africa and globally, no one, standard approach can be adopted as this can result in unsuccessful LED strategies. Instead LED strategies and initiatives should be developed locally with an emphasis on the strengths and weaknesses and comparative and competitive advantages on the area (Nel, 1998).

There are various approaches to stimulate LED that can be used in suitable contexts but external factors and trends internationally must not be ignored as approaches must take into account the broad context. Many metropolitan areas have employed the services of a marketing manager, for example the Pretoria City Council much like Durban, Cape Town and Johannesburg, in order to promote the city, an image and its resources for competing investments from the other metropolitan areas (Tomlinson, 1994). The use of public-private partnerships (PPP's) is also a widely used strategy and has become an increasingly important approach (Maharaj and Ramballi, 1996). The major factor behind PPPs is that cities should work closely together with the private sector in order to facilitate development programmes. The private sector can be encouraged through funding, subsidies, loans and incentives. Another major approach adopted is the creation and support of SMMEs, which are seen as "vehicles through which the challenges of job creation and sustainable economic growth can be met" (Mathfield, 2001:28). In this regard, tourism is conducive towards the stimulation of the SMMEs due to the linkages and multiplier effects that tourism can contribute towards offering the opportunity for small-scale operations to expand.

Although LED is a broad and diverse field, certain key features can be adopted in order to ensure that the approach is successful. Firstly, LED strategies must ensure that the community is involved and empowered through community participation and local control (Maharaj and Ramballi, 1998). Through community involvement, the potential for more democratic and representative decision-making which will in turn result in the buy-in and acceptance of the strategy by the community (Nel, 1994) which will increase the pride by the community of the area. It is also important for LED strategies to focus on partnerships and cooperation in order to boost the capacity of under resourced local authorities and to strengthen the LED process. LED strategies should also develop local leadership through the involvement and empowerment of the local community and the exchange of information, resources, skills and finance (Nel, 1994) and the use of local resources and ideas. It is a reality in South Africa that many local authorities and organisations do not have the capacity to finance LED initiatives. Thus it is important to develop appropriate external support in the form of support networks, which could be between towns, and for funding purposes but local governments should still assist in the initiative due to their traditional functions which could facilitate LED through local urban development planning. As well as not having the capacity to finance LED initiatives, many local authorities in South Africa do not have the skills and leadership to successfully implement LED strategies. This presents a major challenge for implementing and developing LED strategies especially with the current need for development.

LED is also an important tool for stimulating economic development through its broad aim of addressing unemployment and the inclusion of woman and the informal sector within a specific locality as these issues are often to addressed at a national level (Nel and Humphreys, 1999). Although economic development should be a major objective of a LED strategy, it is important to address the issues of the community and social awareness to achieve balanced

14

development. Tomlinson (1994) suggests that there has been a need and emergence in LED policies as many national policies that address economic development do not transform the situation at a local level and can sometimes act to the detriment of the local economy. This is because the national policy has its own agenda which could be working in opposition to the local economy and normally assumes spatial redistribution roles which some times does not promote economic growth (Tomlinson, 1993). LED could therefore be seen as a means to reduce unemployment in areas where the economy is in decline as this is a need especially in the South African context (Tomlinson, 1994). It can be assumed that the local community of an area know their area best; what resources they have, how they can be mobilised, the capacity and skills of the community, what forms of development are needed and the way in which to utilise the resources so as to benefit the community at large. These unique needs and skills and resources of the area can be combined into one strategy as the national government cannot investigate all localities to boost economic development (Nel and Humphreys, 1999).

Over the years, a wide array of approaches of LED emerged. The approaches vary according to the resources within the locality and the strengths and weaknesses of the area. Traditional approaches include providing incentives for specific industry to locate in the area thus providing increased employment opportunities, and the local tax base. Other approaches have included small, medium and micro-enterprises development, flagship developments, infrastructure developments, urban efficiency programmes and tourism. The combination of approaches could also be developed. A common objective among all the various approaches is the stimulation of the local economy, the creation of employment opportunities and increased local incomes which all result in the development of the local economy as well as social development for the community.

2.1.4 Benefits and Costs

Nel and Humphreys (1999:278-279) suggest that LED brings about a double benefit as LED can address social and economic objectives, "through the spare economic capacity, in the form of labour and resources, that can be used to create additional wealth which will ultimately expand the local economy". This is because at the same time while people earn an income their standard of living and quality of life increases as well as developing socially

A major benefit and attraction to implementing a LED strategy is the reduction of poverty and increased employment opportunities in the area. Maharaj and Ramballi (1998) also suggest that LED will not only increase employment opportunities but increase the local tax base making the area more attractive to investment opportunities as well as providing an opportunity for the local community to participate in a process that will benefit them.

Unfortunately LED brings along with it, like any other development strategy, costs to both the economy and local community, creating winners and losers. Much emphasis and hope has

been placed on LED in South Africa to achieve the goals and objectives that will reduce unemployment and reduce poverty levels, unfortunately problems and challenges will arise that will need to be worked through. It can be assumed that strategies and policies do not always work effectively and the desired results are sometimes not achieved. This is also true for LED policies as those that it aims to benefit do sometimes not benefit at all.

A problem with regard to LED implementation and development is that the national government in South Africa has placed a great emphasis on LED planning and has mandated local government and municipalities to initiate this process and become more developmental in nature. A problem arises when budgets to local government from national government decreases thus the ability of municipalities to become developmental is restricted (Bovaird, 1992). Related to this factor is that small councils and those newly formed councils do not have the required capacity and skills to initiate effective LED strategies and the funding for projects within the strategies (Nel and Humphreys, 1999). Unfortunately it is these areas that are in need of LED strategies the most.

The results of an LED strategy can also lead to uneven growth and inequalities within the locality (Leitner and Garner, 1993). This further increases the gap between the rich and the poor as often those that LED initiatives aim to help are not among those participating in the process thus do not benefit. Social costs of LED also arise through the displacement of low-income earners in redevelopment projects resulting in the former tenants unable to afford the rents of the new housing (Maharaj & Ramballi, 1996 and Leitner and Garner, 1993). Unequal relationships within partnerships result in the developers favouring the wealthy population at the expense of the majority (Maharaj & Ramballi, 1996) which creates tension within the locality.

In order to overcome this potential problem, as many communities become displaced through redevelopment programmes linked with projects such as urban redevelopments and urban renewal and do not benefit through employment, it is important that linkage policies are established. Linkages are processes whereby the negative aspects are balanced by the positive. Therefore, in return for displacement, the community will be compensated by the provision of alternative housing, guarantees of employment and the provision of services (Maharaj & Ramballi, 1996). Through this policy it is hoped to mitigate the social costs of displacement. It is important, however, that strong community organisations exist within the community to act as a 'watch dog'. This policy has been successful in contributing to resolving some social problems in American cities (Maharaj & Ramballi, 1996).

Bovaird (1992) identifies another potential problem with regard to LED as the objectives of a LED strategy can damage that national economy. This occurs when the objectives of the LED strategy work against the priorities of the national economy as the specific locality faces issues that do not occur at a national level which occurs as a result of a lack of coordination between

the national and local governments (Bovaird, 1993). It has also been suggested by Cox (1995) that LED projects can become a political tool thus resulting in the benefits filtering to select groups and, as mentioned above, the marginalised groups not receiving any benefits. The costs thus get borne by the majority while the certain minority groups benefit from the particular projects creating imbalances within the local economy and local community.

LED can therefore be seen as a new force emerging in the development field both in South Africa and internationally due to its attractiveness in reducing poverty and unemployment through the stimulation of the local economy. LED strategies can be adopted at all levels within local government from large metropolitan areas to small rural towns and the approaches that are adopted in order to foster LED vary and depend on the local context, local circumstances and the drivers of the process including the creativity that emerges within the initiative. LED, to ensure the survival of the local economy, can be effective not just for business, industry and economic growth but for the local community as well due to increased employment opportunities if certain measures are adopted and if there is an investment in the skills of the workforce and the promotion of the more marginalised communities.

2.2 Tourism

Tourism, in its many forms, is used as an approach for LED in many parts in the world and South Africa in order to achieve the objectives of LED: employment and income generation. Tourism and tourism development has become a major focal point in the development strategies of many countries due to its attractiveness for governments to provide alternative sources of economic development (Goldfarb in Wearing and Neil, 1989). Unfortunately, tourism has often not lived up to its expectations, as the benefits have been outweighed by the costs upon the community and the natural and physical environment. Various forms of tourism, especially conventional mass tourism, has been advocated as a way of solving some of the problems in developing countries due to its stimulation of employment both directly and indirectly although tourism has often brought with it other problems (Wearing and Neil, 1999).

This section will attempt to define the concept of tourism for the purposes of the case study and the perceived benefits and costs tourism incurs which can contribute to development and economic growth within a specific locality. Not only can tourism contribute towards economic growth, but as will be expanded in the section, it can contribute to social and physical development.

2.2.1 Definition

To define tourism is in itself a complex task as over the years a wide range of definitions and concepts have emerged in order to explain this rather broad term. To add to its complexity, there are many types of tourism. According to Burkart and Medlik (1981) tourism can be understood as the movement of people for the purpose of a journey to a destination which is

outside the normal place of residence and work. The movement is short term and of a temporary nature with the intention of returning home, thus a leisure activity (ibid). Within the context of the case study area, tourism will relate to both domestic and international travellers as well as day excursionists who stay at a location for less than 24 hours (Smith, 1989). Powell (1978 in Harrison, 1995:30) defines tourism as 'both an industry and response to a social need'. This definition is of relevance to the study as tourism is being used to promote and stimulate the local economy. Within the case study area, the tourism that is focussed upon is made up of cultural, arts and craft, accommodation and catering. There has been an increasing promotion and development of tourism based on the agricultural sector and environmental aspects in the area.

As mentioned above, various forms of tourism exist which have evolved since the emergence of tourism as a leisure activity. Tourism, as a leisure activity, has undergone several phases of economic and social changes and can be traced back in history to the late eighteenth century with the establishment of the spa towns and the day trippers of the late nineteenth century with the use of the railways (Williams and Shaw, 1991). Tourism has now become a major activity in industrialised society as the increases in the standards of living, the associated changes in culture and lifestyles in the Post World War II period has facilitated an increase in demand for holidays and travel (Page, 1995). Major factors which have contributed to the increase in travel, are the improvements and decreased of costs in transport and communications and the increase in private car ownership (Williams and Shaw, 1991). This increase in demand for travel and tourism activities has led to a particular form of tourism that is characterised by high volume and large scale tourism; mass tourism and packaged tours (Pearce, 1989). Mass tourism can be characterised as the participation of a large number of people in tourism through standardised, rigidly packaged and inflexible holidaying programmes (Pigram and Wahab, 1997)

Mass tourism has been critisiced for its high degree of external control of the tourism facilities and services and failing to bring about the promised and expected economic benefits due to it being unintegrated with the locality and irresponsible towards the locality (Rodenburg in Smith and Eadington, 1980). This is because mass tourism has weak and limited linkages with the local economy and local community as the tours are often packaged and purchased in the place of residence. Murphy (1985) indicates that often specialised facilities and areas are provided for the tourists which does not facilitate contact with the host community. Destinations where mass tourism occurs tend to be standardised to western tastes (Murphy, 1985) and facilities have been specially provided for the tourist, for example accommodation and transport. An example of a mass tourism destination is Mauritius as packaged tours, including food, accommodation, activities and transport, are available and purchased in South Africa, thus resulting in little interaction and economic linkages with the host community and economy of the island.

As a result of the problems associated with mass tourism and the increase in demand for other types of tourism which offer the tourist a greater range of activities and experiences, alternative tourism, also known as responsible, appropriate and sustainable tourism, has evolved (Smith and Eadington, 1994). Alternative tourism has emerged in response to mass tourism to take into account the specialised and varied interests and needs of the tourist. Jarviluona (1992) defines alternative tourism as "small scale tourism, developed by the local people and based on the local nature and culture" (Jarviluona, 1992:118). There has been an emphasis in alternative tourism to promote locally owned enterprises of a small scale (Smith and Eadington, 1994). Thus is can be assumed from the above definition that alternative tourism is unique within the local context and local community as the context will determine the type of tourism on offer. Butler (in Smith and Eadington, 1994) raises the question as to why alternative tourism is promoted when mass tourism has been to a certain extent successful in terms of employment and increased income generation. This is because alternative tourism has less severe and fewer costs on the area and for the community without compromising the benefits (Smith and Eadington, 1994).

Jenkins in Pearce(1989) suggests that alternative tourism is integrated in nature as it offers smaller scale facilities, the management of the facilities is often local and the tourism activities appeals to smaller groups in relation to mass tourism. Due to the nature of the tourism and scale of the tourism, it is often more readily accepted by the local community as it emerges from within the local community and is not imposed on them (ibid). Alternative tourism caters for a fragmented market with specific interests and needs. Thus within the term of alternative tourism, a wide range of activities can be found, including adventure tourism, health tourism and ecotourism to name a few.

2.2.2 Tourism in South Africa

The White Paper on Tourism (1996) perceives tourism in South Africa as a 'missed opportunity' as the potential for tourism and related development is great yet the history of South Africa has been a major influencing factor in determining South Africa as a holiday destination. The resource base for tourism in South Africa is great as the attractiveness of tourism lies in the country's diversity of the natural environment, culture and activities.

The tourism economy plays a relatively small role in the national economy. In 1994 the sector only contributed 2% towards the national economy (White Paper on Tourism, 1996). Internationally, tourism contributes 10.9% towards the gross domestic product of the world economy (White Paper on Tourism, 1996) thus indicating that there is a great potential for the growth in South Africa's tourism industry. Tourism in South Africa is dominated by the domestic market, as domestic tourism is twice as large as international tourism, of which KwaZulu Natal absorbed 26% of this market with Western Cape absorbing 22% of the domestic market in 1998. In 1998 tourism employed approximately 673 000 people, approximately 1 in 15 jobs in South Africa (Grant Thornton Kessel Feinstein, 1998). This indicates that many people depend

on this sector for employment and income

Historically, the South Africa tourism market was limited to the white population but the tourism market is expanding as previously disadvantaged South Africans are now becoming travellers and tourists (White Paper on Tourism, 1996). This has implications for the domestic market as the demand for recreation will increase thus resulting in a stimulation of the tourism industry. The international tourist to South Africa must not be forgotten as international tourism is an important source of foreign exchange for the country.

Unfortunately, the tourism sector in South Africa has been constrained in many ways. Firstly, tourism has, in the past, been inadequately funded and resourced by government and the private sector, thus creating more 'missed opportunities'. Secondly, the private sector which is involved in tourism has been termed ' myopic' due to their limited views and inability to see outside of their boundaries (White Paper on Tourism, 1996). There are international examples where the private sector has stimulated the local economy and thus themselves by looking beyond their boundaries. A third constraint has been the limited involvement of the local population, which in turn has limited the benefits of tourism that is felt by the community. Related to this constraint is the lack of training and education for local communities resulting in the poor quality of services and lack of capacity among the host community (White Paper on Tourism, 1996). A factor which has often been mismanaged and disregarded in tourism is the environment. This in turn, constrains the development of tourism, as a mismanaged environment results in a degraded one that is unattractive. Due to the fickle nature of tourists, security and safety is an important aspect of tourism development. Therefore in South Africa with perceptions of high crime and violence rates, this has constrained the development of tourism (White Paper on Tourism, 1996). Lastly, uneven development in terms of infrastructure and services has influenced tourism development in the depressed and rural areas, which are in need of economic development resultant from tourism (White Paper on Tourism, 1996). It can thus be seen that the potential for tourism development in South Africa is great, yet many factors constrain the development, therefore these issues need to be understood and overcome in order to realise the full potential of tourism and tourism development.

2.2.3 Government Involvement

Governments, at all levels, have become increasingly involved in tourism due to its economic importance and its ability to earn foreign revenue (Elliot, 1997). Due to its dominance and increasing emergence globally, tourism has become more than just an industry and economic activity but a "universal dynamic social phenomena" (Elliot, 1997:5). Apart from its contribution to economic growth, the social impacts have a profound consequence in developing countries.

Much like the reasons for national and local government's involvement and implementation of LED, many governments involve themselves in tourism in order to reap the benefits of the economic growth from increased revenue and linkages with other sectors. Industries, such as

coal, steel, iron and heavy industries, that traditionally provided economic stability and revenue for the local authorities have declined in stability and the revenue and employment generated from these industries have dropped (Elliot, 1997). Glasgow, a British city heavily dependent on industry, had to reinvent itself after a decline in the heavy industry sector and thus embarked on a marketing campaign to reinvent itself (Ward, 1998). There has therefore been a recognition that other economic activities need to be found in order to sustain the town and local population for revenue and employment. This has also occurred in areas that were traditionally reliant on the agriculture sector, which has been the case for many small towns in South Africa. An example of this is the Howick and Mooi River corridor which was historically an important dairy farming area but due to trade liberalisation and world economic competition, this area is not as strong as it used to be. Thus there has been an increase in the diversification of the economy into timber and tourism-related activities (McCarthy, 1997).

2.2.4 Impacts

Tourism studies have often focussed on the economic impacts created as these impacts are rapidly achieved and thus promote the use of tourism as a strategy for development (Mathieson and Wall, 1982). It must however be remembered that tourism impacts experienced are not only economic but also felt at a social and cultural level as well as by the environment. The context within which tourism occurs is also important and the magnitude and phase of the tourism development also determine the impacts and the impacts felt in a particular region may be negligible in other regions.

In order to gain a comprehensive understanding of the impacts of tourism, it is important that not only the economic impacts are studied but the social and environmental impacts to gain a more holistic and integrated understanding of the tourism in the particular area. It could be assumed that mass tourism has far wider reaching impacts due to the nature of the type of tourism as there is little integration. With regards to alternative tourism, the impacts felt differ from the impacts of mass tourism due to the change in the type of tourism (Butler in Smith and Eadington, 1994).

2.2.5 Economic Impacts

As mentioned above, the most focussed upon impacts are economic and governments in developing countries are anxious to promote economic growth through tourism (Harrison, 1995). The economic impacts often outweigh other considerations in most studies and assessments of tourism and development but there is a tendency to over emphasise the benefits as opposed to the costs (Lea, 1988). It is often problematic to determine the exact economic impacts and costs as the tourism sector cuts across various sectors and does often not exist in a group of its own.

2.2.5.1 Employment

A major assumption, which is often misleading, that is made by policy planners and developers

is that tourism is a major employer due to the high levels of investment into the sector (Wearing and Neil, 1994). It is true that the tourism sector does employ a large number and range of people that does contribute to an increase in employment opportunities but questions arise whether tourism creates 'real jobs' that are sustainable (Pearce, 1989 :200). Dieke (1994) also suggests that the employment does not greatly improve the economic situation of the local population and its contribution is often exaggerated.

The kind of tourism activities that are developed will have a direct influence on the nature of employment in terms of skills required and number employed, as some activities are more labour intensive that others. Another factor contributing to employment from tourism is the available pool of labour with the required skills (Lea, 1988). This will influence employment opportunities with regards to the local community as they will only be employable if they have the skills. Otherwise, migrant workers are employed to compensate for the local shortage. It can be assumed that tourism is a labour intensive industry and creates a demand for a broad range of job opportunities requiring a variety of skills. It has been estimated that approximately 12% of employment in the eThekweni Municipality Area has resulted from tourism, which is approximately 1 in every 8 jobs; 65 000 jobs (Durban Economic Review, 2000). This indicates that within Durban, tourism is a relatively large generator of employment. Tourism provides opportunities for three types of employment; direct, indirect and induced employment opportunities.

Direct employment opportunities are generated from businesses and establishments that sell goods and services directly to the tourists, such as hotels and restaurants (de Kadt, 1979). This type of employment is fairly stable but generates relatively few employment opportunities (de Kadt, 1979 and Harrison, 1995). Indirect employment opportunities are created in other sectors of the economy that do not depend on tourism for their main source of income but are stimulated by activities in the tourism sector, for example employment in the agricultural sector that grows food for hotels and restaurants and employment created in the transport sector (de Kadt, 1979). The third category of employment is induced employment opportunities that arise from an increase in demand for goods and services resulting from the expansion of the tourist industry, like that of the multiplier effect (ibid).

An important component of indirect employment is that of the informal sector, which is a vital source of employment and income for large groups of people, especially in the developing countries (Rogerson, 1996). Unfortunately, little is known about this sector or its contribution to the tourism sector (de Kadt, 1979). In Gambia, of the 7000 jobs created by the tourism industry in 1989 4000 of those were indirect jobs, of which a high percentage of these indirect jobs were in the informal sector (Dieke, 1994). It can therefore be seen that the informal sector is an important sector that contributes greatly to the local community and provides a source of revenue for many marginalised groups. In DMA, the tourism industry contributes to indirect employment in related sectors; agriculture, maintenance and transport and provides important

sources of support for cultural industries such as arts and craft production (Durban Economic Review, 2000).

Employment generated by the tourism sector is distinctive from employment in other economic sectors as it is characterised by seasonality, type of skills, gender, quality, pay and image. Firstly, most employment is seasonal due to the nature of tourism thus resulting in inconsistent salaries throughout the year (Page, 1995). It can thus be assumed that most employment opportunities arise in the high season, such as school holidays and public holidays and many employment opportunities created are of a part-time nature. This has implications for the employment which becomes increasingly unstable and insecure and dependant on external factors (Page, 1995). Employment in the tourism sector is also characterised by its demand for semi-skilled and unskilled workers, such as cleaners and waitrons with the skilled staff, for example managers, imported from other regions (Dieke, 1994 and Odendal and Schoeman, 1990). Tourism employment opportunities do however require a range of skills (White Paper on Tourism, 1996). Due to the lack of skills required and the menial and low status of the jobs, employment in this sector is not well paid (Pearce, 1989).

It has also been found in many studies regarding employment in the tourism sector that a high percentage of employees are female and young workers benefiting from tourism jobs as the jobs require little skills and are of a low status thus unattractive to males (Pearce, 1989). In Tunisia, 16% of employment in the tourism sector is occupied by females and approximately 33% of the employed are below the age of 23 (de Kadt, 1979). Although the jobs are of a low status and low pay, it allows the woman and young below the age of 21 to be independent while the men assume jobs of a higher status.

Although jobs created by the tourism industry are not 'real jobs' (Pearce, 1989) as they do not provide a stable source of employment and income, it can be concluded that tourism provides employment opportunities for the unskilled, woman and young who would otherwise not have access to employment.

2.2.5.2 Multiplier Effects

The White Paper on Tourism (1996) recognises tourism as an engine of growth which is "capable of dynamizing and rejuvenating other sectors of the economy". This is achieved through the stimulation of the local economy through the creation of employment opportunities, increased incomes generation, the multiplier effects and linkages.

As stated simply by Colclough (1996) tourism brings added income to a specific area thus creating more trade among the local population. Tourists spend money at their holiday destination for a variety of purposes; souvenirs, transport, accommodation, food and activities, all of which contribute to the direct injection of income into the local economy thereby promoting LED. This is dependent however on the nature of tourism, the length of stay and the origin of

the tourist (Murphy, 1985). It can be assumed that the longer the duration of stay and more contact with activities and the host community, and the more affluent the tourist the greater the contribution to the local economy.

It is not only direct income injections into the local economy that contribute to the stimulation of the local economy but the income filters through the economy thus stimulating other economic sectors as it filters through; creating the multiplier effect in this case through the economic activity of tourism (Pearce, 1989). The multiplier effect can also be seen as a 'snowball effect' as suggested by Nijkamp (in Fossati and Panella, 2000) as it is a response to the initial injection of income into the economy. This 'snowball effect' can be best explained by the following example. As noted above, the direct expenditure by the tourist results from goods and services bought by them, for example paying for accommodation at a hotel. As a result of this direct expenditure, the hotel operator is able to pay wages to the employees and pay for goods, resulting in indirect expenditure which is the money that remains in the area and is respent locally (Pearce, 1989). Induced expenditure arises when additional income is generated by further consumer expenditure such as when hotel employees purchases goods and services for themselves locally (Hall and Page, 1999). It can therefore be deduced that money spent by a tourist generates further spending, in turn stimulating the growth and development of the local economy which is achieved through sales, income and employment by tourism. The benefits of the multiplier effect from tourism is a general benefit to the local community as well as the local economy (Mathfield, 2000). The impacts of the multiplier effect creates employment opportunities indirectly and induced (Harrison, 1995). SMMEs and entrepreneurs are also impacted in that they are given the opportunity to trade and expand with locals and tourists alike due to the increased flow of income.

The size of the multiplier is determined by the injection of income into the local economy and the characteristics of the local economy, in terms of size and nature (Futter, 1997). It can be assumed that the larger the local economy and the more complex it is, the wider the number of economic activities, the greater the multiplier impact will be as the income will be spent locally with little leakages.

2.2.5.3 Linkages
Nijkamp (2000 in Fossati and Panella) suggests that tourism can have a positive impact upon the supply side of the economy as a result of additional demand and an increased diversity of demand generated by it as a result of the multiplier effect. From the multiplier effect it can be seen that the increased income injected into an area has positive benefits for the local economy as it stimulates the economy by increasing the demand for more goods and services resulting in linkages with other economic sectors.

Few industries or sectors have as widespread linkages as tourism due to the employment generated, income created and the effect of indirect expenditure thus creating a greater

multiplier effect and more linkages within the local economy (Williams and Shaw, 1991). Tourism activity provides a stimulus for other economic sectors such as agriculture and wholesaling through the increase in demand for goods and services (ibid). It must however be recognised that various sectors make up the economy and the sectors are inter-dependent and together stimulate economic development (Mathieson and Wall, 1982).

Tourism can also stimulate backward and forward linkages with other economic sectors (Lea, 1988). Backward linkages result in cost savings and can contribute to an increase in the standard of living for the local community, for example the improvement of services such as roads and water supplies (ibid). Forward linkages occur as a result from the direct expenditure by the tourist resulting in multipliers. Indirect expenditures come from the demand for particular goods and services by the tourism operators, for example a hotel requiring fresh produce from the agricultural sector or fittings from the manufacturing sector thus stimulating production in other economic sectors (Lea, 1988). The strength of the linkages is dependent on the demand required, capacity of the local supply and the type of tourism development (ibid).

The White Paper on Tourism (1996) identifies the tourism sector within South Africa as providing the potential to create economic linkages and stimulate other economic sectors, such as the agriculture and service sectors.

The stimulation of the economy also brings about a diversification of economic activities due to an increase in demand for particular goods and services (Murphy, 1985). This is essential where there has been a dominance on a traditional economic activity which has declined due to changes in economic and global climates. The introduction of tourism, or any other new economic activity, creates alternative and complementary economic activities for job creation and sources of income (Mathieson and Wall, 1982) and stimulates the small business market and SMMEs. However, an over dependence on a particular economic activity creates dangers in its own right (ibid).

2.2.5.4 Leakages

Although tourism can, if conditions permit, contribute to multipliers and economic linkages, leakages within an economy can also result to the detriment of local economic development. The dominant sources of leakages result from the purchase of goods and services from outside the area (Futter, 1997).

As mentioned previously, an increase in turnover, new employment opportunities are created and household incomes can increase as a result of tourism development and promotion, but money is often lost through leakages, savings and taxation to outside the local area (Harrison, 1995). This occurs once money leaves the area and enters another for the purchase of goods and services that are not available within the region (Williams and Shaw, 1991).

Linkages, multipliers and leakages are interrelated because economic linkages within a local economy are well established and the local economy diverse. The multiplier effect will be high and leakages will therefore be kept to a minimum. In the Caribbean, linkages between the tourism and the agriculture sector were high and well established which directly resulted in the decrease of the imported food bill (Momsen in Harrison, 1995) showing the relationship between linkages, leakages and multipliers.

The extent of leakages within a local economy depends on the nature of tourism development, and the size and capacity of the economy. This is because tourism developments that are large scale, are owned externally, ie not by locals, with high percentages of foreign staff will result in higher leakages (Williams and Shaw, 1991). On the other hand, tourism developments that are community-based and are owned locally will have less leakages as the profit is kept locally and not sent outside the region as would occur with large hotel chains.

2.2.5.5 Inflation

An increase in tourism has been widely documented as having inflationary effects with regards to goods and services. Firstly, land prices increase as the demand for tourism activities increases thus demanding an increase in strategically located land (Pearce, 1989). This can be both positive and negative as the locals will be able to profit from the increase in land prices although hampering their ability to purchase land in certain locations. Inflation also affects the retail prices on basic goods and services which impacts the local community to a larger extent thus impacting upon the welfare on the host community (de Kadt, 1979).

2.2.5.6 Foreign Exchange and Revenue

Tourism has been known to generate revenue through taxes levied on tourism operators and employees which is used for government benefits (Pearce, 1989). The taxes are used for the financing and maintenance of infrastructure and services, such as airports, that would in turn benefit tourism maintaining the positive image of a destination. The local authority property rates are used to benefit tourism through local infrastructure and service provision thus benefiting the local community and tourism industry (ibid).

Tourism is also a large generator of foreign exchange earnings which is important for many countries especially developing countries and a reason for the inclusion of tourism as a economic development strategy (Vanhove in Wahab and Pigram, 1997). Due to the foreign exchange earnings, tourism has also contributed to the balancing of payments in developing countries (Williams and Shaw, 1991).

2.2.5.7 Inter-Sectoral Competition

Tourism is known to stimulate other economic sectors through linkages and the multiplier effects although it may also compete with these sectors and disrupt them (Pearce, 1989). This is because tourism is a new economic activity and the resources that will be required will be demanded by other economic activities, such as labour, and the various economic sectors will compete for scarce resources such as valuable land and access to credit facilities. A good illustration of this is between agriculture and tourism in the British Virgin Islands as tourism led to an increase in gross national product but had detrimental impacts on the agricultural sector (Pearce, 1989). Tourism led to an increase in demand for agricultural products but decreased the actual output as workers chose to enter tourism rather than work on the farms. There was displacement of the local products by competition and banks were giving preference for credit to tourism operators rather than the farmers (Pearce, 1989). Tourism can however have the opposite effect whereby tourism stimulates other economic sectors though facilitating a diversification of markets and increasing the demand for alternate agricultural products.

2.2.5.8 Over Dependence on Tourism

In many areas where tourism is a major source of economic activity, an over dependence on this industry creates potential dangers due to the volatile nature of tourism as tourism can be easily influenced through the perceptions of crime and violence in a particular country which could have detrimental effects on the local and national economy. This can be said for an over reliance on any economic activity to sustain the local population and economy. In order to overcome this over reliance and dependence on tourism, it has been suggested by Lea (1988) that the profits of tourism should be channelled into other sectors of the economy that are more stable. The fluctuations that the tourism sector experiences, such as seasonality, is also a good factor for not over depending on the tourism sector for economic stability and growth due to inconsistencies.

From the above it can be seen that the economic benefits of tourism are great and that it can make a significant contribution to the local economy. To establish the net worth of tourism on the local economy is important as the benefits should be balanced against the costs, such as leakages. Although tourism is a great generator of employment, income and investment the quality of employment must be investigated to ensure a thorough analysis of the economic impacts as well as the impact that tourism has on other economic sectors in the area. It must also be acknowledged that tourism will not benefit all communities within an area as it will depend entirely to what extent they are involved (Smith, 1989). The cyclical nature of the income earned and employment generated from tourism can positively contribute to the stimulation of the local economy, if there is not an over dependence on the tourism sector.

2.2.6 Social and Cultural Impacts

Social and cultural impacts receive far less attention than economic impacts although they are of equal importance. The impacts noted here are the social changes experienced by the host

community and again the type of impacts experienced are determined by the type of tourism, interaction between the tourist and community and the extent to which the community is involved in the tourism.

2.2.6.1 Demonstration Effects

The demonstration effect is the most widely recognised social impact of tourism and refers to the degree to which the locals assume the values and culture of the tourist which is a result from the increase in tourists to the area and the observation of the tourists by the host community (de Kadt, 1979). The degree of demonstration varies with regard to the type of tourism and the amount of interaction between the tourist and local community (Harrison, 1995). A back packer, who travels alone and attempts to fit in with the host community, will have less impact that tourists who arrive on packaged tours and are fairly affluent as they behave in a different manner to the host community (ibid). The demonstration effect is not only evident from international tourists but from domestic tourists as well as the differences in class, status and ethnicity also play a role in the demonstration effect.

The demonstration effect occurs when people are in contact with one another as they tend to borrow ideals, culture, language and behaviour from one another. The stronger culture, usually the western culture is reinforced and dominates the weaker local culture (Lea, 1988). The international tourist reinforces their western values and behaviour to the host community where the younger population are particularly vulnerable as image is particularly important for status (Harrison, 1995). The demonstration effect is evident in the imitation of clothing, behaviour, language and lifestyles of the west that the host community adopt and imitate. The consumption patterns, often a desire for foreign commodities (radios and cameras), of the tourists are also adopted which are often inappropriate for the host community due to affordability levels and leakages within the economy (Law, 1993).

The demonstration effect, also known as acculturation, can be seen as a modernisation effect which along with urbanisation and the media, play an important role in developing the western culture, as local communities desire to become more western (de Kadt, 1979). Tourism's influence on acculturation can not be seen in isolation from the other influences of modernisation such as the media.

2.2.6.2 Tradition and Culture

Many developing and developed countries promote the culture and tradition of their country as a resource for tourism as this type of tourism appeals to a wide variety of tourists. It can be expected therefore that tourism will have an impact on the tradition of the host community.

With an increase in tourism, the demand for recreational activities and souvenirs increase especially where the culture is unique and where the culture forms the basis for the tourism development (Pearce, 1989). Thus traditions such as dances and rituals become a tourist

28

show to meet the demands of the tourist and the rituals lose their cultural significance for the host community and become a mere source of income (Gradburn in Harrison, 1995). This is also true for the production of cultural and historical artifacts as with an increase in demand for them as souvenirs and novelties for the tourist to remember their holiday. The quality of workmanship decreases and the arts tend to become cheap imitations of the true artifact, which cheapens the artefact and the culture (Lea, 1988). The production of the artifact becomes less satisfying for the producer and becomes separated from the local culture due to the cheapening effect.

In Tunisia for example the traditional artifacts which are bought by the tourists for uses which have no relation to their actual function, has resulted in the craftsman changing their designs in order to increase the supply (de Kadt, 1979). In Swaziland, where handicraft production forms an integral part of tourism, the artifacts that are sold have little relevance to the culture and tradition of the Swazis as the woven grass baskets and wooden carvings are produced in order to satisfy the demand created by the tourist (Harrison, 1995). In Kenya, the Masai nation have in many instances been reduced to "trinket sellers" from once being major land owners in the country as a result of the land and tourism facilities being owned privately and the Masai having little control or ownership (Ewing, 2001). The profits they receive from selling artifacts are minimal and many Masai are forced to live in conditions of poverty while the profits are reaped by the owners, who are not indigenous (Addison, 2001).

The production and selling of traditional rituals and artifacts have become a major source of revenue for local communities that would otherwise have a limited income. Thus the stimulation of tourism based on culture and tourism has both negative and positive implications (Lea, 1988). Tourism can also contribute to the preservation and revival of certain traditions and artifacts that were in decline but have been revived due to the interests of the tourists (de Kadt, 1979). In Maputaland for example, the increase in tourism has brought about a renewed pride and preservation of the culture and tradition that was slowly being forgotten by the younger generations (Odendal and Schoeman, 1990). In the Seychelles, Creole music was being lost due to the dominance of western music but as a result of tourism a demand for ethnic music was created and Creole music was performed and a rekindling of local pride resulted (de Kadt, 1979). In many traditional African cultures, there has been the adoption of new beliefs together with the old religious beliefs. Thus a mixing of the two result in a change of the culture but still retaining tradition (ibid). The increase in mobility for the local community as a result of increased transport services for the tourists can also impact on traditional life as the local community are able to move around more becoming more exposed to other cultures and ways of life (Odendal and Schoeman, 1990).

It can therefore be seen that tourism has implications for both tradition and culture and often the culture is modified to suit the tastes and needs of the tourist. The increase in demand can result in a preservation and pride of the local culture. It must be remembered that when a

country opens up to tourism based on culture and tradition, tradition will be adapted to suit the tastes of the tourist and if not managed correctly it can be threatened (Harrison, 1995).

2.2.6.3 Crime and Illegal Activities

Tourism brings with it tourists who have money and foreign currency and new ways of life thus opening themselves and the local community up to activities that are undesirable, some of which include prostitution, drug trafficking and crime. The perception of crime and illegal activities can greatly influence tourism development within the area because if there is a perception that crime is high, the demand for tourism will decrease. The types of prevailing criminal activities vary depending on the type of tourism that exists as the amount and type of tourist will differ.

Increases of crime are prevalent during the peak seasons when high concentrations and densities of people and tourists are present thus making the identification of criminals difficult (Grant Thornton Kessel Feinstein, 1998). Tourists are easily identifiable from the locals due to their difference in clothing and behaviour and their wealth which sets them apart, thus making them easy targets for potential criminals. The tourists are also relaxed on holiday. Thus they partake in little security measures increasing the pressure on local security services during the peak holiday times (ibid).

Politically motivated crime gains more publicity in the peak holiday seasons when the population densities are high resulting in a greater audience for their cause (Harrison, 1995). An example of this is the hostage drama that emerged in the islands of the Philippines in 2000, where tourists were taken hostage in order for the rebels to gain global publicity for their political cause. Drug trafficking also emerges in tourism destinations due to the influx of international tourists, and the foreign currency that the tourists have also results in an increase in black market activities in the local area (ibid).

2.2.6.4 Social Structure

Tourism has been found to introduce changes in prevailing social structures which impact upon the woman, young and family household. Changes in the family and social structure could result from the introduction of tourism into a conservative community although the changes are difficult to distinguish from other modernisation effects, such as the media (Lea, 1988).

The nature of employment generated by tourism has an impact on the social structure as the employment is low paid and has a low status, although it pays more than agricultural jobs in many countries (Harrison, 1995). As a result of the characteristics of the employment, many woman and young people work within this sector thus gain independence due to receiving their own income. In Mexico, woman have traditionally represented a low proportion of the labour force due to traditional discriminations and restrictions but over the last few years an increasing number of single woman have entered into the tourism labour force creating the opportunity for

other woman to receive an income by performing childcare and home cleaning activities (Chant in Harrison, 1995). The opportunity for woman to receive an income has liberated them and in some cases the men, who have traditionally been the breadwinners, have contributed less to the household income thus creating tensions within the family as a result of the woman working (ibid).

Tourism has also been known to bring about changes within traditional societal structures and relationships between generations and traditional activities. In Kenya, the power and authority held by the elders has declined as the young and woman have gained independence from income generated by the tourism sector as they are no longer reliant on traditional income generating activities (Harrison, 1995).

Although it is hard to distinguish tourism apart from other modernisation effects, Harrison (1995) has noted that an increase in tourism has also led to changes in family size as people now tend to favour smaller nuclear families as woman are now more independent thus less reliant on the support of the extended family.

2.2.6.5 Understanding between Cultures

Tourists and host encounters vary according to the context in which the tourism occurs and the type of tourism. The extent of understanding between the tourist and host community has been questioned, given the limited contact between the two and in certain places the barriers imposed by language. Preplanned and formalised tourism with little interaction between the tourist and host community, creates an unrealistic portrayal of the host community as the interaction occurs in an environment that is unnatural and false (Lea, 1988). In many developed tourism destinations, facilities for the tourists are established thus limiting contact and resulting in little need for there to be any contact. This results in misperceptions created about the host community thus distorting the culture.

It has also been suggested that tourism can actually contribute to conflict between cultures due to the differences in class, wealth and lifestyles (Biddlecombe in Futter, 1997). Grant Thornton Kessel Feinstein (1998) identifies that the host community experiences particular stages with regard to encounters and attitude with the tourists. Firstly, euphoria is experienced as tourism is a new activity. Then apathy occurs which progresses to annoyance finally resulting in antagonism (Grant Thornton Kessel Feinstein, 1998). As the progression occurs, the local community's perception of and contact with the tourist declines as do their feelings towards them.

Alternatively, there is the potential for increased understandings between the tourist and host community when there is a high degree of interaction between the two and the tourists occur in smaller groups, such as the case in alternative tourism and when the interaction occurs in

a more realistic and natural setting (Lea, 1988). Community-based tourism is where the community as a whole create the tourism attraction and product and thus are directly involved in tourism.

As illustrated above, tourism can lead to changes, both negative and positive, in the social and cultural conditions of the host community. It must be remembered however that tourism must not be seen in isolation from other modernisation effects, as together they contribute to a ever changing and responsive culture and society. Other factors that have an influence over the degree of cultural change is the community themselves, the strength of the culture and how they respond to tourism and development.

2.2.7 Physical and Environmental Impacts

Like research conducted on the social and cultural impacts, research on the physical and environment impacts are limited, although this facet of tourism development has been receiving increasing attention. The impacts on the natural environment develop over the long term due to the nature of the natural environment (Hall and Page, 1999). The impacts upon the physical environment are more apparent over a shorter space of time. According to Buckley (1994 in Nijkamp, 2000) the impact on the environment is dependant on four factors; the nature of the natural resource that is used as a basis for tourism, the management of tourism and the environment, the economic contribution of the environment towards tourism and the interaction between the tourist and environment.

It is expected that tourism will have detrimental impacts on the environment. However, tourism can also contribute to the preservation and protection of the environment especially in cases where the natural resources form the basis of tourism development. Both the environment and physical developments constitute the basis of many tourism developments and are wide ranging from the coast line to mountainous regions to physical developments such as the Eiffel Tower in Paris. In the absence of these environments, little tourism development would result.

2.2.7.1 Natural Environment

With developments of any sort, the natural environment will be impacted upon. The construction of major developments, hotels and freeways, degrade the natural environment (Lea, 1988) due to the disruption of the natural environment through the removal of natural vegetation, introduction of invasive species, wildlife removed and damage to the ecosystem.

Many new physical developments emerge as a result in the promotion of tourism which can contribute to urban sprawl and ribbon development, such as major roads and accommodation facilities. This results in land that was previously used for agriculture or open space being developed, increases the area in which environmental impacts are experienced. The ecosystem and natural environment can be further degraded by the introduction of alien

species of flora and fauna, which in the short term may attract tourism but in the longer term will have detrimental impacts upon the environment and thus tourism development.

Should tourism be well managed and regulations adhered to, the environmental damage can be kept to a minimum, but often tourism developments in the initial stages occurs in a haphazard and unregulated manner maximising the damage to the environment (Smith and Eadington, 1994). The nature of the tourism development and the stages of tourism will influence the impact on the natural environment as well as the interaction between the environment and the tourist.

The increase in population can also contribute towards the degradation of the natural environment as often the carrying capacity, and the limit to which a specific number of visitors can be accommodated without harming the natural environment, is often exceeded (Pearce, 1989). The carrying capacity is often exceeded during the peak seasons resulting in erosions of foot paths, increased waste generation and even the introduction of new waste residuals that result in an increased demand on the natural resources (Pearce, 1989) bringing about potential risks in health hazards and diseases due to the pressure on resources such as water. As the population proliferates so too does the amount of visible and invisible pollution.

The habitats of natural wildlife are also impacted upon by tourism and the behaviour of the tourists as the increase in people will result in the destruction of the natural environment and the disturbance of wildlife. The increased vehicular traffic can also negatively impact the natural environment as the tarred roads in the Kruger National Park facilitate speed which can kill wildlife.

Despite the potentially destructive impacts that tourism can have on the natural environment, tourism can also lead to the preservation and greater awareness of the environment (Colclough, 1996). Many tourism developments are based on the natural environment. Thus if the environment degrades to such an extent that the area becomes unattractive, tourism will not provide economic stimulation. The care and conservation of natural resources, such as the proclamation of wildlife and nature parks, ensures the sustainability of the environment. Thus rehabilitating and preserving a wetland for example will increase the value of the resource. The introduction of environmental management procedures, such a environmental impact assessments (EIA's), will aim to ensure that the natural environment is protected and used in a sustainable manner (Mowforth and Munt, 1998).

The Kruger National Park is a good example of where tourism has contributed to the preservation of the natural flora and fauna. Before the park was established, practices by the local community of burning and overgrazing resulted in the reduction of the natural flora and fauna but once the park was founded and fenced off, the natural environment was rejuvenated

(Lea, 1988).

2.2.7.2 Physical Environment

It is not only the natural environment that can be degraded by tourism but the physical and built environment is also at risk. The physical and built environment consist of the existing infrastructure and services as well as buildings and facilities that are used by both the local population and tourist population. During peak seasons there is an increased demand for the existing facilities and tourist attractions, which are often historical and cultural places of significance. The increasing pressure for existing services and infrastructure results in the need for greater maintenance costs, replacements and improving the standards of the services at high costs. The increases in population density also result in congestion for both the pedestrians and vehicles, putting pressure on the existing road networks inconviencing the local population (Page, 1995).

Increases in population densities impact the population dynamics of the community and destination as throughout the year uneven densities exist (Pearce, 1989). During the peak seasons, the provision of particular services has to increase at a cost in order to satisfy the demand that is created while the infrastructure remains under utilised for the remainder of the year.

For tourism to be successful, it is important that particular facilities that were previously not there be developed which, as mentioned above, can have potential negative impacts on the environment as well as on the physical environment. The construction of a major development, such as a freeway, can be aesthetically unpleasing to the landscape in which it is developed. As suggested by Pearce (1978:12 in Hall and Page, 1999) this can result in "architectural pollution". This also holds true for smaller developments such as accommodation units which do not fit into the surrounding natural and physical landscape as the architectural design is inappropriate (Odendal and Schoeman, 1990). For physical developments to fit into the existing schemes and cultural context of the local population would improve the aesthetics of the environment and could have the potential to improve tourism. In Maputaland, it was found that the architectural design of the accommodation units was appropriate with regards to the environment and culture and in turn was more accepted by the host community (Odendal and Schoeman, 1990).

There is also a potential for many large new tourist developments to become 'white elephants' as suggested by Pearce (1989). This is due to the inappropriate architectural design and their inaccessibility which not only effects the environment but creates eyesores within the landscape. The development of tourism facilities on land that was previously utilised by the local community for a variety of purposes, agriculture and religious, can have potentially negative impacts for the community as in the case of the Tembe Tribe in northern KwaZulu

Natal (Ewing, 2001). This community was forced off their land which had been used for agricultural purposes, for the development of a national park and relocated to land that was infertile for agricultural purposes with no access to their original land (ibid). This draws attention to the issue that tourism can compete with other activities for the use of scarce resources, such as fertile land (Williams and Shaw, 1991).

As in the case of the natural environment, tourism can contribute to the preservation of the physical environment, like the restoration of historical buildings as in many cases the historical significance of the physical environment forms the basis for tourism. The upgrading of particular areas can also result from tourism development to make the destination more aesthetically pleasing for the tourist and to minimise the associated negative perceptions of the area. Thus once degraded and unattractive areas, generate income and revenue for the local economy and authority. Local authorities also become more aware of preserving the urban environment and local character of the tourism destination and through an increase in tourism, economic stimulation arises (de Kadt, 1979). The preservation of old buildings and sites with cultural significance can also develop a sense of community pride and place among the local community as through tourism their needs are being addressed (ibid)

Certain new developments and improved infrastructure benefit both tourism development and the host community as it improves the quality of life for the locals. De Kadt (1979) recognises the benefits for the community that arise indirectly through tourism development and promotion, such as a new airport. Although the facilities are directed towards the tourists' need, they are utilised by the local community.

If tourism is carried out sensitively towards the natural and built environment, it can contribute towards the preservation and conservation of the environment, thus positively impacting the environment. Tourism can be controlled through certain planning measures and regulations, such as EIA's, town planning (TP) schemes, and rigid planning regulations, all of which can ensure that the environment is managed in a sustainable manner so as to minimise potential costs incurred by tourism. Many local authorities have acknowledged that tourism is a means of preserving both the natural and built environment as it provides an economic and sound rationale for preserving the environment (Pearce, 1989).

2.3 Local Economic Development and Tourism

The 1980s was characterised by high levels of unemployment and a decline in traditional economic activities which led to a focus on tourism, as part of LED strategies, as a source of employment and income (Hudson and Townsend in Johnson and Thomas, 1992). The dependence on tourism for employment and income generation is not a recent initiative within local authorities and regional councils using tourism as part of policies and development

strategies for some time, but there has been an increase in the number of places marketing their location with a range of activities and types of tourism attractions. Thus tourism is being used as a tool for LED strategies (Ibid). It is therefore not surprising that tourism has formed part of regional policies and LED initiatives (Ferreira and Hanekom, 1995), due to its contribution to the local economy.

Tourism can contribute to LED as it stimulates the local economy through income generation and employment. According to Law (1993) tourism must not be seen as one component of LED strategies as the development and promotion of tourism involves the development of facilities, infrastructure and related services as well as the putting in place of marketing and the selling of an image for the tourists, SMME development and the building up of local pride as well as the development of flagship projects. Thus a range of LED approaches is involved.

To ensure that tourism is a sustainable source of economic development, it is important that certain activities regarding the planning and development of tourism is carried out in a methodical and careful manner because tourism that is managed and controlled properly can operate on a sustainable basis (Smith and Eadington, 1994). Tourism in South Africa is seen as a catalyst for growth and development in all spheres which indicates that tourism has the potential to stimulate the economy through the benefits that it induces as a result. In order to ensure that tourism is sustainable, the costs must be balanced and even outweighed by the benefits.

LED is a set of strategies that are implemented at a local level in order to stimulate the local economy. Tourism is one such type of strategy that may be implemented for LED purposes. For tourism to remain a form of LED, it is important that it is able to sustain the local population and economy. Thus tourism development should ensure sustainable tourism. There has been a shift to move away from traditional mass tourism, which in some cases has proved to be irresponsible tourism, to a new form of tourism; alternative/responsible tourism. The benefits incurred by this type of tourism is greater than the costs and thus more accepted by the host community which ensure greater sustainability (White Paper on Tourism, 1996). There is a drive in South Africa to move towards a more responsible form of tourism, as indicated by the White Paper on Tourism (1996) through the creation of niche markets for tourism which is a well-known and increasing phenomena in the tourism industry; ecotourism, agricultural tourism, cultural tourism and adventure tourism (Nijkamp in Fossat and Panella, 2000).

Sustainable tourism, as defined by the World Tourism Organisation (WTO) (1995) is tourism "which meets the needs of the present tourism and host region while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (Waheb and Pigram, 1997:278). From this comprehensive definition, it can be deduced that sustainable

tourism finds its basis on sustainable development and that tourism must take cognisance of the economic, social and environmental issues at hand so as not to incur unnecessary costs that can be avoided. To ensure a holistic LED strategy from tourism, it is important that not just the economic impacts are emphasised but an equilibrium between the three spheres are created to ensure the improvement of quality of life and human betterment for the host community, the protection and preservation of the natural and built environment as well as providing quality employment and income generating activities for the host region; all of which will contribute to a sound LED strategy.

Responsible tourism implies a proactive approach to tourism and development through the involvement of the local community, and a responsibility towards the environment and the use of the natural resources thus ensuring and creating a more sustainable approach to tourism (White Paper on Tourism, 1996). This type of approach to tourism and tourism development has been adopted by the White Paper on Tourism in South Africa as the key guiding principle for tourism development as it is seen as a way to minimise the negative impacts on the environment and host community as irresponsible tourism maximises the potential for negative impacts to induce harm.

To ensure that tourism is sustainable and contributes to LED it is important that certain aspects are addressed; community participation, the specific roles of government are understood, partnerships are encouraged and environmental issues are addressed.

2.3.1 Community Participation

Community participation and involvement are important to ensure that tourism is more sustainable and accepted by the local community. Involving the community in the development, planning and the tourism activities will provide opportunities for the economic and social benefits to filter through to the host community (Tourism Talk South Africa, 1998). Empowering previously disadvantaged and low-income communities through entrepreneurial activities, skills training and employment opportunities are also established through community participation (Lea, 1988). Through community participation, the trust and confidence in the government increases. Thus it is more likely that the community will cooperate with the government rather than oppose decisions by them (Walhab and Pigram, 1997). Although community participation, at the outset, is costly and time consuming it is less costly than conflict resolution and repair of damage and decisions are more likely to be accepted. Due to the high costs and time associated with community participation, it is often ignored in the development of tourism especially by the private sector as it eats into their profits (de Kadt, 1979).

Communities can be involved in the development of tourism as well as the actual implementation of tourism projects which will ensure that they result in direct benefits such as in community-based tourism projects. Here local ownership, leadership and management of the small scale facilities will increase potential linkages and decrease the leakages (Lindberg

in Lindberg, Wood and Engeldrum, 1998). Unfortunately many local communities do not have the capacity or skills to engage directly in tourism ventures. It is therefore important that the local community be trained in skills with regard to management and organisation (Green and Sibisi, 2001).

2.3.2 Institutional Support

As well as involving the local community in tourism, it is important that the roles of government be clearly defined and organised, as government at all levels become involved due to tourism's potential to generate employment and income and the provision of scarce foreign currency (Elliot, 1997). Most tourism facilities and operators are owned and managed by the private sector, who are driven by profit, but operate within an environment created and managed by the public sector, who play a crucial role in policy formulation and management (ibid). Government at all levels aims to stimulate the tourism sector due to the potential for economic growth and the fact that tourism requires forms of stimulation to ensure its sustainability (Williams and Shaw, 1991).

At a national government level, tourism is supported through policy formulation and the development of an overall development strategy (White Paper on Tourism, 1996). The construction of major infrastructural works, such as international airports and ports to facilitate tourism are provided for at this national level (Pearce, 1989). The development of policy is important for creating an enabling environment that is supportive of tourism development and promotes particular forms of tourism that are conducive to sustainable development.

Local government has a more direct role in tourism and tourism development and can be more supportive or restrictive to tourism through its traditional functions of land use planning, zoning, and regulations all of which can be relaxed or strengthened to either encourage or discourage tourism and planning at the local level can help to boost the benefits of tourism (Pearce, 1989). Traditionally, local governments focussed on the above regulatory functions but now the functions have been adapted and expanded to take into account the environmental, social and economic concerns of the area (Hall and Page, 1999) and above all have acknowledged the development of the local economy as is the case in South Africa. This has resulted in more integrated development planning to acknowledge the concerns that are present in the area. Local governments are also responsible for administrating and implementing policies and legislation developed at higher levels (Elliot, 1997).

In South Africa, many local authorities do not have the capacity both in skills and finances to manage tourism and the impacts that it has the potential to create. It is therefore important for national and regional government, which has the capacity, to support local governments.

As mentioned above, the private sector is responsible for tourism businesses and operations within the environment created by government. This sector, as noted by Elliot (1997), is

dynamic and responsive to the changing environment created by government as well as the changing nature of the market demand in order to maximise profits. It is often the responsibility of the public sector to ensure that the private sector engage in community participation and partnerships (Grant Thornton Kessel Feinstein, 1998 and de Kadt, 1979).

Partnerships are also important tools to ensure that tourism development is sustainable as they provide support for all involved and minimise the responsibility and administration for the public sector as each partner is involved in different aspects but together tourism development will ensue (Pearce, 1989). Partnerships with the community are important for the development of community-based organisations due to the lack of capacity from the community side and the need to support these organisations to ensure that they develop (Sproute and Suhandi in Lindberg, Wood and Engeldrum, 1998).

2.3.3 Environmental Protection

With regards to the planning and development of tourism, certain issues need to be addressed to ensure that tourism is more sustainable, such as the impact on the environment. One way to ensure that the environment can be protected is through establishing the carrying capacity and enforcing restrictions on the number of people to a particular area to minimise the costs on the environment (Wahab and Pigram, 1997). The implementation of EIAs is a way to ensure and regulate that the environment is protected, monitored and evaluated before, during and after the development and construction phases (Mowforth and Munt, 1998). The difficulty lies with the enforcement of the EIAs as many local authorities do not have the capacity to ensure that they have been carried out in a just way.

2.3.4 Conclusion

As it can be seen from the above, the promotion and development of tourism is not a simple process but one that involves careful planning to ensure that it is sustainable. The use of integrated development planning will also aim to ensure that tourism development is sustainable through decreasing costs of development by planning existing infrastructure and services and facilities that could be used for tourism facilities so as to provide tourism that will be more likely to provide secure economic benefits with minimal wastage of scarce resources and social disruption.

Sustainable tourism development can contribute to long term LED that is able to support the local economy, the local population and the environment but it is important that all the aspects of tourism development are investigated and understood in order to promote and develop the most appropriate type of tourism that seeks to meet the desired outcomes.

2.4 Legislative Framework

There is a need for policy to be developed, by government at all spheres, as policy provides an environment within which tourism and LED operates. Policy and legislation can be developed through a range of mechanisms from different spheres of government and it can be assumed that tourism is promoted and supported at the policy and legislative levels on the basis of the potential benefits (Futter, 1997). In order for tourism to bring about the much perceived and desired benefits, it is important that the policy framework provides a stimulating environment for the growth of tourism and policy at all levels is essential.

2.4.1 National Policy

National policy is important as it provides an environment in which provincial and local policy can operate. The national policy that has relevance to LED and tourism in South Africa is conducive and supportive of both due to the objectives that can be obtained through LED and tourism for socio-economic development purposes.

2.4.1.1 Reconstruction and Development Programme

The development of tourism was noted to have the potential to create employment through linkages and to stimulate the SMME sector thus encouraging entrepreneurialism. It was seen that tourism should be integrated with the local community through community involvement and training in order for marginalised communities to benefit from employment and economic opportunities. The RDP identified the need for tourism to be developed locally and to be based on unique contexts. Thus the use of local resources was encouraged in order to promote the equal distribution of the benefits to the local community.

2.4.1.2 White Paper on the Development and Promotion of Tourism, 1996

This paper provides both a policy framework and guidelines for the development of tourism as it identifies tourism as a lead sector within the South African economy through economic development and employment generation but tourism must not be seen independently from other sectors (Fabricius, 1993). The White Paper identifies tourism as "an engine of growth, capable of dynamizing and rejuvenating other sectors of the economy" as tourism provides real economic opportunities due to its diversity of attractions, good infrastructure and value for money (Fabricius, 1993).

There is a realisation that tourism of any kind should be promoted if the potential positive impacts are to be maximised while the costs are minimised. Responsible tourism has been identified as the key guiding principle for tourism development as it is a proactive approach that attempts to overcome the constraints hindering the development of tourism in South Africa. This approach includes a responsibility towards the environment, the involvement and employment of the local community, economic linkages and a respect for all cultures thus creating an holistic approach that integrates all aspects of tourism without compromising the

sustainability of the local resources.

The vision of the White Paper is to 'develop the tourism sector as a national priority in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of the quality of life of every South African'. The guiding principles that have been identified that enforce sustainable tourism, in order to develop responsible tourism are as follows;

- tourism must be private-sector driven
- government will provide an enabling framework for tourism to flourish
- community involvement will form the basis of tourism growth
- sustainable environmental practices will underpin tourism development
- co-operation and partnerships should be present among key stakeholders
- tourism should be used for empowering previously neglected communities
- the close co-operation of other South African states
- tourism will support the economic, social and environmental goals and policies of South Africa

The White Paper further ascertains responsibilities for all spheres of government, the private sector and community. National government is encouraged to provide facilitation and coordination with regards to tourism in the national economic development strategy. Provincial government continues the facilitation and coordination role but takes a more active role in the development of policies and the implementation of them as well as the task of marketing. Local government takes a more hands on approach due to its closer contact with tourism operators and communities. The functions of local government will include land use and environmental planning, infrastructure and service development and the more practical nature of tourism, licensing. The private sector is also seen as playing an important role in tourism development through engaging with communities (Viljoen and Naiker, 2000). An emphasis is also placed on public-private partnerships as well as the role of the media, NGOs, environmental organisations, women and communities, all of whom together can contribute to tourism development.

2.4.1.3 The Constitution of the Republic of South Africa, 1996

The Constitution implies economic development as a compulsory function for local government. A developmental focus is mandated for local governments in South Africa to cultivate social and economic development to promote a safe and healthy environment through the encouragement of involving the community within matters of the local authority thus stimulating the local economies but at the same time not undermining the importance of social development initiatives. This mandate has implications for local government budgets as budgets have to prioritise the needs of the community and economic and social development programmes which poses problems for some local authorities who do not have the financial capacity to undertake economic and social development as well as the traditional functions.

2.4.1.4 Local Government Transition Second Amendment Act, no 97 of 1996(LGTA)

As described by Nel and Humphreys (1999) the LGTA refers to local authorities promoting social and economic development. The powers and duties of local governments are as mandated by the Constitution in the Amendments to promote integrated economic development. The term 'integrated' implies that the social and environmental aspects of economic development must not be disregarded thus creating an holistic and sustainable approach to economic development. The LGTA empowers local governments to partake in social and economic development thus giving the potential of LED to help address the country's development needs (LED News, 1997). In the schedules of the amendments, local governments at the metropolitan and metropolitan local governments levels are also encouraged to promote tourism while at the same time encouraging local governments to manage their finances to meet and sustain their developmental objectives in order for local governments to be sustainable in their actions.

2.4.1.5 White Paper on Local Government, 1998

This paper stresses the role that local government is expected to play in the new South Africa. This role is developmental in nature by exercising the powers and functions which maximises social development and economic growth of the community (Nel and Humphreys, 1999). In order to achieve the roles of local government it is expected that it should work closely together with the community to find sustainable manners to meet their social, economic and material needs as well as to improve their quality of life and work in an integrated and co-ordinating manner so as to provide holistic strategies. The paper realises the role that LED has to play in creating employment and boosting the local economy and calls on local government to provide vision and leadership and adapt new approaches for development.

2.4.2 Provincial Policy

Tourism is also the subject of provincial policy. In KwaZulu-Natal, the Provincial Growth and Development Strategy, has been adopted in order to facilitate economic growth and development, of which tourism has been identified as an element of economic growth.

2.4.2.1 Provincial Growth and Development Strategy

The Provincial Growth and Development Strategy aims to achieve economic growth and development in the province through building on the existing local economy through diversifying it and using the resource base found in the province. In order to achieve the aim of economic growth and development, the strategy suggests the focus on key levers, those that will have the greatest impact on economic growth. Tourism has been identified as one such lever and is an important component of the strategy. Along with manufacturing, tourism is identified as having the greatest potential for economic growth for the province as well as for the rest of the country. Tourism's contribution to employment and income generating activities as well as its contribution to SMME development and its impact on diversifying the economy adds to its potential to bring about economic development. The strategy acknowledges that

42

tourism and tourism growth is hindered by certain constraints in the province; violence, the stratified tourism market and the lack of certain tourism facilities to cater for the wide market. Thus in order for tourism to be a catalyst for economic development and growth in the province, it is vital that the constraints are understood and overcome. This strategy therefore supports the growth of the tourism sector due to the potential benefits on the provinces economy.

2.4.3 Local Policy

The local policy for the "1000 Hills Experience" area is guided by the integrated development plan for the OWOE area which has included tourism as an element in the development process.

2.4.3.1 Outer West City Council 2000 Integrated Development Plan - Preliminary Draft

Although this IDP that was drawn up for the OWOE area will not be implemented due to the inclusion of the area into the eThekweni Municipality, it is still noteworthy to understand and acknowledge this IDP as it relates specifically to the "1000 Hills Experience" area.

The IDP recognises the importance of the tourism sector in the area due to the limited scope of economic activities within the OWOE area and acknowledges the benefits that tourism can induce for socio-economic stimulation. The IDP also recognises the importance of the quality of the natural environment for the development of the tourism sector as well as the required infrastructure and services that would enhance tourism such as improved roads and access to certain areas. The plan therefore looks at the integrated nature of tourism and its role in the local economy and does not see tourism in isolation from the rest of the economy. The plan also identifies the linkages that exist between the council area and central Durban and the fact that tourism in the area is dependent on tourism to Durban.

The development of tourism forms part of the economic development strategy in order to develop existing commercial facilities, establish new economic facilities and to create and promote capacity among the local community. Part of the economic development strategy is to develop the limited industrial and commercial sectors by promoting industry in specific areas so as to decrease the negative impact upon the natural environment and tourism potential. The plan acknowledges the linkages that exist between other economic sectors and tourism, such as SMME development, community empowerment and social upliftment and it is therefore important that tourism be developed in such a way for the benefits to filter through to other economic sectors. In order to boost tourism, which is seen as a critical component of the economic sector, the tourism development policy encourages the creation of a meander, encouraging linkages between the sectors, adopting a marketing strategy and motivating the community to engage in tourism activities thus the promotion and development of the tourism sector is encouraged. The development of the Old Main Road as a primary tourism corridor is proposed due to its access through the area and the intersections with other more inaccessible areas.

The IDP also identifies the potential of tourism in the more peripheral areas such as the underdeveloped tribal authority areas and proposes a tourism meander through it in order for the benefits of tourism to filter to the areas most in need of development. The plan recognises the need to involve the more remote and marginalised communities into tourism as well as the need for the local council to be more accommodative of tourism proposals and applications so as to support and facilitate tourism development.

The IDP therefore undertakes to be more supportive of tourism in the area through the above mentioned mechanisms as well as provide a coordinative role to allow tourism to develop in a sustainable and environmentally friendly manner.

CHAPTER THREE

1000 HILLS EXPERIENCE

3.1 Introduction

The "1000 Hills Experience" attempts to identify the potential for tourism to be used as a form of LED within a peri-urban area of Durban. The "1000 Hills Experience" will be defined with a brief analysis in terms of its location, historical background, demographics, land uses and economic profile. The development and build up to the tourism strategy within the case study area will also be discussed as well as the present tourism development within the area.

3.2 Location

It is acknowledged that the "1000 Hills Experience" encompasses tourism in the entire OWOE area. Due to the limitations of the study, the area used for research purposes was limited in size and encompassed the area from Hillcrest to Monteseel along the Old Main Road and the tourism attractions that are located within 2 km from the Old Main road, with the exception of the community-based tourism venture, situated in the Valley of 1000 Hills. Hereafter, the case study area will be referred to as the "1000 Hills Experience".

The "1000 Hills Experience" is located within the current boundaries of the eThekweni Municipality in KwaZulu Natal within the jurisdiction of the OWOE area. Map 3 shows the spatial location of the wards within the OWOE making up the four distinct regions. The study area is found in Hillcrest, Boths's Hill, Assagay, Drummond, Monteseel, Inchanga to Sithumbe. The OWOE is divided into four regions; the north west functional district which incorporates remote areas of the eThekweni Municipality namely Fredville and KwaXimba Tribal Areas; the north east functional district, comprised of the more formal areas of the western suburbs and the informal area of Molweni Complex; the south western functional district is mixed with agricultural and residential land mainly in the informal Mpumalanga Complex and the south eastern functional district, which consists of predominantly underdeveloped and agricultural land (2000 IDP - Preliminary Draft). The OWOE thus incorporates areas of vast differences, both rural and urban, and is more rural than any of the other operational entity areas in Durban.

Within the new boundaries of the eThekweni Municipality and the OWOE, many tribal authorities now fall, which has implications for development due to land ownership. The area to the north east of the OWOE is now incorporated into the unicity, the Valley of a Thousand Hills, which is underdeveloped with poor infrastructure and service facilities and few economic opportunities but the potential for tourism is great due to the rich natural and cultural resources.

Mgezanyoni

Phephetha **Kumalo** **Chili**

Ngonw

Mlahlanja

Imbozamo

Emvini

Qhodela

Mgangeni

Se

Bhobhonono

Mabedlane

Qadi

Msunduzi

Nonoti

Ximba

Ntukuso

Inthuthuko

Siweni

Denge

Sithumba

Qiniselani Manyuswa

Mshazi

Matabetu

Uthweba

Fredville

Mngcweni

Fredville

Harrison

Esikhelekehleni

KwaSondela

Mkholombe

Ngcolosi

KwaNqetho

Crestview

Langefontein

Upper Molwe

Lower M

Inchanga West

Embo/Kwakhabazela

Crestholme

Ingqungqulu/Thembu

Inchanga

Monteseel

Forest Land

Waterfall

Drummond

Bothas Hill

Luke Bailes Farm

Forest Hills

Kranskloof

Wyebank

Camperdown Rural

Peaceval Alverstone Assagay Hillcrest

Everton

Cliffdale

Bux Farm

Gillitts

Kloof

New Germany

Clern

Sankontsha

Georgedale Hammarsdale - Sterkspruit

Stockville

Motala Heights

New Germany

Manors/Padfield

Mpumalanga - West

Westmead

Pinetown/New Germany

Mophela

Summerveld Pinetown Rural

Clifton Canyon

Ashley

Cowie

Farningham Ridge

Mpumalanga - East

Mandlakazi

Toligate

Tshelimnyama - Mpola

Caversham Glen

Paradise

Mariannhill

Nazareth

Mosaley Park

Ntshongweni

Ilanga

Shongweni Resource Reserve

Dassenhoek Rural

AMT Industrial

Thornwood

Mariannhill Boothmead

Northden

Salem Community

KwaNdengezi

Dassenhoek

Madiba Valley

Nagina

St Wendolins

Esco

KwaNtamntengayo

Sukuma

Intake

Savannah Park Shallcross

Emawulbogeni/Vumanzonke

Luganda

Crossmoor

Burling

Bottlebrush KI

Moorton

Chatsworth T

Demat

Silna Park

Risebin

Crofton

Embo/Nkasa Isimahla

Inwabi

Montford

Si

Welbedacht

Klaarwater

Cele/Vumengazi

Nkomokazi

Umlazi

Umlazi G

Umlazi H

Madundube

Umlazi K

Umlazi L

Umlazi M

Ul

Legend:

Mainroad

Tribal Areas

Planning Units

Local Councils

Durban Unicity

Study Area

Map 3   Outer West Local Council   46

Scale 1: 17500   (courtesy of Urban Strategy Dept. - eThekwini Municipality)

Map 3 indicates the location of the "1000 Hills Experience" within the OWOE. The Experience attempts to incorporate the entire OWOE but for the purposes of the research the case study area encompasses Hillcrest, Assagay, Botha's Hill, Alverstone, Drummond, Montaseel, Inchanga and east of Sithumbe, which are shaded in blue on Map 3.

The "1000 Hills Experience" area is approximately 25km away from Durban central, which is the major node within the eThekweni Municipality as well as being a major domestic tourism destination in South Africa as it offers a primary tourist attraction for tourists (O'Brien, 2001). Within the OWOE area, Hillcrest is the primary node for high order services and commercial facilities. The area also benefits from its situation along the Mkhambathini Tourism Corridor linking Durban to Pietermaritzburg thus encouraging tourist traffic to the area from the N3 freeway. The area can be accessed from the N3 and the M13, which travels through Pinetown and then joins the N3. The Old Main Road (R103) forms the main corridor through the area as it does not facilitate high speeds due to its many entry and exit points. The area is thus easily accessible from a variety of points and roads all of which facilitate tourism from the passing trade.

3.3 Historical Background

The area is rich in history due to its strategic location that has relevance to the current trends and the development and promotion of tourism within the area. The rich history has bearing on the location of the area and to both the Zulu and Colonial history within Durban.

The area was used primarily for agricultural purposes since the Boer trekkers arrived in the province in the early 1800s. Travellers used the route that was developed by the trekkers between Durban and Pietermaritzburg, which led them from the coast up Botha's Hill into the hinterland. Thus the route developed into a major transport corridor. In 1860 a coach service was established as a result from the traffic through the area which further led to the establishment of the rail in 1879. This was an important link for the area as it connected them with an official communication system in the more developed coastal area and with the establishment of transport came development. Due to the improvement in transport services into and through the area and the strategic location along the corridor to the hinterland, many accommodation and catering facilities were provided in order to provide services to the passing travellers.

During the 1950's more development resulted, such as the present Rob Roy Hotel, which was developed from a proposal to build a country club and zoo in order to service the business men and day trippers from Durban. Thus again the area was used for recreation and tourism and the area was a popular destination for day trippers (Shevlin, 2001). Post World War II was characterised by major developments in the form of services, post office and bank, and shops to cater for the residential population and day trippers in the area and the formation of the local

authority in the area to manage the developments. The construction of the national freeway between Durban and the hinterland was welcomed by the residents as the area was no longer used as a main road. As a result, interest in the area dwindled and dwindled even further with the national freeway (N3) in the 1980s (Shevlin, 2001).

The 1960s and 1970s were characterised by the increase in residential developments due to improved transport developments by those employed in Durban and the retired population as the area did not suffer from the heat and humidity as in the coastal belt and the quiet and relaxed atmosphere. With an increase in residential areas, more developments resulted in the form of shops and services for the residents. This continued to grow due to the closeness of the area to Durban and the impacts of the motor car and transport services.

The present trends and land uses will be discussed in a following section but from the historical background of the case study area, it can be seen that due to its strategic location on a transport route between Durban and the hinterland, the area has benefited from the tourism trade which has now expanded into a major economic sector for the area.

3.4 Land Use and Economic Profile

The major land uses within the OWOE indicate to a certain extent the major economic activities in the area. The major land uses are commercial agriculture, undeveloped land, commercial centres, industry and residential, as can be seen from Map 4. The majority of the remaining natural resources within the eThekweni Municipality are found within the OWOE of which most is in a pristine state thus enhancing the environmental quality of the area. The nature of the topography also constrains certain developments in the area as the steep river valleys dictate to a certain extent the nature of developments.

Owing to the topography and lack of suitable flat land, there is limited scope for industrial development with the major industrial nodes being located at Hammarsdale; light industry and at Cato Ridge/Harrison Flats; heavy industry. The nature of the industries in the area pose a threat to the natural environment and thus the potential for the growth of tourism in the area.

Within the OWOE, there are few major economic centres. Thus many residents commute daily to the larger centres in Durban and Pinetown as economic activities in the OWOE are limited and located in isolated pockets (2000 IDP - Preliminary Draft). The pockets of commercial activities are located between Kloof and Hillcrest, which has experienced growth over the last decade. The commercial centres are situated along the major routes within the western suburb areas and provide services for the local residents as well as for the tourists. There are limited commercial activities in the formal townships, informal settlements and rural areas thus facilitating residents in these area to commute and utilise the services in the western suburbs. There has been an increase in the number of commercial services in the OWOE as well as an

Map 4 Outer West Landuse

Scale 1: 17500 (courtesy of Urban Strategy Dept. - eThekwini Municipality)

49

Place labels (map):

Mgezanyoni, Phephetha, Ngonw..., Mlahlanja, Imbozamo, Mgangeni, Qadi, Emvini, Qhodela, Mabedlane, Bhobhonono, Msunduzi, Nonoti, Mshazi, Matabetu, Ntukuso, Ximba, Inthuthuko, Siweni, Denge, Sithumba, Qiniselani Manyuswa, Uthweba, Fredville, Mngcweni, Fredville, KwaSondela, Ngcolosi, KwaNgetho, Langefontein, Harrison, Esikhalekehleni, Mkholombe, Crestview, Upper Molw..., Cato Ridge, Inchanga West, Embo/Kwakhabazela, Waterfall, Cresthome, Inchanga, Monteseel, Forest Land, Bothas Hill, Ingqungqulu/Thembu, Camperdown Rural, Drummond, Luke Bailes Farm, Forest Hills, Kranskloof, Wyebank, Peacevale, Alverstone, Assagay, Hillcrest, Everton, Cliffdale, Bux Farm, Gillitts, Kloof, New Germany, Sankontshe, Georgedale, Hammarsdale - Sterkspruit, Manors/Padfield, New German, Mpumalanga - West, Stockville, Motala Heights, Pinetown/New Germany, Mophela, Summerveld, Pinetown Rural, Clifton Canyon, Westmead, Ashley, Cowie, Mpumalanga - East, Mandlakazi, Tollgate, Farningham Ridge, Caversham Glen, Paradise, Ntshongweni, Shongweni Resource Reserve, Tshelimnyama - Mpola, Mariannhill, Nazareth, Moseley Park, Ilanga, Dassenhoek Rural, AMT Industrial, Northdene, Salem Comm, KwaNdengezi, Thornwood, Mariannridgethmead, KwaNtamntengayo, Dassenhoek, Madiba Valley, Nagina, St Wendolins, Esco..., Sukuma, Intake, Emangweni/Vumanzonke, Luganda, Savannah Park, Shallcross, Crossmoor, Burlin..., Bottlebrush Kl..., Embo/Nkasa Isimahla, Inwabi, Moorton, Demat, Chatsworth, Atana Park, Risecliff, Croftde..., Montford, Welbedacht, Klaarwater, Cele/Vumengazi, Nkomokazi, Madundube, Umlazi

Legend:

- Study Area
- Mainroad.shp
- Tribal Areas
- Planning Units
- Local Councils
- Durban Unicity
- Landcover.shp
  - Urban Formal
  - Urban Informal
  - Peri-Urban Settlement
  - Industrial
  - Harbour
  - Rivers and Water Bodies
  - Commercial/Retail
  - Rail
  - Road
  - State/Institutional
  - Major Recreation
  - Beach
  - Market Gardening
  - Sugar Cane
  - Forestry
  - Mixed Farming
  - Undeveloped Land
  - Under / Construction

increase in home-based activities (2000 IDP - Preliminary Draft).

On Map 4, like Map 3, the case study area encompasses Hillcrest, Alverstone, Botha's Hill, Assagay, Drummond, Montaseel, Inchanga and east of Sithumbe, which are outlined in blue.

The Old Main Road has been identified as a commercial spine within the area but orientated more towards the tourism market. Tourism has been identified as a major component of the economic sector in the area due to the rich natural resources found in the area. The potential of tourism has been recognised in the 2000 IDP - Preliminary Draft. The Draft acknowledges the shortcomings of the supporting infrastructure, such as the quality of the roads and access to certain areas.

Due to the vast amount of open land in the OWOE, commercial agriculture is another major economic activity in the area. The activities in commercial agriculture include sugar cane farming, forestry as well as mixed farming and agriculture of a more subsistence nature occurs in the remote rural areas on the periphery.

3.5 Demographics and Social Profile

The population in the OWOE is dispersed in settlement and characterised by inefficiencies and inequalities. The area comprises 12% of the eThekweni's Municipality's total population, approximately 300000 people, of which only 4% are employed indicating high unemployment levels; one of the lowest within the eThekweni Municipality (Durban Metropolitan Area Profile, Nov 1999).

Due to the varying nature of the area, there is a mix of human development indices (HDI) in the area from high HDI's to very low HDI's. The high HDI's are experienced in the western suburbs where the majority of the population falls within the medium to high income bracket and the provision of infrastructure and services improves their quality of life (2000 IDP - Preliminary Draft). The low HDI's are experienced in the more informal settlements, townships, peri-urban and rural areas where a lack of adequate services and infrastructure is experienced and as can be expected there is a major need of development in these areas (2000 IDP - Preliminary Draft).

As can be seen from the above, there are major inefficiencies in the distribution of facilities and resources in terms of social, educational, commercial and health owing to the low HDI's. The increase in HIV/Aids in the unicity is also having an impact on the OWOE as many areas lack the appropriate facilities to deal with the epidemic adequately.

Due to the topography, the settlements within the OWOE are of a low density and dispersed especially within the rural and peripheral areas. These areas are also characterised by poor

services and lack of infrastructure with poor access roads thus contributing to the lack of economic opportunities and development in these areas but the nature of the settlements does not facilitate cost effective provision of services and facilities.

3.6 Development of "1000 Hills Experience"

From the historical background, it can be seen that the area has always benefited from the tourism and recreation industry due to passing trade and its appeal in the cooler climates and scenic views. The area experienced a decline in the tourism industry between the 1970s and 1980s due to the construction of the national freeway (N3). The 1990s brought with it a renewed interest in the area with the establishment of the Wander West Publicity Association (Shevlin, 2001). The Association aimed to promote the development of tourism in the area. Unfortunately the strategy was unsuccessful as the marketing strategy for the area did not promote the area (Reddy, 2001).

Other isolated attempts at promoting and marketing the area were initiated by the private sector who primarily focussed on their personal interests thus not taking into account the surrounding area and community (O'Brien, 2001). Therefore these attempts did not benefit the area. The OWOE IDP(2000) identified tourism as a major economic sector, together with agriculture, and together with the increase in tourism from the early 1990s it was found that there was a need to develop a formal strategy to promote and develop the tourism sector in order for the sector to expand.

The Wander West Publicity Association evolved into the Thousand Hills Tourism Association as a result of a collaboration between the OWOE and the tourism businesses in the area. A feasibility study was commissioned by the OWOE in order to establish the potential of developing a tourism strategy in the area. The feasibility study found that the development of a tourism strategy would be possible utilising the Old Main Road as the basis for the route (O'Brien, 1999). It was found that tourism would benefit due to its proximity to Durban, its situation along the Durban-Pietermaritzburg Corridor, the tourism traffic along the N3 and the natural resources and heritage found in the Valley of Thousand Hills (ibid). The feasibility study encourages the council to assume a facilitative and coordinative role with the private sector in order for the Meander to develop (ibid). Thus acting as a catalyst for facilitating growth of tourism in the form of a small scale PPP and not only would tourism promote employment opportunities within the area, it would also stimulate the SMME sector creating more employment and income generating opportunities. The feasibility study found that the development of a tourism meander would be beneficial for socio-economic stimulation and thus promote local economic development. As a result, the formal "1000 Hills Experience" strategy was marketed in May 2000 and launched officially in December 2000.

Before the launch of the "1000 Hills Experience", it was found that tourism activities and

51

facilities were not packaged in any way but rather occurred in an ad hoc manner with no marketing or branding of the area. There was therefore a need for the Association to package the existing tourism facilities to create a tourism attraction and tourism product. The Thousand Hills Tourism Association has to date approximately 150 members affiliated with a functioning committee representing the members and covers the OWOE area. The members pay a fee to the Association and the Association then undertakes the marketing and promotion of the businesses through the brochures and signage. In order to qualify as a member, the business must meet certain standards and adhere to regulations in order to maintain a high standard for the tourism meander (Reddy, 2001). The Association adheres to a constitution and its objectives include; marketing the area, organising and managing the route, managing funds, advertising the area and empowering the community. Thus it is the tourism body of the area responsible for promoting and managing the area in terms of tourism (Thousand Hills Tourism Constitution, 2000). The Association is made up of officials from the OWOE, community representatives, labour unions and tourism businesses. In order to facilitate communication between the committee and members, each business representative on the committee represents a specific group of members (Reddy, 2001).

The "1000 Hills Experience" has adopted a logo, refer to Plate 1, in order to create a generic sign branding the area. The sign with the logo, is present on all signs related to tourism in the area and members to indicate affiliation to the Association, refer to Plate 3. Publications and brochures with regards to tourism in the area are also labelled with the logo. This is in order to brand the area with a unique logo or symbol that will set the area apart from other tourism destinations, such as the Midlands Meander. The Midlands Meander adopted a butterfly unique to the Midlands area for their logo. The logo adopted for the "1000 Hills Experience" represents the Valley of a Thousand Hills and the rich culture present in the area. The route markers are labelled with a road and trees indicating the presence of a meander, refer to Plate 2.
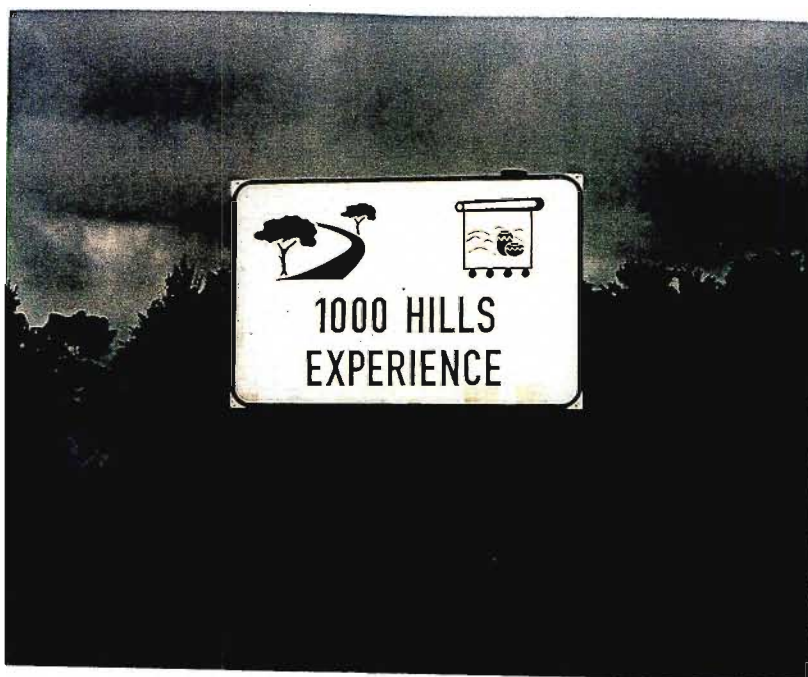

Plate 1 : Signage indicating the "1000 Hills Experience" logo and meander.

Plate 2 : Route markers in the "1000 Hills Experience" showing route direction and branding unique to the meander.
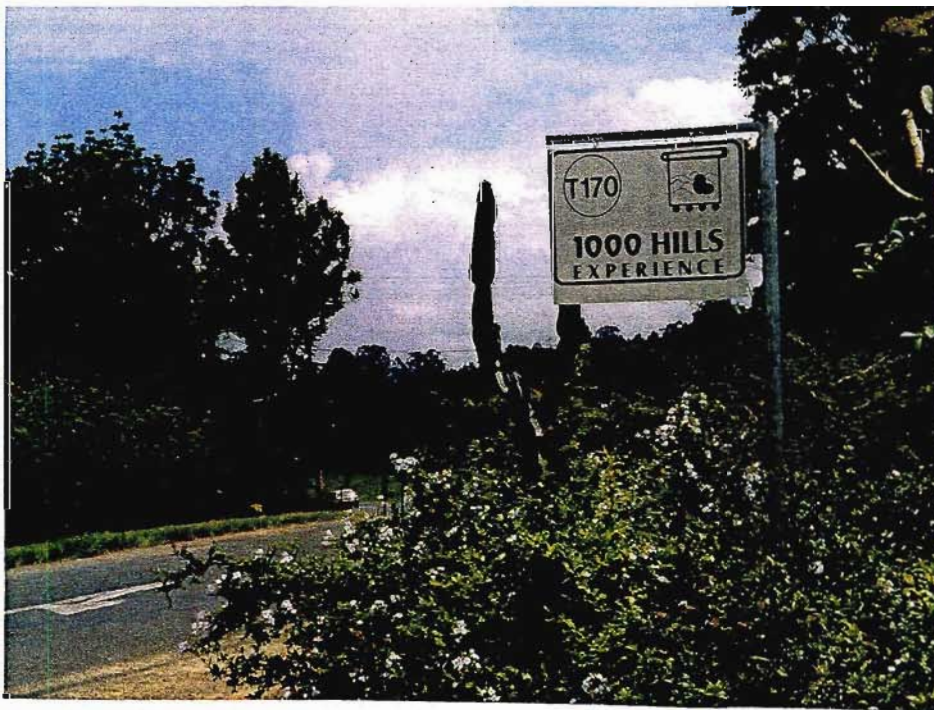

Plate 3 : Signage indicating business's affiliation to the "1000 Hills Experience"

The "1000 Hills Experience" meander is divided up into six routes. Each of the routes take the tourist to a different part of the OWOE and has a different focus, making the area more attractive to tourists with varying interests. The routes are as follows:

- Route T1 - The Comrades Route
  This route is the major route within the area as it is focussed on the Old Main Road from Kloof to Cato Ridge, thus a long route incorporating a large area. Most of the tourism attractions are found along this route, with a major attraction being the views of the Valley of a Thousand Hills.
- Route T2 - The Krantzkloof Route
  This route is focussed between Hillcrest and Kloof forming a loop between the two. A major attraction along this route is the gorge, which Kloof derives its name from and is now a protected environmental area.
- Route T3 - The Assagay Alverstone Route
  This short route takes the tourist through an agricultural area as the area is dominated by small holdings.
- Route T4 - The Isithumba Route
  This route has been specifically included into the meander as a means to get the more marginalised communities involved in tourism. Route T4 descends into the Valley of a Thousand Hills and is presently underdeveloped in terms of tourism attractions although proposals have been made to develop the area.
- Route T5/6 - The Shongweni Shuffle
  This route encompasses the area to the west of the N3. The area is characterised by equestrian small holdings and the Shongweni Dam.

3.7 Tourism in the Case Study Area

Although tourism in the area is diverse and many facilities and businesses cater for the tourism sector, there is a feeling among the interviewed businesses and key informants, that problems still exist hindering tourism growth, such as standards and regulations among the businesses as well as the need for businesses to upgrade themselves to provide a high standard of service to tourists.

The area has a great potential for tourism development and growth due to the factors mentioned above; access, location and resources; and the wide range of attractions on offer for tourists thus able to attract a wide range of tourists. The tourism within the "1000 Hills Experience" area can be classified as alternative tourism due to the wide array of tourism attractions; accommodation, catering, adventure activities, environmental, arts and crafts, shopping, and agricultural attractions. It thus attracts a range of tourists and forms part of the attraction for tourism in Durban. The area forms part of the secondary tourist attractions for Durban as the development of tourism within the area is an added value for tourists visiting

Nagle Dam

T4

T4

T4

Inanda Dam

CATO RIDGE

T1 R103

WATERFALL

T2

PIETERMARITZBURG

N3

INCHANGA
MONTESEEL
DRUMMOND

BOTHA'S HILL

T2

Link
Road

T1

R103

Old Main
Road

Inanda Road

i
1000 Hills
Tourism

M33

KRANTZKLOOF

T3

HILLCREST

Kloof Falls
Road

T2

Exit
22

Krantzkloof
Gorge and
Nature Reserve

T1

Exit
28

Exit
33

M13

KLOOF

Exit
32

Routes within 1000
Hills Experience

SHONGWENI

T5

M13

Fields Hill

PINETOWN M13

Marion Hill
Toll Plaza

N3

M13

N3

Map 5

Shongweni
Dam

T6

DURBAN

Durban (O'Brien, 1999).

The "1000 Hills Experience" is an attraction to both international and domestic tourists. The domestic tourists include the local tourists and the non-local tourist. The majority of the respondents to a telephonic survey commissioned by the TKZN (Tourism KwaZulu Natal) reported significantly higher visitor numbers among the domestic tourist. Approximately 70% of the tourists are domestic with the 30% being of international origin. The survey reported that of 1013 international tourists to Durban in the period January and February, 24.3% visited the Valley of 1000 Hills while the beachfront attracted most of the tourists at 55.6% (KwaZulu Natal Foreign Visitors- Jan/Feb 2001). The report for domestic tourists was conducted before the launch of the "1000 Hills Experience", during the months of January, May and September 2000. The results from this survey indicated that only 3% of the 2700 domestic tourists questioned visited the area thus indicating a need for the area to be marketed to a greater extent as 97.5% of the respondents rated the area as good (KZN Domestic Tourism - Jan/May/Sept 2000) again indicating the potential for tourism in the area.

Tourism in the area is managed by the Thousand Hills Tourism Association, as mentioned above but is facilitated and supported by other authority bodies. The TKZN promote and market the area through their promotion of the province as a whole. Although they had little involvement with the development of the strategy, they now do support the development and expansion of tourism in the area (O'Brien, 2001). The eThekweni Municipality sees the "1000 Hills Experience" as a gateway to the development of the more rural and underdeveloped Valley of Thousand Hills because an increase in tourism would result in benefits for the communities and thus boost much needed development. The OWOE have also become more supportive and positive towards their approach to the tourism sector due to the realisation that tourism is a crucial part of the economic base of the OWOE (2000 IDP - Preliminary Draft). There has therefore been a more adoptive and supportive role towards tourism to attract more tourists and to boost the sector to in turn stimulate the local economy. In order to be more facilitative towards tourism, the TP schemes now accommodate the various home-based industries, such as accommodation and catering facilities as well as the various types within each. It is has now become easier for entrepreneurs to start their businesses due to the accommodative zoning and thus contribute towards tourism development.

There is a potential for tourism to expand based on the above survey conducted and on vast cultural and environmental resources found in the area and trends that are occurring in the area. The following sections will identify the present tourism in the area and the trends which have emerged recently with regards to tourism as well as proposals for the area.

3.7.1 Present Tourism Facilities
The "1000 Hills Experience" is still in its infancy stages thus the implications and success of the strategy cannot be concluded as yet, as the effects of the strategy are a long term

objective. The majority of the interviewees did report that to date that the strategy has been successful in terms of increased tourist trade and business. This is because of the increased marketing and advertising of the area in both local and regional newspapers and the fact that the area is now packaged also helps the marketing of the area. The mix of attractions and activities in the area also help with the development of tourism in the area as the area appeals to a wider range of tourists. Table 1 specifies the number of tourism facilities and the types of facilities that occur within the OWOE, at the launch of the strategy.

Approximately 150 businesses belonged to the "1000 Hills Experience" at its inception, refer to Appendix 3. These comprised of a variety of tourism operators and businesses. The major businesses in the area include accommodation, catering, arts and crafts, environmental and cultural facilities. Within the accommodation facilities there is a range from hotels to B&B's to guest houses to self catering and camping. The catering facilities include tea gardens, coffee shops, taverns, pubs, family restaurants and theme restaurants and many of the accommodation facilities, such as the hotels also provide catering facilities for day trippers. Art and craft facilities include art, furniture, knick-knack goods, clothing, gardening goods, ethnic and African and wooden crafts. The range of environmental facilities is also wide including nature reserves, views, a game reserve, dams and botanical sites. The cultural attractions in the area also attract many tourists due to the presence of the colonial and Zulu heritage evident in the architecture of the buildings and the cultural villages in the area.

The majority of the tourism attractions are located along road networks which makes it more accessible to the tourists. The highest concentration of tourism facilities are located along the Old Main Road and roads off this, Route T1. The present facilities are located above the Valley of a Thousand Hills within the western suburbs due to well serviced infrastructure and services and topography which facilitate access.

Below, it can be seen that the variety of activities in the area does facilitate tourism in the area as well as attracting a wide range of tourists into the area. Not only does this area provide tourist facilities but also comprises of the existing service and commercial facilities for the residents such as the supermarkets, chain stores, banks, post offices and petrol-filling stations. From Table 1, the break down of tourism facilities in the area can be seen as well as the number of facilities within each group. From the table, the high numbers of accommodation, particularly the bed-and-breakfasts and guesthouses, catering facilities and arts and crafts indicate that tourism in the area is largely based on these sectors but the trends occurring in the area indicate that other sectors of tourism are emerging and increasing thus diversifying the tourism sector as a whole.

Table 1: Tourism Facilities within the "1000 Hills Experience" at the launch of the strategy (1000 Hills Experience Brochure, 1st Edition, December 2000)

Types	Number in sub-category	Total number of Establishments	% of Total
Accommodation		**53**	**33.3**
B&B's and Guesthouses	49		
Hotels	4		
Catering		**21**	**13.2**
Cultural		**3**	**1.9**
Environmental		**8**	**5.0**
Adventure		**11**	**7.0**
Community-based tourism		**1**	**0.6**
Retail	..	**42**	**26.4**
Shopping centres	7		
Artists and Galleries	4		
Crafters	22		
Decor and Furniture	9		
Agriculture		**10**	**6.3**
Farm Stalls	2		
Working Farms	4		
Nurseries	4		
Educational		**6**	**3.8**
Religious	.	**4**	**2.5**
TOTAL		**159**	**100.0**

3.7.2 Current Trends

There is a realisation from the OWOE and eThekweni Municipality of the potential that the area has to offer in terms of tourism which can benefit both the Outer West and Durban. The development of tourism in this area would benefit tourism in Durban as a whole as it would increase the attraction by diversifying the tourism product and adding value to Durban's tourism. The eThekweni Municipality facilitate and support tourism development in the area by assisting with funding and getting communities more involved with tourism in order to

increase the benefits that tourism can induce (Ntuli, 2001).

With the adaptation of the TP schemes in the OWOE area, the schemes have become more accommodating of the tourism activities by now including and accepting home-based industries such as B&B's as well as taking into account the range of catering facilities for tourism. The adaptation of the schemes now makes it easier for potential businesses to enter into the tourism sector as applying for zoning and regulations is easier thus facilitating and supporting tourism in the area. There has also been an increase in development along the Old Main Road as this is the main corridor along which the tourism traffic flows thus allowing businesses situated along this corridor easier access to the tourists. There have also been reports about increased enquiries into land and properties in the area (Reddy, 2001), thus indicating a trend of businesses designed for tourism moving into the area to tap into the potential tourism development.

From Table 1 and Table 2, the increases and changes among tourism businesses in the area can be seen, especially with regards to agriculture, arts and crafts and B&B's. There has been an increase of 20 businesses in the "1000 Hills Experience" which indicate that businesses are becoming aware of the tourism potential and the importance of marketing and promoting tourism and the attractions and facilities in the area. This supports the trends which are occurring in the tourism sector within the area.

Farmers are tapping into the tourism potential of the area by opening up their farms in various ways to the tourists. This could be through providing accommodation, catering and creating 'working farms' on which tourists can partake in typical farming activities. As well as an increase in agricultural tourism since the inception of the strategy, there has also been an increase in adventure tourism, which provide activities for tourists. These activities take advantage of the natural resources and utilise and capitalise on them in order to operate, for example the micro lighting over the Valley of a Thousand Hills, horse-riding and canoeing in the rivers and dams.

Communities surrounding the single community-based tourism venture are expressing increasing interest in developing similar ventures due to the benefits and developments that have resulted for the involved community. Profits from tourism are saved in a trust for the community after members of the community are paid for their services. The savings are used for developments within the community, such as a high school and facilities for diversifying the tourism attraction in the area. Neighbouring communities now realise the potential that tourism has for income and employment generating activities. It can therefore be seen that since the inception of the "1000 Hills Experience" there has been an increase in the number of businesses catering for the tourism sector as businesses as well as the authorities have realised the potential that tourism has to stimulate the local economy and socio-economic growth.

Table 2 : Tourism Facilities within the area, 10 months after the implementation of the "1000 Hills Experience"

(1000 Hills Experience Brochure, 2nd Edition)

Types	Number in sub-category	Total number of Establishments	% of Total
Accommodation		**57**	**31.8**
B&B's and Guesthouses	53		
Hotels	4		
Catering		**21**	**11.7**
Cultural		**4**	**2.2**
Environmental		**8**	**4.5**
Adventure		**12**	**6.7**
Community-based tourism		**1**	**0.6**
Retail		**50**	**27.9**
Shopping centres	7		
Artists and Galleries	4		
Crafters	32		
Decor and Furniture	7		
Agriculture		**15**	**8.4**
Farm Stalls	4		
Working Farms	6		
Nurseries	5		
Educational		**7**	**4.0**
Religious		**4**	**2.2**
TOTAL		**179**	**100.0**

3.7.3 Proposed Tourism Developments

On the whole, many of those involved in the development and management of tourism in the area all hope to see the expansion of the tourism sector thus creating more jobs and income for the community. The potential for tourism in the area to expand and the fact that most of the stakeholders are positive towards the sector is also a contributing factor for the expansion of tourism sector and for future developments within the area.

As mentioned above, the eThekweni Municipality see the "1000 Hills Experience" as a gateway to future development within the Valley of a Thousand Hills which is underdeveloped. Future developments have been proposed in this area and creating linkages between the underdeveloped areas and the more developed formal areas. By encouraging tourism in this area would in turn stimulate development such as infrastructure and services as well as empowering the local communities through skills training and capacity building. Like any proposed development, the will and support to develop the project exists from the host community, but the funding for the project hinders the implementation. The eThekweni Municipality do facilitate and assist with sourcing of funds but the funds needed often far exceeds the funds received (Ntuli, 2001).

There is a proposal to develop an adventure centre along Route T4 along the Mngeni River next to the Isithumbe Village. The adventure centre would provide recreational activities along the river and within the natural forests, accommodation facilities and an arts and crafts market. The centre would therefore tap into the growth of tourism and in the same token positively benefit the host communities in the Valley who are most in need of development.
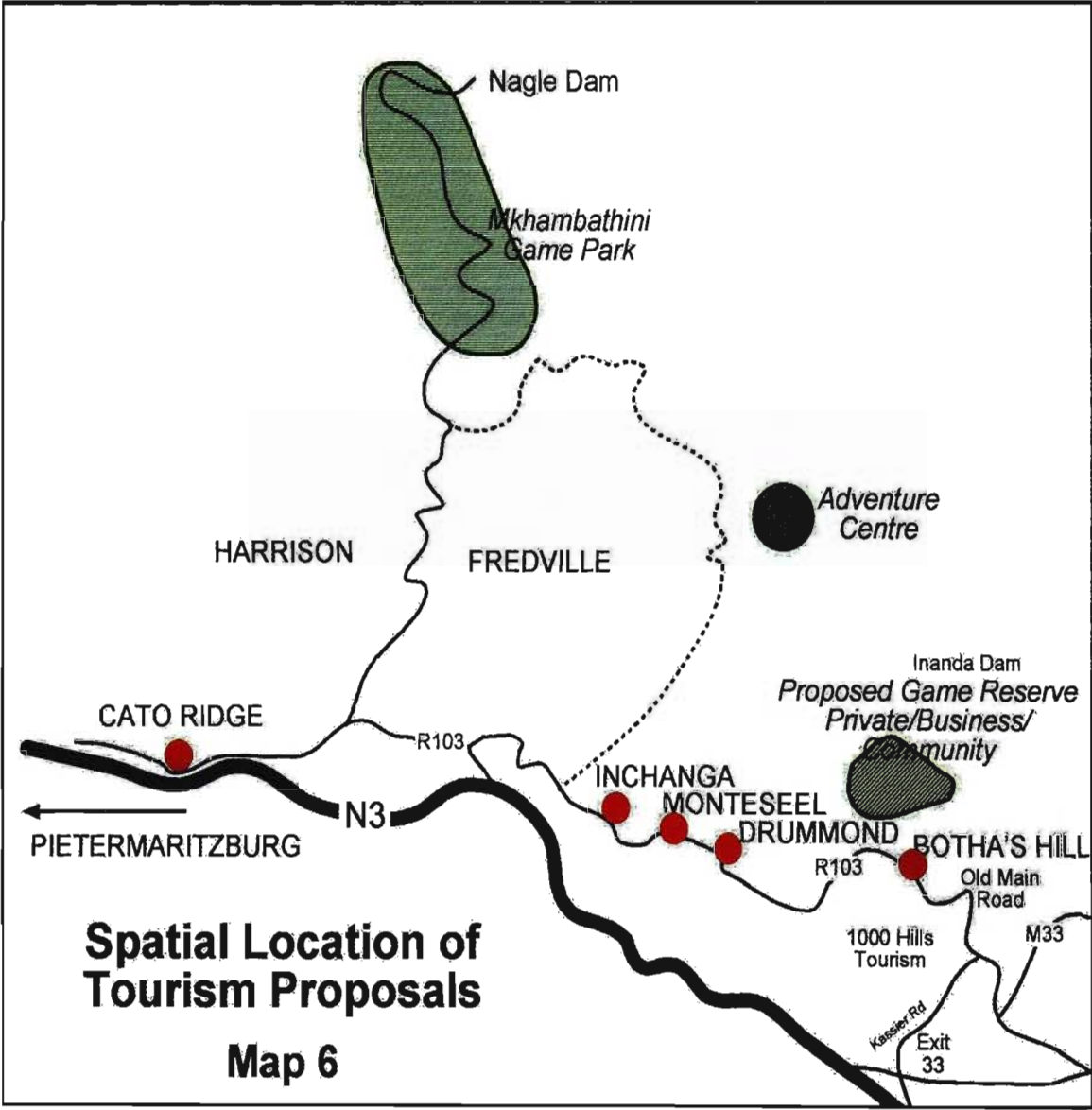
There is a proposal for a game reserve along the Old Main Road which will involve the partnership between an established cultural and educational tourism operator and a local community, the Xhophamehlo Community. The community will become directly involved with the proposed game reserve and benefit from direct employment opportunities as game guides and the host community will benefit as tourists will be brought into the community for accommodation, catering and trading purposes. This will therefore involve more of the community, including the woman, young and aged who will all participate in the development of the tourism.

Another major development which has been proposed for the area is a large game reserve; the Mkhambathini Game Park. The game reserve has been proposed again in the Valley for the same reasons as the adventure centre, within the KwaXimbe Tribal Area (2000 IDP - Preliminary Draft). The development of the game reserve would greatly boost tourism as it would mean that the tourist would have all major attractions within 30 minutes of Durban and thus not have to travel to Zululand to experience the game parks. The development of the reserve would also decrease leakages within the Durban economy therefore stimulating the local economy (Ntuli, 2001). This development again focusses on the involvement of local

communities through direct employment, such as guides in the park and indirect employment, through craft selling.

A major problem hindering the development of tourism in the Valley of Thousand Hills is the issue of access as many areas with great potential for tourism, due to natural resources and location as well as places of cultural and historical significance, are inaccessible. Although the major roads into the Valley are tarred, the smaller access roads are gravel and full of potholes. Route T4 provides the access into the Valley and encourages communities to tap into the rich cultural history of the area. A second factor hindering tourism in this area is the lack of capacity among the community. Communities therefore need to be assisted by government, for example in order to learn how to engage in tourism activities.

It is the aim of the authority bodies that more communities, especially the marginalised, will become more actively involved with tourism through initiating projects themselves (2000 IDP - Preliminary Draft). Unfortunately, the issue of capacity and finance arises and for communities to engage in tourism they need to be educated about the concept of tourism, the potential impacts for tourism as well as how they can contribute to the development of this sector therefore need the assistance and support of local government and the private sector. Although attempts at engaging communities in tourism have been made, there has been little follow through with the communities thus the projects are often not as successful as would be hoped (O'Brien, 2001).

Nagle Dam

Mkhambathini Game Park

Adventure Centre

HARRISON   FREDVILLE

Inanda Dam
Proposed Game Reserve
Private/Business/
Community

CATO RIDGE

R103

INCHANGA
MONTESEEL
DRUMMOND
BOTHA'S HILL

N3

PIETERMARITZBURG

R103

Old Main
Road

1000 Hills
Tourism

M33

Kassier Rd

Exit
33

**Spatial Location of
Tourism Proposals**

Map 6

CHAPTER FOUR

IMPACTS OF TOURISM IN THE
1000 HILLS EXPERIENCE

4.1 Introduction

The impacts of tourism from the "1000 Hills Experience" strategy within the case study area are currently limited due to the fact that strategy is still in its infancy stages. The impacts discussed are therefore the impacts of tourism that have emerged over the long term as tourism has been present in the area for many years although a number of the impacts have resulted directly from the strategy. The nature of the tourism in the area also gives rise to certain impacts and will also result in certain impacts that can develop to be minimised as the types of tourists that are attracted, type of tourism attractions and facilities as well as the characteristics of the area have an influence on the impacts that can result.

4.2 Economic Impacts

The economic impact that is most desired by all the stakeholders involved in tourism in the "1000 Hills Experience" is employment generation and the injection of income thus stimulating the local economy. This is hoped to be achieved through the promotion and development of the tourism sector. The stimulation of the local economy is hoped to achieve LED as well as stimulating the economy of Durban as a whole. However due to the nature of the local economy and the degree of integration of tourism with other commercial and service sectors, it is difficult to determine the impacts of tourism in the area with regards to linkages, leakages and the multiplier effects. Tourism is not a separate sector such as agriculture as it is included in the commercial and service sectors of the economy.

4.2.1 Employment

As can be expected, the demand for direct employment opportunities is limited as these occur within the tourism businesses . On a positive note, is that most of the tourism businesses do employ locals as opposed to bringing in labour from outside the area. This is due to the large pool of labour found within the area. Thus there is no difficulty in finding staff and transport; problems that arise when labour has to travel far between work and home. This has positive benefits for the local economy as the local spending power increases as well as for the local communities who benefit more directly from tourism.

The nature of the employment that is typical within the tourism industry is seen in the "1000 Hills Experience" area. A slight gender pattern was found within the tourism businesses with a bias towards female workers. The majority of the businesses employed female staff as the

waitrons in many of the catering establishments were female as were the labourers on the farms. It was reported that the females worked harder and were more reliable to employ. The majority of the workers were between the ages of 21 and 55 years of age, with the second highest age group being younger that 21 years of age. This indicates that those employed fall within the economically active group and the income they earn therefore benefits families. It was also found that many tourism businesses employ family as labour to work in the establishments.

Most of the direct employment opportunities were permanent as a low turnover in staff was reported. This could be a result from the on site training that many tourism businesses provide for the staff. This is because most of the staff employed are semi or unskilled requiring some form of training to work in a particular business. A wide range of skills is required by the various tourism businesses from the hospitality industry to farm labour to domestic. A large percentage of those employed in the tourism industry especially in the accommodation sector are employed as domestic labourers and gardeners serving both the tourism sector and household for residential purposes. Therefore these workers are dual employed but receive only one income.

Within the community-based tourism business, direct employment was the greatest as the community are directly involved in tourism and tourism activities. Each member of the community is involved with different aspects of tourism from temporary employment to permanent full time employment. Thus the benefits vary with the members although each benefits in some way.

Employment's influence by seasonality is limited during certain times. During the school holidays, public holidays and weekends tourism numbers increase resulting in an increase in casual labour, such as waitrons. Casual and seasonal labour was predominant in the agricultural sectors for harvesting and planting crops. Businesses involved in arts and crafts, community-based tourism, educational, cultural and accommodation are not influenced by seasonality in a major way.

Indirect employment opportunities as a result of tourism are difficult to ascertain due to the large presence of residents living in the area. The retail centres therefore serve both the residents and workers employed in the tourism industry.

The tourism sector in the area does, to a certain extent, have an impact on the informal sector. Through observations it was found that there was limited informal activity along the major roads and most of the informal activities related to the trading of crafts . Limited informal activities occur at view sites and intersections along the Old Main Road. The trading at view sites could pose a potential problem for tourism as the informal traders in many cases act as a deterrent

for tourists to stop along the road due to perceived threats to safety.

Tourism therefore does contribute to employment in the area for the benefit of the local community and local economy. Employment is seen as stable due to the low turnover rates with little impact of seasonality and it can be expected that as the tourism sector expands, employment opportunities will increase especially where the community is directly involved.

4.2.2 Injection of Income

The total income injected into the local economy as a result of tourism, is difficult to measure due to a number of reasons. Firstly, income generated by tourism is often part of the informal economy and not registered income such as the arts and crafts and accommodation businesses. Another factor is that tourism's contribution to the local economy and gross domestic product falls under the contribution with the commercial and service sector. Due to these limitations, the multiplier effect from tourism cannot be calculated for the "1000 Hills Experience" area.

From the interviews with the tourism businesses, it was found that the majority of the businesses, with the exception of the community-based tourism businesses, reinvested the profits earned from tourism back into their businesses to make the business more attractive to tourists by improving their services, quality and property. The community-based tourism businesses directed their profits into the community for development purposes in a community trust after deductions were made to the members involved.

Due to the limited range of economic activities within the area, it can be assumed that the multiplier effect is not great as the scope and scale of the economic base is small. The majority of the economic activity and tourism attractions occur in Durban and Pinetown, although the "1000 Hills Experience" area has a strong agricultural economy.

The tourists coming into the "1000 Hills Experience" area include both international and domestic tourists, with the majority, approximately 70% of domestic origin. Together with the trends in the tourism sector in the area as more businesses are catering for the tourism sector, it can be assumed that the tourists do spend money in the area and together with the foreign currency from the international tourists, money and revenue is injected into the local economy and the area.

4.2.3 Linkages

The nature of the local economy determines the amount of linkages that occur between sectors. The nature of the local economy in the case study area is limited in scope and size thus limiting the linkages between the various sectors. It was found however that the tourism businesses, especially the catering and accommodation businesses, have strong linkages with the

agricultural sector in the area as this sector supplies fresh produce and agricultural products and for the arts and crafts businesses, the forestry sector provides wood and wood products. Another sector with which the tourism sector has well established linkages is the commercial sector for business transactions such as banking and legal matters, although certain transactions and purchases have to be made in Durban. The interviewed tourism businesses did promote and support the use of local businesses as much as possible in order to keep the flow of the money within the local economy and area.

The development of tourism in the area is seen as the diversification of the local economy. Although tourism growth is being experienced and does stimulate certain sectors, it does not compete with or pose a threat to other sectors in terms of labour and resources. This is because there is a large pool of semi and unskilled labour in the area.

The trends in the tourism sector of the area indicate that tourism has linkages with SMME development as there has been an increase in the number of small businesses entering the tourism sector, especially in the arts and crafts sector where there has been slight increases of approximately 3 B&B's, 3 catering establishments, and 5 arts and crafts businesses from the launch in December 2000 to August 2001. This results as the demand for attractions, services and goods increases from tourism thus creating a market for potential entrepreneurs.

The linkages with the community are presently limited but should the proposed tourism developments in the Valley such as the Game Reserve and adventure centre be implemented the linkages between the communities and tourism sector could be enhanced. This will facilitate increased benefits for the community in terms of direct and indirect employment and income generation.

4.2.4 Leakages

As noted above, the local economy is limited and small thus facilitating leakages within the economy. Leakages in the area result from the purchase of goods and services from the outside, for example Durban. Thus money leaves the local economy. Leakages in the area also resulted from many businesses reinvesting their profits back into the business thus saving little.

The local businesses in the area involved in tourism, purchase as many goods as possible locally, in order to minimise leakages. The more specialised goods and services are purchased in the Durban and Pinetown centres. Leakages were predominantly made within the greater Durban area with the exception of one interviewed tourism operator who purchased most of the goods internationally and from Africa due to the nature of his business and the demand for these goods.

Ownership of tourism businesses is predominantly local with little external ownership, with the exception of the major hotel chains in the area. This is favourable in terms of minimising leakages as the profits are kept within the area and not sent out to be invested elsewhere that would not be of benefit to the growth and development of tourism and LED in the area.

4.2.5 Economic Costs - Inflation

Although tourism in the area has brought about increased employment opportunities and increased income generation, tourism does induce economic costs that are borne by the community. A major cost inflicted by tourism is that of inflation. The inflation in the area is not in the form of increased prices for goods and services. This is because of the large presence of permanent residents in the area, the fact that tourism in the area is not mass tourism and if inflation were to occur tourism would be impacted as tourists could choose to visit elsewhere in Durban. Inflation can be seen as a potential issue in terms of property prices as trends indicate that properties along the Old Main Road are in higher demand due to their strategic location for tourism. The increase in demand could result in increased prices for the properties which could benefit the community to a certain extent as they could profit from selling their properties but their potential to buy properties would be hampered.

4.3 Social and Cultural Impacts

The present level and nature of tourism in the area has had little impact on the social and cultural aspects of the host communities interviewed. It is also difficult to ascertain the impacts that have resulted from tourism and those that have resulted from other modernisation effects as the area is situated within a urban centre and as a result of urban sprawl development is filtering through the area.

The residents of the area living in the western suburbs have little direct interaction and contact with the tourists although the community living in the valley have slightly more interaction with the tourists. This is because more of the community from the Valley are employed by operators of tourism businesses such as for making crafts for the shops and performing in traditional ceremonies by those involved in cultural tourism as well as working in the catering and accommodation establishments. The cultural tourism in the area is a large drawcard for tourism in the area and thus the traditional ceremonies and performances benefit tourism. The many crafts that the locals make are also a popular drawcard for tourism but many of the crafts made are not from the area although marketed as local crafts. Craft production in the area could therefore be said as becoming more commercialised in production and nature due to the demand created by the tourism industry in the area.

The limited and lack of interaction between the tourists and the local community does not facilitate an increased understanding between cultures. The interaction that does exist is at

the cultural tourism attractions where interaction between the tourists and locals are encouraged. The setting is false and put on and thus not a true reflection of the actual culture of the local community. Within the Isithumbe community, who are involved with community-based tourism, a greater interaction between the tourists and the locals occur. The community feel that the tourists respect their culture and tradition as the setting is found in an authentic living community that reflects the present living circumstances of many communities in South Africa. The tourists thus leave with a greater understanding and respect for the local community as it has not been created in a artificial setting.

As mentioned above, the demonstration effect is difficult to measure due to other modernisation effects in the area; urban sprawl and the media. With the proposed tourism developments being implemented in the Valley and a more focussed approach to cultural and environmental tourism, tourism will have a closer interaction with the local community and the local community will be more directly involved with tourism. This could have more influence on the demonstration effect due to the closer interaction and more tourists going into the Valley.

Both communities interviewed reported a lack of understanding of tourism and what tourism means for the community. There is a realisation within both communities that the more involved a community is with tourism, the greater the impacts that tourism induces on the community. A host community interviewed in the Valley, feel that with the development of tourism in the area, the rate of immigration into the area will increase as people want to reap the benefits of tourism. This can create potential conflicts within and between communities as communities will compete for the scarce and limited employment opportunities created by tourism. This is true for the Isithumbe Village as neighbouring communities now wish to become more actively involved in tourism due to the benefits induced by tourism for developmental purposes.

Employment that is generated for the members of the community from the Valley are generally low paid and low status jobs that require limited skills and training. Thus menial employment is generated and presently only a few members are employed. The Xhophamehlo Community involved with the proposed game reserve development along the Old Main Road feel that once the proposal becomes a reality, the community will become more directly involved with tourism. As a result, there will be an increase in employment and income generating opportunities. The community will be involved with the construction of reserve and buildings, maintenance of the reserve and the running of the reserve and related activities.

There has been little community participation with host communities in the area regarding the formation of the"1000 Hills Experience" strategy. The host communities, both in the western suburbs and in the Valley, have had little control over tourism in the area, although both communities are supportive of tourism due to the potential benefits of the growth of the tourism

sector in the area. There have been attempts at involving the marginalised communities with tourism through the formation of the T5 route but many have felt that there has been little follow through with these communities. Together with the lack of capacity within the community, there has been little benefit from tourism for the community.

In summary, the communities living within the case study area are not impacted upon greatly due to the nature of the tourism and the lack of understanding on behalf of the community as to what tourism involves. The host communities in the area are supportive of the tourism sector as they feel it would benefit the area as a whole but feel that they would have liked to be more involved with the planning stages of the tourism strategy. The communities who are directly involved with tourism, benefit more from tourism and feel the impacts to a greater extent due to the closer interaction with tourism and the greater involvement with the sector, although these communities have greater control over tourism.

4.4 Physical and Environmental Impacts

The tourism in the "1000 Hills Experience" area has little impact on either the natural and physical environment. Isolated cases of negative impacts are present in the area although these are minimal. This is because tourism is still in the early stages of growth and the nature of tourism does not impose maximum harm on the environment.

4.4.1 Natural Environment

Due to the nature of tourism and the fact that tourism is still in the early stages of growth, there has been little impact on the environment and the carrying capacity of the land is not exceeded as mass tourism is not experienced in the area. The environmental reserves, for example Shongweni Reserve, are managed and protected by a large environmental agency who ensure that the reserve are managed in a sustainable manner thus the carrying capacity is not exceeded. The proposal for both game reserves would have positive impacts for the natural environment as the area would be protected and managed in such a way as to preserve the environment and restore the indigenous flora and fauna. The proposed reserves will also aid environmental awareness among the local community as well as result in economic benefits for them in terms of increased employment opportunities.

Community environmental awareness programmes are pursued by the environmental agency in the area. Although it is not directly related to tourism, it has positive impacts on tourism in the area. The community living on the surrounds of the natural reserves in the informal, peri-urban and rural areas are educated in environmental education in order to improve the natural environment surrounding the reserve as what happens around the reserve has a direct influence on the functioning of the reserve. The environmental awareness programmes involve the schools, community groups and households and a marked improvement of the surrounding

area has resulted since the programmes were initiated. The has an indirect influence on tourism as the improved areas, which are now more attractive to drive through to the reserve encourage more tourists to enjoy the reserves.

The community in the western suburbs are concerned about the physical pollution emitted from certain tourism businesses who dump their waste behind the business, away from the road, making it less visible to the tourists. This has negative impacts for the natural environment as the waste pollutes both the land and spreads as the waste increases and acts as a deterrent to tourists as the area becomes less attractive.

The future growth of tourism could have potential negative impacts for the natural environment. This is because the topography of the area is particularly steep and development is restricted to the ridges and along the road networks. As the demand for land increases, more cut and fills on the slopes will result, causing increased soil erosion on the steeper slopes. The TP schemes will control this to an extent. This could also result from the road networks on the steep slopes to increase access to tourism businesses.

Although presently, the impacts on the natural environment are limited, without the necessary regulations and monitoring of the environment and developments the environment could be more severely impacted. As a result, with an unattractive natural environment tourism will not grow and develop as hoped.

4.4.2 Physical Environment
The physical environment has not experienced any major impacts as a result from increased tourism in the area but this could develop over the long term, much like the impacts on the natural environment.

The road network which provides access into the area and to the various tourism attractions is adequate and of a well maintained standard. The road is maintained by the OWOE and the improvements benefit both the residents and the tourism sector as it improves access to areas. Access is essential for the growth of the tourism sector as without access certain attractions cannot be reached. Access is hindering the growth of tourism within the Valley although the main road into the Valley is tarred, the access roads to remote areas are gravel which makes it inaccessible to buses and normal vehicles, especially after heavy rains. The road networks are well maintained and maintenance should be continued to be carried out on a regular basis to ensure that the roads are accessible and in a good condition. The increased traffic movements along the Old Main Road will impact the condition of the roads thus maintenance is essential along this road. The lack of public transport into and in the area impacts the tourism in the area as it does not allow tourists with no private transport to travel to and in the area. The lack of public transport limits access into the area thus negatively impacting upon

tourism.

As the tourism sector grows and expands in the area more development will follow, resulting in increased ribbon development and urban sprawl. The Old Main Road is identified as a corridor for tourism in the OWOE Draft IDP (2000) thus ribbon development along this road can be expected and is encouraged. This is also influenced by the steep topography and road network in the area which dictates to a certain extent where development can take place. This will not impact upon tourism but impact the services and infrastructure for the area and will make the area more costly to service due to its dispersed nature. The area is already costly to service due to the low densities in the area. The low densities can positively impact tourism as it does not facilitate congestion along the roads or increase pedestrian traffic in the area as well as maintaining the rural character which adds to the attractiveness of the area.

With the exception of two speciality shopping centres; Heritage Market and Fainting Goat; little infrastructural developments and construction has resulted from tourism by the businesses. The upgrading of the individual properties has also resulted from increased tourism which has had no major benefit for the residents from making the area more attractive as a whole. There has been no major construction to facilitate tourism into the area due to the niche markets of the tourism sector in the area and tourism is not centralised in one area but rather spread out situated along the Old Main Road and other road networks.

4.5 Conclusion

Understanding all the impacts from tourism on the local area in which tourism operates, is important for realising the impact that it has in terms of LED. Tourism in the "1000 Hills Experience" has resulted in certain impacts for the local economy, local community and environment, which have resulted in both benefits and costs. In terms of the economy, tourism has brought about increased employment opportunities for the local community although the jobs are typical of employment generated in the tourism sector. Tourism does provide a source of employment in an area characterised by high unemployment levels. The linkages that do exist are strong and well developed and the leakages are a result of the scope and scale of the local economy. The local businesses aim to support other local businesses in order to minimise leakages within the economy. The social and cultural impacts are limited as there is little interaction between the local community and tourists due to the nature of tourism and the low densities and dispersed nature of the tourism attractions in the area. The cultural attractions offer a closer interaction between the locals and the tourists which has added to the early stages of the commercialisation of crafts and traditional ceremonies in order to cater for the demand created by the tourism market. The environmental impacts are also limited but the future growth and expansion of the tourism sector in the area will lead to more development which will impose negative impacts on both the natural and physical environment. With an expansion of tourism in the area, it is important that there is a correlating increase in the

monitoring and implementation of environmental regulation from the impacts of this sector.

CHAPTER FIVE

ANALYSIS OF TOURISM IN THE
1000 HILLS EXPERIENCE

5.1 Introduction

The tourism strategy in the area is still in its infancy stages as it was officially launched in December 2001. Although the strategy is new, tourism in the area has been a sector that has evolved over time to become a major economic sector of the Outer West and a source of employment for many people. Due to the tourism in the area having a strong base in the past, many issues have evolved which hinder the growth and development of this sector. However, tourism in the area is characterised by strengths which could be expanded upon to develop this sector.

5.2 Constraints on the growth of the tourism industry

The following constraints have been identified by the stakeholders interviewed and by observation. The constraints hinder the promotion and growth of tourism in the case study area and thus impact upon the economic benefits received from tourism. For the area to benefit from LED generated by tourism, it is important that the constraints are understood and addressed where possible.

5.2.1 Perception of Crime

Tourism can be easily influenced by certain factors and events that occur globally. The perception of crime and crime itself, is a great threat to tourism especially in the "1000 Hills Experience" having been mentioned as a problem by many stakeholders in the area. The level of crime and theft is perceived to be high in the OWOE area due to past political violence, its location on the peri-urban fringe, informal settlements and the high unemployment levels in the area. Levels of crime in the area however, are the same as in the Durban metro area. This hinders the tourism potential for the Valley of Thousand Hills as the perceived levels of crime acts as a deterrent to potential tourists coming into the area for fear of their personal safety thus impacting upon the economic benefits for the area.

5.2.2 Underdeveloped Infrastructure

The underdeveloped infrastructure relates to access, transport, signage, attractions and road networks. With regards to tourism attractions and facilities, this is developed as a wide range of facilities are present. The attractions in the Valley are fairly underdeveloped and not many exist, with the exception of two dams and a community-based tourism facility. This does not encourage tourists into the Valley thus the area most in need of economic development are not

benefiting.

Access is another identified constraint for tourism growth. The roads and road network within the Western Suburbs are in good condition and well serviced although the maintenance of these roads, especially the Old Main Road, is vital to ensure sustainable tourism. A tarred road provides access into the Valley but the minor access roads are gravel and of a poor quality. This hinders access to certain attractions and facilities in the Valley as these areas are inaccessible to buses and vehicles. Roads need not be tarred to ensure adequate access but the condition of the road should be of a certain standard to facilitate tourists coming into the area.

The lack of public transport to and within the area is also seen as problematic as only people with access to private vehicles are accessible to the area, thus limiting the potential tourist market. The potential market that is limited is mainly the international tourists who unable to use public transport, access the area through private tour operators and tourist busses. The tour operators and tour busses only visit select places of interest leaving out specific places of interest as they cater for the broad interest group. If the tourist wishes to return at a later stage the access into and in the area is limited to a taxi service, which is costly, or the kombi taxies used by locals, which are perceived to be dangerous.

Signage of tourism attractions and routes is well developed to a certain extent as all members affiliated to the Thousand Hills Tourism Association are supplied with a sign indicating their affiliation and all the routes are signed giving direction to the tourists. Signage is essential to tourism as it acts as a guide much like a map and brochure thus attracting potential tourists. The signage in the area, which is eye catching and resembles the area's logo, is provided for by the Department of Transport but some members feel that the signs are placed at incorrect locations confusing tourists thus deterring them. In some cases the sign attracting tourists to an attraction is hidden and off the main road, thus not serving its purpose. The tourism operators past Botha's Hill towards Monteseel along the Old Main Road feel that the signage is inadequate. This is because there is little signage to direct tourists to the Drummond and Monteseel area thus they do not receive the full benefits of tourism in the area. Signage in the Valley is poor in comparison to the signage in the Western Suburbs. Little signage exists with regards to road names, route direction and tourism facilities and unless one is familiar with the area, one can easily get lost.

5.2.3 Attitude and Perception among Business Operators

The tourism industry focusses on good service and hospitality, as bad service detracts customers while maintaining a high standard of service will attract more customers. The factor of standards of services was highlighted by many stakeholders as they feel that certain facilities within the area are sub-standard in their services. Although a range of standards need not

necessarily be negative, certain standards must be adhered to in order to keep to a minimum standard level of service. This is especially true for the accommodation facilities as there is a wide range of bed and breakfasts and guesthouses catering for an array of tourists. The Association is in the process of adopting a certain level of standard for members to qualify for affiliation, thus maintaining a high standard for tourism in the area.

Many small businesses and new tourism operations, as well as certain members of the local community, have little understanding of what is involved in tourism, what tourism means and how to operate within the tourism sector. This is seen by other members as hindering tourism growth in the area. The lack of understanding results in sub-standard services offered to tourists which as a consequence deters future visits thus not contributing to the growth of the tourism sector in the area. Included in the standard of services, is the opening times of businesses as catering for the tourism industry means having to operate on weekends, public holidays and school holidays as well as during the week. The physical appearance of the business and property is also important for the tourism industry as it can be assumed that a well maintained property attracts more tourists than a degraded property. It must therefore be acknowledged that a basic understanding and training about tourism and what catering for this sector involves for businesses needs to be undertaken by new tourism operators and businesses.

5.2.4 Lack of Funding

There are many proposals for tourism in the OWOE as a whole in order for developing tourism for the more marginalised areas. However the proposals remain at the proposal stage due to a lack of funding for implementation. Although tourism in the OWOE area is identified as a gateway for development in the marginalised areas of Durban and the Outer West, little funding is allocated to the area for tourism by the eThekweni Municipality as most funding is directed towards to Durban metro area and the beachfront. The eThekweni Municipality does assist with sourcing external and private funding but the funding sourced is often not adequate for implementation. A lack of political will for the area was also noted as a reason for lack of funding to the area, as councillors press for development in their wards, creating fragmented and piecemeal development and not the holistic and sustainable development that is desired for Durban as a whole. This therefore reduces overall funding for tourism and the Outer West. If the proposals were developed, the economic benefits would be greater thus stimulating the local economy of the Outer West as well as Durban as a whole.

The lack of funding also limits the marketing and advertising for the area by the tourism association. Although the current marketing campaign has been deemed successful, a larger budget for marketing would allow the association to market themselves on a wider scale.

5.2.5 Limited Capacity of Local Communities

Much like that of the understanding and perception by certain tourism businesses, many local communities do not have the training and education to involve themselves in the tourism industry. Their potential to benefit from this sector is thus limited.

The marginalised communities do not have the capacity to become actively involved in tourism ventures as they have little understanding of tourism and how to become involved. There have been attempts at getting the community more directly involved in tourism but little follow through with the communities occurred thus many of the ventures were not successful and did not get past the planning stages. The communities that are currently involved with tourism are as a result from partnerships with private businesses as they have benefited and learnt from the experiences and knowledge of the private businesses. With the aid and support of the private businesses, the communities now have the knowledge and skills to become more involved and benefit directly from tourism.

To engage the marginalised communities in tourism, it is important that they are supported in terms of skills and training. This could be through partnerships with the private sector or government support, so that the community can lead the process and have a more direct role in regulating and controlling tourism. The more involved a community is with tourism, the greater the benefits are for socio-economic development.

5.3 Strengths of Tourism in the Area

Although tourism in the area faces constraints, there are many factors within the area that promote and strengthen tourism. It is important that the following factors are maintained and strengthened in order to enhance the tourism in the area.

5.3.1 Range of Tourist Attractions and Facilities

From Table 1, page 58, it can be seen that a wide range of tourism facilities and attractions are present in the area. A wide range of attractions and facilities attract a range of tourists with different interests creating various niche markets in tourism. The attractions and facilities create a diverse range which increases the tourism potential as it encourages an array of tourists with varying interests. The information centre in Botha's Hill is also advantageous for tourism promotion and development in the area. This is because tourists can gather information in the form of maps and brochures of the various tourism facilities from the tourism officials and brochures present. Not only is there a range of tourism facilities, there is also a large natural resource base for tourism to be based upon, such as the Valley. The OWOE area has large areas of green open space, which is important to be maintained with urban sprawl and increased residential developments. The open spaces and natural resources are an advantage for tourism as the area is closely located to a major urban centre and thus an attraction for local
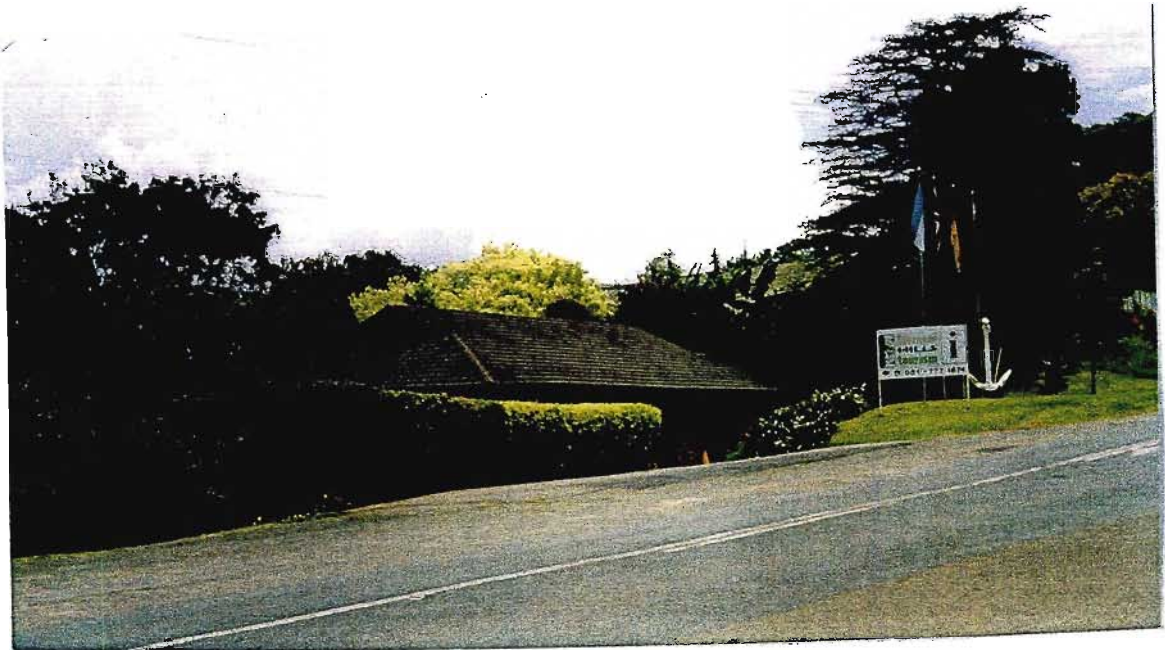
tourists.

Plate 4 - The Thousand Hills Tourism Association Information Centre along the Old Main Road in Botha's Hill.

5.3.2 Support of the Local Community

It was noted that all spheres of the community support tourism and tourism development in the area although the understanding of tourism needs to be enhanced as noted above. With the support of the community, the tourism sector can be expanded without the potential conflicts with the community. There is support for tourism due to the socio-economic benefits that can be received from tourism in the form of employment and increased income generating opportunities. It is however important that the support from the community, both in the western suburbs and in the Valley, is maintained by including them in decision making and processes with regards to tourism, proposals and developments in the area.

5.3.3 Support of Local Government

Much like the support of the local community, tourism is supported by local government and authority bodies at all levels. This is important as any expansion and future developments for the benefit of tourism will be supported at an institutional level. Thus little conflict between the tourism businesses and local government will result.

The OWOE support tourism and the expansion of the tourism industry through the adaptations of the TP schemes. The TP schemes now accommodate home-based industries and take into account accommodation facilities, distinguishing between bed and breakfasts and guesthouses, and catering enterprises, also creating more definitive categories such as tea gardens, pubs and taverns. This therefore facilitates and supports the tourism sector as entrepreneurs are more easily able to apply for approvals and zoning. The Thousand Hills Association is governed by the OWOE and thus receives funding and support for the functioning of the Association.

The eThekweni Municipality play a supportive role in terms of assisting with the sourcing of funding for proposals and facilitating with community involvement and participation. Tourism KwaZulu-Natal also supports tourism in the area through marketing and advertising the area in their promotions of the province. The growth of tourism in the area is therefore supported at all levels by the relevant authority bodies.

5.3.4 Strong Marketing Campaign

Since the inception and launch of the strategy to promote tourism in the OWOE Area, there has been widespread marketing, promotion and advertising of the area. This is essential for attracting potential tourists and advertising the area. Marketing the area is essential to make more people aware of the area and the attractions within it and has been undertaken by the Thousand Hills Association. This has been achieved through the publication of the brochure, in which all the affiliated members are advertised along the earmarked routes. The brochure is available free of charge from the information centres and affiliated members in the area. It was noted that for many of the members, the Association and their undertakings was their only form of advertising. The signage along the road and alongside affiliated businesses is also a form of advertising as potential tourists are attracted. The signs advertise the routes in the area and the affiliated members.

The establishment of the information centre at Botha's Hill has had a positive impact on it as this allows tourists to gain more information in planning their visit to the area and an opportunity for members to advertise in the centre. It also provides information for tourism in Durban, KwaZulu-Natal and South Africa.

The scope of marketing does not only include the published brochure and signage but other marketing campaigns have been directed at local and non-local newspapers, magazines, for example the Country Life and marketing at exhibitions and shows such as the Getaway Show. The range of advertising and marketing is diverse considering the limited budget for it and thus is promising for the future of marketing the tourism sector in the area.

5.4 Conclusion

Tourism in the "1000 Hills Experience" is multi-faceted and a major economic activity. This sector does have inherent problems which can be expected from a strategy in the early stages of implementation, although certain issues have been ongoing from past strategies. These issues need to be resolved in order for the expansion of the tourism sector to proceed without being hindered. The strengths however indicate that the potential for tourism in the area to expand is great due to its support at all levels.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

This chapter seeks to bring together the theoretical argument regarding LED and tourism and the findings of the "1000 Hills Experience" of tourism in the OWOE area, into an assessment of tourism as an appropriate LED strategy. In doing so, the concerns and issues surrounding tourism in the case study area and the implementation of tourism will be discussed in relation to highlighting the main issues raised in previous chapters.

6.1 Conclusion

The principal objective of LED in South Africa is to increase economic opportunities locally either through increasing employment opportunities or through stimulating economic opportunities with the beneficiaries of LED being the marginalised community living in poverty-stricken circumstances. In South Africa, this comprises the majority of the population and applies to the "1000 Hills Experience" area with its high levels of unemployment and vast differences in levels of development. The tourism strategy, through the various identified routes and meanders, attempts to filter the economic benefits of tourism through into the underdeveloped and marginalised areas in order to boost development.

Tourism offers enormous potential for bringing about economic development and growth. Tourism in South Africa is a largely underdeveloped sector and thus has the potential to be harnessed in order to facilitate much needed economic growth and stimulation in areas lacking development. This possibility is supported through policy and legislation by spheres of government in South Africa as it advocates tourism promotion as well as the development of LED strategies at the local level.

Tourism in the "1000 Hills Experience" has not been specially formulated into a strategy to induce LED but rather as a means to package tourism in the area to make it more attractive for tourism growth. Thus through the expansion of tourism, it is hoped that it will lead to increased employment and economic opportunities that will result in the stimulation of the local economy and is vital for development in the area.

In order to analyse the contribution that tourism in the OWOE area has made to LED, it is essential that the impacts that tourism induces are understood in a holistic manner incorporating the economic, social and environmental impacts in the context in which tourism occurs. Within the "1000 Hills Experience", which falls within an unicity boundary, major land uses are rural in nature due to the predominance of agriculture and rural homesteads although urban sprawl is having an impact on the changes of land use patterns and the spreading

development through the area. High levels of development are present yet many areas are characterised by very poor levels of services and development situated in the informal, peri-urban and rural areas. The fact that the area is rural in nature in comparison to the rest of Durban adds to its attraction for tourism within Durban. The weak economic base in the OWOE increases the pressure for tourism to diversify, expand and stimulate the local economy.

Tourism in the OWOE area has a rich history which has developed over time into an area that has a wide range of tourism facilities and attractions. The scope of attractions and facilities in the area attracts a diverse range of tourists, with the majority of the tourists of domestic origin, 70%. Tourism in the area thus caters for the niche markets as it is largely based upon the arts and crafts and the accommodation sectors, as seen from Table 1 and 2. Through the marketing of the area and the potential that is being realised, the number of tourism businesses has increased attributing to the diverse tourism attractions. An increase of tourism businesses is positive towards the contribution of tourism to LED as more employment opportunities are being created as is the injection of income.

One of the major contributions of tourism to LED is the inducement of increased employment opportunities. Employment opportunities created through tourism in the OWOE contribute to LED as locals now have an income and are able to purchase goods and services previously unaffordable. However, the contribution of employment to LED is limited within the "1000 Hills Experience" as the characteristics of the employment created is typical of employment generated in the tourism sector. Direct employment opportunities are limited, with a favouring for unskilled and semi-skilled labour within the tourism businesses with some on-site-training. Workers are limited in the transferability of their skills to other businesses, thus the human resource development for the local community is low. Employment impacts do benefit LED in that the majority of workers employed at tourism businesses are from the local community thus decreasing leakages from the economy.

The linkages created through tourism are limited, as noted in Chapter 4, yet those that do exist are strong and well developed, such as the linkage between agriculture and tourism. Linkages contribute to LED as it keeps the flows of money within the local economy and increases diversity within the local economy thus stimulating economic growth and expansion. Diversity is created not only within the local economy but within the tourism sector as individuals cater for niche markets of tourism. Linkages should also stimulate the development of SMME so that previously excluded groups can become part of the local economy. This has particular relevance for the inclusion of black businesses as well as ownership and management in order to develop SMMEs within the tourism sector. This has not occurred within the "1000 Hills Experience" as there has been limited SMME development in the area with the exception of the community-based tourism ventures, of which there has only been one established. The new businesses within the area that have been established for tourism have been predominantly

white owned and managed and occurred in areas that are developed along the Old Main Road. The lack of development of SMME within the black population group in the Valley can be a result of the lack of capacity within this community, as well as the lack of support for the community.

The trends occurring within the area indicate that tourism is introducing a range of tourism businesses in the area, catering for an array of tourists with different interests, increasing the potential for the local economy to diversify. This is occurring more predominantly within the developed western suburbs where little development is needed. This is in contrast to the underdeveloped Valley, where the establishment of businesses should be maximised. Contributing to LED, is the emergence of partnerships between private enterprises and local communities for the establishment of tourism attractions. Here the community benefit through the sharing of resources, skills and knowledge of the private business, and at the same time learn skills which enable the community to become empowered by more direct involvement with tourism.

Should tourism in the area expand, as trends suggest that it will, it is important that there be more integration between the underdeveloped and developed tourism areas. Presently trends show an increase in development in the already developed areas with little tourism development in the underdeveloped areas. With increased tourism development, trade-offs will need to be made as communities will interact more closely with tourism and the environment will also bear costs of the increased tourism. The costs borne by the community are starting to emerge in the area with the increase in cultural tourism attractions, where increased commodification and commercialisation of the culture and artifacts occurs. The environment will also be impacted upon through an increased demand for land, as discussed in chapter 4, thus the need for environmental regulation and monitoring increases.

If not managed effectively, tourism can impact negatively upon the social structures within the local community as well as the natural and physical environment. Due to the early stages of the "1000 Hills Experience" strategy and the nature of tourism in the area, the impacts upon both are limited, although the impacts on the social environment are slowly emerging through the increase in the numbers of cultural villages from three to four since the inception of the "1000 Hills Experience" strategy. With regards to the environment, isolated cases of environmental degradation exist but currently the environment as a whole is not being impacted upon negatively. If tourism is not managed properly, an increase in tourism development and growth could heighten the impacts upon the social and cultural aspects of the community and the environment. In order to maintain a balance, it is important that tourism is controlled in such a way so as to minimise the costs to both.

Tourism does not directly address or lead to development with regard to the provision of basic services and infrastructure that is desired by communities living in poverty-stricken areas and it is unlikely to occur. This is especially true within the "1000 Hills Experience" as there has been minimal basic needs development. The tarring of the D004, Route T4, was not a result of tourism development in the area but has, nonetheless, facilitated tourism growth and increased numbers of tourists in the Valley. Tourism can however indirectly promote development through the creation of employment and increased income generating opportunities for the locals as it provides a means of earning an income although the income earned is often too small to meet the demands for development. The infrastructure in the area is adequate for tourism as it provides access to tourism facilities and seasonality is not a major concern for the provision of extra services and strains on the infrastructure. Thus little infrastructure development will result that will benefit the community, except for the maintenance of major access roads and the physical improvements of verges and public areas.

Although tourism has the potential to filter benefits induced through to the local community, it has not benefited the majority of the local population within the "1000 Hills Experience". Instead, it has resulted in limited benefits for certain communities, those that are directly involved in tourism either through direct and indirect employment opportunities. Where tourism has involved the entire community, the benefits have been greater for individuals and the community as a whole, as is the case with the community-based tourism venture.

In order for tourism to contribute more towards LED, it is important that the constraints identified in chapter 5 are addressed and minimised. Together with the strengths and support of the tourism sector, the constraints can be overcome and tourism in the area can promote LED in the area as a whole and not in specific localised areas.

Government and institutional support at all spheres, as well as the support of the host community, has facilitated the development of tourism in the OWOE into the "1000 Hills Experience" strategy. Local government has taken a direct role in promoting tourism through their traditional functions thus facilitating LED through tourism. The Thousand Hills Association is also supportive of the growth of tourism and is supported by the local government structures. The local communities, both in the western suburbs and the Valley, are supportive of tourism and the growth of this sector due to the potential benefits of tourism.

Tourism as a LED strategy is not as 'simple' as putting in tourism attractions and marketing the area to attract tourists. Tourism as an LED strategy involves a complex and well thought through strategy and implementation to ensure that tourism will lead to local economic development that benefits the majority of the population and not a selected few. LED through tourism can be achieved through implementing sustainable tourism that is responsible towards the local community and environment while at the same time stimulating the local economy in

order to bring about socio-economic development opportunities. It can be concluded from the "1000 Hills Experience" that tourism can contribute to LED to bring about significant improvements of economic growth and development for the majority of the population, should the principles of responsible and sustainable tourism be followed as well as aiming to benefit the entire area. Tourism developments should be spatially balanced within the area and not in isolated locations for the benefit of specific groups.

6.2 Recommendations

The "1000 Hills Experience" strategy has strengths, as identified in Chapter 5 through the case study area, on which the present and future tourism strategies can be based. From the strengths the tourism sector can growth and develop into a sustainable economic sector. The constraints, however, hinder this and need to be understood in terms of the context of tourism and how they can be rectified.

The impact on employment generation in the "1000 Hills Experience" area is limited and has not contributed greatly to employment in the informal sector. Informal employment and trading has also been limited as little support has been directed to this sector. Little infrastructure, in terms of trading sites and signage has been provided in the way of supporting this sector who comprise mainly of women survivalists traders. Informal trading has been occurring informally at intersections, main roads and at view sites to the detriment of tourism due to perceptions of safety and crime. In order for the informal sector to contribute towards LED, it would be advisable that formal trading places are marked at strategic locations and sign posted in order to make it more attractive for tourism as well as benefiting the informal traders. Locations that would be suitable for informal traders would be at the information centre in Botha's Hill, which is a tourism node in the "1000 Hills Experience" area, and at view sites along the Old Main Road as this road is identified as the tourism corridor (2000 IDP - Preliminary Draft).

The results of the interviews indicated that a host community benefit more if they are directly involved with tourism, as is the case with community-based tourism ventures. Community-based tourism is a way in which those who were previously excluded from economic development can be included and benefit through SMME development. As mentioned before, this growth has been limited due to the lack of capacity within this community and lack of support for the community thus it would be beneficial for communities to be supported into entering the tourism sector. This can be achieved through partnerships between the private and public sector and the communities in order for the host communities to build capacity.

A positive aspect about tourism in the OWOE area is that the host support the expansion and growth of this sector. It is therefore important that they are involved in order to maintain their support for tourism. The communities involvement would also lead to community empowerment

in the marginalised area. Community participation has been poor within the "1000 Hills Experience" strategy and the involvement has not been maintained especially within the more marginalised areas in the Valley. Participation, especially among the marginalised communities, would lead to increased community empowerment thus increasing their opportunity to become economically involved in tourism through SMME development.

The proposals for the Valley to develop tourism indicate that there is an acknowledgment of the potential of tourism in the Valley and the potential for tourism to induce economic stimulation in the area. The proposals need to be implemented in order for local communities to become more directly involved in tourism and thus directly benefit. The proposals would also stimulate economic linkages in the area as well as create a market for SMMEs thus the opportunity for them to develop. Tourism growth in the Valley would therefore lead to socio-economic development through the empowerment of the local communities as well as the stimulation of the local economy. Although the opportunity is created for the local community, the communities do not have the capacity, finances, skills and resources to seize the opportunity and to maximize the benefits, which is problematic for tourism stimulating LED. Communities therefore need to be supported and facilitated in order to strengthen their capacity at first.

A constraint identified in Chapter 5 is the attitude and perception of tourism among certain tourism businesses. Tourism is a hospitality industry where the needs of the tourist are catered for by the business. Some tourism businesses have little understanding of how to operate a business catering for the tourism industry. It is therefore important that some form of education and assistance be available for new businesses entering the tourism sector to make sure that they understand the complexities involved in operating a business that caters for the tourism sector. This would benefit tourism as a whole as it would maintain a higher standard of service. This could be achieved by putting in place a set of entry requirements for tourism businesses to join the Thousand Hills Tourism Association and monitoring the standards among tourism businesses that belong to the Association on a regular basis. This has started to occur within the Association but needs more stringent monitoring and enforcement, especially where there are a range of levels within a particular tourism facilities, such as B&B's and guest houses.

The state of the natural environment should be maintained at its present standard and not be allowed to degrade as the natural environment in the area forms part of the tourism attraction. This can be achieved through enforcing environmental regulations and EIA's so as to protect the natural and physical environment. Tourism businesses and other land uses that could potentially impact the natural and physical environment should be monitored on a regular basis to ensure that minimal harm is induced on the environment. The maintenance of the physical environment is essential to ensure tourism development and growth. This is because tourism requires access into an area along road networks that are in a satisfactory condition.

The above recommendations are made in order to boost tourism growth and development in the OWOE area as this would enhance the contribution tourism makes to LED in the area. The identified constraints can be worked through in order to ensure that their hindrances are minimised and tourism in the area and the "1000 Hills Experience" can be developed and strengthened into a sustainable tourism strategy.

REFERENCES

1000 Hills Experience Brochure (2000) First Edition. December 2000

1000 Hills Experience Brochure (2001) Second Edition.

Addison G (2001) An Anarchic Sector. Siyaya. Issue 7 Summer 2001.

Bovaird T (1992) Local Economic Development and the City. Urban Studies. Vol 29, nos 3/4, pg 343-368.

Bovaird T (1993) Analysing Urban Economic Development. Urban Studies. Vol 30, nos 4/5. pg 631-658.

Burkart AJ & Medlik S (1981) Tourism: Past, Present and Future. Heinemann. London.

Colclough J. (1996) Investigating the leisure and tourism industries. Hodder Headline. Great Britain.

Cox KR (1995) Globalization, Competition and the Politics of Local Economic Development. Urban Studies. Vol 32, no 2, pg 213-224.

de Kadt E (1979) Tourism: Passport to Development. Oxford University Press. USA.

Decision Surveys International (2000) KwaZulu Natal Foreign Visitor - Jan/Feb 2001.

Dieke P U C (1993) Tourism in the Gambia: Some Issues in Development Policy. World Development. Vol 21, no 2, pg 277-289.

Durban Unicity Economic Development Department (2001) Durban Economic Review.

Elliot J (1997) Tourism: Politics and public sector management. Routledge, London.

Ewing D (2001) Paradise Regained? Siyaya. Issue 7 Summer 2001.

Fabricius M (1996) Tourism - Quo Vadis?. Conserva. Jul/Aug/Sept 1996

Ferreira SLA & Hanekom F (1995) Tourism and the local economy of Warmbaths, Northern Transvaal. Development Southern Africa. Vol 12, no 2, April 1995.

Futter MA (1997) <u>Tourism as a Regional Development Strategy</u>. Unpublished MTRP Dissertation. University of Natal Durban.

Grant Thornton Kessel Feinstein (1998) <u>Tourism Talk Southern Africa</u>.

Green M & Sibisi N (2001) Ecotourism: A Rural Case Study. <u>Indicator South Africa</u>. Vol 18, no 1, March 2001, pg 50-54.

Hall CM & Page SJ (1999) <u>The Geography of Tourism and Recreation</u>. Routledge. Great Britain.

Harrison D (ed) (1995) <u>Tourism and The Less Developed Countries</u>. John Wiley and Sons Limited. England.

Harrison P (1994) Global Economic Trends: some implications for local communities in South Africa. <u>Urban Forum</u>. Vol 5, no 1, pg 73-89.

Hudson R & Townsend A (1992). Tourism Employment and Policy Choices for Local Government. In: <u>Perspectives on Tourism Policy</u>. Johnson P & Thomas B (eds) (1992). Mansell Publishing Limited. Great Britain. Pgs 49-68.

Jarviluona J (1992) Alternative Tourism and the Evolution of Tourism Areas. <u>Tourism Management</u>. Vol 13, no 1, March.

Law CM (1993) <u>Urban Tourism: Attracting Visitors to Large Cities</u>. Mansell Publishing Limited. Great Britain.

Lea J (1988) <u>Tourism and Development in the Third World</u>. Routledge, Great Britain.

Leitner H & Garner M (1993) The Limits of local initiatives: A reassessment of the urban entrepreneurialism for urban development. <u>Urban Geography</u>. Vol 14, pg 57-77.

Lindberg K (1998). Economic Aspects of EcoTourism. In: <u>EcoTourism: A Guide for Planners and Managers</u>. Lindberg K, Wood ME & Engeldrum D (eds) (1998). The EcoTourism Society. Vermont. Pgs 87-115.

Local Economic Development News. Vol 1, no 4, Feb 1997.

Maharaj B & Ramballi K (1996) Recent Trends in Local Economic Development in the United States. <u>Urban Forum.</u> Vol 7, no 2, pg 159-179.

Maharaj B & Ramballi K (1998) Local Economic Development Strategies in an Emerging Democracy: The Case of Durban in South Africa. Urban Studies. Vol 35, no 1, 131-148.

Markewicz English (2000) Outer West Local Council 2000 Integrated Development Plan - Preliminary Draft.

Mathfield D (2000) Impacts of Accommodation and Craft-Based Tourism on Local Economic Development: The case of the Midlands Meander. Unpublished MTRP Dissertation. University of Natal Durban.

Mathieson A & Wall G (1982) Tourism: Economic, Physical and Social Impacts. Longman. Essex.

McCarthy J (1997). Howick-MooiRiver Corridor Study: Final Report. KZN Department of Local Government and Housing, Durban.

Mike O'Brien Management Services (1999) Proposal for the formation of an Outer West Tourism Meander.

Mowforth M & Munt I (1998) Tourism and Sustainability: New Tourism in the Third World. Routledge. Great Britain.

Murphy PE (1985) Tourism: A Community Approach. Methuen. New York.

Nel EL (1994) Local development initiatives and Stutterheim. Development Southern Africa. Vol 11, no 3, August 1994.

Nel EL (1998) Poverty and Inequality in South Africa: The Small Town Dimension. www.gov.za/reports/1998/poverty/dimension.pdf

Nel EL & Humphreys G (1999) Local economic development: policy and practice in South Africa. Development Southern Africa. Vol 16, no 2, Winter 1999.

Nijkamp P. Tourism, Marketing and Telecommunications. In: Tourism and Sustainable Economic Development. Fossati A & Panella G (eds). (2000). Kluwer Academic Publishers. Massachusetts. Pgs 37-55.

Ntuli S (2001) Interviewed on 19 October 2001.

O' Brien M (2001) Interviewed on 18 October 2001.

Odendal A & Schoeman (1990) Tourism and rural development in Maputuland: A case-study of the Kosi Bay area. Development Southern Africa. Vol 7, no 2, May 1990.

Page S (1995) Urban Tourism. Routledge. London.

Pearce D (1989) Tourist Development. Second Edition. John Wiley and Sons Inc. Hong Kong.

Pearce PL, Moscardo G & Ross GF (1996) Tourism Community Relationships. Elsevier Science Ltd. Oxford.

Reddy P (2001) Interviewed on 11 July 2001.

Republic of South Africa (1994) White Paper on Reconstruction and Development.

Republic of South Africa (1996) Draft Green Paper on Local Economic Development.

Republic of South Africa (1996) The Development and Promotion of Tourism in South Africa, White Paper. Department of Environmental Affairs and Tourism.

Republic of South Africa (1996) Local Government Transition Act Second Amendment Act, Act No. 97 of 1996.

Republic of South Africa (1996) The Constitution of the Republic of South Africa, Act 108 of 1996. Government Gazette.

Republic of South Africa (1998) The White Paper on Local Government. Ministry for Provincial Government and Constitutional Development.

Rogerson CM (1994) South Africa: from regional policy to local economic development initiatives. Geography. No 79, pg 180-183.

Rogerson CM (1996) Rethinking the Informal Economy of South Africa. Development Bank of Southern Africa Report.

Rogerson CM (1998) Restructuring the Post-Apartheid Space Economy. UNCHS Meeting, Nairobi.

Shevlin I (2001) 1000 Hills. Sunday Tribune, Sunday Magazine Supplement. 11 March 2001.

Smith SLJ (1989) Tourism Analysis: A Handbook. Longman Group. Singapore.

Smith VL & Eadington WR (eds) (1994) Tourism Alternatives: Potentials and problems in the development of tourism. Jogn Wiley and Sons Ltd. England.

Sproute KW & Suhandi AS (1998). Guidelines for Community-Based EcoTourism Programmes. In: In: EcoTourism: A Guide for Planners and Managers. Lindberg K, Wood ME & Engeldrum D (eds) (1998). The EcoTourism Society. Vermont. Pgs 215-240.

Thousand Hills Tourism Constitution. September 2000.

Tomlinson R (1993) From regional planning to local development planning. Development Southern Africa. Vol 10, no 2, pg 167-175.

Tourism KwaZulu-Natal (2001) Our Tourism Industry.

Unicity Committee Durban (1999) Durban Metropolitan Area Profile. Report No. 1.

Vanhove N. Mass Tourism: Benefits and Costs. In: Tourism, Development and Growth: The challenge of sustainability. Waheb S & Pigram JJ (eds). (1997) Routledge, Great Britain. Pgs 50-77.

Viljoen JH & Naiker K (2000) Nature-based tourism on communal land: the Mavhulani experience. Development Southern Africa. Vol 17, no 1, March 2000.

Waheb S & Pigram JJ (eds) (1997) Tourism, Development and Growth: The challenge of sustainability. Routledge, Great Britain.

Ward S (1998) Selling Place: The Marketing and Promotion of Towns and Cities 1850-2000. E & FN Spon. London.

Wearing S & Neil J (1999) Ecotourism: Impacts, Potentials and Possibilities. Butterworth - Heinemann. Great Britain.

Williams AM & Shaw G (1991) Tourism and Economic Development: Western European Experiences. Belhaven Press. London.

APPENDIX 1

People and Groups Interviewed

Tourism-related businesses
- Warrens Guest House
- 1000 Hills Hotel
- The Pot and Kettle Restaurant
- The Crocokraal Restaurant
- PheZulu Safari Park
- Isithumbe Cultural Village
- Msinsi Shongweni Reserve
- Springside Nature Reserve
- Assagay Coffee
- Chef Mushroom Farm Stall
- Heritage Market
- Wood Magic
- PheZulu 4x4 Trails
- Valley Trust
- Embocraft Training Trust
- Isithumbe Community-Based Tourism Village
- Mariannhill Monastery

Communities
- Ms L Develing - The Confederation of the Mistbelt Residents and Ratepayers
- Mr E Malinga - representative of the Xhophamehlo Community

Authority Bodies
- Ms P Reddy - Tourism Officer for Thousand Hills Tourism Association
- Mr J Forbes -Planner for Outer West Operational Entity
- Mr M O'Brien - on behalf of Tourism KwaZulu Natal and consultant of feasibility study
- Mr S Ntuli - Planner for eThekweni Municipality Economic Development Department
- Mr B Mkhize - Msinsi Reserves

Appendix 2

Questionnaire for Tourism-related businesses

Name of Enterprise _____

Address _____

_____

Telephone No _____

Respondent _____

BACKGROUND ABOUT BUSINESS

1. When was this business established?_____

2. How long has this business been involved with tourism?_____

3. What are your visitor numbers during the course of the year?_____

_____

4. What proportion of the tourists are day trippers, international and domestic?_____

_____

_____

5. When are the peak times/seasons?_____

TOURISM

6. Does this business undertake any marketing? Where is this focussed?_____

_____

_____

7. What past marketing strategies have been undertaken by the business? Have they been successful? Why?_____

_____

_____

8. What are your feelings towards the '1000 Hills Experience'?_____

_____

_____

9. Do you think it will be successful? Why?_____

_____

_____

10. Has it impacted upon your business in any way since its inception? For example, increased trade._____

_____

11. To what extent is tourism regulated in this area? Do you think it is good? Why?_____

_____

12. What sort of facilities/attractions do you think should be encouraged in the area to attract tourists?_____

_____

_____

13. What are the factors hindering tourism in the area and how can they be rectified?____

_____

_____

_____

14. To what extent are businesses/farms/people moving into the tourism market?_____

_____

_____

PERFORMANCE

15. Is the business growing, declining or static and can this is any way be attributed to the '1000 Hills Experience'?_____

_____

_____

16. How do you envisage tourism in the area in the future ? What growth do you envisage for your business?_____

_____

_____

17. Do you think an effective marketing strategy, for example the '1000 Hills Experience', can make a significant difference to the performance of a business related to tourism?_____

_____

_____

IMPACTS

18. What do you do with your profits? ie. do you invest them in the region, send them out of the region, save them ?_____

_____

_____

19. Where do you buy your inputs to your business from? (In % terms)

input	this region	Durban	KZN	rest of SOUTH AFRICA	imported

20. How many people do you employ?_____

21. Composition of staff (in % terms)
- family staff _____
- permanent staff _____
- part-time staff_____
- skills level _____

_____

_____

- gender   male_____   female_____
- age   <21_____21-55_____>55_____

22. Are your staff from the area or brought in from outside? Why?_____

_____

_____

23. Do you provide any training for the staff? If so, what type?_____

_____

_____

24. Do you have any difficulty in finding staff?_____

_____

25. What is the turnover rate among your staff?_____

_____

25. Was the provision of any special infrastructure or construction necessary for the development of your business? If yes, what and who else benefited from the infrastructure/construction?_____

_____

26. Is this business your primary economic activity or is it a sideline to your sole economic activity?_____

_____

APPENDIX 3

Questions for Host Community

- What does tourism mean to this community?
- What are the positive effects of tourism on this community?
- What are the negative effects of tourism on this community? (employment, income levels, price inflations, crime, traffic & congestion, noise)
- Who benefits from tourism?
- Who works for tourism-businesses? (%, gender, age groups, types of employment-formal/informal)
- Have there been any changes over time with regards to the number of people employed by tourism-businesses?
- Do you feel that tourism has opened up a market for informal activities?
- Does tourism respect the culture of this community? How?
- How closely does this community interact with tourists?
- Do you feel that there is a price inflation in this area in comparison to other parts of Durban?
- What physical developments/improvements have resulted, if any, to boost and support tourism in the area? (for example, roads, services, signage)
- Do you feel proud to come from this area?
- As a community, do you feel that you were involved with the development of the strategy? Why? How?
- How can this community become more involved with tourism?
- Do you think that the community has any control over tourism in the area?
- To what extent would this community support the expansion of tourism in the area?

APPENDIX 4

Questions for Authority Bodies

- Why was the '1000 Hills Experience' developed?
- What is hoped to be achieved through the establishment of the '1000 Hills Experience'?
- What past strategies have been used and were they successful?
- Why is there a strong focus on tourism as a development mechanism?
- How is this 'route' managed?
- Has it to date been successful? Why?
- How far should tourism be regulated in the area? And in Durban?
- What types of tourism facilities should be encouraged in the area?
- Why do you think people come to this area? What are the key attractions?
- What are the potential impacts of developing and encouraging tourism in the area for the area as well as for Durban?
- How do you envisage the area in the next ten years? Future expansion?
- What is required to attract tourists into the area?
- What issues/factors hinder the growth and development of tourism in the area?
- To what extent were the host communities involved in the development of the strategy?
- What attempts have there been to encourage the marginalised communities to become actively involved in tourism?
- What is this organisations role in the development, management and support of the strategy?
- How does this strategy fit into with that of the vision for tourism in KZN and the promotion of economic growth in Durban?
- To what extent does this organisation/authority support the development of tourism in the area?

Questions for Environmental Agency

- To what extent is the natural environment an attraction for tourism?
- How is the environment protected, how should it be protected and who should protect it?
- In what ways does tourism and the tourists impact on the environment? Can the impacts be rectified?
- To what extent was this organisation involved in the development of the 1000 Hills Experience? In what ways is it still involved?

List of tourism businesses within "1000 Hills Experience" in OWOE ("1000 Hills Experience" Brochure, December 2000). The number in brackets indicates the number of establishments.

Accommodation (53)
- Bed and Breakfasts and Guesthouses (49)
  - *Route T1 (27)*
    - Warren's Guest House
    - Ingweni Guest Lodge
    - PheZulu Safari Park Cottage
    - Elita's Bed and Breakfast
    - De Monte Alto Bed and Breakfast
    - Longacre Bed and Breakfast
    - Mariannhill Monastery Retreat House
    - Shady Lane Bed and Breakfast
    - The Spotted Quail Bed and Breakfast
    - Holly House Bed and Breakfast
    - Bella Vista Bed and Breakfast
    - Glyndale Guest House
    - York House Bed and Breakfast
    - Tilly Mouse's Bed and Breakfast
    - Shepherd's Croft Bed and Breakfast
    - Hilton Green Bed and Breakfast
    - Wisteria Place Bed and Breakfast
    - Camelot Guest Lodge
    - Campbells Bed and Breakfast
    - Em'seni Guest House
    - Garden Cottage Bed and Breakfast
    - Grantley's Bed and Breakfast
    - Heritage House Bed and Breakfast
    - Lindisfarne Bed and Breakfast
    - Lynwood Guest Lodge
    - Milbank House Bed and Breakfast
    - Rest Assured Bed and Breakfast
  - *Route T2 (16)*
    - Crinkley Bottom
    - Tina's Hotel
    - Watamu
    - Green Welly Country Lodge
    - Cawthorne Bed and Breakfast
    - The Villa Guest House
    - Thogusi
    - Fig Tree Cottage Bed and Breakfast
    - Kloofview Bed and Breakfast
    - The Orchad Bed and Breakfast
    - Patez Bed and Breakfast
    - Mahogany Mews
    - Jan's Bed and Breakfast
    - Kloof Falls Lodge
    - Plantation House Bed and Breakfast
    - Rooms with a View Bed and Breakfast
  - *Route T3 (2)*
    - Firgrove Guest Lodge
    - Ha-de-da Guest House
  - *Route T4 (1)*
    - Nagle Dam Lodges and camping facilities

- – *Route T5/6 (3)*
- Clifton Country House
- Winsome View
- Shongweni Dam Bush Lodge

- Hotels (4)
  - – *Route T1 (3)*
  - Rob Roy Hotel
  - 1000 Hills Hotel
  - Chantecler Hotel
  - – *Route T2 (1)*
  - Assagay Hotel

Catering (21)
- – *Route T1 (15)*
- Fairways
- Huberto's Ice Cream Parlour
- House of Coffees
- Coffee Café
- The Copper Rail Kitchen
- Alla Stazione
- Camelot
- Chantecler Hotel
- 1000 Hills Hotel
- Rob Roy Hotel
- The Pot and Kettle
- The Crockraal Restaurant
- Chameleon Ridge Restaurant and Pub
- Hagienda Pub and Grill
- Winstons Fish and Chips
- – *Route T2 (3)*
- George and Dragon Pub and Restaurant
- Crinkley Bottom
- Tina's Hotel
- – *Route T3 (1)*
- Assagay Hotel
- – *Route T5/6 (2)*
- Riverview Pub and Restaurant
- The Treehouse

Cultural (3)
- – *Route T1 (2)*
- Izintaba Cultural Village
- PheZulu Safari Park
- – *Route T4 (1)*
- Isithumbe Village

Environmental (8)
- – *Route T1 (2)*
- Springside Nature Reserve
- Misty Mountain
- – *Route T2 (3)*
- Tunzini Wilderness Garden
- Msinsi Inanda Reserve
- Kranzkloof Gorge and Nature Reserve
- – *Route T3 (1)*
- Alverstone Wildlife Refuge

-     *Route T4 (1)*
- Msinsi Nagle Dam
-     *Route T5/6 (1)*
- Msinsi Shongweni Dam

Adventure (11)
- 1000 Hills Choo Choo
- Emberton Golf Centre
- Scuba International
- Cato Flying School
- Kite and Fly
- La Estancia Horse Trails
- 1000 Hills Horse Trails
- Paddling and Adventure School
- PheZulu 4x4 Trails
- Bells Bus
- Serengeti 4x4 Track and Club

Community-based Tourism (1)
-     *Route T4 (1)*
- Isithumbe Village

Retail (41)
- Shopping Centres (6)
  -     *Route T1 (5)*
  - Fields Shopping Centre
  - The Heritage
  - Sugar Loaf Centre
  - The Fainting Goat Centre
  - 1000 Hills Craft Centre
  - The Colony
  -     *Route T2 (1)*
  - Kloof Village Mall

- Artists and Galleries (4)
  -     *Route T1 (2)*
  - Brian Holmwood
  - The O'Donnell Gallery
  -     *Route T5/6 (2)*
  - Wendidu
  - Andrew Walford

- Crafters (22)
  -     *Route T1 (18)*
  - Violin and Bow
  - The Ceramic Café
  - Cheval Ceramics
  - The Nest Egg
  - Aluka Rugs
  - Arts of Africa
  - George Woodcraft
  - Dragon Mountain
  - Chromse Glass
  - Arts and Things
  - Illuminations
  - Pendula Turnings
  - Zimbabalooba
  - Bona Africa

- Fibre Designs
- End of the Line
- Wood Magic
- Swazi Candles
- *Route T2 (2)*
- Ipotwe
- Umbula Crafts
- *Route T5/6 (2)*
- Colgray Crafts
- Mud Crafts

- Decor and Furniture (9)
  - *Route T1 (8)*
  - Berncliffe Fine Furniture
  - Home Concepts
  - Cotswold Cottage and Trading
  - Ye Old Oak Shoppe
  - The Woodshop
  - Country Home Furniture
  - Roys of Hillcrest
  - Woodpecker.com
  - *Route T3 (1)*
  - The Kidz Lumber Company

Agriculture (10)
- Farm Stalls (2)
  - *Route T1 (1)*
  - Heidi's Farm Stall
  - *Route T3 (3)*
  - Chef Mushroom Farm Stall

- Working Farms (4)
  - *Route T1 (3)*
  - The Farmyard
  - Assagay Coffee
  - The Harvestry
  - *Route T3 (1)*
  - Hillbilly Animal Farm

- Nurseries (4)
  - *Route T1 (2)*
  - Dunrobin Garden Centre
  - Rainman Landcare Foundation
  - *Route T3 (2)*
  - Ronor Nursery
  - Dieters Nursery and Landscaping

Educational (6)
- *Route T1 (4)*
- Kearsney College
- Embocraft Training Trust
- Highbury
- Valley Trust
- *Route T2 (1)*
- Thomas Moore College
- *Route T3 (1)*
- The Roseway Waldorf School

Religious (4)
- *Route T1 (2)*
  - Mariannhill Monastery
  - Falcon Crest Chapel
- *Route T3 (2)*
  - German Lutheran Church
  - Firgrove Chapel